EFFECTS OF ADVERTISEMENTS ON BRAND AWARENESS AND CONSUMER DECISION MAKING: A STUDY OF CONSUMER DURABLE GOODS IN PUNJAB

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ABSTRACT:

The purpose of this paper is to investigate the influencing factors of advertising on brand awareness and its effect on consumer decision making process with special reference to electronic durable products. The study also analyzes the most effective source of information to increase brand awareness. In order to accomplish the objectives of the study, a sample of 505 respondents was collected by using random sampling technique from the selected areas of Punjab state. Likert's five-point scale method is employed to measure the perceptions of respondents. Percentage Analysis, weighted Mean, and Factor Analysis were applied to analyze the primary data with the help of SPSS version 22. The study revealed that advertisement through Internet & media sources is the most effective source of information. Consumers take product review from the internet, expert opinion, word of mouth referrals and online information from websites etc. From the analysis it has been found that Advertising plays a most important role to build Brand awareness and give the direction for decision making. Marketers should keep a continuous observation to understand the usage pattern connected with their products and the satisfaction derived out of it.

Keywords: Advertising, Brand Awareness, Decision Making

INTRODUCTION

Maintaining good position and being competitive is the most common goal of the Companies. Companies use strategic marketing to create & increase profitability with the satisfaction of consumers (Aaker & McLoughlin, 2009) are looking for lower delivery time, warranties for long period, innovation, diversification, and customization of products with reasonable and affordable

prices (P Kotler, 2012). It is very difficult to endure in the competitive market and maintain the customer loyalty. A good company makes strategies to fulfill the met needs of consumer but a Great Company makes the strategies to fulfill the met and unmet consumer's needs (Keller, K. L. 1993; Aaker and Biel, 1992). Many researchers have conducted the study on Consumer decision making process as well as brand awareness and found it as one of the most valuable assets of the company (Cobb-Walgren et al. 1995). One of the essential issues in consumer behaviour is the way consumers expand, adapt and utilize decision-making strategies (Moon, 2004). Consumer decision making has long been of immense interest to researchers. Early decision making studies concentrated on purchase accomplishment (Loudon and Bitta, 1993). It was after 1950's that modern concepts of marketing were included into studies of consumer decision making, including a wider variety of activities and actions (Engel, Blackwell and Miniard, 1995). The theories were based on rational choice theories acknowledged as the economic view, assuming that persons act rationally to maximize their benefits in a purchase situation (Schiffman and Kanuk, 1997). The rational decision maker consumers have a clear choice of the set as the well-defined preference in their mind. Every alternative in the optional set has a usefulness that is only dependent on the option. In this type of decision making, consumers are able to calculate the alternatives which give them maximum utility and satisfaction. After computing all aspects consumers makes the final choice (Schiffman and Kanuk, 1997). The present study analyzes the influencing effects of advertising in consumer decision making process and level of awareness.

CONSUMER DECISION MAKING PROCESS AND THE HIERARCHY OF EFFECTS

The buying decision process is used by consumers regarding market transactions before, during, and after the purchase of a good or service. Robert J. Lavidge and Gary A. Steiner (1961) introduced the Hierarchy of Effects model in the purchase process which begins with awareness. The process is given below:

TABLE I PURCHASE DECISION-MAKING PROCESS AND THE HIERARCHY OF EFFECTS

Stage 1	Awareness	COGNITIVE
Stage 2	Knowledge	COGNITIVE
Stage 3	Liking	AFFECTIVE
Stage 4	Preference	AFFECTIVE
Stage 5	Conviction	CONATIVE
Stage 6	Purchase	CONATIVE

Sources: Hierarchy of Effects Theory: by Robert J Lavidge and Gary A Steiner in 1961

At the beginning, consumers are unaware of the product. Awareness is a starting point to take the decision to purchase. Firstly the consumers get informed by the existing brands after that they gather knowledge about the product brand through different sources. They evaluate the different brands. This is called Cognitive stage. It is also called the "thinking" stage; in this, the consumer gathers knowledge about the product and becomes aware of it.

The hierarchy of effects model advised to the marketers to promote the product brands in such a way that to encourage consumers to go through the six steps namely awareness, knowledge, liking, preference, conviction and finally that end in the purchase of the product (Kotler, Philip 2013). The main aim of this tool that serves as a marketing communication tool is to encourage consumers to go through the six steps that end in the purchase of the product.

DURABLE GOODS

In economics, a durable product or a hard good is a product that is not quickly consumed or finished, in one use. Cooper (1994) explained that Durability is the capability of a product to carry out its required function over a long-lasting period under usual circumstances of use without unnecessary expenditure on protection, maintenance or repair. Furthermore, the motivation for purchasing a durable product could either be the new demand of a consumer who wants to attain ownership for the first time or, on the other hand, it could be the substitution demand of an actual owner who wants to uphold a certain usefulness flow from a durable stock which has decreased because of depreciation. Because of the high investment involvement a high level of awareness is required to purchase the durable products. The current study can help to ascertain the ways to improve the marketing strategies in the sky-scraping competitive market. In the present study, durable goods were chosen because many things that were considered as luxuries till about ten years ago have become necessities for more people today.

ROLE OF ADVERTISEMENT IN BRAND AWARENESS & DECISION MAKING:

Advertising plays a most important role to build Brand awareness. Recall of specific advertisement makes the brand awareness high due to specific advertisement recall. There are many ways in which advertisements promote awareness of a product and help in its sales. Social Media helps the brand to get more exposure. Celebrities' endorsement is other important factors affecting Brand awareness. Whenever we see a celebrity endorsing a brand it has the

propensity to publicize the Brand. A well recognized company in many cases is so well-liked that its brand frequently becomes popular and people become conscious about the product. Parent company helps in promoting a brand. Sales Promotions and Offers make their target aware of the brand and also help in making the consumers aware of the brand. Public Relations of a brand also help in building awareness about a brand. Direct Selling also build brand awareness. Peer Group Opinion plays an important part in the whole brand awareness exercise. Recall of specific advertisement also makes the brand awareness high due to specific advertisement recall. Social Media helps the brand to get more exposure. Repetitive exposure to a brand is an extremely powerful tool, and so keeping the brand's visual identity consistent (as well as the tone of voice) is crucial.

LITERATURE REVIEW

Aaker, (2000) showed that brand awareness was amazingly durable and sustainable asset. It provides a sense of familiarity, a sense of presence or assurance and it plays an important role at the time of purchasing process by recall the brand. The author showed that there are many effective means which create brand awareness as effectively as mass media viz. event promotions, sampling and publicity. Advertisement operates as a motivations or stimulus (s) and decision of final purchase considered as response among all hierarchical models

Advertisement is the main source of brand promotion which is a major source of increasing brand awareness. A positive acceptance of an advertisement in the consumer's mind can be able to create brand image constancy, which is beneficial for the company and helpful in customer's decision-making process as well. Advertisement by Social Media, Mass Media, Event Promotions Publicity, TV Advertisement, Word of Mouth Communication, Companies Word of Mount Advertisement Strategies, Online / Interactive Advertising, You Tubers Reviews found effective in building brand awareness and influencing consumer buying behaviour [Rossiter and Percy (1985); Silk et al.,(2001); Keller & Lehmann (2006)].

Busen & Mustaffa, (2014) discussed the role of advertisement and its effect on the demand by the potential consumers, sales proportion and market shares of Libyan products in the information age. This was a review based theoretical viewpoint on the consumer-based model of brand equity. The study revealed the effectiveness of online/interactive advertising on brand equity which is,

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Salem Mohamed S et al., (2014) revealed the effectiveness of online/ interactive advertising on brand equity which is, of course, one of the most widely accessed advertising across the globe. That is definitely because of the extension of the internet and digital media.

Godey el.at (2016) tested the responses of 845 luxury brand consumers who were influenced by social media using the selected five brands. The study found a significant link between social media and brand preference, price premium, and loyalty. Social media marketing efforts were tested for entertainment, interaction, trendiness, customization, and word of mouth which found the positive effect on two main proportions of brand equity i.e awareness level towards the brand and Image of the brand. This study can be further followed with the other dimensions like brand quality, brand associations, brand satisfaction etc. It was noticed that the important socio demographic variables were not included in the study which can be tested in further studies.

Many studies have examined the effects of advertising in the previous decade. The common measures of advertising effectiveness include ad recall, advertisement recognition, brand awareness, get on or hit it off rate, thoughts & attitudes towards the advertisement and the brand, and purchase consideration. From all these common measures, attitudes toward the advertisements, Emotional effects of advertisement, Pros and cons of advertisement of sales and cost and ability to recall a particular advertisement are the focus of the present study.

NEED OF THE STUDY & RESEARCH GAP:

The perusal of existing literature on effect of advertisement on Consumer Decision Making and brand awareness has revealed that although there has been a lot of research on this subject yet there is the dearth of research on durable goods with the special reference of electronic durable products in specifically selected areas of Punjab. The purchasing of durable products involved high perceived risk of quality & performance and require high level of satisfaction as compared to non-durable goods. The requirement of awareness about the product brand, quality, price, and performance etc. is more important as compared to non-durable goods.

OBJECTIVES OF THE STUDY:

The specific objectives of the study are:

1. To analyze the most effective source of information for the advertisement for brand awareness.
2. To examine the motivational factors and situation affecting consumers' brand choice and the effect of advertisement on consumer decision making towards durable goods.
3. To study the ways out to improve the marketing strategies in highly competitive market to retain and attract the potential customers.

RESEARCH METHODOLOGY AND SCOPE OF THE STUDY:

The study is based on primary data. The survey was carried out in the different selected areas of the Punjab which includes Amritsar, Ludhiana, Patiala, Fatehgarh Sahib, Jalandhar, and Kapurthala. These areas covered the subdivision of Punjab as Majha, Malwa, and Doaba regions with both rural and urban consumers. Collected data was analyzed using descriptive analysis and exploratory factor analysis using SPSS software. Descriptive analysis was used to describe the characteristics of the population in terms of frequencies and percentages. Exploratory factor analysis using principal component analysis approach was used to determine the most important variables from a large number of variables in the set of data that examine the influence of advertisement on consumer decision-making for durable goods with the special reference of electronic products. This is done by reducing a large number of variables to smaller and more manageable level so that the basic underlying dimensions or factor can be found. Likert's five-point scale method was employed to measure the perception of respondents to know the attitude and effect of advertisement on purchase decisions.

SOCIO DEMOGRAPHIC PROFILE OF THE RESPONDENTS:

The data was collected from total number of 505 respondents. Table 1 shows the distribution of socio-demographic profile of the respondents. Respondents of the age group between 20-30 years were 22.2% Most of the sample respondents group were between the age group of 31 to 50 followed by 31-40 (34.1%) and 41 to 50 (27.5%). While age 51 to 60 years (11.3%) and from upward to 60 years were least as 5%. Majority of respondents were female 294 (58.3%) as against males 211(41.8%). The urban respondents were 64.4% were in the highest number in captured in the study sample. This is followed by semi Urban 24.8 % and rural 10.9% of the sample.

TABLE II
SOCIO DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Socio- Demographic	Frequency (n-=505)	Percentage
Age		
20 - 30 years	112	22.2
. . __	172	34.1
41- 50 years	139	27.5
50 – 60 years	57	11.3
Above 60 years	25	5.0
Gender		
Male	211	41.8
Female	294	58.2
Area of respondent		
Rural	55	10.9
Semi Urban	125	24.8
Urban	325	64.4

Sources: Primary Data

RELIABILITY OF THE DATA

By the Cornbach's Alpha the reliability of the questionnaire was worked out, which is over the recommended level of .70 (Bernardi, 1994; Klassen, 2003). This shows that the data is reliable. After that, the data was reduced using factor analysis.

TABLE III-- RELIABILITY AND VALIDITY CHECK

Reliability Statistics	
Cronbach's Alpha	N. of Items
.863	14

To find out the most effective and popular source of information weights were provided to each communication sources from 1 to 5 ranking as 1 was considered least preferred and 5 was considered most preferred order. Weights were multiplied by the frequency /count to obtain the weighted score. The sum of weighted score was obtained which represents the overall importance of the source of information. The weighted scores are ranked from 1 to 8 in decreasing order. Highest score can be interpreted as most important source of information. Lowest score suggest the least important source of information.

	TV		Radio		News Paper		Magazine		Posters		Leaflets		Internet		Word of mouth	
TABLE IV: SOURCE OF INFORMATION FOR ADVERTISMENTS OF THE PRODUCT																
Weighted	—	Wtd.	Count	Wtd.	Count	Wtd.	Count	Wtd.	Count	Wtd.	Count	Wtd.	Count	Wtd.	Count	Wtd.
Choice		Score		Score		Score		Score		Score		Score		Score		Score
1	11	0.73	108	7.2	24	1.6	63	4.2	55	3.67	60	4	4	0.27	18	1.2
2	12	1.6	92	12.27	45	6	123	16.4	63	8.4	85	11.33	11	1.47	35	4.67
3	47	9.4	139	27.8	154	30.8	148	29.6	154	30.8	156	31.2	32	6.4	199	39.8
4	148	39.47	141	37.6	181	48.26	149	39.73	169	45.07	170	45.33	160	42.67	144	38.4
5	287	95.67	25	8.33	101	33.66	22	7.33	64	21.33	34	11.33	298	99.33	109	36.33
Total	505	146.87	505	93.2	505	120.32	505	97.26	505	109.3	505	103.2	505	150.14	505	120.4
Rank		Second		Seventh		Forth		Eighth		Fifth		Sixth		First		Third

The results as per by Table IV show that Internet got the first rank by obtaining the maximum weighted sum scores of 150.14 among 505 respondents of Punjab followed by TV and word of mouth as a source of information for the advertisements.

Internet was found to be the main source of information because as compared to other sources internet can give much more reliable information about brand. Through internet, customers can compare the different brands with each other. It can provide the information about the new products with full written description. It can also provide the review / feedback of customers which can be helpful in taking decision to choose a brand for potential customers. Internet gives the information with facts and figures as compared to the other sources. These days every company tries to enhance visibility of their products, policies by providing maximum information on the web-site. Internet marketing is cost effective as well as time effective, it's all inclusive, easy to handle, capable to reach out to wider range of potential customers, get fast and more stable results, provide long term results and develop customer trust as well as increase Brand awareness.

TV was found to have second highest ranking among the different source of information with 147.87 weighted mean score. The new launch and extension of a brand, highlighting of the unique features of the brand, can be easily conveyed to the customers through TV advertisement. It can easily motivate and influence the potential customers by showing emotional and attractive advertisements.

Word of mouth scored the third rank as source of information with 120.40 weighted mean score. It's a spoken communication as means of passing on the information from person to person about a brand. In modern marketing, companies use word of mouth to promote their brands. It's a process of actively influencing and encouraging word of mouth discussion about the brand.

Companies focus on delivering an incredible customer experience, by using incentives to get customers talking, about the unique features of brand, to talk positive about the brand to create an effective and high level of brand awareness in competitive market place.

As per the results, promotion by news paper was found at fourth place followed by leaflets, magazine, posters and radio which were at fifth, sixth, seventh and eighth ranks respectively as per the perceptions of customers.

FACTOR ANALYSIS RESULTS: TEST ADEQUACY OF SAMPLE:

KMO & Bartlett's test plays an important role for accepting the sample adequacy. To measure the adequacy of the sampling the Kaiser-Meyer-Olkin results studied, which could be between 0 and 1. The world-over accepted index is over 0.6. The value which falls into the closer value of 1 is considered better and the value of 0.6 is recommended minimum. Taking this into concern, these tests make available the minimum standard to continue for Factor Analysis.

SPSS Output: Factor Analysis

TABLE – V: KMO AND BARTLETT'S TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	1379.931
	Df	91
	Sig.	.000

Sources: Primary Data

Normally, $0 < KMO < 1$

If $KMO > 0.5$, the sample is adequate.

Here, $KMO = 0.672$ which indicates that the sample is adequate and we may proceed with the Factor Analysis

Bartlett's Test of Sphericity

Taking a 95% level of Significance, $\alpha = 0.05$

The p-value (Sig.) of .000 < 0.05, therefore the Factor Analysis is valid

As $p < \alpha$, The Kaiser-Meyer Olkin (KMO) and Bartlett's Test measure of sampling adequacy were used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 1379.931 with 91 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.672 is also large (greater than 0.50). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

TABLE VI.- TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.019	21.568	21.568	3.019	21.568	21.568	2.420	17.283	17.283
2	1.901	13.577	35.145	1.901	13.577	35.145	1.802	12.875	30.158
3	1.581	11.295	46.440	1.581	11.295	46.440	1.610	11.502	41.660
4	1.086	7.759	54.199	1.086	7.759	54.199	1.587	11.334	52.994
5	1.018	7.274	61.473	1.018	7.274	61.473	1.187	8.480	61.473
6	.895	6.394	67.868						
7	.837	5.982	73.850						
8	.810	5.783	79.633						
9	.596	4.254	83.887						
10	.556	3.971	87.858						
11	.514	3.671	91.529						
12	.445	3.176	94.706						
13	.406	2.898	97.604						
14	.335	2.396	100.000						

Extraction Method: Principal Component Analysis.

Sources: Primary Data

Eigenvalues (Select those components with Eigen Values >= 1)

The initial components are the numbers of the variables used in the Factor Analysis. However, not all the 14 variables will be retained. In the present research, only the 5 factors will be extracted by combining the relevant variables. The Eigenvalues are the variances of the factors. The total column contains the Eigenvalue. The first factor will always account for the most variance and hence have the highest Eigenvalues. The next factor will account for as much of the leftover variance as it can and the same will continue till the last factor. The percentage of variance represents the percent of total variance accounted for each factor and the cumulative percentage gives the cumulative percentage of variance account by the present and the preceding factors. In the present research, the first 5 factors explain 61.473 % of variance

On the basis of Varimax Rotation with Kaiser Normalisation, 5 factors have been extracted. Each factor is constituted of all those variables that have factor loadings greater than 0.5. 14 variables were clubbed into 5 factors. 5 factors were extracted from the 14 variables used in the study. These 5 extracted factors

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explained 61.473 % of the variability of buying behavior towards durable goods in Punjab. This explains over half of the variability.

SPSS Output: Scree Plot
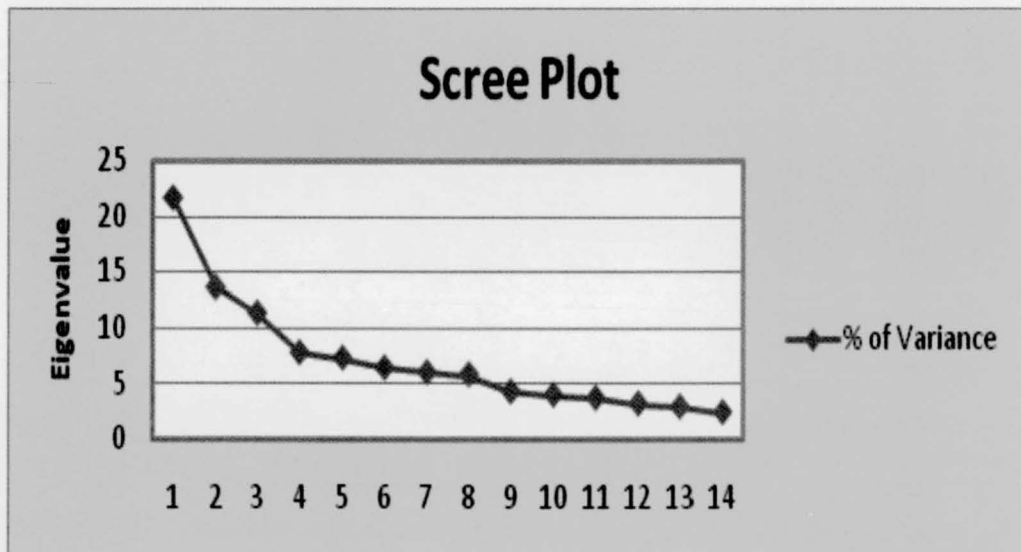
The scree plot graph shows the Eigenvalue against the each factor. We can see from the graph that after factor 5 there is a sharp change in the curvature of the scree plot. This shows that after factor 5 the total variance accounts for smaller and smaller amounts.

As a result, subsequent to rotation, Factor 1 accounts for 21.568 % of the variance; Factor 2 accounts for 13.577 % of the variance. 11.295 % variance followed by 3rd factor and 7.759 % as well as7.724% varieance examined by 4th and 5th factors. The total 5 extracted factors collectively explain for 61.743% of the variance in regards to the buying behavior of the consumers towards durable goods with the special reference of electronic products in Punjab.

IDENTIFICATION OF THE CORE FACTORS

Variable and factors shown in the rotated Factor matrix are the correlation between the factors and the variables. After the data reduction, the five components extracted as rotated factors out of the total 14 variables, which have been used as the ultimate factor. According to the combination of the factors, each group of factors is named which will represent the grouped factor and characterize the factors.

TABLE VII- ROTATED COMPONENT MATRIX(A)

Rotated Component Matrix(a)	Component				
	1	2	3	4	5
Advertisements increases the brand awareness and helpful in decision making	.757	.099	-.028	.030	.222
Advertisements increases competition	.164	-.023	.146	-.006	.898
Adds always give right information of products and advertised products are always high quality products	.123	.109	.781	.237	.103
Gifts and discounts increased the sale	.557	-.066	.060	.043	-.002
Adds brings merits and demerits of the substitutes	.027	.073	.867	.067	.046
Adds popularizes and establish the brand image	.466	.171	.035	.355	.267
The manufacturers started this brand sales promotions offers when they lose the market share	.098	.064	.180	.774	.120
Adds by the celebrities influences consumers more than other	.772	.052	.147	-.137	.264
Credit sales policy increased the cost of products	.717	.165	-.024	.038	.251
High quality products are always costly	.276	.352	-.132	.468	.145
Discount are always given on low quality products	.034	-.163	.213	.738	.254
Consumers always wish to purchase the well -known products.	-.105	.700	.304	.004	.103
Advertisement is the major factor of brand awareness.	.030	.803	-.074	.019	.037
The availability of the Products brand in market makes the brand more popular.	.260	.650	.084	-.115	.054
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a Rotation converged in 6 iterations.					

Sources: Primary Data

The above Rotated Component Matrix represents the correlation of the variables with each of the extracted factors. In this matrix, each variable has one of the high loaded and one low loaded value to factor towards the other factors. The maximum value loaded variable is selected from the each factor which will be the representative of the factor. The values have been highlighted from each of the rows to arrange the group of 14 variables into 5 core factors.

TABLE VIII. - COMPONENT TRANSFORMATION MATRIX

Component Transformation Matrix					
Component	1	2	3	4	5
1	.769	.428	.299	.244	.277
2	-.382	-.110	.642	.654	-.039
3	-.396	.844	.178	-.273	-.156
4	-.109	.303	-.682	.656	-.008
5	.307	-.012	.037	.084	-.947
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

Sources: Primary Data

IDENTIFIED THE NAME OF THE TWO CORE FACTORS

The variables that have been included into each core factor have been named as under:

Factor	Variable Included	Name of the factor
1	Advertisements increases the brand awareness and helpful in decision making	Adds Create Brand Awareness & Brand Loyalty
	Gifts and discounts increased the sale	
	Adds popularizes and establish the Brand Awareness	
	Adds by the celebrities influences consumers more than other	
	Credit sales policy increased the cost of products	
2	Consumers always wish to purchase the well-known products.	Adds Create Brand Image
	Advertisement is the major factor of brand Image.	
	The availability of the Products brand in market makes the brand more popular.	
3	Adds always give right information of products and advertised products are always high quality products	Source of Information
	Adds brings merits and demerits of the substitutes	
4	Brand sales promotions offers when Products start losing the market share	Adds helpful in increase market share and increase cost.
	High quality products are always costly	
	Discount are always given on low quality products	
5	Advertisements Increases competition	Adds Increase competition

The Factor Analysis has, in consequence, recognized 5 core factors that affect the Consumer buying behavior towards Durable goods and affect the preference of product brand. They can be classified as under:

- Advertisements Create Brand Awareness & Brand Loyalty
- Advertisements Create Brand Image
- Advertisements are the major Source of Information
- Advertisements helpful in increase market share and increase cost
- Advertisements Increase competition

CONCLUSION & DISCUSSION:

In sum up, it has been observed that maximum people wish to purchase the well-known brands rather than an unaware brand. Macdonald and Sharp, (2000) explain that consumers want to purchase a particular product with the identification. Purchasing a product keeping a brand name in the mind is the situation when consumers are fully aware of the brand.

Satisfactory purchasing creates loyal customers and the loyal customers help the brand to grow through word of mouth in the society. Highly awarded products brand can grow better in the market and earned maximum earnings. Enterprises can protect their image and increase high market share through brand management.

Brands proved as an important factor in the selection process as a result, for the continued existence in the most competitive market, a company needs to spend high investment on the brands to make it unique. The unique features must be continues communicated through a different source of information for the development of Brand awareness and achieving the loyal customers.

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