



Impact of brand image and advertisement on mobile users of Rajkot city with reference to gender

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Abstract

The prime objective of any Marketing strategy is to motivate the consumer to buy a product. To analyze the impact of brand image and advertisement researcher has done the study entitled “Impact of brand image and advertisement on mobile users of Rajkot city with reference to gender”. This research work is based on the survey method. The researcher has collected the information by structured questionnaire from 403 respondents of Rajkot city. Researcher has collected data in two ways: 189 on paper and 214 Google forms. The secondary data are collected from the records, journals, articles and websites. From the test analysis, researcher can conclude that impact of Brand Image is not same on the gender and impact of Advertisement is same on gender.

Keywords: brand image, advertisement, mobile users

1. Introduction

In the present days, one of the essential problems of manufacturing companies is the knowledge of how the consumer will respond to their product or services. The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their goods and services required to meet multiple needs, which are the factors that are influencing their choice. Now-a-days, to attract new customers and retain the existing customers, brand image and advertisement is very important. The reason for this is that the consumers always seek for branded products in current competitive environment and with the help of advertisement producer can always be live in the mind of consumers. In Rajkot city mobile phone market is growing very rapidly. Today, numerous brands are offered in mobile market and therefore it has created broad space to choose variety of brands in the market.

Brand image and advertisements are playing an important role in any business therefore this study aims to evaluate the impact of Brand Image and Advertisement on mobile users. Through providing best quality brands, company can get a positive brand image with the help of proper and adequate brand positioning through advertisements. In this study we will see that how people perceive mobile phone brand and how a brand image and advertisements can influence the mobile users with special reference of Mobile phone industry. With this we will also look that what other factors are also affecting the consumer's buying behavior at the time of purchasing mobile phone.

So, this study aims to find out, “How does Brand image and Advertisements influence mobile users and what other factors are also affect the consumer of Mobile market in Rajkot city.”

With the purpose to get more understanding on the topic researcher have divided this chapter into three parts:

1. Brand image and mobile users
2. Advertisement and mobile users

Now we will discuss all the two parts in detail.

2. Brand Image

In present days, the main goal of marketing activities is to influence consumers' perception and attitude towards a brand and establish the brand image in consumers' mind which leads to purchasing decision of the particular brand only.

“A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2000).

Brand Image has been studied since the 20th century. In the present competitive world, companies need to develop a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In India, many Mobile phone companies are facing brand war among each other.

Brand image will indicate the overall perception of the brand and it is based on how the consumer draws inferences about the brand. Brand image is influenced to a great extent by the company brand name too. For example, Tata Steel or Bajaj Tempo travellers have established a certain brand image in the mind of the consumers.

Brand image or name is the relationship between company and consumer something that will differentiate them from their competitors. Branding is the most valuable intangible assets that firms have. For customers, brands makes easy choice, promise a quality experience, decrease risk or raise trust level. Brand plays an important role to boost up the economy of the country. Present age people are more conscious about the brand than the past. Successful brand building strategies create a distinctive mast position for a company and protecting product against competitive forces. In addition to that, people used to display their wealth through expenses, therefore, prefers to purchase brand products to show off their status symbol.

The purpose of this research is to explore the relationship between brand image and customer's attitude and alliance with it. The relationship between brand image and mobile

users will be investigated while identifying the major aspects of brand image that influences the mobile users with regards to Mobile phone.

3. Advertisements

Advertisement is a dominant and leading weapon in all marketing tool. To put your product in the eyes of customer advertisement is very important tool. With the help of advertisement, manufacture can give information to the consumer for the existence of the product in the market. It is a very important tool of the marketing mix that includes the 4p's i.e. Product, Price, Place and Promotion. It has continuing impact on the observer's mind as its impact is broader as well. Basically advertisement is a tool of the promotional mix. It is a great source to promote the business in the whole market. Advertisement use to build up the product's strong image in consumer's mind. Now in 21st century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays, etc.

American Marketing Association has defined advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor".

The principle of competitive persuasion plays a big role in our decision making process. Advertising helps in the creation of image in consumer's mind. People have a lot of belief in the brand image of a product or service.

Advertising is a major promotion tool. With the help of advertisements, one can attain short term objectives such as increase in the sales of a product and long term objective such as bringing behavioral changes in the attitude of the present and prospective customers. The following points are the strength of the advertisement as a promotional tool:

- It offers planned and controlled message.
- It is a tool for mass communication. It can influence numerous people simultaneously at low cost per prospect.
- It has ability to deliver message to audience with particular demographic and socio economic features.
- It generates a pool between buyers and retailers.
- It offer adequate knowledge of the product and create interest for the product.

4. Review of literature

A literature review is a body of text which aims to review the points of current available knowledge and methodological approach on a particular topic. The purpose of literature review is to gain available knowledge on a particular topic and to update the reader with current literature on a topic.

Mohankumar and U. Dineshkumar, have done the study on consumer purchase behavior towards mobile phone with special reference to Erode city. Questionnaire method was used to collect primary data. Researchers have collected data from 200 respondents who live in Erode city. To analyze the collected data researchers have used Chi-square analysis and correlation analysis. From the result, researchers have concluded that the consumers are buying variety of mobile phone which satisfies his wants and they are always influenced by his purchasing activities by some consideration which leads them to select particular brands.

Shumila Ahmed and Ayesha Ashfaq, (2013) [2]. Have

analyzed the impact of advertising on consumers' buying behavior through persuasiveness, Brand image and celebrity endorsement. The researchers have focused on the impact of advertisement on consumer purchase decision. The researcher has used questionnaire to collect the data. They have collected data from 120 respondents during January 2013. The researchers have concluded that creative and well executed advertisement has always a great impact on buying decision. They have also observed positive impact of quality, price and celebrity endorsement on mobile users.

Ayesha Anwar *et al.* (2011) [4]. Have analyzed the impact of brand image, brand trust and brand effect on brand extension attitude. With the help of questionnaire, the researchers have collected the data from 200 female users of particular brands i.e. Body shop and Revlon living in twin cities of Pakistan i.e. Rawalpindi and Islamabad. The objective of the study is to explore the relationship of Brand image, trust and effect on consumers' brand extension attitude. The researchers have analyzed the data through Correlation and Regression. The researchers have concluded that brand affect, brand trust and brand image have a positive impact on brand loyalty and consumer brand extension attitude.

Dr. Imad M. Assali, (2016) [5]. Has examined the impact of brand image on consumer procurement. The objective of the researcher was to explore people's purchase intention for brand names and the effect of the advertisement on their decision. The researcher has collected data with the help of questionnaire and collected data from 72 respondents in Bahrain city center mall (BCCM). The researcher has analyzed the data and concluded that young people are influenced by brand image more than other aged group. In addition to that researcher has also identified that the brand image attracts single and educated people rather than other group.

Muhammad Ehsan Malik and *et al.* (2013) [10]. have examined the impact of Brand Image and Advertisement on mobile users in the general public of Gujranwala city of Pakistan. They have used the questionnaire and collected the data from 175 respondents within the period of one month. They have used multiple regression analysis and Pearson correlation to examine the connection between brand image and advertisements on mobile users. The researchers have concluded that brand image and advertisements have strong positive impact on mobile users and they have also observed that teenagers are becoming more conscious for branded products.

5. Research Methodology

In simple words research refers to search for knowledge. It can also define as systematic way to search for the information. We can say that the search for information through objective and systematic method of finding solution to a problem is research. As such the term 'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalisations for some theoretical formulation.

The Advanced Learner's Dictionary of Current English lays down the meaning of research as "A careful investigation or

inquiry especially through search for new facts in any branch of knowledge.”

6. Significance of the study

This study on impact of brand image and advertisement on mobile users is not only concerned with these two factors only but it also covers other factors which are also influencing the purchase decision of consumer with reference to mobile.

7. Title of the study

“Impact of brand image and advertisement on mobile users of Rajkot city with reference to gender”

8. Objectives of study

- To study the impact of Brand Image on the basis of grander for touch screen Mobile phone.
- To study the impact of the Advertisement on the basis of grander for touch screen Mobile phone.

9. Hypotheses of the study

1. **H₀**: There is no significant difference in image of brand due to gender of consumers.
H₁: There is significant difference in image of brand due to gender of consumers
2. **H₀**: There is no significant difference in impact of advertisement due to gender of consumers.
H₁: There is significant difference in impact of advertisement due to gender of consumers.

10. Limitations of the study

- The study is limited to Rajkot city.
- The study is limited to users of mobile phones only.

11. Scope for further research

- This study provides an opportunity for more research on mobile users and scope for the other durable goods.
- The study cover only Rajkot city, it may possible to increase large geographic area.
 - The sample size of the study may increase.
 - The study is mainly focused on Mobile only it may include other product.

12. Universe of study

Universe of the study is all the customers of Rajkot city who uses Mobile Phone.

13. Collection of data

As this study is empirical in nature, it is mainly based on primary data collected by the researcher trough a well-designed and structured 5 point liker scale questionnaire developed by the researcher view of objectives of research study. Researcher has collected data from 403 respondents with the help of printed questionnaire and Google forms.

Researcher has distributed 220 questionnaires and from that only 189 question received and 214 respondents gave their response on Google forms.

14. Data interpretation and analysis

Data analysis is a general process that involves a number of closely related acts, which are perform for a purpose of summing up the collected data and organizing it in such a manner that they situate up the answer in a specific way to the question in the research.

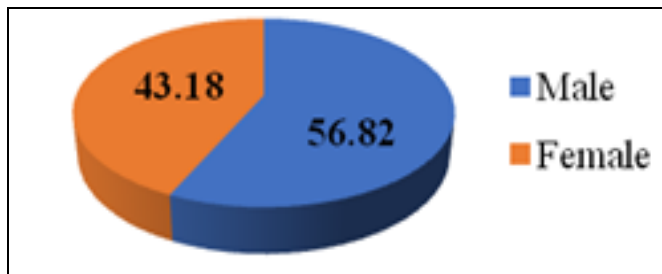
15. Gender ratio frequency distribution

In Indian Market Scenario, Gender plays a very vital role because it directly influences the consumer durable market. Hence gender representation was analyzed and presented in the table 4.1

Table 1: Gender of respondents

Gender	Frequency	Percentage
Male	229	56.82
Female	174	43.18
Total	403	100

Source: Primary data



Source: Compiled and computed by researcher from questionnaire

Fig 1: Gender of respondents

Interpretation: According to the primary data collected, researcher has created the above frequency table no 1.16 and the Pie Chart it is seen that out of 403 respondents 56.82% were Male and 43.18% were Female.

Conclusion: It can be concluded that the Rajkot area is dominated by Male population with 56.82% in purchasing of the Mobile phone.

16. Brand Image

It can be defines as a graphic memory of a brand. Brand image surrounds the target market’s interpretation of the product’s features, benefits, uses and characteristics of the users and manufacturers.

- H₀**: There is no significant difference in image of brand due to gender of consumers.
- H₁**: There is significant difference in image of brand due to gender of consumers.

Testing of hypothesis

Table 2: Chi-Square test of brand image and gender

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.071 ^a	4	.001
Likelihood Ratio	19.232	4	.001
Linear-by-Linear Association	8.376	1	.004
N of Valid Cases	403		

a. - 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.29.

Source: compiled and computed by researcher from questionnaire
 Level of Significance $\alpha = 0.05$
 $X^2 = 19.07$ $P = 0.001$ $N = 403$

Interpretation: Since P value (0.001) is less than the level of significance (0.05) the null hypothesis is rejected. Hence we accepted the alternative hypothesis.

Conclusion: Since P value (0.001) is less than the level of significance (0.05) the null hypothesis is rejected. Hence we accepted the alternative hypothesis and concluded that there is significance difference in image of brand due to gender of consumers.

17. Advertisement

It is general belief that advertisement plays strong role in the purchase decision of the consumer.

- H₀:** There is no significant difference in impact of advertisement due to gender of consumers.
H₁: There is significant difference in impact of advertisement due to gender of consumers.

Testing of hypothesis

Table 3: Chi-Square test of advertisement and gender

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.983 ^a	4	.137
Likelihood Ratio	6.962	4	.138
Linear-by-Linear Association	3.247	1	.072
N of Valid Cases	403		

a. - 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.18.

Source: compiled and computed by researcher from questionnaire
 Level of Significance $\alpha = 0.05$
 $X^2 = 6.983$ $P = 0.137$ $N = 403$

Interpretation: Since P value (0.137) is greater than the level of significance (0.05) the null hypothesis is accepted.

Conclusion: Since P value (0.137) is greater than the level of significance (0.05) the null hypothesis is accepted. Hence it is concluded that there is no significant difference in impact of advertisement due to gender of consumers.

In today's globalize and competitive world, the tardy the impact of brand image and advertisement on mobile users is of the most important task as it has become an inevitable catalyst to the ensure cumulative growth of the company as well as growth of the nation. In this study researcher has

mentioned brief details about the brand image and advertisement. Researcher has also covered the other factors which affect the mobile users with reference to mobile phone.

18. Findings

As it is known that brand image and advertisement plays a vital role for any product purchase decision, so the present study emphasizes on the mobile users towards various advertisement and brand image of the company, and major findings of the study are;

Findings on the basis of frequency, percentage analysis

Gender: It can also be concluded that the Rajkot area is dominated by Male population with 56.82% in purchasing of the Mobile phone.

Findings on the basis of statistical test

Since P value (0.001) is less than the level of significance (0.05) researcher has found out that there is significance difference in image of brand due to gender of consumers. Since P value (0.137) is greater than the level of significance (0.05) researcher has found out that there is no significant difference in impact of advertisement due to gender of consumers.

19. Conclusion

Present study draws the following conclusion based on objectives:

1. To study the impact of Brand Image for touch screen Mobile phone: From the result of test analysis researcher can conclude that impact of Brand Image is not same on the gender. Impact of brand image get differs from gender to gender.
2. To study the impact of the Advertisement for touch screen Mobile phone: From the result of test analysis researcher can conclude that impact of Advertisement is same on gender. Advertisement plays strong role for Male and Female consumers.

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