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**A STUDY ON INFLUENCE OF  
ADVERTISEMENT ON SALES PROMOTION  
STRATEGIES IN CHENNAI**

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**ABSTRACT**

Advertisements through electronic media act as a promotional strategy to communicate the attributes of a product or brand. This advertising approach is on the increase across all types of media. Multimedia endorsement nowadays has become one of the most popular advertising campaigns. Companies use many celebrities like movie stars, sports personalities and singers to endorse their advertisements in order to attract consumers to purchase their brands. The public's fascination with celebrities has helped marketers to utilize this marketing strategy and influence consumers' purchasing intentions. Even though multimedia endorsements have become the most common advertising promotion, marketers still doubt whether it is a successful and effective marketing strategy. Companies use the glamour of celebrities to draw attention on the product.

**Keywords: Advertising, Strategy, Multimedia, Purchasing Intentions**

## **INTRODUCTION**

Multimedia endorsements have been contextualized in the realm of source credibility and attractiveness, and suggest that celebrities exert their influence on consumers through perceived attributes such as expertise, trustworthiness, attractiveness, familiarity, and likeability. A multimedia endorsement for a product or service has to examine the fitness or suitability of the multimedia to the product being endorsed. Multimedia endorsement is more effective when the images or characteristics of the multimedia are well matched with the endorsed product.

Celebrities personify a collection of culturally relevant images, symbols, and values. As images of the celebrities become associated with products through endorsement, the meanings they attach to the products are transferred to consumers through purchase and consumption. Therefore, the practice of multimedia endorsement should be closely related to the cultural context in which the images of celebrities are formed and individual celebrities that are selected to be linked with particular products.

The main aim of the research is to ascertain whether the multimedia usage in advertisements is one of the topical strategies of many brands. The purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall. This study purports to consider the application of the AIDA theory, where

A – ATTENTION- consumers' focus on the advertisements

I – INTEREST – consumers' interest in the product

D- DESIRE – the stimuli or cue to purchase the product

A- ACTION- purchase of the product based on the advertisements

As such it proceeds to analyze the impact of celebrities in influencing the consumers to purchase the durables.

## **METHODOLOGY**

### **Sampling Plan and Data Collection**

The sample has been chosen within the city of Chennai. Convenience sampling has been resorted to. The focus is on the behavioural pattern of consumers towards durable products. The questionnaires were distributed to a sample population of 600 consumers.

## Analysis of Data

The primary data collected has been analyzed using various statistical tools as under mentioned -

- Factor Analysis
- Cluster Analysis
- Analysis of Variance
- Karl Pearson's Co-Efficient of Correlation
- Non-Parametric Chi-square Analysis
- t-Tests

## ANALYSIS AND DISCUSSION

The factors which influence the purchase decision of the consumers have been categorized within the assorted group of consumers. The discriminant analysis is done to highlight those influencing factors which exclusively persuade the consumers to purchase the durables. Accordingly, the influencing factors are considered as dependent variables and the cluster groups are considered as independent variables.

**Table -1**  
**Tests of Equality of Group Means for Influencing Factors**

	<b>Wilk's Lambda</b>	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
<b>Multimedia's vouching of the durable's features &amp; quality</b>	.314	542.053	2	497	.000
<b>Edge over the competing brand of durable product</b>	.404	365.909	2	497	.000

From the above table it is clear that the f values 542.053 and 365.909 are statistically significant at 5% level. This makes it obvious that relating to the two groups the insight of the influencing factors differ significantly among the respondents. This is substantiated in the Box's M test as given below.

**Table -2**  
**Box's M Test Results for Influencing factors**

Box's M		42.045
F	Approx.	6.954
	df1	6
	df2	557860.553
	Sig.	.000

Tests null hypothesis of equal population covariance matrices.

From the above table it is found that the Box's M value 42.045 is statistically significant at 5% level and it can be concluded that the respondents under study have construed the influencing factors in two different ways.

The following tables of Eigen values and Wilk's Lambda spawns the sample respondents into groups of varying nature. The discriminant function possesses the canonical correlation values of 0.838 and 0.753 and Lambda values of 0.129 and 0.433 at 5% level of significance. This shows that the existence of three heterogeneous groups namely, Exterior, Persuaders and Meek Clusters are perfect and form two groups of clusters in the classification.

**Table -3**  
**Eigen values for Influencing Factors**

Function	Eigen value	% of Variance	Cumulative %	Canonical Correlation
1	2.364(a)	64.3	64.3	0.838
2	1.310(a)	35.7	100.0	0.753

First two canonical discriminant functions were used in the analysis.

**Table -4**  
**Wilks' Lambda for Influencing Factors**

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2	0.129	1018.011	4	0.000
2	0.433	415.762	1	0.000

The following structure matrix identifies the two discriminant functions.

**Table - 5**  
**Structure Matrix for Influencing Factors**

	<b>Function</b>	
	<b>1</b>	<b>2</b>
<b>Multimedia's vouching of the durable's features &amp; quality</b>	0.909(*)	0.416
<b>Edge over the competing brand of durable product</b>	-0.392	0.920(*)

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions variables ordered by absolute size of correlation within function.

\* Largest absolute correlation between each variable and any discriminant function

The following two discriminant functions are the outcome from the above table

$$Z_1 = (0.909 \times \text{Multimedia's vouching of the durable's features and quality}) + (-0.392 \times \text{Edge over the competing brand of durable product})$$

$$Z_2 = (0.416 \times \text{Multimedia's vouching of the durable's features and quality}) + (0.920 \times \text{Edge over the competing brand of durable product})$$

It can thus be concluded that the two discriminant functions perfectly discriminates and estimates  $Z_1$  and  $Z_2$  values for the influencing factors.

## **CONCLUSIONS**

Multimedia endorsements in advertisements have been the trend for many years. This has gained momentum over the past few years. This is due to the fact that consumers have begun to rely on such endorsements for authenticating the quality, features, after sales service and such other aspects that are expected from the manufacturers.

The study conducted had proven that the presence of celebrities in television advertisements warranty the expectation of the consumers that relate to the durable products. More so, the consumers acknowledge the attributes of the durables when supported by multimedia testimonials. As such, these advertisements trigger the interest

and persuade the consumers to purchase the durables considering the right choice of the products. Certain factors like quality, price, external features, and product durability are those which a consumer considers prior to purchase. The image of the durable gets enhanced when such factors are endorsed by favourite celebrities.

Thus, it is obvious that the presence of celebrities in television advertisements play a predominant role in influencing and persuading the consumers, to purchase the durable products, irrespective of the demographic variation. The study also reveals that the durables which are advertised with celebrities are in a better standing when compared to those without such endorsements.



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