

Working women perspective regarding role of advertisement as a mode of communication

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■ **ABSTRACT** : Advertisements are useful and the best way to communicate for the consumer as it makes them aware of the various choices that are available in the market. Women are more exposed to current market scenario and prevailing fashion. Such women consumers are technologically empowered and search for information through advertisements. They mainly search for time saving, energy saving, ergonomically sound, and eco-friendly economic products. In all such functions advertisements play significant role and affect consumer behaviour. On line purchasing was a new concept getting acceleration among technically empowered women. Working women expressed that advertising persuades, informs, instructs and educates target audiences about a particular brand or service and influences the purchasing behaviour or thought pattern of the audience. The data revealed that afternoon and evening time was preferred over morning and noon time to view the advertisements. More than half of the women reported to spend nearly half an hour time in viewing advertisements. More than half of the women were of opinion that television advertisement should hold specific timings. Time span of advertisements should be 2-3 minutes only. According to nearly sixty per cent of women, the information displayed in advertisement was insufficient. Authentic and detailed information concerned with benefits as well as limitations should be displayed to make advertisement more useful for consumers. Adolescent audience were most attracted by the advertisement. More than half of the women reported that they do not totally rely on advertisement for new product. Women do believe that advertisement has an impact on social, cultural and ethical values. It was also reported that advertisement for adults are hampering the values of children.

■ **KEY WORDS** : Advertisement, Products brand, Purchasing behaviour

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Advertisement is a paid form of non-personal communication. Advertising promotes idea, goods and services of identified sponsors. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. Advertising persuades, informs, instructs and educates target audiences about a particular brand or service and influences the purchasing behaviour or thought pattern of the audience. Advertising is one of the most important tools of marketing

and can be coupled with other marketing tools such as sales promotion, personal selling tactics; publicity etc. Advertising creates an impact on every walk of life irrespective of age, gender, caste, creed or religion. Advertising is carried out in various proven tools and mediums and with defined techniques. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased