

Exploring the Effectiveness of Advertisements on Women's Consumer Behaviour – A Special Reference to Tanishq Jewellery

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Abstract:- This study investigates the effectiveness of Tanishq Jewellery advertisements in influencing female consumer behaviour. The research focuses on understanding the impact of advertisements on women's perceptions and purchasing decisions regarding Tanishq Jewellery. A mixed-methods approach was employed, combining qualitative and quantitative data collection method.

Primary data was gathered through structured questionnaires administered to a sample of female consumers who have purchased Tanishq Jewellery. Additionally, secondary data sources were utilized to supplement the analysis.

Furthermore, the study reveals that while a significant proportion of respondents believe that Tanishq advertisements reflect the brand's values and ethos, there is an opportunity to enhance consumer connection by emphasizing these aspects further. Overall, this study provides valuable insights into the effectiveness of Tanishq Jewellery advertisements in influencing female consumer behaviour and offers actionable recommendations for enhancing advertising strategies to drive brand growth and consumer engagement.

Keywords:- Customer Perception, Tanishq Advertisement, Jewellery.

I. INTRODUCTION

Jewellery transcends being merely a collection of gems and valuable metals; it embodies beauty, significance, and fervour. Each piece tells a story, holding within it the hopes of aspirations yet realized, the reminiscences of cherished moments, and the bonds of affection and commitment. It serves as a celebratory emblem, symbolizing milestones and pivotal moments in life

Tanishq stands as one of India's foremost and coveted jewellery brands, renowned for its elegance, craftsmanship, and innovative designs. Established in 1994, Tanishq quickly garnered acclaim for its contemporary and refined jewellery creations, earning widespread popularity and becoming a household name throughout India.

A key element contributing to Tanishq's triumph is its affiliation with Titan Company Limited, a distinguished conglomerate and subsidiary of the Tata Group. This partnership has been instrumental in guiding Tanishq's journey to become India's premier and sought-after jewellery brand. With the backing of Titan, Tanishq maintains its hallmark traits of elegance, craftsmanship, and innovation, presenting patrons with a timeless fusion of tradition and contemporary flair in each jewellery piece. Headquartered in Bangalore, Tanishq boasts 410 retail outlets spanning over 240 cities across India, UAE, the US, Singapore, and Qatar.

More than merely a jewellery label, Tanishq epitomizes a cultural icon, seamlessly blending tradition with modernity

Tanishq's vision aimed at revolutionizing the jewellery shopping experience in India, shifting the focus from mere ornaments to works of art embodying superior quality and enduring beauty.

➤ Objectives of the Study

- To identify the most appealing aspects of Tanishq advertisement.
- To study the impact of advertisement on the buying behaviour of the consumer.
- To Investigate the role of emotional appeals in Tanishq jewellery advertisements and their influence on women's buying behavior.
- To study the satisfaction level of women with respect to advertised product.

➤ Need of the Study

- **Understanding Consumer Behavior:** Investigating how advertisements impact the buying behavior of women provides valuable insights into consumer psychology and decision-making processes.
- **Marketing Strategy Development:** The study can inform Tanishq Jewelry and other marketers about the effectiveness of their advertisement campaigns, helping them tailor strategies to better target their female demographic.
- **Consumer Satisfaction:** Meeting the preferences and expectations of female consumers is crucial for brand loyalty and satisfaction. Understanding the impact of advertisements helps in designing campaigns that

resonate with consumers, leading to higher satisfaction levels.

- **Industry Insights:** Findings from the study can benefit the wider jewelry industry by offering insights into consumer trends and preferences, informing marketing strategies across the sector.

➤ *Research Gap*

Not enough research has been conducted in this particular area, prompting the researcher to select this topic.

II. REVIEW OF LITERATURE

Abayia and Khoshtina (2004), highlighted that advertising plays a crucial role in capturing consumer attention, especially when individuals are actively considering a product. This increased engagement positively influences their inclination to search for more information, often leading them to start by browsing the web. Consequently, companies selling products online are advised to develop marketing strategies that effectively provide relevant product information to consumers within the vast realm of online information.

D. Bharathi. G. P. Ganesh (2018), conducted a research study titled "Female Shopping Behaviour with Reference to Branded Jewellery," highlighting the substantial influence of advertisements on women's purchasing patterns, especially concerning branded jewellery. She emphasizes the pivotal role that advertisements play in shaping consumer behaviour within this sector. Bharathi's study, comprising 50 women consumers from India selected through Convenience Sampling Technique, uncovered that women primarily rely on advertisements as their main source of information and awareness regarding branded jewellery. Through a combination of primary data gathered via questionnaires and secondary data from various sources, Bharathi discovered that 28% of participants regarded advertisements as extremely important in their decision-making process. This underscores the significant impact of advertising on shaping consumer perceptions and behaviours towards branded jewellery among women in India

V. Prasad, (2010), conducted a study titled "A Study on Luxury Products Of Jewellery," which investigates the significance of hallmarking in preventing fraud related to the gold content of jewellery. The research aims to understand customers' perceptions and awareness levels regarding hallmarking when purchasing gold ornaments. Despite the Government of India introducing voluntary hallmarking of gold jewellery through the Bureau of Indian Standards in April 2000, many jewellers continue to sell a portion of their stock without hallmarking. A questionnaire was distributed to a random sample of 285 respondents in Vijayawada city, Andhra Pradesh. Analysis methods such as Cross Tabulation and the Chi-Square Test were employed to assess the independence between various attributes. The study revealed a lack of awareness among customers regarding BIS Hallmarking. Suggestions were provided to enhance

awareness among customers, given the findings indicating low levels of awareness about BIS Hallmarking.

Sunderaraj (2018), conducted a study titled "Impact of Advertisement on Buying Behaviour of Consumers in Sivakasi," which investigated the influence of advertisements on consumer buying behavior in the town of Sivakasi. His aim was to uncover the degree of advertisement influence on consumer behavior in this area. Using a sample size of 125 participants selected through the Convenient Sampling Method, he gathered primary data through questionnaires and supplemented it with relevant secondary data. Sunderaraj's analysis revealed a significant finding: 52.0% of respondents in Sivakasi were influenced by advertisements in their buying behavior. This result highlights the substantial impact of advertising on consumer decision-making processes within the region, emphasizing the influential role that advertisements play in shaping consumer preferences and choices in Sivakasi.

Kumar and Gupta, (2015), emphasized the paramount importance of the consumer in marketing endeavors. They underscored that consumers play a central role in determining what to purchase, for whom, why, from where, and in what quantity. To achieve success as a marketer, one must have a deep understanding of customers' preferences and behaviors. Studying consumer preferences involves not only exploring the factors influencing their purchasing decisions but also delving into their selection process and post-purchase evaluations of goods.

III. RESEARCH METHODOLOGY OF THE STUDY

This study aims to investigate female employees' satisfaction with the work-from-home arrangement. It delves into their perspectives and preferences regarding their preferred mode of work. Consequently, the research adopts both qualitative and descriptive approaches to explore the circumstances and opinions of the respondents.

- **Sample Design:** Sampling involves selecting an adequate number of components from a population. In this study, Mumbai district was chosen using a systematic random sampling technique. Female employees who purchase ornaments influenced by Tanishq advertisements were identified and approached with a well-structured questionnaire
- **Sample Respondent:** The study considers female employees who purchase Tanishq jewelry as respondents. Their opinions are collected and analyzed to address the research questions and hypotheses.
- **Sample size:** The sample size for the study is 100 respondents.
- **Primary Data:** The survey method is chosen in this study, in which well-structured questionnaire will be used to collect the primary data.
- **Secondary Data:** Secondary data relating to the study will be collected from the various books, journals and websites mentioned in the references.
- **Tools applied in the study:** Next, two types of analysis are conducted: descriptive and inferential analysis. The

selection of statistical methods aligns with the study objectives and the characteristics of the data collected from the respondents.

IV. DATA INTERPRETATION

Table 1: Distribution of Respondents by Age

Age of The Respondents	No. of Respondents	Percentage
18-24	60	60 %
25-34	21	21%
35-44	17	17%
45-54	1	1%
55 and above	1	1%

From the above study, it can be said that the majority of the population falls within the 18-24 age group, comprising 60% of the sample.

Table 2: Exposure to Tanishq Jewellery Advertisement

Perception	Respondents	Percentage
Very Frequently	23	23%
Frequently	41	41%
Occasionally	20	20%
Rarely	16	16%

From the above data, it can be said that Tanishq Jewellery advertisements are encountered with varying frequencies. A significant portion, 41%, reports encountering them frequently, followed closely by 23% who encounter them very frequently.

Table 3: Medium of Tanishq Advertisement

Medium	Respondents	Percentage
Television	36	36%
Print (newspapers, magazines)	13	13%
Online (websites, social media)	31	31%
Outdoor (billboards, hoardings)	17	17%
Others	3	3%

Based on the data presented, it is evident that there is variability in the primary medium through which individuals encounter Tanishq Jewellery advertisements within the surveyed population. Television emerges as the predominant medium, with 36% of respondents reporting television as their primary source for encountering advertisements.

Table 4: Appealing Aspects of Tanishq Advertisement

Appealing Aspects	Respondents	Percentage
Visual Aesthetics	23	23%
Emotional Storytelling	26	26%
Celebrity endorsements	18	18%
Unique designs	31	31%
Others	2	2%

From the above table, it can be seen that the most significant appeal lies in the unique designs, with 31% finding this aspect appealing. Emotional storytelling follows closely, appealing to 26% of respondents, while visual aesthetics attract 23% respondents.

Table 5: Impact of Advertisement on the Buying Behaviour of Females

Perception	Respondents	Percentage
Yes, multiple times	25	42%
Yes, once	24	24%
No, but I intend to in the future	42	25%
No	9	9%

From the above data, it can be said that a significant portion of respondents, 42 respondents, have purchased Tanishq Jewellery multiple times after watching their advertisements, while 24 respondents have made a single purchase.

Table 6: Satisfaction Level of Consumers with Reference to Advertised Products

Perception	Respondents	Percentage
Yes	95	95
No	05	05
Total	100	100

Above table clearly indicates that majority of the respondents i.e., 95% were satisfied with the advertised products whereas only 5% were not satisfied.

Table 7: Recommendation of Tanishq Jewellery based on their Advertisement

Perception	Respondent	Perception
Most likely	30	30%
Likely	49	49%
Neutral	16	16%
Unlikely	1	1%
Very Unlikely	4	4%

From the above data, it can be said that Tanishq advertisements have a positive impact on recommendation likelihood, with 30 respondents highly likely and 49 respondents are likely to recommend Tanishq Jewellery to others.

V. FINDINGS OF THE STUDY

- Majority of the respondents (60%) falls in the age group of 18-24 years.
- Majority of the respondents (41%) are exposed to Tanishq advertisement frequently.
- Majority of the respondents (36%) encountered Tanishq advertisement through Television.
- Majority of the respondents (31%) are influenced by the unique design of Tanishq jewellery.

- Majority of the respondents (42%) have purchased Tanishq jewellery after watching advertisement.
- Majority of the respondents (95%) are satisfied with the advertised product.
- Majority of the respondents (49%) are likely to recommend Tanishq Jewelleries to others.

VI. RECOMMENDATIONS

Based on the data findings, several recommendations can be proposed to enhance the effectiveness of Tanishq's advertising strategy. Firstly, there's a necessity to improve relatability, given that only 30% of respondents find Tanishq advertisements relatable to their lifestyle. This could be achieved by diversifying the representation of individuals and situations in advertisements to resonate with a wider audience. Secondly, although majority of respondents feel that Tanishq advertisements mostly represent the brand's values and ethos, there's an opportunity to further emphasize these aspects. Incorporating brand stories that highlight ethical practices, craftsmanship, and inclusivity can strengthen consumer connection and brand identity. Additionally, diversifying advertisement themes beyond festive or celebration-based ones, optimizing call-to-action elements, and expanding the brand's presence across various platforms, including digital and social media, could broaden its reach and appeal to different consumer segments. Moreover, investing in educational content within advertisements to enhance understanding of Tanishq's offerings, leveraging user-generated content for authentic brand advocacy, and continuously monitoring campaign effectiveness for adaptation and improvement are critical strategies. By implementing these recommendations, Tanishq can bolster its advertising efforts, deepen consumer engagement, and drive brand growth in the competitive jewellery market.

VII. CONCLUSION

The results of this research project offer valuable insights into how advertisements affect women's purchasing habits, particularly concerning Tanishq jewellery. The data highlights various significant trends: the considerable impact of Tanishq ads on buying choices and brand image, especially among younger demographics like young adults and students; the effectiveness of emotional storytelling and festive-themed commercials in capturing consumer interest; and the opportunity for improving relatability and conveying brand values in advertising material. These findings emphasize the critical role of well-planned advertising strategies in influencing consumer perceptions and motivating purchases in the competitive jewellery sector.

Drawing from these findings, a set of recommendations is proposed to enhance Tanishq's advertising approach. These suggestions encompass broadening the range of themes and platforms for advertisements, prioritizing the communication of brand values and ethical standards, and refining relatability to connect with a wider demographic. Additionally, strategies such as incorporating educational content, encouraging user-

generated content, and consistently monitoring campaigns are advised to bolster consumer engagement and drive brand advancement. By implementing these suggestions, Tanishq can fortify its position as a premier jewellery brand, adeptly catering to changing consumer preferences while fostering enduring brand loyalty and advocacy. This study contributes valuable insights into the influence of advertising on consumer behavior, offering actionable guidance for Tanishq and other players in the jewellery market.

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