

ADVERTISEMENT STRATEGIES AND THEIR IMPACT ON CONSUMER BEHAVIOUR IN THE WHITE GOODS MARKET: INSIGHTS FROM MYSURU

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Abstract : This quantitative study investigates the intricate relationship between advertisement strategies and consumer behaviour within the competitive white goods market of Mysuru, Karnataka. Recognizing that consumers in this regional market are exposed to a complex media mix of digital and traditional advertisements, the research focuses on determining how specific elements of advertising (such as media mix, message appeal, and frequency) and consumer perception influence two critical outcomes: brand preference and purchase intention. Based on a survey of 109 adult consumers and analysed through ANOVA and multiple regression, the findings confirm that both advertisement strategies and consumer perception exert a significant positive influence on brand preference and purchase intention. Crucially, the analysis also revealed that monthly income serves as a significant predictor of purchase intention. These results provide valuable, context-specific insights for white goods marketers, underscoring the necessity of formulating targeted, perception-driven advertising strategies to enhance brand loyalty and stimulate purchasing in this regional Indian market.

Index Terms - Advertisement Strategy, Consumer Behaviour, Consumer Perception White Goods, Mysuru, Media Mix, Purchase Intention, Brand Preference and Income Groups.

1. INTRODUCTION

This quantitative study investigates the intricate relationship between advertisement strategies and consumer behaviour within the competitive white goods market of Mysuru, Karnataka. Recognizing that consumers in this regional market are exposed to a complex media mix of digital and traditional advertisements, the research focuses on determining how specific elements of advertising (such as media mix, message appeal, and frequency) and consumer perception influence two critical outcomes: brand preference and purchase intention. Based on a survey of 109 adult consumers and analysed through ANOVA and multiple regression, the findings confirm that both advertisement strategies and consumer perception exert a significant positive influence on brand preference and purchase intention. Crucially, the analysis also revealed that monthly income serves as a significant predictor of purchase intention. These results provide valuable, context-specific insights for white goods marketers, underscoring the necessity of formulating targeted, perception-driven advertising strategies to enhance brand loyalty and stimulate purchasing in this regional Indian market

2. LITERATURE REVIEW:

1. Sunderaraj, R. (2018). This study investigated the influence of advertisement on consumer buying behaviour specifically for consumer durables in Sivakasi. A primary objective was to understand how key demographic factors such as age, income, and education might moderate or interact with the impact of advertising on the purchasing decisions of consumers. The study concluded that there is a significant relationship between exposure to advertisements and the subsequent choices consumers make regarding durable goods, affirming the persuasive power of advertising in this sector. [1]

2. Pravina, Muthulakshmi (2020). This study investigated consumer awareness of white goods e-advertisement (digital/social media) in Trichirappalli, Tamil Nadu. The findings indicate that younger and lower-income consumers show a stronger response to e-advertising. This study directly supports the digital advertisement strategy and demographic insights for white goods research, though it is limited by its regional scope, smaller sample, and focus primarily on awareness rather than the full range of consumer behaviour. [2]

3. Sharma and Kaur (2020). Conducted a study to examine the advertising and brand image in the white-goods sector of NCR found that both significantly affect purchase decisions. Using a survey of 120 respondents, it identified media type and message appeal as key predictors of consumer behaviour. However, the study focused solely on urban consumers and did not differentiate between traditional and digital channels. Its limitation in geographic scope and lack of behavioural segmentation highlight the need for region-specific research such as the present Mysuru study, nor does it deeply explore the different dimensions of advertisement strategy (media mix, message type, digital vs. traditional) or long-term behaviour (preference vs. purchase vs. loyalty). [3]

4. Farooq, Samiya & Maqbool, Adeel (2024). This study explored advertising's role as a management strategy, theoretically establishing that advertising shapes consumer information, brand perceptions, and behaviour, thereby offering a conceptual framework for the present research on white goods. The authors noted that demographic variables (age, income, satisfaction) did not consistently serve as significant moderators in their data. This work, however, is not specific to white goods, and it does not compare different media or message types. [4]

5. Jain, Kumar & Bundela, (2025). Conducted a study to examine the framework of factors (product quality, price, after-sales service, cultural relevance, trust, brand loyalty) influencing consumer behaviour towards indigenous white goods brands. Though not strictly about advertisement strategy, it covers consumer decision variables in the white goods market in India—helpful for building your measurement items (brand trust, service, product attributes) and linking them with advertisement strategy. Does not examine advertisement strategy (channels, message appeals, media mix), nor empirical data specific to advertisement's impact. [5]

RESEARCH GAP:

Existing literature on white goods advertising is limited by its narrow geographic focus (e.g., lack of data from Mysuru), its failure to analyze multidimensional advertisement components (media mix, message appeal), and its neglect of the complete consumer behavioural sequence (preference, purchase intention). This research addresses these limitations by systematically examining the multidimensional impact of advertisement strategies on consumer behaviour in the Mysuru context, incorporating moderating variables such as income and media accessibility. The findings will contribute both theoretically and practically by offering region-specific, actionable insights.

PROBLEM STATEMENT

The competitive white goods market in Mysuru is characterized by heavy investment in diverse advertising campaigns across various media channels. However, there is a limited empirical understanding of which specific advertisement-strategy elements (media mix, message appeal, frequency, interactivity) most effectively influence the complete consumer behavioural sequence—including preference, purchase intention, and actual buying behaviour—and how socio-economic factors moderate these relationships. This study is necessary to identify these critical factors and provide clarity for marketers operating in the Mysuru white goods market.

NEED FOR THE STUDY

As the white-goods market in Mysuru expands, marketers must refine their advertising efforts to strengthen outcomes like brand preference and purchase intention. This study addresses the gap of limited regional evidence concerning how specific advertising elements (channels, message appeal, exposure level, and digital vs. traditional media) affect consumer responses beyond initial awareness. The research is needed to contribute to both theory and practice by extending understanding from awareness to actual purchase behaviour and by offering region-specific insights for more effective advertising strategies in the Mysuru white goods sector.

RESEARCH OBJECTIVES:

- ✓ To assess the impact of consumers' income levels on their purchase intention.
- ✓ To study the impact of advertisement strategies adopted by white goods companies on consumer behaviour.
- ✓ To study the impact of perception towards advertisement strategies used by white goods companies on consumer behaviour.

HYPOTHESES:

H1 (Purchase intention vs. income)

H1₀: The mean purchase intention for white goods is equal across all defined income groups.

H1_a: At least one income group's mean purchase intention for white goods is significantly different from the others.

H2 (Ads and brand preference)

H2₀: The advertisement strategies adopted by white goods companies do not have a significant positive effect on consumer brand preference.

H2_a: The advertisement strategies adopted by white goods companies have a significant positive effect on consumer brand preference.

H3 (Ads and purchase intention)

H3₀: The advertisement strategies adopted by white goods companies do not have a significant positive influence on consumer purchase intention.

H3_a: The advertisement strategies adopted by white goods companies have a significant positive influence on consumer purchase intention.

H4 (Perception and brand preference)

H4₀: The consumer's perception of white goods advertisement strategies does not have a significant positive effect on consumer brand preference.

H4_a: The consumer's perception of white goods advertisement strategies has a significant positive effect on consumer brand preference.

H5 (Perception and purchase intention)

H5_o: The consumer's perception of white goods advertisement strategies does not have a significant positive influence on consumer purchase intention.

H5_a: The consumer's perception of white goods advertisement strategies has a significant positive influence on consumer purchase intention.

SCOPE OF THE STUDY:

This research is confined to Mysuru, Karnataka, focusing on consumer behaviour toward key white goods (refrigerators, washing machines, and air-conditioners). The study analyses how specific advertisement strategy dimensions (media mix, message appeal, exposure, and channel type) impact the complete consumer behavioural sequence, including brand preference and purchase intention. The research also incorporates socio-economic factors (income, education, media access) as moderating variables. Due to this geographic focus, the findings are not generalizable beyond the Mysuru market.

3. RESEARCH METHODOLOGY:

Research Design

The study adopts a Descriptive and Explanatory quantitative research design based on an initial exploratory literature review. Primary data were collected using a structured questionnaire employing a 5-point Likert scale.

Population and Sampling

The target population consisted of adult consumers in Mysuru who had purchased or intended to purchase one of the selected white goods categories within the last 12 months. Simple Random Sampling was employed, and a total of 109 valid responses were obtained through face-to-face interviews conducted primarily at major white goods retail outlets in Mysuru. Secondary data supported the analysis, drawn from relevant journals and web sources.

1. DATA ANALYSIS:

The collected data were processed and analysed using **Minitab version 22**. ANOVA (Analysis of Variance) and Multiple Regression tests were the primary statistical tools used to evaluate the hypotheses and measure the impact of variables.

4.1 Data Collection:

A quantitative research design was used to collect primary data via a structured questionnaire (Likert-scale and dichotomous questions) from white goods consumers aged **21–50** in the Mysuru region. Employing Simple Random Sampling, a total of **109** valid responses were obtained. Data were collected at major retail outlets to ensure ecological validity and capture broad representation across key demographics (gender, income, education, and occupation).

4.2 Demographic Profile of Respondents:

The sample was characterized by a strong majority of female respondents (64.22%) and was skewed toward younger consumers (early twenties). The respondents were highly educated, with 56% holding Postgraduate degrees, and affluent, as 64.22% earned above ₹1,00,000 per month. This profile suggests high media literacy and substantial purchasing power. Significantly, Internet and social media access were nearly universal (over 95% regular use), indicating high exposure to digital advertisement strategies.

4.3 Reliability Analysis (Cronbach's Alpha):

Reliability of the measurement instrument, including Advertisement Strategy (Exposure & Perception) and Consumer Behaviour variables, was assessed using Cronbach's Alpha. The combined 11-item scale yielded an excellent alpha score of 0.8998, indicating very high internal consistency. This confirms that the items effectively measure the intended constructs and can be reliably used for further statistical analysis.

4.4 Conceptual Model:

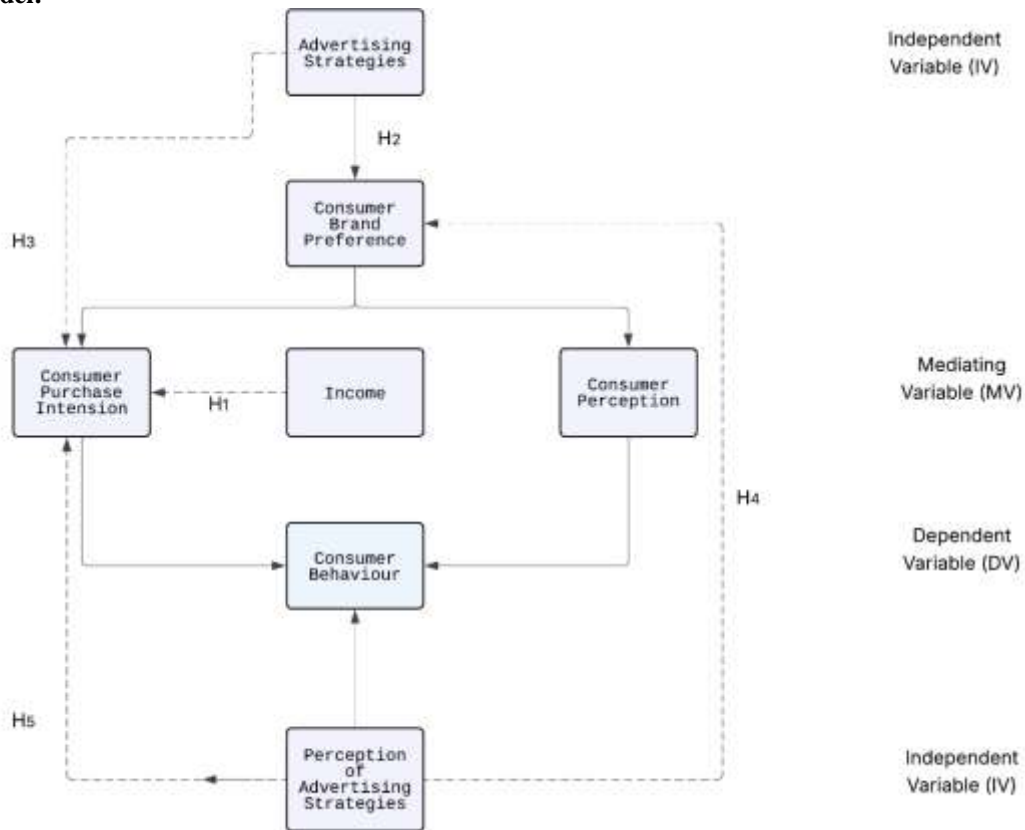


Figure-1: Conceptual Model of Advertisement Strategies, Consumer Perception, and Consumer Behaviour.

Figure-1 shows the Conceptual Model proposes that advertisement strategies influence consumer brand preference and purchase intention both directly and indirectly through consumer perception. These behavioural outcomes together determine actual consumer behaviour within the white goods market.

4.5 Hypothesis Testing:

A series of ANOVA (Analysis of Variance) and multiple regression tests were used to evaluate the hypotheses.

1. H1: Purchase Intention across Income Groups

H_{1.0} (Null): The mean purchase intention for white goods is equal across all defined income groups.

H_{1.a} (Alternative): At least one income group’s mean purchase intention for white goods is significantly different from the others

Significance level $\alpha = 0.05$

Equal variances were assumed for the analysis.

Table 1: Analysis of Variance (ANOVA) for Purchase Intention across Income Groups.

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Factor	2	10.01	5.003	4.12	0.017
Error	324	393.52	1.215		
Total	326	403.53			

Table 2: Model Summary for ANOVA

S	R-sq	R-sq (adj)	R-sq (pred)
1.10208	2.48%	1.88%	0.67%

Source: Collected Data

ANOVA results indicated (F = 4.12, p = 0.017). Since p < 0.05, H_{1.0} is rejected. Monthly income significantly influences consumer purchase intention.

2. H2: Advertisement Strategies and Brand Preference

H_{2,0} (Null): The advertisement strategies adopted by white goods companies do not have a significant positive effect on consumer brand preference.

H_{2,a} (Alternative): The advertisement strategies adopted by white goods companies have a significant positive effect on consumer brand preference.

Table 3: Regression Analysis: Impact of Advertisement Strategies on Consumer Brand Preference

Regression Equation

$$\text{Con Beh Q15} = -0.247 + 0.136 \text{ Adv. Exp. Perp Q8} + 0.3084 \text{ Adv. Exp. Perp Q9} + 0.2143 \text{ Adv. Exp. Perp Q10} + 0.2072 \text{ Adv. Exp. Perp Q13} + 0.1734 \text{ Adv. Exp. Perp Q14}$$

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	-0.247	0.375	-0.66	0.512	
Adv. Exp. Perp Q8	0.136	0.100	1.36	0.178	1.75
Adv. Exp. Perp Q9	0.3084	0.0933	3.31	0.001	1.52
Adv. Exp. Perp Q10	0.2143	0.0789	2.72	0.008	1.31
Adv. Exp. Perp Q13	0.2072	0.0838	2.47	0.015	1.66
Adv. Exp. Perp Q14	0.1734	0.0963	1.80	0.075	1.90

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.788041	52.82%	50.53%	44.13%

Analysis of Variance

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Regression	5	71.614	14.3228	23.06	0.000
Adv. Exp. Perp Q8	1	1.144	1.1441	1.84	0.178
Adv. Exp. Perp Q9	1	6.784	6.7837	10.92	0.001
Adv. Exp. Perp Q10	1	4.585	4.5853	7.38	0.008
Adv. Exp. Perp Q13	1	3.792	3.7918	6.11	0.015
Adv. Exp. Perp Q14	1	2.013	2.0135	3.24	0.075
Error	103	63.964	0.6210		
Lack-of-Fit	64	53.564	0.8369	3.14	0.000
Pure Error	39	10.400	0.2667		
Total	108	135.578			

Source: Collected Data

Table 3 shows that the regression model was significant ($F = 23.06$, $p = 0.000$) with $R^2 = 52.82\%$. Key advertisement variables showed significant positive effects. Therefore, **H_{2,0} is rejected and H_{2,a} is accepted.**

3. H3: Advertisement Strategies and Purchase Intention

H_{3,0} (Null): The advertisement strategies adopted by white goods companies do not have a significant positive influence on consumer purchase intention.

H_{3,a} (Alternative): The advertisement strategies adopted by white goods companies have a significant positive influence on consumer purchase intention.

Table 4: Regression Analysis: Impact of Advertisement Strategies on Consumer Purchase Intention

Regression Equation

$$\text{Con Beh Q17} = 0.692 + 0.128 \text{ Adv. Exp. Perp Q8} - 0.058 \text{ Adv. Exp. Perp Q9} + 0.2790 \text{ Adv. Exp. Perp Q10} + 0.458 \text{ Adv. Exp. Perp Q14}$$

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.692	0.442	1.57	0.121	
Adv. Exp. Perp Q8	0.128	0.119	1.08	0.284	1.74
Adv. Exp. Perp Q9	-0.058	0.111	-0.53	0.600	1.50
Adv. Exp. Perp Q10	0.2790	0.0917	3.04	0.003	1.25
Adv. Exp. Perp Q14	0.458	0.105	4.35	0.000	1.60

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.939644	39.08%	36.74%	30.86%

Analysis of Variance

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Regression	4	58.909	14.7273	16.68	0.000
Adv. Exp. Perp Q8	1	1.025	1.0252	1.16	0.284
Adv. Exp. Perp Q9	1	0.244	0.2443	0.28	0.600
Adv. Exp. Perp Q10	1	8.175	8.1753	9.26	0.003
Adv. Exp. Perp Q14	1	16.704	16.7043	18.92	0.000
Error	104	91.825	0.8829		
Lack-of-Fit	52	61.319	1.1792	2.01	0.007
Pure Error	52	30.506	0.5866		
Total	108	150.734			

Source: Collected Data

Table 4 shows that the model was significant ($F = 16.68$, $p = 0.000$) with $R^2 = 39.08\%$. Two variables—Q10 and Q14—had significant positive effects. Hence, **H_{3.0} is rejected in favour of H_{3.a}**

4. H4: Consumer Perception and Brand Preference

H_{4.0} (Null): The consumer’s perception of white goods advertisement strategies does not have a significant positive effect on consumer brand preference.

H_{4.a} (Alternative): The consumer’s perception of white goods advertisement strategies has a significant positive effect on consumer brand preference.

Table 5: Regression Analysis: Impact of Consumer Perception on Brand Preference

Regression Equation

$$\text{Con Beh Q15} = 0.457 + 0.1958 \text{ Adv. Exp. Perp Q11} + 0.6511 \text{ Adv. Exp. Perp Q12}$$

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.457	0.359	1.27	0.205	
Adv. Exp. Perp Q11	0.1958	0.0845	2.32	0.022	1.17
Adv. Exp. Perp Q12	0.6511	0.0824	7.90	0.000	1.17

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.820768	47.33%	46.34%	43.72%

Analysis of Variance

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Regression	2	64.170	32.0850	47.63	0.000
Adv. Exp. Perp Q11	1	3.619	3.6195	5.37	0.022
Adv. Exp. Perp Q12	1	42.060	42.0605	62.44	0.000
Error	106	71.408	0.6737		
Lack-of-Fit	15	17.006	1.1337	1.90	0.033
Pure Error	91	54.402	0.5978		
Total	108	135.578			

Source: Collected Data

Table 5 shows that the model ($F = 47.63$, $p = 0.000$; $R^2 = 47.33\%$) showed strong positive effects of Q11 and Q12 on brand preference. **Thus, H_{4.0} is rejected.**



5. H5: Consumer Perception and Purchase Intention

H_{5.0} (Null): The consumer's perception of white goods advertisement strategies does not have a significant positive influence on consumer purchase intention.

H_{5.a} (Alternative): The consumer's perception of white goods advertisement strategies has a significant positive influence on consumer purchase intention.

Table 6: Regression Analysis: Impact of Consumer Perception on Purchase Intention

Regression Equation

$$\text{Con Beh Q17} = 0.401 + 0.3115 \text{ Adv. Exp. Perp Q11} + 0.5337 \text{ Adv. Exp. Perp Q12}$$

Coefficients

Term	Coef	SE Coef	T-Value	P-Value	VIF
Constant	0.401	0.409	0.98	0.329	
Adv. Exp. Perp Q11	0.3115	0.0963	3.23	0.002	1.17
Adv. Exp. Perp Q12	0.5337	0.0940	5.68	0.000	1.17

Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
0.936125	38.37%	37.21%	33.59%

Analysis of Variance

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Regression	2	57.843	28.9215	33.00	0.000
Adv. Exp. Perp Q11	1	9.161	9.1607	10.45	0.002
Adv. Exp. Perp Q12	1	28.260	28.2604	32.25	0.000
Error	106	92.891	0.8763		
Lack-of-Fit	15	31.298	2.0865	3.08	0.000
Pure Error	91	61.593	0.6768		
Total	108	150.734			

Source: Collected Data

Table 6 shows that the model was significant ($F = 33.00$, $p = 0.000$; $R^2 = 38.37\%$). Both predictors were significant. Hence, **H_{5.0} is rejected in favour of H_{5.a}.**

4.6 Summary of Findings:

- Impact of Income:** Monthly income significantly influences consumer purchase intention for white goods, leading to the rejection of the null hypothesis H_{1.0} ($p = 0.017$). (Table 1)
- Advertisement Strategies and Brand Preference:** The overall regression model shows that advertisement strategies have a significant positive effect on consumer brand preference ($F = 23.06$, $p = 0.000$), with an R^2 of 52.82%. Key advertisement variables were found to have significant positive effects. (Table 3)
- Advertisement Strategies and Purchase Intention:** Advertisement strategies also show a significant positive influence on consumer purchase intention ($F = 16.68$, $p = 0.000$), with an R^2 of 39.08%. Specifically, two variables, Q10 and Q14, had significant positive effects. (Table 4)
- Consumer Perception and Brand Preference:** The consumer's perception of advertisement strategies has a strong significant positive effect on consumer brand preference ($F = 47.63$, $p = 0.000$), explaining 47.33% of the variance R^2 (Table 5)
- Consumer Perception and Purchase Intention:** Consumer perception also exerts a strong significant positive influence on purchase intention ($F = 33.00$, $p = 0.000$), with an R^2 of 38.37%. Both tested predictors related to perception were significant. (Table 6)
- Overall Conclusion: Both advertisement strategies and consumer perception significantly shape consumer behaviour (brand preference and purchase intention) within the Mysuru white goods sector. Consumer perception further strengthens both outcomes, indicating its role as an important psychological mediator.**

2. Suggestions:

- Strengthen perception-based advertisement strategies.** Use message appeals (like problem-solving, emotional, or value-for-money appeals) that are locally tailored and easily understood by the highly educated consumer base.

b. Develop income-segmented marketing campaigns. For high-income segments, advertisements should highlight premium features, advanced technology, energy efficiency, and luxury aspects of high-end models. For other segments, focus on value, durability, and financing options.

c. Enhance digital engagement through targeted content. Increase investment in highly targeted digital campaigns (e.g., via social media, search, and video platforms) using interactive content (like product demonstration videos or 360-degree views of white goods) that leverages the consumer's existing high media literacy.

d. Improve consumer education on product features and value. Ensure advertisements and digital content clearly and concisely communicate specific, technical product attributes (e.g., inverter technology efficiency, smart features, specific capacity/size) and the long-term value proposition (e.g., cost savings over the appliance's lifespan, durability, and reliable after-sales service).

3. Conclusion:

The study concludes that strategic advertisement practices adopted by white goods companies exert a substantial influence on consumer behaviour. Both direct advertising efforts and consumer perceptions of these strategies strongly predict brand preference and purchase intention. Additionally, demographic factors, particularly income, shape purchase-related decisions. The findings underscore the need for targeted, perception-driven advertising approaches aimed at enhancing brand loyalty and stimulating consumer purchases in a competitive marketplace.

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