

## **A Study on the Advertisement Effectiveness of Malabar Gold with Special Reference to Television Media in Malappuram District**

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### **Abstract**

In the present business environment competition is very tough. Advertisement plays a vital role in the economy. Ineffective advertisement will bring adverse effect on the firm. Television is considered as the paid form of non-personal communication and also an ideal advertising, because it can reach a very large audience at a time. The study is conducted with reference to Malappuram district by collecting information from 80 customers of Malabar Gold of different domicile, by using snow ball sampling technique with the objective to find out the effectiveness of advertisement done by the company. Scheduled questionnaire was used for collecting data. The study found that advertisement through television media is more effective than other promotional medias.

**KEYWORDS:** Advertisement, Television Media, Malabar Gold, Promotional Mix

### **INTRODUCTION**

Advertising is an inseparable element of promotion mix. Companies offering products that consumer use routinely on-going basis, depend heavily on advertising to sell their products. advertising has gained much attention because it is the best known and most widely form of promotion and a very important promotional tool. It helps to bridge the communication gap between the product and prospective buyers. Most people would rather buy their ornaments from a jewellery retailer they like even if they don't know them personally. Promotional marketing is a part of an overall marketing strategy for every jewellery shop. Promotional strategies should focus first and foremost on the existing consumers. Advertisement plays a crucial role in modern business, especially in the gold ornament market. It moves markets and minds and it is growing as the backbone of modern national and international jewellery retailers.

Nowadays jewellery business is on a competition of spending crores of rupees. Jewellers are giving in advertisements in different medium for attracting and retaining customers. In television, there is a unique blend of slight, colour, movement, sound, timing, repetition and one is exposed to it in one's living room. No other medium can ever compete with television as far as effective presentation is concerned.

Malabar Gold and Diamonds is one of the leading jewellery groups in India. It has more than 1000+ showrooms across 9 countries. It provides its products advertisement through various promotional medias. The present study is conducted to find out the effectiveness of advertisement provided by the company with special reference to television media and also to analyze the influence of advertisement on purchase decision.

### Statement of the Problem

It is unavoidable that advertising is a vital element in promotional mix of marketing. The extent to which advertisement is used as a communication tool depends upon the nature of the business. It plays a crucial role in gold ornament market. Advertisement in different media helps to show the size of the jewellery shop and the range of different collections of ornaments. The problem exist is that to know whether the television advertisement of Malabar Gold is effective or not and also to check up what are the factors influencing the purchase decision of customers.

### Objectives of the Study

1. To find out the effectiveness of advertisement provided by Malabar Gold.
2. To study the influence of advertisement on purchase decision.

### Hypothesis

**H0:** There is no association between place of residence and opinion.

**H0:** There is no association between gender and advertisement effectiveness.

**H0:** There is no association between gender and factors influencing purchase decision.

### Research Methodology

The study is descriptive in nature which is based on survey method conducted in Malappuram district which carried out with the help of secondary and primary data. Secondary data is collected from published books, websites and journals. The primary data is collected through scheduled questionnaire from the samples of 80 customers from the specified area. The method of sampling used is non-random sampling. The all samples are collected through snowball sampling basis, because the total number of customers in this area is unknown. The collected data were analyzed through chi-square test and weighted average method.

### DATA ANALYSIS AND INTERPRETATION

**Table 1 : Effectiveness of advertisement on the basis of place of residence**

**H0: There is no association between place of residence and opinion**

Place of residence	Effectiveness of advertising		Total
	Effective	Not effective	
Urban	33	5	38
Rural	27	15	42
Total	60	20	80

Source: Primary Data

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.414 <sup>a</sup>	1	.020	.023	.018
Continuity Correction	4.277	1	.039		
Likelihood Ratio	5.633	1	.018		
Fisher's Exact Test					
Linear-by-Linear Association	5.346	1	.021		
N of Valid Cases	80				

**Interpretation:**

The test statistics shows that significant value (P value) is less than 0.5, hence in this case we reject our null hypothesis and it means that there is significant association between effectiveness of advertisement and their place of residence. Simply advertisement effectiveness is highly depending on where they live.

**TABLE 2: Effectiveness of advertisement on the basis of gender**  
**H0: There is no association between gender and advertisement effectiveness**

Gender	Effectiveness of advertising		Total
	Effective	Not effective	
Male	23	7	30
Female	37	13	50
Total	60	20	80

Source: Primary data

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.071 <sup>a</sup>	1	.790	1.000	.505
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.072	1	.789		
Fisher's Exact Test					
Linear-by-Linear Association	.070	1	.791		
N of Valid Cases	80				

**Interpretation:**

The test statistic shows that significant vale (P value) is greater than .05, hence in this case we accept our null hypothesis, and it means that there is no relation or association between effectiveness of advertisement and gender. Simply advertisement effectiveness is not depend on gender.

**TABLE 3: Factor influencing purchase decision**

Factors	Numbers of respondents	Percentage
Price	8	10
Fashion	24	30
Purity	11	14
Quality of work	18	23
Customer relation	9	11
Total	80	100

Source: Primary data

**Interpretation:** The table 3 depicts that majority (30%) of customers purchase decision is influenced by fashion .The price factor is influenced in least (10%) by the customers.

**TABLE 4: Regional level channel preference**

Channel	Numbers of respondents	Percentage
Asianet	20	25

Surya	15	19
Mayavil manorama	25	30
Asianet plus	17	21
Others	3	4
Total	80	100

Source: Primary data

**Interpretation:** The table 4 reveals that majority 45% of the customers prefer Mayavil Manorama channel . The next preference is given to Asianet channel (25%).

**TABLE 5: Statement regarding advertisement in television**

Statements	Numbers of respondents	Weighted average	Rank
Regular viewer of advertisement	80	2.75	3
Attract your attention easily	80	4.27	1
Clearly catch the theme and content of the advertisement	80	2.43	4
Main factor for influencing purchase decision	80	3.17	2
Influence exist for long period	80	1.80	5

Source: Primary data

**Interpretation:** The table 5 shows that advertisement through television can attract the attention of customers easily, hence its given rank 1.The next statement was advertisement through television is the main factor influencing there purchase decision, which gives rank 2.

**TABLE 6: Factor influencing purchase decision on the basis of gender**  
**H0: There is no association between gender and factor influencing purchase decision**

Gender	Factor influencing purchase decision				Total
	Company image	advertisement	quality	Selection available	
Male	6	5	12	7	30
Female	17	21	6	6	50
Total	23	26	18	13	80

Source: Primary data

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.996 <sup>a</sup>	3	.005
Likelihood Ratio	13.132	3	.004
Linear-by-Linear Association	7.080	1	.008
N of Valid Cases	80		

**Interpretation:** The test statistics shows that the P value is less than 0.05.Hence we reject our null hypothesis it means that there is an association between gender and factor influencing purchase decision. It means that each factor are differently influenced among different genders..

## **Findings**

The following are the major findings of the study:

1. The study found that advertisement effectiveness is highly depending on the place of residence of customers.
2. As per the analysis it was found that advertisement effectiveness is not dependent on gender.
3. Majority of customers purchase decision is influenced by fashion.
4. It was found that majority of respondents prefer to watch Malayalam manorama channel.
5. As per the analysis, majority of the customers stated that advertisement can attract their mind easily.

## **Suggestions**

1. Malabar Gold was found to be popular as compared to competitor's advertisements. So, it is suggested for them to maintain its popularity.
2. Increase the number of advertisements in the channels which have more viewers.
3. More visual and audio effect should be given to the advertisements, so the effect of advertisement will remain for long period of time.
4. Advertiser should improve the presentation style of advertisements.

## **CONCLUSION**

Malabar Gold working under Malabar group of companies is one of the best leading jewelers in India. Malabar Gold aims T customer satisfaction as well as they provide services. The advertisement of Malabar Gold is very attractive and is very effective among public. The main highlight of advertisement is its attractiveness and the fashionable ornament they provide. On the basis of analysis of data, I came to a conclusion that the customer's prefer television as the best and primary media for watching ads. It is also clear that they like to stick on the advertisements which provide them the reliable source of information. During the study it was also found that the factor such as fashion, quality of work, price, etc are influencing their purchase decision. Further, there is some kind of promotion activities required to hold the present customers and make new customers.

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