

**INFLUENCE OF ADVERTISING ON THE CLOTHING
PURCHASES OF SELECTED HOMEMAKERS
IN COIMBATORE CITY**

By
BALAMANI, N

**A Dissertation Submitted to the University of Madras
in Partial Fulfilment of the requirements
for the Degree of Master of Science
March, 1969**

ACKNOWLEDGEMENT

The author expresses her deep sense of gratitude to Dr. (Mrs.) Rajammal P. Devadas, M.A., M.Sc., Ph.D.(Ohio State) Principal, Sri Avinashilingam Home Science College, Coimbatore-11, for her valuable suggestions and encouragement. The author records her heartfelt thanks to Mrs. L. Jayalakshmi, M.A., Lecturer in Economics, Sri Avinashilingam Home Science College, for her help and valuable guidance throughout the study. The author expresses her thanks to Miss Sethu Mathavi, M.Sc., Lecturer in statistics for her help in statistical analysis. A special word of appreciation to the selected homemakers for their cooperation in the study.

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I INTRODUCTION

Modern advances in science and technology have changed the simple domestic economy of the past into a complicated business structure. With money as the common medium of exchange and the consumer as the decision maker, the impact of current developments on the economic foundation has been tremendous. Both the dynamism and mutualism of our economy are well illustrated in the current position of consumers. As . Gulati (1969)¹ says 'every one of India's 500 million men, women or children irrespective of his status or vocation is indisputedly a consumer.' Thus in the complexity of the modern economic structure, the consumer assumes a decisive role.

Who is a consumer? Consumer is one who consumes commodities and services to satisfy his wants. To Wyand (1937)² consumption essentially is the application of goods and services by the user for which they were made. So 'every living being in the world is a consumer' says Nystrom (1929)³, since consumption is the utilisation of goods and services in the satisfaction of human wants.

The ultimate destruction of wealth is the consumer's function, and buying is his conventional means of acquiring goods and of expressing his wishes

as opined by Wyand (1937)².

Even though everybody is referred as consumer, the homemakers are conventionally spoken of as consumer-buyers since buying is one of their most important functions. The term consumer buying commonly refers to the process of obtaining by purchases the goods people want to use states Fitzsimmons (1961)⁴; and the problem of buying principally falls on the housewife says Waite et al (1939)⁵. It is the housewife who does the marketing, buying of goods for the family consumption. As Pitkin (1938)⁶ states, 'consumers are mainly women, because division of labour within the family has resulted in delegating the responsibility of buying largely on her'.

As Troelstrip (1957)⁷ points out that women not only purchase most of the goods consumed by the families but also have a large voice in determining what is to be bought. Thus the modern concept of consumer refers to the homemaker who is the director of the family's consumption.

Shopping has fallen into the women's domain today. Men neither have the patience nor the time to go from shop to shop in search of commodities. Further while shopping has a fatiguing effect on men, it is an exhilarating hobby and enchanting pastime for women giving them a psychological satisfaction. (Hindu, 1968)⁸.

Thus very frequently the housewife is spoken of as director of family consumption for she chooses the goods used by the family more than anyone else as opined by Reid (1938)⁹.

The existing economic structures are becoming complex and interrelated with the ever expanding mechanisation, automation, and specialisation in factory, field, and office with the resultant growing volume of physical production as stated by Warner (1958)¹⁰. Consequently it is true to say that the wants of man today are in great measure different from those of his grand parents. So to say the homemaker lives in a world completely different from that of her mother or her grand mother. It is the homemaker who buys the things in the market in the midst of a flood of new goods and services. Thus the homemaker acting in the role of a cooperator does a real service in buying things to satisfy the needs of the family members.

Of the things that she buys, clothing is an important item. As Bigelow (1953)¹¹ says clothing is second in the triumvirate of fundamental necessities. Through the ages man's striving for beauty has been expressed in his use of clothing for personal adornment as well as for utility. For centuries clothes have been symbols of status, prestige and wealth. It has been the prerogative of rank and position.

In the midst of the multiplicity of goods and absence of self-sufficiency, the present generation of homemakers are perplexed because of the innumerable varieties of natural and synthetic fabrics available in the market. Meylinsey (1963)¹² points out that "The mass production of clothing in a wide range of design and colour for every income level compounds the number of choices possible and so complicates the decision making process." The super abundance of fabrics, confuses their minds as what to choose, when and how. They have to make correct decision in buying the correct products of the right price. Their decisions will give directions to the producer as indicated by Cochrane (1956)¹³ "Our economy is one where the consumer's choice is decisive. Consumer's choice channeled back to producers determine how the resources of an economy are used."

The producer undertakes aggressive selling through advertisement. Since efficient selling is essential to maintain production and employment. Advertising is an effective selling tool as stated by Canyer et al (1951)¹⁴. Advertisements on clothing are deliberately designed as a technique to canvass the product of the sellers. They may announce new products that have been produced and put on the market. They may give the name and location of the dealer, who sell certain varieties.

They may explain how products can be used. And they may provide the homemakers with other information that would aid them in making up their minds as to whether as certain fabrics would worth the cost to them.

But many advertisements are designed to mislead the homemakers with a view to make wind fall profits by the producers. Hence the consumer homemaker should use discretion in responding to the advertisements in the field of clothing. Since the choice of the consumer will shape consumption pattern towards happy homes and happy nations. She should not be easily carried away by the advertisers' trumpet. Good buying is essential as Hazelkyrk (1933)¹⁵ puts forth good buying is the resultant of two factors. One the methods and information of the buyer, the other the devices and arrangements of the market.

In the textile market today there is constant stream of new varieties of fabrics, new weaves in which combine varying proportions of rayon, cotton and wool. The newspapers magazines, cinema and shops are flooded with all types of advertisements.

So, the present study is undertaken with a view to find how far the advertising influence the purchasing habits of clothes of the selected homemakers and the suggestions they would offer for bettering the advertisement on clothing.

II REVIEW OF LITERATURE

It consists of the following parts:

1. Meaning of Advertisements,
 2. History of Advertisement,
 3. Purpose of Advertisement,
 4. Types of Advertisement,
 5. Media of Advertisement
- and 6. Psychology of Advertisement.

1. MEANING OF ADVERTISEMENT

'Advertisement is an intangible force about which so much is still unknown. Attempts to define it have met with varying degrees of success. "Advertisement is the paid dissemination of information for the purpose of selling or helping to sell commodities or of services, or of gaining the acceptance of ideas that may cause people to think or act in certain way" as pointed out by Brewster et al (1954)¹⁶ "Persuasive and high powered advertising has become part of modern way of life. In a sense advertising is characterestic of an abundant economy and could not exist without prosperity" says Oppenheim (1965).¹⁷

Today we have grown up surrounded by advertisements. What is an advertisement? When we go deep into the meaning, we can say that it is a sales promoting device. Because of the improved machinery and manufacturing methods it become compazitively easy to produce commodities. Distribution

under such conditions becomes a major problem'. The modern economy could not exist without aggressive selling since efficient selling is essential to maintain production and employment as stated by Canyer et al (1951)¹⁴. Advertising contributes to the process of getting goods out of the hands of the producer and into the hands of the consumer. It is a step in the entire process of selling goods.

Advertisement increases distribution. Hence Kyrk (1933)¹⁵ defines advertising as a "business force, as a science of controlling of human behaviour, as a printers' art, and its technique as a method of increasing sales".

To Hotchkiss (1950)¹⁸ advertising is the term commonly understood today including all sorts of public messages for commercial purposes paid for and avowed by those who expect to profit from them.

To quote Atkinson (1956)¹⁹, "Advertising is speedy communication able to tell a seller's story to millions of consumers in a matter of minutes. It is a mass communication, the low cost per buyer impression making it quite economical and it is a sales producing force which has certain features which are relatively unique in the field of promotion." "According to the New International Dictionary (1947)²⁰ advertising is any form of public announcement to aid directly in the sale of commodity". So advertising is a means of mass communication used at mass production, it is the way of reaching many people with a message.

Person to person selling involves the presentation of goods to specific individuals. It supplements advertising in that it is the means of actually accomplishing the sale of goods. "But any paid form of non-personal presentation of goods either wealth or services or ideas to people by an identified sponser is called Advertising" as indicated by Kitzsim ons (1961).⁴

Thus advertisement has often been called salesmanship in print or an impersonal presentation compared with selling designated as "personal presentation" as stated by Brewster et al (1954).⁶

Hence advertising is the producers' venture to inform the consumer about the availability of goods and persuade them to buy the particular commodity. When the produced goods are not distributed, they will be stocked in one place, and the consumer will not know the availability of products. Thus the demand for the product will go down. Waste in production will result because goods produced are not distributed. The producer will incur loss and will have a tendency to cut down labour. Many people will be thrown out of employment. The percapita income will go down. Decrease in the purchasing power of the consumer will be the consequence leading to low levels of consumption. To avoid this, the producer has to adopt the technique of advertising.

Thus advertising is a joint effort of producers and consumers. Basically advertising is a means of spreading

information and this has always been a part of the task involved in marketing. To Kelly (1953)²¹ advertising is the equaliser of our economy because it maintains equilibrium between production and consumption and thus redirect the economic system. As he also says advertising is a message with a definite objective, is directed towards a particular audience, is impersonal or presented through mass media and is acknowledged and paid for by the advertiser.

Good advertising aims to help people buy intelligently states Hopner (1965)²². It is a builder of national prosperity. To be effective, advertising must attract and hold attention of the consumer-buyer. It then delivers sales message concerning the product and its advantages meaningfully and convincingly so that it will be remembered by the consumer. As narrated by Wrigley (1954)²³ the qualities of good advertising are, it must be genuine in telling the truth, avoiding mis-statement of facts, possible deception and it should use testimonials of only competent witnesses who confirm generally to the accepted standards of good tastes. Such an advertising is an essential one. The larger the population and greater the production, the more urgent the need for such advertising, to help the most people get the most goods.

Yesterdays problem was output and tomorrows problem will be outlet. Mass production requires the partnership of mass distribution, otherwise the entire structure breaks

down in complete collapse. There can be no difference of opinion as to the necessity of advertising, as the indispensable creative, and constructive force. Nevertheless consumers cannot adore advertising in blind faith. They cannot afford to leave it unwatched and unaudited. It would be difficult to find any other single activity of modern business affecting, so many lives through word, picture, and human voice revealing how we may prove our circumstances and surroundings in innumerable ways. With every passing year advertising is becoming more and more a matter of public interest and as such it deserves a place of prominence in the commercial sphere.

2. HISTORY OF ADVERTISING

With every passing year, advertising is becoming more and more a matter of public interest, and as such, it deserves a better understanding than may be gained from an occasional new headline or some fantastic flight of fiction. The history of advertising takes us into the dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising and it began as soon as one man desired to barter with another. Oppenheim (1965)¹⁷ opines when people eked out a living, working very hard just to provide the bare necessities, there was little need for advertising. People had no use of information about new products, or new variations of existing ones, since all their energies and money were devoted to provide food, .

clothing and shelter. However with the high production of commodities people had money to spend on various commodities. From these developments advertising might have started.

In early Hebrew, Greek and Roman civilisations, 'spoken publicity' was a recognised institution. Public criers making it their business to proclaim news of articles for sale as well as the news of current happenings. Spoken publicity has always been used and is still being used by peddlers and street hawkers. Within the past few years spoken publicity through the medium of radio and television has become an important factor in advertising.

In the British Museum is a bit of papyrus upon which an Egyptian 3000 years ago, wrote an advertisement asking for the return of a run away slave. In ancient Rome, sign boards were used to designate stores and shops. Tablets made of stone or terra-cotta also were used for advertisements executed by sculptures with lettering and illustration. These were either set into walls of houses or suspended from brackets. Some of the advertisements found in the buried city of Pompeii are strikingly like the advertisements found in the classified columns of news papers today.

With the decadence of Roman civilisation, advertising suffered an eclipse and we do not hear much about it until dark ages, (400-1400), when reading and writing were the privilege of a rare few. But advertising had already become so essential that it was continued by voice.

Public criers who were usually equipped with horns and bells to attract attention exerted a considerable force in England, France, and other European countries. In some places they were well organised and up to the middle of the 15th century advertising was done either by the human voice or by hand executed signs and placards.

As stated by Hotchkiss (1950)¹⁸ crying is one of the most obvious and elementary forms of advertising and seems to have been used sometimes or other in all cities of the ancient world. The second step in advertising evolution was the sign. This was in a sense the visual expression of the name and like wise served to identify a seller of goods or services. Most of the early signs were symbolic in character. These signs had pictures in them, since most of the audience could not read. But signs and pictures did not flourish because of the royal monopoly powers and that of the civil war. The prevalence of the more restrictive censorship of publication was also a retarding factor.

In the middle ages, verbal advertising was resorted to in fairs, where the trading merchants showed the virtues of their products or employed men for that purpose. The busy and noisy scenes of market fairs, shandis are familiar even to this day. At the village fairs in India the seller announces the items that would be on sale on the ensuing week. This gives the consumer an idea as to what he could buy at the next fair. In the middle ages symbols were

used to advertise goods. This perhaps was the origin of trade mark.

The passage of dark ages was marked by a great forward step in civilisation. John Gutan Berg invented the printing and this laid the foundation for modern advertising. When printing was in existence as a powerful force in civilisation, the coming in of the industrial revolution further enhanced the importance of advertising in the growing civilisation of the countries.

Thus the 18th century witnessed a great development in the field of advertising. Because of the prevalence of the international market, the producer had to resort to large scale advertising. In this effort printers and publishers have come to exert a great influence on the producer. New and catching phrases were coined and used for telling the stories of the products. As printed material developed as a popular medium for advertising, it become necessary for the producer, to seek the help of advertising specialists, in order to understand mass psychology and put out advertisements, which would appeal to them. Early magazine advertising was limited to announcements of new books, but later it was used for commercial advertising and this was well established by 1870. From these beginnings advertising has developed into a powerful business force.

Thus advertising is a business art born out of the economic changes and needs of the life. To day advertising

is a 'must' in the business world. A number of factors have contributed to a wide popularity of advertising.

Advertising had gained popularity and grown efficiently due to a variety of factors as stated by Hake (1937)²⁴ such as the rapid progress made in the art of paper making and painting, development of transport, photography, spread of education and interesting in the degree of literacy and the new inventions like radio and television which is spreading the communication process.

Thus advertising has grown from humble beginnings to the present stature.

3. PURPOSE OF ADVERTISING

Advertising today has a wide range of purposes and a great variety of means at its disposal than advertising of the past says Hotchkiss (1950)⁸. The purpose of advertising is increasing the desire of the consumer for particular products opine Waite et al (1939)⁵.

Appeals are made and human emotions excited in an effort to break down consumer resistance and increase sales. Advertisement aims at relating a new product to the consumers by providing information of value to them such as the availability of the goods, their composition methods of using them, their durability, care, price, where and when they may be purchased.

Another purpose of advertising is that by giving such information, it helps the consumer to have wise choice making.

Other wise they may tend to lockstep in ruts of laziness and frozen traditions. They may cling to old ways when better ways are beckoning. Thus advertising helps the consumer to be in touch with the latest goods and services in the market. To be up to date in fashions is one of the powerful drives in human nature as indicated by Nystrom (1928).²⁵

As Brewster et al (1954)⁶ state that advertisement aims at increasing the use per capita, since the constant repetition of the desirable features of an article tends to increase the consumption per capita by decreasing the uses for the article that may never have been thought of by the present user.

Some manufacturers have offered attractive prizes for suggestions as to new ones and by doing so, have stimulated the use of the product by anxious investigation and thus it stimulates consumption.

According to Wilhelms et al (1959)²⁶ an advertiser has three interrelated purposes to be accomplished for his product, (1) To make the consumer so well disposed towards his firm as a whole, and so familiar with his brand name, and trade mark, that seeing them is like meeting old friends. (2) To make the consumer think that, his product is something distinctively different from and better than anything else at the price in the market, and (3) to make consumers want to buy. The major purpose of advertising is to change

the demand for a particular product as stated by Waugh (1947).²⁷ From the technical, economical point of view the advertiser's aim is two folded. He attempts to move his whole demand schedule to the right (create an actual increase in demand) and perpendicularise the demand schedule (create a more inelastic demand for his product.)

Coles (1933)²⁸ remarks that advertising is an important means of developing prestige for a particular product. The prestige is largely a matter of individualising goods or differentiating them from others of similar nature. It is established by the repetition of distinctive trade marks by making the goods widely known through advertising campaigns. By employing attractive pictures of distinctive signs coupled with solgans the advertiser is able to create certain prestige value for his products in the minds of the public.

Another purpose of advertising is to create insurance for the manufacturers business. Through advertising and trade marks or tradenames, public recognition and acceptance could be secured. This makes the manufacturers more independent of the wholesalers and retailers. An advertiser who has constantly given publicity to his brands has build up an asset that is more valuable than his physical assets. This good will is a protection against the competition of private brands and price cutting.

Advertising helps in raising the standard of living, Much of advertising has value for the consumer. It brings him into contact with useful goods of which he might otherwise remain in ignorance. It educates him to the use of new products that contributes to his well being and it stimulates him to work harder in order to earn the means with which to buy the goods he sees advertised. Thus it is an instrument in raising the standard of living, in making possible large scale production, bringing light and joy into the lives of countless thousands, covering the ordinary means of life with poetry and glamour, promoting health and stabilising industry as stated by Kyrk (1933)⁴⁵.

Advertising thus renders valuable service to the consumers in their own decision making by effectively managing their resources namely time, energy and money. Thus it helps in realising the goals of a satisfactory lively hood.

It helps the producer in their sales promotion campaign. A modern economy could not exist without aggressive selling as stated by Bye (1956)²⁹. The salesman is truly the spark-plug of modern industry. Efficient selling is essential to maintain production and employment, Even international relations depend on selling both ideas and goods.

Thus by stimulating demand on the part of the customers advertising accelerates production. It is here that consumer choice is enlarged because of the efforts of the various producers and distributors to court patronage. Of course

advertising leads to excessive duplication of similar products or those differentiative from competitive products. It creates competition among the producers and helps in turning out a better quality product to catch the market.

The spirit of competition leads to research in work simplification and in the turnover of better quality products at cheaper costs. Thus balance is struck between production and consumption by creating wants and stimulating production. Advertising at its best is an educator, a broadcaster of news, a guide, an energiser. It stirs up an absent minded public to avail itself of the benefits of invention, discovery and research. It carries the potential of becoming one of the best and biggest friends of the consumer, producer and that of the economy.

4. TYPES OF ADVERTISEMENT

A complete and finished advertisement is a combination of a number of units such as illustration, headline, copy, trade mark, decoration and border.

It is said a good name is rather to be chosen than great riches. In the field of business a good name is riches. Advertisers spend large amount of money to make certain that their products have good and well known names. Such names are real assets more valuable than the items of equipment.

With this end in view, the advertiser undertakes different types of advertising. A kind of advertising which

involves the arousing of interest as well as the attracting attention is the 'Teaser' advertising. This may attempt to create sufficient interest among a large number of actual and potential purchases.

Institutional advertising is one in which no effort is made to sell any product immediately. The advertiser is intended to increase the prestige of the company in general. It is human nature to have confidence in products and concerns, that enjoy a wide spread reputation. Many retailstores use institutional advertising to build prestige for the store as a whole or to inform the public about some particular store or department.

The purpose of institutional advertisement is to create good will, to familiarise the public with the name of the store and with the policies and services, and to put customers into such a frame of mind, that when they read anything sold by the store of any of its kind, they will visit the institution advertised whether attracted by price item or not.

In the case of an areal advertising various forms of advertising that reach the eye or ear from moving or stationary objects in the air are used. Probably the oldest of these medium is high sky-writing. The term transportation advertising refers to the display of cards and posters in buses, street cars, elevated and suburban rail way roads, and platforms.

Speciality advertising is otherwise known as gift advertising; specialisation are often called 'Novelties' and 'Souveniers'. They may be mailed out to list or they may be handled out by sales men or dealers. The main advantage of this is it creates goodwill by appealing quickly and directly to the consumer.

A creative advertisement is one which is the result of research, hardwork on the part of the businessman working with the bent of the psychologist. Educational advertising tells that what a product will do under given condition and avoids falsehood and exaggeration as stated by Shults (1931)³⁰.

Commercial advertising is a potent force affecting the standard of living says Reid (1938)⁹. It increases the relative importance of market goods and lessens the importance of certain goods produced by the members of the household. This type of advertising creates among the consumers an abnormal appreciation of the market products.

5. MEDIA OF ADVERTISING

Today advertisement has developed into a powerful business force. We are able to buy things of different types made known to us through advertising which is made effective by the use of different media such as magazines, newspapers, posters, bulletinboards, motion pictures, slides, radio and television. An advertisement may be considered a work of art which must be so designed as best to accomplish its purpose, so a number of media are used in this.

The channels through which the advertiser conveys his message to the public are known as advertising media says Narayanaswamy (1950)³¹ Advertisements always start with an idea and seek to end with a sale. Therefore they should reach the people for whom they are intended. Advertising messages can be carried to a large group of people through various media only. The question of media is important in advertising because all advertising media are chance channels for reaching prospective buyers opines Gorden (1953)³². A single medium cannot carry the message of advertiser to all his buyers and potential customers. So different media are to be used. A true medium is one that may deliver messages to practically any normal person it can reach. It does not require ownership of any apparatus, and is not brought or sought by the audience. But they are offered in a variety of forms including statements in paper, and Magazines, from a small notice to double page spreads, circular letters, enclosures, special signs in windows, statements on strings, radio and television programmes, samples and premium are also used to interest prospective users in various kinds of products.

As Wilhelms et al (1959)²⁶ state each of these media has its own advantages and limitations. Eventhough they have the same purpose 'To get people to buy something'. The form of advertising used varies with the type of the product employed to attract and hold attention and the

selection of media depends to a great extent upon the class of people for whom the message is meant.

The Media of advertising may be classified as primary and secondary or Indoor and outdoor media. The press under which comes the daily paper, periodicals and magazines, which are issued weekly, fortnightly or monthly is known as primary media or the periodical media of advertising. Posters, placards, leaflets, painted walls, electric switch lights on train, bus, tram, sandwichboards are known as secondary media.

Primary media of advertising is a favorable media for retailers to advertise their goods because they are widely read among the educated classes. Advertisement in daily paper is almost absolutely essential as it is the cheapest mode of giving information to a very large number of people. "It is useful in making timely announcements and provides good scope for variation in advertising technique" says Narayaneswamy (1950).³¹

Thus newspaper as the medium of advertising has several advantages as indicated by Brewster *et al* (1954).¹⁶ Newspapers are of different types suitable to the different age groups. Magazines advertisement was not considered as a means of reaching a mass audience, but rather a quality audience of families on the higher economic and cultural levels. Kelley (1953)²¹ states that a magazine advertisement intended only to locate prospects who will then be furnished guidance by means of.

descriptive booklets or personal salesman will Magazine, however, offer greater scope for a large copy, giving details, as their life is longer and they are to be read leisurely. They offer greater opportunities for colour printing, being generally printed on better quality paper. Different types of magazine give one, scope to reach directly the probable consumer eg. one advertising sport goods may profitably make use of magazines devoted to sports, medical journals may be used for advertising medicines and other medical applicance and so on.

Thus magazines and Newspapers commend a wider circulation because they are subscribed too and purchased not only by the general public but by clubs, public libraries and other bodies in the society thereby providing an opportunity even to the nonsubscribers to read.

Another important form of advertising is window display; showing the article 'in use' makes a strong appeal and thus attracts customers. In some cases prize tickets are attached to every article. This type of advertisement has a strong appeal to those who happen to look at them.

In a real advertising, the advertising is so designed to reach the eye and the ear from moving or stationary objects in the air. They may be mechanical pictures and switch lines.

Advertisements are inserted in theatrical programmes. In a cinema show, during the interval advertisement

slides are shown. Such advertisement gives only the name of the article and the manufacturers and the brand name. Manufacturers of many articles often make a short film and the manufacturing process of their article, and distributed it among the various cinema houses, to be shown by them, either before the main picture is released or during the interval. Such film advertisement creates a lasting impression on the minds of the audience. To obtain the maximum benefit from such advertisement these films must exhibit an intelligent blending of an educative and entertainment with the advertising.

Posters and bill boards are separate branches of outdoor advertising as stated by Hotchkiss (1950).¹⁸ Poster is an effective way of introducing a new topic say Kenneth et al (1946).³³ The origin of outdoor advertising is lost in the midst of antiquity. Like other forms of advertising the outdoor advertising is well developed and well organised. There are three principles of outdoor advertising - poster display, painted display and electrical display. To quote Marjoric (1952)³⁴ Display is a careful arrangement of materials for others to see". The poster is less permanent in character and more flexible. The value of posters depend upon the amount of traffic which passes them and at the angle at which they are displayed. The ideal poster is one, which can be identified, understood and appreciated by persons who do not know to read. Effective posters should be simple, direct,

brief and emphatic. Posters are very useful for localised advertisement. Posters easily lend themselves to colour combination and so, if properly displayed, they draw the attention of the public most effectively.

Painted displays are permanent or semi permanent in character. They are placed on wall roofs, on the ground, in locations where they are visible to heavy traffic. The valuable uses of the painted bulletin is to remind observers of previous educational messages that they have seen in daily papers and magazines. Outdoor advertising is very useful in impressing illiterate people and truly this is one of the most important methods of appealing to them. As such they must be bold-types so that they may be easily read from a distance.

As stated by Reid (1938)⁹ Radio advertising has certain unique features. Radio advertising dates only from about 1939. Radio programmes are a source of enjoyment since appeals are made to the ear. The human voice is probably the most powerful means that exist to hold attention, for playing upon sympathies or for establishing conviction. It reaches many people who read little. A special appeal to children can be made through this medium, whom the printed page would never reach. The most important use of radio and television advertising is to increase sales by various specific approaches, introducing product, emphasising new ones of an established product, conducting contest, aiding in the distri-

bution of samples, stimulating dealers and salesmen, creating good will and establishing desirable public relations.

Thus wireless is an effective medium in advertising. Here the advertiser buys time from a broadcasting station, and sends his message through the radio. The success of this type depends upon the use of the radio by the general public and the way the advertisement is blended with entertainment.

Leaflets, prospectuses and catalogues are sometimes used by the business man as direct mail advertising. Usually they are sent to the customers by mail. In this type of advertising, there is scope for the advertiser to introduce a personal element in the advertisement. When catalogues are sent, a covering letter should always accompany the same. Circular letters and catalogues should be sent to all individuals whose names appear in the mailing list. Leaflets are very often distributed accompanied with that of drums or other musical instruments, when the advertisement is meant to be local in character.

Exhibitions are also an effective media for advertisements. Articles are well displayed in exhibitions which are organised at district, state, national and international level. The advantage of exhibition is that it can reach a large mass of people.

Thus a number of media are used by the producer in selling their products. Since the selling of products is

generally the most important problem the manufacturers have to solve. So modern advertising is cleverly planned and carried out through the different media that it has immense appealing power.

6. PSYCHOLOGY OF ADVERTISING

Advertising is made increasingly efficient and effective through the application of certain psychological principles. According to Hotch Kiss (1950)¹⁸ the psychological process involved in the sale has had four or five main stages as follows (1) Attention and interest, (2) Desire (3) Conviction (4) Action. The buyer may pass through these stages without being conscious of them and without assistance from any human agency.

The producer studies the behaviour of the consumer with regard to his products and uses that knowledge to channalise the consumers' choices toward purchase of his goods. The producer who advertises, wants to impress upon the consumer the fact that his commodity is the best of all similar competing products. For that purpose he makes his advertisement most appealing in order to serve as a powerful stimuli to create within the consumer a very strong will to buy his products.

According to Brewster et al (1954)¹⁶ "Most people are interested in themselves and their immediate families. That is why appeals to appetite, comfort, love, and self interest are much used in advertising. When we persuade a . . .

person to buy something it is the mind and will, that activates". He also says "Many advertisements are so written as to appeal to one or more instincts, traits or desires. The writers intend advertisements of this kind to act as a stimuli, which will cause a reaction in the mind of the prospective customer and result in a purchase either in the present or in the future.

While discussing about the various types of appeals he also says that the fear instinct may be used with telling effect in the sale of many products, whose non-use may bring disastrous results. Suggestive advertisements aim ultimately to secure action by display of some illustrations of various kinds by direct command. The principle underlying the use of suggestion in advertising is that, every idea or impression in the mind tends ultimately to express itself in action. Suggestive advertisements therefore, tends to get ideas into the minds largely through repetition, impressive size, illustration and short phrases. The instinct of imitation, the desire to be like others, especially those who occupy a high status socially or financially, is one of the great buying forces. The instinct of sociability is responsible for the purchase of many commodities".

Encyclopedia (1968)³⁵ reports the psychology of advertising embraces the application of modern psychology. Dynamic psychology has disclosed the driving forces of the human machine to the motives, desires, needs and wants. And the

universal presence of the needs or desires guarantees that only relatively slight stimuli need be applied to set the human being in order to satisfy them. The advertiser knowing these facts attempts not only to engender action by playing upon these motives, but also to show that his own product will satisfy a fundamental need more effectively than any other competing product. Thus the use of argument and logic plays "minor role in successful present day advertising in comparison with direct appeal to desire. Psychologists have established helpful emotions of colours, in producing the maximum luminosity. "Psychology has become the supporting pillar in the temple of advertising" says Gorden (1953)³². He also said that "the psychology of selling recognises the following stream of thought leading up to a sale attention, interest, desire, confidence, decision and action". While discussing about the producers techniques of advertising, Wilhelms et al (1959)²⁶ states that "the producer designs it to persuade you to buy while you are looking at an advertisement for information, the merchant wants you to become thoroughly familiar with brand names, slogans and trademark.)" He wants you to think of his product distinctly different and better than anything else for the price on the market. The advertiser knows that the adults are particularly interested in quality and he appeals to them by stressing such attributes, reliability taste, comfort, and honesty of production.

As remarked by Erwin (1949)³⁶ the purpose of advertisement is to create mood or image which appeal to our senses, feelings, or motives and give us a sense of identity and empathy the advertisers play on all human emotions.

Reid (1938)⁹ while discussing about the techniques says that the products are pictured in an artistic setting against a background of rich colour, exquisite fabrics, luxurious homes, swank hotels and lovely gardens. The setting in which goods are shown is expected both to command attention and to suggest quality. Surely only a superior product could be associated with such elegance and luxury.

According to Waugh (1947)²⁷ Advertising runs to superlatives as it stresses unconditionals. An effective advertisement should not only attract attention to the name but also hold the consumers interest and influence a large number of people to buy the advertised product. It should have both attention value and memory value. Therefore knowledge of what people read and the ability to use that knowledge in advertising will result in effective selling.

Advertisement should create in people a desire to read and the want to buy. Human emotions play a dominant part in determining what people like and what people buy.

While discussing about how to use the psychology for better advertising Hattwick (1950)³⁷ states

"Find out what people want

Give them more of it

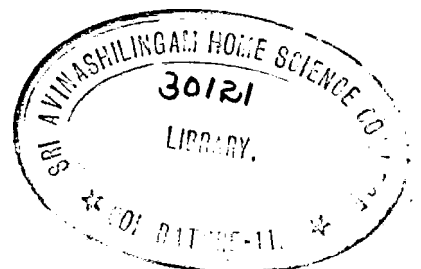
Find out what people don't want

Give them less of it".

Psychological research and advertising experience both indicate that advertisements which present in the sales story a pleasant point of view have a better chance to be remembered later.

Stories in pictures also help to create interest in advertisement. Pictures speak a universal language, and arouse stronger responses than mere words. "One picture worth 10,000. Words" say Kenneth et al (1946)³³. The words written on the advertisement, should be soft and easy to pronounce. Words when they are hard to pronounce often leave an unpleasant taste. Experiments done in the United States of America have proved that in order, that advertising may be effective, advertisers should know the basic human wants and base advertisements on the basis of fulfilling those wants.

Gorden (1953)³² says modern advertising combines the determination of business men with the precision and the skill of psychologists to enter the mind of the buyer and make a strong impact on him. Advertisements help to arrest the attention, rouse curiosity and create the want in the consumers for the particular commodity or product making them purchase the commodity which is advertised widely.



II EXPERIMENTAL PROCEDURE

Experimental design is the plan used in experimentation. It involves the assignment of treatments to the experimental units and a thorough understanding of the analysis to be performed when the data become available states Lillian-Cohane (1963).³⁸

The purpose of the study was to find out the impact of advertising upon the purchasing of clothing by the homemakers in an urban area. So the experimental procedure consisted of:-

- A. Selection of the sample of the homemakers,
- B. Selection of the method,
- C. Selection of the advertised media,
- D. Selection of the advertised clothing material,
- E. Conducting the survey.

A. SELECTION OF THE SAMPLE OF HOMEMAKERS

The homemakers, by using the random sampling method were selected from various areas of Coimbatore city, for Coimbatore is an urban area. Since the investigator is a resident of Coimbatore city, for the sake of convenience also the following areas were selected.

- 1. Municipal colony
- 2. Sukravarpet
- 3. R.S. Puram
- 4. Ram Nagar

5. Tata bad
6. Gandhipuram
7. Ramalingam Colony
8. B.M.S. Colony
9. Ramanathapuram
10. Saibaba Colony
11. Sivanandha Nagar.

The random sampling was adopted because it consists of a group into which every member of the population had an equal chance of falling say Dixon and Messey (1957)³⁹. When every individual in the population has an equal and independent chance of being chosen for a sample, such a sample will have the true observation of the universe.

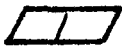
"Random sampling is to select a random group say every tenth or fifteenth name from a list comprising the total population, in which the investigation is to be carried out, every person on the list has as much chance of being selected as another" says Yang (1966)⁴⁰.

B. SELECTION OF THE METHOD

The method selected for the collection of information was the interview schedule method. It is popularly suited in obtaining information, about what a person knows, believes or expects feels or wants, intends or does or has done and about his explanation or reasons for any of the proceeding. In the interview schedule method, we are sure of our results

as we get them on the spot. Interview schedule method has always been a popular method of collecting data about what other people think. A face to face talk has a touch of frankness and simplicity about it. This can be used only when we have a limited number of subjects, but it is a time consuming method as stated by Athinarayanan (1964)⁴¹. Since the investigator adopted this method she could interview only 75 houses. The informal interview is less artificial and can be more easily carried to meet the individual needs of particular cases. Good and seates (1954)⁴² and Moser (1958)⁴³ are of the opinion that the interview is the most appropriate procedure to study the family problems. Burchinal and Hawkers (1957)⁴⁴ opine that the interview method yields a high percentage cooperation, when the people are approached reasonably. The information obtained by means of this method is more likely to be correct than information obtained by means of other techniques.

Verma (1965)⁴⁵ states that this method helps in overthrowing the barrier created by the printed papers which are impersonal.

As Young (1956)⁴⁶ opines "interview schedule is a planned list of questions to be asked during the interview."² Hence a questionnaire as shown in the appendix  was prepared by the investigator and finalised after pretesting.

The questionnaire is so designed to collect data from divorce and widely scattered groups of people. It is

used in gathering objectives based on quantitative datas, as well as securing the development^{of information} of a qualitative nature.

The questionnaire contained questions which were systematically arranged to facilitate smooth conversation, easy collection and recording of accurate data. Questions pertaining to the educational qualification, occupation, income and family composition were asked because as stated by Tate and Glisson (1961)⁴⁷, factors like the above mentioned affect the purchasing of family clothing. The investigator was accompanied by her sister to take down the information given by the homemakers while in the course of their informal talks.

The questionnaire aimed at getting the following:

1. To collect the background information of the sample homemakers.
2. To find out the list of advertised textile goods, and the extent of their use by the homemakers.
3. The relationship between the use of advertised textile goods and frequency of their appearance in the selected advertised media.
4. The source of advertising for the homemaker for each group of textile goods.
5. The opinion of homemakers about advertisements.
6. The type of information that the homemakers would like to have from advertisements for textile goods.

7. The extent to which the homemakers have found these factors in advertisements on textiles.
8. The suggestions offered by the homemakers to improve advertisements on textiles.

C. SELECTION OF THE ADVERTISED MEDIA

It is necessary to find out the channels through which the advertiser conveys his message about clothing to the homemakers. While in the course of informal conversation with the homemakers the investigator found out the media of advertising that they were in touch with such as Magazines like Illustrated Weekly, Kalki, Kumudam, Ananda Vikatan, and newspapers like Indian express, Hindu and Thinamani. After knowing the popular magazines and newspapers among the homemakers, the investigator had listed down the frequency of advertising on Millmade cotton, Handloom, Khadi, Silk, Wool, synthetic and ready made garments from July 21st to September 21 1968, both in the magazines and newspapers. The table below gives the frequency of the appearance of the advertisements on Millmade cotton, Handloom, Khadi, Silk, Wool, Synthetic and Readymade garments.

D. SELECTION OF THE ADVERTISED CLOTHING MATERIAL

The commonly used items of clothing were found out by the investigator in the course of her informal contacts with the sample home maker_s. They were grouped as millmade, handloom, khadi, silk, wool, synthetic and Readymade garments.

TABLE I
 FREQUENCY OF ADVERTISING
 APPEARING IN MAGAZINES AND NEWSPAPERS

S.No.	Name of the Materials	Maga- zines	News papers	Total number of Adver- tisements
1.	Cotton Mill made	75	120	200
2.	Handloom	10	20	30
3.	Khadi	-	5	5
4.	Silk	50	20	70
5.	Wool	22	10	32
6.	Synthetic	60	130	190
7.	Readymade garments	15	2	17

E. CONDUCTING THE SURVEY

Rapport was established by the investigator while visiting the homemaker in an informal way mostly in the afternoons, when the majority of the homemakers would be free. The investigator in the course of informal talkings with the homemakers had told them the purpose of her visit and she also convinced them that the aim of her visit was just to elicit information about advertising on clothing from them as a type of research study.

After asking the background information such as the name of the household, age, educational qualification,

occupation, income and family composition, the following questions were asked by the investigator pertaining to the points that they would look into while purchasing of clothes.

1. Would you look into the Price?
2. Would you look for washability, colourfastness and durability?
3. Would you look into the fabric composition and construction?
4. Are you bothered about guarantee?
5. Would you think^{of} the suitability of the clothing material?

The same questions were asked for all the varieties of clothing materials such as millmade cotton materials, handloom, khadi, silk, wool, synthetic and readymade garments.

About their expectations from the advertisements the following questions were asked.

1. Do advertisements tell you the availability of the product?
2. Do advertisements speak of the brand?
3. Do they talk about colourfastness and design?
4. Are you informed of the texture of goods, guarantee?

After gathering their opinion about the advertisements, the investigator collected the item of their purchase,

from the selected advertised textile goods and the source of their information.

The conversation was turned towards asking the extent of help they got from advertisements in their purchasing of clothes and their suggestions for future improvement.

Thus 75 homemakers were interviewed and each interview was concluded by expressing a deep debt of gratitude to them. The data was consolidated, analysed and presented in a systematic manner.

IV RESULTS AND DISCUSSION 5

Seventy five households selected by random sampling method were surveyed by interview schedule method. The data was consolidated and analysed to realise the aims which have already been given in the experimental procedure.

1. To collect the background information of the sample - homemakers,
2. The items used out of the advertised textile goods and their extent of use by the homemakers,
3. The relationship between the use of the advertised textile materials and the frequency of their appearance in the selected advertising media,
4. The source of advertising for the homemakers for each group of textile goods,
5. The opinion of the homemakers about advertisements in general,
6. The type of information that the homemakers would like to have from advertisements for textile goods,
7. The extent to which the homemakers have found these factors in Indian advertisements on textiles,
8. The suggestions offered by the homemakers to improve advertisements on textiles.

The data was carefully consolidated and analysed under various headings.

The Table II given below depicts the age group of homemakers.

TABLE II
AGE GROUP OF HOMEMAKERS

S.No.	Age Group	No. of Home makers belonging the same
1	12 to 18	1
2	19 to 25	7
3	26 to 32	13
4	33 to 39	14
5	40 to 46	26
6	47 to 53	13
7	54 to 60	1

From the tabular column above it is evident that 67 of them are above 25 years. This is indicative of the fact that majority of them would be "seasoned-buyers", since they might have had good experience as consumer buyers.

Educational and Occupational Pattern of the Homemakers:

TABLE III
EDUCATIONAL STATUS OF THE HOMEMAKERS

S.No.	Type of education	No. of Home makers who received the same	Percentage of the Homemakers who received the same
1.	Primary	8	11
2.	Secondary	46	61
3.	Collegiate	13	17
4.	Uneducated	8	11

While analysing the educational status of homemakers it was found out that the level of literacy is much above the national average, because only eight of them were uneducated. The national literacy level in India is 12.8 as per the 1961 census report of the Government of India (1963)⁴⁸. The correlation between the educational status and the influence of advertising on the sample homemakers was found as given in the Appendix II, and a high correlation was found in this as shown in Figure I.

Table IV gives the Occupational status of the homemakers.

TABLE IV
THE OCCUPATIONAL STATUS OF THE HOMEMAKERS

S.No.	Occupation	Number of Homemakers
1.	House Wife	67
2.	Teacher	7
3.	Doctor	1

While analysing the data it was found that 67 of them were homemakers doing "housekeeping" as the fulltime job, seven of them were teachers and one doctor, but they have combined career with 'homemaking'.

Regarding the family composition of the homemakers it was learnt that 48 families have members varying from

two to five, and 27 families have from six to nine. This is indicative of the fact that, education coupled with family planning has got a great impact upon the families.

Table V below indicates the expenditure pattern on clothing of the selected household.

TABLE V
EXPENDITURE PATTERN ON CLOTHING BY THE SELECTED HOUSEHOLDS

S.No.	Income/ month	No. of families which be- longed to the income group	Average clothing expenditure per year*	Percentage expenditure on clothing per year**
1.	Below 250	4	317	15
2.	250 - 500	18	836	14
3.	500 - 750	23	760	16
4.	750 - 1000	10	945	14
5.	1000 - 1250	9	1211	9
6.	1250 - 1500	3	1300	8
7.	1500 - 1750	2	1250	7
8.	1750 - 2000	2	2000	6
9.	2000 - 2250	4	2250	5

* The average expenditure on clothing was found out by adding up the total expenditure on clothing of each family belonging to a particular income range. The average of which was found by dividing the total by the number of families belonging to that particular range.

** The percentage expenditure on clothing was found out by totalling up the percentage expenditure of each family belonging to a particular income range, the average of which was found out by dividing the total by the number of families belonging to that particular range.

With regard to the clothing expenditure of the selected households, it was found out that as the income increases the amount spent on clothing also increases. From the table given it is also clear that even though the amount spent on clothing increases with the increased income the percentage decreases. According to Margaret et al (1956)⁴⁹ clothing is one of the items in the budget that varies proportionately with the income for all. As the income increases the amount spent on clothing increases due to the increase in the number of garments purchased, but the proportion of income spent on clothing changes. Very little opine Tate et al (1961)⁴⁷. Correlation between the income of the Homemaker and the influence of advertising on clothing purchases was analysed as seen in the Appendix III. The correlation was significant since the value was 0.91. (Figure 11)

Table VI given below shows the points which the homemakers have taken into consideration while purchasing.

TABLE VI
POINTS WHICH THE HOUSEMAKERS HAVE TAKEN INTO CONSIDERATION WHILE
PURCHASING.

Factors	Suit- abi- lity	Wash- abi- lity	Dur- abil- ity	Price	Text- ure	Colour fast- ness	Guar- antee	Fash/Br- ion /and	Grade	Fabric composition and con- struction	Simpli- city	
No. of Home- makers who had expressed	71	69	69	66	65	63	58	56	43	39	28	1
Percentage of Homemakers who had expressed	95	92	92	88	87	84	77	75	57	42	37	1

It is gratifying to note that the homemakers look into various aspects of clothing before they could purchase. Out of 75, 71 of them look for suitability as every one likes to choose his clothes which suits them appropriately, 69 of them have expressed that they will look for washability and durability, 66 of them were price conscious as expressed by the homemakers, 43 of them have interest in the brands and grades. And it is saddening to note only one of them look into simplicity of clothing. The reason for this could be that since majority of them are full time Homemakers, they are not exposed to such healthy concepts like simplicity.

TABLE VII

THE FACTORS MOTIVATING THE HOME MAKERS IN THEIR PURCHASE OF CLOTHING

Factors	Adver- tise ments	When you ³⁴ body wear it	Some Fas- hion	Demand by family members	Low price	Out of curi- osity	Fresh stock	New fabric
No. of members who had expressed	59	55	48	46	44	31	29	20
Percent- age of home- makers who had expres- sed.	77	73	64	61	59	41	39	27

59 of the households seemed to be motivated by advertising, 55 by the instinct of imitation, 48 were motivated by fashion, 46 by low price, 31 out of curiosity, 29 by fresh stock, 20 by the arrival of new fabrics. So from the above data it is evident that the majority of the homemakers were influenced by the advertisements.

TABLE VIII

NUMBER AND PERCENTAGE OF HOME MAKERS USING THE SELECTED ITEMS OF ADVERTISED TEXTILE GOODS

S.No.	Items of advertised textile goods	No. of home makers using the same	Percentage of home makers using the same
1	Mill made cotton	56	75
2	Hand loom	39	52
3	Synthetic	38	51
4	Silk	37	49
5	Wool	35	47
6	Ready made garments	25	32
7	Khadi	16	21

The table above shows that 56 families had bought mill made goods of clothing; handloom by 39 families; synthetic by 38 families; silk by 37 families; wool by 35 families; ready made garments by 25 families and Khadi by 16 families. From this it is evident that mill made cotton fabrics were the most widely used, since 75% of the

home makers had bought this. Khadi was found to be the least used fabric since only 21% of the households were using this. The percentage of families using handloom, synthetic, silk, wool and ready made garments were respectively 52%, 51%, 49%, 47% and 32%.

The relationship between the use of the advertised textile goods and the frequency of their appearance in the selected advertising media were analysed.

TABLE IX

FREQUENCY OF ADVERTISEMENTS APPEARING IN MAGAZINES AND NEWSPAPERS.

S.No.	Item of the advertised textile goods	Frequency of appearance		Total
		In Magazines	In Newspapers	
1.	Cotton (mill made)	75	120	200
2.	Handloom	10	20	30
3.	Khadi	0	5	5
4.	Silk	50	20	70
5.	Wool	20	10	30
6.	Synthetic	60	130	190
7.	Readymade garments	15	2	17

With regard to cotton (mill made), the frequency of its appearance advertising in the magazine and newspapers were 200 times and 75% of the home makers had expressed that they had bought this item. With regard to synthetics the

frequency of advertisements was 190 times and 50% of the home makers had bought synthetic fabrics. As regards silk the frequency of appearance of advertising was 70 and the percentage of home makers using this item was 49%. The frequency of advertising on Khadi was 5 and 21% of the home makers were found using Khadi. Regarding wool the frequency of advertising in the magazines and newspapers was 30. And 47 of the home makers had bought the same. In the case of ready made garments, the frequency of advertisement was only 5 times, but 32% of them were found using the same.

TABLE X

FREQUENCY OF ADVERTISEMENTS APPEARING IN MAGAZINES AND
NEWSPAPERS AND THE EXTENT OF USE BY THE HOME MAKERS.

S.No.	Item of advertised goods	Total frequency of appearance in magazines and news papers	Number of home makers buying the same	Percentage of the home makers buying the same
1.	Cotton millmade	200	56	75
2.	Handloom	30	39	52
3.	Khadi	5	16	22
4.	Silk	70	37	49
5.	Wool	30	35	47
6.	Synthetic	190	38	51
7.	Ready made garments	17	25	32

As seen from the table above the home makers had uneven impact of advertising in their purchasing of the selected items of textiles. With regard to mill made the frequency of the appearance of advertising was 200, but 75% of the home makers had purchased the same. In the case of handloom the frequency of appearance of advertising was 30 and 52% of the home makers were using this item. Silk was advertised 70 times but 49% of the homemakers were reported of buying it. The reason for this may be the high cost of silk and also the wide use of cotton and handloom since Coimbatore is a

centre of textiles. Regarding Khadi the frequency of the appearance of advertising was five times and 21% of the home makers were found using the same. In this case, lack of adequate publicity on Khadi and the availability of finer varieties of clothes would have made the home maker to make the minimum use of Khadi.

Synthetic fabrics were found to be advertised 190 times but the percentage of home makers using the same was 49%. This may be because of the easy availability of handlooms, the high technical way of advertising of synthetic fabrics as revealed by the home makers themselves.

Wool was publicised 30 times and 47 of the home-makers found using the same. Wool is a seasonal garment and irrespective of the frequency of advertisement the home makers would buy wool. Ready made garments were found to be advertised only 17 times, but 32% of the home makers had purchased this. This may be because that the majority of the home makers were doing house keeping as their full time job and they found it convenient to purchase ready made garment. Moreover ready made garments are fashionable and the improvements in ready made clothing, the wider choice of styles of fabrics and the ease with which such clothing can be secured have encouraged home makers everywhere to purchase family wardrobes of ready to wear apparel. In some cases the construction techniques are difficult and sometimes impossible to reproduce at a cost comparable to ready made garments as opined by Tata et al (1961)⁴⁷.

The correlation between the frequency of appearance of advertisements in magazines and newspapers on the selected items of textile goods and the extent of use by the sample homemakers was calculated as seen in the Appendix.^{IV}

The value is not significant because the sample was from an uncorrelated population and hence such a value could occur.

TABLE XI

PERCENTAGE OF HOME MAKERS WHO GOT TO KNOW THE SELECTED GROUPS OF ADVERTISED TEXTILE GOODS FROM THE VARIOUS ADVERTISING MEDIA.

S.No.	Selected groups of advertised textile goods	Maga- zines	pa- pers	Post- ers	Radio	Cinema	Others *
1.	Mill made cotton fabrics	54	52	47	14	9	14
2.	Handloom	64	62	47	4	11	36
3.	Khadi	5	--	--	--	1	3
4.	Wool	21	16	--	--	--	5
5.	Silk	56	36	24	7	3	6
6.	Synthetic	42	41	12	6	4	7
7.	Readymade garments	22	24	12	2	9	6

* Others include Exhibitions, shop keeper's information and displays.

It was found out that the selected advertised textile goods were known to the home makers through different advertising media such as magazines, newspapers, poster, radio, cinema and others like exhibitions and displays. Magazines were the most popular media of advertising because the percentage of home makers who had seen advertisement on mill-made goods were found to be 54%, on handloom 64%, on Khadi 5%, on wool 21%, on silk 56%, on synthetic 42% and on readymade garments 22%. It could also be noted that least publicity was given for Khadi in the magazines.

Newspapers

The homemakers were found to be informed of the selected advertised goods through newspapers also. The percentage, of homemakers who had seen advertising on millmade, handloom cloth, wool, silk, synthetic and readymade garments worked out to be respectively 52%, 62%, 16%, 36%, 41% and 24%. Among the selected groups of textiles vast publicity was given for handloom and no publicity was made for Khadi. As in the case of magazines, Khadi was not advertised through newspapers.

Posters

Posters were also found serving as a medium of advertising to the selected samples of home makers. In that 47% of the home makers had mentioned posters for mill made and handloom; silk, synthetic fabrics, and readymade garments were mentioned respectively by 24%, 12% and 12% of the home

makers. Posters were found to be the popular medium for mill made and handloom. For Khadi and wool the medium was not popular among the selected sample of home makers.

Radio

Unlike magazines, newspapers and posters, radio was found to be mentioned by 14%, 4%, 7%, 6% and 2% of the home makers for the respective groups of clothing such as mill made cloth, handloom, silk, synthetic and ready made garments. As revealed by them, for Khadi and wool, radio was not mentioned.

Cinema

Like radio cinema was also a less popular medium as could be seen from the percentage of home makers who mentioned this for different goods of textiles. The percentage of home makers mentioning this medium for mill made cloth, handloom, Khadi, silk, synthetic and ready made garments were respectively 9%, 11%, 1%, 3%, 4% and 9%.

Other Media

Other media here included exhibitions, displays etc. Handlooms were found to be given comparatively more publicity since 36% of the home makers had mentioned this media. The percentage of home makers mentioning this media for mill made cloth, Khadi, wool, silk, synthetic and Ready made garments had worked out to be 14%, 3%, 5%, 6%, 7% and 6% respectively.

From this it is evident that Magazines were the most popular medium. Newspapers were of secondary importance.

Posters came third in the order of priority. Radio and cinema were found to be occupying fourth and fifth places as seen below.

1. Magazines
2. Newspapers
3. Posters
4. Radio
5. Cinema
6. Others

TABLE XII (a)

THE OPINIONS REGARDING ADVERTISEMENTS GIVEN BY THE HOMEMAKERS

S.No.	Particulars of Opinions	Fre- quency	Percentage of home mak- ers who ex- pressed
1.	Advertisements help us to become familiar with various types of materials that are already existing and of the new arrivals.	51	68
2.	They are interesting to read	18	24
3.	Advertisements are powerful sales promoting devices	14	19
4.	Advertisements form an important source of income to the advertiser	11	15
5.	Advertisements are useful only when the material is in conformity with the advertisement in quality.	10	13
6.	They help us in choice making	10	13

S.No.	Particulars of Opinions	Fre- quency	Percentage of home mak- ers who ^{Ad} ex- pressed
7.	Attractive advertisements make us buy the product.	7	9
8.	Advertisements are useful	7	9
9.	Advertisements are attractive	6	8
10.	Once the satisfied consumer is the best advertising agent than any other media.	6	8
11.	They are excellent mode of displaying and conveying the quality and excellence of a particular brand of commodity.	5	7
12.	Advertisements are educative	4	5
13.	Advertisements are colourful	3	4
14.	Film shows are the best medium in conveying the message	2	3
15.	The free catalogues and free gifts when advertised, are real encouragement to the customer.	2	3
16.	Decorative dummies help to attract the crowd.	1	1
17.	Small bit notices are economical and effective medium of advertising	1	1
18.	They give information about new patterns and designs in ready made clothes	1	1
19.	There is a vast improvement in advertisements	1	1
20.	Advertisement is absolutely necessary for marketing new varieties.	1	1

The opinion of the home makers about advertisements in general:-

As seen above the sample home makers had expressed twenty different opinions about advertising. But all conveying the message that advertisements are the effective sales promoting agency, attractive, informative and useful.

Thus their opinions are expressive of the truth that advertising is a must both for the manufacturers and consumers.

TABLE XII (b)

TABLE BELOW GIVES THE NEGATIVE OPINIONS OF THE HOME MAKERS
ABOUT ADVERTISEMENTS

S.No.	Nature of opinion	Fre- quency	Percentage expressed
1.	As most of the advertisements now-a-days meant for only to the literates and sometimes even the literates find it difficult to understand as they are highly technical and not in regional languages especially in the case of synthetics.	18	24
2.	They give inadequate information	14	19
3.	Advertisement becomes a waste when it does not reach all people properly	6	8
4.	Sometimes they are not attractive	6	8
5.	An effort to deceive the mass	6	8
6.	Sometimes advertisements give false information	4	5
7.	Many times the advertisement misleads the consumers and puts them in trouble	3	4
8.	They are mere exaggerations of simple facts	2	3
9.	They develop unhealthy competition between the producers.	1	1
10.	Due to repeated programmes people get bored.	1	1
11.	Only a few media are used for advertising textiles	1	1
12.	Sometimes the method of presentation is not good	1	1

The various negative opinions about advertising by the selected sample of home makers reveal the defects commonly seen advertising in general. It is noteworthy here to see that with regard to synthetics inspite of a wide publicity even the literatas found it difficult to understand because of the high technical nature of the advertisement. However, the sample home makers were well aware of the defects that are commonly seen in the field of advertising.

TABLE XIII

THE TABLE BELOW GIVES THE ANALYSIS OF INFORMATION EXPECTED BY THE HOME MAKERS FROM THE ADVERTISEMENTS.

S.No.	Price	Desi- gn	Colour fast- ness	Guara- ntee	Tex- ture	avail- abil- ity	Grade and Brand	Fash- ions	Fabric compo- sition and constru- ction
No. of members expres- sed	69	68	61	59	54	52	49	47	35
Per- centage of Home Makers	92	91	83	78	72	69	65	62	47

As seen above that the home makers stressed all the points that a good advertising should give such as price, design,

colour fastness, guarantee, texture, availability, grade and brand, fashion, fabric composition and construction.

However, price was stressed by 92% of the sample home makers; design by 91%; colourfastness by 83%; guarantee by 78%, texture by 72%. The percentage of home makers who had mentioned the availability, grade, brand and fashion worked out to be respectively 69%, 65% and 62%. Fabric composition and construction was mentioned only by 47% of the home makers; this may be because of the highly complicated nature of textiles with the introduction of machinery and chemicals.

TABLE XIV

TABLE BELOW GIVES THE NUMBER OF HOUSEHOLDS WHICH HAVE SEEN THESE FACTORS IN INDIAN ADVERTISEMENTS

S.No.	Yes	No	Sometimes
No. of families expressed	21	16	38
Percentage of the families expressed	28	21	51

From the above data it is clear that 28% of the home makers had seen all the factors like availability of the material, brand, price, colourfastness, design, texture, fabric content, guarantee for quality, grade and fashion in Indian advertisements. 21% of them have expressed that they never found all those factors in our advertisements. 51% of

the home makers said that they could find the above mentioned factors in our advertisements only sometimes. From this it can be understood that most of the home makers were not interested in looking for these factors in advertisements partly because of the uninformative nature of Indian advertisements and partly because the home makers themselves might not be interested in looking into the advertisements due to their lack of time since majority of them are full-time home makers.

It can be suggested that advertisements should be colourfully presented in magazines, which are commonly and widely used by the home makers such as Kumudam, Ananda Vikatan, Kalki and Thinamani Kathir, and they must be in simple understandable terms on educative line.

TABLE XV

THE HOME MAKERS SUGGESTIONS FOR MAKING ADVERTISING SOUND, INFORMATIVE FORCE IN THE BUSINESS WORLD WERE CONSOLIDATED AND GIVEN IN THE TABLE BELOW.

S.No.	Suggestions	Number Expressed	Percentage of Home makers who expressed
1.	Advertisement should be more informative, and details like colours, availability, texture price and price ranges designs and its nature, colour fastness, washability, and fabric construction must be specified	55	73
2.	More accurate information should be given	19	25

S.No.	Suggestions	Number expressed	Percentage of Home makers who expressed
3.	They can attach small samples to make the consumer know about texture	18	24
4.	They could be more attractive	17	23
5.	Advertisements in local languages are preferable	12	16
6.	Advertisements should be more colourful	12	16
7.	Emphasis must be on the fabric to be advertised rather than the unnecessary details	11	15
8.	They should be simple to understand rather than highly technical	10	13
9.	Film shows are best medium for advertising	9	12
10.	When individual member comes to advertise it will be effective	6	8
11.	Instructions for handling and using must be given	5	7
12.	They should give all the varieties available	4	5
13.	Advertisements should be kept at a place where it can be seen by the mass	4	5
14.	They can give details regarding the availability	3	4
15.	Brand names are very important for selection	3	4

S.No.	Suggestions	Number expressed	Percentage of Home makers who expressed
16.	It should give upto date fashion trends in textiles	3	4
17.	Catalogues form an excellent medium of advertising	3	4
18.	Giving gifts help to gain more popularity among consumers, as it creates an interest for purchase.	2	3
19.	Mode of appeal is very essential	2	3
20.	Before advertising the psychology of the consumer must be studied	2	3
21.	Display is the best medium for advertising especially in the case of ready made garments	2	3
22.	Newspapers are preferable for advertising	2	3
23.	Proper media should be selected	1	1
24.	The models must be realistic and flashy modern models must be avoided	1	1
25.	Permanent posters will be more effective	1	1
26.	Fashion parades are most welcoming atleast once in a month	1	1
27.	Small bills and notices are economical and effective as it reaches the mass very easily	1	1
28.	Exhibitions will effectively serve the purpose	1	1

S.No.	Suggestions	Number expressed	Percentage of Home makers who expressed
29.	Reduction rates must be informed to the buyer at times	1	1
30.	Shop keeper must be provided with correct information	1	1
31.	It is better to conduct a study, for the advertiser to know what the consumer actually wants before advertising	1	1
32.	Regular advertisements in popular periodicals are welcoming	1	1
33.	Show rooms will attract the crowd	1	1
34.	Guarantee for quality must be given	1	1
35.	The advertiser should keep in mind that it is not only for his benefit but also for the consumer to satisfy his needs	1	1

The different suggestions offered by the home makers touched upon the various aspects of advertising such as the purpose of advertising, types of advertising, media of advertising, psychology of advertising, and advertising as an indispensable phenomenon in the field of textiles today where we find the innumerable varieties of synthetic blends.

V SUMMARY AND CONCLUSION

The study was aimed to findout the influence of advertising on the clothing purchases of selected homemakers in *the* Coimbatore city. The homemakers were selected by random sampling method and by using the interview schedule method the survey was ^tconcluded, while in the course of analysing the data the following factors were found.

1. Magazines seem to be the popular media of advertising for textiles both for the home makers as well as for the producers.
2. The most frequently advertised textile goods are millmade cotton, synthetics and silk.
3. The correlation found between the purchase of textile goods and the frequency of advertising of the same was not significant.
4. In the case of handloom fabrics no significant correlation was found between the frequency of advertising and the extent of use. Since Coimbatore is the centre of handloom goods, even without much advertising the sample home makers were found to be using the same.
5. Khadi was not familiar both as an advertised and used commodity on the part of both the advertisers and home makers.
6. With regard to silk the correlation between the frequency of advertisement and the extent of the purchase . . .

was unfavourable. Since the price of silks was comparatively higher than any other fabric, even the greater frequency of the appearance of advertising had not motivated the home makers to buy the same.

7. In the case of wool it was found out that even the lesser frequency of the appearance of advertising had a greater impact upon the home makers, because wool is a seasonal garment.

8. In the case of synthetic fabrics even though the frequency of the appearance of advertising was found to ^{be} high, the extent of purchase was not proportionate. This was because of the fact that the advertising on synthetics were highly technical as expressed by the home makers.

9. With regard to ready made garments irrespective of the frequency of appearance of advertising many have bought this. This may be because of the fashionable nature of ready made garments and the comparatively low prices of the same.

10. It was also found out that the advertising on textiles was defective, because the home makers had expressed that they were inadequate in giving information on price, design, availability, fashion, fabric composition and fabric construction and also highly technical.

11. It was also found out that advertising should touch upon all the aspects to be a full-fledged adver-

tising such as psychology, purpose and media.

12. It was found that advertising should be done in popular magazines in simple understandable terms in the regional language.

Thus the study brought to lime light the need of advertising in the field of clothing, in the present era both for the producers and the home makers. The findings of the study would greatly help the advertisers since they would serve as effective guide lines to them.

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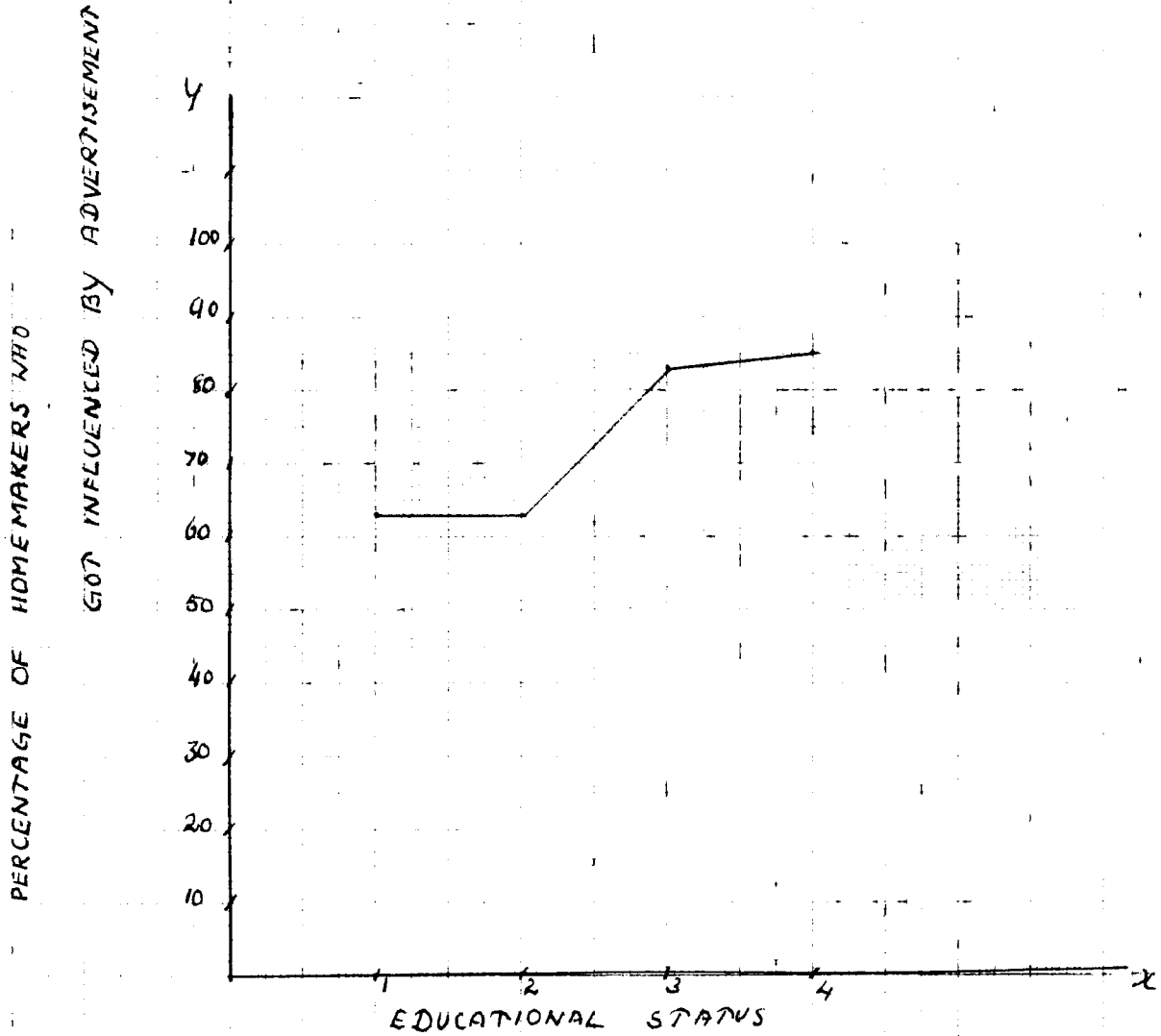
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FIGURE 1

CORRELATION BETWEEN THE EDUCATIONAL STATUS AND THE INFLUENCE OF ADVERTISEMENTS UPON THE CLOTHING PURCHASES OF THE SAMPLE HOMEMAKERS

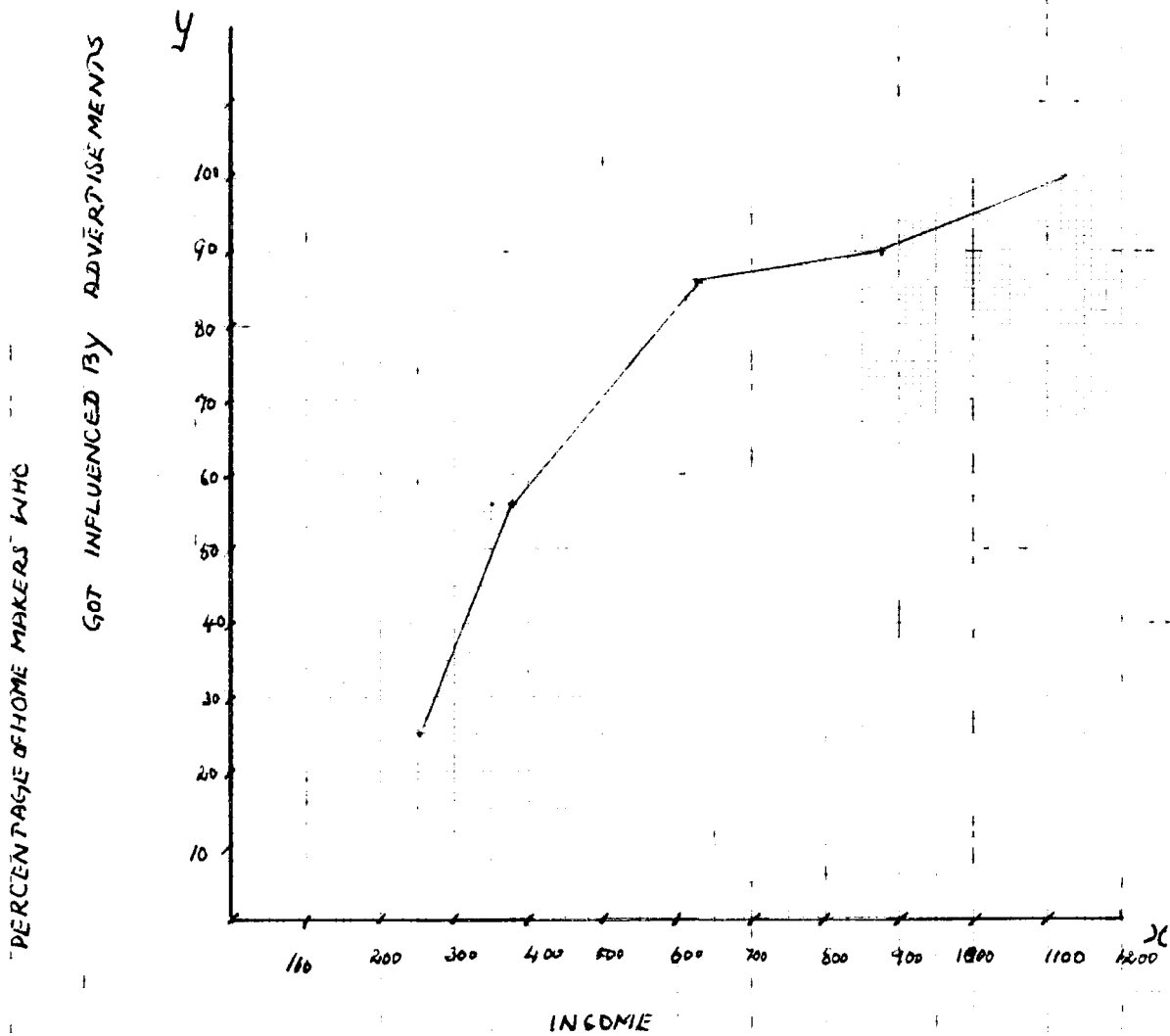


- 1. UNEDUCATED
- 2. PRIMARY EDUCATION
- 3. SECONDARY EDUCATION
- 4. COLLIGATE

SCALE
Y AXIS 1CM = 10 PERCENT

FIGURE 11

CORRELATION BETWEEN THE INCOME AND THE INFLUENCE OF ADVERTISEMENTS UPON THE CLOTHING PURCHASES OF THE SAMPLE HOME MAKERS



SCALE

Y AXIS 1CM = 10 PERCENT

X AXIS 1CM = Rs. 100

APPENDICES

APPENDIX I

SRI AVINASHILINGAM HOME SCIENCE COLLEGE
COIMBATORE

QUESTIONNAIRE TO ELICIT INFORMATION ON THE INFLUENCE OF
ADVERTISING, ON THE CLOTHING PURCHASES OF SELECTED HOME-
MAKERS IN COIMBATORE CITY.

SERIAL NO

I. BACKGROUND INFORMATION

a. Name of the homemaker

b. Age

c. Educational Qualifications

d. Occupation Husband ----- wife -----

e. Income per month

II. FAMILY COMPOSITION

S.No.	Name of the member	Relation ship to the head	Age	Education Qualification
-------	--------------------	---------------------------	-----	-------------------------

III. a. Total expenditure on your clothing per year

b. Percentage expenditure per year.

IV. What are the points you would look for while purchasing?

No	Information	Yes	No
1	Price		
2	Washability		
3	Colour fastness		
4	Durability		
5	Fabric Composition		
6	Fabric construction		
7	Guarantee for Quality		
8	Grade		
9	Brand		
10	Fashion		
11	Suitability		
12	Texture		

V. How are you motivated to buy the new varieties of clothing material?

S.No.	Factors	Yes	No
1	Advertisement		
2	When you see somebody wear it		
3	When the shop keeper induces		
4	Demand by family members		
5	Low Price		
6	New fabric		
7	Out of curiosity		
8	Window display		
9	Fashion		
10	Fresh stock		
11	Others		

VI. What information do you expect from an advertisement?

- a. Availability
- b. Brand
- c. Price
- d. Colour fastness
- e. Design
- f. Texture
- g. Fabric Content
- h. Guarantee for Quality
- i. Grade
- j. Fashion
- k. Others

VII. Do you find the above factors in Indian advertisement?

Yes No Sometimes

VIII Give your opinions regarding advertisements

a)

b)

c)

d)

e)

f)

IX Give your suggestions for improving advertisements

a)

b)

c)

d)

e)

f)

X From where did you get the information for the following?

S.No.	Name of the product	Name of the brand	Source of information					
			Pos- ters	Maga- zines	News- papers	Radio	Cinema	Oth er
1	Millmade Cotton							
2	Handloom							
3	Khadi							
4	Silk							
5	Wool							
6	Synthetics							
7	Readymade garments							

TABLE I

THE CORRELATION BETWEEN THE EDUCATIONAL STATUS AND
THE INFLUENCE OF ADVERTISING ON THE HOME-MADERS CLO-
THING PURCHASES.

S.No.	Type of Education	No. of fami- lies belong- ing to the same	No. of fami- lies influ- enced by the advertise- ments	Percentage of families influenced by the ad- vertisements
1	Uneducated	3	5	63.00
2	Primary edu- cation	3	5	63.00
3	Secondary	46	33	33.00
4	Collegiate	13	11	35.00

TABLE II

CORRELATION BETWEEN INCOME OF THE SELECTED HOUSEHOLDS AND THE INFLUENCE OF ADVERTISING IN THEIR PURCHASING OF CLOTHES.

A = 625

B = 100

S.No.	X	Y	X-A	y-B	(x-A) ²	(Y-B) ²	(X-A) (Y-B)
1	250	25	-375	-75	140625	5625	28125
2	375	56	-250	-44	62500	1936	110000
3	625	37	0	-13	0	169	
4	375	90	250	-10	62500	100	-2500
5	1125	100	500	-0	250000	.	
			125	-142	515625	7330	36625

$$\sigma_x^2 = \frac{515625}{5} - \left(\frac{125}{5}\right)^2 = 103125 - 625 = 102500$$

$$\sigma_x = 320.2$$

$$\sigma_y^2 = \frac{7330}{5} - \left(\frac{-142}{5}\right)^2 = 1566 - (28.4)^2 = 759.44$$

$$Y = \sqrt{759.44} = 27.56$$

$$\frac{\sum (x-\bar{x})(y-\bar{y})}{N} = \frac{36625}{5} - (25x - 28.4) = 7325 + 710 = 8035$$

$$r = \frac{8035}{320.2 \times 27.56} = \frac{8035}{8824.71} = .91$$

APPENDIX IV

TABLE III

CORRELATION BETWEEN FREQUENCY OF APPEARANCE OF ADVERTISEMENTS IN NEWSPAPERS AND MAGAZINES OF THE SELECTED ITEMS OF TEXTILES AND THE EXTENT OF THEIR USE.

A = 20

B = 38

S.No.	X	Y	Y-A	Y-B	(X-A) ²	(Y-B) ²	(X-A)	(Y-B)
1	200	56	170	-18	23900	324	-3060	
2	30	39	0	1	0	1	575	
3	5	15	-25	-23	625	529	-40	
4	70	37	40	-1	1600	1		
5	30	35	0	-3	0	9		
6	130	33	150	0	22500	0		
7	5	23	-25	-13	625	169	325	
			310	-57	54250	1033	-2200	

$$\begin{aligned}
 \bar{x}^2 &= \frac{34250}{7} - \frac{310^2}{7} = 7750 - (44.22)^2 \\
 &= 7750 - 1961.6041 = 5788.3959 \\
 \bar{x} &= \sqrt{5788.3959} = 76.08 \\
 \bar{y}^2 &= \frac{1033}{7} - \left(\frac{-57}{7}\right)^2 = 147.5714 - (8.14)^2 \\
 &= 147.5714 - 66.2596 \\
 &= 81.3118
 \end{aligned}$$

$$\begin{aligned}
y &= \sqrt{31.318} = 9.02 \\
\frac{\sum (x - \bar{x})(y - \bar{y})}{N} &= \frac{-2200}{7} \quad (44.29x - 3.4) \\
&= -314.2857 + 360.5206 = 46.2349 \\
r &= \frac{46.2349}{9.02 \times 76.68} = \frac{46.2349}{636.62416} = .06 \\
t &= \frac{r}{\sqrt{1-r^2}} = \sqrt{n-2} = \frac{.06}{\sqrt{1-.0036}} = x\sqrt{5} \\
&= .06 \frac{\sqrt{5}}{.9964} = .06 \times \sqrt{.5013} \\
&= .06 \times .71 = 0.0426 \\
&\quad \text{*****}
\end{aligned}$$

for d,f = 5 > .5

This value is not significant, such as value could occur in samples from an uncorrelated population.