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VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES
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Objectives of Vichaara

1. To be a vehicle of academic research, documentation and dissemination of management innovation and practice.
2. To maintain the quality of publication by means of achieving high Impact Factor and securing a coveted place in the Social Science Index Citation and online databases.

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Business Research

This section is designed to be quantitative, empirical in nature and can include the summary or findings of completed research or work in progress.

Contemporary Management Thoughts

Articles based on current issues and contemporary trends in business and management will be included in this section.

Case Studies

Business and management practices in diverse, institution – context specific cases will find place in this section.

Book Reviews

Reviews on books pertaining to contemporary management thoughts, general and professional practices are incorporated in this segment.

Management Practices

The best management practices are to be included under this section:

- The interviews of CEOs / Young Entrepreneurs,
- Success stories of High Performance Enterprises,
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To disseminate Indian Ethos and Values in management learning and business practices and evaluate the same as success ingredients in management.

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- Reviews should make a clear attempt to comprehend the issues or problems highlighted in the book.
- It should objectively evaluate conceptual foundation of the book with its strengths and weaknesses
- The usage of references should be avoided to the maximum. If used APA reference style is preferred.

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Editorial

It is heartening to see that the first issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge.

The design architecture of *Vichaara* is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. ***Business Research*** forms the core part wherein original, empirical based research papers are included. Four such studies find a place in the current issue: 1) “Impact of Person Environment Fit on Job Satisfaction” 2) “A Study of Financial Position of Selected Steel Industries Ltd in BSE” 3) “Impact of Advertisement on Jewel Purchase Decision: A Study in Coimbatore District” 4) “Feasibility of Online Marketing: A Study in Coimbatore District”.

Another Dimension is about ***Contemporary Management Thought*** which include a new concept namely “Servitude” and another is on FDI in Retail Sector. A concept based ***Case Study*** namely Transformation from CRM to CMR finds its application in yarn marketing. ***Book Review*** is an added feature. An exclusive section on ***Management Practices*** is included to throw insights into successful entrepreneurs as well as robust enterprises and the coordinates and ingredients of success phenomena. The section devoted to ***Revisiting Native Wisdom*** provides scope for rediscovering native management perception and practices prevailing since ancient times in India as well as in other old world countries.

We invite scholarly articles and research papers and write ups on robust cases and highlights of successful enterprises and business leaders

Suggestions and views from readers and scholars are solicited for the qualitative improvement of the journal

Editor

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IMPACT OF ADVERTISEMENT ON JEWEL PURCHASE DECISIONS: A STUDY IN COIMBATORE DISTRICT

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Abstract

This research aims at analyzing and investigation of Impact of Advertisement on Jewel Purchase Decisions: A Study among Working Women in Coimbatore. For conducting this research approaches in Customer Awareness and purchase behavior were the main focus and the working women were the respondents from whom pertinent data were collected. The statistical tools used were Simple Percentage Analysis and Weighted Average. Based on the analysis made, it is inferred that Women like to shop where credit facilities are available, middle class women are inclined to buy in shops which offer good credit facility. The working women buy jewels regularly at periodic intervals.

Key Words: Advertisement, Jewel, buying behavior, media.

INTRODUCTION

The primary work of the business in the olden days was to concentrate only on production and marketing was effortless. But the trend today is totally different as the importance of a product is closely related to the market. In a competitive world a business that pays little importance to marketing can never be successful especially in the sales promotion field. Since advertisement is an element of promotion mix, care should be taken in selection of media. Advertising is an act of attracting public attention to a product or service. Advertisement may be defined as “any human communication intended to persuade or influence buyers in their purchase decisions”. The primary purpose of advertising is to sell products and services by stimulating and influencing purchasing behavior.

SCOPE OF THE STUDY

The term consumer research refers to continuous search with a view to acquiring the relevant information on consumers. It is an attempt to know everything about consumers that

will assist the organization in persuading them effectively. Consumer research is a part of marketing research. Consumer research covers a wide area and includes the location of consumers, habits of consumers, buying motives, consumer-behavior; consumer attitudes, and types of consumers. The scope of consumer research, therefore, is extremely broad and includes within its range of all the information that will help the organization to know the consumers better. Normally a marketing research has a wider scope that may be broadly classified as product research and consumer research. This research “Impact of Advertisement on Jewel Purchase Decisions: A Study in Coimbatore District” is one such study focusing on the working women and their jewel purchase decision in a particular region, namely Coimbatore District.

OBJECTIVES OF THE STUDY

The research work is based on the following objectives.

- I. To study the consumer’s attitude at the time of jewel purchase.
- II. To analyzes the factors that influence the jewel purchase decision.
- III. To study the impact of media advertisements on the jewel purchase decisions of working women.

METHODOLOGY

To select sample respondents from the population, the researcher has adopted simple random sampling technique. From the working women population of Coimbatore, 500 sample respondents were selected. Working women were selected from Educational institutions, Textile mills, Foundries, Agro- based industries, Service sector institutions like banks, hotels, transport operations and etc,. A list of organizations which employed women for their work was prepared with the help of District Industrial Centre records. Therefore, women working in the organized sector were selected to get data and information. Simple Percentage Analysis and Weighted Average were the tools used for analyzing the data.

REVIEW OF LITERATURE

Do-Hyung Park, *et al.* In their paper use the elaboration likelihood model to explain how levels of involvement with a product moderates these relationships. They focused that the quality of on-line reviews has a positive effect on consumers' purchasing intention; purchasing intention increases as the number of reviews increases, and low-involvement consumers are affected by

the quantity rather than the quality of reviews, but high-involvement consumers are affected by review quality mainly when the review quality is high.

Dharmendra Kumar in his article explains that television is a popular medium of advertisement; elder members of the family have initiated the idea of purchase in most of the cases; joint family has finalized majority of purchase decision and influence of family members and friends on purchase process is considered high. Brand image, personal experience, and guarantee are three motivational factors to purchase the durable.

Dekimpe, *et al* discussed how consumer characteristics and advertising influence consumers' first-purchase decisions for two affected brands of peanut butter following a severe Australian product-harm crisis. Both pre-crisis loyalty and familiarity are found to form an important buffer against the product-harm crisis, although this resilience decreases over time. Also heavy users tend to purchase the affected brands sooner, unless their usage rate decreased significantly during the crisis. Brand advertising was found to be effective for the stronger brand, but not for the weaker brand.

According to as Eric K. Clemons traditional advertising is losing its impact, both advertisers and the media owners who are dependent upon them are desperately seeking alternative ways to reach consumers and alternative ways to earn revenues by doing so. Although there are many ways to earn money from social network traffic, attempting to do so by treating social networks as just another entertainment medium will result in failure. Traditional entertainment and advertising media were unidirectional message-sending systems, where paid messages were pushed at viewers as part of the price they paid for being entertained.

ANALYSIS AND INTERPRETATION

WEIGHTED AVERAGE

Table – 1 weighted average score – weightage given at the time of jewel purchase

S.NO	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Purity of gold	2080	4.160	I
2	Quality of the product	668	1.336	IX
3	Price level of the product	944	1.888	VIII
4	Attractiveness of the item	1072	2.144	VII
5	Season's offer	1792	3.584	IV

6	Shop's loyalty	1500	3.000	VI
7	Advertisement	1768	3.536	V
8	Wastage added	2040	4.080	II
9	Labour charges added	564	1.128	X
10	Special discount schemes	1944	3.888	III

The table 1 reveals the ranking of reasons for preferring and the weightage given on jewel purchase. "Labour charges added" was ranked the first by the selected sample respondents with the total score of 2080 and weighted average score of 4.160, followed by wastage added.

Table – 2 Weighted Average Score – Reason For Preferring The Print Media Advertisement for Jewel Purchase

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Model	1508	3.016	V
2	Concept	1688	3.376	IV
3	Visual appeal	1752	3.504	I
4	Logic	1708	3.416	II
5	Caption	1700	3.400	III

The above table 2 reveals the ranking of reasons for preferring the print media advertisement of jewel purchase. "Visual appeal" was ranked as first by the selected sample respondents with the total score of 1752 and weighted average score of 3.504, which perhaps is the strength of the print media. Logic in presentation was the second important factor

Table –3 Weighted Average Score – Reason for Preferring the Broadcasting Media Advertisement for Jewel Purchase

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Model	1596	3.192	IV
2	Concept	1560	3.120	V
3	Visual appeal	1688	3.376	III
4	Logic	1884	3.768	I
5	Caption	1768	3.536	II

The above table 3 reveals the ranking of reasons for preferring the broadcasting media advertisement for jewel purchase. “Logic” was ranked the first by the selected sample respondents with the total score of 1884 and weighted average score of 3.769. Slogan is the next important appeal.

Table –4 Weighted Average Score – Reason for Preferring the Outdoor Media Advertisement for Jewel Purchase

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Models	1536	3.072	IV
2	Easy observation while travelling	1680	3.360	III
3	Captions used	1716	3.432	II
4	Attractiveness	1868	3.736	I

The above table 4 reveals that the ranking of reason for preferring the outdoor media advertisement for jewel purchase. “Attractiveness” was ranked the first by the selected sample respondents with the total score of 1898 and weighted average score of 3.736. Captivating caption was reported as the second important factor

Table – 5 Weighted Average Score -Print Media Advertisement Range of Information

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Price	1288	2.58	VII
2	Quality	1321	2.64	VI
3	Full coverage on the available design	1336	2.67	V
4	Purity	1372	2.74	III
5	Creates brand awareness	1252	2.50	VIII
6	Credit facilities	1388	2.78	I
7	Offers	1380	2.76	II
8	Any new messages	1360	2.72	IV
9	Festival Gifts	1184	2.37	IX

The table 5 reveals the ranking of the range of information the “Print media advertisement” provides, “Credit facilities” was ranked the first by the selected sample

respondents with the total score of 1388 and weighted average score of 2.78 followed by attractive offers.

Table – 6 Weighted Average Score - Broadcast Media Advertisement - Range of Information

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Price	1280	2.56	II
2	Quality	1172	2.34	VIII
3	Full coverage on the available design	1312	2.62	I
4	Purity	1268	2.54	IV
5	brand	1216	2.43	VII
6	Credit facilities	1276	2.55	III
7	Offers	1232	2.46	VI
8	Any new messages	1248	2.50	V
9	Festival Gifts	1092	2.18	IX

The table 6 reveals that the ranking of the range of information the “Broadcast media advertisement” provides, “full coverage on the available design” was ranked the first by the selected sample respondents with the total score of 1312 and weighted average score of 2.62. Price was the second important factor.

Table -7 Weighted Average Score - Outdoor Media Advertisement - Range of Information

S.NO.	FACTORS	TOTAL SCORE	WAS SCORE	RANK
1	Price	1376	2.75	III
2	Quality	1388	2.78	II
3	Full coverage on the available design	1300	2.6	VI
4	Purity	1504	3.01	I
5	Brand	1272	2.54	VII
6	Credit facilities	1324	2.65	V
7	Offers	1248	2.50	VIII
8	Any new messages	1344	2.69	IV

9	Festival Gifts	1212	2.42	IX
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From the table 7 reveals that the ranking of the range of information “Outdoor media advertisement” provides, “Purity” was ranked the first by the selected sample respondents with the total score of 1504 and weighted average score of 3.01, followed by quality information.

MANAGERIAL IMPLICATIONS AND CONCLUSIONS

- ❖ 44 percentage of the respondents are in the age group of 41-50 years
- ❖ 32.8 Percentage of the respondents are undergraduates
- ❖ 83.2 Percentage of the respondents were married
- ❖ 55.2 percentage of the respondents belong to monthly income level of below Rs.10,000
- ❖ As women are getting educated, they are employed in big organizations and their earning power is also increasing and they need not depend on the elders and husbands to buy what they like.
- ❖ Advertising through various media like local newspapers, Directories, bit notices have an impact on the customers, influencing them towards purchase on varieties
- ❖ Print media creates brand awareness. Nowadays brand awareness plays an important role. Once customers know the popular names of the shops, they won't hesitate to purchase the jewellery from those shops. It improves the purchase decisions of customers and creates awareness.
- ❖ Broadcasting media plays a major role in influencing the rural and urban population alike. Even the illiterate can understand through various telecasts from TV, cable TV, and broad casts from Radio advertisements and can improve the purchase decisions among consumers; Print as well as broadcasting media provides a wide range of information to the consumers.
- ❖ Purity and quality are the two important factors which the women expect from the seller. If a seller tries to compromise on these two important things, he will not be able to retain the customer for longer period of time.
- ❖ Women are more conscious about quality and purity of the product, particularly in respect of gold ornaments. They can't be deceived by fake advertisements and offers. Not only do they consider gold jewel as a thing to beautify themselves but also they consider it as a profitable saving option.

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