A STUDY ON CUSTOMER PERCEPTION OF RECENT ADVERTISING TRENDS

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ABSTRACT
Advertising as a form of promotion has grown rapidly and became a major business which is responsible for survival of many industries. Nowadays consumers are exposed to large amount of messages and commercials of diverse range of products varying from soaps to computers. The aim of the study is to understand perception and effectiveness of advertisements with respect to viewer’s, with reference to opinion about women, sex and violence the effect of advertisement on children, in advertising. Opinion regarding event sponsorship by different companies on different consumers as well as trends in the area. With the growing concern over commercial promotions of products that are unhealthy or unsafe, policy recommendations are to impose restrictions on promotional activities, such as event sponsorship, when used to promote products like alcohol, tobacco, and fast foods. The study provides practical suggestions on advertising which can be utilized on devising the advertising campaign. The findings show that advertisement has considerable effect on buying decision. Sex, Violence, Female anatomy if creatively used can enhance the effectiveness, of the advertisement and this portrayal is not wrong if message demands but Unnecessary flaunting of female anatomy is not acceptable in the advertisement of male oriented product. And since the Children are the most prone viewers to the advertisements. There is a considerable impact on these tender minds.

Keywords: Advertising; Effectiveness; Perception; Event Sponsorship

INTRODUCTION
Advertising in India has achieved a spectacular and many sided growth over the years. The growth has been particularly impressive in recent years, following the liberalization. Advertising has not only become a buoyant industry but also a highly specialized and a highly competitive industry. Advertising has also embraced a large number of diverse product groups from soaps and detergents to computers. Today, more than 10,000 branded products and services are being advertised in India through different media. Kim 2009 says advertising has been considered as a part of Integrated Marketing Communication (IMC) and played a crucial role to deliver messages that are reflected by social, cultural, and economic situations. Advertising is an important cultural text in that it is a cultural pattern that can quickly and flexibly respond to the public taste and sentiment which change every moment. However, sometimes, advertising creates new trends or needs which do not exist before. So here how the consumer perceive these advertisements becomes important as the success has wide impact on companies, consumers and the cultural aspect of country.

(Meenaghan, 2001) suggests that attitudes of consumers are ambivalent, and they differ country by country with respect to demographic variables, and depends on major attitudes toward the medium and attitudes toward the firm that is advertising. The results clearly show high levels of consumer favorability toward sponsorship as an activity, though positive response may be tempered by certain negative factors associated with unethical selection of stimulus like use of women as material, hazardous products as sponsors, and distorted cultural values.

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REVIEW OF LITERATURE

(Wang, Zhang, Choi, & and D'Eredita, 2002) Said that factors which contribute to attitude formation towards advertising are motives, entertainment, information, irritation, credibility, interaction and demographics. (Bansal, John, & Ling, 2005) in their study examined that cigarette companies in India are targeting men, women, and children in different socioeconomic group. The strategies are used according to the socioeconomic status of the consumers. Keeping in view the ban on tobacco products the companies are increasing advertisements for launching brand extension and brand stretching. (Kropp, Annie M. Lavack, J. S. Holden, & Dalakas, 1999) In their study differences in attitude of smokers and non-smokers, drinkers and non-drinkers towards sports sponsorships by the companies. They focused that greater the social acceptability by the respective variable formed the difference. (Mc Daniel & Heald, 2003) This study used variations of fast-food and tobacco print advertisements containing sport sponsorship themes in a test of Fiske’s theory of schema triggered affect. There is growing concern over commercial promotions of products that are unhealthy or unsafe. Academic research on sponsorship effects has not kept in focus with the application of sponsorship by practitioners. So there is a strong need for more theory-driven sponsorship research.

(Gould, 1994) said that the effectiveness of sexual appeals in advertising is not clear, though there has been much research on different aspects of such appeals. The conclusion of his research suggests complex relationships between sexuality in ads and advertising response measures, such as copy recall, interest, purchase intention, and the like. Another finding is that sexual appeals become effective when sexuality is related to the product. When the product is not related, it may distract from the effectiveness of whether sexual appeals are used with good intentions by advertisers, or whether they use them in an exploitive and degrading way to appeal to consumers' basic instincts and to cause consumers to buy products which they do not need.

(Chalip & Green, 2003) Examined the effect of sport event media and destination advertising. They compared nine dimensions of destination image and intention to visit the host destination. They found out that destination image is significantly related to intention to visit the host destination. They also say that event organizers and marketers should bear responsibility and communicate how event add value to the consumers for which they are held. It is the accountability of marketers to enhance the quality of event marketing so that it can positively affect the consumers.

GENERAL OBJECTIVE

To study the consumer’s perception regarding the recent advertising trends.

SPECIFIC OBJECTIVES

1. To find out the viewer’s perception about effectiveness of advertising.
2. To find out the viewer’s opinion about women, sex and violence in advertising.
3. To find out the opinion regarding event sponsorship by different companies.

RESEARCH METHODOLOGY

Research Design: Exploratory and descriptive research designs are used. Data Collection Method and Instrument Used: Survey Method is used for data collection. The technique used for survey is personal interview in which questionnaire is used as instrument.

Place: Gwalior, Sampling Plan:
I. Sampling Unit – Sampling unit for present survey is children, teenagers & elders.
II. Sample size- Total number of respondents surveyed was 280 and we got the response from 211 respondents keeping in view the trends of pilot survey the sample size taken was 161.
III. Sampling Technique & Method – Judgment and Convenience sampling methods are used under non-probability sampling technique.
DATA ANALYSIS
Perception about Impact and Effectiveness of Advertising

Opinion about the advertisements

<table>
<thead>
<tr>
<th>Age in years</th>
<th>Knowledge</th>
<th>Entertaining</th>
<th>Disturbing</th>
<th>Can’t Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-18</td>
<td>8</td>
<td>16</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>18-25</td>
<td>17</td>
<td>15</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>25-35</td>
<td>13</td>
<td>12</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Above 35</td>
<td>9</td>
<td>7</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>

Effect of advertisements on buying decisions

<table>
<thead>
<tr>
<th>Age in years</th>
<th>Significant</th>
<th>Little</th>
<th>Not at all</th>
<th>Can’t say</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-18</td>
<td>10</td>
<td>12</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>18-25</td>
<td>14</td>
<td>19</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>25-35</td>
<td>9</td>
<td>14</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Above 35</td>
<td>7</td>
<td>12</td>
<td>8</td>
<td>7</td>
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</tbody>
</table>

Significant percentage of people thought advertisement as knowledgeable on entertaining. But people in the age group of above 35 years think it to be more disturbing than anything else. It is evident from the study that advertising has little or significant effect on buying decisions for the people of all the age groups though some people hold their opinion for the opposite.

Women, Sex and Violence in Advertising

Impact of sex, violence and female anatomy on the effectiveness of the advertisements

<table>
<thead>
<tr>
<th>Age in years</th>
<th>Significant</th>
<th>Little</th>
<th>No</th>
<th>Can’t Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-18</td>
<td>10</td>
<td>4</td>
<td>9</td>
<td>9</td>
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<tr>
<td>18-25</td>
<td>19</td>
<td>9</td>
<td>13</td>
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<td>25-35</td>
<td>11</td>
<td>15</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Above 35</td>
<td>9</td>
<td>14</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>
Study reveals that in the opinion of a large section of respondents’ sex, violence and women certainly have impact on the effectiveness of advertisements. Effectiveness of the advertisements is referred to the ability of the advertisement to be recalled and ability to draw attention. A large number of respondents agreed with the portrayal of women, sex violence provided it is the demand of the message. But that portrayal should be in a positive and creative way that should give identity to the women. A significant number of respondents are against the use of women, sex and violence in advertisements. To considerable no. of respondents the portrayal of female anatomy for male oriented products are not
acceptable. Women in swimsuit (old spice after shave), women attracted towards man (7 O ‘clock), street guy following a women (VIP Frenchie) are some of the examples by respondents.

Opinion Regarding Event sponsorship

Tobacco/ Liquor companies should be banned

<table>
<thead>
<tr>
<th>Age in Years</th>
<th>Nothing wrong</th>
<th>Should be banned</th>
<th>Can’t say</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-18</td>
<td>18</td>
<td>12</td>
<td>02</td>
</tr>
<tr>
<td>18-25</td>
<td>30</td>
<td>19</td>
<td>03</td>
</tr>
<tr>
<td>25-35</td>
<td>33</td>
<td>07</td>
<td>03</td>
</tr>
<tr>
<td>Above 35</td>
<td>28</td>
<td>05</td>
<td>01</td>
</tr>
</tbody>
</table>

It has become a trend for the tobacco/liquor companies to sponsor events and use loop holes in the act banning their advertisements. There are numerous examples, Gold Flake open Tennis Tournament, Wills world cup, Red &White bravery award. Most of the consumers agree that these companies should be banned from sponsoring such events.. Instead of the sponsorship by these companies the healthy sponsorship is appreciated by the respondents.

It is evident from the study that in the view of respondents, advertising really promotes consumerism, a significant number advocate this fact. Advertisements not only show the way to fulfill the needs but also create needs which now a days, has become the symbol of esteem and status in the society. With the advent of foreign channels and numerous advertisements appearing on it, it is bound to affect the cultural/social values. The most of the consumers opine that today advertisements are affecting the values greatly. Overall the advertisements play a significant role in the westernization of the traditional Indian Culture. It has created or gradually creating a colorful hybrid of Cultures.

CONCLUSION

1. Majority of consumers in the age group 14-35 regards the advertisement either knowledgeable or entertaining. While for the elders (above 35) advertisement are more disturbing. Advertisement has considerable effect on buying decision.
2. Sex, Violence, Female anatomy if creatively used can enhance the effectiveness of the advertisement and this portrayal is not wrong if message demands.
3. Unnecessary flaunting of female anatomy is not acceptable in the advertisement of male oriented product.
4. Children are the most prone viewers to the advertisements. There is a considerable impact on these tender minds.
5. Advertisements of tobacco and liquor based product should be discouraged or banned. Proxy advertisement should be treated similarly. Sponsorship of the event by tobacco and liquor based advertisement is not appreciated by the consumer. Hence it should be totally discouraged or banned. But the sponsorships by the other companies are acceptable.
REFERENCES


11. Kim, Kyung Hee, (2009), Analysis of recent trends of TV ads, A case of Korean Market


