



A STUDY ON IMPACT OF ADVERTISING ON CONSUMER'S ACCEPTABILITY OF NEW PRODUCT IN MADURAI CITY

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ABSTRACT:

Advertising plays a pivotal role in influencing consumer behavior, especially in the acceptance of new products. This study explores the impact of advertising on consumer's acceptability of new products in Madurai city, a region known for its rich cultural heritage and evolving market landscape. The paper aims to assess how different advertising strategies, including message content, media channels, emotional appeal, and frequency, affect consumer awareness and purchasing decisions. The study adopts a descriptive research design, utilizing both primary and secondary data. Primary data is collected through structured questionnaires from a stratified sample of consumers across various demographic categories such as age, gender, income, and education. This paper also highlights the effectiveness of traditional advertising methods like television and print media compared to digital platforms such as social media and online advertisements. The study provides valuable insights for businesses and marketers to develop targeted advertising campaigns that align with the preferences and expectations of consumers in Madurai city. The research contributes to a deeper understanding of how advertising impacts consumer behavior in a semi-urban market, offering recommendations for enhancing the success rate of new product launches.

KEYWORDS:

ADVERTISING, CONSUMER ACCEPTABILITY, NEW PRODUCT, CONSUMER BEHAVIOR, MARKETING STRATEGIES.

1.1 INTRODUCTION:

Advertising plays a pivotal role in the marketing of new products, influencing consumer behavior and brand perception. It serves as a powerful communication tool that helps businesses promote their products and services to a wider audience. In today's competitive market, advertising not only creates awareness about new products but also shapes consumers' opinions and purchasing decisions. This study focuses on understanding the impact of advertising on consumers' acceptability of new products in Madurai city, exploring how various advertising mediums and strategies affect consumer preferences and buying behavior.

1.2 STATEMENT OF THE PROBLEM

The introduction of new products in a competitive market like Madurai often poses challenges for businesses, as consumers tend to rely on familiar brands and established products. Advertising serves as a crucial tool to create awareness, generate interest, and build trust in new products. However, not all advertising efforts lead to consumer acceptance, as factors such as cultural relevance, communication style, and the medium of advertisement can significantly influence consumer behavior. This study seeks to address the gap in understanding how advertising impacts the acceptability of new products in Madurai, a

city known for its unique blend of traditional values and modern aspirations.

1.3 OBJECTIVES OF THE STUDY

- To examine the influence of advertising on consumer's awareness and acceptability of new products in Madurai city.
- To assess how advertising message content, emotional appeal, and frequency impact consumer perceptions and purchase decisions.
- To provide recommendations for businesses and marketers to develop targeted advertising strategies that enhance consumer acceptability and product adoption in Madurai city.

1.4 METHODOLOGY

1.4.1 RESEARCH METHODOLOGY

The study adopts a **descriptive research design** to analyze the **impact of advertising on consumers' acceptability of new products in Madurai city**. This design helps systematically describe the relationship between **advertising strategies and consumer behavior**. It focuses on how factors like **message content, media platforms, emotional appeal, and frequency** influence consumer awareness and product adoption. Data is

collected through **structured questionnaires**, providing both **quantitative and qualitative insights**. This approach helps identify **consumer preferences, patterns, and the effectiveness of different advertising mediums**, offering valuable guidance for businesses to improve their marketing strategies.

1.4.2 SAMPLING METHOD

The study uses **Simple Random Sampling** to ensure that each individual in the target population has an **equal chance of selection**. This method minimizes bias and provides a **fair representation** of consumers in **Madurai city**. The sample includes consumers from various **age groups, genders, income levels, and educational backgrounds**. With a target sample size of **100 respondents**, this approach helps gather **unbiased opinions** on how advertising affects consumer acceptability of new products, ensuring statistically reliable and objective findings.

1.4.3 PRIMARY AND SECONDARY DATA

PRIMARY DATA

Primary data is collected directly from consumers in **Madurai city** through **structured questionnaires**. It provides firsthand information on consumer awareness, perceptions, and purchasing decisions influenced by advertisements. This data helps in understanding the **real-time impact of advertising** on consumer acceptability of new products.

SECONDARY DATA:

Secondary data is gathered from **books, journals, research articles, and websites**. It supports the study by providing background information on advertising concepts, consumer behavior models, and previous research findings, helping to frame the theoretical foundation of the study.

1.4.4 SAMPLE SIZE

A sample size of 100 respondents of new product users in Madurai city will be surveyed.

1.4.5 STUDY OF THE AREA

The study focuses on Madurai city as the selected research area to analyze impact of advertisement consumer acceptability of new products.

1.5 DATA ANALYSIS

TABLE 1.5.1

RESPONDENTS OF AGE WISE CLASSIFICATION

Age	No. of Respondents	Percentage
18-25	50	50%
26-35	32	32%
36-45	14	14%
45&above	4	4%

Total	100	100%
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Source: primary data

INFERENCE:

The table shows the age-wise distribution of respondents in the study on the impact of advertising on consumers' acceptability of new products in Madurai city. The majority of respondents (50%) are from the 18-25 age group, indicating that young consumers are more influenced by advertisements. The 26-35 age group accounts for 32%, playing a significant role in product acceptability. The 36-45 age group represents 14%, while only 4% of respondents are 45 and above, suggesting that older consumers are less influenced by advertisements. This highlights that younger consumers are the key target audience for businesses promoting new products in Madurai city.

DIAGRAM 1.5.1

RESPONDENTS OF AGE WISE CLASSIFICATION

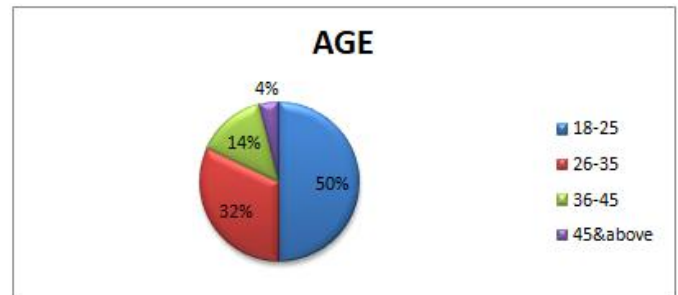


TABLE 1.5.2

THE PURCHASING BEHAVIOR OF RESPONDENTS ON A NEW PRODUCT BASED ONLY ON AN ADVERTISEMENT.

Scale	No. of Respondents	Percentage
Yes, Multiple times	29	29%
Yes, but only once or twice	20	20%
May be, but not sure	25	25%
No, I always Verify before purchasing	18	18%
No, I never trust advertisement	8	8%
Total	100	100%

Source: Primary Data

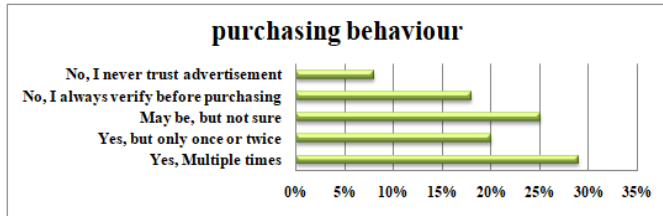
INFERENCE:

It reveals that 29% of respondents have purchased products multiple times solely based on advertisements, showing a high influence of advertising. 20% of consumers made purchases once or twice, indicating moderate trust, while 25% are unsure if ads influenced their decisions. 18% of respondents prefer verifying product details before buying, reflecting a cautious approach. A small

portion (8%) never trust advertisements. This highlights that while advertising significantly impacts consumer behavior, some consumers still rely on additional product information before making purchases.

DIAGRAM: 1.5.2

THE PURCHASING BEHAVIOR OF RESPONDENTS ON A NEW PRODUCT BASED ONLY ON AN ADVERTISEMENT



1.6.1 FINDINGS:

1. The 18-25 age group shows the highest level of influence from advertisements, indicating that young consumers are more receptive to promotional campaigns compared to older age groups.
2. About 29% of consumers purchase products multiple times based on advertisements, reflecting that a significant portion of consumers trust advertisements without verification. However, 18% prefer verifying product details before making any purchase.

1.6.2 SUGGESTIONS:

1. Businesses should design customized advertising campaigns based on different age groups and

demographic segments to maximize consumer reach and product acceptability.

2. The growing popularity of social media and digital platforms, companies should invest more in online advertisements to attract younger consumers who are more active on digital media

CONCLUSION

The study on the **Impact of Advertising on Consumer's Acceptability of New Products in Madurai City** highlights that advertising plays a crucial role in shaping consumer awareness and buying decisions. Younger consumers are more influenced by social media and digital platforms, while older groups still prefer television and print media. The research points out that credible and transparent advertising builds consumer trust. Businesses can use these insights to create targeted campaigns with emotional appeal and accurate product information, ultimately boosting product acceptability and business success in Madurai's competitive market.

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