ABSTRACT

The study is aimed at establishing the significance of advertising for anchor by Panasonic. This study investigates the significance of Advertisement for Anchor by Panasonic and how consumer buying behaviour is influenced through advertisements. The major findings of the study demonstrate that the awareness for customers about Anchor by Panasonic is very much required through advertisements. The awareness has to be increased about Anchor Panasonic in the minds of customers through advertisements. Television advertising is a very effective tool of communicating messages to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements an important medium to make people aware of any products. This paper presents the results of a study designed to test the impact of television advertising and on women consumers' buying behaviour. The purpose is to study on different factors which influenced on buying behaviour, their satisfaction with advertising strategy in FMCG products.

Keywords: Advertisement; Consumers; Brand Personality; Meaningfulness and Memorability

INTRODUCTION

This article aims at creating an awareness, experience and introduction for the researcher by giving a chance to know, observe and learn the nature, vision, purposes and performance of an organisation and the activities in the organisation.

This would allow researcher to get a practical and immediate feel of the various aspects of an organisation and relate it to the concepts and theories studied so far in the reality. This exercise would enable the future managers to face the challenges lying ahead. It also enables to create a good relationship with the officials. A study on the impact and influence of brand repositioning strategies on media branding with reference to Kasturi Medias private limited.

Brand positioning is used to map the positioning of fashion brands in the apparel market compared to its competitors and its consumers. The brand positioning process was originally defined by the process of creating the brand ‘image’ (Biel, 1993).

According to Keller (1993) this comes together by the brand associations that are perceived by the consumer (St-James, Charm 2001). Brand positioning begins with the company’s strategy concerning the place and identity they want in the market.
This involves all associations concerning the communicated identity aimed at reaching the consumer. According to St-James, this shows the combination of strategic thinking and the psychological dimensions that are formed in market (Charm 2001).

The position in market can be seen from within the company, and the consumer. This difference can be found in the desired brand identity, which is the identity communicated by the brand, and the perceived brand image, which is the identity that is given to it by the consumers.

Brand positioning is dependent on the relationship that is created in the mind of the consumer (Okonkwo, 2007). It should establish similarities or differences compared to other brands, to stimulate a brand image that leads to consumer willingness to purchase.

Brand positioning is affected by the changing society, competitive landscape and consumer preferences which can lead to a need for re-positioning.

STATEMENT OF THE PROBLEM

The main objective of advertisement is to reach the customers effectively, not just for one customer, but for many target buyers. This requires that the target buyers should be specially identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated.

Companies are investing huge amount to attract more customer through the promotional channel as an advertisement. In this scenario, it is vital to study the impact of advertisement on consumer buying behaviour which drives the success of advertisement and growth of the organization.

NEED FOR THE STUDY

This study helps to know the awareness that a customer has towards anchor by Panasonic as the company does not prefer advertisements through media, paper ads., billboards and other modes of advertising. This study helps company to know which brands customers prefer the reasons for their preference and factors that influences their purchase decision in electrical.

This helps company to take measures in increasing the awareness about their products and also to plan a programme for establishing a suitable mode of advertisement to reach out to its prospective customers.

OBJECTIVES OF THE STUDY

The objectives of the study are:-

1. To understand the consumer awareness towards Anchor Panasonic.
2. To enhance the brand visibility of Anchor Panasonic through advertisements.
3. To determine the selection of media plan for advertisements.
4. To suggest measures to establish advertising programme for advertisement.

SCOPE OF THE STUDY

The inferences from the study is based on the responses given by the customers. This study will be helpful in getting an insight into the awareness of customer towards Anchor by Panasonic and perception of consumers on Anchor by Panasonic Advertisements.

It also helps to know the significance of advertisement and the influence it has on buying behaviour of customers. The different kinds of media that affects the buying pattern of customers are also found out through this study.

RESEARCH METHODOLOGY

Research methodology is a method to solve the research problem systematically. It involves gathering data, use of statistical techniques, interpretations and drawing conclusions about research data. Keeping in view the objectives of the study, data is collected from following sources.
Type of Research
Descriptive research study

Sources of Data
The sources of data are varied. Data can be distinguished as

Primary Data
This is generated by the original research design to answer specific questions as required. It covers the facts which was not previously known or not previously published. Primary data is important for all the areas of my research because it provides unvarnished information about the results of my study. For primary data the prospective customers were supplied with the structural questionnaire and collected after directly filled in by the respondent. Apart from direct distribution of questionnaire, direct interaction was also done with a view to collect the required data.

Secondary Data
The secondary data is generated through the company broachers, company websites, annual reports, magazines and also through internet

For my study regarding Sources of recruitment, the secondary data will be collected from books, manuals, reports of the company as well as internet

Sampling Design
The technology used for selecting a subset of individuals from a large population in order to determine the characteristics of the entire population is referred to as sampling.

For my study simple random sampling technique is preferred to select the respondents in order to collect the data.

If ‘N’ is the size of the population ‘n’ units are to be drawn in the sample then the sample should be taken in such a way that each of the \(^n \binom{N}{n}\) samples has an equal chance of being selected and the mean of simple random sampling is \(X = \frac{\sum x_i}{N}\)

Sampling Area
For my study the area selected for sampling is Bangalore.

Research Model
Research model proposed is as under:
ADVERTISEMENT \(\rightarrow\) AWARENESS \(\rightarrow\) PERCEPTION \(\rightarrow\) OPINION \(\rightarrow\) DECISION MAKING

The research design clearly examines the relationship between advertisements and the effect on customer decision making.

The advertisements directly have effect on the consumer, they invoke the task is promoting any new product is to create awareness and perception about the product that exists.

The second important task is to provide enough information and learning about the product for the prospective customer to make an informed decision. Finally, the marketer wants to be persuasive enough to stimulate the customers motivation, desire to satisfy his or her needs.

Steps Followed In Research Methodology
Step1: Determine the objective of the study.
Step2: Decide on research design.
Step3: Choose the source of data to be collected.
Step 4: Decide on the sample size.
Step 5: Gather and organize the field data collected.
Step 6: Evaluation and processing the collected data.
Step 7: Preparing the research report.

**Research Design**

The study is based on primary data and secondary data. Primary data was collected through structured questionnaire for which samples of 100 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles.

The collected data were analyzed with the suitable tools like Percentage method and Chi square test with the following assumptions were made on the onset of the project.

**Research Approach**

Survey method is used for collecting data from consumers. We requested all respondents to fill in the questionnaire, by self .after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

**Sampling Technique**

A convenient sample (non –improbability sampling method) of 100 consumers was shared up for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

**Sample Size**

The Size of the sample taking in this study is 100.

**Period of Study**

The study was done during December 2015 to February 2016 timeline.

**Data Usage**

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside then parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage method and chi-square test.

**Tools**

Percentage method and Chi–Square test analysis was conducted on the data in questionnaire.

**Research Instrument**

The data is collected by well-developed, structured five point Likert Scale is considered. All of the questionnaires were distributed among the respondents in the defined areas. The data is collected in a period of 10 days.

The questionnaire explains the awareness about Anchor by Panasonic among customers, the media through which advertisements influence them the most and the significance of advertisements for Anchor by Panasonic. Here the Likert scale has been considered which consists of 5 point scale where 5 as strongly disagree and 1 as strongly agrees.

For the analysis of the responses, under the five point Likert Scale, it is defined as

- Strongly I agree (1 point)
• Agree (2 point)
• Neither agree nor disagree (3 point)
• Disagree (4 point)
• Strongly disagree (5 point)

LITERATURE REVIEW

Ms. Suman Sii, Ms. Mansi Kapoori, 2014, advertising effectiveness on Consumer Decision Making. This study is aimed at studying the impact of advertising and its various strategies in industry. This study also focuses on role of insurance in general and the role of IRDA as a governing body for sector. The study also involves the overview of various players in the market. The study being descriptive and explanatory in nature, findings have been made through theoretical analysis to get an insight about the relationship between advertising and consumer perception relating to product.

Impact of lifestyle on brand preference of buying behaviour (Dr. A.C. Pandey, Mithilesh kumar pandey, 2011) Due to fast movement of technology it is requisite to find change in the life style of customer. In this research it is endeavoured to illustrate lifestyle of buyers changes due to some factors such as age, social class, income and some other factors. Some factors play a major role in the changing of buying behaviours. This research helps to know the factors responsible in changing buying behaviour. Advertisement is one such factor.

Impact of TV Advertisement on children buying behaviour, Mr. Abdul Hameedi, 2014.In this research we investigate the impact of television advertisements on children buying behaviour.

Effects of advertising on consumer buying behaviour: With respect to cosmetic products, Akwasi ampof, 2014. The study seeks to examine the effects of advertising on consumer buying behaviour considering demand for cosmetic products by residents. It was found that advertising does influence expenses incurred on cosmetics products but much influence on the purchase of cosmetic products results from one’s income or pocket money available, and other factors like price of the product, the brand and other people’s recommendation concerning the product.

It concluded that, advertising satisfies the needs of the firm and the wishes of consumers. Its role cannot be replaced by any other means. Therefore firms must strategise and know when and where they should advertise.

Impact of television advertising on buying behaviour of consumer with respect to FMCG products, Geeta Sonkusarezz 2013

LIMITATIONS OF THE STUDY

• The study is limited to only to Bangalore.
• The study was limited to 100 randomly selected respondents.
• The study was only based on data obtained by the survey, with structured questionnaire.
• Time allowed to conduct the study was for a limited period only.
• There may be some bias in the response of the respondents.

The worldwide electrical industry is the most flourishing and extremely diversified sector consisting of manufacturers, suppliers, dealers, retailers, electrical engineers, electricians, electronic equipment manufacturers, and trade unions. This sector has been growing at a rapid pace with the invention of innovative technologies and an ever-increasing customer inclination towards electrical goods and services.
The worldwide electrical industry is experiencing phenomenal and remarkable changes these days. The worldwide electrical industry is distinguished by fast technological advances and has grown rapidly than any other industry over the past 30 years.

Voluminous production is slowly and gradually moving towards low cost destinations, which in turn are the markets which offer the most long term potential. In today's age of competition, electrical products manufacturing companies are under immense pressure to develop new and innovative products.

The global electronics industry is driven by demand for the products, which are durable, lighter, cheaper, and better than the ones, they replace. Foreign collaborations and mergers are on a rise. A new wave of industrialization is throwing up several business opportunities for electrical market to expand.

The future seems prosperous for this electrical industry in terms of the expected surge in global demand and upsurge in investments. Many trends such as over-capacity in developed markets, globalization, technology advances, regulation and environmental consideration, market fragmentation and product proliferation will lead to the accelerated growth of this sector.

The key factors governing the growth of electrical industry are as follows:

- Rising and continuous investments in research and development has led to increased productivity and higher-value added electrical products.
- Increased foreign investments have resulted in the accelerated growth in terms of electrical production and exports. Foreign companies are now making huge investments and are installing extensive production capacities in developing countries.
- This industry is highly fragmented which comprises of many small and medium size enterprises.
- Rapid pace of innovation in electronics technology is resulting in a consistent demand for newer land faster products and applications.

Theoretical Background of the Study

Almost every done grows up in this world which is flooded with mass media (television, advertising, videos, billboards, magazines, movies, newspaper, and internet) of all marketing weapons. Advertising is renowned for its exposure. It is a much broader concept. Advertising is a subset of promotion mix which is on promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a prospective customer to take final purchased decision. Advertising through all medium so influence audiences, it not only influences individuals attitude, but also behaviour of the country.

Advertising

It is communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process.

It is defined as a paid, non-personal communication through various media by business firms non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of as particular audience is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it.

A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements. As the primary mission of advertiser is to reach prospective customers and influence theirs awareness, attitudes and buying behaviour. They spend a lot of money to keep prospective customers interest.
When young people choose advertising information and characters as their role models, they may not only identify with them but also make purchase decisions based on these ads.

As the market is surplus with several products or services, so many companies make similar functional claim. So it has become extremely difficult for companies to differentiate their products or services based on functional attributes alone. Differentiations based on functional attributes, which are shown in advertisement, fare never long lasting as the competitors could copy the same. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. Because, positive emotional appeals also provide a strong brand cue and stimulate category-based processing.

Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory. Advertisers primary motive is to reach prospective customers and influenced their awareness and buying behaviour.

**Purpose**

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company’s services or products are the best, enhance the imaged of the company, point out and create as need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salesperson individual messages, draw customers to the business, and to hold existing customers.

**Types of Advertising**

**Television Advertising** - Television advertising is one of the most expensive types of advertising. This is one of the effective modes of advertisement as the numbers of TV viewers are more. Virtual advertisements may be inserted into regular programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience.

**Radio Advertising** - Radio advertisements are broadcasts radio waves to then air from a transmitter to an antenna and a thus to as receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found on air, and also online.

**Online Advertising** - Online advertising is a form of promotion that uses then Internet and World Wides Web for the expressed purposes of delivering marketing messages to attract customers. Online ads are delivered by an ad server.

Examples of online advertising include contextual ads that appear on search engine results pages, bannerads, pin payperaclick textdads, richgmedia ads, Socialfnetworkdadvertising, online classified advertising, advertising networks and e-mail marketing

**Covert Advertising** - It is the type of advertisement when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie Minority Report, where Tom Cruise's character John Andertons owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo.

**Press Advertising** - Press advertising describes advertising in as printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

**Billboard Advertising** - Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a
large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

**In-Store Advertising** - In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (a.k.a. POP – point of purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

**Celebrity Branding** - This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

**DATA ANALYSIS AND INTERPRETATION**

**Electrical brand preferred**

Table 1. Showing electrical brand preference

<table>
<thead>
<tr>
<th>BRAND</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Havells</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>Anchor Panasonic</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Crompton Greaves</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Cona</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Standard</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table, it can be interpreted that, Out of 100 respondents, 54% preferred HAVELLS, 36% preferred ANCHOR BY PANASONIC, 6% preferred CROMPTON GREAVES, 2% preferred CONA, 2% preferred STANDARD. It is clear that major section of the respondents prefer Havells as electrical brand.

**Reason for Electrical Brand Preference**

Table 2. Showing reason for electrical brand preference

<table>
<thead>
<tr>
<th>REASON</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Personal experience</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Recommendation</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Seeing people use</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Discount</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above graph it can be interpreted that, Out of 100 respondents, 58% chose ADVERTISEMENT as the reason for electrical brand preference, 14% chose WORD OF MOUTH, 8% chose PERSONAL EXPERIENCE, 6% chose RECOMMENDATION, 4% chose SEEING PEOPLE USE, 10% chose DISCOUNTS. it is evident that advertisement is the main reason behind electrical preference.
Awareness about Acquisition of Anchor by Panasonic

Table 3. Showing awareness about acquisition of Anchor by Panasonic

<table>
<thead>
<tr>
<th>OPINION</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>NO</td>
<td>73</td>
<td>73</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table, Out of 100 respondents, 73% of the respondents are UNAWARE about the acquisition of anchor by Panasonic. 23% of the respondents are AWARE about the acquisition of anchor by Panasonic.

Anchor by Panasonic’s Product Category That Is Most Familiar

Table 4. Showing Anchor by Panasonic’s product category that is most familiar

<table>
<thead>
<tr>
<th>BRAND</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting System</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Motion Sensor</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Protection Devices</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Wires and cables</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Switches</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table, it can be interpreted that, Out of 100 respondents, 31% of the respondents say they are aware of LIGHTING SYSTEMS in anchor by Panasonic product category, 7% of the respondents are aware of MOTION SENSORS, 5% of the respondents are aware of PROTECTION DEVICES, 27% of the respondents are aware of WIRES AND CABLES, 30% of the respondents are aware of SWITCHES. It is clear that there is mixed response from the respondents regarding familiarity of Anchor products.

Factor Influencing Buying Decision of Respondents in Electricals

Table 5. Showing factor influencing buying decision of respondents in electricals

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Quality</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Promotional offers</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Agent</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Warranty</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Design</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table it can be interpreted that, Out of 100 respondents, 18% respondents prefer PRICE as the factor which influences their buying decision in electrical, 35% respondents prefer QUALITY as the factor, 8% respondents prefer PROMOTIONAL OFFERS as the factor, 16% respondents prefer AGENTS as the factor, 14% prefer WARRANTY as the factor, 9% respondents prefer DESIGN as the factor that influences their buying decision in electrical.
Type of advertisement that attracts the customers most

Table 6. Showing type of advertisement that attracts the customers most

<table>
<thead>
<tr>
<th>BRAND</th>
<th>RESPONSE</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humour</td>
<td>38</td>
<td>38</td>
</tr>
<tr>
<td>Emotional</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Sensitive</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Comparative</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table it can be interpreted that, Out of 100 respondents, 38% of respondents prefer HUMOUR as the type of advertisement that attracts the most, 20% of the respondents prefer EMOTIONS as the type of advertisement, 18% of the respondents prefer SENSITIVENESS as the type of advertisement, 24% of the respondents prefer COMPARITIVENESS as the type of advertisement that attracts the most.

Preference Of Electrical Brands Based On Following Parameters

Table 7. Showing preference of electrical brands based on following parameters

<table>
<thead>
<tr>
<th>PARAMETER</th>
<th>CONA</th>
<th>ANCHOR</th>
<th>HAVELLS</th>
<th>STANDARD</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard for design</td>
<td>20%</td>
<td>32%</td>
<td>42%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Good reputation</td>
<td>12%</td>
<td>32%</td>
<td>50%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Highest quality</td>
<td>10%</td>
<td>26%</td>
<td>56%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Affordable price</td>
<td>28%</td>
<td>24%</td>
<td>22%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>6%</td>
<td>22%</td>
<td>62%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Personal Experience</td>
<td>12%</td>
<td>36%</td>
<td>36%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Value for money</td>
<td>10%</td>
<td>30%</td>
<td>44%</td>
<td>2%</td>
<td>14%</td>
</tr>
</tbody>
</table>

RECOMMENDATIONS

1. STANDARD OF DESIGN: Out of 100 respondents, 20% of respondents preferred CONA, 32% of the respondents prefer ANCHOR, 42% of the respondents prefer HAVELLS, 4% of the respondents prefer STANDARD, 2% of respondents prefer other brand for standard of design.

2. GOOD REPUTATION: Out of 100 respondents, 12% of respondents preferred CONA, 32% of the respondents prefer ANCHOR, 50% of the respondents prefer HAVELLS, 4% of the respondents prefer STANDARD, 2% of respondents prefer other brand for good reputation.

3. HIGHEST QUALITY: Out of 100 respondents, 10% of respondents preferred CONA, 26% of the respondents prefer ANCHOR, 56% of the respondents prefer HAVELLS, 2% of the respondents prefer STANDARD, 6% of respondents prefer other brand for highest quality.

4. AFFORDABLE PRICE: Out of 100 respondents, 28% of respondents preferred CONA, 24% of the respondents prefer ANCHOR, 22% of the respondents prefer HAVELLS, 14% of the respondents prefer STANDARD, 12% of respondents prefer other brand for affordable price.

5. ADVERTISEMENT: Out of 100 respondents, 6% of respondents preferred CONA, 22% of the respondents prefer ANCHOR, 62% of the respondents prefer HAVELLS, 8% of the respondents prefer STANDARD, 2% of respondents prefer other brand for advertisement.

FINDINGS

- It was evident that most preferred electrical brand was Havells (54%), followed by Anchor by Panasonic (36%).
It was clear that advertisement (58%) was the most influencing reason for the preference of electrical brand.

73% of respondents are Unaware about the acquisition of Anchor by Panasonic.

The most familiar product line in Anchor electrical is Lighting Systems (31%), followed by Switches (30%), Wires and Cables (27%).

The most influencing factor for buyers decision making in electrical is Quality (35%) of the electrical brand.

The most attractive type of advertisement is Humour (38%), Comparative (24%), Emotional (20%), Sensitive (18%).

RECOMMENDATION

The study clearly depicted that there is direct relationship between advertising and buying behaviour of customers. Therefore it is suggested that Anchor Panasonic has to reach out to its end customers through mass media communication in order to create greater awareness in the minds of customers.

As most of the respondents preferred other electrical brand over Anchor by Panasonic for the main reason of advertising, the company has to take measures to improve the awareness in customers mind through advertising. This directly affects the buying behaviour of customers and the companies product sales also increases.

It is suggested that TV, Newspaper, Billboards and Magazine are the preferred mode of advertising. Through this mode of advertising, the company can provide information about its product.

CONCLUSION

The research work on topic “A study to establish the significance of advertising for Anchor by Panasonic” was carried with an objective to find out the awareness that the prospective customers have towards Anchor by Panasonic and also to know the significance of advertising for electrical brands. The sample size is 100. The data was analyzed using percentage method and chi-square test.

From my study I can conclude that the customer awareness has to be increased through advertising and suitable media has to be selected for reaching out to the prospective customers. The awareness about an electrical brand for customers can increase sales of that particular electrical brand. The major reason behind respondents preference for electrical brand is advertisement.

From the findings it is seen that Anchor by Panasonic is not reaching out to its end customers. Respondents strongly agree that Anchor by Panasonic has to increase its awareness through frequent advertisements and respondents preferred media like TV program, Newspaper, Magazine and Billboards for advertisement.

REFERENCES


