

A Review on Advertisement - The Vein of Marketing with Special Reference to Textile Retail Showrooms, Chennai

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Abstract—The paper examines the impact of brand awareness on buying behavior through various literatures. Creating brand awareness and providing unique information about the brand and also creates brand image in the minds of consumers. Advertisement plays a major role and an effective tool used to create brand awareness. Brand awareness is one of the marketing factors in determine the buying behavior. Consumers do build optimistic opinion about a brand on the basis of information provided by the companies.

Keyword—Brand, Brand awareness, Advertisement and Consumer behavior.

I. INTRODUCTION

Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits. The elements of advertising - a mass communication reaching a large group of consumers, makes mass production possible, it is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person, a commercial communication because it is used to help assure the advertiser of a long business life with profitable sales. Advertising can be economical, for it reaches large groups of people. This keeps the cost per message low. The communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours. Advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity. The word advertising originates from a Latin word *advertisere*, which means to turn to. The dictionary meaning of the term is "to give public notice or to announce publicly". The American Marketing Association, Chicago, has defined advertising as "any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor."

The trend has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising, but the earliest indication of its use in this country dates back to the middle Ages, when the use of the surname indicated a man's occupation. The next stage in the evolution of advertising was the use of signs as a visual expression of the tradesman's function and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention. As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store. The invention of hand press increased the potentialities of advertising. By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities.

II. OBJECTIVES OF THE STUDY

- To identify the awareness level of consumers towards advertisement.

- To know the factors that influences the consumers to prefer the product.
- To study the marketing strategies used in advertisements.
- To analyse the need and the changes required in the future advertising brands.
- To suggest optimistic views on advertisement.

NEED OF THE STUDY

Advertising and Promotions fits within the marketing framework and overall business. But an effective marketing communication process is the order of the day! Selecting the most important communications elements is crucial for the success of company's business. The advertising campaign should be effective across all platforms. Once the integrated marketing process is set, the company can reap rich dividends from it. These days, there are companies that specialize in creating the marketing strategies

LIMITATIONS OF THE STUDY

Marketing research cannot by itself provide the solution or make the decision. It only reveals relevant information to the marketing managers who can be able then to make sound and strategic marketing decisions.

III. COMPANY PROFILE

Shopper's Stop - K. Raheja group of companies founded Shoppers' Stop on October 27, 1991. The organization had already made its presence felt in the hospitality and real estate sector, and now it has created a landmark in the Retail sector with Shoppers' Stop. Shoppers' Stop is famous for the expertise and acumen relating to the current practices of the industry. It provides quality services, products and the right kind of shopping environment. It has developed itself as a household name and has set high standards for itself with the mission statement: "Nothing but the best". In 2005, the company had 25 stores with a turnover of Rs. 1000 crores and 7 lakh sq. feet retail space in the year 2005. The average age of the employees in the organization is 25 years.

Pantaloon Retail (I) Ltd - Pantaloon Retail is the flagship enterprise of the Future Group. Pantaloon Retail (India) Limited has spread across various businesses and cities in India. Pantaloon owns multiple retail formats and is able to cater to a large section of the society. The company has over 140 stores across 32 cities in India and 14000 employees. The organization made an incursion into the modern retail (fashion) in 1007 Big Bazaar, a hyper market chain, was introduced in the year 2001, with an Indian touch of convenience and hygiene. Food Bazaar, food and grocery chain, and Central Mall located at various Metros are other important parts of the group.

Westside - Tata Group founded Trent Ltd. (Westside) in 1998. The acquisition of a London-based retail chain Littlewoods by the Tatas was followed by the establishment of Trent Ltd, which was later renamed as West side. It is one of the largest and fastest growing chains serving the customers in various categories, including men's wear, women's wear, kid's wear footwear, cosmetics, perfumes and handbags, household accessories, lingerie and gifts. The company offers products with a balance between style and price. There are 25 West side departmental stores operating in various cities like Mumbai, Hyderabad, Pune, Delhi, Bangalore, Noida, Gurgaon, Nagpur, Kolkata and many others.

Lifestyle International Pvt. Ltd - Lifestyle is an international fashion store of the Landmark Group, a Dubai-based company. Lifestyle created a revolution in the Indian Retail Industry by bringing a truly international shopping experience. It was launched in Chennai, and now it is one of the largest professional retailers spread across 3, 25,000 sq. ft. in various cities such as Chennai, Gurgaon, Mumbai, Hyderabad and Bangalore. It is a heaven for shoppers with a vibrant and spicy lifestyle. It provides a wide choice of products at affordable prices with a convenient world-class environment and a friendly layout. Being one of the best shopping destinations, it has won the 'Most Respected Company in the Indian Retail Sector' and the 'Most Admired Large Format Retail Company' awards in India.

Globus - Globus was launched in 1998 as a part of the Rajan Raheja Group. The company opened its first outlet in Indore followed by two more in Chennai. The flagship store was opened on 1st November 2001 in Mumbai, followed by a vibrant store in New Delhi. Subsequently, its stores were launched in Bangalore, Ghaziabad, Kanpur, Lucknow, Noida, Ahmadabad, Noida, Varanasi and Hyderabad. The organization has an innovative and adaptive environment. Globus has achieved customer delight by presenting value products and services through continuous improvement.

Wills Lifestyle - ITC has made a presence in the Retail sector through its exclusive specialty store - 'Wills Lifestyle'. It has developed itself as a fashion destination offering a range of apparels and accessories. Top designers of the industry design these clothes. The store offers Wills Classic work wear, Wills Sport relaxed wear, fashion accessories and bath & body care products. Wills Lifestyle has also developed John Players as a brand that offers a fine collection of clothes for dynamic and vibrant people. ITC believes in the philosophy of enjoying the changing environment. This season Wills Lifestyle has brought a complete array of products for every aspect and mood of life be it work, relaxation or party. The store offers a truly

“International Shopping Experience” through world-class environment and a robust portfolio of offerings.

IV. REVIEW OF LITERATURE

TOPIC: A study on Consumer Culture and Purchase Intentions towards Fashion Apparel.

AUTHOR: Rajagopal

ABSTRACT: In his study he has found that the shoppers' perceptions towards fashion apparel in reference to purchase motivations, socio-cultural value, and life-style that mediate the emotions and shopping behavior. Fashion loving consumers typically patronage multi-channel retail outlets, designer brands, and invest time and cost towards an advantageous product search. The study suggests that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand specific promotions and prices enhancing their shopping basket. The majority of shoppers rely on store patronage, brand value and building loyalty over time to continue benefits of the store and brand promotions. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers.

TOPIC: Consumer behavior and preferences towards apparel.

AUTHOR: Karthikeyan Sundarraj.

ABSTRACT: In his study, he tried to understand the lifestyle and consumption pattern of Indian consumers and also to determine the awareness of social responsibility and green fashion among Indian consumers. The study also found that most of the consumers prefer western clothing and majority of the consumers do not have the awareness of green fashion.

V. VEIN OF MARKETING – ADVERTISEMENT

Advertising is only one element of the promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it an important social and economic topic in Indian society. Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinate with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization. Personal selling is the

dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

VI. SUGGESTIONS

- Turnover and profit margin of the retailers has considerably decreased in the past few years. Retail stores are now-a-days more engaged in services related to customer satisfaction. Although the retailers are not able to keep a wide variety in their stock, they attempt to keep the best of them so as to affect more sales.
- Retail stores are now starting up with home delivery services of their various products at the door step of their customers. Customers are seen to make window shopping at an alarming higher rate to have a physical look at the product and buy that product online at a reduced rate.
- The consumers become more comfortable with the experience of purchasing online with the convenience and product range become relatively more important as a deciding factor for shopping online.
- Retailers have to change their attitude towards the market. Today's is a consumer market and as a result the priority is the consumer satisfaction. The firm has to be in the good books of the consumer. Better quality products, fair price and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent. Additional services should be provided to the consumers to woo them and build upon a loyalty which in turn would ensure a stable sales in the years to come.

VII. CONCLUSION

From the concluded study on the preference of the customers towards various textile retail outlets in Coimbatore city it is found out that majority of the people who purchase in the showrooms are male. It is also found that the trend of only women going for shopping has changed and now even men do shopping more often than women. They are seen to give more preference to the collections while choosing the showroom. Majority of the

people prefer purchasing online and therefore the other retailers can also increase their new varieties of collections. From our study we also found that the consumers' major mean of awareness is through advertisements and so the others retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom. The retailers have to get more trained staff that may help the customers and may influence them to purchase and they must also be well trained, and have to introduce more collections and variety of clothes in their outlets for increasing the sales.

The face of retail has changed. The advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores needs to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other. It's not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail store.

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