

**TO STUDY THE EFFICIENCY OF ADVERTISING ON THE  
BUYING BEHAVIOUR OF THE CONSUMER WITH  
SPECIAL REFERENCE TO ELECTRONICS AND HOME  
APPLIANCES**

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**BACHELOR OF COMMERCE**

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**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC |  
Approved by AICTE/JEPPIAAR NAGAR, RAJIV GANDHI SALAI,  
CHENNAI - 600 119**

**MAY-2022**



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## **DEPARTMENT OF MANAGEMENT STUDIES BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of

**BALAMURUGAN.S** who carried out the project entitled “**TO STUDY THE EFFICIENCY OF ADVERTISING ON THE BUYING BEHAVIOR OF THE CONSUMER WITH SPECIAL REFERENCE TO ELECTRONICS AND HOME APPLIANCES**” under my supervision from JANUARY- 2022 to MARCH - 2022.

**DR. MATHAN. N**  
**(INTERNAL GUIDE)**

**(EXTERNAL GUIDE)**

**Dr. BHUVANESHWARI.G**  
**Dean – Department of Management Studies**

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submitted for viva voce Examination held on \_\_\_\_\_

**INTERNALEXAMINER**

**EXTERNAL EXAMINER**

## **DECLARATION**

**BALAMURUGAN (39740067)** hereby declare that the Project Report entitled “**TO STUDY THE EFFICIENCY OF ADVERTISING ON THE BUYING BEHAVIOUR OF THE CONSUMER WITH SPECIAL REFERENCE OF ELECTRONICS AND HOME APPLIANCES**” done by me under the guidance of **Dr. MATHAN. N** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE: CHENNAI**

**SIGNATURE OF THE CANDIDATE**

## **ACKNOWLEDGEMENT**

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**MURUGAN.S**

**BALA**

## **ABSTRACT**

This paper examines the efficiency of advertisement through how the advertising influence the consumer to buy the product . with the reference of home appliances at Chennai city. The home appliance in india have been adding at steady place driven by both large appliances and small appliances. In 2018 . large appliances have slightly advance growth than small appliances. Preethi kitchen appliances private limited is a huge well known branded company. it is very popular in india. the company have a great image to the consumer because of there product quality and product performance in good because of the new technology . that is why it shows the good growth in every year amoung all those competitions. But the problem is day by day there are some many products are available In the market and due to covid the economic was very low. The peoples are not ready to buy the product even if there is a need the people are preferring the low price product not branded product. These leads to growth of low non-branded products. So we need to advertising the product to the people and make them to buy over product. So this study is for taking the surveys to the consumer and with there opinion. Which advertising is the best way to promote the products and especially which media is more efficient. Around 100 consumers thought and opinion are collected but using well-structured questionnaire and the result of the study is showing that advertising is really influence the consumer to buy the product. In both way direct and indirect way.

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# **CHAPTER-1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

In this current scenario, selling the goods and services to the ultimate client has become a big challenge for the associations. This is because of the emergence of numerous transnational companies, huge number of challengers, colorful avenues to request the goods and services. Piecemeal from price, quality and distribution channels, it's only through promotional tools. The companies can be suitable to enhance their deals and have a close commerce with guests. In particular, to make apprehensive of its goods and services to a large number of guests and to have a wide distribution of its goods and services, the only effective channel available for the companies that advertise. The advantages incorporate, for case, adding the eventuality for person preface taking little to no trouble or no expenditure, giving lower-known challengers with a wise outlet to expose their communication and sanctionative sweats to elevate commitments and matriculate levies on the information superhighway. Also again, the foremost necessary take a regard at is that the lowered dimension of operation that drives have over the image and communication of the person, that is of introductory significance to race results. In academic degree experimental examination, (Carlson and Strandberg (2007) (14) notice that the use and job of YouTube among the 2007 Finnish races was kindly minor. Also, hopefully, connected recordings did not, by a colossal, pull in buoyant intrigue.

It's a means of communication that conveys information about goods and services to the guests at a global position and allows them to make buying opinions about a product or services. It's considered as a significant element for the company's profitable growth. The main thing of advertising is to have an effect on consumer buying gesture.

### **1.2 STATEMENT OF PROBLEMS**

Currently, it's delicate for the home appliances companies to choose a right channel,

effective promotional tools and strategies to grease the marketing of goods and services. On the other hand, due to the vacancy of a wide range of home appliances and promotions . coffers, guests are confused to make the right buying decision. Accordingly, in moment's competitive request, advertising has been used as a common tool for managing the changes with . respect to technology, consumer geste and their buying decision. The companies have to make their announcement effectively by keeping in mind their demographic factors, social . and artistic factors, cerebral factors and geographic factors. Generally, they've to present an announcement which urges them to make an instant buying decision for goods and services.

### **1.3 INDUSTRY PROFILE**

The home appliance member is one of the swift- growing diligence in the Indian request. Home appliances in India have been adding at a steady pace, driven by both large appliances and small appliances; in 2018, large appliances have slightly advanced growth than small appliances. Most orders within home appliances saw both retail volume and current value growth in 2018. The sector has a vast untapped request for appliances, like air conditioners (AC), washing machines, and fridges. The air conditioner has a penetration of 4 in India as compared to the global normal of 30. The rising frugality and changing cultures of Indian consumers have been leading to growth in the number of working people, nuclear families, single-person homes, and the migrating of the job population. Thus, these developing homes have an adding need for availability and are looking for products that offer convenience and vastly reduce the time and trouble spent on everyday chores.

The main growth motorists for this assistance are increased affordability, concentrate on energy-effective products, adding digital penetration, and the rise in aspiration. India has seen significant changes in its programs, especially those related to the nonsupervisory and business terrain. The appliances sector and the forthcoming public policy for electronics (NPE) may bring about significant policy changes for the assiduity. The burgeoning middle class in civic areas and aspirational demand from pastoral India, coupled with government reforms in the form of GST, are making the appliances assiduity look appreciatively toward the coming phase of exponential growth. This growth in India's consumer demand is driven primarily by rising

disposable inflows in Indian homes and easy access to credit, which induces growing coping power. Adding the electrification of pastoral areas, along with the rising influence of social mass media and the fashionability of online deals, is also likely to increase the demand. Two-thirds of the total profit is generated from the civic occupants, and the rest is made from the pastoral occupants.

## **1.4 Company Profile**

Preethi Kitchen Appliances Private Limited is a Private incorporated on 21 February 2011. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 1,310,499,970 and its paid upcapital is Rs. 951,879,420. It is involved in Manufacturing n.e.c. Preethi Kitchen Appliances Private Limited's Annual General Meeting (AGM) was last held on 05 July 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021.

Directors of Preethi Kitchen Appliances Private Limited are Rajiv Mathur, Sudeep Agrawal, Subramanian Srinivasan.

Upon closing of this transaction in the second quarter of 2011, which is subject to certain contractual and other conditions such as regulatory approval, Preethi will become part of the Domestic Appliances business group within Philips' Consumer Lifestyle sector. As of now, both companies have signed an Agreement of Intent (AoI). Sources say that it will be led from the business group's newly established global headquarters in Shanghai, headed by , former CEO of Philips India. "In Tamil Nadu, we have nearly 80% market share in the mixer grinder space. And in South India, we have a 45% market share," said , director (operations) of Maya Appliances. Philips will use Maya Appliances' manufacturing facilities in Tamil Nadu and Himachal Pradesh to manufacture Philips products for India. Maya, on the other hand, will leverage Philips' Research and Development (R&D) to build on its existing eight product categories and possibly create more. It will also use Philips distributor network to establish its presence in the North, East and West of the country. "We've already made inroads in the Maharashtra market and we will be looking at entering Gujarat, Orissa and National Capital Region (NCR) shortly," brand consultant Harish Bijoor. "Synchronising after-sales service personnel will prove to be a huge benefit for Preethi as will the distributor network since the brand is virtually unknown anywhere else in the country, except for the South," said an industry official.

The main growth motorists for this assistance are increased affordability, concentrate on energy-effective products, adding digital penetration, and the rise in aspiration. India has seen significant changes in its programs, especially those related to the non-supervisory and business terrain. The appliances sector and the forthcoming public policy for electronics (NPE) may bring about significant policy changes for the assiduity. The burgeoning middle class in civic areas and aspirational demand from pastoral India, coupled with government reforms in the form of GST, are making the appliances assiduity look appreciatively toward the coming phase of exponential growth. This growth in India's consumer demand is driven primarily by rising disposable inflows in Indian homes and easy access to credit, which induces growing coping power. Adding the electrification of pastoral areas, along with the rising influence of social mass media and the fashionability of online deals, is also likely to increase the demand. Two-thirds of the total profit is generated from the civic occupants, and the rest is made from the pastoral occupants.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Review of literature**

**(Ahmed and Ashfaq, 2013)** Advertisement is a paid form of publicity or promotion by some sponsor reaching via various conventional media such as television, newspaper, commercial radio ads, magazine mail, outdoor advertising or digital media such as blogs, websites and text messages

**(Chetan Bajaj, 2009)** Consumer behavior is to understand how a consumer makes decision to buy goods by using the available resources such as time, money, and effort for buying, using, and disposing goods and services

**(David L. Loudon, 2002)** It is a decision making process of an individual physically by engaging in assessing, buying and using or disposing the goods and services

**Deshpande, et al. (2019)** assessed the impact of advertisement on consumer buying behavior in electronic industry (consumer electronic products) within the metro cities of Maharashtra, India. The study explored that a creative and well executed advertisement always has a great impact on the buying trends and the purchasing behavior of consumers in the electronic industry. In addition, the quality of product, price and brand also have a strong impact on the buying behavior of the consumer.

**Sunderaraj, R. (2018)** examined the impact of advertisement on buying behaviour of consumers in Sivakasi. The study found that advertising help the consumer is better decision making. It is also found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using the product.

**(Abdul et al., 2016)** examines t how much advertisement brings effect on the consumer's buying behavior with reference to FMCGs in Southern Punjab, Pakistan. The study finds out the factors like necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertising and stimulation of advertisement have an effect on creating and shifting the consumer's buying

behavior. The results of the study revealed that advertisements have a significant impact on the consumers 'buying behavior and widen their choices.

**Maheshwari, Seth and Gupta (2016)** studied the consumer buying behaviour in the Indian automobile sector. Their study concluded that advertisement effectiveness positively influences consumer buying behaviour.

**Fatima and Lodhi (2015)** assessed the impact of advertisement on buying behaviour of consumers' with respect to the cosmetic industry in Karachi City. The study was conducted on 200 young male or women who use different brands of cosmetics to check the influence of advertisements on their buying behavior while creating awareness and building perceptions. The study revealed advertisements are very useful in creating people's understanding, but they are not able to create clear customer expectations. Any of these factors, such as market awareness and consumer expectations, can inspire consumers to purchase a specific product because there is a positive relationship between them.

**Vijayalakshmi, S and Mahalakshmi, V. (2013)** attempted to understand the decision-making process of buyers, both individually and in groups with respect to home appliances in Chennai city. It studied the characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. The findings of the study indicated that the set of self determining variables are weakly associated with the self determining variable. The profound analysis instituted those social and physical factors along with marketing mix elements are sturdily associated with consumer buying behavior.

**Sonkusare (2013)** studied the impact of television advertising on buying behavior of women consumers with special reference to FMCG products Chandrapur city. The study concluded that television advertising has a greater impact on buying behavior of women customers. It is found that before purchasing any product, consumers collect information for their proper purchasing decision making through advertising.

**Kumar & Raju (2013)** find out the role of advertising in consumer decision making. The study revealed that advertisements are able to change the consumer's opinion about a particular product.

**Hakimi et al. (2011)** proposes the model of relationship of attributes of celebrity endorsement with the positive brand image which in return lead to consumers positive purchase intentions and buying behaviors. Celebrity endorsement has been the modern communication technique used in marketing mix communication in which celebrities played the role of spokespersons by the organizations for the promotion of their brand and products.

**S. Majeed and Razzak (2011)** studies that the global business world is dynamic and unstable. In this competitive world the competition had increased to great extent and it had become unmanageable for the organizations and companies for the attraction and retaining of the potential and the actual customers.

**S. Khattak and Khan (2009)** examines the aftermath of the television advertising upon the general attitudes of the college students. They collected data from the sample of 538 respondents which were students from the colleges in major cities like Peshawar, Islamabad, Rawalpindi, Quetta and Karach.

**Ahmed et al., (2010)** studies the impact of green marketing strategy on consumer behavior and purchase intentions with the hypotheses which were developed by taking independent variables of advertisement attributes like attitude toward advertisement, media, information in advertisement and other credibility of claim and relevance with their effect on dependent variable of purchase intention and the moderating effect of perceived effectiveness of environmental behavior was also observed.

**Tan, Ooi and Goh (2017)** extended TPB by energy usage intentions in Malaysia. A theoretical addition of moral norms, environmental concern and triangulation was employed by integrating TPB and knowledge. Results showed that attitude and PBC are key “technology acceptance models consumer expectations, can inspire consumers to purchase a specific product because there is a positive relationship between them.

## **CHAPTER-3**

### **METHODOLOGY**

#### **3.1 RESEARCH METHODOLOGY**

The primary ideal of the study is to find out the effect of advertising on consumer buying decision making style with respect to home appliances at Chennai megacity. In order to achieve the ideal, the study collected both primary and secondary data and applied statistical tools like descriptive, chi-square test, Structural Equation Modeling (SEM) and Kendall's W test to dissect the data. Hence, the exploration design of the study is logical in nature. The target population of this study consists of consumers of home appliances. The sample size of the study is 100 consumers. Stratified slice fashion has been used to collect data from the consumers. The questionnaire consists of three confines videlicet consumer socio-profitable factors, advertising effectiveness with respect to home appliances and consumer decision making style.

#### **3.2 SCOPE AND OBJECTIVES**

##### **Scope of the Study**

- The compass of the study is constrained with the effect of advertising on consumer buying decision making style with respect to home appliances at Chennai megacity.
- The top six home appliances brands videlicet LG, Godrej, Samsung, Whirlpool, Voltas and IFB has been chosen to find out its advertising effectiveness on consumer buying decision making style.

- In order to find out the consumer buying decision making style the study has chosen five decision making styles from among eight styles presented by Safiek Mokhlis in his study videlicet brand conscious consumer, quality conscious consumer, impulse buying consumer, variety- seeking consumer and conflict buying consumer

## **OBJECTIVES OF THE STUDY**

- To study the socio-profitable factors of the repliers consuming home appliances at Chennai megacity.
- To measure the position of advertising effectiveness and consumer buying decision making style with respect to home appliances at Chennai megacity.
- To identify the effect of advertising on consumer buying decision making style with respect to home appliances at Chennai megacity.
- To suggest ideas to enhance the effectiveness of advertising in order to have accurate decision making style of consumers with respect to home appliances.

## **3.3 POPULATION, SAMPLING AND QUESTIONNAIRE SURVEY**

Sampling is a vital strategy in a statistical analysis, which comprises a selection of a few portions of a potential population so as to assess or learn something from the population at a cheaper cost. Simple random sampling (SRS), popularly known as “random sampling”, includes the selection of samples at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator. The questionnaire comprises close-ended and open-ended questions with multiple choice options.

The survey questionnaire is designed online, hosted in google drive and shared in a Google form. Link to the Google form is shared on professional platforms such

as LinkedIn and construction professionals' forums, as well as direct emails sent to the key players in the built environment. A total of 100 responses were received

### **3.4 LIMITATIONS OF THE STUDY**

- The study is too limited to the effect of advertising on consumer buying decision making style with respect to home appliances in chennai city.
- The sample size is small.
- The data is collected on the online forms rather than on a guide.
- Brief study due to less time duration.

### **3.5 PERCENTAGE ANALYSIS**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities and stockholders' equity. Percentage Statement Analysis is an analysis which highlights important relationships in the percentage statements.

Percentage Statement analysis embraces the methods used in assessing and interpreting the results of past performance and current percentage position as they relate to particular factors of interest in investment decisions. It is an important means of assessing past performance and in forecasting and planning future performance. Percentages are often used to express a proportionate part of a total. If 50% of the total number of students, long before the existence of the decimal system, computations were often made in fractions. The term "percent" is derived from the Latin per centum, meaning "hundred" or "by the hundred". The Percentage increase and decrease, Due to inconsistent usage, it is not always clear from the context what a percentage.

Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value. I mentioned in a very rough

language, it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Commonly, the extent of the percentage error is expressed in the positive denominations, although having a negative percent error is not a wrong approach. Relying on the sign of the percentage error measure, it could be analyzed whether the calculated value is being placed below or higher to the actual value.

### **3.6 STATISTICAL ANALYSIS**

Statistical analysis is the science of collecting, exploring and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day in research, industry and government to become more scientific about decisions that need to be made.

#### **Importance**

Importance Statistical analysis is a study, a science of collecting, organizing, exploring, interpreting, and presenting data and uncovering patterns and trends. Many businesses rely on statistical analysis and it is becoming more and more important. One of the main reasons is that statistical data is used to predict future trends and to minimize risks.

## **DESCRIPTIVE ANALYSIS**

The descriptive statistic is used to describe the basic features of information and shows or summarizes data in a rational way. Descriptive statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population or a sample of it. Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data. However, descriptive statistics do not allow making conclusions. we cannot get conclusions and make generalizations that extend beyond the data at hand. With descriptive statistics, you can simply describe what is and what the data present.

### **Inferential type**

This type of statistical analysis is used to study the relationships between variables within a sample, and we can make conclusions, generalizations or predictions about a bigger population. In other words, the sample accurately represents the population. Moreover, inference statistics allows businesses and other organizations to test a hypothesis and come up with conclusions about the data. One of the key reasons for the existence of inferential statistics is because it is usually too hard to study an entire population of people or objects.

## **3.7 RESEARCH TEST**

### **CHI-SQUARE**

The Chi-Square Test of Independence determines whether there is an association between categorical variables, whether the variables are independent or related. It is a nonparametric test. This test is also known as Chi-Square Test of Association.

### **3.8 Research Design**

From the objective we have studied the effectiveness of advertising on consumables buying decision making style with special reference to home appliances. To analyze this different data have to be connected from various Buying decisions of home appliances and what are the barriers to implement this Concept also been discussed.

## **CHAPTER- 4**

### **DATA ANALYSIS AND INTERPRETATION**

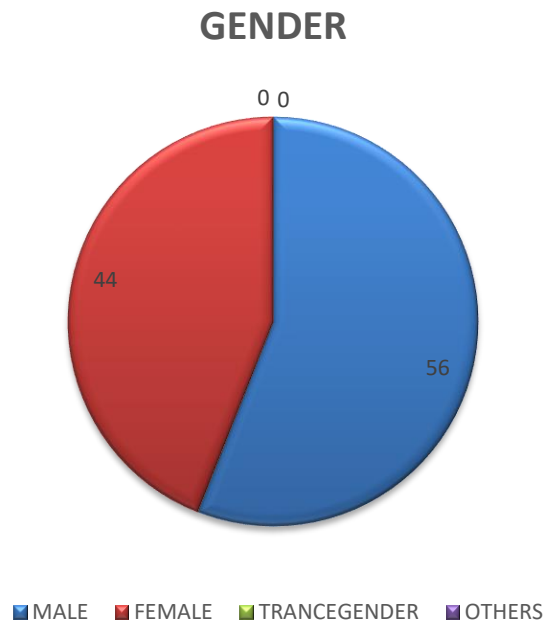
#### **4.1 PERCENTAGE ANALYSIS**

**TABLE 4.1.1 GENDER**

| S.NO | PARTICULARS | NO.OF.RESPONSES | PERCENTAGE |
|------|-------------|-----------------|------------|
| 1    | MALE        | 56              | 56.0       |
| 2    | FEMALE      | 44              | 44.0       |
| 3    | TRANSGENDER | 0               | 0.0        |
| 4    | OTHERS      | 0               | 0.0        |
|      | TOTAL       | 100             | 100.0      |

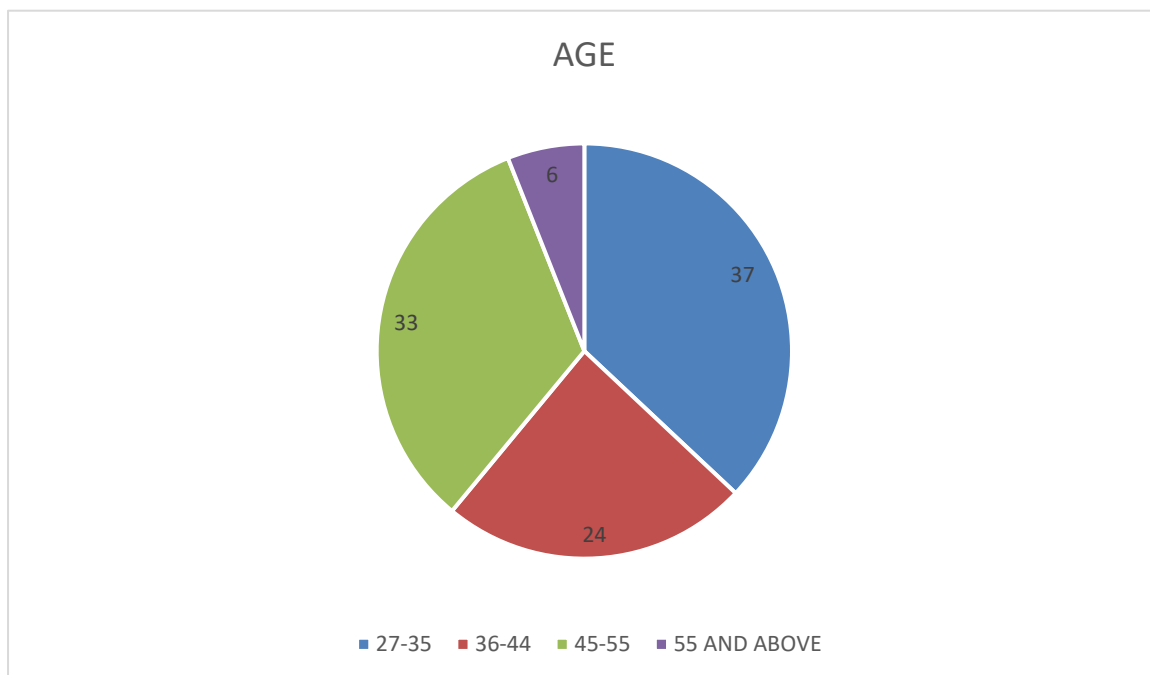
**TABLE 4.1.1 representing gender of the respondents**

- Out of 100 respondents male are 56.00 female respondents are 44.00 percentage



**TABLE 4.1.2 AGE GROUP**

| S.NO | PARTICULARS  | NO.OF.RESPONSES | PERCENTAGE |
|------|--------------|-----------------|------------|
| 1    | 27-35        | 37              | 37.0       |
| 2    | 36-44        | 24              | 24.0       |
| 3    | 45-55        | 33              | 33.0       |
| 4    | 55 and above | 6               | 6.0        |
|      | TOTAL        | 100             | 100.0      |

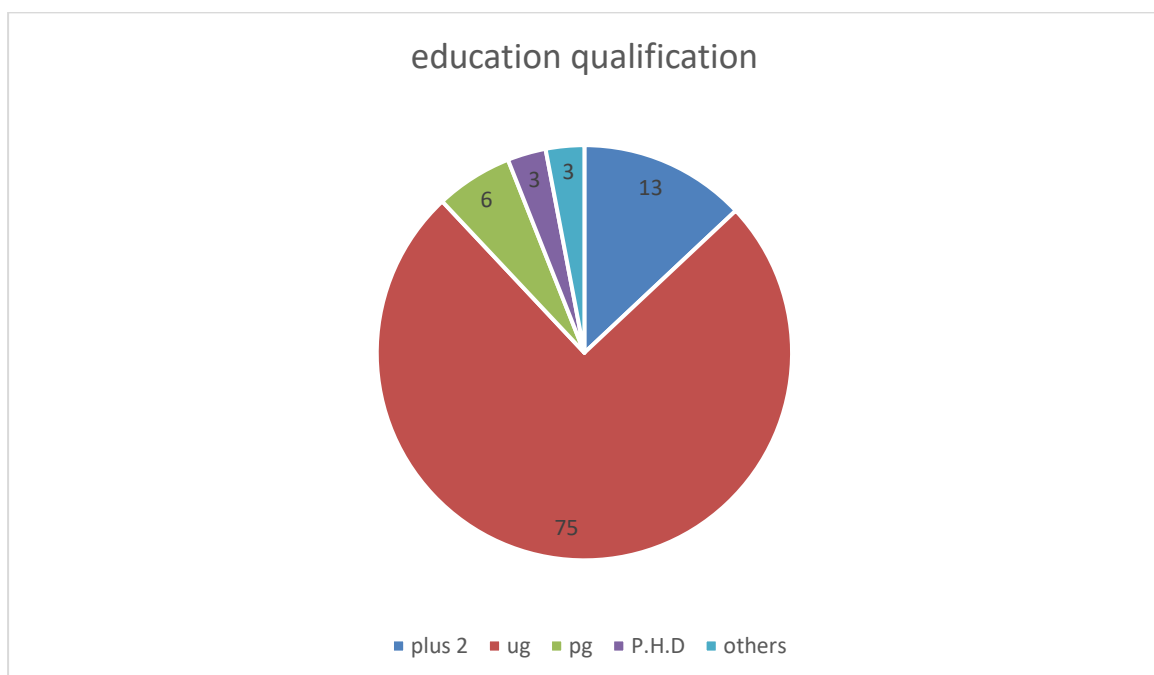


- Out of 100 respondents, 37.00 percentage of the respondents are aged between 27-35, 24.00 percentage of the respondents are aged between 36-44, 33.00 percentage of respondents are aged between 45-55 and 6.00 percentage of the respondents are at the age crew of above 55

**TABLE 4.1.3 EDUCATIONAL QUALIFICATION**

| S.NO | PARTICULARS | NO.OF.RESPONSES | PERCENTAGE |
|------|-------------|-----------------|------------|
|------|-------------|-----------------|------------|

|   |        |     |       |
|---|--------|-----|-------|
| 1 | Plus 2 | 13  | 13.0  |
| 2 | Ug     | 75  | 75.0  |
| 3 | pg     | 6   | 6.0   |
| 4 | P.H.D  | 3   | 3.0   |
| 5 | others | 3   | 3.0   |
|   | TOTAL  | 100 | 100.0 |



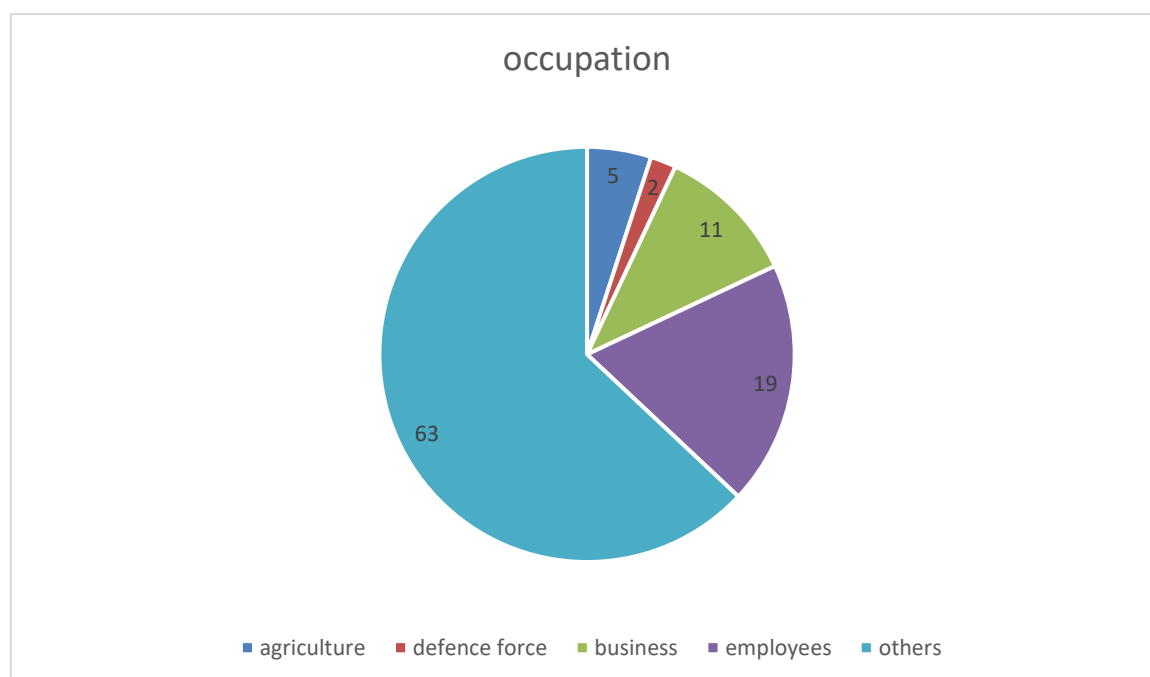
#### 4.1.3 Educational qualification of the respondents

- Out of 100 respondents, 75.00 percentage of respondents belong to Under graduation, 13.00 of the respondents belong to plus 2, 6.00 Of the respondents belong to Post-graduation, 3.00 of the respondents belongs to P.H.D, and the remaining 7.00 percentage of the respondents are others

**TABLE 4.1.4 OCCUPATION**

| S.NO | PARTICULARS   | NO.OF.RESPONSES | PERCENTAGE |
|------|---------------|-----------------|------------|
| 1    | agriculture   | 5               | 5.0        |
| 2    | Defence force | 2               | 2.0        |
| 3    | business      | 11              | 11.0       |
| 4    | Employee      | 19              | 19.0       |
| 5    | others        | 63              | 63.0       |
|      | Total         | 100             | 100.0      |

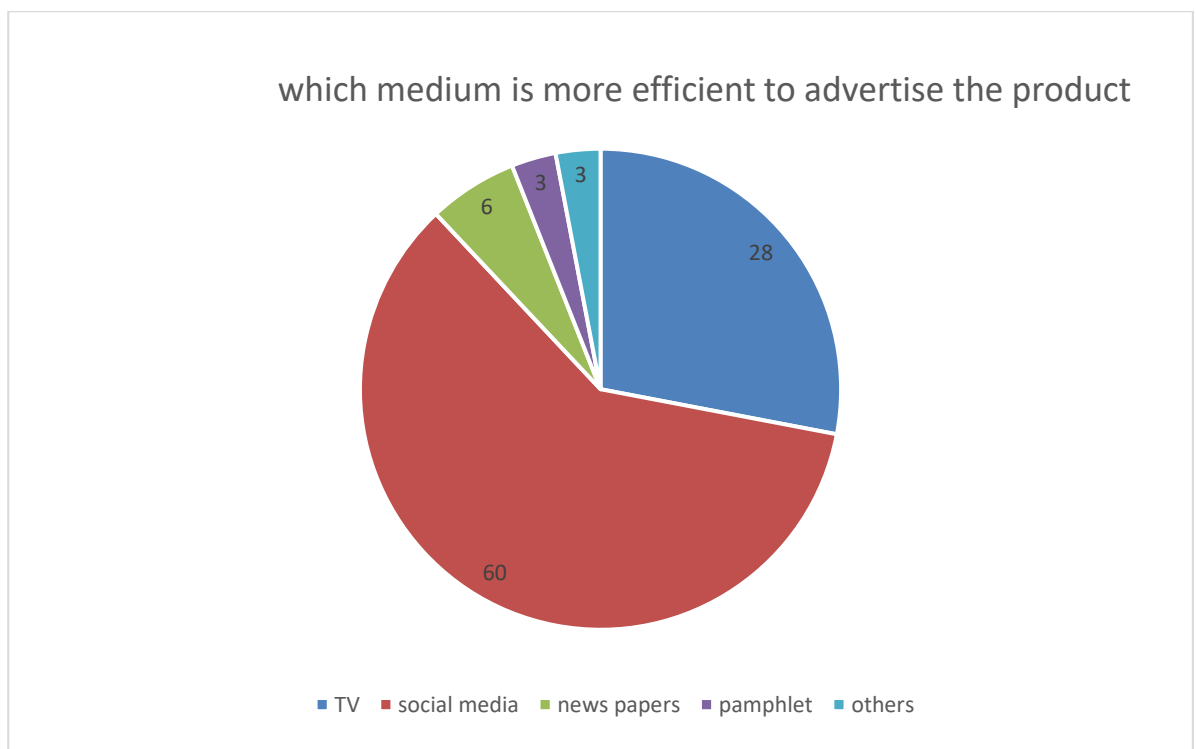
**TABLE 4.1.4 Representing Occupation of the respondents**



- Out of 100 respondents, 75.00 percentage of respondents belong to Under graduation, 13.00 of the respondents belong to plus 2, 6.00 Of the respondents belong to Post-graduation,3.00 of the respondents belongs to P.H.D, and the remaining 7.00 percentage of the respondents are others

#### 4.1.5 Which medium is more efficient to advertise the product

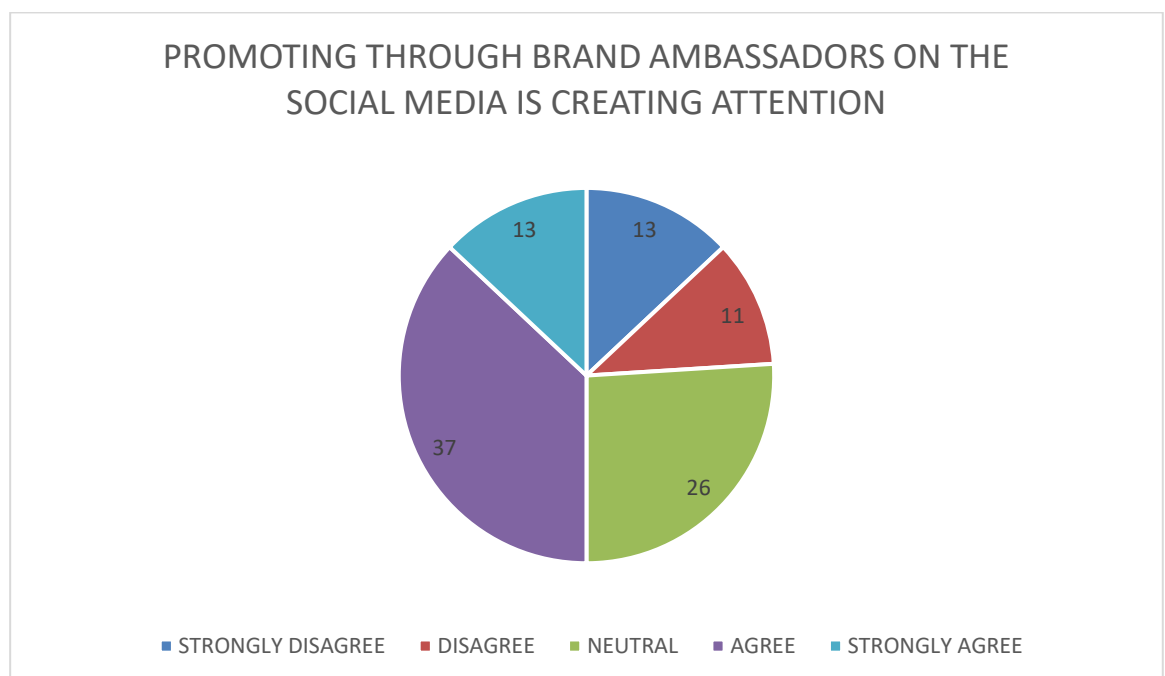
| S.NO | PARTICULARS  | NO.OF.RESPONSES | PERCENTAGE |
|------|--------------|-----------------|------------|
| 1    | TV           | 28              | 28.0       |
| 2    | Social media | 60              | 60.0       |
| 3    | News papers  | 6               | 6.0        |
| 4    | pamphlet     | 3               | 3.0        |
| 5    | others       | 3               | 3.0        |
|      | Total        | 100             | 100.0      |



- Out of 100 respondents, 28% of the respondents belongs to TV, 60% of the respondents belong to social media, 6% of the respondents belong to news paper, 3% of the Respondents belong to pamphlet, and remaining 3% of the respondents belong to others.

#### 4.1.6 Promoting through brand ambassador on social media is creating attention

| S.NO | PARTICULARS       | NO.OF RESPONSES | PERCENTAGE |
|------|-------------------|-----------------|------------|
| 1    | STRONGLY DISAGREE | 13              | 13.0       |
| 2    | DISAGREE          | 11              | 11.0       |
| 3    | NEUTRAL           | 26              | 26.0       |
| 4    | AGREE             | 37              | 37.0       |
| 5    | STRONGLY AGREE    | 13              | 13.0       |
|      | TOTAL             | 100             | 100.0      |



- OUT OF 100 RESPONSES, 13% of the people are strongly disagree, 11% of the people are disagree, 26% of the people are neutral, 37% of the people are Agreed, and Remaining 13% of the people are strongly agree.

**4.1.7 Through advertising you get to know about the offers of the product. Help you to by the product at best price**

| S.NO | PARTICULARS       | NO. OF RESPONSES | PERCENTAGE |
|------|-------------------|------------------|------------|
| 1    | STRONGLY DISAGREE | 16               | 16.0       |
| 2    | DISAGREE          | 10               | 10.0       |
| 3    | NEUTRAL           | 13               | 13.0       |
| 4    | AGREE             | 45               | 45.0       |
| 5    | STRONGLY AGREE    | 16               | 16.0       |
|      | TOTAL             | 100              | 100.0      |

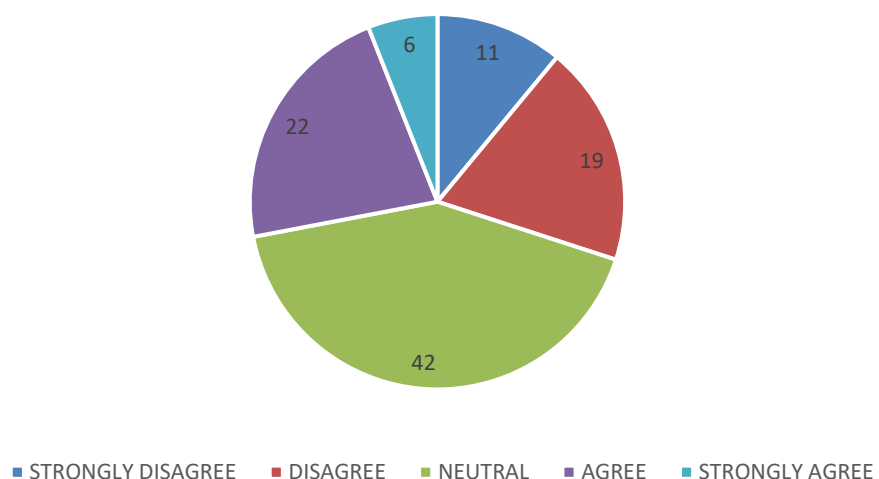


- OUT OF 100 RESPONSES, 16% of the people are strongly disagree, 10% of the people are disagree, 13% people are neutral, 45% of the people are agree, and remining 16% of the people are strongly agree.

#### 4.1.8. Purchasing any product through online is more quality and exact product at best price

| S.NO | PARTICULARS       | NO. OF RESPONSES | PRECENTAGE |
|------|-------------------|------------------|------------|
| 1    | STRONGLY DISAGREE | 11               | 11.0       |
| 2    | DISAGREE          | 19               | 19.0       |
| 3    | NEUTRAL           | 42               | 42.0       |
| 4    | AGREE             | 22               | 22.0       |
| 5    | STRONGLY AGREE    | 6                | 6.0        |
|      | TOTAL             | 100              | 100.0      |

PURCHASING ANY PRODUCT THROUGH ONLINE IS MORE QUALITY AND EXACT PRODUCT AT BEST PRICE

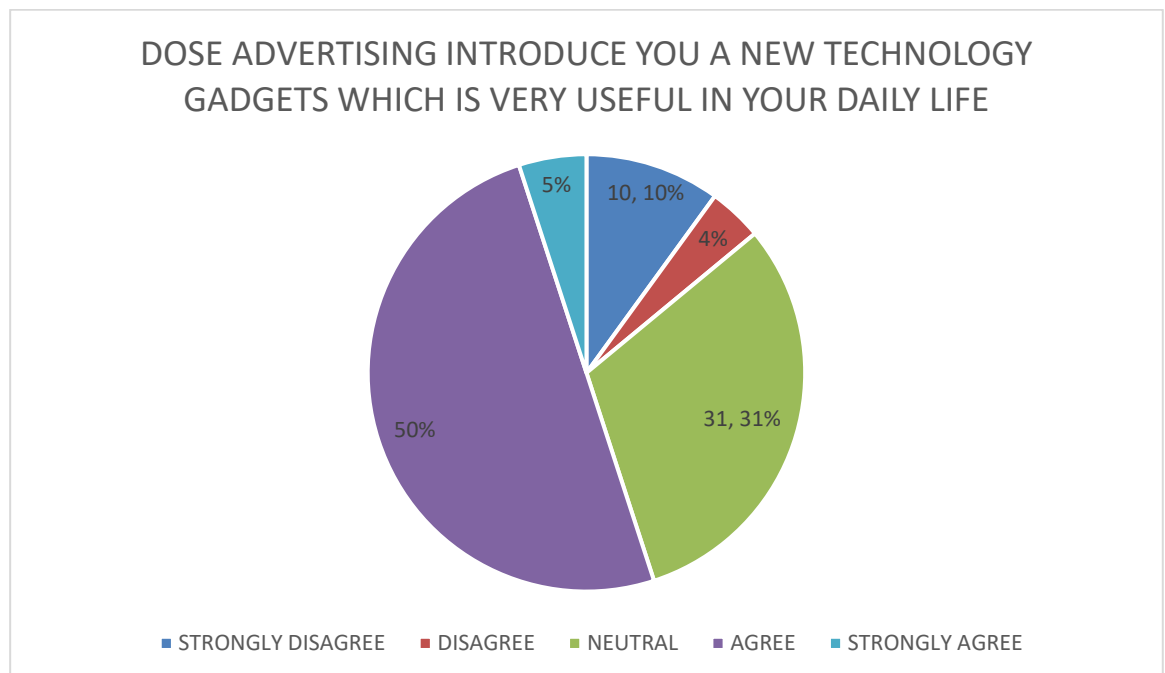


- OUT OF 100 RESPONSES, 11% of the people are strongly disagree, 19% of the

people are disagree, 42% of the people are neutral, 22% of the people are agree, and the remining 6% of the people are strongly agree.

**4.1.9 Does advertising introduce you a new technology gadgets which is very useful in your daily life.**

| S.NO | PARTICULARS       | NO. OF RESPONSES | PERCENTAGE |
|------|-------------------|------------------|------------|
| 1    | STRONGLY DISAGREE | 10               | 10.0       |
| 2    | DISAGREE          | 4                | 4.0        |
| 3    | NEUTRAL           | 31               | 31.0       |
| 4    | AGREE             | 50               | 50.0       |
| 5    | STRONGLY AGREE    | 5                | 5.0        |
|      | TOTAL             | 100              | 100.0      |

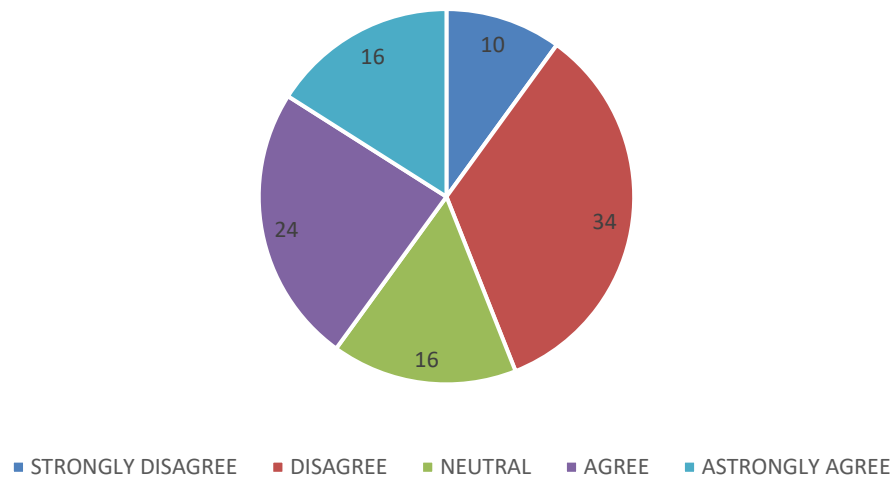


- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 4% of the people are disagree, 31% of the people are neutral, 50% of the people are agree, and remining 5% of the people are strongly agree

#### 4.1.10. Does advertising force people to buy the product indirectly

| S.NO | PARTICULARS       | NO. OF RESPONSES | PERCENTAGE |
|------|-------------------|------------------|------------|
| 1    | STRONGLY DISAGREE | 10               | 10.0       |
| 2    | DISAGREE          | 34               | 34.0       |
| 3    | NEUTRAL           | 16               | 16.0       |
| 4    | AGREE             | 24               | 24.0       |
| 5    | STRONGLY AGREE    | 16               | 16.0       |
|      | TOTAL             | 100              | 100.0      |

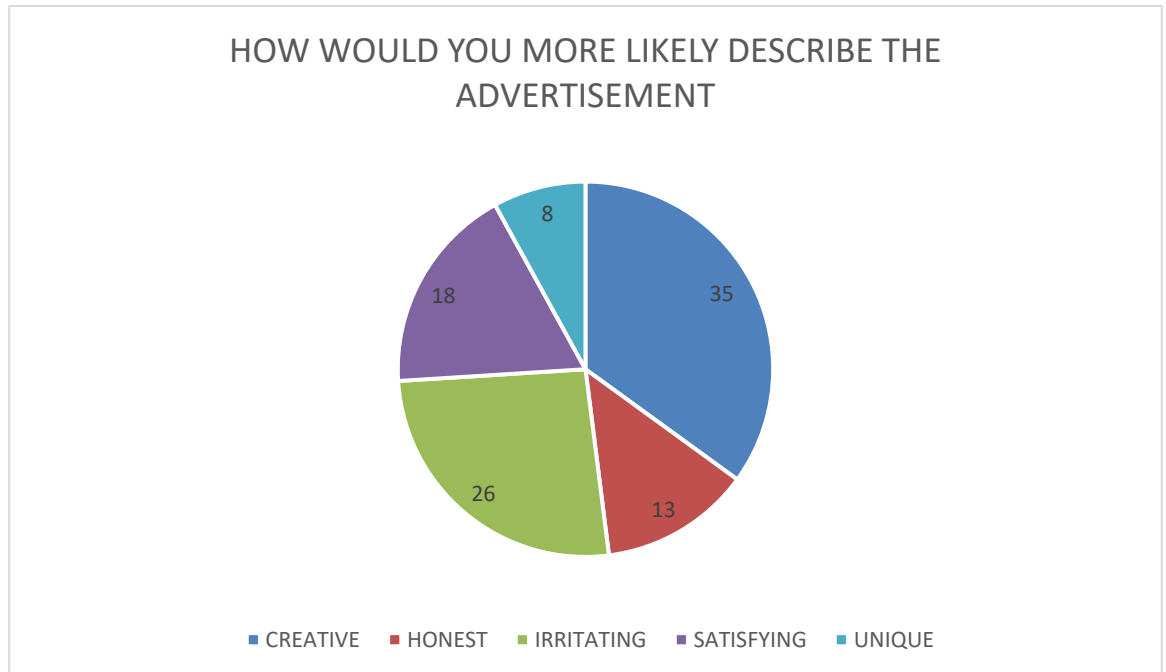
DOSE ADVERTISING FORCE PEOPLE TO BUY THE PRODUCT INDIRECTLY



- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 34% of the people are disagree, 16% of the people are neutral, 24% of the people are agree and remaining 16% of the people are strongly agree.

#### 4.1.11 How would you more likely describe the advertisement

| S.NO | PARTICULARS | NO. OF RESPONSES | PERCENTAGE |
|------|-------------|------------------|------------|
| 1    | CREATIVE    | 35               | 35.0       |
| 2    | HONEST      | 13               | 13.0       |
| 3    | IRRITATING  | 26               | 26.0       |
| 4    | SATISFYING  | 18               | 18.0       |
| 5    | UNIQUE      | 8                | 8.0        |
|      | TOTAL       | 100              | 100.0      |

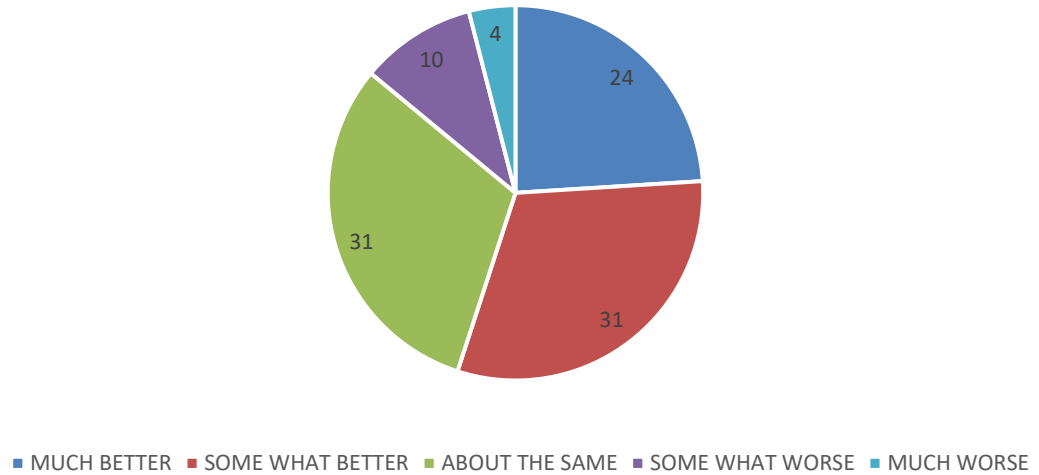


- OUT OF 100 RESPONSES, 35% of the people are choose creative, 13% of the people are choose irritating, 18% of the people are choose satisfying, and remining 8% of the people are choose unique.

**4.1.12 How would you rate the ad compared with others of the same kind you have seen**

| S.NO | PARTICULARS      | NO. OF RESPONSES | PERCENTAGE |
|------|------------------|------------------|------------|
| 1    | MUCH BETTER      | 24               | 24.0       |
| 2    | SOME WHAT BETTER | 31               | 31.0       |
| 3    | ABOUT THE SAME   | 31               | 31.0       |
| 4    | SOME WHAT WORSE  | 10               | 10.0       |
| 5    | MUCH WORSE       | 4                | 4.0        |
|      | TOTAL            | 100              | 100.0      |

HOW WOULD YOU RATE THE AD COMPARED WITH OTHERS  
OF THE SAME KIND YOU HAVE SEEN.

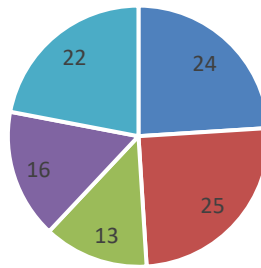


- OUT OF 100 RESPONSES, 24% of the people are choose much better, 31% of the people are choose some what better, 31% of the people are choose about the same, 10% of the people are choose some wat worse, and remining 4% of the people are choose much worse.

#### 4.1.13 Which of these factors influenced your purchasing

| S.NO | PARTICULARS                                      | NO. OF RESPONSES | PERCENTAGE |
|------|--------------------------------------------------|------------------|------------|
| 1    | THE ADVERTISEMENT WAS INTERESTING                | 24               | 24.0       |
| 2    | CURIOUS ABOUT THE PRODUCT                        | 25               | 25.0       |
| 3    | WANTED TO IMITATE THE ACTOR IN THE ADVERTISEMENT | 13               | 13.0       |
| 4    | IT WAS A FAMILIER BRAND OR PRODUCT               | 16               | 16.0       |
| 5    | ALREADY PLANNED TO PURCHASE THE PRODUCT          | 22               | 22.0       |
|      | TOTAL                                            | 100              | 100.0      |

#### WHICH OF THESE FACTOR INFLUENCED YOUR PURCHASING



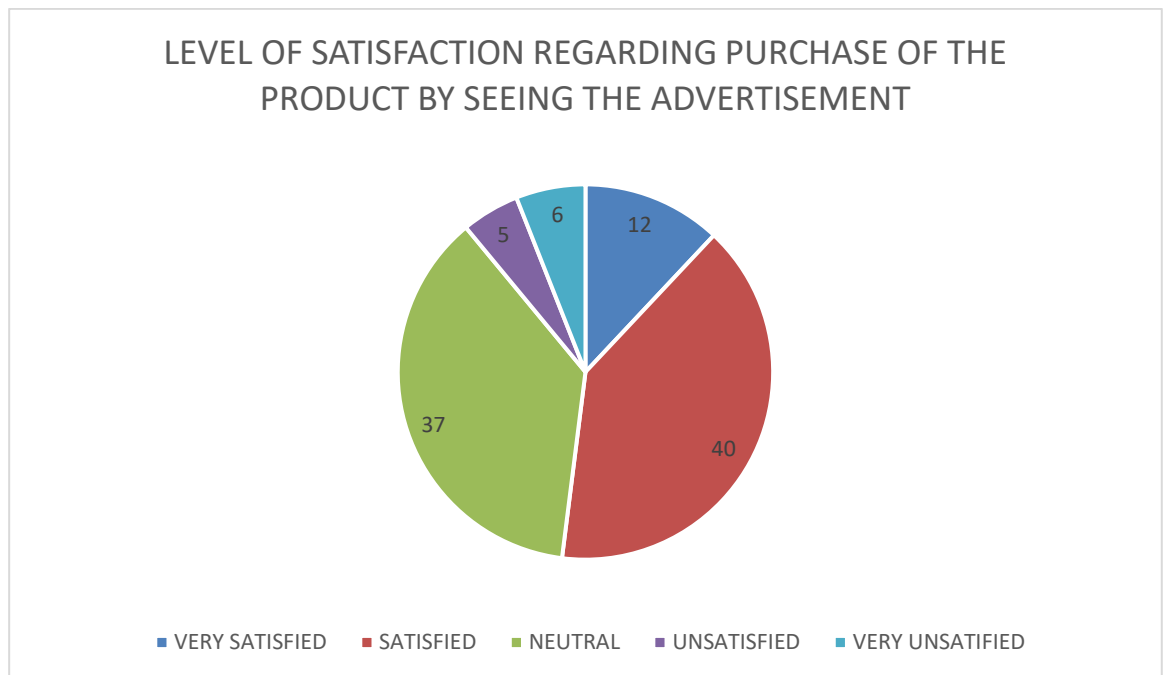
- THE ADVERTISEMENT WAS INTERESTING
- CURIOUS ABOUT THE PRODUCT
- WANTED TO IMITATE THE ACTOR IN THE ADVERTISEMENT
- IT WAS A FAMILIER BRAND OR PRODUCT
- ALREADY PLANNED TO PURCHASE THE PRODUCT

- OUT OF 100 RESPONSES, 24 % of the people are choose the advertisement was interesting, 25% of the people are curious about the product, 13% of the people are wanted to imitate the actor in the advertisement, 16% of the people are choose it was a familiar brand or product, and remining 22% of the people or choose already planned to purchase the product.

#### 4.1.14 Level of satisfaction regarding purchase of the product by seeing the advertisement

| S.NO | PARTICULARS     | NO. OF RESPONSES | PERCENTAGE |
|------|-----------------|------------------|------------|
| 1    | VERY SATISFIED  | 12               | 12.0       |
| 2    | SATISFIED       | 40               | 40.0       |
| 3    | NEUTRAL         | 37               | 37.0       |
| 4    | UNSATISFIED     | 5                | 5.0        |
| 5    | VERY UNSTISFIED | 6                | 6.0        |

|  |       |     |       |
|--|-------|-----|-------|
|  | TOTAL | 100 | 100.0 |
|--|-------|-----|-------|



- OUT OF 100 RESPONSES, 12% of the people are very satisfied, 40% of the people are satisfied, 37% of the people are neutral, 5% of the people are unsatisfied, and remining 6% of the people are very unsatisfied.

#### 4.1.15 When do you prefer shopping

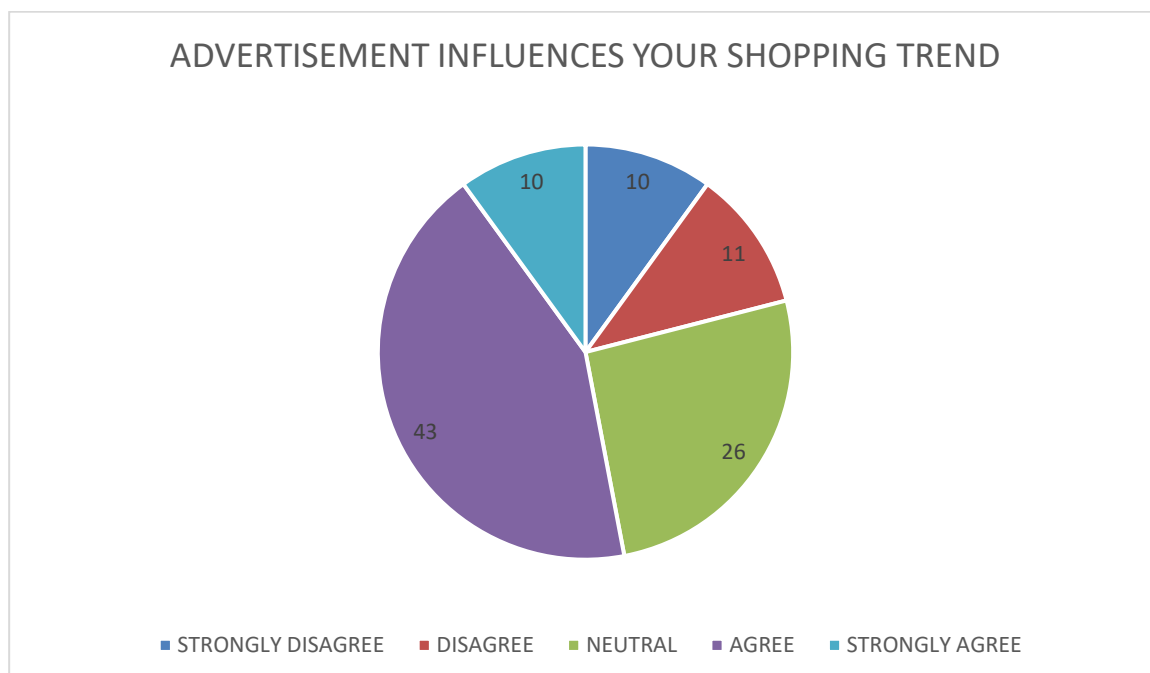
| S.NO | PARTICULARS   | NO. OF RESPONSES | PERCENTAGE |
|------|---------------|------------------|------------|
| 1    | DURING SALES  | 10               | 10.0       |
| 2    | NORMAL DAYS   | 14               | 14.0       |
| 3    | WHEN NEEDED   | 55               | 55.0       |
| 4    | SEEING ADS    | 6                | 6.0        |
| 5    | FESTIVAL DAYS | 15               | 15.0       |
|      | TOTAL         | 100              | 100.0      |



- OUT OF 100 RESPONSES, 10% of the people are choose during sales, 14% of the people are choose normal days, 55% of the people are choose when needed, 6% of the people are choose seeing ads, and remining 15% of the people are choose festival days .

#### 4.1.16 Advertisement influences your shopping trend

| S.NO | PARTICULARS       | NO. OF RESPONSES | PRECENTAGE |
|------|-------------------|------------------|------------|
| 1    | STRONGLY DISAGREE | 10               | 10.0       |
| 2    | DISAGREE          | 11               | 11.0       |
| 3    | NEUTRAL           | 26               | 26.0       |
| 4    | AGREE             | 43               | 43.0       |
| 5    | STRONGLY AGREE    | 10               | 10.0       |
|      | TOTAL             | 100              | 100.0      |

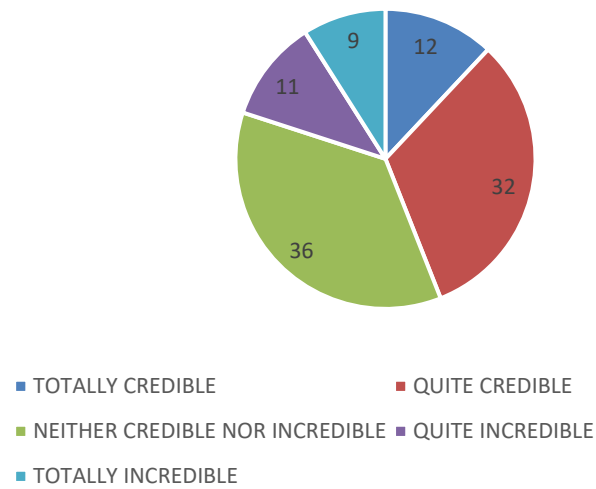


- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 11% of the people are disagree, 26% of the people are neutral, 43% of the people are agree, and remining 10% of the people are strongly agree.

**4.1.17 Have you found credible the affirmations made in the advertisement about the product/service**

| S.NO | PARTICULARS                        | NO. OF RESPONSES | PRECENTAGE |
|------|------------------------------------|------------------|------------|
| 1    | TOTALLY CREDIBLE                   | 12               | 12.0       |
| 2    | QUITE CREDIBLE                     | 32               | 32.0       |
| 3    | NEITHER CREDIBLE<br>NOR INCREDIBLE | 36               | 36.0       |
| 4    | QUITE INCREDIBLE                   | 11               | 11.0       |
| 5    | TOTALLY<br>INCREDIBLE              | 9                | 9.0        |
|      | TOTAL                              | 100              | 100.0      |

HAVE YOU FOUND CREDIBLE THE AFFIRMATIONS MADE IN  
THE ADVERTISEMENT ABOUT THE PRODUCT/SERVICE



- OUT OF 100 RESPONSES, 12% of the people are choose totally credible, 32% of the people are quite credible, 36% of the people are choose neither credible nor incredible, 11% of the people are quite incredible, 9% of the people are totally incredible.

## 4.2 STATISTICAL ANALYSIS

### CHI SQUARE TEST

Here, Chi-square test is used as statistical tool.

The statistical test, based on the statistic following  $X^2$  distribution, is known as  $X^2$  test.

$X^2$  test can be used for testing the given population variance, by comparing with Variance of the sample.

Conditions for the Application of  $X^2$ -test

1. The total frequencies (N) must be reasonably large say at least 50.
2. Expected frequency of less than 5 is pooled with the preceding or succeeding frequency so that no expected frequency is less than 5. Then the degrees of freedom are based on the resulting number of frequencies.
3. The distribution should not be of proportions or percentages etc. it should be in original units.

#### **Procedure: -**

- Set up the null hypothesis that there is goodness of fit between observed and expected frequencies.
- Find the value of  $X^2$  using the formula

$$X^2 = \sum (O-E)^2$$

Degree of freedom is  $n-1$  where 'n' is the number of frequencies given.

Obtain the table value.

If the calculated value of  $X^2$  is less than the table value, conclude that there is goodness of fit.

O = Observed frequency

E = Expected frequency

$E = \text{Row total} \times \text{Column}$

Grand Total

#### 4.2.1 CHI SQUARE

##### NULL HYPOTHESIS:

There is a no significant relationship between gender and purchasing product quality through online.

##### ALTERNATIVE HYPOTHESIS :

There is significant relationship between gender and purchasing product quality through online

##### OBSERVED VALUE

| Gender | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Total |
|--------|-------------------|----------|---------|-------|----------------|-------|
| Male   | 10                | 7        | 22      | 13    | 4              | 56    |
| Female | 8                 | 12       | 13      | 9     | 2              | 44    |
| Total  | 18                | 19       | 35      | 22    | 6              | 100   |

| O  | E     | O-E   | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|----|-------|-------|--------------------|-----------------------|
| 10 | 10.08 | -0.8  | 0.64               | 0.06                  |
| 7  | 10.64 | -3.64 | 13.25              | 1.25                  |
| 22 | 19.6  | 2.4   | 5.76               | 0.29                  |
| 13 | 12.32 | 0.68  | 0.46               | 0.04                  |
| 4  | 3.36  | 0.64  | 0.41               | 0.12                  |
| 8  | 7.92  | 0.08  | 0.064              | 0.08                  |
| 12 | 8.36  | 3.64  | 13.25              | 1.58                  |
| 13 | 15.4  | -2.4  | 5.76               | 0.37                  |
| 9  | 9.68  | -0.68 | 0.46               | 0.05                  |
| 2  | 2.64  | -0.64 | 0.41               | 0.15                  |
|    |       |       |                    | 3.99                  |

EXPECTED VALUE

DEGREE OF FREEDOM =  $5-1 \times 2-1$

$4 \times 1 = 4$

TABULATION VALUE = 3.35

CALCULATION VALUE = 3.99

**HYPOTHESIS;**

Since p value 3.39 is greater than 3.35 so null hypothesis is passed. Alternative hypothesis is failed.

So there is no significant relationship between gender and buying products quality through online.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 Findings;**

- out of 100 respondents male are 56.00 female respondents are 44.00 percentage
- Out of 100 respondents, 37.00 percentage of the respondents are aged between 27-35, 24.00 percentage of the respondents are aged between 36-44, 33.00 percentage of respondents are aged between 45-55 and 6.00 percentage of the respondents are at the age crew of above 55.
- Out of 100 respondents, 75.00 percentage of respondents belong to Under graduation, 13.00 of the respondents belong to plus 2, 6.00 Of the respondents belong to Post-graduation,3.00 of the respondents belongs to P.H.D, and the remaining 7.00 percentage of the respondents are others.
  - Out of 100 respondents, 75.00 percentage of respondents belong to Under graduation, 13.00 of the respondents belong to plus 2, 6.00 Of the respondents belong to Post-graduation,3.00 of the respondents belongs to P.H.D, and the remaining 7.00 percentage of the respondents are others

■ Out of 100 respondents, 28% of the respondents belongs to TV, 60% of the respondents belong to social media, 6% of the respondents belong to news paper, 3% of the Respondents belong to pamphlet, and remaining 3% of the respondents belong to others.

- OUT OF 100 RESPONSES, 13% of the people are strongly disagree, 11% of the People are disagree, 26% of the people are neutral, 37% of the people are Agreed , and Remining 13% of the people are strongly agree.
- OUT OF 100 RESPONSES, 16% of the people are strongly disagree, 10% of the people are disagree, 13% people are neutral, 45% of the people are agree, and remining 16% of the people are strongly agree.
- OUT OF 100 RESPONSES, 11% of the people are strongly disagree, 19% of the people are disagree, 42% of the people are neutral, 22% of the people are agree, and the remining 6% of the people are strongly agree.
- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 4% of the people are disagree, 31% of the people are neutral, 50% of the people are agree, and remining 5% of the people are strongly agree
- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 34% of the people are disagree, 16% of the people are neutral, 24% of the people are agree

and remaining 16% of the people are strongly agree.

- OUT OF 100 RESPONSES, 35% of the people are choose creative, 13% of the people are choose irritating, 18% of the people are choose satisfying, and remaining 8% of the people are choose unique.
- OUT OF 100 RESPONSES, 24% of the people are choose much better, 31% of the people are choose some what better, 31% of the people are choose about the same, 10% of the people are choose some wat worse, and remaining 4% of the people are choose much worse
- OUT OF 100 RESPONSES, 24 % of the people are choose the advertisement was interesting, 25% of the people are curious about the product, 13% of the people are wanted to imitate the actor in the advertisement, 16% of the people are choose it was a familiar brand or product, and remaining 22% of the people or choose already planned to purchase the product.
- OUT OF 100 RESPONSES, 12% of the people are very satisfied, 40% of the people are satisfied, 37% of the people are neutral, 5% of the people are unsatisfied, and remaining 6% of the people are very unsatisfied.
- OUT OF 100 RESPONSES, 10% of the people are choose during sales, 14% of the people are choose normal days, 55% of the people are choose when needed, 6% of the people are choose seeing ads, and remaining 15% of the people are choose festival days .
- OUT OF 100 RESPONSES, 10% of the people are strongly disagree, 11% of the people are disagree, 26% of the people are neutral, 43% of the people are agree, and remaining 10% of the people are strongly agree.
- OUT OF 100 RESPONSES, 12% of the people are choose totally credible, 32% of

the people are quite credible, 36% of the people are choose neither credible nor incredible, 11% of the people are quite incredible, 9% of the people are totally incredible.

## **5.2 SUGGESTION**

- For any business association, guests are considered to be precious means. They play a pivotal part and the company won't survive without them.
- Each business association's primary thing is to connect its marketing blend with the consumer's decision- making style in order to maintain current guests, attract further implicit guests and sell their goods encyclopedically.
- It's a plan that the consumers have a moderate opinion on advertising of home appliances and have warrant the thickness and perfection in decision-making about home appliances.
- In order to ameliorate their announcement effectiveness, it's thus recommended that marketers give announcements with accurate, dependable and full-fledged information about their products and services.
- The study linked that there's a significant association between consumers socio-profitable factors, advertising effectiveness and consumer buying decision making style.
- Hence, the marketers are advised to design and develop their marketing campaigns by taking into account guests' particular, socio-profitable and artistic factors.

### **5.3 CONCLUSION**

Home appliances come a part of lifestyle and play a vital part in day to day conditioning of the guests. Due to the large number of challengers, impacting the consumer buying decision with respect to home appliances is a big challenge for the companies. Again, owing to the different druthers available to consumers with regard to home appliances, they're puzzled and couldn't make the right buying decision. Piecemeal from quality, price, distribution channels, promotional tools and other services, the companies have to fix the right path to position their brand in the minds of guests. It's only through effective advertising the company can be suitable to transfigure the implicit guests to being and pious Guests. Therefore, it's intertwined to the marketers to have 24 \* 7 touch with their guests through effective announcement by keeping in minds of consumer's demographic, social

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## **APPENDIX**

### **TO STUDY THE EFFICIENCY OF ADVERTISING ON THE BUYING BEHAVIOR OF THE CONSUMER WITH SPECIAL REFERENCE TO ELECTRONICS AND HOME APPLIANCES**

1. Which medium is more efficient to advertising the product?
  - a) TV
  - b) Social media
  - c) News paper
  - d) Pamphlet
  - e) Others
2. Promoting through brand ambassador on social media is creating attention?
  - a) Strongly disagree
  - b) Disagree
  - c) neutral
  - d) Agree
  - e) Strongly agree
3. Through advertising you get to know about the offers of the product that help you to buy the product at best price?
  - a) Strongly disagree
  - b) Disagree
  - c) neutral
  - d) Agree
  - e) Strongly agree
4. Purchasing any product through online is more quality and exact product at best price?
  - a) strongly disagree
  - b) disagree
  - c) neutral
  - d) agree
  - e) strongly agree
5. Does advertising introduce you a new technology gadgets which is very useful in your life?
  - a) strongly disagree
  - b) disagree
  - c) neutral
  - d) agree
  - e) strongly agree
6. Does advertising force people to buy the product?
  - a) strongly disagree
  - b) disagree
  - c) neutral
  - d) agree

- e) strongly agree
7. How would you more likely describe the advertisement?
- a) creative
  - b) honest
  - c) irritating
  - d) satisfying
  - e) unique
8. How would you rate the ad compared with others of the same kind you have seen?
- a) much better
  - b) somewhat better
  - c) about the same
  - d) somewhat worse
  - e) much worse
9. Which of these factors influenced your purchasing?
- a) the advertisement was interesting
  - b) curious about the product
  - c) wanted to imitate the actors in the advertisement
  - d) it was a familiar brand or product
  - e) already planned to purchase the product
10. Level of satisfaction regarding purchase of product by seeing the advertisement
- a) very satisfied
  - b) satisfied
  - c) neutral
  - d) unsatisfied
  - e) very unsatisfied
11. When do you prefer shopping?
- a) during sales
  - b) normal days
  - c) when needed
  - d) seeing ad
12. Advertisement influences your shopping trend
- a) strongly disagree
  - b) disagree
  - c) neutral
  - d) agree
  - e) strongly agree
13. Do you believe in advertising?
- a) yes
  - b) no
14. Have you found credible the affirmations made in the advertisement about the product/service?
- a) totally credible
  - b) quite credible
  - c) neither credible nor incredible
  - d) quite incredible
  - e) absolutely incredible

