



Impact of Advertisement on Shopping among LIS Professionals in Chennai District: A study

Wilson Paul. G¹ & Dr. J. Franklin²

¹Senior Executive, Tata Consultancy Services, Chennai, Tamilnadu, India.

²Assistant Professor, Dept of Lib & Info Science, Bishop Heber College, Tiruchirappalli, Tamilnadu, India.

Received 21st November 2016, Accepted 25th December 2016

Abstract

This paper deals with the impact of advertisement on shopping among LIS Professionals in Chennai district. The study was conducted among the LIS professionals working in various academic institutions in and around Chennai district. Majority of the LIS professionals accept that advertisement influences on shopping, it gets intention through electronic media. The functions of advertisement, often shopping, preference to go shopping, and branded things when shopping among LIS professionals are analyzed and interpreted.

Keywords: Advertisement, LIS professionals, Shopping, Impact, Chennai.

© Copy Right, IJRRAS, 2016. All Rights Reserved.

Introduction

Advertisement is about ideas. It is the power of an idea, as one campaign used to put it. Advertisement must do this job legally, ethically and brilliantly. It must be entertaining, informative and educative to the buyers. Advertisement plays a vital role in all over the world. Advertising is all over the places. The media of the advertisement are print, electronic, outdoor hoardings and word of mouth etc., Advertisement is actually brand building through effective communication and is essentially a service industry. It is a medium which helps to reach more people to communicate the brand effectively. Advertisement has a great influence on our daily lives. Billboards, newspaper, television, radio and magazines all convey message to the public about various products, companies, travel opportunities etc., As a result of commercials and other advertisement, companies have been able to reach a wide range of potential buyers. Advertisement has the power to change the mindset and attitude of people. It has been observed that advertising is the reflection of the culture of a nation.

Objectives of the Study

1. To identify the influence of advertisement on shopping among LIS professionals.
2. To know the media which create intention of advertisement on shopping among LIS Professionals.
3. To know the function of advertisement which is intended by the LIS Professionals.

4. To identify the prefer day to shopping by the LIS professionals.
5. To know the level of satisfaction regarding advertisement on shopping among LIS professionals.

Hypotheses

1. There is no significant difference exist between gender wise respondents with functions of advertisement on shopping.
2. There is no significant difference exist between qualification wise respondents with functions of advertisement on shopping.

Methodology

The study is carried out to analyze the impact of advertisement on shopping among LIS professionals in Chennai District. A well structured questionnaire was designed to collect the relevant data for the study. A total of 300 questionnaires were distributed and 250 questionnaires received after filling the data and the response rate is 75%. The data collected were converted into SPSS for data analysis.

Data Analysis and Interpretation

The demographic information of the respondents is given in Tables below:

Correspondence

Wilson Paul. G

E-mail: wilsonpaulgi@gmail.com, Ph. +9190430 03310

Table I. Gender-Wise Distribution

Gender	Frequency	Percent
Male	127	50.8
Female	123	49.2
Total	250	100.0

It is evident from table I that majority of the respondents' are male 127 (50.8%) followed by female

123 (49.2%). It is concluded that male respondents are slightly higher than that of female respondents.

Table II. Educational Qualification wise distribution

Qualification	Frequency	Percent
Bachelor	20	8
Master	105	42
MPhil	110	44
PhD	15	6
Total	250	100

Table II shows that majority of the respondents have completed MPhil degree 110 (44%), followed by Masters Degree by 105 (42%) of the respondents, which

is followed by Bachelors degree by 20 (8%) of the respondents and only 15 (6%) of the respondents have completed PhD degree.

Table III. Designation wise distribution

Designation	Frequency	Percent
Assistant Librarian	118	47.2
Librarian	132	52.8
Total	250	100

Table III shows that majority of the respondents are Librarian 132 (52.8%) and 118 (47.2%) of the

respondents are Assistant Librarian.

Table IV. Respondents Rating on Functions of Advertisement

Statements	Agree	Disagree	Total
Create awareness	225 (90%)	25 (10%)	250 (100)
Motivate to shopping	223 (89.2%)	27 (10.8%)	250 (100)
Impress to buy	228 (91.2%)	22 (8.8%)	250 (100)

With regard to respondent's rating on Functions of Advertisement, majority (90%) of the respondents have agreed that it creates awareness while only 10% of them not agreed. In order to find out the significance

difference between gender wise respondent's personal opinion with functions of advertisement on shopping factors, one-way ANOVA was used and results of the ANOVA tests.

Table V. Relationship between Gender of the respondents and Functions of Advertisement

Statement	Source	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Create awareness	Between Groups	1.832	1	1.832	21.987	0
	Within Groups	20.668	248	0.083		
	Total	22.5	249			
Motivate to shopping	Between Groups	1.511	1	1.511	16.598	0
	Within Groups	22.573	248	0.091		
	Total	24.084	249			
Impress to buy	Between Groups	1.999	1	1.999	27.442	0
	Within Groups	18.065	248	0.073		
	Total	20.064	249			

It is noted from the above table that the significant level of Create awareness is 21.987 and its p value is .000, followed by motivate to shopping is 16.598 and its p value is .000, and the significant level of impress to buy is 27.442 and its p value is .000. Hence it

concluded that Null hypothesis accepted for all statements. There is no significant difference between ratings of the gender wise respondents with functions of advertisement.

Table VI. Relation between the qualification wise respondents with function of advertisement

Statements	Source	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Create awareness	Between Groups	13.409	3	4.47	120.95	0
	Within Groups	9.091	246	0.037		
	Total	22.5	249			
Motivate to shopping	Between Groups	13.393	3	4.464	102.726	0
	Within Groups	10.691	246	0.043		
	Total	24.084	249			
Impress to buy	Between Groups	13.509	3	4.503	169.009	0
	Within Groups	6.555	246	0.027		
	Total	20.064	249			

It is observed in the table-VI that the significance level for create awareness is 120.950 and its p value is .000, the significance level for motivate to shopping is 102.726 and its p value is .000, and the significance level for impress to buy is 169.009 and its p value is .000.

Since the significant level is less than the accepted level of 0.05, Null hypothesis is accepted for the statements. Hence there is no significant difference exist between the qualification wise respondents with functions of advertisement.

Table VII. Level of Satisfaction regarding the functions of advertisement on shopping

Satisfaction	No. of respondents	% of respondents
Satisfied	173	69.2
Neutral	67	26.8
Dissatisfied	10	4.0
Total	250	100

Table VII shows that majority 173 (69.2%) of the respondents are satisfied with the functions of advertisement, followed by 67 (26.8%) of the respondents are neutral and 10 (4%) of the respondents are dissatisfied with the functions of advertisement on shopping.

Findings

1. The respondents all are thinking that advertisement is important for shopping and it influences shopping trend.
2. Majority of the respondents are male 127 (50.8%) followed by 123 (49.2%) are female.
3. Majority of the respondents are MPhil degree 110 (44%), followed by 105 (42%) of the respondents are Master degree, 20 (8%) of the respondents are bachelor degree and 15 (6%) of the respondents are PhD qualification.
4. That majority of the respondents are Librarian 132 (52.8%) and 118 (47.2%) of the respondents are Assistant librarian.
5. Majority of the respondents 225 (90%) agreed that the advertisement create awareness followed by 25 (10%) of the respondents are disagreed.
6. Majority of the respondents 223 (89.2%) are agreed that the advertisement motivate to shopping, followed by 27 (10.8%) of the respondents are disagreed with the statement of the functions of advertisement.
7. Majority of the respondents 228 (91.2%) are agreed with the statement that the advertisement impress to buy, followed by 22 (8.8%) are disagreed with the statement.
8. Majority of the respondents 159 (63.6%) are shopping more than twice in a year.
9. Majority of the respondents 141 (56.4%) are prefer to shop on festival days.
10. Majority of the respondents 170 (68%) are prefer branded things when shopping.
11. Majority 173 (69.2%) of the respondents are satisfied with the functions of advertisement, followed by 67 (26.8%) of the respondents are neutral and 10 (4%) of the respondents are dissatisfied with the functions of advertisement on shopping

Conclusion

This study aimed to explain the significant difference between the respondent's gender and respondent's qualification with the functions of advertisement statements that support the study's

hypotheses. From the findings some suggestion are given by the researcher that the impact of advertisement should increase the attitude of the respondents create awareness, motivate to shopping and impress to buy etc. Media get more intention to create impact of advertisement on shopping among LIS professionals.

References

1. [http://www.slideshare.net/vanee09/questionnaire on – advertisement.](http://www.slideshare.net/vanee09/questionnaire-on-advertisement)
2. <http://www.emeraldinsight.com/journals.htm?articleid=1931055&show=html>
3. Kenneth Roman, Jane Maas, Martin Nisenhaltz (2003), How to Advertise : what works, what doesn't and why, 3rd ed, Kogen page, London.
4. Sangeeta Sharma, Raghuvir Singh (2008), Advertising: Planning and Implementation, Prentice-Hall of India pvt ltd, NewDelhi.