

Impact Of Advertising On Consumption Among Different Communities In Nagpur

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Abstract

As advertising has become prevalent in modern society, it is increasingly being criticized. Advertising occupies public space and more and more invades the private sphere of people. According to Georg Franck, "It is becoming harder to escape from advertising and the media. The recent upsurge of interest in consumer education can be expected to lead, in the long-run, to significant changes in consumer behavior. This paper contains a brief description of existing religion communities and a discussion of hypotheses about how religious difference could be affected consumer behavior through commercial ads.

Many studies have assessed the relationship among basic demographics and psychographics and sustainable purchase behaviors but research has not adequately investigated the potential influence of core religious values on purchase related behaviors or in the field of consumption influenced by advertisement. Therefore, the purpose of this paper is to examine the influence of religion and degree of religious belief on consumption behaviors through advertisements.

Everyday life in the twenty-first century offers multiple instances of consumption that can be studied in many ways. The focus of this study is neither to commend nor condemn consumer culture, but to understand how, why and in myriad ways people learns to consume the way they do. Provide evidence to the fact that consumerism is practices, ideologies and attitudes towards consumption as an inevitable aspect of human civilization. In this respect, we selected Nagpur city for our investigation.

Keywords: Advertisements, Consumption Behaviour pattern, Media, Brand Preference, Consumer Attitude, TV Advertising, Different educational Groups.

Introduction

Understanding the differential impact of globalization on culture-the most profound shaper of consumption-is fundamentally important. This research examines the linkages of influence of advertising among different religious group in Nagpur city. There are many factors causing these constraints on consumption options. This study contributes to a deeper understanding of the impact of advertisement on consumer buying behaviour among different religious community group.

Different religions have different impacts on some aspects of consumer behaviour. These differences are thought to result from divergent values and beliefs concerning consumption held by different religious ideologies. This effect may be either direct, as when consumption of specific products varies as a function of the tenets held by the religious traditions, or indirectly, as a function of differences in psychological Constructs such as personality and values.

The review of literature gives considerable support for viewing religion as an important construct in the study of consumer behavior. Religion was found to influence the way in

which people make decisions on shopping. The following analysis deals with the respondent's religion and their expenses on various items.

To analyze the impact of religion on consumption behaviour, expenses on each item has been assessed individually. Cross tabulation was applied between respondent attributes and expenses on various items. The results were analysis using Chi square, statistical tool to examine the significant association, independence / dependence among the variables.

Review of Literature

According to the Benton Foundation (2000): Despite the current frenzy surrounding new media, TV is still the most watched and most trusted source of information in the India. Ninety-three percent of Indians watch a network television program in the course of a week, and 69 percent of Indians say TV is the most trusted source of information.

A University of Wyoming marketing professor's recently published book focuses on how people's religious views align with

their purchasing powers-especially during the holiday season with so many religious undertones. The correlation between religion and business is the focus of “Belief Systems, Religion and Behavioral Economics: Marketing in Multicultural Environments,” written by Minton and Lynn Kahle, the Ehrman Giustina Professor and head of the Department of Marketing at the University of Oregon. According to the book, many people do not realize or simply resist the idea that religion is a key contributor to a consumer's core values, which then contribute to consumption decisions, voting practices, reaction to pro-social messages and public policy, as well as donating behavior.

India has unique culture of its “Ganga-Jmuni tahzeeb”. People believed to live together and celebrate many different religious functions together with harmony. Indians love to watch television too; it is very interesting to investigate the influence of commercial ads on different religious community to analyze consumption behavior.

Advertising in India has been gaining sophistication during recent years. Besides, there has been a considerable increase in sales promotion activities of incentive merchandising schemes which have increased considerably in the last decade.

Most of these were naturally for low prices mass consumer non-durables such as Soaps, toiletries, tooth pastes, herbal products, curry powders, confectionaries, cigarettes etc. Readymade garments, ready to eat items, two wheelers television sets, washing machines, mixers, fridges, fans, ovens have also become as popular in India consequent upon the emergence of T.V as a powerful media of advertising. From a scenario in the seventies where options were limited and the print medium was the single most dominant medium, there has been a sudden proliferation of options in 1980’s with T.V. overriding all other media in the country.

The role of advertising in influencing food choice must be considered against the backdrop that nine out of every ten food commercials aimed at children advertise foods considered generally unhealthy (Denoon, 2008). Additionally, an analysis of children’s magazines found that unhealthy food was portrayed more often than healthy food (Kelly & Chapman, 2007). Kelly & Chapman, (2007) also found that when name brands were used, ice cream, and fast food (unhealthy foods) were the most common items mentioned.

Statement of the problem

The problem statement includes the issue that the marketers use same appeal for all

and try to capture the maximum market however as time is limited for the old generation and extended for the young ones, a difference appears in their way of perceiving the TV advertisement in particular and overall advertisement in general. So we may state the problem as “There is not any influence of Advertisement in consumption behaviour of different communities in Nagpur city?”

Objectives of the Study

The objectives of the study are to find out:

Whether there is any influence of advertisements on consumer behavior of different religious group in Nagpur.

Significance of the Study

As the best advertising is done by the satisfied consumers, satisfied consumer's attitude is of immense importance.

This research will be able to identify the basic consumer's attitude towards TV advertisements and will help the marketers to keep in mind the religion as a factor and time span left for the consumers so that the consumers will be buy the products more by relating the products to their needs and desires.

Methodology

As our research is about consumer behaviour so, survey method was adopted in which questionnaires were used to obtain data for further processing of the research topic. The nature of this research is descriptive and type of the research is survey based. This research methodology was selected because of its consumer based aspect, as usually the consumer based researches cannot be done without making surveys, questionnaires to be more specific.

The sampling frame for the present research study would be comprised of adult respondent of selected zonal area of Nagpur city. Nagpur city is classified into four different parts, based on geographical location, East, West, North and South using their Municipal Corporation's zonal division, as the source.

The sample will be collected with the help of random sampling, which ensures that each of the samples of size n has an equal probability of being picked up as the chosen sample. Total 400 responded were surveyed for our empirical study. These respondents were selected by cluster sampling method. This was deliberately attempted to bring forward the hypothesis that consumers are treated equally irrespective of their social position in the society.

All respondents were adult, with an average age of 39 years (range 20-67) and standard deviation of 8.302. It should be taken care that all age groups were equal weighted in the investigation.

To know the criteria of product selection, brand preferences and buying decision with various variables were presented by the help of cross-tabulation. The results of cross-tabs would provide a meaningful association among different variables measured on nominal and interval scale. The results with the help of Chi-square test ($\chi^2_{.05}$) would also reveal that the independence/dependence and goodness of fit among the variables.

Respondents Profile

All respondent were adult (20-67 years) the average age of respondent is 39 in Nagpur city with standard deviation of 7.926. Gender ratio consists of 72.3 percent male and 27.7 percent female participation in city.

Majority of the respondent 70 percent were married and Unmarried respondent were 26.8 percent and rest 3.2 percent were either divorce or single.

Majority of respondent 45.8 percent in Nagpur have done their Graduation degree. Followed by 41.5 percent were done their

Post graduation. Most of graduates were done their degree from (20.3 percent) arts faculty, 15.3 percent were done graduation from commerce and 7.3 percent have done graduation from science faculty. 14.5 percent respondents were done their PG degree from arts faculty, 11.3 percent from commerce and 10.8 percent from science faculty. 2.5 percent have done masters in technical and engineering fields. 6 percent respondents were MBBS and 5.5 percent were secondary educated.

In Nagpur, out of 64.5 percent Hindus, 45 percent were belongs to general categories 11.8 percent belongs to OBC, 5.5 were from SC and 2.3 percent respondent were from ST category. Followed by respondent from Muslim religion of 16.8 percent, in which 7.5 percent were belongs to SC category 6.5 were from OBC and 2.5 percent were belongs to general category. 6.3 percent respondent was from Buddha religion, in which 3.8 percent were, belongs to SC category, 2.3 percent were from ST category and 0.3 percent were from general category. The christen respondent were very few (1.5 percent).

57 percent respondent in Nagpur were doing business activity, in which 35.3 percent were doing trade practices, 17.5 percent of respondent were engaging themselves in construction activity and 4.3 percent were

doing manufacturing activities. 43 percent respondent in Nagpur was doing service as their occupation, in which 28.3 percent were employed in private sector and 14.8 percent were employed in public sector services.

67.3 percent respondent falls in the income group of 20,000-40,000; this will show a dominance of middle class in city. 22.3 percent of total respondents in Nagpur were earning below 20,000 per month and 10.4 percent earning more than 40,000 per month.

Nagpur has 41.5 percent of respondent having two members in their family. 32.3 percent respondent having three members in

their family and four members in family size is 16.8 whereas 7 percent in Nagpur were single person in family, either they are unmarried or widow/ divorcee.

Analysis

It was revealed from the survey that 22.5 percent Hindus, 3 percent Janise, 4.8 percent Buddhist and 0.8 percent Muslims were choosing their brand by watching television in Nagpur. On the other hand 18.3 percent Hindus, 2.5 percent Muslims, 7 percent Buddhist and 2.5 percent Janise were choosing their brand by reading news paper in Nagpur.

Table 1.1.Religion of the respondent *advertize

Name of the city where the respondent lives		Reason for Choosing a particular brand? advertize				Total
		Advertisemen t in T.V.	Advertisemen t in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Hindu	22.5%	6.5%	18.3%	21.5%	68.8%
	Jain	3.0%	.8%	2.5%		6.3%
	Buddha	4.8%	2.0%	7.0%	2.3%	16.0%
	Muslim	.8%		2.5%	3.5%	6.8%
	Christen	.5%	.5%	1.3%	...	2.3%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%

The table 1.2 below shows that chi-square results of Nagpur

Chi-square results of Nagpur ($\chi^2 = 39.548$, $df = 12$, $p = 0.000$) revealed that there was a significant association of Religion and

product selection by other source by advertisement.

Table 1.2. Chi-Square Tests religion level * advertise

Name of the city where the respondent lives		Value	df	Asymp. Sig. (2-sided)
Nagpur	Pearson Chi-Square	39.548	12	.000
	N of Valid Cases	400		

Results interpretation: The results revealed that product selection by advertisement was dependent in Nagpur. Religion influence respondent's choosing the particular brand in Nagpur.

The results revealed that People of same religion have social contact with them. In India people celebrate many religious festivals together, believing in common religious values provide unique platform of social group which influence their product preference also.

Limitations of the Study

1. This research had a time span of four months and only Nagpur city were included in this research from where the instrument i.e. the questionnaire was filled.
2. Nowadays people were found more inclined towards internet browsing, many possible respondents were found to be using very less time for watching TV, TV advertisements etc but still

those who were TV viewers successfully responded.

3. Lack of interest in filling questionnaires, lack of time for filling the questionnaires and few irresponsible behaviors caused difficulty in collecting the data.

Future Suggestions

This research covered Nagpur city and included demographics esp. Education level groups but there is a place for future researches which may include other cities and even villages, as majority of population lives in those areas of M.P.(Nagpur) and along the way the researcher can also include psychographics of the consumers like lifestyle. Another aspect is to include other means of communication like below the line advertising.

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