# Factors Affecting the Public Opinion of Advertisements with respect to Apparels

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*Abstract*— In the present time of data blast and the universe of media, promotions assume a noteworthy part in changing the conduct and state of mind of shoppers towards the items appeared in the commercials. The promotions not just change the method for item is devoured by client however modify the state of mind with which they take a gander at the item. Everywhere throughout the world, ads have been utilized since ages for a wide assortment of brands. For in the course of the most recent two decades, a sharp increment in notices per brand has been seen. Ads have awesome impact in buying choice of clients for specific brands. The present study investigates various factors that affect the public opinion of advertisements especially for apparels. The study is also to assess the influence of demographic factors on the public opinion of advertisement towards apparels. By taping more than 200 responses we analyzed the data using ANOVA and T-test to get the valid output through SPSS package. Thus this research will benefit organizations in creating better ads keeping in mind the factors that stimulate people to buy the product after watching advertisements and how they can do more publicity. Also it will help the firms in effective planning of promotional mix and take further advertisement related decisions.  .

*Keywords*— Advertisements, Public Opinion, apparels, demographic

## I. INTRODUCTION

The importance of advertising is continually growing in today's world. Communication as a way of sharing data and experience between people.              It's associate activity or method that entails mutual partaking or exchange of ideas, data, feelings, emotions and reactions (Unoh, 1991 cited in Okoro and Agbo, 2003). Communication could be a vital issue for any important growth to require place within the society.

Online, TV, Radio or the other kinds of media is a necessary medium of communication for achieving growth within the society. Thus, this analysis can target the reviews which are able to examine the factors that have an effect on the general public opinions of advertisements with respect of apparels.

Public opinion will be outlined as the advanced assortment of opinions of the many totally different individuals and also the total of all their views." Public opinion analysis may be a thanks to live the opinion of an outsized population by finding out a random sample of that population utilizing surveys, in-depth interviews and focus cluster discussions.

Public opinion research is important because it:
- **Identifies the information** required to handle structure and service related problems of Organization.

- **Weighs public perception on a selected issue** like once politicians decision to raise citizen opinions on native or national policies, or news agencies.
- **Reflects public issues, beliefs, and values.** What issues are individual aware of? Which of these issues do they think are most important?

Most people have detected the phrase, *"Perception is Reality"*. Public opinion analysis is an essential piece of the puzzle once attempting to uncover what individual really think.

Advertisements are of nice importance for any endeavor because it attracts individuals to use the actual service. Most of the businessmen are exploitation numerous completely different means that of communication to achieve individuals round the world and switch them into leads that may be more become potent customers. There are various ways of putting up an advertisement as per the audience to be addressed. Most of the people use to emerge for these advertisements terribly rigorously the specifications and potency of the featured product. However, it's not possible for somebody to advise the fact check through these advertisements, therefore so as to urge clearer plan a couple of explicit service one should opt for people's feedback a couple of explicit product or service and these feedbacks should even

be real as a number of them perhaps finished faux promotion. Thus, Advertising above all has become associate degree indispensible mode of communication with the market. Advertisement is a medium thought of to be vital in delivering the message to its audience as a quickest medium in making awareness regarding merchandise among shoppers.

Today, it's unthinkable to expect people, particularly in urban areas, to pay their cash shopping for product of that they haven't detected a issue. People grasp what's within the market then select what they require. Nothing is additional satisfying than this, for then one gets his or her money's value. However advertising has been not solely a boon, but also a bane in many ways. Therefore it's necessary to check the assorted factors that have an effect on the general public opinion of advertisements.

## II.  REVIEW OF LITERATURE

Syed. M et al (2013), conducted a study aimed to investigate the public opinion about advertising in Pakistan has contributed to the literature that perceptions towards advertising may be classified in seven groups i.e., a) Skeptic; b) Ecstatic; c) Sarcastic; d) Trendy; e) Rationalist; f) Dogmatic; and g) Sagacious. Sanguine (Ecstatic, Rationalist, Trendy and Sagacious); This school of thought has very encouraging, positive and hopeful and cheerful attitude towards advertising and its contribution towards society and economy. Antagonistic (Sarcastic, skeptic and Dogmatic) this school of thought have very negative cynical and distrustful attitude towards advertising.

Nan X. (2015) examined consumers' changing beliefs toward advertising in the 1990s. In this research survey was conducted based on the national representative and trend analysis was used. This study found a decreasing linear trend in evaluation of advertising's informational value and an increasing linear trend in openness to advertising content. Consumers also seem to become less critical of advertising's negative social effect over time.

Sharon Shavitt Pamela lowrey and James haefner 1998 conducted a research on public attitude towards advertising and found that public holds a moderately favorable view of advertising on a number of dimensions. Americans tend to enjoy advertisements they want to see, and they tend to find that advertising is great source of information and it also*T* guides in the decision making while product purchase.

Uchenna Cyril Eze & Chai Har Lee (2012), conducted a research on Consumers' Attitude towards Advertising and found that Economic condition had a positive influence on attitudes towards advertising. The results also indicate that there is a positive effect of product information on attitudes

towards advertising and finally concluded that the more positive perception consumers have on economic conditions in a specific society, the higher the chances that they will have positive attitude towards advertising.

Hiram Ting & Ernest Cyril de Run (2015) researched on Attitude towards Advertising: A Young Generation Cohort's Perspective found that that negative advertising, which is more than often used to generate awareness and interest, may not work well with young generation in developing countries. Given the fact that they are potential consumers with growing purchasing ability, it is essential to understand their beliefs about advertising during adolescence and early adulthood years in order to secure favorable attitude and behavioral intention towards advertising in the long run.

## III. OBJECTIVES

- To identify the factors that affects the public opinion of Advertisements with respect to apparels.
- To study the effect of factors of public opinion of advertisements with respect to different demographic variables.

## IV. RESEARCH METHODOLOGY:

It is an Empirical as well as Exploratory Study in nature. The main purpose of the study is to find the factors that affect the public opinion of advertisements with respect to apparels.

***The Sample:*** Design: A Standard Questionnaire by Pollay and Mittal 1993 was taken as the base. Sample type: Random Sample of different age groups and gender.
Sample size: The sample size was 213.

***Tools for Data Collection:*** A Standard questionnaire by Pollay and Mittal 1993 of Validity 0.47 to 0.78 was used and the responses were recorded .The questionnaire is split into two sections. The first section deals the demographic factors i.e. Age, Education and Gender. Second section deals with 30 questions/statements related to public opinion towards advertising. For this Likert scale has been used ranging from Strongly Agree to Strongly Disagree and comparative weight from five to one is given, where five is the highest rank.

### *Tools for Data Analysis:*
- Factor analysis is used to minimize the factors to find their effectiveness and variances. For this statistical package SPSS (version 16) with the help of MS excel was used for analysis.
- Statistical technique (at 5% level of significance), ANOVA was used for analyzing the impact of Age and Education on various factors so found.

- T- Test was used for analyzing the impact of Male and Female (Gender) on various factors.

*Hypothesis:*

To know the effects of nine factors affecting public opinion of advertisements with respect of apparels, the following hypotheses have framed:

**Null Hypothesis H$_{01}$:** There is no significant impact or difference between various factors and age and education

**Null Hypothesis H$_{02}$:** There is no significant impact or difference between various factors and Gender

## V. RESULTS & ANALYSIS:

Based on the collected data of 213 respondents nine factors were emerged through factor analysis that affects the Public opinion of Advertisements with respect to Apparels. They are Immorality, Consumer Centric, Negative Perception, Business ethics, Customer Awareness, Positive Impact, Favorable Recall, Favorable Impact and Commercial benefit.

### FACTOR 1: IMMORALITY

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **1.Immorality** | Q.11 | Advertising is making us a materialistic society, overly interested in buying and owning things. | .724 | 3.007 |
| | Q.13 | Advertising promotes undesirable values I our society. | .693 | |
| | Q.25 | Advertising makes people live in a world of fantasy. | .558 | |
| | Q.15 | Advertising makes people buy unaffordable products just to show off. | .529 | |
| | Q.03 | In general, advertising is misleading. | .503 | |

Immorality is the first factor extracted with a total factor loading of 3.007 with highest load of .737 which states advertising is making us a materialistic society, overly interested in buying and owning things highlighting that people while viewing the ads of apparels feel that ads promotes undesirable things, making people buy things

which they don't actually need and it also promotes fancy things which is not the actually needed by the customer.

### FACTOR 2: CONSUMER CENTRIC

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **2.Consumer Centric** | Q.09 | Advertising results in better products for the public. | .752 | 2.566 |
| | Q.08 | Advertising helps raise our standard of living | .702 | |
| | Q.16 | In general, advertising results in lower prices. | .619 | |
| | Q.01 | Advertising is essential with respect to apparels. | .493 | |

This factor was duly extracted with a total factor loading of 2.566 with highest load of .752 which states Advertising results in better products for the public which means public opinion is highly affected by the ads they see .It creates a huge impact on the minds of the consumer, as the ads are made keeping in mind the target segment and thus it not only provides information to the consumers but also help them in knowing about better quality of products thereby raising the standard of living with promotional schemes so that they can compare between different brands and get the best deal

### FACTOR 3: NEGATIVE PERCEPTION

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **3.Negative Perception** | Q.23 | Mostly, advertising is wasteful of economic resources. | .697 | 2.351 |
| | Q.28 | My general opinion of advertising is unfavorable. | .653 | |
| | Q.06 | Most Advertising insults the intelligence of the average consumers | .576 | |
| | Q.21 | Most advertising distorts the value of our youth. | .425 | |

The factor of negative perception with total factor loading of 2.351 is the third factor extracted with highest load of .697 which states that Advertising is wasteful of economic resources signifying that advertisers seek to persuade the

customers and sometimes done in wrong way. Thus they should be careful with their content as the ads create a negative perception on the thought process of audience. It insults the intelligence of People who have less knowledge about the product and brand and moreover demotes the value of youth.

### FACTOR 4: BUSINESS ETHICS

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **4.Business ethics** | Q.26 | There is too much sex in advertising today | .731 | |
| | Q.27 | Because of advertising, people buy a lot of things they do not really need. | .643 | 1.832 |
| | Q.05 | Advertising persuades people to buy things they should not buy | .458 | |

Business ethics is another factor with total factor load of 1.832 with highest load of .731 which states that there is too much sex in advertising signifying that there is use of words and portrayal of unwanted content visually thereby creating a negative impact on children and youth. A large number of businesses resort to unethical and misleading advertising practices in their thirst for greater profits and more consumers thereby convincing public to buy things which they don't actually need it.

### FACTOR 5: CUSTOMER AWARENESS

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **5.Customer Awareness** | Q.29 | In general, advertising promotes competition, which benefits the consumer. | .653 | |
| | Q.07 | From advertising I learn about fashions and about what to buy to impress others. | .627 | 1.871 |
| | Q.02 | Advertising is a valuable source of information about local sales | .591 | |

With a total factor load of 1.871 and highest load of .653 which states Ads promotes competition, which benefits the customer i.e. Advertisement creates awareness by promoting

competition, providing different products as per the fashion and recent trends where the consumer gets to know about the benefit each brand provides. Also it provides information to the people regarding the local sales on each brand which smoothens their purchase behavior.

### FACTOR 6: POSITIVE IMPACT

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **6. Positive Impact** | Q.17 | Advertising helps me know which products will or will not reflect the sort of person I am. | .675 | |
| | Q.24 | Overall, I consider advertising a good thing. | .634 | 1.881 |
| | Q.12 | Advertising tells me which brands have the features I am looking for. | .572 | |

With a total factor load of 1.881 and with highest load of .675 which states Advertising helps me know which products will or will not reflect the sort of person I am which means consumer can relate themselves with the appeal and the product in the ad and can best identify it is suitable or not. An advertisement creates positive impact on the minds of customer, where all the information regarding the product, its features are also mentioned thereby motivating the customer for the final purchase.

### FACTOR 7: FAVOURABLE RECALL

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **7.Favorable Recall,** | Q.14 | Sometimes I take pleasure in thinking about what I saw or heard or read in advertisements | .643 | |
| | Q.19 | Sometimes advertisements are even more enjoyable than other media contents. | .635 | 1.278 |

Favorable recall is another factor with total factor load of 1.278, with highest load of .643 stating that generally I take pride in considering what I saw or detected or browse in advertisements i.e. thereby final that products or brands have each risk of lasting longer within the market place, giving the company a long revenue stream from it. A high top of the mind recall also helps in brand extensions. Every campaign by a consumer and advertising agency aims to make the top

of the mind recall in consumers. Once recall is established, it's always less costly to advertise the product.

### FACTOR 8: FAVORABLE IMPACT

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **8.Favorable Impact** | Q.04 | Quite often advertising is amusing and entertaining. | .765 | 1.349 |
| | Q.18 | In general, advertisements present a true picture of the product advertised. | .584 | |

The factor of favorable impact with total factor load of 1.349 has been extracted with highest load of .765 stating advertising is amusing and entertaining which means that ads are not only the source of information, but it act as major source of entertainment ; appealing the customer to try the product. Also it presents a realistic picture of the product.

### FACTOR 9: COMMERCIAL BENEFIT

| Factor | Question No. | Item | Item Load | Factor Load |
|---|---|---|---|---|
| **9.Commercial Benefit** | Q.10 | Advertising tells me what people with lifestyles similar to mine are buying and using | .567 | 1.074 |
| | Q.20 | In general, advertising helps our nation's economy. | .507 | |

This factor was extracted with total load of 1.074 and with highest load of .567 stating Advertising tells me what people with similar lifestyles to mine are buying and using which means they have the power to influence consumers through effective messaging and highlighting the superiority of a product over the other. Advertising for any business is useful to increase demand thereby a rise in a nation's economy.

### IMPACT OF AGE, EDUCATION & GENDER:

| Factors | Null Hypothesis | F Value | P Value | Result |
|---|---|---|---|---|
| Age | There is no Significant impact of Age on Factor 1 | 0.713 | 0.545 | Accepted |
| Education | There is no Significant impact of Education on Factor 1 | 2.954 | 0.054 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 1 | 0.604 | 0.546 | Accepted |
| Age | There is no Significant impact of Age on Factor 2 | 1.993 | 0.116 | Accepted |
| Education | There is no Significant impact of Education on Factor 2 | 2.13 | 0.121 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 2 | -1.254 | 0.211 | Accepted |
| Age | There is no Significant impact of Age on Factor 3 | 0.984 | 0.401 | Accepted |
| Education | There is no Significant impact of Education on Factor 3 | 3.347 | 0.037 | Rejected |
| Gender | There is no Significant impact of Gender on Factor 3 | 0.19 | 0.85 | Accepted |
| Age | There is no Significant impact of Age on Factor 4 | 1.395 | 0.245 | Accepted |
| Education | There is no Significant impact of Education on Factor 4 | 2.491 | 0.085 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 4 | 0.577 | 0.564 | Accepted |
| Age | There is no Significant impact of Age on Factor 5 | 0.993 | 0.397 | Accepted |
| Education | There is no Significant impact of Education on Factor 5 | 0.818 | 0.443 | Accepted |
| Gender | There is no Significant | -1.012 | 0.313 | Accepted |

| | | | | |
|---|---|---|---|---|
| | impact of Gender on Factor 5 | | | |
| Age | There is no Significant impact of Age on Factor 6 | 0.586 | 0.625 | Accepted |
| Education | There is no Significant impact of Education on Factor 6 | 0.629 | 0.534 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 6 | 1.358 | 0.176 | Accepted |
| Age | There is no Significant impact of Age on Factor 7 | 0.614 | 0.607 | Accepted |
| Education | There is no Significant impact of Education on Factor 7 | 0.444 | 0.642 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 7 | -0.211 | 0.833 | Accepted |
| Age | There is no Significant impact of Age on Factor 8 | 2.431 | 0.066 | Accepted |
| Education | There is no Significant impact of Education on Factor 8 | 4.353 | 0.014 | Rejected |
| Gender | There is no Significant impact of Gender on Factor 8 | -0.113 | 0.91 | Accepted |
| Age | There is no Significant impact of Age on Factor 9 | 0.097 | 0.961 | Accepted |
| Education | There is no Significant impact of Education on Factor 9 | 0.112 | 0.894 | Accepted |
| Gender | There is no Significant impact of Gender on Factor 9 | 0.547 | 0.585 | Accepted |

In the study it was found that all nine hypotheses regarding the impact of Age on individual factors were accepted at 5% level of significance, using one way Anova as P-Values was greater than 0.05 in almost all the cases. It was found that 7 out of 9 hypotheses regarding the impact of Education on individual factors were accepted at 5% level of significance, using one way Anova as P-Values was greater than 0.05 in these cases and the impact of education was found to be not significant in case of Factor 3 and 8. The impacts of Gender on individual factors were accepted at 5% level of significance, using t-test as P-Values were greater than 0.05 in almost all the cases.

## VI. CONCLUSION

Present study shows that different factors affect the public opinion of advertisement with respect to apparels. In present study nine factors were emerged through factor analysis that affects the Public opinion of Advertisements with respect to Apparels. The factors like Immorality, Consumer Centric, Negative Perception; Business ethics shows how ineffective certain ads are and have a lesser impact. At the same time factors like Customer Awareness, Positive Impact, Favorable Recall, Favorable Impact and Commercial benefit boosts the brand image of the company and also the sale of the product. The advertisers should keep in mind the content, values and ethics while advertising a product as it might create a negative perception on the mind of consumer thereby reducing the loyalty of the consumer. The media houses and advertising agencies should ensure that advertisement should not be made for only entertainment purpose, it should are informative and rich in quality content. The ads should focus on the content as it creates favorable recall and in addition to it, it should not hurt the sentiments of target audience. Marketer could use the findings to prepare better advertisements for viewer of different age groups keeping in mind the target group which needs to be focused more. This study is limited to the customer of Indore city only and time was also limited to conduct the research thus a detailed analysis could not be done. Sample size was limited to 213 only which may not give proper result of the study. Thus more samples could have been taken to get more appropriate results. The findings of the study are based on the information given by the respondents, which even had missing information thus it had an impact on results as well. Also the study concluded that Age, education and gender have no significant impact on the factors that affect the public opinion towards advertisements.

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