

ROLE OF ADVERTISING IN DISSEMINATION OF INFORMATION

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ABSTRACT

The main aim of business is to earn profit and the marketers are very much conscious about the profit factor. In this era of heavy competition, consumer is regarded as the king of the market. It is therefore, every marketer has concentrated their activities on consumer satisfaction. Marketer wants to inform consumers in time about their products to take the advantage over its competitors the advertising is the vibrant tool used by the marketers in their information spreading purpose. The paper is an attempt to study the role of the advertising in dissemination of information. The data collected through primary probe are entered into SPSS 20, software used for the analysis and results are achieved through the application of simple average that is mean, standard deviation, skewness, kurtosis and chi-square.

KEYWORDS

Advertising, information and purchase decision

INTRODUCTION

Advertising is a presentation of product profile (quantity, quality, price and service) on behalf of seller through sources of communication. "Advertising is a forceful tool in moulding attitude and behaviour towards product and ideas and services". Advertising has been defined by the American marketing Association as "Any paid form of non-personal presentation of ideas, goods and services by an identified sponsor." The term advertising originates from the Latin word 'adver to', which means to turn to. The dictionary meaning of term is "to give public notice or to announce publicity" Advertising is highly visible force; it is powerful communication force and a vital marketing tool, helping to sell goods, services, images an idea through channel of information.

INFORMATION

Information is the feature of the products that a consumer always wants to seek. Advertising is the most important tool that provides the information related to product. The information may be in the form of product quality, product price, product warrantee and product usage etc. Most advertisements are very informative and educational. People learn about new products and services through advertising. They get highlight about the difference between new and old products and how new product benefit them. Thus advertisements provide information that

helps consumer make buying decisions. Public service advertisements, especially, educate people about different issues-about use of mosquito safety-net, for instance.

PURCHASE ACTION

Advertising is no doubt a good source of information. The message in an advertisement, no matter how strong and persuasive, will have no effect if the consumer does not see the advertisement or pay attention to it. The consumer process the information carried in the advertisement. Such processing of information may be followed by an evaluation of the information, the source of the information, and ultimately the desirability of any actions suggested by the information. This evaluation process may, in turn, give rise to the formation of attitudes, the development of intentions for future action, and, eventually, an action.

OBJECTIVES

The study is based on advertising and the objective of the paper is to study the role of the advertising in dissemination of the information

NEED OF THE STUDY

Advertising is one of the important disciplines for the marketers and advertising motivates consumer. Therefore it is essential to study the role of advertising in dissemination of information. The research paper helps the marketers to know the power of advertising. It is also beneficial to the research scholars and others, as it may be a valid secondary information.

RESEARCH METHODOLOGY

Research methodology helps us to systematically solve the research problem. To achieve the objective of the paper questionnaire has been used in the study. The sample size is 400. The sample has been derived from the four districts of HP that is Shimla, Solan, Mandi, and Kangra. The sampling technique used is Quata and convenient. Quata is selected on the basis of previous studies and convenience sampling is adopted to save time, effort and money. Arithmetic mean, standard deviation, skewness, kurtosis and chi-square methods are used in the paper to draw out the conclusion.

ANALYSIS AND INTERPRETATION

Analysis and interpretation is the most important part of any research. In this part the role of advertising in dissemination is studied on the basis of certain statements like good source of product information, provides relevant product information, provides timely and up-to-date information, makes product information easily and conveniently available, advertising supplies complete product information and fully informative advertising makes purchase decision easy.

PERCEPTION OF RESPONDENTS

Table 1 reveals the observation of the respondents related to the information attribute of advertising. Information is the key factor in purchasing. It has been observed from the table that the mean value of the statement that advertising is a good source of product information is 4.34. Mean value is used to find out one single representative value. It is more than the standard rule of 3 in five point rating scale. It means that the majority of opinion lies between strongly agree and agree. The standard deviation is 0.82. This means that views of the respondents are scattered towards greater side. The negative value of the skewness i.e. -2.09 point towards that the opinions are skewed towards the higher side or positive of the statement. The value of kurtosis is 6.05 which is more than the standard norms of 3. This shows that the responses are leptokurtic. The value of chi square is 486.50 which is significant at 5% significance level. This results into the rejection of null hypothesis.

It has been observed from the table that the mean score of the assertion that advertising provides relevant product information is 3.61. It is more than the benchmark of 3, in five point rating scale. One more time it means that the majority of view stands between strongly agree and agree. The standard deviation is .96. It means that that there is less variation in the responses of respondents. It also means that opinion of the respondents are scattered towards upper side. The negative value of the skewness i.e. -.601 indicates that the judgment of the respondent is skewed towards the higher side or positive of the statement. The value of kurtosis is -.41 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 292.68, it is significant at 5% significance level. This results into the rejection of null hypothesis.

It is visible from the table that the mean value of the statement that advertising provides up to date product information is 3.61. It is more than the standard norm of 3 in five point rating scale. It means that the majority of opinion lies between strongly agree and agree. The standard deviation is .94. Standard deviation shows that variation is less in the responses of the respondents. The negative value of the skewness i.e. -.94 indicates that the opinions are skewed towards the higher side or positivity of the statement. The value of kurtosis is -.84 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square that is 298.58 is significant at 5% significance level. This results into the rejection of null hypothesis.

Table discloses the perception of the respondents related to easily and conveniently available information feature of advertising. It has been observed from the table that the mean score of the assertion that advertising makes product information easily and conveniently available is 3.94. It is more than the standard norm of 3 in five point rating scale. Statement yet again means that majority of opinion lies between

strongly agree and agree. The standard deviation is .90. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewness i.e. -.74 indicates that the opinions are skewed towards the higher side or positive of the statement. The value of kurtosis is -.10 which is less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 150.58 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that advertising makes product information easily and conveniently available.

It has been observed from the table that the mean value of the statement that advertising provides complete product information 2.95. It is less than the standard norm of 3 in five point rating scale. It means that the majority of opinion lies between strongly disagrees and disagrees. The standard deviation is 1.11. Standard deviation shows that there is more variation. This means that opinion of the respondents are scattered towards lower side. The negative value of the skewness i.e. -.04 indicates that the opinions are skewed towards the higher side or positive of the statement. The value of kurtosis is -1.05 which less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 127.55 which is significant at 5% significance level. This results into the rejection of null hypothesis.

Table 1: Perception Regarding the Information Feature and Advertising

Statements	Nature of responses					Total	\bar{X}	S.D.	SKW	Kurts.	Chi Square	P Value
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree							
Good Source of product information	190 (47.5)	185 (46.3)	8 (2)	5 (1.3)	12 (3)	400	4.3450	.82927	-2.095	6.053	486.50	<0.05
Provides relevant product information.(How to use)	57 (14.3)	207 (51.8)	62 (15.5)	63 (15.8)	11 (2.8)	400	3.6175	.96099	-.601	-.413	292.68	<0.05
Provides timely and up-to-date information.(The latest features in the product)	80 (20)	209 (52.53)	69 (17.3)	30 (7.5)	12 (3)	400	3.7875	.94847	-.946	.846	298.58	<0.05
Makes product information easily and conveniently available.	113 (28.3)	195 (48.8)	50 (12.5)	33 (8.3)	9 (2.3)	400	3.9475	.90929	-.740	-.108	150.58	<0.05
Advertising supplies complete product information (warranty, Guarantee and Service number)	23 (5.8)	133 (33.3)	81 (20.3)	127 (31.8)	36 (9)	400	2.9500	1.11382	-.043	-1.052	127.55	<0.05
Fully informative advertising makes purchase decision easy	108 (27)	206 (51.5)	48 (12)	25 (6.3)	13 (3.3)	400	3.9500	.91630	-1.040	1.148	319.30	<0.05

Source – Survey Questionnaire

Table demonstrates the mean value of the statement fully informative advertising make purchase decision easy is 3.95. It is more than the standard norm of 3 in five point rating scale. It means that the majority of opinion lies between agree and strongly agree. The standard deviation is .916. This means that opinion of the respondents are scattered towards upper side. The negative value of the skewness i.e. -1.04 indicates that the opinions are skewed towards the higher side or positive of the statement. The value of kurtosis is 1.14 which less than the standard norms of 3. This shows that the responses are platycurtic. The value of chi square is 319.30 which is significant at 5% significance level. This results into the rejection of null hypothesis. It means that fully informative advertising make purchase decision easy.

CONCLUSIONS AND SUGGESTIONS

The result of the study proves that the respondents support the role of advertising in dissemination of the information. The various statements that is good source of product information, provides relevant product information, provides timely and up-to-date information, makes product information easily and conveniently available, and fully informative advertising makes purchase decision easy are highly supported by the respondents except in case of the statement that advertising supplies complete product information related to warrantee and guarantee. The products today peoples using are complex in nature like micro-wave oven, washing machine, air-conditioner and require expertise service in case of any short coming therefore marketers and advertisers are suggested to provide complete product information related to warrantee, guarantee, service center location and toll free number.

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