

**THE INFLUENCE OF ADVERTISEMENTS ON THE HOMEMAKERS' PURCHASING  
HABITS, WITH REGARD TO SOME HOUSEHOLD GOODS IN COIMBATORE**

By

**Asha Deshmukh**

A Thesis Submitted to the University of Madras,  
in Partial Fulfilment of the Requirements for  
the Degree of Master of Science

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## INTRODUCTION

If we go through the pages of a newspaper or magazine, or as we pass down the public roads, our attention is invariably drawn to some picture, poster or slogan which advertises some product or the other. These advertisements usually affect our views on the products advertised, either positively or negatively. Advertisements influence both the producer and the consumer of the goods advertised. This study is an attempt to assess the influence of advertisements on the consumers' purchasing habits.

Who is a Consumer?

The word 'consumer' means an 'user' of goods. We 'consume' or 'use' up food, clothing and some housing facilities and numerous other tangible goods and intangible services. The modern concept of the consumer goes further than that of an 'user'. It conceives the consumer as a spender of money for satisfying wants. Hence, all people, as consumers spend money to buy something or other from the market for satisfying their needs and wants. The homemakers, particularly those living in urban areas, buy from the market, almost all articles for household consumption. Every family is thus a unit of consumption and the homemaker is the key person who determines the pattern and level of consumption in her family. It is she who buys almost everything for the con-

sumption of the individual members of the family. A wise homemaker is one who chooses wisely in order to maximise the satisfactions and increase the standard of living of the family.

In order that the homemaker may make right decisions and choices in her consumption pattern, she needs special education. It is here that Consumer Economics helps the homemaker to a great extent.

#### The Changing National Economy

How has this shift in emphasis to the consumer come about? In the olden days people were self-sufficient in the villages. All articles for household consumption were produced in the home and whatever was produced in the home was consumed by the family members themselves. Hence there was no necessity for the homemaker to purchase the articles needed for the home from the outside market.

At this stage the consumer and the producer were one and the same individual. However, as education spread, and science and technology progressed, large-scale industries developed and cities sprang up. The economy of self-sufficiency of the rural home changed, giving place to a producer-dominated economy. Dependence on hand labour gave place to dependence on machines.

This led to keen competition in the world of production and the consumers gradually became more conscious of their rights and privileges. Today the consumer has

become an important person who has to be taken into consideration by the producer. The producer must comply with his demands for quality goods. The consumer has thus become the standard for economic production. His preferences and tastes determine the pattern of production of consumer goods. Production, in its turn, affects the tempo of the country's economy in general due to the fact that the effective demand of the consumer will decide the quantum of output. The more the production, the greater will be the number of people employed and the greater the national income. This will increase people's propensity to consume, which in turn, will lead to prosperity for all. Hence, the consumer plays an important role in regulating the economy of a country.

Therefore, producers today have started thinking in terms of what the consumers want. Depending upon the choices and effective demand of the consumers for certain goods, the producers will know the trend which their production should follow. This will help to avoid wastage in production and bring about economy in consumption as well as satisfaction to the consumer.

#### Importance of Consumer Economics

The proverb, "The hand that rocks the cradle rules the world" is very true in the case of the economic world. It is the homemaker who decides what is to be bought for household consumption. Through the aggre-

gate choices of the homemakers in a community, the economy is keyed up or down.

How is the homemaker to be helped to choose her consumption pattern wisely? 'Consumer Economics' is the answer.

Consumer Economics is that branch of economics which teaches how to obtain the maximum satisfaction through a wise consumption pattern. The principle here is the same as in all good management; that is, with the least or minimum expenditure on consumer goods, one derives maximum satisfaction.

Human wants are always unlimited and resources limited; hence the need for the utilisation of the available resources in the most economical manner. The best use of the resources is possible only if their utility, quality, quantity and durability are known. Some choices will always have to be made with regard to the purchases. The question is how to decide what is to be purchased first. In other words, the consumer needs to decide on a priority list of the wants to be satisfied. Thus, Consumer Economics educates the consumer about the how, why, what and when of wise consumption.

In the market today, a variety of goods are placed before the consumer. As a rational being, one would expect him to choose those combinations of goods and services which will give him maximum satisfaction. However, it is not the case always. His choices and

preferences are influenced by numerous other factors, such as the market and the selling methods.

In the modern market, several aggressive and persuasive selling methods in the form of advertisements, are playing an important role. "Aggressive selling is the way by which the businessman works his will on consumers. He makes people want his own product", says Hoyt (1928)<sup>1</sup>.

The aggressive and persuasive selling tactics adopted by salesmen have helped in boosting up the sales of most commodities. Their method of selling appears to be irresistible, since many consumers are carried away by the colour and glamour of the advertisements.

McEwan (1956)<sup>2</sup> has classified advertisements into three different types, as

- a) Educational advertising,
- b) Reminder advertising,
- c) Institutional advertising.

Educational advertising is informative advertising. Therefore, the purpose of educational advertising is to educate the consumer about the products, without any direct inducement to buy. In the informative advertisements, there is always a subtle appeal to the consumer, which makes him purchase the goods advertised.

Reminder advertising is advertising which reminds the consumer of the advantages of the products, which

have been presented in different ways, including educational advertising.

Institutional advertising is basically either educational or reminder. It is, however, a broader and more impressive rendering of the other two types. It is an appeal to the community collectively, while the other two types are mostly appeal to the individual.

Advertisements are mostly used in commercial life, with profit motive. But, there are some non-profit motives also behind the advertisements. Such advertisements are used for the publicity of Government plans, welfare programmes and educational relief funds. But, in this study, only commercial advertisements are taken into consideration.

Here we have taken educational and reminder advertising, because they appeal to the individual consumer, of whom, the homemaker is the most important. Hence, it is essential to know how far she is affected by modern advertisements.

This study has been undertaken to find out how far advertisements influence the homemaker in her daily life.

## II

## REVIEW OF LITERATURE.

1. Meaning of Advertising.

Various views have been expressed about the meaning of advertising. Hower (1949)<sup>3</sup> points out that the word advertising comes from the French word 'avertir', which means 'to notify'.

According to Coles (1938)<sup>4</sup>, advertising is a way of telling people about a product, a service, or an idea, in order to promote its sales. Advertising helps in notifying the consumer about the goods produced. Goods cannot be sold or distributed automatically, as soon as they are produced. Their producers will have to inform the consumers about the availability of the goods and persuade them to buy the particular commodity.

McEwan (1956)<sup>2</sup> visualises advertising as a service to society. He says, "The system known to society as advertising, is simply a means of speeding up an essential process between the seller and the buyer ... Advertising is a phenomenon in society with which everyone is constantly in contact".

According to Babson and Stone (1938)<sup>5</sup>, "Yesterday's problem was output - how to make the goods. Tomorrow's problem will be outlet - how to market the goods. Mass production requires the partnership of mass distribution". Whatever is produced has to be distributed, otherwise it leads to waste in production and consumption, which will

affect the economic system adversely. When the produced goods are not distributed, they will be stocked in one place. Hence, consumers will not know the available products. Thus, the demand for the product will go down. Waste in production will be the result because goods produced are not distributed. The producers will incur loss and will have a tendency to cut down labour. Many people will be unemployed. The per capita income will go down. Decrease in the purchasing power of the consumer will be the consequence. On the basis of the 'output' and 'outlet', the producer will have to base his policy of advertising.

Advertising is a joint effort of producers and consumers. While advertising, the producer or advertiser should bear in mind that he has to market his goods. So he should advertise his goods in such a way that consumers are attracted towards the product.

Gordon (1953)<sup>6</sup>, while discussing consumers' choice, stated that consumers do not know definitely what they actually want. In some cases, they have little idea as to what they need or desire and this situation encourages advertising. Whenever the consumers are uncertain as to what they want, there is an opportunity to persuade them, through advertising. Thus advertising becomes part of persuasive selling.

There are many misunderstandings about advertising. Some people regard it as unnecessary and some others

argue that advertising is an economic waste. But Kelly (1953)<sup>7</sup> says that advertising is the equaliser of our economy, because it maintains equilibrium between production and consumption and thus regulates the economic system.

Benefits formerly restricted to the few are now widely distributed among the masses. Consumers' choice is greatly expanded not only for new products and services that advertising makes it profitable to produce, but in terms of income and price groupings. Today the medium income wage earner families may elect to buy a used car, so as to have funds for some other new product. It is possible to produce new things because of the existence of used products.

## 2. History of Advertising.

When families were self-sufficient and their needs were few, advertising was not necessary. However, the economy of self-sufficiency underwent changes and gave way to dependency on production outside the home. Mass production of consumer goods came into existence.

Often, producers were found to produce more goods than were necessary, creating the need for the disposal of surplus goods. The producers were forced to seek ways and means of selling effectively. Advertisements were thus born.

According to McEwan (1956)<sup>2</sup>, advertising might have started in primitive days, in the shape of 'word of mouth'

ion. It is here that advertisements have become a vital link between the producers and the consumers and a valuable tool in the hands of producers to expand the market for their goods.

McEwan (1956)<sup>2</sup> has pictured the advertising prevalent in ancient days as follows:- "There was a sketch in an American magazine, of an ancient marking on the wall of a cave. In outline, the marking showed a steep slope with two animals on it. One was quite obviously a mountain goat, and was drawn leaping upwards and in a sure-footed manner. The other animal could be identified as a horse, which, instead of leaping upwards, as did the goat, was tumbling backwards. The interpretation placed upon the cave marking was - A goat can climb but a horse will fall". It is easy to see the significance of the message to the primitive travellers on horse back. This was the forerunner of the present-day road signs and poster advertisements.

McEwan further states that in ancient Greece and Rome, advertisements were often painted on walls and pillars, and in Egypt, producers' messages were carved on stone tablets known as 'stelae'.

In the middle ages, verbal advertising was resorted to in fairs. When fairs were recognised institutions for trading, merchants shouted the virtues of their products or employed men for that purpose. The busy and noisy scenes of market fairs, shandis and melas are fam-

iliar even to this day. At the village fairs in India, the sellers announce the items that would be on sale in the ensuing week. This gives the consumer an idea as to what he could buy at the next fair.

Further, McEwan says that town criers who became very influential in the commercial life of Europe were introduced in advertising. These town criers enlightened people on the availability of certain products. In the middle ages, symbols were used to advertise goods. This perhaps was the origin of "trade mark".

During the 15th and 16th centuries, sign-boards made their appearance in England. When printing was invented in 1416, it became possible to distribute advertisements much more widely than before. The first newspaper advertisement came out in 1625, although printed advertising was known as early as 1480 in the United Kingdom. During the second half of the 17th century, various press advertisements made their appearance.

The 18th century marked greater development in the field of advertising. Because of an 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 in popular media for advertising, it became necessary for the producer to seek the help of advertising specialists, in order to understand mass psych-

ology and put out advertisements, which would appeal to them.

Thus advertising is a development born out of the economic changes and needs of the time.

### 3. Purpose of Advertising.

Hawtrey (1925)<sup>9</sup> states that one of the chief aims of advertising is to produce the impression on the consumers that the thing advertised is the one everybody buys. Such impression is created not only by direct statements to the effect that great quantities are being sold, but also by pictures calculated to produce the same impression that is, being extensively used. From that familiarity, the source of which may easily be overlooked, consumers get the inducement to buy the articles thus advertised.

Borton (1950)<sup>10</sup> states that "advertising may be used to inform, persuade, convince and inspire to action". Kelly (1953)<sup>7</sup> is of the view that advertising is a message given by the producer or manufacturer about his product, with a definite objective of selling effectively.

According to Clark (1925)<sup>11</sup>, the purposes of advertising are to create a demand for a certain new product, to direct the demand already existing for a certain product towards some particular brand of that product, to divert the demand for that product from competitors and to retain and enhance the demand which is already established for that product.

According to Wilhelms and Heimerl (1960)<sup>12</sup>, advertising has a twin function. That is, on the one hand, it informs the consumer about the various products available to him in the market to satisfy his needs. On the other hand, it creates a demand for the product advertised. Increasing demand persuades the producer towards greater production of the purchased products.

Advertising plays a profitable role for both the producer and the consumer. The producer finds advertising an easy, effective and economic way of telling the story of his product. The consumer hears about it and is helped to see and try the product.

Another purpose of advertising is to help the consumer know the latest fashions in vogue. According to Nystrom (1928)<sup>13</sup>, to be up to date in fashions is one of the powerful drives in human nature. This urge indicates man's desire to progress and not regress. Therefore, he develops a dislike towards goods, which have become old-fashioned. Only the latest products appeal to his tastes.

Coles (1932)<sup>14</sup> states that advertising is an important means of developing prestige for a particular producer. This prestige is largely a matter of individualising goods, or differentiating them from others of a similar nature. It is established by the repetition of distinctive trade marks, by making the goods widely known through advertising campaigns.

Through appealing pictures, huge and distinctive signs, attractive colours and often-repeated slogans, the advertiser is able to create certain prestige value for his products in the minds of the public.

Coles (1938)<sup>15</sup>, while discussing the consumer-buyer and the market, said that a very large portion of advertising in some way or other forced the consumer to buy. Advertisers use the knowledge of human psychology to find out ways and means of making consumers buy. Psychological appeals tend to initiate impulsive buying rather than rational buying.

Advertising is constantly used to bring to the notice of consumers, the new available products. Through advertising, consumers come to know of the existing available products and have a wide area to choose quality goods according to their preferences. In order to make a wise selection or choice among the existing products, the consumer needs to know the availability of products in the market.

According to Gordon (1953)<sup>6</sup>, advertising informs the buyer of the prices asked for specific goods and services. This type of advertising is frequently associated with 'informational' announcement. Through this service, buyers are informed of the prices and the places where they may buy certain goods. To this extent, advertising enables consumers to compare prices of competing products and save their time in shopping.

Advertising thus renders valuable service to the consumers, as a source of information concerning the availability of products. It also helps to save their time and energy while buying, by giving the sources where the products are available.

Advertising attempts to make the consumer think that the quality of the goods advertised is superior to that of others. Advertising thus seeks to establish standards of quality in the minds of the consumer and thus aims at preventing the consumer purchasing products of inferior quality, says Reid (1938)<sup>16</sup>.

If the consumer finds the quality of the advertised product to his taste and liking, he is likely to become a regular user of that particular product. When a large number of consumers respond to advertising in this manner, increased sales of the advertised products will result with a concomitant reduction in the cost of production and sale prices.

Kelly (1953)<sup>7</sup> has pointed out that the general tendency for advertising is to lower the price of the product advertised over a period of years, since advertising helps to expand the demand in the market. Science and technology improve the efficiency with which increased capital is used to secure lower unit costs of production. Advertising concurrently reduces selling cost. This is invariably accompanied by competition, which acts as further incentive to reducing costs, lowering prices and improv-

ing quality. Thus, advertising helps to reduce selling costs.

On the demand side, since expansion can be sustained only through lowering of prices, the long range tendency of advertising is to lower the prices of both, the originally advertised products and the competing products. This leads to the paradox of advertising, that is lowering prices for increasing the profits.

On the supply side, advertising has helped the pioneer brands to develop efficiently in production, machinery and technology to achieve low unit costs of production massively and to familiarise distributors with the advertised products and their marketing needs.

Thus, on the demand side, advertising has contributed to expanding consumer wants and brand preferences. While consumer experiences help to establish habits of using the particular products, the consumer budgets place a premium on prices paid. Thus, an economic stage is set for competing products to enter the field. The newcomer must offer some inducement to secure sufficient volume of sales for his products. For him lower price is possible because he has all the advantages of the latest and most economical machinery and technology.

When the cost of production is lowered, the tendency will be for selling price also to be lowered in a competitive set up. If this happens and effective demand is not increased to any appreciable extent, then the

total outlay on that particular product will be less than it was before the lowering of the prices, thus increasing the consumer's net savings. He can spend this increased savings on other useful items which could not have been purchased earlier, when his savings were less. This will result in improving his standard of living.

Advertising informs the consumer about newly invented products, their quality and additional new uses for old products. It sometimes happens that new uses are discovered for commodities already on the market. This may come about accidentally, as a result of laboratory research, or as a result of contests in which consumers vie with one another for cash prizes or rewards for revealing various uses which they have discovered for a particular product. Such an advertisement actually increases the utility of the commodity by putting forth various uses for the same commodity. Thus, the range of satisfying human wants may be widened by discovering entirely new uses for old products or by discovering entirely new products. Modern industries are making use of research for satisfying the new growing human wants. Thus, advertising re-orientates the outlook of the consumer in regard to the different products. This may lead to the luxuries of yesterday becoming comforts of today and necessities of tomorrow.

According to Gordon (1953)<sup>6</sup>, advertising makes

competition between producers more effective. According to economic theory, a consumer is protected from overpricing and inferior quality, by the competitive rivalry of sellers for his patronage. If one merchant charges too high a price or seeks to sell inferior merchandise, buyers will turn to his competitors, who have been made known through advertising.

Advertising also functions to avoid waste in mass-production. It helps to maintain contacts between the consumers and the producers. Communication between consumers and the producers will help to maintain better relationship between them. Due to free and friendly communication, producers will know what the consumers want. If the advertisement is informative and genuine, the consumers will know exactly what the product is and will buy only that which they require, thus avoiding waste in consumption. They will then produce what is wanted and the consumers will get greater satisfaction when they find the goods to their tastes. Thus waste in production is avoided.

Advertising always tries to keep consumption and production in balance. It influences consumers' choice greatly and through it, ultimately, the market. Thus, advertising affects the producers as well as the consumers who are the main regulators of the economy.

Advocates of advertising hold that it contributes to a higher standard of living and aids in putting new

products on the market. It provides information of products in an economical way and thus helps in doing an essential part of the merchandising job; helps to lower costs through increasing volume of business and encourages investment, which in turn, increases production, whereby the economy is raised to higher levels.

#### 4. Psychology of Advertising.

Advertising is made increasingly efficient and effective through the application of certain psychological principles. The producer studies the behaviour of the consumer, with regard to his products and uses that knowledge to channelise the consumers' choices towards 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. The appeal of the advertisement depends on its attractiveness and colourfulness.

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 products; that is, 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.

It was first discovered in the United States of America that millions of people read comics because they liked it as it was easy, pleasant and light. Advertisements were later based on this principle and presented in the form of comics.

Advertisements 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.

Hattwick (1950)<sup>17</sup> has said, while discussing about how to use psychology for better advertising, to -

"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 the sales story from a pleasant point of view have a better chance to be remembered later, when 'wants' for the advertised products arise.

Stories in pictures also help to create interest in advertisement. Pictures speak a universal language and arouse stronger responses than mere words.

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.

The position of the advertisement in a page or

good advertisements must bear the following qualities:-

It should aim at informing and helping the consumer to buy more intelligently. Tell the truth, avoiding misstatement of facts, as well as possible deception, through implication or omission. It should not make any claims which cannot be met in full and without further qualification. It should use testimonials of only competent witnesses.

Good advertisement should conform to the generally accepted standards of good taste. It should seek public acceptance on the basis of the merits of the product or service advertised.

It should avoid offensive practice.

It should always recognise its economic responsibility to reduce distribution costs and its social obligations of serving the public.

#### 6. Kinds of Advertising Media.

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 large groups of people through various media, such as newspapers, magazines, posters, cinema slides, radio, displays and exhibitions.

Brown (1961)<sup>20</sup> points out that the question of media is very important in advertising, because any one particular medium cannot carry the advertisers' message to all his buyers and potential customers alike. Some types

of advertisements enhances the value of a medium. In this respect, newspapers offer a large degree of frequency. Newspapers, therefore, are a timely medium.

Magazines are another important media. Even though various types of magazines are published and read by the consumers, they are not as widely read as the daily newspapers.

According to Mullen (1950)<sup>22</sup>, the possibility of the magazine to give an advertising message simultaneously on a national scale, is one reason why the magazine has been used so frequently for announcing new products and new services.

According to Mitra (1945)<sup>23</sup>, the most important media of advertisement used by the business people for the purpose of pushing their products, are the columns of newspapers and magazines. These are believed to be the most effective ways of giving publicity uniformly and satisfactorily. Newspapers and magazines are subscribed to and purchased not only by the general public, but by clubs, public libraries and other bodies offering opportunities to non-subscribers as well to read them. Therefore they reach a wider circle of readers than indicated by their circulation. The number of readers of many of the newspapers, now run into millions.

Prominent advertisements for all types of goods, find their places in the newspaper and catch the readers' eyes. The proprietors of these newspapers and magazines

derive substantial portions of their income, by charging for these advertisements. They are, therefore, interested in giving all facilities to their respective advertisers.

Theatres and cinema shows are also becoming an increasingly important media for advertising.

"Motion picture advertising is highly controversial", say Kelly and Brisco (1951)<sup>24</sup>. It may be because it is forced on an audience who pay for the entertainment and not for the advertising. However, regardless of this dispute, the theatres are used widely for advertising.

According to Guertis (1950)<sup>25</sup>, the commercial film has a power beyond that of any other advertising medium because of the hypnotic attention it receives from the audience. Large masses of audience attend film shows daily, in spite of their poverty. Motion pictures are therefore highly used as a means of communication and advertising. According to Indian Press Year Book (1956)<sup>26</sup>, the power and appeal of the cinema is so easily demonstrable in this country that the more progressive marketing organisations have at last become progressive in their approach to this medium.

In 1954, the Indian Society of Advertisers, Bombay, arranged the exhibition of advertising films of several member firms to members and an invited audience. The theme: "Selling through films".

A number of leading commercial houses are already doing good specialised educational work by making films from their libraries available to institutions, colleges, schools and even private individuals.

Advertisements of various goods and business are projected on the drop scenes of theatres and on the screen in cinemas, to be read by the audience during the intervals in pictures. Advertisements also enter indirectly the actual programmes of the theatre. Restaurants, tobacco sellers, patent food manufacturers, small and large shops, all make use of these media, for giving publicity to their products.

One of a very effective form of advertisement is the artistically designed display of the article to be sold behind specially contrived glass windows of the shops. The displays are so designed as to attract the attention of the people who pass by, in a forcible manner. The prices of the goods are generally marked on them and any reduction of price is also shown. The goods displayed are appropriate for the different seasons of the year, based on the tastes and requirements of the public. They are changed frequently in order to maintain alive the interest of the people. Artistic decorations with electric lights of various colours in shades and designs are also displayed during the nights. This type of advertisement is particularly useful for retailers.

Articles are also displayed in fairs and exhibitions

specially held for the purpose. Various types of fairs are organised at national, state and district levels. This media, for an advertisement during such fairs, catches the attention of thousands of people.

Exhibitions are also an effective media for advertisements. They are arranged in foreign countries also, through consular offices (Reid 1938)<sup>16</sup>.

Radio advertising has become popular these days in the countries like the United States of America and Ceylon. But it is prohibited in India, Dodd (1956)<sup>26</sup>. According to Radio Advertising Services, "The Commercial Service of Radio Ceylon has become part and parcel of the life of the average radio owner in Ceylon, India, Pakistan and many neighbouring countries. The reason is fairly obvious. The programmes beamed to this sub-continent in English, Hindi and Tamil, consist for the most part (85 per cent to 90 per cent to be exact) of pure entertainment. The remaining 10 per cent to 15 per cent of time is devoted to the selling of products on behalf of sponsors who have purchased air time.

Over 170 firms from India make use of the Commercial Services of Radio Ceylon.

In 1932, the Federal Radio Commission of the United States of America made a study of radio broadcasts. It was found that of the total hours used during seven broadcast days, 64 per cent were used for sustaining programme and 36 per cent for commercial programme.

Of the total hours used for the commercial programmes, description took up 18 per cent of the time. Thus advertising was given great importance in the radio broadcasting. To a large majority of population, radio programmes are a source of enjoyment, in which case appeals are made to the ear rather than to the eye. In radio, music and speech become the media for advertising. Reid (1938)<sup>16</sup> says, "The human voice is probably the most powerful means that exists for holding attention, for arousing emotions and for playing upon sympathies. Radio messages enter the home of the consumers when they are at leisure. Thus, naturally, the consumer will have the tendency to give more attention to advertising through the radio.

Posters on the walls, in streets and other public places and on public conveyances, displaying prominently, trade marks and trade names are very popular. This form of advertisement, with appropriate pictures, proves to be very effective in some special lines of business, such as theatres, circuses and patent medicines.

Closely related to the posters are the mechanical pictures and switch lights. But these are rather expensive.

In cases where a descriptive narrative of the business is required to be communicated to the existing or prospective customers, the device of sending leaflets, handbills and prospectuses, is followed with good results.

All information on the nature of the business advertised is supplied through these printed media. The interested reader gets all the facts required to help him arrive at a decision. This medium for advertisement is frequently taken advantage of in floatation of new companies and similar cases. Prospectuses are also sent in reply to enquiries obtained through newspaper advertisements and otherwise.

Book-sellers and sellers in some other lines prepare catalogues of their goods with short or long descriptions in some cases accompanied by testimonials and send them to different persons in reply to enquiries or to prospective customers. Such catalogues are usually handy, convenient and attractive, containing a list of goods handled by the firms, which are classified according to their nature. Sometimes papers of different colours are used for different types.

Manufacturers and wholesale dealers often advertise their goods by sending circular letters to their existing or probable customers. As this method is a direct one, the addressees are bound to read and directly be influenced by them. The names of the parties to be addressed are generally collected from various directories or through local agents.

The kinds of advertising media have increased to a very great extent and the advertiser will have to take great pains to choose the right media. The impact on the

consumer will depend upon the choice of media that the producer makes. On the part of the consumer, we see that he has a wider knowledge of what is available to him from the different media adopted by an advertiser.

#### 7. Advertising in India.

Talking about advertising in India, Sri.S.K.Dey (1960)<sup>27</sup> says that, 'Advertising occupies a pre-eminent position in our country's economy and that it is improving day by day. Scientific advertising came to India from England. With the growth of industry in Europe, the producers were eager to capture markets in other countries and they felt the necessity for publishing their wares in those countries. Soon foreign agencies came over to India to give publicity to their products. As years passed by, advertising agencies developed and new branches for the foreign agencies were established and slowly Indian agencies were also set up.

#### History of Indian Advertising.

Tracing the history of Indian advertising, S.K.Dey (1960)<sup>27</sup> states that 25 years ago advertising in India was in the hands of the foreign agencies. An individual who entered this profession, did so, more by chance than by choice. The advertising line was not considered either attractive or respectable. Moreover, the people who entered this profession were sceptic about the prospects. There was no security or surity and they had to face stiff competition from foreigners.

As education made the people more enlightened they

realised their opportunities and young enterprising businessmen started thinking in terms of how to use advertising techniques for increasing their sales figures.

There were no institutions to train advertising personnel at that time. Later Indian artists came forward and with some difficulty in the initial stages, were trained as commercial artists. The work of these pioneers was very much appreciated, both in India and abroad. The whole picture changed, when after the second world war, the major bulk of advertising agencies were in the hands of Indians.

Advertising Agencies Association in India was set up in 1945 with its headquarters in Bombay.

The advertisers and agencies had no documented record regarding the circulation figures of publications. It was necessary that an impartial body should be set up to check the circulation figures of all publications before issuing any certificate regarding circulation to the advertisers. The Audit Bureau of Circulation Limited was established in 1948. That was the major step for the betterment of advertising in India.

The Indian Society of Advertisers is another step forward in development of advertising. It was formed in 1951 in Bombay. It represents the big advertisers and looks after their interests.

Several advertising clubs have been established in

the country. In 1959, The Advertising Council of India was established. This body will be of great help in raising the standard of Indian advertising. "Advertising agencies in India are becoming conscious about their standard of advertisements and also improving their standards of service in order to ensure good returns for advertising", says R.K.Sirkar (1960)<sup>28</sup>.

#### Advertising Media in India.

"In deciding the media of advertising in India, advertisers have to view it against the background of agriculture. The main problem in India is that more than 80 per cent of the population is illiterate and although they speak a language, they rarely understand the written words. The combined circulation of dailies and periodicals in all the languages reaches hardly 5 per cent of the population", says Nicholson (1960)<sup>29</sup>.

Commercial radio or television do not exist in India. As for commercial radio itself, Indian advertisers have been utilising the broadcasting facilities of The Commercial Services of Radio Ceylon on an ever increasing scale. Hence, the advertisers who want to reach the masses have only two choices, namely, the cinema and outdoor advertising.

There are over 3,000 cinema theatres in India, mainly concentrated in urban areas. These, however, in spite of their audio-visual appeal, do not have much impact on 500,000 villages in India, where the masses can now purch-

ase items like cloth, soap, cigarettes, kerosene, pain-relievers, etc. Advertisers who were very enthusiastic to display advertising shots and slides now feel that something more is required and are looking to outdoor advertising to fill the gap.

As stated by Nicholson (1960)<sup>29</sup>, in the First Indian Advertising Convention held recently in Calcutta, outdoor advertising was described as being ideally suitable for Indian conditions. Outdoor advertising in India provides the only common medium of communication which can reach its diverse people.

Government of India has set up a special Directorate of Advertising and Visual Publicity which uses neon signs for advertising, especially handloom fabrics.

Inside the city of Bombay, the Municipal Corporation has standardised the size of hoardings at 20 feet by 10 feet or 12 feet by 8 feet. Hoarding displays can be spread over the city. Paper posters have not so far been used in India on large sized hoardings excepting by a few distributors of western films who have imported posters.

Regarding other specialised outdoor media, Municipal Transport can be mentioned, where the side and rear panels of buses are available at reasonable rates.

The railways offer poster frames at many of the stations. Charges vary according to the total amount of the space occupied and the importance of the station. Paper posters of double size are provided by the advertiser.

The railways also offer sites for full-sized hoardings and neon displays as well as space on the sides of over-bridges.

Recent features which earn prestige and goodwill are wall paintings in smaller towns and villages. Advertising is done through newspapers, magazines and periodicals too.

Now commercial photography, printing and publishing, have also developed in India and advertising is nourished by them.

Tandon (1960)<sup>30</sup>, Vice Chairman of Hindustan Lever Limited has stated that their advertising aims to reach the consumer, usually the housewife, in three ways; by meeting her and explaining to her about the product and how to use it; by reminding her, through the daily newspapers and whenever she goes to the pictures; and by the last minute appeal when she enters the shop and sees their showcards attracting her attention to the goods displayed on the shelves.

Thus, the modern business firms are trying their level best to promote their sales through different methods of advertising.

#### Expenditure on Advertising in India.

S.B.Sen (1961)<sup>31</sup> has quoted the paper read at the Second Asian Advertising Congress in Tokyo in October 1960 by H.C.Jain. He said that, the total advertising expenditure is now estimated to be about Rs.150 millions

that the world should be freed from artificially created conditions". But we can say with Lincoln that "You cannot fool all people at all times". A few advertisements may mislead the consumer now and then. However, all advertisements cannot mislead him. Some people may outwardly express their doubt about the reality of advertisements, but may follow them blindly.

Every individual needs to choose certain products from the great variety of goods put before him. He has to pick out the type of hair oil, soap, powder, food and other utilities, using the advertisements. Each one will be able to furnish reasons for his choice. Reasons may change from time to time. Advertisements induce them to try this or that brand and finally they end up choosing it. Thus, persuasive advertising affects the consumers' choice.

According to Kelly (1953)<sup>7</sup>, consumers have different views about advertisements. In America two surveys were conducted to find out the consumers' attitude towards advertising. Professor C.H.Sandage (1949)<sup>32</sup> surveyed 100 high school teachers in Illinois; 177 college and university teachers through the country and 67 housewives in the cities of Champaign and Urbana, in Illinois State. From his survey it was found that the belief that advertising is an economic waste was not widespread; that it increases the cost of producing, marketing and the price of goods to consumers, were the beliefs held by 50 per cent to 60 per cent of the

housewives and high school teachers, but only 10 per cent to 15 per cent of the experts in the field held that view. That advertising is not an adequate and reliable buying guide was the opinion of 49 per cent of the experts and 46 per cent of the housewives.

The other survey conducted by the wage earner forum (1951)<sup>33</sup> of the United States of America was on an entirely different group of consumers. More than nine in ten of both the husbands and wives in this group reported that they at least occasionally found themselves reading an advertisement even though they were not particularly interested in the product which was advertised. Somewhat more than half of them said they found themselves doing this often.

This interest in advertising itself and the degree to which the makers of advertising have made their presentations appealing, were seen when three in ten said that it was the visual attraction of the advertisements which brought the eyes to it, whether or not they were particularly concerned with the products. This was higher among women than among men. About half of them said that they looked at the advertisements to see what was new. Some other reasons for studying advertisements were mentioned; possible future needs, useful information, or just the fact that they liked to look at the advertisements.

Well over half felt that the advertisements gave them the kind of information they would have liked to

have, but only one in fifty felt that the advertisements always gave them what they wanted to know.

When they were asked what an advertisement should convey to a reader, interested in the specific product, the answers emphasised the factors we find so often lacking. Their points were in the following order:-

1. Price.
2. Better description of what the product is and how to use it.
3. Quality and grading.
4. The availability of the product.
5. Manufacturer as well as the brand name.

Both the surveys illustrated amply the power of advertising, in influencing the consumers and ultimately the society.

Advertising can be very useful to those who know how to benefit from them. "In the eyes of advertisers, the function of the consumer in a free choice economy, may be said to be that of using his freedom to do what the advertiser urges him to do", says Gordon (1957)<sup>34</sup>. Hence, it becomes necessary to educate the consumer about the proper use of the freedom he has in his choices. Once upon a time, the pattern of production was such that producers waited for the consumers to express their wishes. But producers have now discovered that they could influence the consumers' choices to a great extent through advertising. Therefore, instead of waiting for the demand

to develop, producers now create the demand among the consumers through advertisements. Gordon (1953)<sup>5</sup> says that from infancy to senility people are under the influence of advertising.

"Some advertisers hold a low opinion of the consumer. Instead of being a sovereign who guides production, the consumer is a moron who can be manipulated", says Gordon (1953)<sup>5</sup>. Vance Packard (1960)<sup>35</sup> has given the following illustration:- A test was conducted to see whether or not women were influenced more than they realised, in their opinion of a product, by the nature of the package. Three different boxes filled with the same detergent were given to housewives and they were requested to try them all for a few weeks and then report which was the best product for delicate clothing. The wives were given the impression that they had been given three different types of detergents. Actually, the detergents inside were identical, only the boxes being different.

The design for one was predominantly yellow. The yellow in the test was used because some merchandisers were convinced that yellow was the best colour for store shelves, because it has a very strong visual impact. Another box was predominantly blue, without any yellow in it and the third box was blue, but with splashes of yellow.

In their reports the housewives stated that the detergent in brilliant yellow box was too strong; it even ruined

their clothes in some cases. As for the detergent in the predominantly blue box, the wives complained in many cases that it left their clothes dirty-looking. The third box, which contained an ideal balance of colours in the package design, overwhelmingly received favourable responses. The women used such words as 'fine' and 'wonderful', in describing the effects of the detergent in that box on their clothes. Thus, putting the same product in different containers was a way of advertising.

A person cannot say off-hand that he is not influenced by advertisements. Each individual chooses certain specific commodities with due consideration for its brand. One of the factors in advertisement which influences the individuals' choice is the brand. Certain brands will have prestige values in the market and building up of the prestige for that particular product or brand is the duty of advertisement.

McEwan (1956)<sup>2</sup> says that people cannot act immediately on seeing an advertisement. They look for truth and effectiveness in the advertisement. These are influential factors which help to build mass popularity for the products.

The frequency of an advertisement leaves a deep impression on the minds of consumers. When the product is advertised more often it convinces the consumer of its quality, then the sale of the product increases auto-

matically, bringing down the cost of production and therefore the price of the product. This leads to large-scale production and hence better standards of living in society.

Advertising expenditures are regarded as costs by businessmen, but not by the consumers. Yet it is the consumer who pays the bills and who should regard them as costs.

In price-protection also, advertising serves the interest of society. In the present day society, mass-production will be impossible, without advertising. Advertising influences the channels of distribution for the manufactured goods and thus it keeps all manufacturers in contact with each other. It is necessary to have free relation and communication in the present day society.

5. Saibaba Colony
6. Papanaickenpalayam
7. Peelamedu
8. Uppilipalayam
9. Agricultural College
10. Race course and Red Fields.

The investigator visited the selected families usually in the afternoons and conducted the interviews when the homemakers were relatively free.

b. Selection of the Advertising Media

From the preliminary discussion with the homemakers it was noted that the sources of advertisements most popular with them were the magazines and the newspapers. Among these media the most widely circulated were the newspapers 'Hindu' (English) and 'Dinamani' (Tamil), and the weeklies 'Kalki', 'Ananda Vikatan' (Tamil) and the Illustrated Weekly (English).

c. Selection of the Advertised Consumer Goods

In order to select the samples of advertisements for the study, all the advertisements of consumer goods, other than medical preparations, appearing in the selected newspapers and magazines, during the course of two months, May and June 1961, were listed and grouped such as face powders, dental preparations etc. The frequency of their appearance was then analysed as given in Table I.

TABLE I

THE GROUPS OF ADVERTISED CONSUMER GOODS AND THE FREQUENCY OF THEIR APPEARANCE IN THE SELECTED MAGAZINES AND NEWS-PAPERS.

Sr. No.	Groups of advertised consumer goods.	Frequency of appearance.		Total.
		In magazines.	In newspapers.	
1	Face powder	57	60	117
2	Dental preparations.	39	46	85
3	Toilet soaps	35	49	84
4	Hair oils	31	52	83
5	Textiles	27	54	81
6	Beverages	38	33	71
7	Washing soaps	19	40	59
8	Whitening agents	11	20	31
9	Confectionary	9	20	29
10	Biscuits	3	20	23
11	Vanaspathi	11	11	22
12	Snow and cream	14	7	21
13	Squashes	7	10	17
14	Butter	5	11	16
15	Cosmetics	5	9	14
16	Jams and jellies	4	2	6
Total		315	444	759

From Table I, it can be seen that the most frequently advertised consumer goods was face powder, the frequency of its appearance being highest in both the advertising media. Jams and jellies come last. Dental preparations, toilet soaps, hair oils, textiles, beverages, washing soaps, whitening agents, confectionary, biscuits, vanaspathi, snow and cream, squashes, butter and cosmetics come in between.

All these groups were selected as the sample of 'groups of advertised consumer goods' for this study.

d. Selection of the Method

The method selected for the collection and study of information of the consumer goods used by the selected homemakers, was the interview method. As Young (1956)<sup>36</sup> points out, "Interviews are useful in the collection of personal data for quantitative purposes. They allow the interviewer to go behind mere outward behaviour; aid him in checking his external observations and enable him to study motivations, emotional responses and social processes, as they are reflected in human experiences and social situations".

Interview methods are of different types. The one used in this study is called the 'focused interview' type which according to Young (1956)<sup>36</sup> is "The one which takes place with persons known to have been involved in a particular concrete situation. It proceeds on the basis of an interview schedule and is focused on subjective experience".

e. Preparation of Interview Schedule

In order to elicit information regarding the impact of advertisements on the homemakers, through the focused interview method, an interview schedule was prepared. According to Young (1956)<sup>36</sup> "An interview schedule is a planned list of questions to be asked during the interview".

The interview schedule (Appendix I) besides gathering

information about the income and sizes of the families and age and education levels of the homemakers, aimed at finding out;

- A. The items used by the families, out of the selected groups of advertised consumer goods and, the extent of their use by the homemakers.
- B. The relationship between the extent of use of the advertised goods and the frequency of their appearance in the selected advertising media.
- C. The sources of the advertisements for the homemakers for each group of selected advertised consumer goods.
- D. The points which were noted and remembered most about those advertisements.
- E. The reasons in terms of whether advertisements are good, bad or indifferent.
- F. Suggestions of the homemakers for improving advertisements.
- G. Reaction of the homemakers to four specific advertisements, given in Appendices II to V, when shown to them.
- H. How far advertisements had influenced them in the purchase of the selected groups of advertised consumer goods.

f. Conducting the Interview

The interviews were conducted with the selected homemakers in the following sequence

- i) Establishing rapport.
- ii) Asking questions regarding the selected groups of advertised consumer goods used in their households.

- iii) Asking questions regarding their opinions in general about advertisements, and suggestions for improving advertisements.
- iv) Eliciting their comments on the four specific advertisements.
- v) Obtaining information regarding the income, size of the family, age and education of the homemakers .
- vi) Concluding the interview .

i) Establishing Rapport

Rapport was first established between the interviewer and the interviewee, through self-introduction, and explanation of the purpose of the interview. The purpose was explained in such a manner that the interviewee could easily understand that the study was being conducted not with any commercial view, or on behalf of any business firm, but with the purely academic objective of finding out how far the homemaker was influenced by advertisements. The co-operation of the interviewee was enlisted by requesting her help for the study undertaken, and an atmosphere in which the interviewee felt free to impart in her own way, all the information desired was created. Then questions consisting of direct, and indirect types, based on the aims listed on ~~page 17~~ and aided by the interview schedule, were put to her.

ii) Asking Questions Regarding the Selected Groups of Advertised Consumer Goods Used in their Households

The questions asked regarding the use of the selected

TABLE V

THE RANK ORDER OF THE VARIOUS ADVERTISING MEDIA FOR THE GROUPS OF SELECTED ADVERTISED CONSUMER GOODS

Media.	Beverages	Toilet soaps	Washing soaps	Face powder	Dental preparation	Whitening agents	Biscuits	Vanaspathi	Snow and cream	Cosmetics	Confectionary	Textiles	Hair oils	Squashes	Jams and jellies	Butter	Sum	D	D <sup>2</sup>
Magazine	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	17	38.8	1505.44
Newspaper	4	3	3	2	3	3	4	3	2	2	2	2	2	2	2	2	41	14.8	219.04
Cinema	5	2	2	3	2	2	3	2	3	5	3	4	3	3	4	3	49	6.8	46.24
Radio	2	5	6	4	4	6	1	6	5	6	4	6	4	5	6	5	74	18.2	331.24
Poster	3	6	5	6	5	5	5	5	6	3	5	5	6	4	5	4	78	22.2	492.84
Others	6	4	4	5	6	4	6	4	4	4	6	3	5	6	3	6	76	20.2	408.04
																	<u>335</u>	$\sum D^2 =$	<u>3002.84</u>
																	55.8		

Table V shows the rank order of the various advertising media for each group of the selected advertised consumer goods as mentioned by the homemakers. This tabulation is done for ease in comparing the figures.

Applying the formula of Kendall's coefficient of concordance, which is

$$W = \frac{12 \sum D^2}{m^2(N)(N^2-1)}$$

where  $m$  is the number of advertised items

$N$  is the number of media

$\sum D^2$  is the sum of the differences squared

The following result has been derived

$$\text{Coefficient of concordance} = \frac{6005.68}{8960} = .60$$

$W$  is significant beyond 1% level (vide Table XIII in Downie and Heath (1959)<sup>38</sup>).

The size of the coefficient of concordance ( $W$ ) indicates the high agreement among the ranks.

The rank order of the various advertising media for the groups of selected advertised consumer goods was in the following sequence

1. Magazine
2. Newspaper
3. Cinema
4. Radio
5. Posters
6. Others

## 1. Magazines

From Table V it is clear that 50 to 70 per cent of homemakers had come to know about most of the selected groups of advertised consumer goods through the medium of magazine. Therefore magazines were the most popular source of advertisement, for this sample of homemakers.

The five groups of advertised consumer goods most mentioned as having been brought to the homemaker's knowledge through magazines are toilet soaps (69%), face powder (62%), beverages (57%), washing soaps (57%) and dental preparations (57%). These five groups are the ones appearing among the first five groups of consumer goods used by the homemakers in Table II. This is another evidence of the correlation between the extent of use and the extent of exposure to advertisement.

## 2. Newspapers

Newspapers stand second in popularity with the homemakers. The newspaper advertisements have been mentioned by 20 to 40 per cent of the homemakers in relation to the groups of selected advertised commodities, washing soaps, toilet soaps, dental preparations, face powders and beverages. This media has been least mentioned for hair oils, squashes, jams, jellies and butter.

As in the case of magazines there is a correlation between the first five groups of advertised consumer goods used by the homemakers, and those they had come

to know through the medium of newspapers. It is evident from Table I, that except beverages, snow and cream, jams and jellies, the number of advertisements was greater in newspapers than in magazines for the same group of goods. The total number of newspaper advertisements was 444 for the 60 issues, while magazine advertisements numbered 315 for the 24 issues during the same period. However, taking the average number of advertisements per issue, it is greater in the case of magazines, being 13.1, than that for newspapers, being 7.4 per issue. Magazines are stored for their story value by the homemakers unlike newspapers which are discarded, sometimes, after a cursory glance. This may be the reason for the magazines being popular as an advertising media.

Squashes, jams and jellies are the least advertised consumer goods, showing that household production in India has not yet been replaced by outside production. This is in contrast with the situation in the West where, advertisements on jams, jellies and other prepared foods occupy a large space in popular magazines and journals. In those countries industrialization has resulted in a higher standard of living on the one hand, and a large number of women going to work outside their homes on the other. This creates the need for pre-prepared and ready to eat foods being sold in the markets. In those countries manufacturers of consumer goods advertise their products lavishly through educational and scientific methods thus making advertising

valuable to the homemakers. Similar situation is yet to develop in India.

### 3. Cinema

The cinema is a popular source of advertisement for washing soaps, toilet soaps, dental preparations, vanaspathi and whitening agents. None of them, have come to know about confectionary, jams and jellies through this media. Vanaspathi and whitening agents appear in the first five items mentioned by the homemakers in relation to the cinema and they are purchased by 45 and 59 per cent of the homemakers respectively, standing sixth and eighth in the order of the extent of their use by the selected groups of advertised consumer goods.

It is striking to note that, beverages, among the groups of advertised consumer goods, while coming in the first five items with regard to magazines and newspapers is sparingly mentioned by the homemaker in relation to the media cinema. This is because advertisements on beverages rarely appear on the screen.

### 4. Radio

The radio is not as popular a medium for advertising as magazines, newspapers and the cinema. It is partly due to the fact that the All India Radio does not permit commercial broadcasting. Radio Ceylon however beams its commercial programme for the Indian audience. These programmes, while popular with the masses, do not seem to have influenced the sample of homemakers. This may be due to the fact

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that the programmes clash with the homemakers' busy household schedule. They are in full swing during mornings and evenings, which are the busiest times for the homemakers and when they are not in a position to give attention to the broadcasts, although 83 per cent of them possess radio sets.

#### 5. Posters

Posters have received the least attention from this sample of homemakers. Only 69 out of 150 homemakers have mentioned posters as an advertising media.

#### 6. Other Media

The popularity of other media of advertising which includes door to door selling, exhibitions and recommendations is low and negligible.

Thus beverages about which the homemakers learnt much through advertisements was also being used in 99 per cent of the homes whereas the groups such as squashes, jams, jellies and butter were the least known through advertisements and the least used.

The groups toilet soaps, washing soaps, face powder, dental preparation, whitening agents and vanaspathi have obtained a high ranking in both their having been heard of and used by the homemakers.

#### D. The Points Which Were Noted and Remembered Most About Advertisements

The replies given by the 150 homemakers as to the points they had noted and remembered most about advertisements are given in Table VI.

TABLE VI  
POINTS NOTED AND REMEMBERED MOST BY THE HOMEMAKERS ABOUT  
ADVERTISEMENTS

Sr. No.	Points noted and remembered by the homemakers.	Homemakers	
		Number.	Percentage.
1	The colour in the advertisements was noted and remembered most.	75	50
2	The picture in the advertisements was noted and remembered most.	57	38
3	The information given in the advertisements was noted and remembered most.	46	31

From Table VI it is clear that more than information, colour and picture, appeal to the homemakers in the advertisements seen by them. Advertisements therefore must have both colour and picture appeal besides giving the information. Advertisements must attract and retain the attention if they are to convey the information to the homemaker.

E. The Opinions of the Homemakers on Advertisements in General

The general opinions of the homemakers have been classified under the headings, 'good', 'bad', and 'indifferent'.

TABLE VII  
THE GENERAL OPINIONS OF THE HOMEMAKERS ON ADVERT-  
ISEMENTS

Advertisements are good.	Advertisements are bad.	Indifferent towards advertisements.
127	25	29

One hundred and twenty seven homemakers were of the opinion that advertisements were good, the reasons given are very comprehensive as can be seen from Table VIII.

TABLE VIII  
REASONS GIVEN BY THE HOMEMAKERS FOR CONSIDERING ADVERT-  
ISEMENTS GOOD

Reasons for considering advert- isements good.	Number of homemakers.	Percentage of the sample.
Advertisements are useful because they provide information about the products.	85	57
Advertisements tell about new products.	12	8
Advertisements are attractive.	8	5
Advertisements induce us to buy the advertised products.	7	4
Advertised products are quality products.	6	4
Advertisements are picturesque, hence they are good.	4	3
Advertisements save time while buying.	2	1
Advertisements are interesting.	1	1
Advertisements are effective in the sense they impress the consumer-buyer.	1	1
Advertised goods are fresh.	1	1

The main points of emphasis regarding advertisements being good are that, they tell of new products; saves time while purchasing; make the purchasers aware of a greater variety of goods and help them to choose wisely and give information regarding the price, use and availability of the product.

Since advertisers want not only to sell their goods, but also keep on selling them, they have to maintain and improve their standards. As such, they will try to produce only quality goods. This led some of the housewives interviewed to think that advertised goods will be quality goods also. Advertisements according to the homemakers are useful because they provide information regarding some aspect of the product.

Table IX gives the few reasons mentioned by 25 homemakers for their considering advertisements being not beneficial.

TABLE IX

REASONS GIVEN BY THE HOMEMAKERS FOR CONSIDERING  
ADVERTISEMENTS BAD

Reasons for considering advertisements bad.	Number of homemakers	Percentage of 150
Advertisements are not true	10	7
Advertisements give false information	5	3
Advertised goods are of low quality.	3	2
Advertising is unnecessary	3	2
Posters are bad	1	1
Testimonials are bad	1	1
Advertised goods are costly	1	1
Advertised products are sometimes impure.	1	1
	25	

It can be seen from Table IX that the reasons given are not as specific or convincing as the reasons given in their considering advertisements as good. This difference as well as the difference in the number of homemakers expressing adverse opinions (25) as against 127 favourable responses indicate the strong influence of advertisements on the homemakers.

Out of the 29 homemakers who were indifferent towards advertisements, fifteen have not given any reasons for their indifference. The indifference of the others was due to their not knowing the local language or English or their having too much of work, hence their not being able to read the advertisements.

On the whole, it was observed that the homemakers

felt that advertisements were good if proper, honest and useful information were given in them. They considered that such advertisements helped them to purchase and use the commodities in the best possible manner, so as to save time, energy and money.

F. Suggestions of the Homemakers Regarding the Advertisements in General

The suggestions given by the homemakers are comprehensive and have been listed in Table X given below

TABLE X  
SUGGESTIONS FOR IMPROVING ADVERTISEMENTS

Suggestions.	Number.	Percentage.
Advertisements should be informative	95	63
Advertisements should be colourful	60	40
Advertisements should be pictorial	41	27
Advertisements should be truthful	18	12
Advertisements should be censored by the Government	6	4
Demonstrations are an effective advertising media	6	4
Housewives must voice their opinion	4	3
Radio advertising should be encouraged	3	2
Cinema advertising is good for rural areas, for they will be easily understood	2	1
Indian advertisements should be based on foreign advertisements	2	1

The suggestions given in Table XII show that human psychology plays a dominant role in the homemakers' choices. Advertising is made increasingly efficient and effective through the application of certain psychological principles.

The homemakers stressed the fact that advertisements to be really useful should be informative, colourful and pictorial. They should also be truthful if they are to be effective in the long run. The homemakers suggested that advertisements should be controlled by Government censoring. All these observations lead us to deduce that the advertisements as they stand today have not provided the necessary honest information. This is borne out by the fact that the homemakers have not mentioned to any great extent that they remember advertisements because of the information they gave (Table VI). But whatever be the media or form of advertisements it should help the homemaker while she chooses and purchases the goods.

Through the suggestions given by the homemakers for improving advertisements and the opinions expressed regarding advertisements in general, it is obvious that advertising does have some influence on the homemakers' purchases. Though a few of them denied that advertisements influenced them in their purchases, the suggestions for improvement and their opinion regarding the advertisements prove that advertisements have influenced them. If they were not interested in the advertisements, it would have been difficult for them to suggest the improvements in advertisements and it would also have been difficult for them to give any opinion regarding advertisement in general.

G. The Reactions of the Homemakers to Four Specific Advertisements Shown to Them

The advertising media used and the type of advertisements put before the homemaker, rouses different types of reactions. Table XI(a) shows the reactions of the homemakers to four specific selected advertisements on washing soaps, face powder, infant food and prickly heat powder shown in Appendix II to V.

TABLE XI(a)

## REACTION OF THE HOMEMAKERS TO THE FOUR ADVERTISEMENTS

Reasons. for liking.	Advertisements			
	Colour- ful no in- form- ation.	Colour- ful some infor- mation.	Black and white some infor- mat- ion.	Black and white some infor- mat- ion.
	I	II	III	IV
Advertisement is colourful	36	55	-	-
Advertisement is attract- ive	14	34	12	112
Advertisement is informat- ive as well as attractive	1	7	5	-
Housewife just likes to look through advertisements	1	1	1	-
No particular reason for liking	1	1	3	2
Advertisement is colourful and informative	-	5	-	-
Advertisement is liked be- cause of its truthfulness, verified through experience	-	9	6	2
Advertisement provides in- formation	-	3	36	23
This particular advertise- ment has kindled her think- ing power	-	-	1	-
	53	115	64	139

TABLE XI(b)  
REACTION OF THE HOMEMAKERS TO THE FOUR ADVERTISEMENTS

Reasons for disliking.	Advertisements			
	Colour- ful no in- form- ation.	Colour- ful some inform- ation.	Black and white some infor- mat- ion.	Black and white some infor- mat- ion.
	I	II	III	IV.
FOR DISLIKING:				
Advertisement is not clear	18	2	1	-
Advertisement is mislead- ing	13	1	2	-
Advertisement is not att- ractive	25	9	29	-
Advertisement is indecent	3	-	19	-
Advertisement is not in- formative	8	-	-	-
No particular reason for disliking	7	4	7	2
Housewife does not believe in this particular advert- isement	1	1	2	2
Indifferent towards this particular advertisement	4	2	-	2
Experience has proved the advertisement to be false	-	2	-	-
Advertisement is not colour- ful	-	-	-	4
	79	21	60	10

The appeal made in each of these advertisement differs. For example, in advertisement No.4 (Appendix V), the emphasis is on the idea that the child is a 'cherished' possession and the best way to bring it up would be on 'Ostermilk'. The appeal to the mothers' feelings is very obvious. On the other hand, advertisement No.2 (Appendix III) makes a subtle appeal to the potential purchaser, in that it comp-

liments the individual who uses lux flakes, on the 'newness' of an old saree and indirectly on her choice of the best washing soap.

The reasons for their disliking, these advertisements are that they are not attractive, lack clarity, are of a misleading nature and their own indifference to the advertisements. Some of them have mentioned lack of information as the reason for dislike.

#### H. How Far Advertisements Had Influenced Them in The Purchase of These Particular Goods

It has been found that more than 75 per cent of the homemakers had been, influenced in their purchasing of beverages, toilet soaps, washing soaps, face powders and dental preparation. These groups were also found to be most advertised.

The prepared foods were the least advertised and least used.

Chi square test (Guilford 1956)<sup>40</sup> (Appendix VI) was applied to find out the relationship between age group, income and influence of advertisement on homemakers' purchasing habits.

The result of the Chi square test (Appendix VI and VII) proved that the income of the family, and the age of the homemaker, did not have significant relationship to the influence of advertisements on the homemakers' purchases.

## V

## SUMMARY AND CONCLUSIONS

The influence of advertisements on the purchasing habits of the 150 homemakers in Coimbatore city was studied through a survey and the following conclusions were reached:

1. Magazines were found to be more popular than newspapers as an advertising media, for both the advertiser and the homemaker.
2. The most frequently advertised consumer goods were face powders, dental preparations, toilet soaps, hair oils, textiles, beverages, washing soaps, whitening agents, confectionary, biscuits, vanaspathi, snow and cream, squashes, butter, cosmetics, and jams and jellies.
3. The items of advertised consumer goods most widely used by the homemakers were beverages, toilet soaps, washing soaps, face powders and dental preparations.
4. A significant correlation was found between the extent of use of the selected groups of advertised consumer goods, by the homemakers and the frequency of their appearance in advertisements.
5. The points noted and remembered most by the homemakers about advertisements in general were the colour, picture and information contained in them.
6. Most of the homemakers considered advertising good because they provided information which helped in their choice-making, saving their time, energy and money.

7. Giving honest information in an attractive manner was the main suggestion given by the homemakers for the improvement of present day advertisements.

8. The reactions of the homemakers to the four specific advertisements shown to them also confirmed their general opinion about advertisements and the suggestions given for their improvement.

Thus in this study the extent of use of the advertised consumer goods, the general opinions expressed regarding advertisements, the suggestions for improvement of the advertisements given, and the reactions of the homemakers to the four specific advertisements shown, are all evidences of the strong influence of advertisements on the homemakers' purchasing habits with regard to the selected consumer goods. This was further confirmed by the direct admission of 61 per cent of the homemakers that advertisements did influence them in their purchases.

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BOEING - COURTESY AIR-INDIA

TRAVEL KIT - COURTESY ARTSYC

*Beauty begins with* **Lakmé**

A TATA COMPANY



NEW  
sari?

No-washed in  
**LUX**

That's the gentle care  
only LUX can give!

There's nothing quite like LUX —quite like those silky diamond-flakes. They are so mild, so pure! They preserve the gorgeous sheen of all your precious saris: silks, nylons, chiffons, ninons. You can depend on LUX...for safe, gentle washing of your lovely clothes. Rayons, woollens, fine cottons - LUX keeps them looking new longer!

*Small, illegible text, possibly a brand name or slogan, written in a cursive script.*

*LUX—for gentle washing of lovely clothes!*



LX 11 673

 **A HINDUSTAN LEVER PRODUCT**

# INSTANT RELIEF FROM PRICKLY HEAT



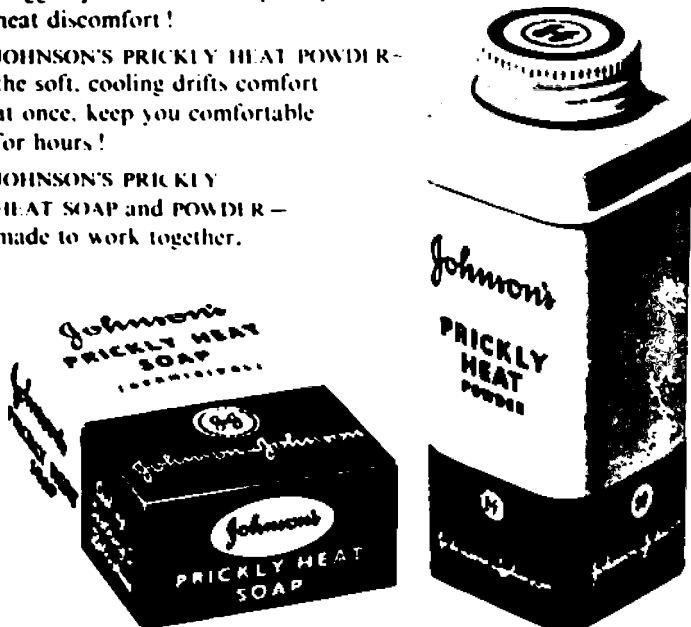
with

## Johnson's famous 2-way treatment

JOHNSON'S PRICKLY HEAT SOAP — mildly antiseptic, it soothes the clogged pores that cause prickly heat discomfort!

JOHNSON'S PRICKLY HEAT POWDER — the soft, cooling drifts comfort at once, keep you comfortable for hours!

JOHNSON'S PRICKLY HEAT SOAP and POWDER — made to work together.





*Cherished  
with care  
and*

## **OSTERMILK**

You look into the future, satisfied that your baby is getting the best start in life with Ostermilk. Because you know that Ostermilk is closest to mother's milk. Ostermilk...the pure milk food, made especially for babies.

Ostermilk is made from the purest milk, specially modified to suit baby's delicate digestion. And it's enriched with extra Iron to guard against anaemia — and Vitamin D to build strong bones and teeth.



...nearest to  
mother's milk

L  
 CALCULATION OF  $\chi^2$  AND CONTINGENCY COEFFICIENT FOR THE  
 RELATIONSHIP BETWEEN AGE OF THE HOMEMAKERS AND THE INFLUENCE  
 OF ADVERTISEMENTS ON THEIR PURCHASES.

Age Group	0 - 6	7 - 12	12 and above	Total
18 - 29	5 (10.3)	18 (13.4)	4 ( 3.1 )	27
30 - 49	42 (38.0)	47 (50.7)	11 (11.3 )	100
50 and above	7 (5.7)	7 (7.6)	1 (1.7)	15
Total	54	72	16	142

Note:- The number outside brackets is fo. (frequency observed)  
 The number in brackets is fe. (frequency expected)

Obtained by :  $\frac{\text{row total} \times \text{column total}}{\text{Grand total}}$

	fo - fe	(fo - fe) <sup>2</sup>	$\frac{(fo - fe)^2}{fe}$
Row 1	5.3	28.09	2.72
	4.6	21.16	1.58
	0.9	0.81	0.27
Row 2	4.2	17.64	0.46
	3.7	13.69	0.27
	0.3	0.09	0.01
Row 3	1.3	1.69	0.30
	0.6	0.36	0.05
	0.7	0.49	0.29
			5.95

$$\chi^2 \text{ or } \sum \frac{(fo - fe)^2}{fe} = 5.95$$

For 4 d.f. value of  $\chi^2$  at 0.05 level is 9.488

The obtained  $\chi^2$  is insignificant

Hence there is no relationship between the age of the homemaker and the influence of advertisements on their purchases.

CALCULATION OF  $\chi^2$  AND CONTINGENCY COEFFICIENT FOR THE  
RELATIONSHIP BETWEEN INCOME OF FAMILIES AND THE INFLU-  
ENCE OF ADVERTISEMENTS ON THEIR PURCHASES

Income	0 - 6	7 - 12	13 - 18	19 - 24	Total
0 - 250	20 (16)	17 (18.8)	3 (4.1)	0 (1.1)	40
251 - 500	15 (16.8)	21 (19.7)	3 (4.3)	3 (1.2)	42
501 - 1000	14 (16.4)	20 (19.2)	6 (4.2)	1 (1.1)	41
1000 - and above	9 (8.8)	10 (10.3)	3 (2.3)	0 (0.6)	22
Total	58	68	15	4	145

Note : The number outside brackets is  $f_o$  (frequency observed);  
the number in brackets is  $f_e$  (frequency expected)

obtained by :  $\frac{\text{row total} \times \text{column total}}{\text{Grand Total}}$

	$f_o - f_e$	$(f_o - f_e)^2$	$\frac{(f_o - f_e)^2}{f_e}$
Row 1	4.0	16.00	1.00
	1.8	3.24	0.17
	1.1	1.21	0.30
	1.1	1.21	1.10
Row 2	1.8	3.24	0.19
	1.3	1.69	0.08
	1.3	1.69	0.40
	1.8	3.24	2.70
Row 3	2.4	5.76	3.51
	0.8	0.64	0.03
	1.8	3.24	0.48
	0.1	0.01	0.01
Row 4	0.2	0.04	0.00
	0.3	0.09	0.01
	0.7	0.49	0.21
	0.6	0.36	0.60

$$\chi^2 \text{ or } \sum \frac{(f_o - f_e)^2}{f_e} = 11.09$$

For 9 d.f.  $\chi^2$  at 0.05 level = 16.919

The obtained  $\chi^2$  is insignificant.