

BRAND AND CUSTOMER LOYALTY TOWARDS JEWELLERY: IMPACT OF ADVERTISEMENT APPEAL

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ABSTRACT

Advertisements become the part of everyone's life as it controls and guides the lives of the people. Realising the importance of advertisement in affecting the consumer buying behaviour, the companies are allocating big budgets for the same. Out of all components, advertisement appeal is considered as very important factor in shaping the purchasing behaviour of the customer and making the customers loyal. Brand and customer loyalty also plays an indispensable role in consumer buying behaviour and in generation of company's sales. This study mainly focused on the impact of advertisement appeals on the brand and the customer loyalty for jewellery. Gold, Diamond, Platinum and stone studded jewellery were considered for the study. We have used the purposive sampling technique as the data is collected from those who like to wear jewellery. Sample size was 200 and respondents were the people from DOABA region called as NRI hub of Punjab comprising of four districts namely Jalandhar, Hoshiarpur, Kapurthala and Shaheed Bhagat Singh nagar. To see the impact of advertisement appeals on the brand and customer loyalty for jewellery, the technique of multiple regression analysis was used. The result has shown that advertisement appeal is having a significant impact on the brand loyalty as well as the customer loyalty for jewellery for the area under study. The appeals like pleasant, emotional, sex, humor and bandwagon effect was taken for the study. The study might help the marketers in devising the advertising strategies and use of different appeals in ads in case of jewellery promotions.

Key words: Advertisement appeal, Brand loyalty, Customer loyalty, Consumer buying behaviour.

INTRODUCTION

Advertising plays an indispensable role in our lives. We are bombarded with ads from all the sides. Everyone is familiar with the famous phrase "Milte hain break ke baad" on broadcast media. Break means AD Time. Mere from buying a simple pencil to buying a big car, the advertisement plays a crucial role as it convinces and helps the viewers for taking decision for their various purchases by delivering all information to them regarding the product or service. Nobody can think of their lives without ads as ads guide a person in their decision making. Run your eye on a street wall, traffic lights, shops, malls, hospitals, bus stands, railway stations, airports, road side etc wherever your eye go, there will be an ad. Advertising is nothing but a paid form of publicity and non personal presentation of idea, goods and services by an identified sponsor as per American Marketing Association. Researcher Zain-

ul-Abideen stated that it is a marketing promotional strategy to get the people attention for product/ service. Consumer purchase behaviour is positively affected by the emotional responses and people want to prefer that brands only with which they are having the emotional attachment. As per Jakstien *et al.* (2008), advertising is a mechanism which builds the human behaviour for products which help them to make decisions. Fathi & Marwan(2010) stated that medium of communication like Television, newspapers, radio, magazines and internet are very significant and effective in this modern era. Companies are using different advertisement appeals to encourage the people to buy their company offerings. Advertisement appeal is considered as a mandatory component for any ad. It is defined as the “approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.”

Realizing its importance, different marketers are using different appeals in their ads so that their ads drive the behaviour of the customers in a manner in which marketers want. Advertisement appeals targets the heart or pocket of the customers. Manrai et al (1992) stated that the appeal of the ad is the main reason to build connects with customers to move in a direction where the particular advertisement drives them to move. Stafford (1993) also supported the above and said that appeal used in the ad communicate the message of the company in a manner that touches both the pocket and the heart of the customer. To increase the company’s sales figures, it becomes very mandatory for the marketers to focus on building brand and the customer loyalty as both these variables are occupied a very unique role in consumer decision making process. Maheshwari et al (2014) stated that brand experience and the brand commitment are the two key factors that affect the brand loyalty and he found that there is a relation between brand experience and brand loyalty considering brand commitment as the mediator. Del Rio *et al.* (2001) explained guarantee, social and personal identification and status symbol etc functions helps the customers to recognize the value of any brand. These all have the positive impact on brand loyalty of customer towards any brand. Ataman & Ulengin (2003) found that if the relationship between customer and brand is strong, it reflects the proper fit between the consumer’s own psychological/physical needs and brand’s symbolic values and functional attributes perceived by the customer. As per the research conducted by Khasawneh & Hasouneh (2010), there is no significant relationship of demographics on brand awareness because they realize the importance of any brand when they make their purchase decisions. People perceive the value any brand with its prices and purchasing branded products considered as a status symbol. Rasool *et al.* (2012) stated that people sometimes change the brands to test others. Purchasing intention of people changes with the change in their income levels.

Jewellery is considered as a symbol of someone’s culture, beliefs and values. Due to the increase in the demand of fashionable and modern jewellery, this industry is flourishing day by day. Untracht (1997) and Craig & Douglas (2006) explained the importance of jewellery by saying that it plays a very integral part in everyone’s life. He has explored various jewellery forms of India. He found that jewellery reflects the culture of people. As per Ramamrutham *et al.* (2001), jewellery is a expression of country’s aesthetic and cultural history. Kuriyan (2010) reported that the Indian diamond industry is flourishing due to the increasing demand globally and it stands above the competition.

HYPOTHESES FORMULATION

H1: There is a significant impact of Advertisement appeal on Brand Loyalty for jewellery.

H1a: There is a significant impact of pleasant appeal on Brand Loyalty for jewellery.

H1b: There is a significant impact of emotional appeal on the Brand Loyalty of jewellery.

H1c: There is a significant impact of sex appeal on Brand Loyalty for jewellery.

H1d: There is a significant impact of humor appeal on Brand Loyalty for jewellery.

H1e: There is a significant impact of bandwagon effect on Brand Loyalty for jewellery.

H2: There is a significant impact of Advertisement appeal on Customer Loyalty for jewellery.

H2a: There is a significant impact of pleasant appeal on Customer Loyalty of jewellery.

H2b: There is a significant impact of emotional appeal on Customer Loyalty for jewellery.

H2c: There is a significant impact of sex appeal on Customer Loyalty for jewellery.

H2d: There is a significant impact of humor appeal on Customer Loyalty for jewellery.

H2e: There is a significant impact of bandwagon effect on Customer Loyalty for jewellery.

RESEARCH METHODOLOGY

The research is descriptive in nature which includes the study of impact of advertisement appeal on the brand and customer loyalty towards jewellery. This study was conducted in a area which is called as “NRI Hub of Punjab” ie Doaba Region(Punjab). The reason for selecting this area is that most of the people belonging to this area are living in abroad, as a result the disposable income of these people is high which leads to more spending. Apart from this fact, this area is densely populated, having high literacy rate and good agricultural development. There are four districts comes under in this region ie Hoshiarpur, Jalandhar, Shaheed Bhagat Singh Nagar and Kapurthala. Questionnaire was used for data collection and questions were framed on the Likert five point scale with options stating (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree. In the questionnaire, there are two sections. First section has the questions related to the demographic profile of the respondents and in second section questions relevant to the objectives under study. The sample size is 200 and as per Hair et al (2013), it is sufficient sample size for management studies. Purposive sampling technique was used for the data collection as data is collected only from those people who like to wear jewellery. Multiple regression analysis technique was used by using SPSS software to determine the impact of the advertisement appeal on the brand and customer loyalty for jewellery at 5% level of significance.

Reliability test: Cronbach's alpha is a measure used to rate the internal consistency or to know how closely a set of items are related as a group. Its value varies from 0-1. As per many measurement experts, if the test has a strong internal consistency, the alpha value will lie between 0.70-0.90. Nunnally (1978) stated that if the alpha value is more than 0.70, it is considered as an acceptable value. In the study, alpha value is 0.863 which shows the data collected in this study is highly reliable.

ANALYSIS & RESULTS

In this study, 67 men and 133 women participated in the survey. Out of 100 %, maximum contribution is from the age group of 20-30 ie 43.5%. Maximum of the respondents are post graduates in different fields and most are salaried persons.

For Hypothesis 1: There is a significant impact of Advertisement appeals on the Brand Loyalty of jewellery.

Table 1.1:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.315	3.57217

a. Predictors: (Constant), Bandwagon effect, Pleasant appeal, Humor appeal, Sex appeal, Emotional appeal

From the table 1.1, it is found that the R square is 0.333 which indicates that the determination power of the regression equation is about 33.3 percent. Hence, this model explains the 33.3 percent variation in the dependent variable by the independent variables and rest is unexplained in the model. The standard error of the estimates is 3.5722

Table 1.2:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1233.359	5	246.672	19.331	.000 ^b
	Residual	2475.521	194	12.760		
	Total	3708.880	199			

a. Dependent Variable: Brand_loyalty

b. Predictors: (Constant), Bandwagon effect, Pleasant appeal, Humor appeal, Sex appeal, Emotional appeal

The F ratio (ANOVA) is 19.33, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

Table 1.3:**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.349	1.185		5.357	.000
	Pleasant appeal	.724	.260	.181	2.782	.006
	Emotional appeal	.743	.269	.197	2.758	.006
	Sex appeal	.568	.261	.153	2.178	.031
	Humor appeal	.281	.266	.070	1.054	.293
	Bandwagon effect	.897	.259	.243	3.458	.001

a. Dependent Variable: Brand_loyalty

From the Table 1.3, it is clear that the intercept is 6.349 and statistically significant. This indicates the autonomous impact of advertisement appeal on brand loyalty. The variables such as pleasant appeal, emotional appeal, sex appeal and bandwagon effect have positive impact on the brand loyalty and statistically significant at 5 percent level of significance. The coefficient of humor appeal is positive and showing positive impact on brand loyalty but this statement cannot be accepted for Doaba region(Punjab) as it is statistically insignificant.

Thus, in case of Doaba Region of Punjab, it can be concluded that, there is a significant impact of Advertisement appeals on the building the brand loyalty of the customer for jewellery but this impact is not significant in the case of humour appeal.

Regression equation:

$$\underline{\underline{Brand\ loyalty = 6.349 + 0.724(Pleasant\ appeal) + 0.743(Emotional\ appeal) + 0.568(Sex\ appeal) + 0.897(Band\ wagon\ effect)}}$$

Hypothesis 2: There is a significant impact of Advertisement appeal on the Customer Loyalty for jewellery.

Table 2.1:**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.351	.335	3.19700

a. Predictors: (Constant), Bandwagon effect, Pleasant appeal, Humor appeal, Sex appeal, Emotional appeal

From the table 2.1, it is found that the R square is 0.351 which indicates that the determination power of the regression equation is about 35.1 percent. Hence, this model explains the 35.1 percent variation in the dependent variable by the independent variables and rest is unexplained in the model. The standard error of the estimates is 3.197.

Table 2.2:**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1074.439	5	214.888	21.024	.000 ^b
	Residual	1982.841	194	10.221		
	Total	3057.280	199			

a. Dependent Variable: Customer_loyalty

b. Predictors: (Constant), Bandwagon effect, Pleasant appeal, Humor appeal, Sex appeal, Emotional appeal

The F ratio (ANOVA) is 21.024, which is statistically significant at 5 percent level of significance. Therefore, the model is acceptable. The regression model is estimated by enter method.

Table 2.3:**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.257	1.061		10.612	.000
	Pleasant appeal	1.135	.233	.313	4.871	.000
	Emotional appeal	.769	.241	.225	3.190	.002
	Sex appeal	-1.018	.234	-.303	-4.360	.000
	Humor appeal	1.172	.238	.322	4.914	.000
	Bandwagon effect	.316	.232	.094	1.363	.175

a. Dependent Variable: Customer_loyalty

From the Table 2.3, it is clear that the intercept is 11.257 and statistically significant. This indicates the autonomous impact of advertisement appeal on customer loyalty. The variables such as pleasant appeal, emotional appeal and humor appeal have positive impact on the customer loyalty and statistically significant at 5 percent level of significance. Sex appeal is having the negative impact on the customer loyalty and its statistically significant. So, the null hypotheses are rejected in these cases. The coefficient of bandwagon effect is positive and

showing positive impact on customer loyalty but this statement cannot be accepted for Doaba region(Punjab) as it is statistically insignificant.

Thus, in case of Doaba Region of Punjab, it can be concluded that, advertisement appeal is having a significant impact on the customer loyalty for jewellery but this impact is not significant in the case of bandwagon effect.

Regression equation:

$$\underline{\underline{Customer\ loyalty = 11.257 + 1.135(Pleasant\ appeal) + 0.769(Emotional\ appeal) - 1.018(Sex\ appeal) + 1.172(Humor\ appeal)}}$$

CONCLUSION

Advertisement considered as the important reason for the success or the failure of any business. Out of its many components, advertisement appeal is considered as something very important to define the impact of the ad on the viewers/readers/listeners. It persuades the people to want a particular commodity. In case of jewellery also, advertisement appeal is very effective. The study shows that advertisement appeal is having a significant impact on the brand loyalty as well as customer loyalty in case of jewellery. The results have shown that in case of brand loyalty, appeals like pleasant, emotional, sex and bandwagon effect have the positive impact and statistically significant at 5% level of significance. There is no impact of humor appeal on brand loyalty. In case of customer loyalty, appeals like pleasant, emotional and humor are having positive impact but sex appeal is having the negative impact. There is no impact of bandwagon effect on the customer loyalty.

LIMITATION OF THE STUDY AND SCOPE FOR THE FURTHER RESEARCH

1. The sample size is less ie 200 only and the study is conducted on Doaba region of Punjab only. So, anybody who wants to do research on the similar study, can increase the sample size and the area to cover.
2. Many respondents refused to fill the questionnaire on jewellery as this research is conducted after the Demonetisation of R500 7 Rs. 1000 notes and strict policies for the property. So, they hesitated to provide the response for jewellery because of the fear which which probably affected the results of the study.

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