



Advertisements And Brand Selection And Brand Perception: A Study Of Customer Behavior In Andhra Pradesh

Dr. K. Tirupaliah^{1*}, Dr. G. Anita²

^{1*}Dept of Journalism and Mass communication, Acharya Nagarjuna University, Guntur
Head & Chairman, BOS, Dept of Journalism and Mass communication, Acharya Nagarjuna University, Guntur,
anita_kolla@yahoo.com

***Corresponding Author:** Dr. K. Tirupaliah

²Dept of Journalism and Mass communication, Acharya Nagarjuna University, Guntur

Abstract

Products, brands and advertisements are integral parts of the marketing. They seem to work together in bringing qualitative and quantitative changes in the lives of the public. Apart from the text and design semiotics which are part of the advertisement seems to play crucial role in their success. The markets in the capital region in Andhra pradesh seem to be growing after the division of the state and the formation of the new capital. In this context the researcher tired to study the contribution of these semiotics to the success of the advertisement.as a part of the brand building and brand selection semiotics in advertisement seems to be mediating the success. To understand their role of creating impact among the youth the researcher tried to conduct a study. A total of 512 were surveyed and it has been found that semiotics play a mediating role in brand perception and brand selection among the youth with the help of pictures, background music, vividness etc.

Keywords: Semiotics, Mediating role, Brand perception, Brand selection

Introduction

"The art of the modern world" advertising can be noticed in all forms of media, whether they be print, electronic, or social (Danesi, 2004, 273). As the media has recently become more technology oriented and computerized, consumer advertisements are exhibiting conventional and non-conventional indications, linguistic and nonlinguistic variations. The challenges of identity and expression have been transformed in communication with the support of modern technology by changing the images, objects, vividness, colours, font styles and sizes to successfully promote the goods. Consumer advertisements can occasionally take the shape of still images in audio-visual media.

As the media has recently become more technology oriented and computerised, consumer advertisements are exhibiting conventional and non-conventional indications, linguistic and nonlinguistic variations. This trend applies to other media as well. In consumer advertisements, it has been noted that certain concepts, notions, and beliefs are constructed against a social and cultural backdrop. For instance, certain consumer commercials construct ideas about gender, family, happiness, success, and culture. The challenges of identity and expression have been transformed in communication with the support of modern technology by changing the images, objects, vividness, colours, font styles and sizes to successfully promote the goods. Consumer advertisements can occasionally take the shape of still images in audio-visual media. Advertisements are viewed and appreciated, and this results in the emergence of new cultural notions and attitudes. The consumer commercials generate consumer culture, shattering preexisting social norms and also fostering a new exclusionary society.

Need of the study

Andhra Pradesh, a recently constituted state, has been looking for solutions for the growth of different important sectors that need to be supported. Several cities in the including Vijayawada and Guntur have turned out to be the hubs of activity whereas these cities together turned out to be a political, governance and corporate capital also. As not many studies were done earlier in the state with regard to advertising it is necessary to conduct relevant studies, design and develop models which would help the profession to maximize the benefits from information accessed by the customers from various sources of mass communication.

Due to the entry of large corporate houses in the healthcare, tourist, automotive, and medical industries, niche business activities have grown. To specifically get the attention of clients, some business communities have revised their communication tactics. Big players who were formerly in Hyderabad, the former capital of Andhra Pradesh, have begun to enter this newly growing capital city of Amaravati. The new Andhra Pradesh had developed into a potential area with a sizable number of people who are natives of AP and those who moved from Telangana to make a living have begun to migrate back to their home state. Taking into account the magnitude of commerce and business that were developed since 2014 the capital had grown to be a significant source of clients. In the given situation of the expansion of trade and business as well as the demand for advertising the researcher intended to investigate how consumers felt about

advertisements. In this context, the researcher chose the capital city to understand how advertisements affect young people with a focus on semiotics.

Objectives of the Study

In view of the above conditions the study was taken up with the following objectives. The study is done

- To know the customer and their purchase behaviour.
- Measure the extent of customer's perception and their buying behaviour.
- To understand the status of brand selection through semiotics in the advertisements
- To understand the status of brand perception through semiotics in the advertisements

Methodology

For a thorough understanding of teenage and adult behaviour, markers of advertising semiotics, and consumer perception the research study used quantitative approaches. A quantitative approach used the Survey method to assess the impact of advertisements with particular regard to semiotics. As a part of study of customers' perception in Amaravathi Capital region, data was collected from primary sources by means of survey. A survey was carried out to investigate the circumstances, situations, or value-appraise; to ask (someone) for information regarding a particular feature of a group or area; to see or consider thoroughly; and to inspect, and scrutinise the current system. Sample was collected from both the cities of Vijayawada, Guntur and few rural areas that come in to capital region by means of purposive sampling procedure. The research setting of the study, Capital region of AP, Amaravati offers a wide scope due to its continuous migration of younger generations from its capital city. Hence the researcher thought that this would best suite to study the research topic as it reflects the cultures of diversified people of the state of AP.

The data was collected through a structured questionnaire over a period of three months starting from January 2022 to March 2022. The researcher constructed a structured questionnaire based on a detailed review from secondary data. A total of 532 questionnaires were received by the researcher at the end of the data collection session. Finally questionnaires of 512 respondents who reside in rural & urban places of Vijayawada & Guntur Cities were considered. Based on the conceptual model the following hypotheses were prepared.

Differences in Vividness, Music, Pictures, Colors, Signs, Symbols, Logos, Brand selection and Brand perception by gender, age, nativity, income, and education

Null Hypothesis (H₀): With regard to Vividness, Music, Pictures, Colors, Signs, Symbols, Logos, Brand selection and Brand perception there is no significant difference in the mean scores by gender, age, nativity, income, and education.

Alternative Hypothesis (H_a): With regard to Vividness, Music, Pictures, Colors, Signs, Symbols, Logos, Brand selection and Brand perception there is significant difference in the mean scores by gender, age, nativity, income, and education.

Mediation Analysis with reference to various variables and predicting Brand selection mediated by Brand perception.

Null Hypothesis (H₀): There is no significant mediation effect of brand perception in the relationship between variables such as Vividness, Music, Pictures, Colors, Signs, Symbols, Logos and brand selection.

Alternate Hypothesis (H_a): There is significant mediation effect of brand perception in the relationship between variables such as Vividness, Music, Pictures, Colors, Signs, Symbols, Logos and brand selection.

Discussion

According to the frequency of buying products based on brands more than half of the respondents are buying the branded products very regularly and regularly especially products like Electronics and Automobiles, Life style, Beauty and Entertainment and Food and Beverages. This is because most of the people are looking towards corporate world and those who want to get in to the niche network are more focused on branded products or those who are already at that level might be polishing their outlook with the branded products to maintain status in society. Even though many new products are launched in the market at regular intervals the youth prefer brand new items but when it comes to health and medical, there is no option to go for better brands instead of those prescribed by doctors.

The data showed that except in case of income there is no correlation of variables of age, gender, income, nativity and education with following of advertisements for purchasing of products. In one such study of Toshie and Chizuru (2000) has shown that advertisements for existing items had greater penetration than those for new products.

Brand perception: Respondents strongly feel that the time, cost and discount provoke their perception and attraction towards advertisements and buying behavior of the products. In the given options of famous celebrity, cost, discount and availability half of the people have agreed that famous celebrities influence their perception followed by neither (26.4%) and strongly agree (13.1%) because, famous celebrities always create remarkable vibes about the product in the advertisements.

When it comes to cost, 40.4% strongly agreed and more or less the same have agreed (35.0%) to that point. Many of the people look at cost while selecting a product. Those who are below the age of 25 years, generally would search for job or would have joined job recently. So they always look for competent cost. Discount plays a vital role in perception and half of the respondents strongly agreed to it. That is the reason why most of the people wait for festival sessions to get

more discounts. Generally bonus is declared for employees during Dusserah, Diwali and for few more festivals which are celebrated on a grand note in India. And when it comes to availability, most of them are using famous brands and products where they can get the spare parts, accessories, services etc. If we talk about the One plus brand mobiles, the availability is very poor but most of the youth are interested to buy. If it is not available then only the customers would opt for other brands. If the product is not available despite the vigorous advertising with back to back commercials, finally the brand lags behind where another brand tries to provide the goods and services to potential customers.

Semiotics and others: Concepts, Visuals, Colors, Signs, Symbols and Vividness in the advertisements are frequently observed by one third of the respondents. Probably the reasons could be that visuals entice human beings. Visual impact of any sort of advertisement, on every visual medium, is often captivating. Take into account how the advertisement matches the entire message and how the target audience will respond, from imagery and colour scheme to height, shape, depth, and thickness of the text. If a company caters to a certain demographic, it is crucial to comprehend the significance of colours. Many firms select red as their main colour since it is thought to be powerful in India, whereas green is associated with prosperity because it represents love, survival, and desire. Red is used by companies like Coca-Cola and McDonald's to portray themselves as significant in the eyes of the consumer.

Table.1 provides the results of a t-test aimed at examining potential gender differences in the mean scores of brand selection.

Upon closer examination, it becomes apparent that the mean score for brand selection among males ($M = 45.65$) is slightly lower than that among females ($M = 46.85$), although the difference is not extreme. The standard deviations (SD) reflect the variability in brand selection scores within each gender group, and the sample sizes for males and females are 297 and 215, respectively, indicating the number of participants in each group.

The t-statistic, a measure of the difference between the means relative to the within-group variability, is computed as -2.16. This t-statistic is associated with a p-value of 0.031, suggesting statistical significance. This implies that there is a statistically significant difference in the mean scores of brand selection between males and females.

Additionally, the moderate effect size (Cohen's $d = 0.19$) indicates that the observed difference, while statistically significant, is also practically meaningful. In essence, this analysis suggests that there is a noteworthy gender-based divergence in how individuals select brands, with females tending to score slightly higher on brand selection than males. This difference, while not extreme, holds practical implications within the context of brand selection decisions.

Table.1 : t-Test for Brand selection by gender

Variable	MALE			FEMALE			<i>t</i>	<i>p</i>	<i>d</i>
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>			
Brand selection	45.65	5.97	297	46.85	6.48	215	-2.16	.031	0.19

Note. $N = 512$. Degrees of Freedom for the *t*-statistic = 510. *d* represents Cohen's *d*.

Differences in Brand selection by age, nativity, education, and income.

Null Hypothesis (H_0) : There is no significant difference in the mean scores of brand selection among different age, nativity, education, and income groups in the population.

Alternative Hypothesis (H_1) : There is a significant difference in the mean scores of brand selection among different age, nativity, education, and income groups in the population.

Table 2 displays the outcomes of an analysis of variance (ANOVA) aimed at exploring the potential influences of age, nativity, education, and income on scores related to brand selection. The results indicate that both education and income levels significantly influence brand selection scores, while age and nativity do not demonstrate significant effects within the studied population, as indicated by non-significant F-statistics and p-values. The analysis underscores the importance of education and income as factors influencing brand selection scores in this context, highlighting their role in shaping individuals' preferences and choices.

Table 2 : Analysis of Variance Table for Brand selection by age, nativity, education, and income

Term	<i>SS</i>	<i>df</i>	<i>F</i>	<i>p</i>	η^2
Age	369.10	4	2.57	.037	0.02
Nativity	205.21	3	1.90	.128	0.01
Education	793.18	4	5.52	< .001	0.04
Income	687.12	3	6.38	< .001	0.04
Residuals	17,848.75	497			

Brand perception

Difference between the male and female categories of gender and of correlation brand perception.

Testing hypothesis

Null Hypothesis (H0) : There is no significant difference in the mean scores of brand perception between males and females in the population.

Alternative Hypothesis (H1) : There is a significant difference in the mean scores of brand perception between males and females in the population.

Table 3 presents the results of a t-test aimed at exploring potential gender differences in the mean scores of brand perception.

Upon closer examination, it becomes evident that the mean score for brand perception among males (M = 62.26) is noticeably lower than that among females (M = 64.73), suggesting a substantive difference in how males and females perceive the brand. The standard deviations (SD) reflect the variability in brand perception scores within each gender group, while the sample sizes for males and females are 297 and 215, respectively, indicating the number of participants in each group.

The t-statistic, a measure of the difference between the means relative to the within-group variability, is computed as -3.86. This t-statistic is associated with an exceptionally low p-value of less than .001 (< .001), indicating that the observed difference in brand perception scores between males and females is highly statistically significant. Furthermore, the moderate effect size (Cohen's d = 0.34) highlights that the observed difference, while statistically significant, also bears practical significance.

In summary, this analysis provides robust evidence to support the notion of a substantial gender-based discrepancy in brand perception. Females tend to exhibit higher brand perception scores compared to males. This difference, characterized by its statistical and practical significance, underscores the pivotal role of gender as a significant factor influencing brand perception within this context.

Table 3 : t-Test for brand perception by gender

Variable	MALE			FEMALE			t	p	d
	M	SD	n	M	SD	n			
Brand perception	62.26	6.93	297	64.73	7.48	215	-3.86	< .001	0.34

Note. N = 512. Degrees of Freedom for the t-statistic = 510. d represents Cohen's d.

Differences in brand perception by age, nativity, education, and income

In summary, the results of Table 4 indicate that nativity, education, and income levels significantly influence brand perception scores, while age does not demonstrate a significant effect within the studied population, as indicated by a non-significant F-statistic and p-value. The analysis underscores the importance of nativity, education, and income as factors shaping brand perception within this context, emphasizing their roles in influencing individuals' perceptions and evaluations of brands.

Table 4 : Analysis of Variance Table for brand perception by age, nativity, education, and income

Term	SS	df	F	p	η^2
Age	187.30	4	0.97	.425	0.01
Nativity	812.82	3	5.59	< .001	0.03
Education	811.95	4	4.19	.002	0.03
Income	783.71	3	5.39	.001	0.03
Residuals	24,068.15	497			

Suggestions

Based on the differential study and mediation analysis the following suggestions may be considered for making the advertisements more effective and successful.

- **Brand selection:** There is a noteworthy gender-based divergence in how individuals select brands, with females tending to score slightly higher on brand selection than males. Study suggests that individuals from different places of birth tend to score brand selection similarly. Varying levels of education have a discernible impact and so is income which is associated with variations in brand selection scores. Education and income as factors influencing brand selection scores in this context, highlighting their role in shaping individuals' preferences and choices becomes important.
- **Brand perception:** Levels are different between the male and female categories of gender in brand perception. A substantive difference in how males and females perceive the brand has been noticed in the study. The observed difference in brand perception scores between males and females is highly statistically significant. Nativity, education, and income levels significantly influence brand. Based on the above observations the advertisers can judiciously make use of semiotics for the success of the advertisements.

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