



Research Article

A Study on The Impact of Advertisement of Garments Purchase On The Students of Different Colleges of Nowgong Town

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Abstract

Advertising plays an important role in today's marketing world, especially for those products which are more convenient. Advertising is an important tool for attracting consumers and increasing sales. In this project, due to a trending impact of advertising on garment products on the consumers (students), a survey is carried over. The prime objectives of the study are to determine the benefits and disadvantage from the introduction of advertisement on garment purchasing among the students of Nagaon town, to analysis and compare the influence of advertisement on the students and also their spending patterns and also to determine the brand awareness among the students. As it is conducted on the topic "AN IMPACT OF ADVERTISING OF GARMENTS PURCHASING ON THE STUDENTS OF DIFFERENT COLLEGES OF NAGAON TOWN", hence it is a guide for us in the future. We have tried our level best to cover all the important aspects of these topics. The topic includes the following body part – Introduction, methodology, result, acknowledgement and reference.

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KEYWORDS: Advertising, Buying Behaviour, Garment Industry, Brand Awareness, Student Consumers.

1. INTRODUCTION

Today advertisement plays an important role in persuading customers to purchase product and services. In the present days every company wants to achieve the highest market shares. For this purpose, every company used different ways to attract customers of different segments of the market and the best way to become market leader. In these challenges environment a company should promote its products in such a way that more and more customers get interested in its product.

In today's business world, marketing process is based on the interaction between a business and the customers (students). Advertising has been considered as a popular management tool for dealing with the highly rapid technology changes and also the marketing changes in today's competitive market and this management tool refers to the re-analysis and re-designed of tasks and also process inside and outside of any organization. In their marketing process, business can select the best targeted advertising by making use of science expertise and experience regarding proper suitable method, in order to cause consumer tendency for online purchase.

Marketing the performance of all activities necessary for ascertaining the needs and wants of the marketing, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which marketing process operates.

Advertisements have a great significance in consumption societies specially like clothing can be found in the market under different brand names and prices appropriate to every budget. This situation has forced the enterprises to become different than their rival. The enterprise which can improve efficient marketing strategy besides quality and price policy can survive and have an opportunity for extending their marketing shares. The research and development marketing activities should come into prominence for enterprise so that they would be even more important than production. In our research we took students as our consumer. We discussed about the impact of advertising on the students of different colleges of Nagaon. Consumer is the most significant environment element which cannot be regulated by enterprises. The consumers need and desires cannot be determined unless consumer behaviours are understood or identified. Here we have taken research on the impact of advertising on the student's behaviour of purchasing garments product, clothing goods etc. How students behave on advertisement and how their attitude changes towards a cloth product after seeing a designated advertising.

Even in 2017, garments are in the list of highest online selling items in India. They are selling garments for men, women and kids of so many different brands. So, the garment industries are growing faster and earning huge profits.

2. METHODOLOGY

This study required a structure and definite plan to identifies the relationship between different components and test hypothesis. This report includes the following methodology.

The data collection technique used in the study is personal meeting with the respondent who are students behaves as consumers or have been exposed the nature of advertising on the garment's products surrounding area of Nagaon town.

The sample method that was used in this research is "random sampling method". Students are streamed and young generation which considered for the survey. All the students taking as responded as consumer are degree college students of Nagaon.

A survey comprising of 25 items were presented to the respondents and asked to give their opinion. They regard as rational thinker and give a true and fair information regarding their behaviour and how advertising impact on their buying behaviour.

For the study 100 students included of 4 popular college Assam.

These colleges are Nowgong College, Anandram Dekhial Phukan c

College, Nagaon Girl's College and Nagaon Gopinath Dev Goswami Commerce College.

3. RESULTS OR FINDINGS

Most of the students prefer online advertisement and they also go for online advertisement rather than offline advertisement.

The data which is collected by us is a survey among the students of age groups between 18-20 and 20-22, so their personal income are not shown as they are students.

"Advertisement is a brand awareness tool", this statement is criticised here as according to our report only 40 percent of the students had shown their support towards it.

In a town like nagaon, there are many malls, clothing shops, wholesalers and retailers including 24*7 internet facilities. So, the students of Nagaon Town have many options for their purchase of clothes. As from our collected data we came to know to that most of the students of Nagaon town prefer to do shopping from the shopping malls of the town.

From our discussion we came to know that advertisement can greatly influence the buying behaviour of the students, as 70 percent of the students have given their statement that "Advertisement is the best tool for the consumers to attract towards it".

4. DISCUSSION ABOUT THE TOPIC

Indian garment industry has played a unique role in Indian economy. The garment sector is the largest employer after agricultural and its importance in the economy is recognized for its contribution to industrial production and export's earning. Indian textile industry is a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing, it contributes much to the country's economy. The textile and apparel industry is one of the leading segments of the Indian economy and the largest source of foreign exchange earnings for India. India's share of global expose of textiles and apparel increased from 2.8 percent in 2008 to 6.3 percent in 2012.

Readyment garments industry is the harbinger of overall development of the economy as it plays a pivotal role due to its contribution in the industrial output, employment generation and foreign exchange earnings. The industry accounts for approximately 4 percent to GDP. The industry being highly labour intensive provides direct employment to nearly thirteen million people and is the second highest employer in the country. Readyment garment industry is one of the few industries of India which is self-reliant and complete in the highest value-added product garments. Therefore, the growth and development of this industry have a significant bearing on the overall development of the economy. The Indian readymade garment has its roots going back several thousand years.

India is the world's second largest producer of textiles and garments after china. It is the world's third largest producer of cotton after china and the USA. The textiles and garments industry fulfils a pivotal role in the Indian economy. Our topics is mainly based on the following objectives-

1. To study the demographic profile of the consumers
2. To study the impact of advertisement on buying behaviour of the students (consumers).
3. To study the general attitude towards the advertisement of garments.
4. To offer suggestions based on the study.

Under this project, we only collect the data on the basis of student's behaviour, not the whole class of consumers. It may also possible that the student's response provided by them is not accurate and true. It is also possible that the findings may not be generalizable to the other product classes or clothing in general. But from these project, one thing is clear that the advertisement is good as well as harmful tool for marketing as well as consumers. It is depended on the view of company and on the consumers that how they deal with them.

From our data collection and our deep survey can reach to these following conclusions

1. Some respondents are dissatisfied with the brand that they are using but still they are using it because they don't have any other option which could meet their standards.
2. Due to increased awareness and consciousness, people are ready to spend any price for comfort and quality.
3. The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver.
4. Aspects like quality, comfort, expectations and demographic characteristics are also influencing the purchase decision of the consumers.
5. Many students use branded apparels dye to personal satisfaction as branded apparels raises the confidence levels from confidence he derives personal satisfaction.

If we deeply research and aware about any products then we don't have any misleading about products or services. For this we need to survey about the product in market. We don't need

to buy any produced respective with advertisement because it also gives false information relating to products.

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I am grateful to all the respondents i.e. students and also the teachers who make this survey easier and smoother.

Nagaon town is the hub of marketing now. Its growth rate in shopping industry is increased day by day. The opening of different shopping malls and their spreading among the young generation leads to the rapid growth of shopping industry in our town.

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