

A Study of Advertisement Impact on Consumer Buying Behaviour of Bathroom Fittings and Brass Sanitary Parts

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ABSTRACT

The rapid expansion of the Indian bathroom fittings and brass sanitary market has been driven by the rise in urbanization, improved income levels, changing lifestyle preferences, and increasing exposure to branded products. As competition among brands intensifies, advertising has emerged as a key strategic tool to develop brand awareness, shape perceptions, and influence buying decisions. This study aims to examine the impact of advertising on consumer buying behavior for bathroom fittings and brass sanitary parts with specific reference to consumer preferences, trust factors, and decision-making influences. Abundant availability of raw material and low labour cost in India is emerging as a sanitary ware manufacturing hub. Hasil, cera India, Roca India, Kohler India, toto India, jaguar and company and many others have set up manufacturing facilities in the country. "India is no longer a testing ground, but a lucrative market for premium brands. It's increasingly willing to spend on premium quality and are becoming extremely value conscious. The study is based on primary survey data from 450 respondents across the Saurashtra region, supported by secondary literature and industry insights. A structured questionnaire was used to measure awareness levels, attitude towards advertisements, media exposure, influence of reference groups, and factors affecting final purchase decisions. The study also shows that consumers evaluate bathroom fittings based on brand image, durability, design, ease of use, and price, in addition to advertisement appeal. Overall, advertising influences consumer awareness and initial brand recall, but final purchase decisions are highly dependent on trusted personal references. The findings provide useful insight for marketers while designing advertising campaigns and choosing communication messages that connect emotional and rational appeals. The study concludes that an integrated marketing approach combining media communication and influencer-based personal recommendation can enhance brand acceptance and purchase intention.

Keywords: Advertisement, Consumer Behaviour, Bathroom Fittings.

INTRODUCTION:

The Indian bathroom fittings and brass sanitary industry has grown rapidly due to rising urbanisation, increasing income levels, and improved awareness of hygiene requirements among households. Government initiatives such as Swachh Bharat Abhiyan and housing development schemes have further expanded demand for quality sanitary products. Bathroom fittings, which were once seen as basic functional items, have now become lifestyle products that reflect comfort, modern living, and personal taste. Consumers increasingly expect products that offer durability, attractive design, ease of maintenance, water-saving features, and long-term reliability. This shift has transformed the market into a highly competitive sector where multiple brands—domestic and international—compete for consumer attention and loyalty.

With the growth of the industry, advertising has emerged as a powerful tool for influencing consumer perceptions, creating brand awareness, and shaping buying behaviour. Companies use a combination of media channels such as television, print, digital platforms, and outdoor promotion to reach diverse audiences.

Advertisements today blend rational appeals, such as product benefits and performance, with emotional messages that connect with consumer aspirations. However, for technical products like bathrooms and fittings, advertising alone may not be sufficient to drive final purchase decisions. Customers also rely on additional sources of information and guidance to evaluate brands beyond promotional claims.

Advertisement promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is – it carries factual information with fascinating emotional appeal. Hence, without a proper advertisement no business can prosper. In practical buying situations, purchase decisions are also influenced by plumbers, architects, interior designers, retail store executives, and recommendations from friends and family. These groups provide practical, technical, and experience-based inputs that customers trust, especially for high-involvement products that require installation and long-term use. Therefore, studying how advertisements interact with personal recommendations and real consumer expectations becomes essential for understanding actual market

behaviour. This study aims to analyse the true impact of advertisement on consumer buying behaviour in the bathroom fittings and brass sanitary market, evaluate brand awareness levels, identify major media influences, and examine how advertisements combine with external opinion leaders to shape final purchase decisions.

LITERATURE REVIEW

Pasupathi and Sathya (2018) conducted a detailed study on the role of television advertising in shaping rural consumer behaviour with reference to FMCG products in India. Their survey-based research revealed that television remains the most powerful advertising medium in rural markets because of its extensive reach, audio-visual clarity, and ability to demonstrate product usage effectively. The study highlighted that rural consumers, due to limited market exposure, tend to trust the messages delivered through television more than other forms of advertising. The emotional and rational appeal of televised ads was found to strengthen brand awareness, improve message retention, and create a favourable brand image. Moreover, the researchers emphasized that rural audiences often rely on television commercials not only for product information but also for guidance on product comparisons, usage patterns, and perceived value, making television a strong influencer of purchase decisions in limited-information markets.

Mahmood and Masdood (2016) examined the impact of humour in advertising on consumer purchase intentions within the Pakistani telecom sector, specifically focusing on users of the Ufone network. Their findings demonstrated that humour acts as a memorable, engaging, and psychologically appealing element in advertisements, leading to greater message recall, improved attention, and more positive attitudes towards brands. The researchers stated that humorous advertisements evoke positive emotions, which in turn reduce consumer resistance to promotional messages and increase openness to persuasion. Their descriptive research, based on Likert scale responses from 200 consumers, also suggested that humour is particularly effective in highly competitive markets where brands struggle to differentiate their offerings based on features alone. Therefore, humorous content was found to strengthen the emotional bond between brand and consumers, consequently driving higher purchase intention compared to purely factual or informational advertisements.

Shetty, Sowmya, and Maiya (2019) investigated the relationship between advertising and consumer buying behaviour in urban markets and found that advertisements significantly shape consumer preferences, particularly by creating strong initial brand awareness and influencing perceptions of product superiority. Their study revealed that consumers exposed to consistent and well-crafted advertisements develop confidence in the brand and tend to associate the product with quality and reliability. Another key finding of the research was that the selection of media platforms plays a critical role in how effectively advertisements

reach the target audience. The authors noted that consumers respond differently to print, electronic, and outdoor advertisements, and brands that align their media selection with audience viewing habits achieve greater advertising efficiency. The study thus concluded that advertising is not just a promotional activity but an important psychological trigger that changes consumer perception, preference ranking, and brand choice.

Chukwu et al. (2019) explored the effects of advertising on buying decisions in Nigeria and concluded that consumers' emotional response, sensory impressions, and brand familiarity gained through advertisements significantly influence purchase behaviour. Their research confirmed that advertisements stimulate brand preference when the message content resonates with consumers' personal expectations and experiences. Emotional responses triggered by visual appeal, storyline, music, or human elements were found to be stronger drivers of purchase motivation than logical message content alone. The study involved multiple regression analysis to test the strength of relationships between variables and found a positive correlation between brand awareness, emotional impact, and buying behaviour. The authors emphasized that successful advertisements must move beyond basic product information and engage consumers psychologically to create lasting preference and loyalty.

Shadman and Shakib (2017) analysed how continuous exposure to advertisements influences trust-building and loyalty formation in competitive markets. Their quantitative findings, based on responses from multiple consumer segments, showed that repeated advertising reinforces a brand's presence in the consumer's mind and contributes to perceived reliability. The researchers argued that when consumers encounter the same brand frequently across different media channels, they begin to associate the brand with stability, credibility, and market strength. The study also noted that in markets where product differentiation is minimal, frequent advertising serves as a symbolic indicator of quality and market leadership. As a result, consistent exposure improves purchase probability, drives familiarity, and enhances consumer willingness to try and continue using the product. Their study concluded that advertising frequency plays a critical psychological role, especially in markets with high promotional competition.

Awan et al. (2016) studied the role of advertising in helping consumers evaluate alternatives in markets where many products offer similar features, benefits, and positioning. Their research showed that advertisements act as a decision-support tool by simplifying consumer choice and highlighting unique selling propositions that may not be immediately visible through physical product inspection. They found that advertisements employing emotional appeals generate stronger brand affinity than rational messaging when functional differences between competing products are minimal. In such markets, feelings of trust, warmth, pride, aspiration, or happiness created through advertising have a more lasting effect on consumer

preference than detailed product specifications. The study concluded that advertisements are essential when brands need to differentiate themselves in saturated markets and influence consumers at a psychological and emotional level.

Bhavik Swadia (2018) investigated the impact of advertisements on buying behaviour within the cosmetic industry and observed that demographic factors significantly influence advertisement interpretation and message reception. The study indicated that younger consumers tend to be more responsive to visual and emotional advertising, while older and experienced consumers often rely on a combination of advertising and peer feedback before making a decision. Income and education levels were also found to play a decisive role, as consumers with higher income showed greater preference for premium brands shown in advertisements, whereas lower and middle-income consumers focused more on price-value balance. The author concluded that while advertisements create initial attraction and product curiosity, final purchases are often shaped by trusted social recommendations, previous experience, and personal evaluation of functional benefits. This finding highlights the importance of balancing advertising investment with post-purchase experience and word-of-mouth influence.

RATIONALE OF THE STUDY

The relevance of this study arises from the increasing competition in the Indian sanitary and bathroom fittings market, where brands invest heavily in promotional communication to influence buying decisions. However,

it is observed that despite strong advertising, many consumers still depend on plumbers, architects, and family recommendations when making final purchases. Understanding the actual impact of advertisements on consumer behaviour helps marketers design more effective communication strategies, identify key motivators, and improve the efficiency of advertising expenditure.

RESEARCH OBJECTIVES

1. To study consumer awareness of leading bathroom fittings and brass sanitary brands.
2. To analyse the impact of advertising on consumer buying behaviour and brand perception.
3. To identify secondary influencers such as plumbers, architects, friends, and family in the final purchase decision.

RESEARCH METHODOLOGY

The study is based on exploratory research design. Primary data was collected through a structured questionnaire from 450 respondents across the Saurashtra region using convenience sampling. The questionnaire contained demographic questions, brand awareness items, Likert scale statements, and brand perception questions. Secondary data was gathered from journals, articles, market reports, and company advertisements. Data was analysed using descriptive statistical tools such as tables, percentages, charts, and graphical interpretation to identify trends in brand awareness, influence of advertising media, and purchase decision factors.

DATA ANALYSIS

1. Age Distribution

Age Group	Count	Percentage
18–25	99	22%
26–35	171	38%
36–50	135	30%
Above 50	45	10%
Total	450	100%

Interpretation:

Most respondents (38%) belong to the 26–35 age group, indicating young working consumers dominate demand. A large proportion (30%) fall within the 36–50 bracket, showing mature buyers are also important. Senior citizens form the smallest segment with limited involvement in purchase decisions.

2. Gender

Gender	Count	Percentage
Male	261	58%
Female	189	42%
Total	450	100%

Interpretation:

Male respondents were slightly more in number, suggesting that men are more active in dealing with technical and installation-related decisions. Female respondents also represent a large portion, showing shared decision-making in households. Both genders are therefore important target audiences for marketers.

3. Occupation

Occupation	Count	Percentage
Business	180	40%
Job/Service	144	32%
Student	68	15%
Homemaker	41	9%
Retired	17	4%
Total	450	100%

Interpretation:

Business owners and working professionals represent the majority, showing strong purchasing capacity. Students and homemakers make up smaller but influential segments as decision influencers. Retired respondents form a small share, indicating limited engagement in new home installations.

4. Monthly Income

Income Level	Count	Percentage
Below ₹25,000	95	21%
₹25,000–50,000	198	44%
₹50,000–1,00,000	117	26%
Above ₹1,00,000	40	9%
Total	450	100%

Interpretation:

Most respondents (44%) fall in the mid-income category, reflecting value-conscious buying patterns. Higher-income groups (35%) show strong orientation toward premium brands. Lower-income respondents represent budget-driven buying behaviour.

5. Awareness of Bathroom Fitting Brands

Brand	Count	Percentage
Jaquar	342	76%
Hindware	266	59%
Kohler	198	44%
Cera	166	37%
Others	41	9%
Total Respondents (Multiple Response)	450	

Interpretation:

Jaquar enjoys the highest brand recall, indicating strong marketing visibility and distribution presence. Hind ware and Kohler also show good awareness among consumers. Smaller brands experience lower recognition, highlighting weaker promotional exposure.

6. Have You Seen Bathroom Fitting Advertisements Recently?

Response	Count	Percentage
Yes	374	83%
No	76	17%
Total	450	100%

Interpretation

A majority of respondents recall seeing bathroom fitting advertisements, proving that promotional campaigns are actively reaching the market. Only a small segment remains unexposed, showing widespread media coverage. This strong exposure contributes to brand familiarity and market awareness.

7. Most Viewed Advertising Medium

Medium	Count	Percentage
Television	351	78%
Newspaper	144	32%
Magazines	81	18%
Social Media	68	15%
Outdoor (Hoardings)	27	6%
Total Respondents (Multiple Response)	450	

Interpretation

Television is the most consumed advertising medium, showing its continued dominance in household product promotion. Newspapers and magazines maintain relevance, especially among traditional media consumers. Digital and outdoor advertisements show moderate but growing visibility.

8. Most Influential Recommendation Source

Source	Count	Percentage
Plumber	234	52%
Architect/Interior Designer	131	29%
Friends/Family	85	19%
Retail Shop Dealers/Salespersons	96	21%
Online Reviews & Social Media Feedback	68	15%
Company Sales Executives	47	10%
Total Responses (Multiple Response)	450	

Interpretation

Plumbers remain the most influential advisers because consumers rely on their installation experience and technical knowledge during brand selection. Architects, retail shop dealers, and company sales executives influence decisions in premium or design-oriented purchases where expert guidance is valued. Online reviews and personal recommendations from family and friends support the decision process by providing reassurance, but they play a secondary role compared to professional guidance.

9. Factors Influencing Brand Selection

Factor	SA	A	N	DA	SDA
Brand Image	132	143	94	53	28
Durability	156	141	89	40	24
Design & Style	91	98	138	81	42
Price	87	89	143	85	46
Advertisement Appeal	65	74	168	89	54
After-Sales Service Availability	174	168	66	28	14
Warranty Period Offered	162	162	72	36	18
Availability in Nearby Stores	121	167	71	59	32

Retail Salesperson Recommendation	118	156	82	60	34
Online Reviews & Ratings Influence	106	151	88	63	42
Innovative Features / Technology	128	155	87	51	29
In-Store Product Display & Presentation	95	139	103	67	46
Plumber / Technician Advice	198	153	57	29	13
Product Quality Over Price	166	149	70	42	23
Eco-Friendly & Water-Saving Features	102	145	93	64	46

Interpretation : Today consumers give the highest importance to brand image, durability, and product quality, showing strong preference for reliable and well-established brands in bathroom fittings. After-sales service and warranty also received high agreement, reflecting that customers seek security and long-term support after installation. Professional guidance plays a major role, with plumber and technician advice emerging as the strongest influence due to their technical experience, while retail salespersons and online reviews also shape purchase confidence. Convenience factors such as product availability in nearby stores and attractive in-store displays contribute positively to buying decisions. Although design, style, and advertisement appeal influence attitudes, they are secondary compared to functionality and performance-related expectations. Eco-friendly and water-saving features are increasingly appreciated, especially among informed users, but are still not the primary drivers for all consumers. Overall, the responses suggest that while advertising and visual appeal initiate interest, final decisions are largely guided by trust, product reliability, service assurance, and expert recommendations.

10. Type of Purchase Decision

Decision Style	Count	Percentage
Planned	279	62%
Impulsive	171	38%
Total	450	100%

Interpretation

Most buyers make planned decisions due to the high involvement and installation complexity of bathroom fittings. Consumers evaluate alternatives before committing to a brand. Impulse buying occurs less often and is influenced by immediate need or convenience.

CHI SQUARE TEST

Null Hypothesis (H_0): There is no significant association between the source of purchase influence and the type of purchase decision (planned or impulsive).

Alternative Hypothesis (H_1): There is a significant association between the source of purchase influence and the type of purchase decision.

Influencer	Planned Purchase	Impulsive Purchase	Total
Plumber	162	72	234
Architect / Interior Designer	92	39	131
Friends / Family	25	60	85
Retail Shop Dealers	60	36	96
Online Reviews / Social Media	37	31	68
Company Sales Executives	25	22	47
Total	401	260	661*

$$\chi^2=46.32 > \chi_{\text{critical}2}=11.07$$

Since the calculated Chi-square value 46.32 is greater than 11.07, so, Reject the Null Hypothesis (H_0)

The Chi-square test indicates a significant association between the source of recommendation and the type of purchase decision for bathroom fittings and brass sanitary products.

MAJOR FINDINGS

- The study found that advertisements significantly improve brand awareness in the bathroom fittings market, especially for brands like Jaquar and Hindware. Television remains the strongest channel for visibility, supported by newspapers and digital promotions. High exposure creates strong recall but does not always convert directly into final purchase decisions.
- Consumers show a strong reliance on plumbers and technicians when making final choices for bathroom fittings. Their practical installation experience and technical understanding make them highly trusted influencers. As a result, professional advice outweighs advertising in shaping purchase behaviour.
- The analysis revealed that planned purchases dominate the market, reflecting that bathroom fittings are high-involvement and long-life products. Consumers take time to compare alternatives, seek expert opinion, and evaluate durability before finalizing decisions. Impulsive purchases occur mainly among buyers influenced by family or peer references.
- Brand image and durability emerged as the most important selection factors, showing that consumers prefer reliable and long-lasting products. Advertising and visual appeal contribute to awareness but play a secondary role. This highlights a rational and performance-driven decision approach among buyers.
- The Chi-Square test confirmed a significant association between type of influencer and purchase decision. Buyers guided by plumbers, architects, and retailers are more likely to make structured and planned decisions. Conversely, those influenced by friends, family, or social media are more prone to impulsive buying.
- After-sales service and product warranty were identified as strong differentiators in consumer choice. Customers expect post-purchase support due to the technical nature of bathroom installations. Brands offering reliable service systems gain higher confidence and loyalty in the market.
- Design and style carry moderate importance, particularly among middle-income homeowners upgrading or renovating bathrooms. Attractive product appearance increases emotional appeal and enhances perceived lifestyle value. However, good design cannot compensate for lack of quality or durability in the long term.
- Online reviews and digital feedback are gaining influence, especially among younger and more informed consumers. Buyers increasingly look for real user experiences before trusting a brand. This

indicates a growing shift toward digital word-of-mouth as a modern information source.

- Price remains relevant but is not the primary deciding factor in buying bathroom fittings. Consumers are willing to pay more when they perceive value in quality, reliability, and service support. The market therefore favours brands that balance price with long-term performance.
- Eco-friendly and water-saving features showed growing acceptance among respondents, reflecting rising awareness of sustainability. Younger users and higher-income groups particularly value these features. Brands promoting environmental efficiency may gain competitive advantage in future market expansion.

CONCLUSION

This study concludes that advertising plays a crucial role in creating brand visibility and shaping initial perceptions in the bathroom fittings and brass sanitary market, but it is not the sole factor driving final purchase decisions. Consumers demonstrate a rational and technically informed buying approach, where durability, brand image, after-sales service, warranty, and long-term performance matter more than promotional appeal. The Chi-square results show a significant association between the source of influence and the type of purchase decision, with professional advisers such as plumbers, architects, and retail store experts guiding planned purchases due to their technical credibility. Family and peer suggestions contribute to emotional or impulsive decision-making, but professional guidance dominates structured purchase behaviour. Television remains the most powerful medium for advertisement reach, followed by newspapers and digital platforms, though online reviews and social media are emerging as valuable modern information sources. Consumers are willing to pay more for reliable products and are gradually adopting eco-friendly and water-saving features. Overall, brands need to combine effective advertising with strong service networks, professional engagement, and credible information support to achieve sustainable competitive advantage in this evolving market.

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