

## 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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**A**dvertisement 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

consumption of their products or services through “branding,” which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies etc. Advertising is the best way to communicate to the customers. Advertising helps in informing the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. In the present global era, majority of women are working in productive sector. It results as higher pressure on the time and energy of working women, coupled with purchasing power in fast moving and highly pressured conditions. They 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. Hence, the present study was planned with the objectives to study women’s perspective regarding advertisement, to identify the most popular and reliable sources of advertisement and to assess the impact of advertisement purchasing behaviour of consumer.

## ■ RESEARCH METHODS

The study was carried out among the working women of G. B. Pant University Agriculture and Technology Pantnagar, Udham Singh Nagar. The total 70 respondents were selected through random sampling technique as a key informant for data collection. The data were collected through pre-structure interview schedule on women’s perspective regarding advertisement, popular and reliable sources and impact of advertisement on purchasing behaviour of consumers. The collected data were tabulated and analyzed by calculating frequency, and mean, values. The results has been presented inform of pi diagrams in order to make findings clearly visible.

## ■ RESEARCH FINDINGS AND DISCUSSION

The data revealed that majority of sample women were of age group 25-30 years (62%). The women belonging to the age group of 31-35 years and 36-40 years were of 21.43 and 17.14 per cent, respectively (Fig. 1). The data pertaining to educational status of women revealed that all the sample women were educated. These women were 42.86 per cent educated up to Post Graduate, 18.57 per cent up to Intermediate and 12.86 per cent were educated up to High School level (Fig. 2). Women were mainly working as teachers, boutique

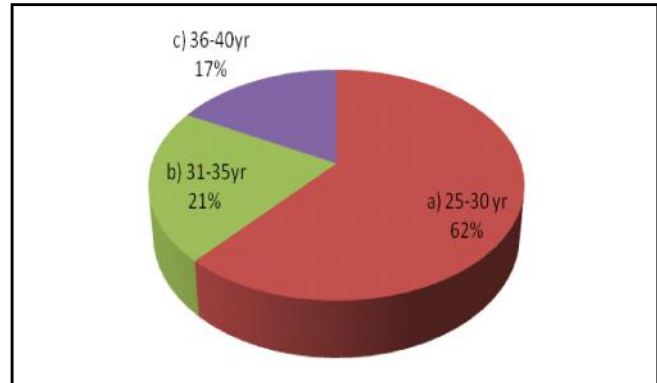


Fig. 1 : Distribution of respondent according to age group

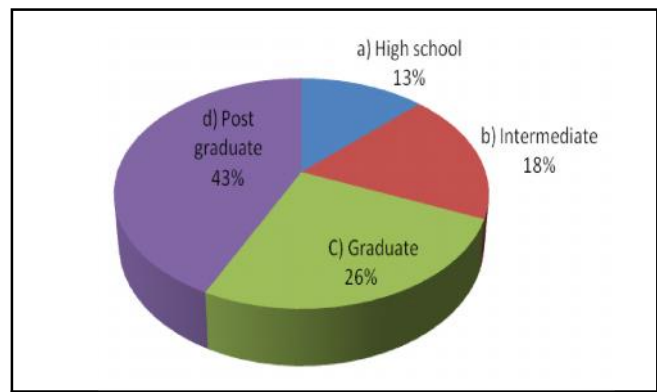


Fig. 2 : Distribution of respondent according to educational status

holders, bank, personals and doctors.

### Women’s perspective regarding advertisement:

Advertising is an important element of marketing function. The aim of advertising is to persuade consumers to buy products. Advertising improves sales, generates costumers interest in new products. It is equally important for the consumer as it makes them aware of the various choices that are available in the market. Even though we get irritated every time a commercial break starts, or every time pop ups appear while surfing, we do go through them religiously when we intend to purchase these products. To some extent these advertisements do tend to influence the decision of the consumer, but that is fine as long as the consumer gets the best options possible.

According to 77.14 per cent women, advertisements are useful where as 22.86 per cent women were of opinion that viewing the advertisements was just the wastage of time (Fig. 3). Advertisements persuade consumers to buy the products by generating interest in new products. The useful of advertisement was also attributed to the fact that it makes them aware of the choices available in the market and thus helps in selecting best possible options.

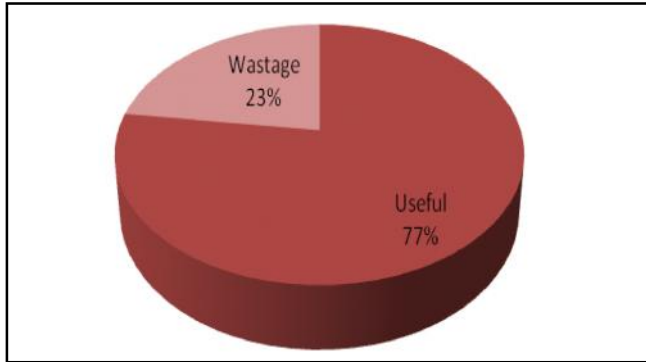


Fig. 3 : Consumer perspective about advertisement

Fashion, clothing and cosmetic products related advertisements were generally preferred to be viewed by 44.28 per cent women. There were 24.28 per cent women who preferred to view advertisement related to automobiles. Food product related advertisements were preferred to view by 14.29 per cent women, very few women reported to prefer the advertisement related to education (8.57%), banking (2.87%), and (5.71%) in household equipment (Fig. 4).

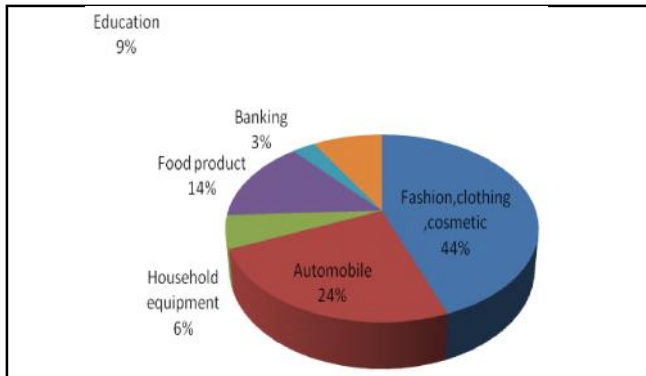


Fig. 4 : Type of advertisement you generally prefer

Afternoon and evening time was preferred over morning and noon time to view the advertisements. More than half of women preferred afternoon (15.71%) and evening (28.57%) time for it whereas advertisements at night time were only preferred to view by only 15.71 per cent women (Fig. 5). More than half of the women (57.14%) reported to spend nearly half an hour time in viewing advertisements (Fig. 6). Television had been reported as the preferred source of advertisement by 67.14 per cent women; the other sources of it included newspaper (20%) and magazines (12.86%) (Fig. 7).

On time purchasing was a new concept getting acceleration among technically empowered women. There were 40 per cent women who reported to do online purchasing (Fig. 8). Television had been reported most preferred media for advertisements of cosmetic products like shampoo (61.43%), talcum powder (80%), soap (65.71%) and makeup kit (50%), and cleanser (60%) (Fig. 11). More than half of the

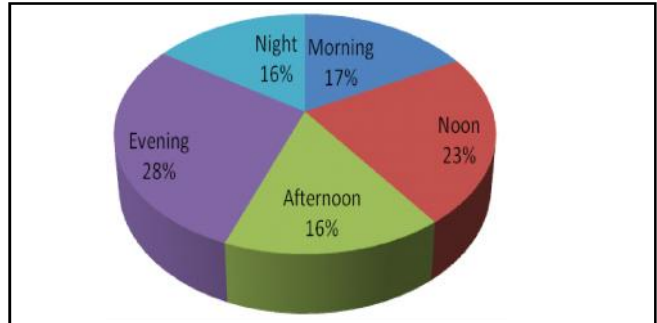


Fig. 5 : Preferred times slot to watch advertisement

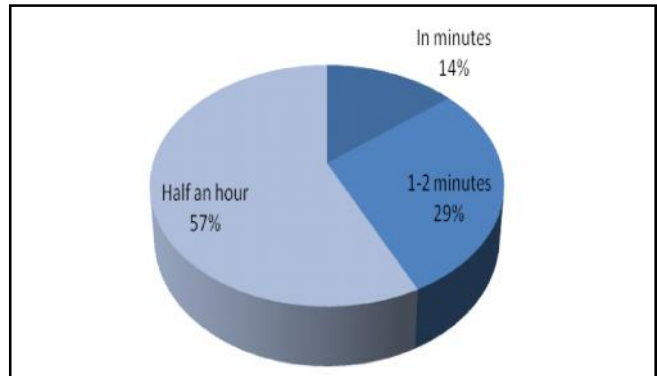


Fig. 6 : Preferred times duration to watch advertisement

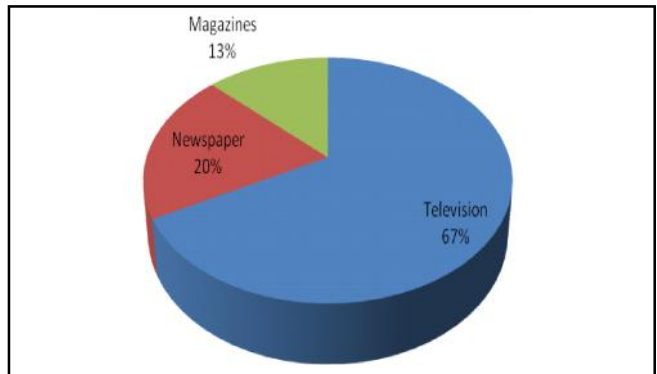


Fig. 7 : Preferred source for advertisement



Fig. 8 : Distribution of response according to online purchase concept

women (51.43%) were of opinion that television advertisement should hold specific timings (Fig. 9). Electronic media had been declared anonymously by (91.43%) women as best source of advertisement, print media as best source of advertisement reported by only 8.57 per cent women (Fig. 10).

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. As results of insufficient information (Fig. 12), 80 per cent of women felt

cheated due to advertisement (Fig. 13). More than half of the women (55.71%) reported that they do not totally rely on advertisement for new product, 44.29 per cent women reported to totally rely on it for new products (Fig. 14).

Adolescent audience were most attracted by the advertisement as reported by 68.57 per cent sample women. According to 21.43 per cent women teenagers and according to 8.57 per cent women kids were most attracted by advertisements. Very few women (1.43%) were of opinion that adults do get attracted by advertisement (Fig. 15). More than sixty per cent women believed that advertisement has an

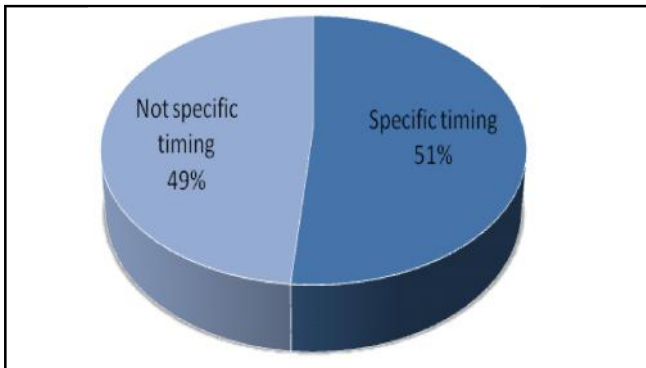


Fig. 9 : Consumer perspective regarding specific timing of advertisement

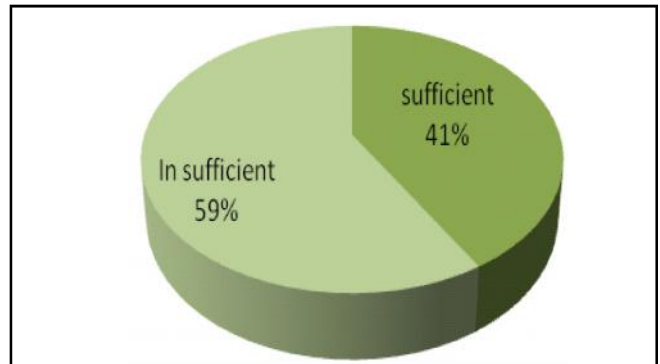


Fig. 12 : Consumer perspective regarding information displayed in advertisement

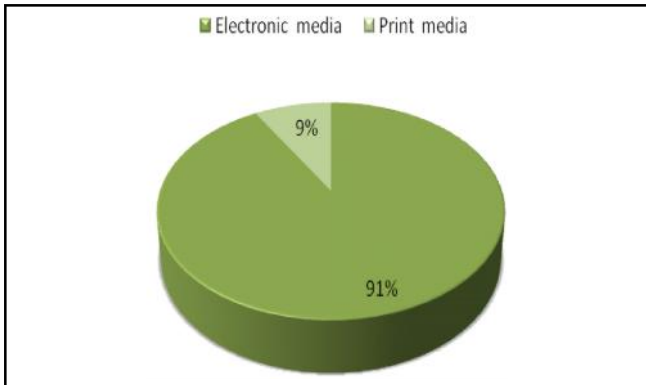


Fig. 10 : Best source of advertisement

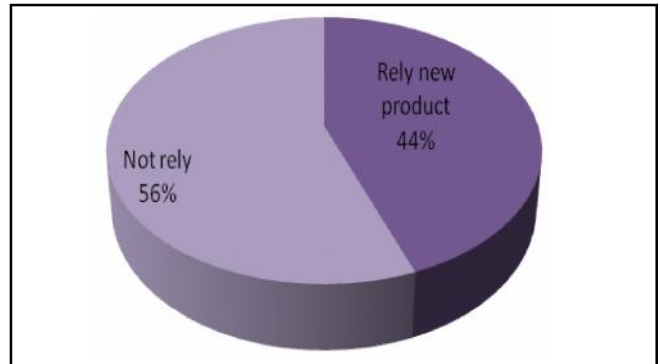


Fig. 13 : Distribution of consumer according to their faith on advertisement

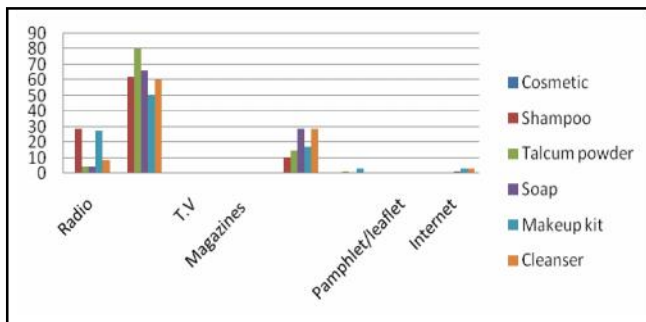


Fig. 11 : Media preference of cosmetic product

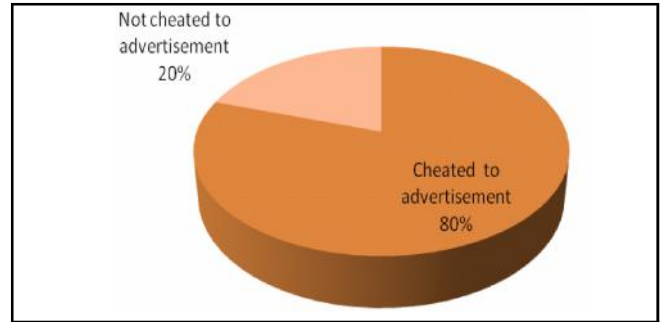


Fig. 14 : Have you ever felt cheated due to advertisement

impact on social, cultural and ethical values. It was also felt and reported that 67 per cent women that advertisement for adults are hampering the values of children (Fig. 16). The informative advertisements related by government are trying to change the shape of society as reported by 74.29 per cent women (Fig. 17). Mostly advertisements are solely targeted to increase the sales. About half of the respondents were of opinion that the time span of advertisements should be 2-3 minutes only (Fig. 18). Awareness generating and accelerating

the sales were reported as the major motto of advertisements. More than 95.71% women were of opinion that good advertisement make shopper's task easier (Fig. 19). Lull (1980) contributed on social uses of television while Jill *et al.* (2000) on impact of communication media. Mashalkar (2004) made studies on the impact of electronic media on consumer market.

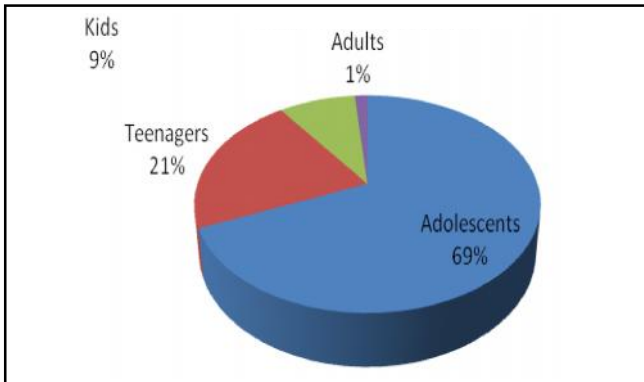


Fig. 15 : According to you which target audience is most attracted by advertisement

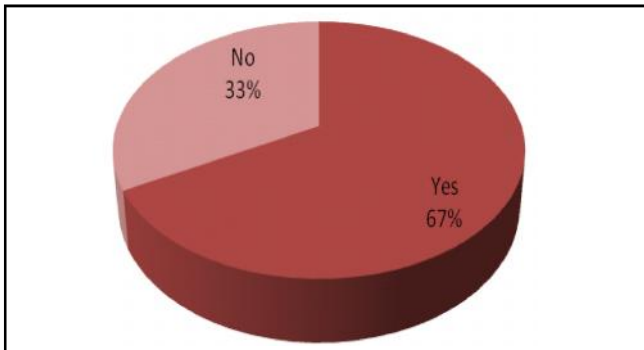


Fig. 16 : Consumer perspective regarding its impact on childrens

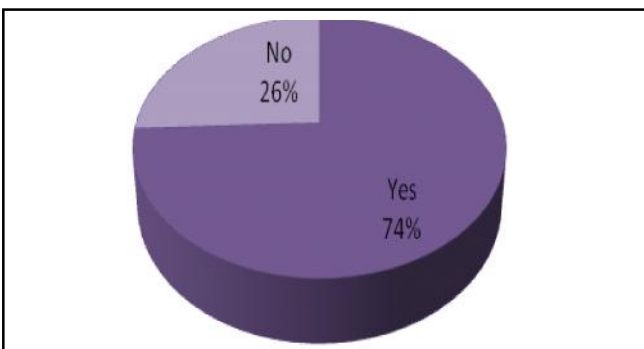


Fig. 17 : Informative ads released by government are change the shape of soicity

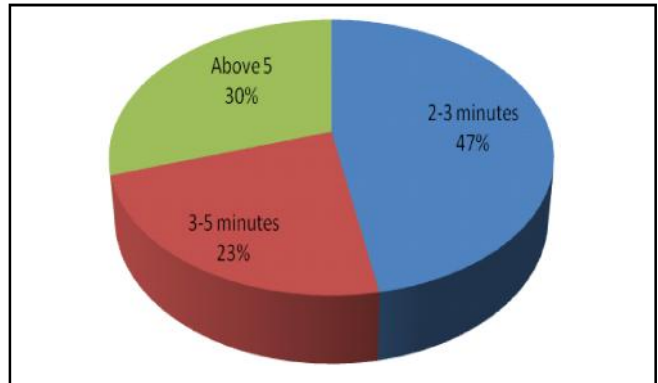


Fig. 18 : Preferred time span of advertisement

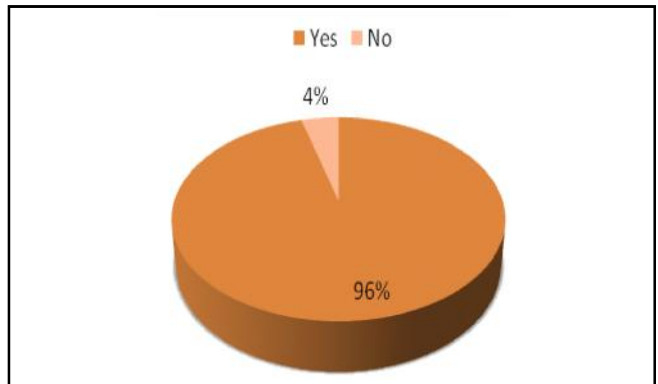


Fig. 19 : Consumers perspective regarding usefull for shopper

**Conclusion:**

On the bases of the findings of the study following points of conclusion can be drawn-

- Advertisements are useful and important for the consumer as it makes them aware of the various choices that are available in the market. On line purchasing was a new concept getting acceleration among technically empowered women.
- 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.

– Electronic media had been declared anonymously as the best source of advertisement. Fashion, clothing and cosmetic product related advertisements were generally preferred to be viewed. Television had been reported most preferred media for advertisements in general and specifically for cosmetic products like shampoo, talcum powder, soap, makeup kit and cleanser.

– 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 the 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 is also reported that advertisement for adults are hampering the values of children.

– Awareness generating and accelerating the sales were reported as the major motto of advertisements. It is believed that good advertisement make shopper's task easier. The informative advertisements related by government are trying to change the shape of society.

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