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Study of Customer Cognizance for Display Marketing with Special Reference to POOJA ARTS AND LED SIGN

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Abstract:

There is a need for companies to understand how to better meet customers' requirements. Recently an increased interest in customer perception, awareness and buying behaviour has shown by the company due to an amplified need for prerequisite of quality healthcare and increasing competition among healthcare product manufacturer with the increasing emphasis on quality healthcare. This article determines awareness, perception of quality, price, services, availability of product etc. of LED SIGNS AND BOARDS. The demographic factors pertaining to the tendencies, attitude and priorities of inhabitants must be given due importance to have a fairly good understanding of the purchasing patterns of consumers. Customer perception, awareness plays an important role for consumer buying behaviour. The article revealed age wise, income wise, gender wise, education level and marital status wise significant difference in perception and awareness of customers. Consumer is king now days so it is very important to understand the present demographic changes and the impact of demographic variable on consumer awareness. Customer awareness regarding LED SIGNS AND BOARDS that would directly affects the customer's outcome.

Keywords: Customer Awareness, Perception, Demographic Variable, LED SIGNS AND BOARDS,

1.1 INTRODUCTION:

Customer awareness is a part of a company's marketing & communications plan. **It is a process that helps an entrepreneur educate customers about his/her company, its performances and the products or services his/her company delivers.** A well-designed awareness program ensures better customer engagement and protects consumer welfare.

Customer awareness is a concept used by marketing and sales teams. Sales and marketing professionals usually describe customer awareness as a scale from unaware to most aware. Some customers may know that your company exists but not that they have a need that your product or

service could help them with. Likewise, some customers may know that they currently have a need but not how your company could solve or ease that need. A LED sign is a small-digital screen, installed next by the store sign. It's made to stand out from the wall, to help passers-by to find a store easily when they look up. They are similar to conventional ones, but they display more than a logo: LED signs also shows dynamic content. The sign board is one of the most popular and attractive media of advertisement widely used by industrial and commercial firms to popularize their products among the general public. The sign board that is installed on tall buildings attracts the attention of people even from distant places and hence it is ideally suited for advertisement in busy places like big town and cities.

1.2 OBJECTIVES OF THE STUDY:

- To study awareness about display marketing in Sangli city area.
- To know the opinion of costumer about the quality, price, services, availability of product etc. of LED SIGNS AND BOARDS.
- To study customer awareness regarding LED SIGNS AND BOARDS.
- To suggest, if any, for the improvements in digital marketing practices.

1.3 HYPOTHESIS OF THE STUDY:

1. **Null Hypothesis (H₀):** *There is no significant relationship between type of sign boards and satisfaction for their features*
2. **Null Hypothesis (H₀):** *There is no significant relationship between opinion about sign boards and purpose of their purchase.*

1.4 RESEARCH METHODOLOGY:

In this research we will use a quantitative research method. The aim is to find the answer to the research question concerning the Customer awareness of LED Signs and Boards. In order to do so, we used a highly structured method, such as survey. In simple words, via carrying out a survey we will be able to find the answer to our research question: How do customers perceive Sign board shops? The analytical objective of the survey is to quantify variation, in other words, determine the fluctuation of the case shops image and customer awareness among the chosen sample group. We chose to use quantitative research also because of its inflexibility; quantitative research method uses closed- ended questions which allow us to compare the responses across the participants. Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling or systematic sampling. A sample size should be sufficient enough that can serve our purpose. Sample size for the study is 30 people from Sangli area.

DATA COLLECTION METHOD:

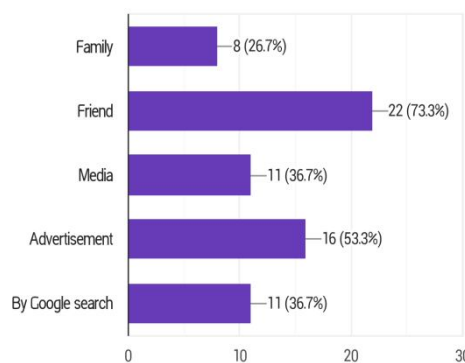
The primary data was collected with the help of structural questionnaire with the concerned persons. The sample of 30 consumers were selected randomly the required data was collected with the help of structured questionnaire from these selected the data so customer behaviour and market awareness collected is subjected to suitable statistical techniques. Secondary data is the second hand information which has been collected by someone else. Such information was used for the study. Secondary data is mainly collected from Books, Internet and Company Broachers

1.5 Data Analysis and Interpretation

Table 1: Source you get to know of firm

Source	No. of Respondents	% of Respondents
Family	8	27%
Friend	22	73%
Media	11	37%
Advertisement	16	53%
Search Engine	11	37%

Graph 1:



Interpretation:

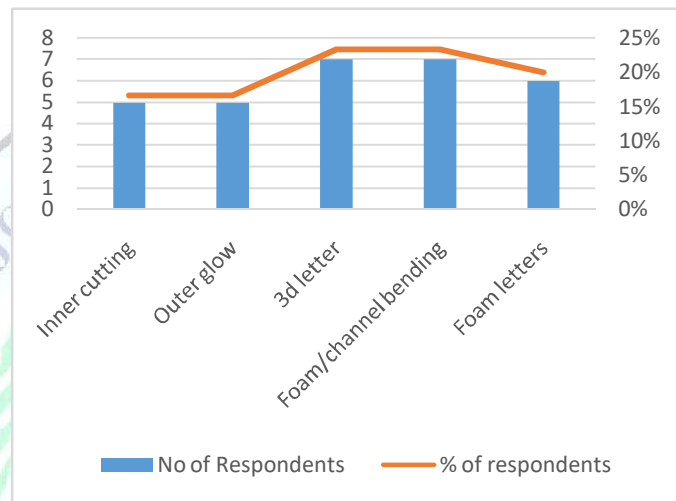
Above graph indicates that, 8 (27%) respondents get to know from the family, 22 (73%) respondents get to know from the friends, 11 (37%) were from media, 16 (53%) were from advertisement and 11 (37%) were from the search engine. It means that maximum respondents were get to know from the friends and advertisement.

Table 2: Type of Sign boards do you prefer

Preference	No of Respondents	% of respondents
Inner cutting	5	17%

Outer glow	5	17%
3d letter	7	23%
Foam/channel bending	7	23%
Foam letters	6	20%
Total	30	100%

Graph 2:



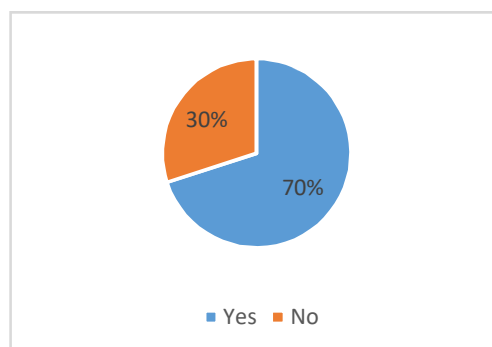
Interpretation:

Above graph indicates that, out of 30 respondents 5 (17%) selected for inner cutting, 5 (17%) selected for outer glow, 7 (23%) selected for 3d letter, 7 (23%) selected for foam/channel bending and 6 (20%) selected for foam letters. It means that maximum preference of the respondents were 3d letter and foam/channel bending.

Table 3: Satisfaction about features

Features Satisfaction	No of Respondents	% of respondents
Yes	21	70%
No	9	30%
Total	30	100%

Graph 3:



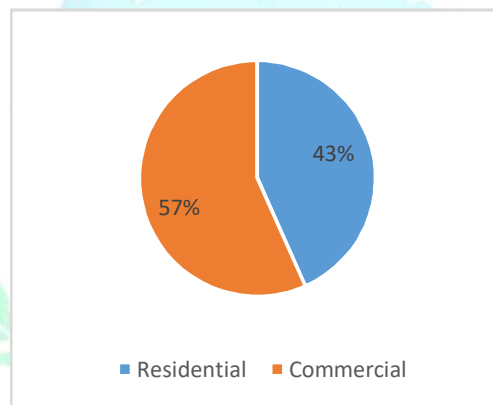
Interpretation:

Above graph indicates that, out of 30 respondents 21 (70%) were satisfied with features of the sign boards and 9 (30%) were not satisfied with features. It means that maximum respondents were satisfied with features of the sign boards.

Table 4: Main purpose of purchase

Purpose	No of Respondents	% of respondents
Residential	13	43%
Commercial	17	57%
Total	30	100%

Graph 4:



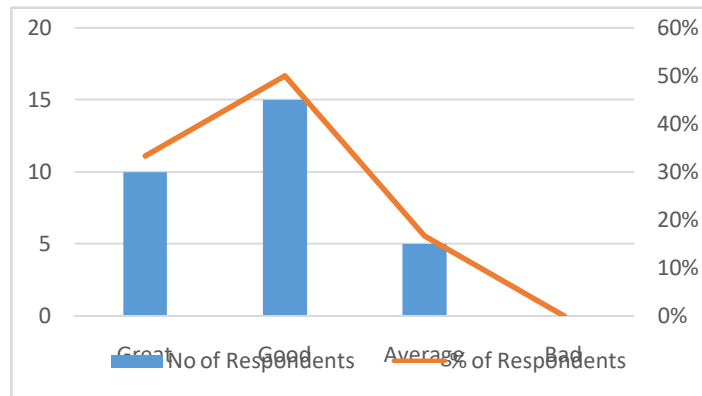
Interpretation:

From the above graph, it is clear that, 13(43%) were purchasing for residential use and remaining 17 (57%) for commercial. It means that maximum respondents were purchasing for the commercial use.

Table 5: Opinion about Sign boards

Opinion	No of Respondents	% of Respondents
Great	10	33%
Good	15	50%
Average	5	17%
Bad	0	0%
Total.	30	100%

Graph 5:



Interpretation:

Above graph indicates that, out of 30 respondents 10 (33%) given great opinion about sign boards, 15 (50%) given good opinion and 5 (17%) given average opinion. It means that maximum of the respondents were given good opinion about the sign boards.

1.4 Hypotheses Testing:

Based on users’ preference, satisfaction and intention regarding Sign boards, the following hypotheses have been stated.

Test Used: Chi-squared test.

A chi-square test for independence compares two variables in a contingency table to see if they are related. The chi-square test is used to determine whether an association (or relationship) between 2 variables in a sample is likely to reflect a real association between these 2 variables in the population. In the case of 2 variables being compared, the test can also be interpreted as determining if there is a difference between the two variables.

Null Hypothesis (H0): *There is no significant relationship between type of sign boards and satisfaction for their features.*

Table 6: Type of Sign boards and Satisfaction for their features

Preference	Satisfaction for their features		
	Yes	No	Total
Inner cutting	4	1	5
Outer glow	4	1	5
3d letter	4	3	7
Foam/channel bending	4	3	7
Foam letters	5	1	6
Total	21	9	30

The test statistic to be used is given by

$t\text{-value}$ $\sum \frac{(O - E)^2}{E}$ $= 2.09$	The p-value in the chi-square table for d.f. = 4 at 5% significant level is 14.86 Since the calculated t-value (2.09) less than the p-value (14.86), accept the null hypothesis at 5% level. The conclusion is that <i>there is no significant relationship between type of sign boards and satisfaction for their features.</i>
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Null Hypothesis (H0): *There is no significant relationship between opinion about sign boards and purpose of their purchase.*

Table 7: Opinion about Sign boards and their purpose of purchase

Opinion	Purpose of purchase		
	Residential	Commercial	Total
Great	4	6	10
Good	7	8	15
Average	2	3	5
Total.	13	17	30

The test statistic to be used is given by

$t\text{-value}$ $\sum \frac{(O - E)^2}{E}$ $= 0.14$	The p-value in the chi-square table for d.f. = 2 at 5% significant level is 5.991 Since the calculated t-value (0.14) less than the p-value (5.991), accept the null hypothesis at 5% level. The conclusion is that <i>there is no significant relationship between opinion about sign boards and purpose of their purchase.</i>
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Conclusion:

It is found that, most of the respondents are selecting by design and price. It is clear that, most of the people go for 3D letter sign boards and for foam/channel bending. The main source of the information is from friends and by search engine. It is found that, some of the respondents are purchasing for residential use where as some are purchasing for commercial uses. In order to promote advertisement through sign boards, firm should take initiative to create awareness about sign boards. Firm should also use other media for the promotion, like Facebook, Instagram and other digital advertisers to reach maximum customers.

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