

# Innovations

## Influence of Advertisement on Housewives' Buying Behavior: A Study in Malappuram District

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### Abstract

*In the contemporary competitive landscape, effective advertising is crucial for organizations to capture the attention of consumers and shape their purchasing behavior. Marketers deploy various media strategies to engage target audiences, recognizing that advertisements have the power to influence consumer decisions by shaping self-concepts. This study focuses on investigating the impact of advertising on housewives in Malappuram District, drawing conclusions from primary data collected from 80 conveniently selected participants. Both descriptive and inferential statistics are employed to analyze the data, revealing a correlation between customers' age and the price of purchased products. Additionally, the study finds no significant relationship between customers' educational qualifications and the quality of products purchased. The research contributes valuable insights into the dynamics of advertising influence on the buying behavior of housewives in the specified region.*

**Keywords:** Advertisement, Consumer Buying Behavior, Housewives, Price, Quality.

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### Introduction

In the dynamic realm of marketing, where strategies continuously evolve to capture the attention of diverse consumer segments, advertising emerges as a potent force. This strategic practice involves paying for space to promote organizations, products, or ideas, serving as a key driver for generating publicity and influencing consumer behavior. As a pervasive non-personal communication tool transmitted through various media channels, advertising has evolved into a global economic and social phenomenon, sparking debates and discussions on its far-reaching impact in society.

At the heart of this influence lies the pivotal role of housewives, individuals whose decision-making power reverberates through households. As daily life becomes increasingly intertwined with advertisements across television, newspapers, radio, and the internet, housewives find themselves both recipients and active

participants in this marketing landscape. The dichotomy arises as advertisements, while offering valuable information and choices, also present the potential for deception and manipulation.

This research embarks on a nuanced exploration, honing in on the specific context of Malappuram District, to unravel the multifaceted relationship between housewives and advertising. Our aim is to decipher the intricacies of this connection, examining how advertisements shape buying behavior, understanding attitudes towards marketing messages, and unraveling the nuanced interplay of age and educational qualifications in this influential dynamic. As we delve into this localized study, we seek not only to contribute to the existing body of knowledge but also to provide practical insights for marketers aiming to navigate the complex landscape of consumer engagement with advertisements.

## Review of Literature

MacKenzie and Lutz's (1989) study underscored the pivotal role of advertising credibility in shaping consumers' perceptions of reliability, truthfulness, believability, and trustworthiness. In the contemporary world, marketers face an almost insurmountable challenge in delivering information about products and services without leveraging advertising—a phenomenon exacerbated by globalization and the proliferation of diverse channels accessible to the modern populace.

Bishnoi and Sharma (2009) delved into the realm of television advertising, specifically examining its influence on the buying behavior of teenagers from both rural and urban areas. Their research, employing a comprehensive analysis of demographic factors such as age, gender, annual income, and education, revealed intriguing patterns. Rural teens exhibited a greater preference for advertisements, while their urban counterparts selectively engaged with products they perceived as beneficial. Furthermore, the study suggested a gender disparity, indicating that advertising's impact on purchase behavior was more pronounced among boys than girls.

In Dinu's (2012) exploration of the advertising-consumer behavior nexus, discounts emerged as a significant determinant in purchase decisions. The study highlighted the allure of branded products, drawing consumers' attention at fairs and exhibitions organized by manufacturers and traders. Recognizing the dynamic nature of consumer behavior and advertising, the research underscored the informative nature of advertisements, leveraging modern techniques to capture audience attention.

Guha's (2013) investigation delved into the perceptual shifts and buying behavior disparities between working and non-working females in urban areas. His findings pointed towards heightened store loyalty, price sensitivity, and quality consciousness among working females, positioning them as a crucial segment for contemporary marketers.

Karthik's (2013) study focused on the impact of advertisements within the realm of social networks. Acknowledging the cost-effectiveness, widespread accessibility, and customization potential of social media, the research illuminated its pivotal role as an advertising medium. By tapping into personal and demographic data from users' profiles, advertisers could seamlessly tailor their messages to target consumers, marking social networks as a potent avenue for modern target marketing.

Rai's (2013) exploration delved into the global influence of advertising on consumer buying behaviors and the formation of consumer attitudes. The study posited advertisements as motivational sources, particularly in the realm of durable products, influencing consumers to actualize their purchases. The nuanced interplay of quality and price emerged as critical factors inducing consumer response, emphasizing the far-reaching impact of advertisements on behavior and purchase attitudes across diverse global contexts.

### **Research Problem**

The extensive review of literature has unveiled crucial gaps, particularly in studies that delve into the truthfulness, reliability, and trustworthiness of advertisements, their impact on teenagers, and their overall significance. This study seeks to address these lacunae and aims to answer key research questions:

- a) How does advertising influence the buying behavior of housewives?
- b) Do the age and educational qualifications of housewives impact their buying behavior?
- c) What attitudes do housewives harbor towards advertisements?

Framed as "A study on the influence of advertisement among housewives with special reference to Malappuram District," this research endeavors to fill critical voids identified in prior studies, rendering it highly pertinent in the field of marketing.

Television advertising plays a pivotal role, exerting a substantial influence on consumer behavior. Advertisements are often likened to the nervous system, strategically designed to evoke maximum sensations and elicit a myriad of images in the reader's mind. The efficacy of advertising, viewed through different lenses, necessitates achieving four essential goals: delivering messages to the right audience, ensuring certainty, and ultimately driving profitability. This study embarks on an evaluation of the influence of advertisements among housewives in Malappuram District.

### **Scope of The study**

In the current competitive landscape, every industry contends with fierce competition, demanding robust marketing strategies for growth, stability, and excellence in business performance. Focusing specifically on the promotion of household products, this study zeroes in on housewives. Limited to Thrikkalangode village in Malappuram district, the research seeks to uncover the nuanced impact of advertisements on housewives.

### **Objectives of the Study**

1. To meticulously scrutinize the influence of advertisements on the buying behavior of housewives.
2. To explore the intricate relationship between the age and educational qualifications of housewives and their buying behavior.

**Hypothesis of the Study**

Derived from the outlined objectives, the study formulates and tests the following hypotheses:

1. H0: There is no significant difference between the age of respondents and the price of products bought.
2. H1: There is a significant difference between the age of respondents and the price of products bought.
3. H0: There is no significant difference between the educational qualifications of respondents and the quality of products bought.
4. H1: There is a significant difference between the educational qualifications of respondents and the quality of products bought.

**Participant Demographics**

To scrutinize the impact of advertisements on housewives, a targeted sample of 80 individuals was conveniently selected (Table No: 1). The age distribution among the respondents revealed that 20% fell within the 20 to 30 years bracket, 25% were aged between 30 to 40 years, a significant 47.5% were in the 40 to 50 years age range, and the remaining 7.5% were aged above 50 years. Educational qualifications varied among the participants, with 31.25% of housewives having an education level below plus 2, 37.5% holding qualifications at the plus 2 level, 21.25% being graduates, and a minority of 10% being postgraduates. This diverse sample ensures a comprehensive exploration of the influence of advertisements on housewives across various age groups and educational backgrounds.

**Table No.1: Demographic Features of Respondents**

Variable	Category	Frequency	Percentage
Age	20 – 30	16	20
	30 – 40	20	25
	40 – 50	38	47.5
	Above 50	6	7.5
	<b>Total</b>	<b>80</b>	<b>100</b>
Educational Qualification	Below Plus 2	25	31.25
	Plus 2	30	37.5
	Under Graduate	17	21.25
	Post Graduate	8	10
	<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

**Data Analysis and Results**

1. **Satisfaction on Advertisement to Purchase Products:** The analysis of responses indicates a discernible pattern in the satisfaction levels among the surveyed housewives regarding products featured in advertisements. Only 43.75% expressed contentment with the purchased products as depicted in the advertisements, while a notable 56.25% conveyed dissatisfaction with the actual products in comparison to their advertised representations (Table No: 2). This variance in satisfaction levels underscores the nuanced relationship between consumer expectations shaped by advertisements and the actual product experience.

**Table No.2: Satisfaction on Advertisement to Purchase Products**

Satisfaction	Frequency	Percentage
Yes	35	43.75
No	45	56.25
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

2. **Interest in Commercial Advertisement:** An examination of the responses from the 80 participants (refer to Table No.3) reveals intriguing insights into their engagement with commercial advertisements. Merely 10% of the surveyed housewives expressed a high level of interest, while a substantial 50% showcased a general interest in commercial advertisements. Interestingly, 20% conveyed disinterest, and an additional 20% remained undecided or held no specific opinion on commercial advertisements (Table No.3). This spectrum of responses unveils the diverse attitudes and preferences among the respondents, providing valuable context for understanding the impact of commercial content on this demographic.

**Table No.3: Interest in Commercial Advertisement**

Interest Level	Frequency	Percentage
Highly Interested	8	10
Interested	40	50
No Opinion	16	20
Disinterested	16	20
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

**4. Impact of Advertisement on Brand Preference:** A comprehensive analysis of the data (Table No.4) brings to light the dynamic nature of brand preferences among the surveyed housewives. Notably, a mere 20% consistently shifted their allegiance from one brand to another based on advertisements. A larger segment, constituting 28.75%, exhibited frequent shifts in brand preference. Furthermore, 35% of respondents reported occasional changes in their brand choices, while a modest 10% infrequently altered their preferences. Strikingly, a small but discernible group of 6.25% steadfastly maintained their brand loyalty, never swayed by commercial advertisements. This nuanced exploration underscores the multifaceted impact of advertising on the intricate decisions surrounding brand selection among the surveyed housewives

**Table No.4: Impact of Advertisement on Brand Preference**

Impact	Frequency	Percentage
Always	16	20
Often	23	28.75
Sometimes	28	35
Rarely	8	10
Never	5	6.25
Total	80	100

Source: Primary Data

**5. Opinion Towards Importance of Advertisement:** Delving into the responses of the surveyed housewives (Table No.5), a nuanced perspective on the significance of product information in advertisements emerges. Merely 26.25% expressed a strong belief in the paramount importance of product details presented in advertisements, while a slightly larger contingent, at 33.75%, considered it to be of general importance. A noteworthy 25% maintained a neutral stance on the matter, indicating a balanced outlook. In contrast, 11.25% perceived product information as less important. Strikingly, a minimal 3.75% of respondents outright deemed advertisements as unimportant in providing them with valuable product insights. This spectrum of viewpoints underscores the varied degrees of reliance on advertising content for crucial product-related information among the surveyed housewives.

**Table No.5: Opinion Towards Importance of Advertisement**

Level of importance	Frequency	Percentage
Very Important	21	26.25
Important	27	33.75
Neutral	20	25
Less Important	9	11.25
Unimportant	3	3.75
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

**6. Opinion Towards Features of Brands Specified in Advertisement:** In scrutinizing the responses (Table No.6), it is evident that a diverse range of perspectives exists among the surveyed housewives concerning the

alignment of advertisements with the features they seek in brands. A meager 17.5% unequivocally asserted that advertisements consistently communicate the desired features in brands. An additional 21.25% acknowledged that advertisements often provide insights into brand features. Surprisingly, a substantial 41.25% of respondents revealed that advertisements sometimes align with the features they seek in brands. On the flip side, a noteworthy 7.5% of respondents are yet to encounter advertisements that cater to their specific feature preferences in brands. This spectrum of responses underscores the nuanced dynamics between advertisements and the articulation of brand features, reflecting the varied levels of alignment perceived by the surveyed housewives.

**Table No.6: Opinion Towards Features of Brands Specified in Advertisement**

Features in advertisement	Frequency	Percentage
Always	14	17.5
Often	17	21.25
Sometimes	33	41.25
Rarely	10	12.5
Never	6	7.5
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

**7. Effect of Advertisement on Change in Product Preferences:** The data gleaned from the responses (Table No.7) unveils a discernible trend in the realm of consumer behavior. A substantial majority, comprising 58.75% of the surveyed housewives, attested to a discernible shift in their preferences – a decisive move from one product to another – catalyzed by the persuasive influence of advertisements. Conversely, 41.25% of the respondents remained steadfast, reporting no alteration in their product preferences based on advertising stimuli. This duality in responses underscores the potent impact advertisements wield in shaping the purchasing decisions of a significant segment of the surveyed housewives, yet also highlights the resilience of a considerable faction to such promotional influences.

**Table No.7: Effect of Advertisement on Change in Product Preferences**

Effect	Frequency	Percentage
Yes	47	58.75
No	33	41.25
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

**8. Relationship Between Age and Price of Products Purchased:** Here  $H_0$  : There is no significant difference between age of respondents and price of products bought.

$H_1$ : There is significant difference between age of respondents and price of products bought

**Table No.8: Relationship Between Age and Price of Products Purchased**

Age Group	20 – 30	30 – 40	40 – 50	Above 50	Total
Always	4	6	14	4	<b>28</b>
Often	4	5	9	2	<b>20</b>
Sometimes	5	7	10	0	<b>22</b>
Rarely	2	2	3	0	<b>7</b>
Never	1	0	2	0	<b>3</b>
<b>Total</b>	<b>16</b>	<b>20</b>	<b>38</b>	<b>8</b>	<b>80</b>

Source: Primary Data

**Table No.8.1: Analysis of Variance**

Age Group	Mean	SD	df	F Value	p Value	Accept/Reject H0
20 – 30	3.2	1.64	3	3.60	0.0368	Rejected
30 – 40	4.0	2.92				
40 – 50	7.6	5.03				
Above 50	1.2	1.79				

Source: Primary Data

Here the p value is less than 0.05 (0.0368) so null hypotheses is rejected and concluded that ages of respondents and price of products bought are related.(Table No.8.1).

**9. Relationship between Educational Qualification and Quality of Products Purchased:** Here  $H_0$ : There is no significant difference between educational qualification of respondents and quality of products bought.  
 $H_0$ : There is significant difference between educational qualification of respondents and quality of products bought.

**Table No.9: Relationship between Educational Qualification and Quality of Products Purchased**

<b>Educational Qualification</b>	<b>Below Plus 2</b>	<b>Plus 2</b>	<b>Under Graduate</b>	<b>Post Graduate</b>	<b>Total</b>
Always	5	6	9	3	<b>23</b>
Often	2	6	3	4	<b>15</b>
Sometimes	6	3	2	1	<b>12</b>
Rarely	7	10	2	0	<b>19</b>
Never	5	5	1	0	<b>11</b>
<b>Total</b>	<b>25</b>	<b>30</b>	<b>17</b>	<b>8</b>	<b>80</b>

Source: Primary Data

**Table No.9.1: Analysis of Variance**

<b>Educational Qualification</b>	<b>Mean</b>	<b>SD</b>	<b>df</b>	<b>F Value</b>	<b>p Value</b>	<b>Accept/Reject H0</b>
Below Plus 2	5.0	1.87	3	3.14	0.0544	Accepted
Plus 2	6.0	2.55				
Under Graduate	3.4	3.21				
Post Graduate	1.6	1.82				

Source: Primary Data

Here the p value is more than 0.05 (0.0544) so null hypotheses is accepted and concluded that educational qualification of respondents and quality of products bought are not related.(table No.9.1).

### **Key Findings**

1. A dominant demographic cluster emerges, with 47.5% of respondents falling within the age group of 40-50.
2. The educational landscape of the majority of housewives reveals a significant presence (68.75%) with qualifications up to plus two.
3. Consumer dissatisfaction surfaces prominently, as 56.25% express discontent with products purchased based on advertisements.
4. Interest levels in commercial advertisements showcase a diverse spectrum, with half of the housewives displaying interest and 10% expressing high interest.
5. Nearly half (48.75%) of the respondents exhibit a propensity to switch brand preferences based on advertisements.
6. The study highlights the nuanced perspective of 38.75% of housewives who believe advertisements effectively communicate brand features.
7. A substantial 60% of respondents emphasize the importance of advertisements in acquiring product information.
8. The study underscores a noteworthy shift, with 58.75% of respondents transitioning from one product to another post-advertisement exposure.
9. A significant correlation emerges, establishing a relationship between the age of housewives and the prices of products purchased.
10. Conversely, the study debunks any substantial link between the educational qualifications of housewives and the perceived quality of purchased products.

### **Implications and Recommendations**

1. The study signals a promising avenue for future advertising initiatives, emphasizing their pivotal role in shaping purchase decisions among households.
2. Perceptions surrounding advertisements need a positive overhaul to enhance consumer belief in their efficacy.
3. Emotional appeal emerges as a potential strategy for household product advertising, resonating with the emotive dimensions of the target audience.
4. Emphasizing product quality in advertisements becomes imperative, aligning consumer expectations with reality.
5. The study recommends incentivized offers, such as free gifts, to enhance consumer engagement and influence purchasing decisions.

## Conclusion

The comprehensive investigation titled "Influence of Advertisement among Housewives with Special Reference to Malappuram District" was embarked upon with the explicit objective of delving into the intricate dynamics that advertising exerts on the purchasing decisions of housewives. This research meticulously classified housewives based on age and educational qualifications, employing a structured questionnaire to collect pertinent data, subsequently presented through insightful tables. The analytical scrutiny applied to the collected data culminated in the synthesis of key conclusions, contributing valuable insights to the existing body of knowledge. The key study revelations are:

1. **Correlation Between Age and Purchased Product Prices:** The study unequivocally establishes a notable correlation between the age of housewives and the prices of products they choose to purchase. This finding underscores a pivotal aspect of consumer behavior, suggesting that varying age brackets influence the financial considerations governing purchasing decisions.
2. **Educational Qualification and Quality Perception Discrepancy:** In contrast, the research discloses an intriguing revelation regarding the educational qualifications of housewives and their perceived quality of purchased products. Contrary to initial hypotheses, the study concludes that there is no significant relationship between the educational qualification of housewives and the quality standards they associate with the products they procure.
3. **Methodological Approach:** The methodological underpinning of the study involved a meticulous classification of housewives based on demographic factors, enabling a nuanced examination of the factors influencing their buying behavior. The structured questionnaire, designed with precision, facilitated the collection of relevant data, which was subsequently organized and presented through tables for comprehensive analysis.
4. **Analytical Rigor:** The analytical rigor applied to the collected data was a cornerstone of this study. By subjecting the information to meticulous scrutiny, the research ensured the extraction of meaningful insights and the identification of patterns that offer a deeper understanding of the dynamics between advertising influence and purchasing decisions among housewives.
5. **Conclusive Significance:** In conclusion, this study not only contributes substantively to the empirical understanding of the influence of advertisement on housewives but also delineates actionable insights for marketers. The correlation between age and purchasing considerations underscores the need for targeted advertising strategies tailored to specific age demographics. Simultaneously, the independence of educational qualifications from perceived product quality highlights the nuanced nature of consumer perceptions.

This study, situated in the distinctive context of Malappuram District, transcends its immediate geographical boundaries, offering universal implications for marketers aiming to navigate the intricate landscape of consumer behavior influenced by advertising. As we draw the curtain on this exploration, the findings serve as a springboard for further research and practical applications in the ever-evolving field of marketing dynamics and consumer engagement.

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