

IMPACT OF ADVERTISING ON WORKING AND NON-WORKING WOMEN WITH REFERENCE TO THEIR PURCHASING BEHAVIOUR

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Abstract: Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. The increasing number of women entering the workforce, this study compares employed and non-employed women on the importance accorded to various aspects of advertising and its impact on their buying behavior. Results clearly indicate that the employment status of women makes a significant difference in this regard. Study also revealed the importance of quality for the selection of goods.

Keyword: Advertising, working and non-working women, quality, consumer behavior

1. Introduction

The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on Creativity. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioner, but there is a miss of true & systematic research to define advertising creativity and how it relates to ad effectiveness. The review study discusses some campaigns that have left their strong impression on consumers. The presented review study tries to come up with some evidence of creativity by reviewing expert views, past literature in advertising, studied

advertising campaign and marketing activities. The study discusses different forum on how creativity works, and what makes an ad to travel good or poorly. It summarized the value of creativity in advertising through Expert interviews, published material and related secondary data to understand the logic. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

Industry Overview

Media has a monkey-see monkey- do effect. Women see the way other females appear in the media and they try to recreate their look. Actresses and models are getting thinner. "Advertising rules the

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marketplace and in advertising thin is 'in.' Twenty years ago, the average model weighed 8 per cent less than the average woman, but today's models weigh 23 per cent less" (Beauty and Body Image in the Media). Abercrombie models are all very thin and their clothing sizes run very small. If a customer does not fit into their clothing, it could lead to self-esteem issues.

Woman in society often feel bad about their body image if they do not have the same figure as a model. They want to have a slender body because of what they see in advertisements. "Over three-quarters of the covers of women's magazines include at least one message about how to change a woman's bodily appearance-by diet, exercise or cosmetic surgery" (Beauty and Body Image in the Media). In a 1992 study of female students at Stanford University, 70% of women reported feeling worse about themselves and their bodies after looking at magazines. 54% of women belong to a gym to achieve an ideal body and some women take on unhealthy habits and develop eating disorders (Industry Statistics).

There has been a rise of anorexia in women in each decade since 1930. The increase in eating disorders through the years has coincided with a decrease in women's ideal body weight as portrayed in the media (Wiseman, Gray, Mosimann, & Ahrens, 1992). In 1992, over five million people in the suffered from eating disorders, such as anorexia, bulimia and binge eating (The National Center for Health Statistics). Today, 10 million females are fighting a life and death battle with an eating disorder such as anorexia or bulimia (Statistics: Eating Disorders) "The internalization of the media's thin ideal produces heightened body dissatisfaction which leads to the engagement in disordered eating behavior" (Statistics: Eating Disorders).

Every day of our lives, we are exposed to dozens of advertisements, whether it be on television, the radio, in magazines, on billboards or signs, or anywhere else that companies try to reach us in an effort to promote the products they sell. Advertisers appeal to our hopes, dreams, wants and desires, and exploit our insecurities in an effort to sell us a product, ranging from cars, to household appliances, to a bottle of shampoo. Advertising affects everyone, whether they acknowledge it or not, and it often promotes something that is out of reach to the average person, such as great wealth, or a perfect body. Advertising often carries an overload or excess of meaning, such as statements of power, wealth, leisure, and sexual allure, and they also convey meanings of race and

gender. ("Introduction: Media Studies") As this paper will demonstrate, advertising is an extremely powerful tool which has the ability to change the way we perceive ourselves.

Of particular interest is the effect that advertising has on women. Women are continually bombarded by advertisements in which they are told, directly or indirectly, that they must be thin in order to be beautiful, and they are marketed products that they are led to believe will help them achieve their desired body image of being thin. Women become convinced that they must look like sexy all the time, when in reality, it is almost impossible. Women often begin dieting in order to attain the perfect body that they are striving for, and they occasionally undertake more extreme measures to lose weight, such as bulimia or anorexia, all because they are led to believe, by advertising, that they must have a perfect body. Women are also sexually objectified in advertising, and viewed as merely sexual objects. This paper will explore in depth how women are portrayed in advertising and, more importantly, the impact which it has on them.

'Strategy' decides roadway to a company's targets and goals. Marketers in India have now started experimenting with new Medias and communication tools to woo consumers. Though conventional strategies (like reaching the audience through TV and radio) still appeal the masses, there is an emerging class of consumers who access modern techniques to seek information and entertainment.

Marketing strategies, thus, form blood-lines of any business as the company's future can be forecasted based on their efficacy and effectiveness.

2. Market Size of Advertisement Industry in India

With the luxury market expected to grow at over 20 per cent year on year, PE investments in the luxury segment are expected to increase and support the enhanced size of the Indian luxury market. High internet penetration across tier-II and tier-III cities along with high disposable income shall lead to approximately 80 million transactions on the internet by 2020. As a result, the luxury consumption is going to increase manifold in the country. With this level of growth and subsequent investment from luxury businesses, it is estimated that by 2020 the luxury market in India will be responsible for employing 1.8 million people. This will not only help in preserving

traditional craft skills and heritage, but will also support communities, create employment and provide training.

The online advertising market in India will touch Rs 3,575 crore (577.97 million) by March 2015, a 30 per cent rise from Rs 2,750 crore (US\$ 444.59 million) in March 2014, as per a joint study by the Internet and Mobile Association of India (IAMAI) and IMRB International. Of the current Rs 2,750 crore (US\$ 444.59 million) digital advertisement market, search and display contribute the most - search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study.

The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018, as per a joint report by Confederation of Indian Industry (CII) and Price water house Coopers (PwC). Online advertising, which was estimated at Rs 2,900 crore (US\$ 468.84 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.61 billion) in five years, increasing at a compound annual rate of 28 per cent.

Also, according to the report, Indians paid Rs 25,200 crore (US\$ 4.07 billion) to access the Internet in 2013, a figure greater than the Rs 22,300 crore (US\$ 3.61 billion) the print medium garnered in subscription and advertising.

Social Media as a Strategy

Marketers are increasingly launching social media campaigns to leverage on the reach of internet for strategic purposes. Social media has become a unique instrument to conduct communication between not just two parties (the company and the consumer), but between multiple entities (i.e. the company, its clients, stakeholders, employees, external talents etc.). Thus social media creates an eco-system where companies can get an edge to create, sustain, and leverage links that strengthen their position in the marketplace.

For instance, American Express has its presence in both - B2C and B2B spaces. It has recently set up conversational platforms, both independent (e.g., Open Forum) and on mainstream social media platforms (e.g., Amex on Facebook), aimed at enhancing its communications with small businesses and potential investors. They continuously power their websites with news relevant to their audience (e.g., facts and trends about small businesses), as well as post challenging and forward-looking questions aimed

at involving their audience and strengthening interactions between small businesses.

LinkedIn is another social networking site for professionals that has emerged a hotspot for marketers. Indian users have reasonably increased their visit to the site.

Social media experts indicate that unlike other popular social media platforms like Facebook and Twitter, LinkedIn provides a 'niche' platform for brands targeting professionals who, in general, have more purchasing power and disposable income than visitors of other sites.

Recent Developments

- Chinese personal computers (PC) maker Lenovo is vying for a substantial market share in the Indian smart-phone space. The company has already started executing strategies that will enable it to achieve the desired position. Lenovo has recently launched six new models to the Indian market and has inked deals with three national distribution chains while forging a partnership with HCL Care for after-sales service

Two of the confirmed national distribution chains are Redington India and Ingram Micro. Moreover, in order to convince the Indian customer that Lenovo is more than just a PC company, it is initiating multi-crore advertising and marketing campaign.

- Marketing strategies are equally important for the Indian Government as well. The Government intends to revamp its global marketing strategy and allow private companies to participate to attract more foreign tourists to the country. In this regard, the tourism ministry plans to assess the effectiveness of its offices overseas. After the assessment, some tourist offices may be expanded or relocated, according to a report prepared by a working group on tourism for the 12th Five-Year plan. The ministry is also contemplating to appoint marketing representatives to expand its presence overseas.

The initiative is expected to help Government achieve its goal to attract 20 million tourists by 2020 from 6.2 million now.

- Marketers make all sorts of attempts to woo consumers. They believe that tempting consumers at a sub-conscious level is one way to attract them.

For instance, the popular Canadian brand Woodland states that footfall in its stores has shot up substantially ever since the company has started spraying its signature leather fragrance in the aisle area of its various stores across the world, including India. India Inc has just started noticing such concepts as strategies for marketing.

Besides Woodland (which is already using its signature leather fragrance in stores and at its various corporate offices), Forest Essentials is using a signature lemongrass scent in each of its outlet. The Indian brand that also sells Ayurveda cosmetics has created its own lemongrass fragrance, versions of which are now being supplied to selected hospitals and hotels in India.

Marketing and Strategy- Road Ahead

Industry body Nasscom in collaboration with Absolut Data Research and Analytics, has released a report: 'Marketing Analytics – An opportunity for India to Lead' which states that the Indian marketing analytics industry is expected to grow from its present value of US\$ 200 million to US\$ 1.2 billion in 2020, growing at a CAGR of 25 per cent. The report highlights that the companies are increasingly using marketing analytics insights to gain competitive advantage in the market.

3. Review of Literature

Fullerton & Ronald(1999) suggested that From 1927 to 1933 the later-famous sociologist Paul F. Lazarsfeld directed nearly 40 market research studies through his Office of Economic Psychological Research at the University of Vienna. He and others wrote conceptual papers on the studies. Hitherto moldering in archives, these studies and papers constitute an important historical body of work on consumer behavior— pioneering research by some of the most capable social scientists of the Twentieth Century. The purpose of this paper is to explain and to evaluate, critically and historically, the Office of Economic-Psychological Research's methods and findings on the role of advertising in consumer decision-making. **J.A.Barach (1969)** Suggested that the persuasion of advertising is examined in terms of the risks women face in their decisions as consumers. Experimental results relate self-confidence, risk style, and product importance to the effect of TV commercials on brand choices for regular and instant coffee, shampoo, margarine, and household wraps. The data confirm

the curvilinear effect of generalized self-confidence on persuasibility. They also show that persuasion is strongly affected by a woman's risk style. The effects of these psychological variables are enhanced for more important products, while the overall level of persuasion decreases as importance increases.

Goodstein, Ronald (1997) presents information on a special session of the 1996 Conference of the Association for Consumer Research (ACR) on research on advertising effectiveness in terms of advertising's effect on prices. Summaries are offered of papers presented at the session on topics including the connection between advertising and price elasticity, on the impact of positioning strategies on consumer price sensitivity and on the impact of advertising and sales promotions on brand choice. Leigh & Thomas(1987) focuses on the study regarding the effect of women's role portrayals on advertising effectiveness through the exploration of the responses of traditional and modern women on advertising commercials. The role of women were found to strongly influence effectiveness when targeting audience. Traditional women are more tolerant in embracing traditional values for themselves. In addition, attitudinal reactions to the role-portrayal execution were shown to be due to spontaneous role-related thoughts.

Thomas & Lindley (1985) The article presents a study whose purpose was to determine if women's differential career orientations, that is, differences in their desire to work outside of the home, would result in different responses to experimental advertisements for a hypothetical magazine. Rather than using the familiar "homemaker/career woman" dichotomy, this study investigated the research question of differential response by using three categories of women who were "more or less career oriented." Previous studies have found the Desire-to-Work Scale to be an effective means of distinguishing groups of women having different values and attitudes toward work and home. The results of this study indicate that the Desire-to-Work Scale can be an effective tool to better understand women's attitudes toward advertising and the likely behavior that may result from that advertising. The women's market has changed over time and marketers would be well advised to study the changes and alter their advertising to reflect them. This study has examined one aspect of the changes taking place: alternative career/home orientations of women. It is apparent that women hold distinct attitudes toward how they are portrayed in advertisements. It is important that marketers and advertisers engage in

research to better understand how those attitudes might affect attitudinal and behavioral responses to their advertising campaigns.

Dickinson, Gill(2009) The article discusses the question of whether or not women are offended by the manner in which women are portrayed in advertising. Messages reflected in advertising are evaluated in view of an individual's moral philosophy, the author's state. Topics include the numerous factors that cause offence to advertising, the assumption that portrayals of women in mainstream media are negative, and the role of creative execution used in an advertisement in creating offence. Also discussed is how young women engage in comparison of themselves with others.

4. Research Objectives

- To identify how advertising affects the buying decision making of women.
- To identify how working women differs from non-working women in buying decision making through advertising.
- To measure the satisfaction level of advertised products as compared to non-advertised products.

5. Research Design

This research is descriptive in nature. In this research primary and secondary data both used. To collect the primary data the questionnaire has been used (Annexure -I). Target respondents for the study Women in Delhi NCR. Random sampling method was used for the selection of respondents. Secondary data collected from Website, magazines and open access journals.

Demographic Profile

Table 1: Occupation of the Respondents

	Frequency	Percent
Housewife	20	38.5
Teacher	21	43.94
Govt. employee	7	13.5
Corporate	2	3.8
Total	50	100

As per the above table ,among the working & non-working women so respondents among the whole sample size of women were 40% teachers,38%

housewives,13% govt. employees & rest 4% of them were corporate ladies.

Table 2: Spend your leisure time

	Frequency	Percent
Watching Television	10	19.2
Reading newspaper	20	41.5
Magazines	15	28.8
along with friends	5	9.6
Total	50	100

While conducting the research facts came to know the exact no. of women & their preferences for spending their leisure time i.e. reading newspaper is the highest by more than 38%,watching magazines came second in majority by 28%,reading television is third majority preference of women by around 18% & rest 10% of women choosed spending time with friends as their option.

Table 3: Decision Maker in your family

	Frequency	Percent
Husband	13	25.0
You only	21	40.4
Other member of family	12	23.1
Kids	4	7.7
Total	50	96.2

According to the survey we conducted in women 40% of the women replied that they are the decision maker in their family, while 25% of the women replied that their husbands play a major role in deciding which product to buy or not,23% of the women replied that their other members of family takes any decision in buying a product especially in case of joint families. While talking about this 7% of the women replied that kids play major role in buying decision making process.These decision making activity was only for low & mid segment products

Table 4: Advertising having impact on buying decision

	Frequency	Percent
Yes	11	21.2
No	22	42.3
Somewhat yes	14	26.9
Very Rarely	3	5.8
Total	50	96.2

Majority of the women I.e. more than 42 % of the women said that no advertising doesn't play any role in their buying decision making process of theirs, while 22% of the women said that yes advertising has a major role in their buying pattern. More than 26% of the women said that advertising has somewhat relation to the products they purchase & their buying pattern. Rest 6% said that very rarely advertising has connection with their buying pattern.

H0: Sales promotion has no association with online behavior

Significance level: 95%

Table 5: T-Test

	Test Value					
	t	df..	Sig (2 tailed)	Mean difference	95% Confidence	
					Lower	Upper
Sales promotion influence your shopping	46.256	319	.000	2.388	2.29	2.49

According to the table above, we can conclude that the significance level or the p value is less than 0.5 so we will reject the null hypothesis in favor of alternative hypothesis which is Sales promotion has association with behavior

Table 6: Adverting media influenced most in choosing product

	Frequency	Percent
Print media	12	23.1
Radio	20	38.5
Television	15	28.8
Word of mouth	3	5.8
Total	50	96.2

Most of the women answered that television advertisements affected them the most i.e.48% . 24% of them said radiowhile travelling & listening to advertisements.6% of the women said word of mouth advertising affects them a lot in buying decision making& rest 12% of the women said print media advertisements are very much effective.

H₀₁: Promotion does not affect (increasing) expenditure

Significance level: 95%

Table 7 : T-Test

	Test Value					
	t	df..	Sig (2 tailed)	Mean difference	95% Confidence	
					Lower	Upper
Does promotion affect (increasing) your expenditure?	47.345	319	.000	2.403	2.30	2.50

According to the table above, we can conclude that the significance level or the p value is less than 0.5 so we will reject the null hypothesis in favor of alternative hypothesis which is Promotion does affect (increasing) expenditure.

What do you think about competition b/w products advertised in the market

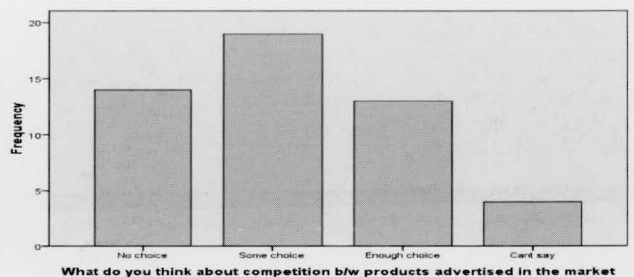


Figure 1: Competition between products advertised in the market

While asking about the competition in the market about advertised products 37% of the women says there are some choice in the products category,25% of the women said that there are enough choice in the market.27% of the women said that there is no choice among the products & rest 7 % of the women said that they are not able to answer this question.

Trust on quality of the product

While asking about the women trust over quality of products being advertised through different types of media 34.6% of the women said that they agree with the quality of the products being advertised.22% of the women were strongly agreed with dis statement.25% of the women were neutral for this answer & only11 % said that they don't trust the quality of the products being sold.

Has it happened that after being influenced by the advertisement you purchased the product, but the product was not up to the mark

Table 8: Quality of the Product not up to the mark

	Frequency	Percent
Yes	12	23.1
No	19	36.5
Very often	15	28.8
Cant say	4	7.7
Total	50	96.2

By asking about user reviews from women about the products purchased which are being advertised, 37% of the women said that products were up to the mark & delivered their best. Only 29% said that very often it happened with them. 23% of the women said it happened with them that the product quality is not up to the mark. Rest 7% of the women said that they had not thought of this.

6. Major Findings

- Females are more concerned towards the quality of the product while buying, where it doesn't matter that they are working or non-working.
- Self-image effects too much when females buy any products, i.e. the role played by the women in the advertisements whether it's a role of working women or housewife.
- Advertisement often left some negative effects in the minds of customer, according to our research process that negative effects may be categorized in this sense that females neglect the price of the product & buy that advertised product at any cost.
- The most attractive media for working women is television & for non-working women it's print media i.e. mostly newspapers. (Because non-working women have more leisure time as compared to working women & they stay at home spending time by watching television)

7. Conclusion

Branding needs a shift of tactics and thinking on the part of marketing executives. With ever increasing customer awareness levels, marketers can no longer afford to be complacent about their brands & branding strategies.

Successful branding needs a structured approach with due attention to what seem to be very minor

details. It becomes difficult for Indian brands to create a niche for themselves because of the abundance and proven credibility of the global brands.

Understanding the differences of perceptions of customers is the key to unlocking the market potential. We have to understand the credibility, positive associations and additional valuation that customer attaches with the successful brands. The perception of quality that is associated with the global brands is difficult to unlock but it's easier to create a blue ocean of opportunities for Indian brands.

The way forward for the Indian brands is to go global themselves. Unless and until, Indian brands become competitive globally they can not sustain their domestic dominance because sooner or later they would be over taken by the global majors.

Finally the task doesn't stop with the one time creation of a successful brand. We have to measure its customer-connect, evolve it and consistently revitalize it to keep it relevant to the ever changing consumers. The relevance of consumer behavior to real estate studies is best accepted, perhaps, in the areas of development, brokerage and leasing. These segments of the real estate discipline have traditionally had the closest ties to the consumer. Still, real estate transactions are often modeled as solely economic transactions. Within appraisal, the sales comparison approach estimates the value of a property based on what consumers are willing to pay for individual components of the property. The study of consumer behavior examines which people value what components and why preferences change over time. Buyer attributes can be explicitly considered in appraisal to determine properties considered as having the same utility and amenities. Attitudes, lifestyle and tastes affect consumer preferences for space. Market analysts should not rely exclusively on census-based economic and demographic data from which they infer information about consumers. Incorporating information about consumer attitudes, preferences and perceptions into economic models of housing demand is critical to any reduction of the large margin of unexplained variance in housing consumption behavior. While this article serves as an introduction to consumer behavior applications to real estate study with an emphasis on residential real estate and homebuyers, the concepts are equally valuable to the study of other types of real estate and other decision making situations

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