

Consumer durable industry



**ASSIGN
BUSTER**

Contents The impact of advertisement on the buying behavior with reference to the consumer durables

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Abstract : Theses The consumer durable industry in the past few years has seen tremendous growth. Advancements in the technology, government support and increased level of interest among the private players into the industry has given rise to the healthy competition between the various brands. Different companies are using different advertisement strategies for building and managing of brands. Advertising in electronic media and newspapers are key advertising areas in designing the advertising strategy.

This study was carried out to identify the advertising strategies of different companies and to know the impact of advertisements on building and managing of brands in consumer durable industry. As there are many products that come under consumer durables, it is necessary to choose one product among them in order for market research. Hence this study was done in consumer durable industry in general and refrigerators in particular. This was research also done to identify the major influence of advertising in buying the favorite brand and to identify the impact of electronic media advertising on purchase decision.

A structured questionnaire was used to collect the consumer responses on their awareness about different refrigerator brands, their media of information and impact of advertisement on their purchase decision. Three popular brands were mainly identified after conducting interviews with the consumers and these brands were used in the questionnaire for evoking the responses of the consumers. Random sampling was used to select the sample unit. The sample size was limited to 120 numbers selected from different source.

The data collection involved taking responses from different people like, students, businessmen, housewives, executives etc also they belonged to different age groups and income groups. Tags: Impact of advertising on consumer buying behavior, Advertising and buying behavior, Impact of advertising in the modern business world More abstract from The impact of advertisement on the buying behavior with reference to the consumer durables [...] The aim of the study is to find out how effective advertisements are in making a consumer prefer a particular brand in the consumer durable industry.

To find out the consumer reactions to advertisements and to the hypothesis, that “ Advertisements in the TV and Print media has a significant impact on Consumers buying behavior with reference to consumer durables”, had to be tested. The other objectives were to verify brand recall and to generate advertising strategies for the companies. This study was explorative in design as it deals with consumer perception about advertisements and their effects on brand recall. [...] [...] OBJECTIVES OF THE STUDY Primary Objective: ? To understand the impact of advertisements on the Buying

behavior of the consumers. To study the advertisements of the respondent companies, with reference to refrigerator. Secondary Objectives: ? To verify recall of advertisements/brands ? To analyze the justification of advertising expenditure. NEED FOR THE STUDY Gaining an understanding about the impact of advertisements on consumer's buying behavior. REVIEW OF LITERATURE Before starting this study various literatures were reviewed to find out the gap that could exist between previous study and the present one. [...] [...] This shows that advertisements in magazines get the full attention of its readers.

Second, magazine advertisements are good in quality in terms of printing and color. Magazines are usually printed on the good paper that makes for an excellent reproduction of art and color work. TELEVISION ADVERTISING Though the technological breakthroughs have changed the advertising media, T. V . remains to be the largest entertaining media. Television advertising, which began only in 1976, takes almost a third of that share, with the press getting around sixty percent. [...] [...] There are advertisements that are persuasive only with no fact and figure.

There are advertisements that are informative only, but not appealing much. Mostly advertisements should fall between these two extremes. Advertisements for specialties like medicines might be totally informative persuasive advertisements generally put on TV. Informative advertisements appear in magazines and weekend supplements of newspaper. They are put in more durable media. Some informative advertisements create a mood favorable towards a product. One more version of informative advertisements, is to present it as editorial matter, indistinguishable from

the real editorial matter. [...] [...] Different people react to different advertisements in various ways at different times. Today, we are exposed to a large number of commercial messages than at any time in the past. Not only has the quantity of advertisements increased, even the quality of advertisements has improved very considerably over the past couple of years. Advertising as Marketing Tool Advertising is the communication link between the sellers and the buyer or the consumer. It does not simply provide information about the products and services, but also attempts at influencing people to action by an overt appeal to reason or emotion. [...]