**CHAPTER 1 : INTRODUCTION**

Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behaviour and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships. One of the basic concepts of marketing is the marketing mix, which is said to be the set of controllable variables and their levels which marketer uses to influence the target market (Kotler, 1997). The tools used in order to reach and control the target market, are collectively known as the elements of the marketing mix, or the four Ps, including product, price, place, and promotion. (Zeithamal, Bitner, 1996). Promotion also referred to as marketing communication, is the way of communicating the information of product, price, and place to the consumers (Wells, Burnett & Moriarty, 2000). Czinkota & Ronkainen (2001) further address marketing communication to be the establishing of commonness between two parties in a communication process. According to Kotler (2003) it is essential to emphasize the importance of effective communication because of the geographical and psychological distances that separate companies from intermediaries and customers.



***Figure- 1.1- Elements in communication process, Source- Kotler $ Killer marketing management 15th edition.***

As clear from the figure all the nine elements of the communication process together have the possibility to create effective communication between marketers and their intermediaries and customers. Among these sender and receiver are the active parties in a communication; encoding, decoding, response, and feedback are the communication functions; message and media are the communication tools; and noise is everything that interferes with the intended communication. In order to get messages through marketers must encode their messages in a way that takes into account how the target audience usually decodes messages. They must also use an efficient media through which to transmit the message and reach the target audience. By the use of the chosen media, marketers should develop appropriate feedback channels to monitor response to the message. Communication can take place through traditional media such as newspapers, magazines, radio, television and billboards, but also through media such as computers, fax machines, cellular phones, pagers and wireless appliances. (Kotler, 2003). In order to form a total marketing communication program to reach selected target markets, several tools are available with marketer. These tools are related communication techniques, also referred to as the promotional mix (Wells, et al., 2000) and include sponsorship, public relations, sales promotion, direct marketing, personal selling and advertising (Czinkota & Ronkainen, 2001).

Marketing is the process a business uses to satisfy consumer needs and wants by providing goods and services. The tools available to marketing include the product, as well as its price, distribution (place), and marketing communication (promotion). Advertising is a tool used in the promotion mix.

The Indian scenario: Last few years have witnessed of growing demands for different consumer products (Chunawalla, 2000). Increase in demand is a result of increase in income of the people and increase in discretionary income too (Arora, 1995). A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards, Moreover, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables (Sontaki, 1999). And the increasing awareness of consumers about their own needs is making a major difference in marketing of consumer durables (Kumar, 1998). In the context of the above scenario, it is interesting to study how the human beings i.e. consumers, satisfy their different non-basic needs. Moreover, it is interesting to study, why they buy a particular product, how they buy it, when they buy it, from where do they buy it, etc (Schiffman and Kanuk, 1995). A study (Radhakrishanan, 1990) has found that “many things that were considered as luxuries till about ten years ago have become necessities for most people today.” And in case of household goods consumption it has happened also, as scooter were luxury at once becomes necessity.Business needs attention and attraction of target customers who lives in the world with rapidly increase in commercial bombardment. Every day consumers are exposed to different advertisement in magazine, news papers, poster radio and television etc. Every brand tries to grab at least a fraction of an unsuspecting person’s time to make him or her aware of the amazing and different attributes of the product because of the constant media saturation that masses experience daily they eventually become immune to the usual marketing techniques. Today customer has the supreme power of acceptance and rejection of the product. Today marketers spend large amount of money annually on advertisement for their products or brand. Advertising is the big component in the market economy. It plays a significant role in motivating consumer to either use a particular brand or to increase the consumption of that brand. Print media forms an effective form of media in a developing country such as India where the reach of news paper is almost every house hold. Advertisement plays a role in influencing the taste and preference of consumer’s choice. Consumers are known to be rational with regard to their purchase wanting to maximise their satisfaction when it comes to consumer goods. A consumer will therefore not purchase a commodity whose prices are above the additional satisfaction that he drives from the goods. (Solomon and Wride 2007). A review of market opportunities often helps in identifying distinct consumer segments with very distinct and unique wants and needs. Identifying these groups, learning how they behave and how they make purchase decisions enables the marketer to design and market products or services particularly suited to their wants and needs. For example, In case of consumer durables market in India marketers are targeting the higher income class with special features in the equipments as well as longer warranty period and of course world class quality. In case of semi urban and rural areas consumers who prefer the basic offerings or slightly modern version of the product are targeted.

**1.1 Advertising:-**

The term Advertising is derived from the Latin word ‘advert’ means ‘to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea. Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media. Today, advertisements are everywhere. On television, on the internet, radio, billboards and even on the empty coffee mug of our desk. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of? It performs one of the most important functions in society that is to inform; it gives people the power of choice; the power of knowledge that helps them make important decisions every day. There are various schools of thought, different opinions and diverse points of view but all of these collide into something that we all agree upon. That it is probably one of the most powerful influencers of human behaviour since religion.

“Any paid form of non- personal presentation and promotion of ideas, goods, or services through mass media such as newspaper, magazine, television or radio by an identified sponsor.” (Kotlar, Armstrong, Sounder and wong) Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes." – (Howard Gossage by David Ogilvy). Advertising is any form of non-personal presentation of ideas, goods, or services by the use of mass communication through advertising media such as print, broadcast, cinema, outdoor, or electronic media (Czinkota & Ronkainen, 2001). Advertising is often most visible element of a company’s overall marketing communications programme (Wells, et al., 2000). Additionally, Wells et al. (2000) describe advertising to be a form of mass communication that both informs and transforms a product by creating an image for that product that goes beyond straightforward facts. Brassington and Pettitt (2000) simplify the explanation by mentioning that advertising is a paid form of non-personal communication through a mass medium. Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget.

Advertising spending has increased dramatically in recent years. In India the amount spent on advertising was as low as 75 Crore which reaches 1509 core in 1990 and in 2003 it jumped as high as 15, 000 Crore. The global accounting firm Price water house Coopers’ report, in 2006 projected worldwide advertisement Spending to exceed half-a-trillion dollars by 2010. In general advertising has two objectives namely, Behavioural or action objectives and Sales objectives. From the behavioural point of view, it influences the buying behaviour of consumers. It is an accepted fact that all behaviour starts with motivation. Ad motivates people by arousing their dormant needs that activates behaviour. Advertising is primarily used as a tool by companies with the objective to Inform people about new products and services.

**1.2 Brand building**

1. To remind customers about their brand at the right time and place.
2. To reinforce customer confidence in purchase.
3. To build Corporate Identity.
4. To help their sales force become more effective.
5. To give their brand and company a “Personality” that makes it unique.

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers etc.) to continue or take some new action. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of the financing the mass-media, a social institution, an art form, an instrument of business management, a field of employment and a profession (Chunawala & Sethia). Advertising message are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazine, television commercial, radio advertisement, outdoor advertising or direct mail. Commercial advertisers often seek to generate increased consumption of their product or services through “Branding”, which involves the repetition of an image or product name in effort to associate certain qualities with the brand in minds of consumers. Advertisement is an encapsulated communication about a product (good/services), a clearly designed, concise, aesthetically appealing and content-wise accurate communiqué as a plan to effectively persuade the target audience (viewers/readers) to arrive at a decision as desired by the advertisers often concerning the product (goods/services). Usually the aim of an advertisement is to increase the sales of a product introduced in to the market. The advertisement will speak about the salient features of the product on offer and the benefit to the target audience about the various other details such as the products cost, availability, usage modalities, problems that may arise using it and probable solution of those problems he (customer /consumer) can derive out of the product. It can also educate the target audience about the about the various other details such as the products cost, availability, usage modalities, problems that may arise using it and probable solution of those problems. Advertisements are prepared in such a way that it attracts the attention of the intended parties easily. Thoughtfully constructed copy (words/diction of an advertisement), interesting visuals or pictures, attractive colours and designs, and a uniquely arrived at theme the central steam of thought etc. arouse interest of the customers, and help to retain the interest. Persuasive elements of the advertisement drive the customers towards a strong desire to posses the product. This finally leads them towards buying or possessing the product.

**1.3 Paid Form of advertising:-** When product or services are mentioned favourably in the media-newspaper, magazines and radio or television- the item appears because it is presumed to provide information or entertainment for the audience. But this is publicity, and payment is made by the benefited organization. Advertising on the other hand is published or broad-cast because the advertisers has purchased time or space to tell the story of a certain product or service.

**Non personal presentation:-** Personal selling takes place when a personal face to face presentation is made. Although advertising complements or may submit for personal selling it is done in non personal manner through intermediaries or media.

**Ideas, goods or services:-** From this point advertising is concerned with much more than the promotion of tangible goods. Most of the advertising is designed to help sell goods and services. It is being used increasingly to further public interest group.

**1.4 An identified sponsor:-** Advertising discloses or identifies the sources of the opinion and ideas. According to identified sponsor, this point distinguishes advertising from propaganda. Propaganda attempts to present opinions and ideas in order to influence attitudes and actions. Advertising on the other hand disclose or identifies the source of the opinions and ideas it present.

**1.5 Mass Communication Media:-** It is designed to separate personal selling and advertising and also to convey the concept of multiple messages delivered to groups of people simultaneously.

**1.5.1 Advertising and Product:** A product is normally a set of physical elements, such as quality, shape, size, colour and other features. The product may be of very high quality .At times, the product is so designed that it requires careful handling and operations. Buyers must be informed and educated on the various aspects of the product. This can be effectively done through advertising. Thus, advertising plays the role of information and education.

**1.5.2 Advertising and Price:** The price is the exchange value of the product. A marketer may bring out a very high quality product with additional features as compared to competitors. In such a case, Price would be definitely high. But buyers may not be willing to pay a high price would be definitely high. Here comes advertising. Advertising can convince buyers regarding the superiority of the brand and thus its value for money. This can be done by associating the product with prestigious people, situations, or events. Alternatively when a firm offers a low price products the job of advertising needs to stress the price advantage by using hard hitting copy. It is not just enough to convince, but it is desirable to persuade the buyer. Thus advertising plays the role of conviction and persuasion.

**1.5.3 Advertising and Place:** Place refers to physical distribution and the stores where the goods are available Marketer should see to it that the goods are available at the convenient place and that too at the right time when the buyers need it. To facilitate effective distribution and expansion of market, advertising is of great significance. Thus advertising do help in effective distribution and market expansion.

**1.5.4 Advertising and Promotion:** Promotion consists of advertising, publicity, personal selling and sales promotion technique. Businessmen today have to face a lot of competition. Every seller needs effective promotion to survive and succeed in this competitive business world. Advertising can play a significant role to put forward the claim of seller, and to counter the claims of competitor. Through effective advertising, sellers can face competition and also help to develop brand image and brand loyalty.

**1.5.5 Advertising and Pace:** Pace refers to the speed in marketing decisions and actions. It involves among other things the launch of new products or brand variations at greater speed than before. As and when new brands are launched, advertising plays an important role of informing, educating and persuading the customers to buy the product.

**1.5.6 Advertising and Packaging:** The main purpose of packaging is protection of the product during transit, and preservation of quality and quantity. Nowadays, marketers take lot of efforts to develop and design attractive packages as they carry advertising value. A creatively design package attract the attention of the customers. It also carries an assurance of quality and creates confidence in the minds of customers to buy the product.

**1.5.7 Advertising and Positioning:** Product positioning aims at creating and maintaining a distinct image of the brands in the minds of the customers. Through advertising the marketer can convey the positioning of the brand and accordingly can influence the buying decision of the target audience.

In advertising media is a channel of communication i.e. newspaper. It is a vehicle of by which advertiser conveys the message to a large group of prospects thereby ad closing the gap between producer at one end and the consumer at the other end. It is a vehicle for carrying the sales message of an advertiser to the prospects. At the best, they are service organisation fulfilling the need of listener, readers and information. Each medium applies marketing concepts to the designing of the right products and sell it at the right price, distributing it though several outlets at time taking the help of right promotional means to increase its circulation or improve the popularity of its programmes and as well as product or service.

The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise.

**1.6 Print media:-** Print is one of the dominant media, and has greatly contributed to the development of media. Print media is found in many different forms, from newspapers (the most popular form) and magazines to newsletters, brochures and posters. Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular. New innovative layouts are being tried and tested in the print media rather than the traditional layouts to attract consumer’s attention, particularly for food products and cellular services. With the growth of the broadcast media, particularly television, reading habits declined. But despite the competition from the broadcast media, newspaper and magazines have remained important media vehicles to both consumers and advertisers. Newspapers are still the primary advertising medium in terms of both ad revenue and number of advertisers. Newspapers are particularly important as a local advertising medium for hundreds of thousands of retail businesses and are often used by large national advertisers as well. Magazines are also an important and highly specialized medium, reaching specific target audiences. While the target market for niche print publications is an advantage for businesses looking to reach those readers, some print publications have a variety of readers with varying characteristics who read their publications on any given day. This is especially the case for local publications such as newspapers. Print media, unlike other media, is tangible. Readers are engaged as they turn page after page to read articles, look at images and view advertisements in their favourite magazines or newspapers. Newspapers and magazines differ from the broadcast media because they allow the presentation of detailed information that can be processed at the reader’s own pace, and some effort on the part of the reader for the advertising message to have an impact. . While newspaper advertising is cost-efficient, magazine advertising can be costly depending on the popularity of the magazine, its history, readership, frequency and production costs. Smaller publications that are unable to garner the attention of large brands may offer lower advertising rates. Since print advertising prices vary, companies offer databases which provide businesses with advertising rates, contact information and advertising schedules for major and niche print publications.

**1.7 Print Media Advertising:-** Print media advertising describes advertising in printed medium such as news papers, magazines, pamphlets, posters, billboards etc. Press advertising is the most popular and effective method of publicity today. It has become the part of the culture and political life of people today. Press, also referred to as print, is an advertising media comprising all those vehicles owned by others and which can carry the advertising message in print to be read by target customers. In India, this media is very commonly used by companies and account for nearly 70 per cent of their total expenditure on advertising media. Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals, etc. and is also called press advertising. Print advertising has proven to be quite effective for several reasons. For one, print advertising is not annoying. The opposite is true: it is a contact medium that is consciously allowed. Recipients are addressed while they are in a calm state of mind for reading. This enhances the impact of advertising. And finally, print advertising conveys exclusivity, seriousness and information in connection with leading brands and products. Advertising revenue forms a substantial portion in revenue generation for a print media, and thus forming advertising an integral part of any publication. Each publication has its readership influenced by its image, which is formed by the editorial content, news and the entertainment offered by a publication. The better this image; the greater is the acceptance of the advertising message by a reader. Brand Recall is a direct function of the impact made by the advertisements. With changing times press media spending has been growing significantly and corporate ranging from those in consumer durables to financial services and even TV companies have relied on the power of the press to build their brands. The majority of advertising spending in most countries is in the print media (DeMooij, 1994). The print media allow almost unlimited message length and processing time (Abernethy & Franke, 1996). Compared to TV-commercials that deliver sound-, motion-, and text messages simultaneously, print media deliver messages one topic at a time and one thought at a time. People tend to trust print media more than broadcast and absorb it more carefully because of its structured nature. (Wells, et al., 2000) . The print media is still one of the best ways to remain in touch with consumers. A long shelf life of a magazine facilitates the advertiser to communicate with the readers’ leisurely. The adage ‘a picture speaks a thousand words’, holds true here since consumers can see how the product looks like. A reader tends to linger on at a good visual. If important, the reader can also cut the advertisement for future reference. In TV and Radio various spots can be missed as they are for few seconds. A good copy emotionally allows the reader to invest in a product. Primary contact with potential customer can make through advertising. That may be in the form of traditional advertisement or print media, direct mail. While a good advertising campaign can make a poor product successful (for long), a poor advertising campaign can destroy a good product. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, andon billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Brand attributes including price, quality, features, image which influenceconsumer perceptions

**1.8 Role of print media advertising:-** Advertising is the means of informing as well as influencing the general public to buy products through visual or oral message. A product or service is advertised to create awareness in the minds of potential buyers. Some of the commonly used print media are news papers, magazines, billboards, pamphlets, banners etc. As a result of economic liberalization and the changing social trends advertising industry has shown rapid growth in the last decade. Advertising is the one of the aspect of mass communication. Advertising is actually brand building through effective communication and is essentially a service industry. It helps to create demand, promote marketing system and boost economic growth. Thus advertising forms the basis of marketing. Advertisers can probably sell his or her product to several different groups specially if minor modification can make for each group. The top motivators and major product features are the building blocks of entire marketing strategy and advertising.

**1.9 A print advertisement has three different components:-** (a) The picture (b) The headline and (c) The body copy. Together they make up the layout or design of the piece. Some pieces use drawings instead of pictures, or omit them altogether.

**1.9.1 Pictures:-** Our eyes are attracted to pictures for more than to words, so we well usually look at pictures, but not all of the headlines. The primary picture in an advertisement has two major jobs-first to attract and holds readers attention long enough to direct his eyes to headline. Second to support and advertisement meaning to the headline and product message. A picture with a very surprising message will attract a lot of attention. Celebrity photo can also attract the attention of buyers. Try to show the product in the picture, since readers may only look at the photo. People love to see images of places they have only read about in books, places that look fascinating strange and wonderful. Advertisement in travel magazines often use these types of pictures to attract readers.

**1.9.2 Headlines:-** Although people pay more initial attention to pictures than words, the headline is the most important part of the advertisement. Because no one will read an advertisement without first looking at the headline. The role of headline in a print advertisement is to grab the reader’s attention. The role of the headline and picture in an advertisement is the as carnival barker – they stimulate the readers wish for some feeling and promise fulfilment. A short headline is generally easier to read and understand, so readers prefer it (for example in the idea phone advertisement “what an idea sirji”).Short headlines are generally also easier to remember. Many readers will just glance at the headlines. Words which create mental pictures in the reader’s mind will be understood and recalled better than words which do not short.

**1.9.3 Body copy:-** The purpose of body copy is to sell the message. The body copy has two jobs (1) Make interest in the readers so they will want to look at the product.(2) Help them remember the product’s name and why they liked it. The sales process is like duck hunting, with the buyers as the ducks. As the advertising writer’s job is to blow the duck call, attracting the ducks and convincing them they should halt their journey to check out this fine lake which your “ducks” has discovered for them. Once the advertisement coming to them, the sales hunters take over with their big guns-personal one to one contact with each duck. The job of sales people is to take those interested, prospective buyers in hand until they write the order. In general people want to see, touch and try out a product before they buy it, if possible. Body copy may be short or long, but it must be interesting.

**1.10 Importance of print media in present world:-**

Daily news paper is a part of our life. We can’t start our day without it. It’s our daily routine to wake up early in the morning and get the daily latest news in the newspaper with a cup of tea. It helps us to know the world well, we can read what is going on all over the world and if it’s possible we can participate in discussions in many matters. As the literacy rate is increasing, the printing media is getting a strong footing in the country. It has started churning updated news in print medium. This both helps daily circulation of the news and extends the news to each and every part of the country. Print media is a way for publishing any kind of news in printing formed. Nowadays print media is very important for all. Daily, weekly and monthly newspaper is considered as print media.

To provide update news print media is the right form. They also represent the basic form of publication, which offers news in reasonable price. Its help displays the news as a part of advertising content. All over the world, all media are connected with one another as line neighbourhood.

Most importance in the print media is that, they can estimate and bring the real facts which appear the millions of people across the country. Here web median also plays important role but print media is the more reliable source for us.

Print media main contribution is that, the keep people update by providing latest news about various topics such as politics, economics, sports, Agriculture, Forest, fishers, stock market and weather update etc. As a part of print media Bangla newspaper ensures above all tropics for that type people who are serious need information about stock market, business economical condition, sports, etc. Bangla newspaper not only provides different news, they also ventilate several general public problems and their solution in the public columns.

Another great advantage of print media is that they provide to their daily readers a big platform for their advertising and promotion of products. As a result, everyone easily knows about that information. In a society print media play an important role to increase awareness in all people about human affairs. It is also helpful to increase the method of education and also sharpen the intellect and outlook of the student who regularly read the daily newspaper.

**1.10.1Print is one of the dominant media, and has greatly contributed to the development of media:-**

Print media is found in many different forms, from newspapers (the most popular form) and magazines to newsletters, brochures and posters. Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular. New innovative layouts are being tried and tested in the print media rather than the traditional layouts to attract consumer’s attention, particularly for food products and cellular services. With the growth of the broadcast media, particularly television, reading habits declined. But despite the competition from the broadcast media, newspaper and magazines have remained important media vehicles to both consumers and advertisers.

Newspapers are still the primary advertising medium in terms of both ad revenue and number of advertisers. Newspapers are particularly important as a local advertising medium for hundreds of thousands of retail businesses and are often used by large number of national advertisers as well. Magazines are also an important and highly specialized medium, reaching specific target audiences. While the target market for niche print publications is an advantage for businesses looking to reach those readers, some print publications have a variety of readers with varying characteristics who read their publications on any given day. This is especially the case for local publications such as newspapers. Print media, unlike other media, is tangible. Readers are engaged as they turn page after page to read articles, look at images and view advertisements in their favourite magazines or newspapers. Newspapers and magazines differ from the broadcast media because they allow the presentation of detailed information that can be processed at the reader’s own pace, and some effort on the part of the reader for the advertising message to have an impact. Also, newspapers and magazines are viewed as credible sources for information. While newspapers are often disposed after use, the life span of a magazine can go on for years. These factors represent an important aspect of print media that other media cannot offer. While newspaper advertising is cost-efficient, magazine advertising can be costly depending on the popularity of the magazine, its history, readership, and frequency and production costs. Smaller publications that are unable to garner the attention of large brands may offer lower advertising rates. Since print advertising prices vary, companies offer databases which provide businesses with advertising rates, contact information and advertising schedules for major and niche print publications.

**Print Media** are lightweight, portable, disposable publications printed on paper and circulated as physical copies which hold informative and entertaining content that is of general or special interest. Today, many books, newspapers, magazines and newsletters are published on digital electronic editions on the Internet. **The print media is an effective way to communicate with people locally or on international level.** Attracting media attention can help expand your influence and name recognition in target communities. The colour, text, design, etc helps in recalling of your brand to your end users. Print Media plays a vital role in any business, small or big all has got its value added. Placing your ad in a local newspaper is ideal if you want to attract the attention of people within your community. This is great for businesses who have specific locations in a region, or for companies advertising their web sites which provide products and services to a specific area. National newspapers will get more attention overall, but depending on the size and capability of your organization, you may be extending your reach too far.Do you want your ad to go inside the front cover? Inside of the back cover? Or do you want your ad in the middle of the newspaper or magazine? Depending on where you place your ad, you will get more eye traffic than others. It will cost more to advertise near the front or back of the magazine, but you have a better chance of grabbing your consumers’ attention before they close the magazine or newspaper. Depending on what you are offering your consumers, you may need to be very specific about the kind of newspapers and magazines you post your ad in. For example, if you are selling products that are specific for young people, you will want to make sure that your ad is placed in a magazine that students often read. Or, if you are looking for people who work in large corporations in their mid-30s and 40s, you should post your ad in a magazine that appeals to this age group and the demographic.Print media includes following two main sections.

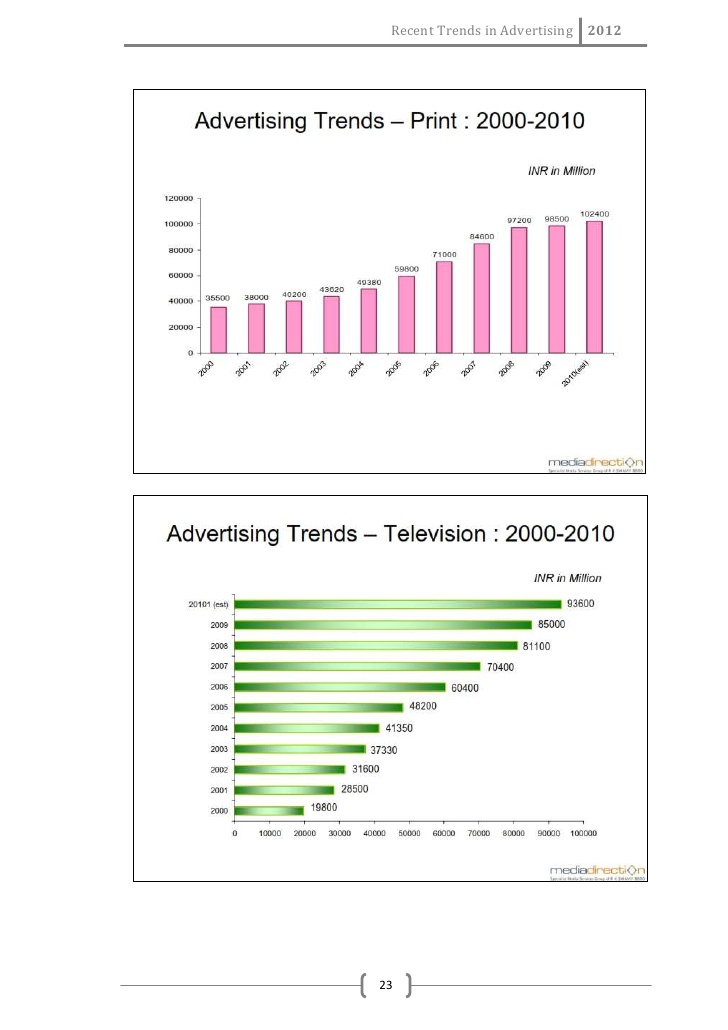
**1.10.2 Newspapers:-** Newspapers are said to be a part of routine life of a common literate man. In our country newspapers are published in English, Hindi and in other regional languages. These are the sources of news, opinions and current events. In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his message through newspaper which reaches to millions of people. The readers of daily newspapers mainly want to learn about current events and form opinions about social, political and economic issues. Detailed information and background are the trumps that daily newspapers can play. On the basis of their credibility and seriousness, they offer a way for their readers to get their bearings in today’s world. This is a general impression these days that young target groups are particularly drawn to the Internet, and newspapers are primarily read by “golden agers”. But by a number of surveys it is found that newspaper is the medium preferred by individuals with higher incomes. This includes the group of so-called “post materialists” well-educated, successful in their careers and with money to spend, these individuals use print media to an above-average extent. The reason for this has to do with their strong desire for self-realization, rewarding leisure activities and sound background information. Another group with an affinity for print media is that of the “modern performers”. These are the cream of the crop of the young urban professionals interesting to the advertising When it comes to selectively publishing and commenting on information, traditional media are unbeatable. Their competence has a special appeal. Trust and responsibility, truth and clarity call for a credible source — and a centralistic, authoritarian form of organization.

**Press advertising**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as a local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.



***Figure 1.2***



***Figure- 1.3-Source Media Direction***

**Growth of Indian Print Advertising and Circulation between 2004-2008**

**In Billion Rs. 2004 2005 2006 2007 2008**

Print advertising 54.4, 62.7, 78.0, 94.0, 103.5

Print Circulation 43.9, 45.4, 50.7, 56.6. 58.3

Total 98.3, 108.1, 128.7, 150.6, 161.8

***Source- nitro professional***

Newspaper is the oldest and the most conventional method of giving news on a wide array of topics to the people at their doorstep. The newspaper industry at the global arena has come a long way from presenting news in black and white to adopting the most innovative of methods, including colour background and text, unique paper materials, etc to depict all kinds of news for readers. The Indian newspaper industry has the record of giving the most number of newspapers to the readers, both at the national as well as at the regional levels.

**1.10.3 Indian Hindi Newspaper**

Newspaper is the most powerful tool of distributing news on various subjects to the world through the most descriptive of manners. Since the time that the world’s first newspaper was born, there has been much progress in the way they presented their news to the readers. Newspapers are the most popular choice when it comes to grasping news simply because newspapers cater to readers of all ages and communities. Moreover, the newspaper industry in India achieves greater milestone because of the existence of newspapers of various regional languages.

**1.10.4 Newspaper Advertising**

Advertising and marketing are perhaps two of the most lucrative fields in the corporate world. There is Newspaper is the oldest and the most conventional method of giving news on a wide array of topics to the people at their doorstep. The newspaper industry at the global arena has come a long way from presenting news in black and white to adopting the most innovative of methods, including colored background and text, unique paper materials, etc to depict all kinds of news for readers. The Indian newspaper industry has the record of giving the most number of newspapers to the readers, both at the national as well as at the regional levels.

Inn thoughts Systems Pvt. Ltd. brings a wide range of Print Media services. Newspaper ads are effective because newspaper is an ultimate print media which can reach to thousand to uncountable number of people in a day. In newspaper there are many options that you can give for printing like an article, ad, advertorial, full page ad, half page ad, etc. Newspaper creates an awareness in people about your business brand & value and helps in retaining of your clients while at the same time increasing the footfall of your business. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behaviour is influenced by variety of advertisements which cover product evaluation and brand recognition For every business promotion there is a strong need of effective advertising so as to make the brand recognizable worldwide. There are various means of advertising available, including newspapers, magazines, television, radio and Internet. In India, newspaper advertising is one of the oldest means of promotion for any product or service. Reading newspaper is a daily practice of many people in India, and due to this popularity of newspaper in India it is known to be a good medium of advertising.

The success of newspaper advertising in India is due to its wide reach and visibility. Through advertising in newspapers, you can target the Indian market on a wider scale as well as get in contact with a large group of people. So, it would not be wrong to say that through newspaper advertising you can advertise your product or service at one shot among a large group of people. Another beneficial factor of newspaper advertising in India is that it has different newspapers in different languages, and in this way you can easily capture your target group and advertise accordingly to meet your business objectives. The newspaper print ads still create impact for brand building, promotional activities as well as help consumers in making purchase decision. In today’s competitive business environment, when there are large number of medium of advertisements available and also due advancement in technology, still the preference and reliability of newspaper print advertisements have not been completely declined but still it creates significant impact in the minds and of the people. Also creates trust in the minds of people. Apart from creating trust, newspaper print advertisements helps in providing complete information along with relation building between goods and services provider and the consumer. Also it provides more clear and complete information in comparison to other medium of advertisement. From the study we can also say that still the effectiveness of newspaper print ads can be increased more by making the ads more attractive and attention grabbing, also the placing of advertisements should be taken care in order that they create eye-catching impression on the people. The information published in advertisements should be clear, accurate and true which will not waste much time and also the reveal the information more properly without wasting much time of the readers. **Newspaper is an ultimate print media which can reach to thousand to uncountable number of people in a day.** In newspaper there are many options that you can give for printing like an article, ad, advertorial, full page ad, half page ad, etc. Newspaper creates an awareness in people about your business brand & value and helps in retaining of your clients while at the same time increasing the footfall of your business. Newspapers will have major share of ad pie for three years By *Gaurav Laghate,* Economic Times Bureau| Updated: Dec 04, 2017, 07.26 AM IST, newspapers command the lion’s share of the advertising pie. As per the latest report from Zenith, the ROI agency of the Publicise Group, newspapers will continue to be the most dominant media segment for the next three years.

**1.10.5 Magazines and Journals:-** Another media under press advertising media is magazines and journals. They offer selective circulation throughout the country at a cost within reasonable budget limits. These are published periodically at regular intervals, weekly, fortnightly, monthly, quarterly or annually. Magazines and Journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. It has a long effective life. From the advertiser’s point of view, magazines may be classified under five groups: (i) Special Interest Magazines; (ii) Trade Magazines; (iii) Technical Magazines; (iv) Professional Magazines; and (v) Regional Magazine.

**Effectiveness of print media on consumer buying behaviour in relation to durable goods:-**

Print media is a channel of communication i.e. Newspapers, posters, broachers, magazines, banners etc. are vehicle by which advertisers convey message to a large group of prospects thereby closing the gap between producer at the one end and consumer on the other end. It is vehicle for carrying the sales message of an advertiser to the prospects. At the best, they are service organization fulfilling the need of listener and information. Each medium applies marketing concepts to the designing of the right products and sell it at the right price, distributing it through several outlets at time taking the help of right promotional means to increase its circulation or improve the popularity of its programs and as well as product or services. Publishers across all magazine categories are working hard to convince planners and advertisers that magazine ads have long-term impact on consumers. While ads may not result in immediate Return on Investment (ROI) like newspapers, they provide product features in detail, resulting in long term impact on purchasing decisions. “Magazines allow us sharper customer-led marketing activities relating to fashion, sport, technology, automotive & business, etc. Such a strategy reduces wastage and optimizes spends,” reveals Nalin Kapoor, Senior GM & Group Head, Marketing, Hyundai Motors. Some advertisers also believe that magazines should offer a platform for comprehensive messages. Rajesh Mehta, Director, Marketing, Western Union India, says, “Marketers will only advertise in a magazine if it offers them a platform to deliver a comprehensive message to their consumers in the most interesting and cost effective manner.”

**1.10.6 Example in Indian perspective :-** In recent times, we had the Shah Rukh-Santro with the objective of creating awareness about the unknown Korean brand in the Indian market, Hyundai. The objective was to garner faster brand recognition, association and emotional unity with the target group. The parker brand of pen, which by itself commands equity, used Amitabh Bachchan to revitalize the brand in India. According to Pooja jain, director, Luxor Writing Instruments limited(LWIL), post Amitabh Bachchan Parker’s sales increased by about 30 percent. India is only country which has idolized the species of celluloid world. Therefore, it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there thereby, motivating consumer to go in for the product. Consumer as defined under consumer protection Act, 1986:

According to central government Act Section 2(1) (d) in “The consumer Protection Act,” the word” consumer” has been defined separately for “goods” and “services. “For the purpose of” goods,” consumer means a person fit in to the following group; Person who buys or agrees to buy any goods for a consideration which has been paid or pledged to pay or partly paid and partly pledged or under any system of delayed payment. It includes any user of such goods other than the person who actually buys goods and such use is made with the approval of the purchaser. For the purpose of “services” a “consumer” means a person belongs to the following group: Person who appoints or avails of any service or services for a consideration which has been paid or pledged to pay or partly paid and partly pledged or under any system of delayed payment. It include any beneficiary of such service other than the one who actually hires or avail of the service for consideration and such services are availed with the approval of such person.

According to an Amendment made in the Act in 1993, commercial purpose does not include use by a consumer of goods bought and use entirely for the purpose of earning his or her living, by means of self employment. Thus a widow who buys a sewing machine or small cottage industrialists who buy equipment’s for the purpose of earning a living is consumers according to the recent amendment. The main characteristics of the definition of consumer can be stated as follows:

A consumer is one who consumes either goods or hires or avails’ of any services. The word ‘Consumer’ is defined separately for the purpose of goods and services. For the purpose of goods, a consumer means a person belonging to any of the following two categories:

One who buys any goods for a consideration?

One who uses such goods with the approval of the buyer?

For the purpose of services a consumer means a person belonging to any one of the following:

One who hires any service or services for a consideration.

One who is beneficiary of such services?

A person who buys goods for commercial purpose is not a consumer. In other words a person who buys goods for private use or conception only is a consumer. Definition of consumer includes:

1. One who buys goods for personal use
2. One who gets goods on hire, purchase or lease
3. One who uses such goods with the consent of buyers of goods
4. One who buys goods entirely for purpose of earning his lively hood as self employment
5. One who hire avails of any services for a consideration
6. One who uses the services with consent of person who has hired the services
7. One who obtains the services on delayed payment basis

**1.11 CONSUMER** **AND CUSTOMER**

A consumer is anyone who typically engages in any one or all of the Activities mentioned in the definition. Traditionally, consumers have been defined very strictly in terms of economic goods and services wherein a monetary exchange is involved. This concept, over a period of time, has been broadened. Some scholars also include goods and services where a monetary transaction is not involved and thus the users of the services of voluntary organisations are also thought of as consumers. This means that organisations such as UNICEF, CRY, or political groups can view their public as “consumers.”

The term consumer is used for both personal consumers and Organisational consumers represent two different kinds of consuming entities. The personal consumer buys goods and services for her or his personal use (such as cigarettes or haircut), or for household consumption (such as sugar, furniture, telephone service etc.), or for just one member of the family (such as a pair of shoes for the son), or a birthday present for a friend (such as a pen set). In all these instances, the goods are bought for final use, referred as “end users’ or “ultimate consumers.”The other category of consumer is the organisational consumer, which includes profit arid not-for-profit organisations. Government agencies and institutions (such as local or state government, schools, hospitals etc.) buy products, equipment and services required for running these organisations. Manufacturing firms buy raw materials to produce and sell their own goods. They buy advertising services to communicate with their customers. Similarly, advertising service companies buy equipment to provide services they sell. Government agencies buy office products needed for everyday operations. The focus of this book is on studying behaviours of individual consumers, groups and organisations who buy products, services, ideas, or experiences etc. for personal, household, or organisational use to satisfy their needs. Anyone who regularly makes purchases from a store or a company is termed as “customer” of that store or the company.

**1.12 DEVELOPMENT OF CONSUMER BEHAVIOUR FIELD**

Consumer buying behaviour: - Wants are unlimited and the resources to satisfy these wants are limited. So the consumers think rationally before buying any product. Buying toothpaste is totally different from buying a luxury car. The more expansive the goods is the more information is required by the consumer. There are four types of consumer buying behaviour on the basis of buyer involvement while purchasing any product. The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases and how they dispose of it.

**1.13 DEFINITION OF CONSUMER BEHAVIOUR**

The American Marketing Association has defined consumer behaviour as, “The dynamic interaction of affect and cognition, behaviour, and the Environment by which human beings conduct the exchange aspects of their lives.” Peter D. Bennett, ed. Dictionary of Marketing Terms, 2nd ed. 1995. “Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption.” James F. Engel, Roger D. Blackwell and Paul W. Miniard, “Consumer Behaviour” (1990). Consumer behaviour refers to “the mental and emotional processes and the observable behaviour of consumers during searching for, purchasing and post consumption of a product or service”. Consumer behaviour reflects the totality of consumers decisions with respect to acquisition, consumption and disposition of goods, services, time and idea by human decision making. It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. The buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group. An understanding of purchase behaviour of consumers towards durable goods is essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc. The success of the market or the failure depends on the purchase behaviour of consumers. Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problems confronted from the consumers behaviour has a greater degree of equality with behavioural problems. The use of durable goods is becoming increasingly popular in recent years in India. The introduction of different types of durables has also brought out many significant changes in the tastes and preferences of ultimate consumers in recent years. Consumer behaviour can be defined as “the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services”. According to Webster, “Buying behaviour is all psychological, social and physical behaviour of potential customer as they become aware of evaluate purchase consume and tell other people about the product and services. In other words of Walter and Paul, “consumer behaviour is the process whereby individual decide what, when, how and from where to purchase goods and service”. Thus the buyer behaviour may be defined as that behaviour exhibited by people in planning, purchasing and using economic goods and service in the satisfaction of their wants.

How consumers make decisions to spend their available resources such as money, time and effort on consumption and use-related items is the subject of consumer behaviour study. Consumer behaviour has two aspects: the final purchase activity which is visible to us and the decision process which may involve the interplay of a number of complex variables not visible to us. In fact, purchase behaviour is the end result of a long process of consumer decision-making. The study involves what consumer’s buy, why they buy it, how they buy it, when they buy it, where they buy it, how Frequently they buy it and how they dispose of the product after use. For example, consider the product computer, a relatively new but big business in our country. A study of consumer behaviour in this area would investigate what kinds of consumers buy it or would buy for home and personal use? What features do they look for? What benefits do they seek including post purchase service? How much are they willing to pay? How many are likely to buy now? Do they wait for prices to come down? Do they look for some freebies? The answers to these can be investigated through consumer research and provide manufacturers with important data and insight for determining computer features and promotional strategy etc.

For a variety of reasons, the study of consumer behaviour has developed as an important and separate branch in marketing discipline. Scholars of marketing had observed that consumers did not always behave as suggested by economic theory. The size of the consumer market in all the developed and rapidly developing economies of the world was extensive. A huge population of consumers was spending large sums of money on goods and services. Besides this, consumer preferences were shifting and becoming highly diversified. Even in case of industrial markets, where the need for goods and services is generally more homogenous, buyers’ preferences were becoming diversified and they too were exhibiting less predictable purchase behaviour. Marketing researchers involved in studying the buying behaviour of consumers soon appreciated the fact that though there were many similarities, consumers were not all alike. There were those who used products currently in vogue while many consumers did not like using “me too” types of products and showed a preference for highly differentiated products that they felt met their special needs and reflected their personalities and lifestyles. These findings led to the development of market segmentation concept, which required dividing the total heterogeneous but potential market into relatively smaller homogenous groups or segments for which they could design a specific marketing mix. They also used positioning techniques and developed promotional programmes to vary the image of their products, so that they were perceived as a better means to satisfying the specific needs of certain segments of consumers. Other important factors that contributed to the development of consumer behaviour as a marketing discipline include shorter product life cycles, increased environmental concerns, interest in consumer protection, growth of services marketing, opening up of international markets and the development of computers and sophisticated techniques of statistical analysis.

**1.14 CONSUMER BEHAVIOUR APPLICATIONS IN MARKETING**

*Consumer behaviour principles are applied in many areas of marketing as discussed below:*

Analysing market opportunity: Consumer behaviour study helps in identifying the unfulfilled needs and wants of consumers this requires Examining the trends and conditions operating in the marketplace, consumers’ lifestyles, income levels and emerging influences. This may reveal unsatisfied needs and wants. The trend towards increasing number of dual income households and greater emphasis on convenience and leisure have led to emerging needs for household gadgets such as washing machine, mixer grinder, vacuum cleaner and childcare centres etc. Mosquito repellents have been marketed in response to a genuine and unfulfilled consumer need. Selecting target market: A review of market opportunities often helps in identifying distinct consumer segments with very distinct and unique wants and needs. Identifying these groups, learning how they behave and how they make purchase decisions enables the marketer to design and market products or services particularly suited to their wants and needs. For example, In case of consumer durables market in India marketers are targeting The higher income class with special features in the equipments as well as longer warranty period and of course world class quality. In case of semi urban and rural areas consumers who prefer the basic offerings or slightly modern version of the product are targeted.

**1.15 MARKETING - MIX DECISIONS**

Once unsatisfied needs and wants are identified, the marketer has to determine the right mix of product, price, distribution and promotion. Here too, consumer behaviour study is very helpful in finding answers to many perplexing questions.

**Product:** The marketer designs the product or service that would satisfy unfulfilled needs or wants. Further decisions regarding the product concern the size, shape and features. The marketer also has to decide about packaging, important aspects of service, warranties and accessories etc.

**Price:** The second important component of marketing mix is price. Marketers must decide what price to charge for the product or service. These decisions will influence the flow of revenue to the company. Should the marketer charge the same, higher, or lower price in comparison to competition? Is the consumer price sensitive and would a lower price stimulate sales? Should there be any price with discounts? Do consumers perceive lower price indicative of poor quality? To answer such questions, the marketer must understand the way the company’s product is perceived by consumers, the importance of price as a purchase decision variable and how different price levels would affect sales. It is only through consumer behaviour study in actual buying situations that the marketer can hope to find answers to these important issues.

**Promotion:** Promotion is concerned with marketing communications to consumers. The more important promotion methods are advertising, personal selling, sales promotion, publicity and direct marketing. The marketer has to decide which method would be most suitable to effectively reach the consumers. Should it be advertising alone or should it be combined with sales promotion? The company has to know the target consumers, their location, what media do they have access to and what are their media preferences, etc. In most cases of industrial products, there is very little or no advertising. Brochures containing technical specifications are often posted to clients and the salespeople make follow-up visits. Consumer products get the maximum share of advertising.

**Place:** The next decision relates to the distribution channel, that is, where and how to offer products and services for sale. Should the products be sold through all the retail outlets or only through selected ones? Should the marketer use only the existing outlets, which also sell competing brands, or should new exclusive outlets selling only the marketer’s brands are created? Is the location of retail outlets important from consumers’ point of view? Should the company think of direct marketing? The answers to these questions are furnished by consumer behaviour research. For example, when Eureka Forbes introduced its vacuum cleaners many years ago, few stores knew anything about this product and most was not willing to buy it. Consumer awareness about the product was also low and no retail shops carried the product. Under these circumstances, the company decided to sell the product only through personal selling, with salespeople calling directly on the consumer at her/his home. These salespeople had enough time to explain and demonstrate the vacuum cleaner and convince prospects about its usefulness. Retail outlets would not have been suitable for this sales approach. This strategy was based on understanding of consumer behaviour and gaining good results.

According to Ugala (2001), two types of consumer behaviour exist, i.e. cognitive and experience-oriented consumer behaviour. Consumers with cognitive behaviour are logical and rational consumers while experience oriented consumers have more emotional reason to want to purchase a product. Dalqvist and Linde (2002) characterized consumer behaviour into four i.e. rational, learned, unconscious and social behaviour and they are represented by these three steps:

KNOWLEDGE→ ATTITUDE→ ACTION

**Rational behaviour:** consumers with rational behaviour first get some knowledge about the product and what it may offer. By assessing this information, they get an attitude toward the product and finally act; whether or not to buy the product. This type of behaviour is mostly common when consumers are purchasing expensive products for example cars.

**(KNOWLEDGE→ATTITUDE→ACTION)**

**Unconscious behaviour:** consumers with unconscious behaviour begins with an attitude towards the product, this attitude may either come from emotions or feelings. This attitude will lead the consumers to find out more information about the product and get knowledge about it and finally act their choice.

**(ATTITUDE→KNOWLEDGE→ACTION)**

**Learned behaviour:** this type of behaviour stems from habits. These Consumers do not plan their choice of product, they do it by habit. Example of this behaviour is when buying a newspaper.

**(ACTION→KNOWLEDGE→ATTITUDE)**

Social behaviour: consumers with social behaviour choose their products as a result of the social environment which they live in. Their status, lifestyle and influence from others determine the product they will buy.

**(ACTION→ATTITUDE→KNOWLEDGE)**

Culture has been seen to have one of the greatest influences on consumer behaviour. According to Kotler et al (1999), apart from cultural factors other factors such as social, personal, and psychological factors have influence on consumer’s behaviour.

Cultural factors have to do with the culture, subculture or social class in which a consumer identifies his /her with.

Social factors have to do with the consumer’s family, reference groups and the consumer’s role and status.

Personal factors are the lifecycle status and age of consumers. Also the economic situation, occupation, Self-concept and consumers personality. Psychological factors include perception, motivation, learning, attitude and belief of the consumers.

**1.16 Consumers buying behaviour**

According to soderlund (2001), consumers buying behaviour has to do with the attitude, intention, preference and strength to commitment and the consumer’s ways of identification. Consumers buying behaviour can also be referred to as the buying behaviour of the final consumer. Consumer buying behaviour is a complicated issue due to the fact that many internal and external factors have effect on consumers buying decision.

Consumer behaviour or buyer behaviour has attained increasing importance in a consumer oriented marketing planning and management. The study of consumer behaviour is an attempt to understand what the consumer want, why they want. Clear understanding of the buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group.

Therefore in order to undertake the marketing programmed among different segment markets, the marketing management must find out the various factors that influences in buying decisions of the consumer. The subject of buying behaviour is relatively a new discipline of the study of marketing. It has now become the central topic of modern marketing since the ultimate aim of marketing is consumer satisfaction and profit making.

Consumer behaviour can be defined as “the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services”. According to Webster, “Buying behaviour is all psychological, social and physical behaviour of potential customer as they become aware of evaluate purchase consume and tell other people about the product and services. In other words of Walter and Paul, “consumer behaviour is the process whereby individual decide what, when, how and from where to purchase goods and service”. Thus the buyer behaviour may be defined as that behaviour exhibited by people in planning, purchasing and using economic goods and service in the satisfaction of their wants.

**1.17 Characteristics of Buyer Behaviour**

Buyer behaviour comprise mental and physical activates of a buyer when he wants to buy goods and service to satisfy his needs. It includes both visible and invisible of buyer. The visible activates refer to physical activity like actually going to the market place, buying the product and consuming them. The invisible activates on the other hand, refer to mental activates like thinking about the product, deciding to buy or not to buy that product, to buy one brand instead of another etc.

Buyer behaviour is very complex and dynamic also. it is constantly changing requiring the marketing management fails to make such adjustments , it would certainly lose it market.

An individual buying behaviour is also influenced by internal factors such as needs, habits, instincts, motives, attitudes etc and also by outside or environmental factors such as family, social, groups, culture, status, positions, economic and business conditions.

In narrow sense consumer behaviour is the act when he is engaged in buying and consuming a good or a service.

**1.18 Factors Affecting Consumer Behaviour**

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***Figure- 1.4 -Source- Philip Kotler,Marketing Management, Analysis Planning,Implementation and Control.***

According to Kotler et al (1999), there are five stages of consumers buying behaviour. This can be seen in the diagram below.

Information Search

Need Recognition

Evaluation of Alternatives

Purchase Decision

Post-Purchase Decision Behaviour

***Figure- 1.5- Five stage model of buying process; Source:Philip Kotler,marketing management.***

From the diagram above, it can be clear that the consumer passes through five stages in their buying process. According to Kotler (1999), Consumers do not pass through all the stages in their everyday purchase. For example in everyday commodity purchase, information search and evaluation are omitted. In other words, consumers faced with complex purchase situation pass through all this stages.

**Need recognition:** this is when the consumers defined their problem or need. A need could arise either as a result of internal or external stimulus. Example of an internal stimulus is when you need to eat something as a result of hunger. External stimulus arises from commercial on television after which the consumer thinks that the brand/product is needed. Therefore it is of importance that marketers find out what stimulus attracts interest in their brand.

**Information search:** this is when consumers start to search for information either through commercial source, personal source, public source, and experiential source. This information enhances the consumer’s knowledge and awareness of the available brand.

**Alternative evaluation:** this is the stage whereby the consumers evaluate and rank alternative brand based on the information they have. Such information can be price or quality etc.

**Purchase decision:** this is when consumers purchase the product. Consumer’s perception of a brand can be influenced by unforeseen situational factors and attitude of others.

**Post-purchase decision:** this is when the consumers compare their expectation and perceived performance. Kotler et al (1999) stated that they get satisfied when their expectations are the same with the product performance.

Differences in consumers behaviour depends on the type of product the consumer is buying. Kotler et al (1999) designed a buying behaviour model which consisted of four different buyer behaviours.

|  |  |  |
| --- | --- | --- |
|  | High involvement | Low involvement |
| Significant differences between brands | Complex buying behaviour | Variety-seeking behaviour |
| Few differences between brands | Dissonance-reducing behaviour | Habitual buying behaviour |

***Figure- 1.6-Four type of buyer’s behaviour, source- modified from Henry Assael, consumer behaviour and marketing action.***

**High involvement:-** the term means when the consumer is highly involved while buying a product. Generally this situation happens in case of expensive and luxuries goods. Like while buying a diamond necklace a consumer is highly involved.

**Low involvement:-** this term means when the consumer is not highly involved while buying a product. It happens in case of low price goods. Like while buying toothpaste a consumer is not highly involved.

**Significant difference between brands:-** It means when there are significant differences between brands.

**Few differences between brands:-** it means when there is very little differences between brand.

**1.19** **Types of buying behaviour:-**

**1.19.1 Complex buying behaviour:-** When the consumer is highly involved in the buying and there is significant differences in between brands than it is called complex buying behaviour. So in this case the consumer must collect proper information about the product features and the marketer must provide detailed information regarding the product attributes. For ex. Consumer while buying a motor cycle is highly involved in the purchase and has the knowledge about significant differences between brands. This involves a consumer buying behaviour that is associated with rigorous and detailed involvement by the buyer as different brands of the commodity are competing for his/her buying attention. Normally a complex buying behaviour is witnessed when the product in question that the buyer intends to purchase is somehow expensive. As a result of this the consumer will tend to be very careful in purchasing the product. He has to learn about the good and bad side of the said product, evaluate whether it suits his needs and finally makes a well planned and thoughtful choice in whether to purchase it or not. Typical examples of products that result in complex buying behaviour include buying a laptop, house, television, microwaves etc.

1. **Habitual buying behaviour:-** In this case there is low involvement of the consumer and there are few differences between brands. The consumer buys the product quickly. For ex. Tooth paste. As the name suggests habitual buying behaviour in consumer’s results when the products in question have few or no significant and major perceived differences and as such the consumer goes for and purchases the product that he/she has been using for sometime without having to think of switching to another brand. It’s a sort of a habit in that when the consumer is presented with a choice between two substitute products that have the same features and characteristics; he/she will go for the one that he has been using before as he is familiar with it.
2. **Dissonance reducing buying behaviour:-** In this case consumer is highly involved in the purchase but there are few differences between the brand. Like consumer while buying a floor tiles buy them quickly as there are few differences between the brands. This type of consumer buying behaviour is witnessed in situations where the product is expensive or has a risky factor in its purchase but there are different brands that have less or no difference to talk about. For example a buyer purchasing a smart phone (there are many different brands) may encounter a big challenge on whether to purchase it or go for a smart phone of a different brand. They develop a sense of dissonance or feeling a discomfort after they purchase they product in the sense that they fear for the product to become a failure when they have already spent a lot of money on it.
3. **Variety seeking buying behaviour:-** In this case consumer involvement is low while buying the product but there are significant differences between brands. Consumer generally buys different products not due to dissatisfaction from the earlier product but due to seek variety. Variety seeking consumer buying behaviour takes place when the consumer has many different product choices that tend to serve the same purpose. Since the different brands of the same product serve the one and same purpose consumers will find themselves buying any given brand at a given time without having to make a choice between them.
4. **Factors effecting consumer buying behaviour:-** Consumer make many buying decisions every day and the buying decision is the focal point of marketers effort. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics.

**1.19.2 Cultural factor:-** In comparison to consumer behaviour the major factor that encompasses large regions and is observed to be influencing the consumer mindset to a large extent in our country is its culture. Culture is the set of basic values, perceptions, wants and behaviours learned by a member of society from family, place of residence and other important institutions. Culture is the most basic cause of a person’s wants and behaviour. Every group of a society has a culture and cultural influences on buying behaviour may vary greatly from country to country.

**Sub-Culture**:- It provides more specific identification and socialization for members belonging to a particular religion, racial group and geographic regions.

**1.19.3 Social Factor:-** Social factor heavily influence the consumer’s mindset. Typical social factor include formation of informal or formal groups, family and social status. Take for example, a college going student in an urban location. Through the social groups, they keep up with the latest fads, trends and fashions and is heavily influenced by the society youth icons and celebrities.

**Social class:-** This is relatively homogeneous and enduring division of the society as all human societies exhibit social satisfaction. Those within each class tend to behave more alike than those from two different classes example- dress, speech, patterns and recreational preferences.

**1.19.4 Personal Factors:-** The third set of possible factors of influence are various personal factors.

**These includes:**

1. **Age and life cycle stage:-** It goes without saying that consumer preferences and taste undergo considerable changes with age. Taste for various items such as entertainment goods, clothing, and food, will change as a person grows
2. **Occupation and economic condition:-** These two factors significantly influence consumption patterns and product choice.
3. **Personality and self-concept:-** Personality is a set of distinguishing person’s psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. Brand personality is the specific mix of person’s traits that may be attributed to particular brand.
4. **Lifestyle and status:**- Lifestyle is a person’s pattern of living in the world as expressed in activities, interests, opinion etc. Companies have to create convenient products and services to facilitate the multitasking facet of the consumers.

**1.19.5 Psychological Factors:-** Finally at the individual level the psychological factors that shapes a consumer behaviour are:

1. **Motivation:-** It is internal feeling that makes a person to buy a certain product in order to satisfy in order to satisfy a necessity
2. **Perception:-** This can be related to different concepts like taste, smell and touch. People have a sensation when they try a product; this perception depends on the experiences that people have with the products and also of any prior knowledge about a product that they may have gained from others. Perception heavily dictates consumer choice
3. **Learning and experience:-** The knowledge and opinion that people have about a product can be influenced by the company. With new information or free samples the companies can manipulate the image of the product
4. **Beliefs and attitudes:-** People can have a positive or negative feeling about the product. This feeling can be a consequence of their personal experiences or because of their interaction with other people

**1.20 Durable goods:-** Durable goods need higher attention of consumers. While, durables goods are expected to last longer than three years .So, it is a product of high involvement for consumers. This characteristics of the consumer’s behaviour for durable goods, makes it a more suitable and appropriate behaviour to study. Highly durable goods such as refrigerators, cars, or mobile phones usually continue to be useful for three or more years of use, and hence durable goods are typically characterized by long periods between successive purchases. These durable goods are referred to as Consumer Durables and examples of consumer durable goods include cars, household goods (home appliances, consumer electronics, furniture, etc.), sports equipment, and toys. As the second purchase for durable goods lags time difference, generally they are sold on a higher margin.

In [economics](http://en.wikipedia.org/wiki/Economics), a durable goods or a hard goods is a [good](http://en.wikipedia.org/wiki/Good_(economics))s that does not quickly wear out, or more specifically, one that yields [utility](http://en.wikipedia.org/wiki/Utility) over time rather than being completely [consumed](http://en.wikipedia.org/wiki/Consumption_(economics)) in one use. Items like [bricks](http://en.wikipedia.org/wiki/Brick) could be considered perfectly durable goods, because they should theoretically never wear out. Highly durable goods such as [refrigerators](http://en.wikipedia.org/wiki/Refrigerator), [cars](http://en.wikipedia.org/wiki/Car), or [mobile phones](http://en.wikipedia.org/wiki/Mobile_phone) usually continue to be useful for three or more years of use, so durable goods are typically characterized by long periods between successive purchases.

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as cell phones and kitchen appliances like microwave ovens are also included in this category. Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behaviour pattern. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use and includes durable goods like TV, Washing Machine, Refrigerator, Mixie, Grinder, Laptop/PC, Mobile Phones, Water Purifier, Microwave Oven, Air conditioner. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. All the purchases made by a consumer involves a certain decision making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose off on to evaluate to products and services. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Every household contains at least a few items that may be considered to be of consumer durable nature.

The study is confined to the extent of interpreting data which is collected only from 750 respondents from five cities of central Uttar Pradesh for consumer durables. As the sample is not chosen randomly which might not be an actual representative of the total population. The study is based on primary and secondary data.

As opposed to many goods that are intended for consumption in the short term, consumer durable are intended to endure regular usage for several years or longer before replacement of the product is required. Every household will contain at least a few items that may be properly considered to be of a consumer durable nature. some of the most common of all consumer durables would be the Refrigerator, Television, Washing Machine, Mixer-grinder and Air-condition found in the home. This would include items such as sofas, chairs, tables, bed frames, and storage pieces such as chests of drawers and bookshelf units. Consumer durables of this type are intended for use on a continuing basis, and often are sold with some type of warranty or service contract that helps to ensure that the appliance will continue working for an appreciable period of time.

Nowadays consumer durables have become essential part in lifestyle of the people in the society. There are number of brands are available in the market. In those brands, some brands are very famous not only in India but also globally. For these brands, different advertisements are available in different media. Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers’ brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers.

Durable goods which are taken in this study is electrical appliances used in domestic use.

1. **Refrigerator**
2. **Television**
3. **Washing Machine**
4. **Mixer grinder**
5. **Air-condition**

As a general rule, durable goods can last at least three years without the need for replacement. They may require repair or servicing, although ideally, they are designed to hold up with minimal risk of breakage during their early years of service. These goods can also last much longer than three years, of course, with three years of regular use being the minimum performance standard. An item like a car may function for 20 years or more with appropriate care.

**1.21 Consumer Choice Criteria for Durables**

The taste of consumer is wide ranging and constantly changing(Elsasser,2004).The correct prediction for consumer durable decisions is difficult (Sonnenberg and Erasmus, 2005) while the final purchasing decision of the consumer will differ between decision styles and profiles cannot be directly applied to unique purchase situations wherein the level of involvement of the consumer varies (Du Preez, 2003). The Personal factors and situational factors make it difficult to predict Consumer decisions beforehand (Sonnenberg and Erasmus,2005).The personal factors embrace self image ,Lifestyle and sub cultural aspects shaping the consumer’s beliefs and influencing the purchase attitude. Lifestyle is a psychographic variable of values/tastes which manifest as needs/preferences and specific purchase behaviour (Arnold etal. 2004; Sonnenberg and Erasmus, 2005). The purchase decision made by the consumer can alter/reinforce their lifestyle(Arnold etal.,2004). Consumers are free to select products that reinforce their definitions of self image and their perceived unique lifestyle in the family/society (Solomon, 2004) so as to acquire satisfaction in life and express self concept (Richins and Dawson, 1992; Griffin etal.,2002). Consumers perceive products as an extension of their personality and hence deliberate the product choice that matches some aspect of the self image and communicates a desired image (Solomon, 2004; Sonnenberg and Erasmus, 2005). Consumers attach symbolic meaning to durables in order to define themselves through the attitude functions served. The consumer purchase decision is individualistic (Du Plessis and Rousseau, 2003) the complexity of the decision depends on the degree of information search ,the evaluation of alternatives and choice of products (Du Preez, 2003). Personal factors, Situational / marketing / environmental factors and post purchase behaviour factors simultaneously interact each other to influence the consumer’s purchase decision (Brijball, 2003; Du Preez and Visser, 2003). Consumer purchases durables in response to a recognized specific need(Solomon,2004). The purchasing behaviour is also diverse in style as per the taste/values of the consumer (Dittmar etal., 1996). Du Preez (2003) illustrated that the complexity of the purchase decision depends on the extent of consumer’s information search, which as per Du Plessis and Rousseau(2003) depends on the consumer’s personality rather than the consumer durable product.

**1.22 Product Attributes-Benefits for Durables**

**The criteria which a buyer employs during information search and when selecting a consumer durable have generally the following attributes:**

**Product Technology/Quality:** Consumer durables are technology driven. The latest models, innovative features and improved performance levels are a definite attraction for the customer. The consumer's choice today depends on the premium quality and technology provided; Style: As most of the consumer durables are now a part of kitchen or drawing room furniture, reflecting tastes and lifestyles, the external features play an important role in purchases. The style of durables is turning into a big purchase influencer; Brand Image: The perception of the consumer about the brand name is becoming critical on account of the huge investment made in buying a consumer durable and its durable nature. With the fast approaching disparity in both technology and prices, brand image is becoming a key purchase influencer; Price: The market has been very price-sensitive in the past. The intensity has increased as one moved down from the premium segment to the mass consumption range. However, of late consumers have started showing an inclination to buy medium price range products as opposed to low priced products. The consumer is becoming more sophisticated and beginning to recognize the value of premium quality; After Sales Service: As more and more brands of consumer durables are becoming more or less similar in terms of technology and price, the after-sales service has assumed a major influence in buying decisions. This factor is assuming a key role in the minds of the consumers, as the consumer durables are becoming more and more complex. Moreover, the latest technology Requires professional help for full usage. Hence, the consumers are likely to depend more on service support. Some consumers buy durables that match /reflect their aesthetic taste and lifestyle/Personality (Elsasser and Solomon, 2004). Also various personal intentions underlie the purchase decision making of the consumer like satisfaction, security, self concept, product attributes, etc (Richins and Dawson,1992; Griffin etal, 2002). It is presumed that the consumer adopts extensive problem solving behaviour with more time and search, evaluation process accorded for durables in consonance with the financial value, personal/social importance and visibility accorded to the product/purchase act. The consumer profile like the income/disposable income or affordability matching the benefits and willingness to pay higher price(not price sensitive), brand availability with differentiation/variety, lifestyle adopted, higher importance accorded to product attributes, benefits driven approach and the dynamic marketing mix aspects influence the purchase of consumer durables.

**Durables in reference to context of this research:-** Last few years have witnessed of growing demands for different consumer goods products (Chunawalla 2000). Increase in demand is increase in income of the people and increase in discretionary income too (Arora, 1995). Intense competition among the marketers of consumer durables (Sontaki 1999) and increasing awareness of consumer about their own needs is making a major difference in marketing of consumer durables(Kumar, 1998). In the context of this study it is interesting to study that how the consumers satisfy their different needs of durables like, television, refrigerator, washing machine, mixer grinder and air-condition. More-ever it is interesting to study why they buy a particular product, how they buy, when they buy, from where they buy. In this study we found that the news paper ads still create impact for brand awareness, promotion activities as well as helps consumers in making purchase decisions in the case of these five durables.

A study (Radhakrishnan 1990) has found that many things that were considered as luxuries till about ten years ago have become necessities for most people today.

Bhawani Prasad and Kumari(1987) have analysed impact of print advertising on consumer durable market in twin cities of Haiderabad and Secunderabad and district of Nizamabad and Karimnagar in Andhra Pradesh indicates that a very positive impact of advertising is found in the consumer durables markets.

**1.23 Urban areas: -** An urban area is characterized by higher population density and vast human features in comparison to areas surrounding it. Urban areas may be cities, towns etc. An urban area can be defined as a geographical area characterized by high population density and vast man-made features in comparison with the areas around it. An urban area is generally a very populated area. Most urban areas are considered to be cities within different states and countries. Urban areas generally have large buildings that are lit up and seen from a sky-line.

**1.24 Urban Consumer**

The urban segment of consumers dwell in the city/town habitat with lower family size, higher education level, internet savvy, communication tools intensive ,innovative, modern –western styled, experienced, individualistic with time pressure, willingness to try/accept new/fun & frolic based, easier access and receptivity, enjoyment lifestyle oriented, strong brand favour, eco friendly, supports joint decisions, follows celebrity endorsement/entertainment oriented, value sensitive, more product attribute sensitive than brand loyalty, credit facility and technology type most important, brand switcher, greater role allotted for women, higher availability of products and affordability/income, risk taking and higher awareness, cognitive, loves luxury/brown goods more, health conscious, consumption friendly, global in outlook, innovative, liking for online banking and bills payments, E commerce/Online purchases through WWW Sites, organised and premium brands/products of high tech type. Adopts impulsive/emergency buying often as per need due to better availability in large number of retail outlets, homogeneous group-income based like Middle Class and confined to a limited area in the developed area like city with better infrastructure facilities for commuting and transactions. Structured questionnaire in survey easily answered. Higher propensity to spending as well as higher purchasing power leading to purchase of luxuries.

**CHAPTER 2 : REVIEW OF LITRATURE**

The Legacy of the past is the foundation of present. Two major reasons exist for reviewing the literature. The first, the preliminary search that help you to generate and refine your research ideas, the second often referred to as the critical review(sharp and Howard, 1996). In Jankowicz’s (2000:159) words: Knowledge doesn’t exist in a vacuum and your work only has value in relation to other people. A research work and its findings will be significant only to the extent that they are the same as or different from other people’s work and findings.It is therefore required to establish what research has been published in the chosen area and to identify any other research that might currently be in progress. This process is called critically reviewing the literature.

Consumer Behaviour 2009 (http://www.researchandmarkets.com/research/bd4b3f/) assesses how this spending is distributed and the consumer behaviours that affect spending. Durable commodities prices paid by consumers decreased 3.3 percent in 2002, the largest calendar-year decrease since 1938 (Wilson, 2003), further it gets reduced more afterwards. On the other hand people were spending marginally for home appliances in 1999, in 2003 spending on technology goods/home appliances has touched 6.6% out of total spending of the Indian consumers’ (Singhal, 2005, Kotler and others, 2007). The demand of home appliances has been increase much more in 2007-08. Increase in demand is a result of increase in income of the people and increase in discretionary income too (Arora Renu, 1995, Bhatty I. Z., 1989, Gupta and Pal, 2001, Sontaki, 1999).

Although research on household technology is limited in the consumer literature, some key studies have been reported over the past few years (Nickols and Fox 1983; Strober and Weinberg 1980). Typically, these studies have focused on the purchase decisions of families in regard to household technologies (e.g. kitchen appliances) and/or the use of technologies primarily as time saving devices.

An attempt is made here review some selected works on consumer behaviours on consumer durables.

Large numbers of research studies have been conducted on consumer behaviour both in India and abroad. The studies have covered both durables and non durables goods. The available literature on selected topic reveals that research studies on consumer behaviour date back to early fifties up to the present period.

**Aradhana Krishna (2003)** viewed that buyers’ purchase behaviours can be influenced not only by the current prices of a product but also by those prices expect in the future.

**Bhawaniprasad and Kumari (1987)** have analysed “Impact of advertising on consumer durables markets: A study of Refrigerator consumer”, in this study a ranking/importance of refrigerator among other consumer durables is studied. Study of 200 owners of Allwyn refrigerator in the twin cities of Hyderabad and Secunderabad and Districts of Nizamabad and Karimnagar in Andhra Pradesh indicates that a very positive impact of advertising is found on the consumer durables market.

**Bayus (1991)** studied “The consumer durable replacement buyer”, and found that replacements account for a substantial portion of the sale of consumer durables in the U S. Results of replacement of automobiles indicate that “early” replacement buyers are more concerned with styling and image and less concerned with costs than “late” replacement buyers. Moreover, early replacements have higher income but lower levels of academic achievement and occupational status than late replacement.

**Mujahid-Mukhtar E, Mukhtar H (1991)** has studied role of decision making for household durables: good measure of women's power within a household in Pakistan. It is their influence in the purchase of new home improvement technology good (cars, appliances, etc.), who’s expense and life-long nature makes their purchase an important decision. The study identified various cultural and economic factors that affect women's decision making power: urban women, women in nuclear families, educated women, and working women generally have more decision making power than rural women, women in extended families, illiterate women, and unemployed women.

**Gupta & Verma (2000)** have done a study under convenience sampling of 50 household of New Delhi by questionnaire. It indicates that husband’s influence is considerably higher that the wives. Children also play an active role in brand selection of CTV. Moreover educated and workingwomen influence more than non-working and less educated.

**Jain and Sharma (2000)** studied 584 respondents out of 800 questionnaires of Delhi in five professional category observed that selected products represent different product categories in terms of both durability and frequency of purchase as required. Study shows that the levels of consumer involvement differ across products. As against non-durables, consumer perceives durables as more involving products.

**SRI – IMRB (2000)** evaluated a comparison of the education and income levels of different clusters, and it indicated that those who give higher priority to consumer electronic products are more educated and affluent. The study also revealed that transportation durables preceded consumer electronic products in the acquisition hierarchy, suggesting a tactical approach.

**Venkteshwar and Rao (2000)** have focused on tracing and identifying the elements in consumer decision-making; the research has studied 200 urban workingwomen belonging to different occupation, educational and income groups. Study observed television as a major source of information, for 65.5% consumers. While group forces affects 50% respondents. Surprisingly 45%-employed women still feel radio as a source of information. In purchase of consumer durables, 53% would decide for brand. Price is relatively more important factor and husband and wife take decision jointly.

Large numbers of research studies have been conducted on consumer behaviour both in India and abroad. The studies have covered both durables and non durables goods. The available literature on selected topic reveals that research studies on consumer behaviour date back to early fifties up to the present period. An attempt is made here review some selected works on consumer behaviours on consumer durables.

**Dr. G. Sudharasan Reddy and Ms. Rajarashmi. P.S (2004)** undertook a study entitled “Buyer Behaviour of Home Appliances with special reference to Microwave Products in Bangalore City” the objective of this study are to study the brand awareness of the buyers, to know the income level of microwave buyer, to extract the source of information through which buyers came to know about microwave, to know buyers preference of branded product, to determine the decision maker, to identify the factors influencing the buyers while purchasing microwave product, to identify the most favourable choice of microwave, to provide suggestions to microwave companies. Based on the objectives the findings are: the income levels of the buyer are above 15,000. The print media is the important source of information for the purchaser. Almost all the respondent prefers the branded product. The study reveals that the wives are the decision maker’s followed by the husband and wife discussion. Factor influencing the purchase of microwave are Quality of the product rather than the any attribute followed by brand name, price, and features and after sales service. Among all other brands LG stands first. Thus the buyer behaves positively when Quality and branded product is purchased by them. Aradhana Krishna (2003) viewed that buyers’ purchase behaviours can be influenced not only by the current prices of a product but also by those prices expect in the future.

**Anand and BS Hundal (2008)** undertook a study on **“**Perceptions of consumers towards Promotional schemes for durables” in Punjab. This study was conducted to gain insight into the perceptions of rural and urban consumers about various promotional measures adopted by durable goods manufacturing companies. Sample size 600.The major findings are though both the groups seem to have considered all the factors as important in sales promotion, a minute observation states that urban respondents have assigned high priority for these schemes: instalment purchase (4.370), off-season discount (4.346) free gift (08).The suggestion is all the promotional measures has to be enforced to capitalize the opportunities in this highly growing Indian market.

**DS Chundawat and Seema Gupta (2003)** undertook a study entitled “Family Roles and social influences in Buying Decision-making” The objectives of this study are: The roles performed by family members in buying decision making, variations in roles by product or service in the decision making, Impact of social factors in buying decision making, Dealers understanding of the role played by family members and social influences in purchase decision making. The finding indicates that there is no variation by product in the source of information considered reliable by consumers. The decision maker in the family is husband, followed by father and then wife does payment and it remains a male dominated activity. However, children greatly play a dominant role in purchase of television. 52%. 32% and 27%consumers feel that children influenced the demand for purchase of television, **refrigerator, and washing machine** Thus it is concluded that an understanding of who are the initiators, influencers, deciders, buyers and users for purchasing the various consumer durable products.

**FICCI (2006)** Survey Report states **“Cool Deals for Customers”-** A recent survey conducted by FICCI on the growth of consumer durable goods market in the country, predicted that the segment is geared for a quantum leap due to technological improvements, falling prices due to competition, aggressive marketing and declining import tariffs. The survey reflected the changing dynamics of consumer behaviour whereby luxury goods are being perceived as a necessity by the higher disposable income segment. There is a discernible shift in the consumers’ preference in favour of higher-end, technologically superior products, and the demand is being spurred by increasing consumer awareness and preference for new models. The FICCI survey also gives an insight into the dynamics of growth in a competitive market environment. Some of the salient features of the survey are as follows: a Quality product with superior technology and technology up gradation has helped the industry to achieve higher growth in terms of volume and also in higher realization in value terms. The frost-free ***refrigerators*** segment has shown an appreciable growth of 54 per cent, while the direct cool refrigerators have seen a negative growth of approximately 15 per cent .There has been qualitative change in consumer’s preference towards high end products. Rate of growth in production has been more in terms of quantity (or in volume) growth rather than the growth in value terms. This is on account of constant fall in prices over the years due to competition, aggressive marketing strategies and declining import tariffs. Growth highlights: The rising rate of growth of GDP, rising purchasing power of people with higher propensity to consume with preference for sophisticated brands would provide constant impetus to growth of air-conditioners and refrigerators segment.

**Federation of Indian Chambers of Commerce and Industry**

**(2005)** reported on the title “Consumer durables market poised for high growth”. A survey by the Federation of Indian Chambers of Commerce and Industry (FICCI) has found that most of the consumer durables segments are set to see a double-digit growth in the current fiscal. The colour television segment is expected grow by 15-20 per cent, the projected growth for the VCD/MP3 player segment is 20 per cent, 25 per cent for **DVDs**, 5-10 per cent for **refrigerators**, 20-25 per cent for air-conditioners, 5-10 per cent for **washing machines** and 25 per cent for **microwave ovens**. **S. Gayathry 1995** undertook a study entitled **“**A Study on consumer behaviour with special Reference to consumer Durables” The researcher of this study has emphasized the behaviour of consumer for four major consumer Durables. The sample size is 200. The products are TV, ***Refrigerator, Washing machine*** and VCR. The objectives of this study are: a) to analysis the behaviour of the consumer of these selected Durables. b) To study the factor influencing the consumer behaviour of consumer durables purchased by the middle class income group. c) To find out the attributes and attitudes of consumer durables purchaser and suggest the ways and means to satisfy the consumer. Based on this the findings and the suggestions are improving customer satisfaction is top priority (38%), improving customer satisfaction among the top three priority (79%), The important factor that influencing is price and the Brand.

**Dr. D. Venkatrama Raju and S. Saravanan (2005)** undertook the study titled **“**A study on Consumer Behaviour in the Marketing of a Household Appliance in Chennai city of Tamilnadu state”. An analysis of the consumer behaviour is the first and foremost requirement for the successful formulation and implementation of marketing strategies. This study of consumer behaviour involves the process of identifying.

(a) When consumer purchase. (b) what they purchase. (c) where they purchase. (d) how much they purchase. (e) their buying habits and motives etc. The product undertaken for this study is Washing machine. The sample size is 200.out of the sample surveyed it was found out that the majority of the respondents prefer twin tub automatic machine over single tub, semiautomatic or manually operated machines. Most of the respondents have preferred washing machine with 4 kg capacity closely followed by the machines with 3 kg capacity. This choice is dependent on the income and size of the family. Majority of the people prefer purchasing commodities on payment of cash rather than credit or instalment payment.

**Nithila Vincent 2006 “**A study on Brand consciousness among children and its effects on family Buying Behaviour in Bangalore city” The objectives of this study are: A) To study the level of brand consciousness among children. B) To examine whether unbranded products provides same satisfaction as branded products and customers preference for unbranded products. The sample size is 222. It is found out that there is no significant difference between the satisfaction levels of branded and unbranded products. Unbranded gives same satisfaction as branded product.

**Kanika Mehrotra**spoke to **Shantanu Dasgupta**, Vice President (Corporate Affairs and Strategy) South Asia, Whirlpool India to find out about its strategy for North India, an important region for the brand **Why is Print important as a medium of advertising for Whirlpool?**

Print is used by us to signal the launch of a new product. In Print, we go in for three to four insertions when we have to announce a product launch. The vernacular medium is important when we have to reach a specific target audience in any belt of the country. If we want to reach people in North India then we use vernacular print media. Regional channels in the North don’t have a large viewership like regional channels in the South. Use of National channels for regional targeting is not a very good option so one of the most effective mediums that we use is vernacular Print. In Bengal, we use Ananda Bazaar Patrika. In the North, during the festive season, we reach out to consumers in the Hindi belt through newspapers like Hindustan, Navbharat Times and Dainik Bhaskar. Approximately 20-25% of our annual advertising budget is allocated for supporting the brand during the festive season, from Onam to Diwali. Of the total annual budget, around 8-10% is set aside for festive advertising in North India. The festive campaigns are offer-led and predominantly talk about the gifts on offer across the range. Some examples of successful campaigns that were launched on TV and Print are

**A study by *Dr Priyanka Verma and Dr Rooble Verma* “An investigation in to communicative effectiveness of print media advertising on consumers with respect to selected models of cars”**

Advertising is a form of communication intended to persuade people to purchase or take any action with respect to the products or the services. For print media it is very important to see how well it is doing in communicating itself to the customers. Ad effectiveness helps the advertiser to understand it gives way to make appropriate steps thereby enhancing the effectiveness of the print media. The research paper deals with the study of effectiveness of print media ads .This has been evaluated on the basis of a few brands of a consumer durable. The study is significant to advertisement. Thus the marketers are required to focus appropriately while testing the effectiveness of the advertisements. The marketers should keep in mind the areas having lacuna to rectify them with respect to the personal variables and the print media ads to make them more effective for the recall of the ads and making the job of the advertising more and more better.

“**Occasion Based Promotional Strategies of Consumer Durable Segment in Kerala” By Stanley George** Assistant Professor, Marthoma College of Management and Technology, Perumbavoor, Kerala.

The study is focused mainly on the promotional strategies of consumer durable companies and retailers during festival season. The high frequency of promotional campaigns by entire consumer durable companies and retailers during festival seasons clearly shows the importance of Occasion Based Marketing in Kerala market. The results of this study would mean that the consumer durable companies and retailers are adapting various promotional strategies to attract deal prone, promotion liking customers. In this research I confine myself to print based advertisements by retailers and manufacturers released in, Malayala Manorama, Mathrubhoomi, and The Hindu, the three leading news papers in Kerala. A first step towards researching different Occasion Based Promotions is identification of the range of different promotions launched in the market place. The present paper provides an empirical view of the variety print advertisements of launched in the Kerala market by Consumer Durable Industry for the last one year, January2011 to Dec 2011. Broadly, it was found that retailer promotions are used more than manufacturer promotions in the print advertisements announcing promotional offers in the market during festival seasons. As consumer durable promotions in print media in Kerala is mainly revolving around the occasion based promotional strategies during Onam festival.

**A study by Mohit Bansal1 and Shubham Gupta** “**Impact of Newspaper Advertisement on Consumer Behaviour”** The current study analyzes the psychological impact of the newspaper advertisement on a consumer and thus his assessment of the effectiveness of the advertisement. The study also compares human perception of a newspaper advertisement versus the intended perception of that advertisement. Psychological impact and perception are important aspects found to affect consumer behaviour. The current study focuses on the impact of informational content on consumer behaviour. Its impact can be accessed from the fact that advertisements with more informational content were found to influence more customers. Advertisements were found to be quite informational with 2.7 cues per advertisement.

## According to inn thoughts survey- Print Media- Your Brand Creation

**Print Media** are lightweight, portable, disposable publications printed on paper and circulated as physical copies which hold informative and entertaining content that is of general or special interest. Today, many books, newspapers, magazines and newsletters are published on digital electronic editions on the Internet. **The print media is an effective way to communicate with people locally or on international level.**Attracting media attention can help expand your influence and name recognition in target communities. Print The colour, text, design, etc helps in recalling of your brand to your end users. Print Media plays a vital role in any business, small or big all has got its value added.

**Inn thoughts Systems Pvt. Ltd. brings a wide range of Print Media services. Newspaper ads Newspaper is an ultimate print media which can reach to thousand to uncountable number of people in a day.** In newspaper there are many options that you can give for printing like an article, ad, advertorial, full page ad, half page ad, etc. Newspaper creates an awareness in people about your business brand & value and helps in retaining of your clients while at the same time increasing the footfall of your business.

**A study “impact of advertising on consumer behaviour and attitude with reference to consumer durables” by Naveen Rai.**

In the current era of information explosion and the world of media, advertisements play a major role in changing the behaviour and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. The present study focuses on identifying the influence of advertisements on the consumer behaviour and attitude with special reference to consumer durables. The findings of the present study are that advertisement worldwide influence the behaviour and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behaviour is influenced by variety of advertisements which cover product evaluation and brand recognition.

**A study is done by Dr. Keyur Nayak and Dr. Bhautik Shah Director in Laxmi Institute of management Sarigam**. Published in Indian Journal of Applied Research Volume 5 Issue 2 ISSN-2249555X.Effectiveness of Newspaper Print Ads. Advertising is a form of communication that is meant to drive customers to purchase or consume the goods/brand that is being sold. This is an enhanced form of marketing which convinces the customers and public that the brands they are selling are actually better than the others in competition. With the technological advancement in electronic media and concept of paperless office, new methods of advertising have been developed. These new methods are becoming more effective and commonly used medium of advertisement, but still today the importance newspaper advertisements have not become obsolete. The newspaper print ads still create impact for brand building, promotional activities as well as help consumers in making purchase decision. This research paper is based on survey for effectiveness of newspaper print ads and also compared to some extent with other medium of advertisement. In today’s competitive business environment, when there are large number of medium of advertisements available and also due advancement in technology, still the preference and reliability of newspaper print advertisements have not been completely declined but still it creates significant impact in the minds and of the people. Also creates trust in the minds of people. Apart from creating trust, newspaper print advertisements helps in providing complete information along with relation building between goods and services provider and the consumer. Also it provides more clear and complete information in comparison to other medium of advertisement. From the study we can also say that still the effectiveness of newspaper print ads can be increased more by making the ads more attractive and attention grabbing, also the placing of advertisements should be taken care in order that they create eye-catching impression on the people. The information published in advertisements should be clear, accurate and true which will not waste much time and also the reveal the information more properly without wasting much time of the readers.

In the year 2004, Pingjun Jiang mentioned in her article that the brand name makes a difference when a consumer is indecisive while making a purchase. She describes that brand has a conceptual effect and a customization effect on the consumer market. She emphasises on the existing relationship between what is consumers perception of brand and the consumer is it actually willing to pay for the brand. Brand can usually be perceived as a product or service or information that is offered at a certain value but the important question is whether the consumers are willing to pay the extra amount of cash to have it. Brand has always been considered to be an important element as it can customize in terms of getting preference for better choice and hence hold a critical position in the study of consumer communication. The main motive is to increase the effect of brand name to attract purchasing decision in their favour. Although the effect of brand name vary with product category (Pingjun Jiang, 2004).A brand can be described as a product, service or a concept that has some unique features that it can be distinguished from the other products of the same category. Brand helps in easy communication and marketing. Similarly, brand name is a name that distinguishes itself from the other products of the same category. Branding is the process of creating that brand name. Branding includes creation of identity for a company as a whole or just for the product. Logos, graphic designs are usually used to represent brands. For example, all computers having Intels microchip has a logo outside saying Intel Inside (Pingjun Jiang, 2004).

**Kapoor Sheetal (2002) analysed on ―**understanding Buyer Behaviour of Indian Families‖ while developing the marketing plan her study stated that it is the family which should be considered as a unit of consumption rather than an individual. Analysis of family buying behaviour helps the marketing manager in product planning, product promotion and product pricing. She studied Indian families to examine different aspects of buying roles and how they shift for different product categories in the context of major demographic variables.

Vikas Sarab (2003) in his study opined that brands are successful because the people prefer them to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour. Kumar (2003) revealed that the majority of consumers are highly enlightened and are concerned of quality of the products. He also revealed that the consumers uniformly, both in urban and rural areas, desire to have quality of the products at reasonable price and trust more the advice of the retailers.

Raut (1987) in his study on consumer’s attitudes towards advertising pointed out that 89 per cent of the respondents believed that advertising is useful to the consumers for giving convenient information about the products and to increase consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

Kishore and Nabi (2000)13 in the study “television industry a cut throat competition” opined that durable product marketers (including television) do not enjoy considerable flexibility in the matter of price because of highly competitive markets on the one hand and high price sensitivity of the major chunk of Indian consumers on the other. They also inferred that just like price, the consumers attach considerable significance to the brand image while purchasing a durable product like television. Essentially, television is a branded product and consumers always go for established brand names.

**CHAPTRE 3: RESEARCH METHODOLOGY**

**3.1 RESEARCH:-**

Research in simple terms refers to the search of knowledge. It is also known as the scientific and systematic search for information on particular topic or issue. In fact research is an art of scientific investigation. Different people have defined research in different ways. In the social sciences, D. Slesinger and M. Stephension (1930) defined research as manipulation of things concepts or symbols for the purpose of the generalising to extend, correct or variety knowledge, whether that aids in construction of theory or in practice of an art. According to Redmann and Mory (1923) defined research as a systematized effort to gain new knowledge. Some people consider research as a movement from the known to unknown. Research is an academic activity and as such the term should be used in a technical sense. Research is an original contribution to existing stock of knowledge making for its advancement. According to Cifford Woody ( Kothari 1988) research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data making deductions and reaching conclusions and finally carefully testing the conclusions to determine whether they fit the formulating hypothesis. Thus research is analysing the facts and reaching conclusions in the form of solution towards concerned problems.

In summation, research is the investigation for knowledge, using objective and organized methods to find solution to a problem.

**3.2 Purpose of Research-:** The purpose of this research is to determine the problem that needs to be investigated. Every research study has its own specific purpose as this research intentions are falling in to number of following broad groupings.

(a)How print media advertisements attract the attention of the consumer.

(b)Up to what extent durable goods advertisement aware to the customer and finally consumer purchase the product.

(c)To know the impact level of print media advertisement on consumer behaviour.

(d)What is the impact of print media advertisement with respect to different occupation, marital status and educated people.

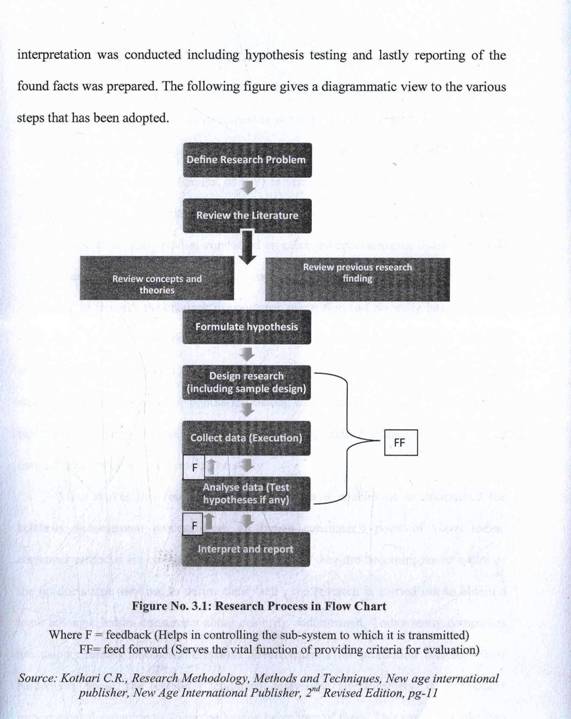
(e)To test hypothesis of a casual relationship between variables.

**3.3 Motivation for research:-** Companies spend lots of money annually on advertising. Celebrities play important role on advertisement. On the belief the celebrities are effective spokesperson for the products or brands (Katyal 2007). Celebrity is being look as a billion dollar industry in today’s time (Kambitsis et al 2002). In India more than Rs. 1050crores were spent on news paper and magazine advertising in 1991.Advertising spend more money on news paper and magazine than any other medium. Newspaper and magazines have two sources of incomes one from circulation and subscription which may referred to as circulation revenue the second is advertising revenue. It is only durables who rely on print. Company or brand name ranks first as factor affecting in the purchase of consumer durable goods (Venkateshwara Rao 2000). Guarantee/Warrantee rank second Boulding and Kirmanee (1993). Intense competition among the marketers of consumer durables (Sontaki 1999) and the increasing awareness of consumer on their own needs is making a major difference in marketing of consumer durable (Kumar 1998). Advertisement effectiveness helps the advertisers to understand it gives way to make appropriate steps thereby enhancing the effectiveness of the print media. The taste of consumer is wide ranging and constantly changing (Elsasser 2004). The correct prediction of consumer durable decisions is difficult (Sonnenberg and Erasmus 2005), while the consumer will differ between decision style and profiles cannot be directly applied to unique purchase situation where in the level of involvement of the consumer varies (Du Preez 2003).

**3.4 Significance of research:- “**All the progress is born of inquiry. Doubts is often better than overconfidence for it leads to inquiry and inquiry leads to invention” in context of which the significance of research can well be understood. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. Talking about this research work, it has a special significance in solving various operational and planning problems of business and industry as its result assist in more than one way, in taking business decisions. Firstly there are many studies conducted on print media impact and consumer buying behaviour but as we know that consumer behaviour is dynamic process so there is a continuous need of such researches to monitor the changes in consumer behaviour and there may be few studies have be done to understand the impact of print media advertisement on buying behaviour of consumer for durable goods. Secondly all the research work related to print media advertisement impact on consumer buying behaviour is done in major cities of India and in foreign countries no such study has been conducted in these five cities which is Lucknow, Kanpur, Barabanki, Unnao or Raebareli of central Uttar Pradesh to understand customer psychology. The present study aims to minimize this gap in existing literature.

This study will help the companies or marketers in determining the advertising budget and expenditure done on print media advertising. This research has its special significance in solving various operational and planning problems of business. This research is equally important for social scientists in studying social relationships and in seeking answers to various social problems. On the one hand, its responsibility as a science is to develop the body of principles that make possible the understanding and the prediction of the whole range of human interactions. On the other hand because of its social orientation, it is increasingly being looked to for practical guidance in solving immediate problems of human relations.

**3.5 Research Process:-** Research Process consist of series of actions or steps necessary to effectively carry out research. For this initially research problems is formulated then the review of literature is conducted followed by hypothesis creation. Then in second phase research design is adopted including sample design and the collection of data is done by the help of structured schedule. Then in third phase analysis of data and interpretation is conducted including hypothesis testing and lastly reporting of the found facts is prepared. The following figure gives a diagrammatic view to the various steps that has been adopted.

****

**Figure 3.1:Research process in flow chart**

Where **F=** is feedback (helps in controlling the sub system to which it is transmitted)

**FF=** is feed forward (serves the vital function of providing criteria for evaluation)

Source: Kothari C.R. Research methodology, methods and techniques, New age international 2nd Revised Edition pg-11.

**3.6 Research Problem:-** The Topic impact of print media is highly documented in academic literature but all the research work related to consumer buying behaviour is done in major metropolitan cities of India or in foreign countries, no such study has been conducted in these five cities (Lucknow, Kanpur, Barabanki, Unnao, Raebareli) of central Uttar Pradesh to understand the consumer perception psychology about durable goods. The present study is focused on a study of important factors and sources of information in purchase of consumer durables. For print media it is very important to see how well it is doing in communicating the consumers about the advertisements. Secondly there are many studies conducted on buying behaviour of consumer, but as we know that consumer behaviour is dynamic process so there is continuous need of such researches to monitor the changes in consumer psychology and no study has been done exclusively to understand the psychology of consumer of this area of central Uttar Pradesh, as our country is second most populated country in the world where large number of population belongs to service class and small traders that is middle class, creating a large section of people falling under the consumer market, thus making it an important element for the study. Advertisement effectiveness helps the advertiser to understand it gives way to make appropriate steps thereby enhancing the effectiveness of the print media. This study deals with the effectiveness of print media advertisement.

What makes this research interesting is that it enables us to understand attitude behaviour relationship of the consumer. A consumer evaluation of a brand and represents positive or negative feelings and behavioural tendencies. At the same time the link between attitude and behaviour can be affected by advertising and promotion. That is why advertising is necessary for creating favourable attitudes toward new products which reinforce existing favourable attitudes or change negative attitude. Today many companies are using important figure that is celebrity for advertisement and promotion of their product which may attract the buying behaviour of consumer. The attitude of consumers towards product can be result of an exposure to advertising message as well as the individuals assessment of the product as it appears in the advertisement behaviour is one of the most important variable in consumer behaviour. In a marketing context behaviour is predisposition towards specific brands, product or companies that cause consumer to respond favourably or unfavourably towards them. The momentum is one attracting the customers interest and developing positive relations not just to influence recall but also to induce trial and eventually effective purchase decision. In a market where advertising plays a vital role in co-ordinating consumer purchase, it becomes relevant for companies to introduce all possible measures to influence encourage and inculcate desire to purchase, in the customer through an effective advertising message. Theory and practice proves that advertising is a communication intended to persuade people to purchase or take any action with respect to the products or services. For print media it is very important to see how well it is doing in communicating itself to the customers.

**3.7 Research Design:-** A research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact the research design is the conceptual structure with in which research is conducted. It constitutes the blueprint for the collection measurement and the analysis of data. Different research designs can be continently described if we categorized them as:-

* **Research design in case of exploratory research studies:-** Exploratory research studies are also termed as formulating a research studies. The main purpose of such studies is formulating a problem for more precise investigation or developing the working hypothesis from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights. As such the research design appropriate for such studies must be flexible enough to provide opportunity for considering different aspects of a problem under study. Inbuilt flexibility in research design is needed because the research problem which was broadly define initially, is transformed in to one with more precise meaning in exploratory studies and these fact may necessitate changes in research procedure for gathering relevant data. The survey of concerning literature and the experience survey are two methods of conducting study under this research design.
* **Research design in case of descriptive and diagnostic research studies:-** Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with something else. Studies concerned with specific predictions with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies. In descriptive as well as diagnostic studies, the researcher must be able to define clearly what he want to measure and must find adequate methods for measuring it along with a clear definition of population he want to study. Since the aim is to obtain complete and accurate information in the said studies the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability with due concern for the economical completion of the research study.
* **Research design in case of hypothesis testing research studies:-** Hypothesis testing research studies generally known as experimental studies. These studies are those where the researcher test is the hypothesis of casual relationship between variables. Such studies require procedure that will not only reduce bias and increased reliability but will permit drawing inference about causality. Usually experiments meet this requirement. So when we talk of research design in such studies we often means the design of experiments. There are two sub division of this design : Informal and Formal experimental research design.

**For this study** descriptive research design is used as descriptive research design includes survey through structured schedule and various facts findings enquiries was conducted so that description of the state of affairs as it exist at present can be reported and there had been no control over the variables, in this study only report of what happened or what is happening is been specified. This research design has enough provision for protection against bias and maximize reliability, with due concern for economical completion of the research study. The design is rigid in nature of focus attention on the objective of the study. In this research Qualitative research provides information about the motives behind the customer decisions, or their perceptions and expectations of products. The aim is to get responses about the respondent’s thoughts and feelings on the given topic and examples of qualitative research methods include depth interviews and focus groups (Proctor 2003, 15). Qualitative data is referred to as “data that reflects attitudes and opinions collected by unstructured or semi-structured methods to gain insight into buyer behaviour” (Baker 2006, 302). Questionnaires consist of different types of research questions which are given to the respondent with the aim of acquiring specific information. Questionnaires are “a form of survey using questions which can be either open-ended, or have a choice of pre-set answers” (Baker 2006, 746). The empirical data for this thesis was collected with both quantitative and qualitative methods. The main research method was conducted with a questionnaire that was sent to a specific amount of people. This research design has enough provision for protection against bias and maximize s reliability with due concern for the economical completion of the research study.

**3.10 Objective of the study:-**

(1) To analyze the important sources of information through print media in purchase of consumer durables.

(2) To analyze the different promotional offer in print media advertisement which induce purchase behaviour of consumer for durables.

(3) To evaluate the impact of print media advertising on consumer recall rate with reference to daily news paper.

(4) To evaluate the effectiveness of print media advertising on consumer buying behaviour in relation to durable goods.

(5) To explore the purchase level of consumer through the print media advertisement.

**3.11 Sample Design:-**  A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would follow in selecting objects for the sample. Sample design is determined before data is collected. The first step in developing any sample design is to clearly define the set objects, technically called the universe, to be studied. For this research universe has been defined as urban middle class population including male and female both, whose age is 20 years or more, income is between Rs. 25000 to Rs. 75000 per month belonging from different occupational background and lives in Lucknow, Kanpur, Unnao, Barabanki, Raebareli.

In view of very large size of universe in term of area and population, it was not feasible to cover the entire universe for the survey therefore; the sample frame was selected which has the representative characters of the universe. So, five cities of central Uttar Pradesh had been taken for research. The reasons for selecting these cities are that the researcher has personal experience that the mentioned area are densely populated with middle class section of central Uttar Pradesh. So the population of this area are more or less same in character and behaviour. The researcher selected this area for study because researcher belongs to Lucknow and knows about the area. From each city 150 questionnaire are filled by different people. The another reason for selecting these cities of central Uttar Pradesh because these are small cities. Which are not very advance like metropolitan city. Mostly middle class people are living and questionnaire are filled very easily. In these cities there are not very much difference in their living standard, behaviour and attitude because these cities are more or less neighbouring cities. Most of people in these cities do daily up- down for their service. So we can say they are very much same in their behaviour, attitude and perception.

Also, from the practical point and cost consideration view it was not feasible to cover all the people in the sample frame so sampling has to be taken recourse to, and it is known that a sample design is a definite plan for obtaining a sample preferably a representative one from a given population. So for this research sample size of 750 individual has been selected from these five cities oh central Uttar Pradesh. As this research is essentially a social research consisting of middle class consumer with varied behaviour the sampling technique used for this research is stratified, convenience sampling. In which items for the sample are selected deliberately by the researcher which has the representative character of the population. In stratified sampling the population is divided in several sub- populations (that is “strata”) that are individually more homogeneous than the total population. Convenience sampling is an easier and less costlier method of sampling and can be used according to convenience of researcher. The sample unit for this research is taken as individual male or female whose age is from 20 to above 50 years and income is between Rs. 25000 to Rs 75000, belonging from different occupational background and they also live in mentioned area.

**3.12 Formulation of Hypothesis:-**  Procedure for hypothesis testing refers to those steps that we undertake for making a choice between the two action that is rejection and acceptance of hypothesis. Every research problem is undertaken aiming at certain outcomes, so this research also has scientifically reasonable predictions known as Hypothesis.

Hypothesis for this research are as below:-

**Hypothesis:- (1)**

**H1:-** Print media creates an impact in the promotion of durable goods.

* **Ho:-** Print media do not have a significant impact in the promotion of durable goods.

**Hypothesis:- (2)**

* **H1:-** Advertisement in news paper has a significant impact on the consumer recall rate.
* **Ho:-** Advertisement in news paper do not have a significant impact on the consumer recall rate.

**Hypothesis:- (3)**

* **H1:-** Promotional offers inprint media advertising have a perfect impact on consumer purchase decision.
* **Ho:-** Promotional offers in print media advertising do not have a perfect impact on consumer purchase decision.

**3.13** **Sample Size:-** In this study total 750 consumers are selected for collecting the data from five cities of central Uttar Pradesh.

**Questionnaire distribution table**

|  |  |
| --- | --- |
| **City** | **Consumer** |
| Lucknow | 150 |
| Barabanki | 150 |
| Raebareli | 150 |
| Unnao | 150 |
| Kanpur | 150 |

**3.14 Method of Data Collection:-**

For this research method of data collection to be used is of two types, primary data collection and secondary data collection. The primary data are those which are collected afresh for the first time, and thus happen to be original in character. In this research for the collection of primary data initially questionnaire is distributed to different people both male and female in all 5 cities of central Uttar Pradesh and 150 questionnaire in each city. Questionnaires are the most frequently used methods of data collection. These methods are considered to have particularly relevance to collect data on personal preference social attitudes, opinions, beliefs and feelings etc. The questionnaire has a series of different type of question. The questions are prepared on the basis of the research topic. In this study all the responded give good responses in filling the questionnaire.

The choice of respondents is based on a convenience selection, which is a type of non-probability selection (Bryman & Bell, 2005:124). Stratified sampling is the division of population in to small groups that is out of 750, 150-150 from each city. It is for example possible to choose respondents according to some certain criteria (Körner & Wahlgren, 2006:30). Our main respondents are all potential Indian consumers from middle class population of central Uttar Pradesh when we are finding respondents. We did not choose respondents randomly. Criteria used are that the respondents have adequate knowledge of the subject (marketing) or exclusive information regarding the Indian market. Since our research question is aimed at formulating a marketing strategy in the Indian market. The respondent has to select any one of the given option that is not at all effective, not very effective, somewhat effective, very effective, extremely effective. This type of structure is relatively easy to construct than others and give respondent an idea about what is been expected from them and also this method is the most common method used for the studies related to social sciences to find out the behaviour, attitude and perception of the people. The data for this thesis is collected through qualitative methods.

Qualitative research provides information about the motives behind the customer decisions, or their perceptions and expectations of products.

Apart from primary data, secondary data is collected from secondary sources means which have been already collected or analyzed by someone else. For this research secondary data collected through various publications from the government agencies, different books, news papers, journals, reports of research scholars, research papers of research scholars. Secondary data consists of material collected for another purpose that already exists and is defined as “data that has already been collected by another researcher for another purpose” (Jobber & Fahy 2003, 86).

**3.15 Processing and analysis of data:-** The processing and analysis of data in a general way involves a number of closely related operations which are performed with the purpose of summarising the collected data and organising these in such a manner that they answer the research questions .After the collection of data has been completed its processing and classification has been done , which involves editing, coding, classification, and tabulation. It has prepared data for statistical analysis. Data analysis is de-fined as “the coding, tabulation, and analysis of marketing research” (Evans & Berman 1997, 99).

For the statistical analysis Microsoft MS Excel software has been used. Weighted average score test has been used to analyse the particular problem. Further ranking has been done accordingly and the weight are assigned. It is based on every item of distribution also it is amenable to algebraic treatment and is less affected by fluctuation of sampling than other measure of dispersion. Chi square test has been used as statistical tool for hypothesis testing because this test (non parametric test) is based on frequencies and not on the parameters like mean and standard deviation. For using Chi square test no rigid assumptions are necessary in regard to the type of population ,no need of parameter values and relatively less mathematical details are involve. So these statistical help the analysis the data and testing hypothesis and extracting significant information which has fulfil the purpose of data interpretation.

**CHAPTER 4: DATA ANALYSIS AND INTERPRETATION**

**4.1 Research Objective Wise Analysis:-**

**Objective-(1): To analyse the important source of information through print media in purchase of consumer durables.**

**Print media which gives better information about product:-**

Despite the rise in digital platforms, print is still a powerful force in advertising. Appreciated for its portable, durable qualities, print is also considered one of the most credible forms of advertising. According to the Direct Marketing Association, direct mail print advertising yields a 12 to 1 return on investment, and a Nielsen study found that 69 percent of shoppers rely on newspapers for their shopping decisions. print advertisements have a vital role in convincing the consumers to buy a certain product. Moreover, print ads also influence consumer’ behaviour by influencing their consumption. A marketer does not only focus on identifying the consumer’s wants, but also encourage them that they need their product. That is the reason why creating effective print ads is crucial for the promotion of the product in the market (Solomon, 2010).

**Frequency table showing effectiveness of news paper first page advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 100 | 13.33% | 13.33% |
| Not very effective | 50 | 6.67% | 20% |
| Somewhat effective | 110 | 14.67% | 34.67% |
| Very effective | 301 | 40.13% | 74.80% |
| Extremely effective | 189 | 25.2% | 100% |
| **Total** | **750** | **100%** |  |

**Table No. 4.1**

**Figure No. 4.1**

**Interpretation:-** According to this the view of 13.33% respondent are that first page advertisement of news paper is not at all effective. The view of 6.67% are not very effective. The view of 14.67% are somewhat effective. The view of 40.13% are very effective and the view of 25.2% are extremely effective.

**Inference:-** From the above data it can be inferred that major population says that news paper first page advertisement is very effective.

**Frequency table showing effectiveness news paper last page advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 75 | 10% | 10% |
| Not very effective | 50 | 6.67% | 16.67% |
| Some what effective | 311 | 41.47% | 58.14% |
| Very effective | 255 | 34% | 92.14% |
| Extremely effective | 59 | 7.87% | 100% |
| Total | 750 | 100% |  |

**Table 4.2**

**Figure No. 4.2**

**Interpretation:-** According to this the view of 10% respondent are that effectiveness of news paper last page advertisement is not at all effective. The view of 6.67% are not very effective. The view of 41.47% are somewhat effective. The view of 34% are very effective and the view of 7.87% are extremely effective.

**Inference:-** From the above data it can be inferred that major population says that news paper last page advertisement is somewhat effective.

**Frequency table showing effectiveness of news paper page 2nd advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 100 | 13.33% | 13.33% |
| Not very effective | 0 | 0% | 13.33% |
| Somewhat effective | 311 | 41.47% | 54.80% |
| Very effective | 250 | 33.33% | 88.13% |
| Extremely effective | 89 | 11.87% | 100% |
| Total | 750 | 100% |  |

**Table no. 4.3**

**Figure No. 4.3**

**Interpretation:-** According to this the view of 13.33% respondent are that effectiveness of news paper 2nd page advertisement. Is not at all effective. The view of 0% is not very effective. The view of 41.47% is somewhat effective. The view of 33.33% is very effective and the view of 11.87% is extremely effective.

**Inference:-** From the above data in can be inferred that major population says that news paper 2nd page advertisement is somewhat effective.

**Frequency table showing effectiveness of news paper**

**page 3rd advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 75 | 10% | 10% |
| Not very effective | 75 | 10% | 20% |
| Somewhat effective | 171 | 22.8% | 42.8% |
| Very effective | 310 | 41.33% | 84.13% |
| Extremely effective | 119 | 15.87% | 100% |
| Total | 750 | 100% |  |

**Table No. 4.4**

**Figure No. 4.4**

**Interpretation:-** According to this the view of 10% respondent are that effectiveness of advertisement in news paper 3rd page is not at all effective. The view of 10%is not very effective. The view of 22.8% is somewhat effective. The view of 41.33% is very effective and the view of 15.87% is extremely effective.

**Inference:-** From the above data it can be inferred that major population says that effectiveness of advertisement in news paper 3rd page is very effective.

**Frequency table showing effectiveness of news paper page 5th advertisement :-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 175 | 23.33% | 23.33% |
| Not very effective | 201 | 26.8% | 50.13% |
| Somewhat effective | 200 | 26.67% | 76.8% |
| Very effective | 136 | 18.13% | 94.93% |
| Extremely effective | 38 | 5.07% | 100% |
| Total | 750 | 100% |  |

**Table 4.5**

**Figure No. 4.5**

**Interpretation:-** According to this the view of 23.33% respondent are that the effectiveness of advertisement in news paper 5th page is not at all effective. The view of 26.8% respondent is not very effective. The view of 26.67 respondent is somewhat effective. The view of 18.13 respondent is very effective and the view of 5.07 is extremely effective.

**Inference**:- From the above data it can be inferred that majority of population says that advertisement in news paper 5th page is not very effective.

**Weighted average score table of all above print media sources:-**

The 3rd question in the questionnaire deals with the type of print media which gives better information about product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Degree** | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **News paper**  **first page ad** | 100 | 50 | 110 | 301 | 189 | 3.572 | 1 |
| **News paper last page ad** | 75 | 50 | 311 | 255 | 59 | 3.237 | 4 |
| **News paper page-2 ad** | 100 | 0 | 311 | 250 | 89 | 3.304 | 3 |
| **News paper page- 3 ad** | 75 | 75 | 171 | 310 | 119 | 3.431 | 2 |
| **Newspaper page -5 ad** | 175 | 201 | 200 | 136 | 38 | 2.548 | 5 |

**Table 4.6**

**Figure No. 4.6**

**Interpretation:** Newspaper first page advertisement is the most effective print media tool for conveying product information to the prospective consumers with a weighted average score of 3.572. Advertisement in news paper page -3 is the second most effective print media tool for conveying product information to the prospects with a weighted average score of 3.431. Further, advertisement on the news paper page -2 is the third most effective print media tool for conveying product information to the prospects with a weighted average score of 3.304. Newspaper last page advertisement is the fourth effective print media tool for conveying product information to the prospective consumers with a weighted average score of 3.237. News paper page -5 advertisement is the least effective print media tool for conveying product information to the prospective consumers with a weighted average score of 2.548.

**Implication for the Marketers:**

First page advertisement has been found to be the most effective print media tool forconveying product information to the prospective consumers. The marketers should focus on promoting their durable goods via this medium as far as possible. Further, news paper 3rd page advertisement also form an important print media for delivering product information to the consumers. Also, advertisement on the news paper 2nd page can go a long way in delivering product information to the prospective consumers. The news paper last page advertisement is the fourth print media source for delivering product information. It may also be highlighted here that the news paper 5th page advertisement is the least effective in promoting a durable product.

**In print media magazine also have an ability to create awareness:-**

**Magazine advertising continues to be an effective form of communicating both brand and product-specific messages to targeted audiences.**

**Frequency table of effectiveness of advertisement in magazine covering social issue and current trends:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative Percentage** |
| Not at all effective | **0** | **0%** | **0%** |
| Not very effective | **80** | **10.67%** | **10.67%** |
| Some what effective | **246** | **32.8%** | **43.47%** |
| Very effective | **285** | **38%** | **81.47%** |
| Extremely effective | **139** | **18.53%** | **100%** |
| Total | **750** | **100%** |  |

**Table 4.7**

**Figure No. 4.7**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of advertisement in magazine covering social issue and current trends is not at all effective. The view of 10.67% is not very effective. The view of 32.8% is some what effective. The view of 38%is very effective and the view of 18.53%is extremely effective.

**Inference**:- From the above data it can be inferred that the majority of the population says that the effectiveness of advertisement in magazine covering social issue and current trends is very effective.

**Frequency table showing effectiveness of advertisement in women oriented magazine:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative Percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 100 | 13.33% | 13.33% |
| Somewhat effective | 201 | 26.8% | 40.13% |
| Very effective | 275 | 36.67% | 76.8% |
| Extremely effective | 174 | 23.2% | 100% |
| **Total** | **750** | **100%** |  |

**Table 4.8**

**Figure No. 4.8**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of advertisement in women oriented magazine is not at all effective. The view of 13.33% is not very effective. The view of 26.8% is some what effective. The view of 36.67% is very effective and the view of 23.2% is very effective.

**Inference:-** From the above data it can be inferred that the majority of the population says that the effectiveness of advertisement in women oriented magazine is very effective.

**Frequency table showing effectiveness of advertisement in sports related magazine:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative Percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 125 | 16.67% | 20% |
| Some what effective | 226 | 30.13% | 50.13% |
| Very effective | 250 | 33.33% | 83.46% |
| Extremely effective | 124 | 16.53% | 100% |
| Total | 750 | 100% |  |

**Table 4.9**

**Figure No. 4.9**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of advertisement in sports related magazine is not at all effective. The view of 16.67% is not very effective. The view of 30.13% is some what effective. The view of 33.33% is very effective and the view of 16.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of the population says that the effectiveness of advertisement in sports related magazine is very effective.

**Frequency table showing effectiveness of advertisement in Magazine covering Indian Social economic and Political Environment in Hindi:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 50 | 6.67% | 10% |
| Some what effective | 185 | 24.67% | 34.67% |
| Very effective | 376 | 50.13% | 84.8% |
| Extremely effective | 114 | 15.2% | 100% |
| Total | 750 | 100% |  |

**Table 4.10**

**Figure No. 4.10**

**Interpretation:-** According to this the view of 3.33%respondent are that the effectiveness of advertisement in magazine covering Indian social economical and political environment in Hindi is not at all effective. The view of 6.67% is not very effective. The view of 24.67% is some what effective. The view of 50.13% is very effective and the view of 15.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of advertisement magazine covering Indian social economical and political environment in Hindi is very effective.

**Frequency table showing effectiveness of advertisement in Magazine covering Indian social economic and political environment in English:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 50 | 6.67% | 10% |
| Some what effective | 261 | 34.8% | 44.8% |
| Very effective | 275 | 36.67% | 81.47% |
| Extremely effective | 139 | 18.53% | 100% |
| Total | 750 | 100% |  |

**Table 4.11**

**Figure No. 4.11**

**Interpretation:-**  According to this the view of 3.33% respondent are that the effectiveness of advertisement in magazine covering Indian social economic and political environment in English is not at all effective. The view of 6.67% is not very effective. The view of 34.8% is some what effective. The view of 36.67% is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of advertisement in magazine covering Indian social economic and political environment in English is very effective.

**Weighted average score table of different magazines:-**

The 8th question in the questionnaire deals with the different types of magazine which gives better information about product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Degree** | **Not at all effective (freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **A magazine covering social issue & current trends** | 0 | 80 | 246 | 285 | 139 | 3.644 | 3 |
| **Women oriented magazine** | 0 | 100 | 201 | 275 | 174 | 3.697 | 1 |
| **Sports related magazine** | 25 | 125 | 226 | 250 | 124 | 3.431 | 5 |
| **Magazine covering Indian socio-economic & political**  **Environment in Hindi** | 25 | 50 | 185 | 376 | 114 | 3.672 | 2 |
| **Magazine covering Indian socio-economic & political environment in English** | 25 | 50 | 261 | 275 | 139 | 3.604 | 4 |

**Table 4.12**

**Figure No. 4.12**

**Interpretation:-**

Women oriented magazine creates maximum brand awareness with a weighted average score of 3.697. Magazine covering Indian socio-economic & political Environment in Hindi stands second in generating brand awareness with a weighted average score of 3.672. Magazine covering social issue & current trends stands third in generating brand awareness with a weighted average score of 3.644. Magazine covering Indian Socio economic and political environment in English stands fourth in generating brand awareness with a weighted average score of 3.604 and Sports related magazine stands last on the basis of ability to generate brand awareness with a weighted average score of 3.431.

**Implication for the Marketers:-** Women oriented magazine has been found to create maximum brand awareness .Magazine covering Indian socio economic and political environment in Hindi also create brand awareness. Magazine covering social issue and current trends also generate brand awareness. Lastly magazine covering Indian socio economic and political environment in English and sports related magazine also create brand awareness.

**Objective-(2): To analyze the different promotional offer in print media advertisement which induce the purchase behaviour of consumer for durable goods.**

**Promotional offer in print media which induce purchase decision:-**

People have different needs when they are at work and when they are at home or socializing. They act differently during holiday seasons and at regular days. Consumers are bombarded with messages pitched through a growing number of print media advertisement.

**Frequency table showing effectiveness of Discount offer in advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 50 | 6.67% | 13.34% |
| **Some what effective** | 226 | 30.13% | 43.47% |
| **Very effective** | 260 | 34.67% | 78.14% |
| **Extremely effective** | 164 | 21.87% | 100% |
| **Total** | 750 | 100% |  |

**Table 4.13**

**Figure No. 4.13**

**Interpretation:-** According to this the view of 6.67% respondent are that the effectiveness of discount offer in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 30.13% is some what effective. The view of 34.67% is very effective and the view of 21.87% is extremely effective.

**Inference:-**  from the above data it can be inferred that majority of population says that the effectiveness of discount offer in advertisement is very effective.

**Frequency table showing effectiveness of Free gift offer in advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 125 | 16.67% | 20% |
| Some what effective | 226 | 30.13% | 50.13% |
| Very effective | 235 | 31.33% | 81.46% |
| Extremely effective | 139 | 18.53% | 100% |
| Total | 750 | 100% |  |

**Table 4.14**

**Figure No. 4.14**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of free gift offer in advertisement is not at all effective. The view of 16.67% respondent is not very effective. The view of 30.13% is some what effective. The view of 31.33%is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of gift offer in advertisement is very effective.

**Frequency table showing effectiveness of Lucky Draw offer in advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 125 | 16.67% | 16.67% |
| Not very effective | 125 | 16.67% | 33.34% |
| Some what effective | 386 | 51.47% | 84.81% |
| Very effective | 101 | 13.47% | 98.28% |
| Extremely effective | 13 | 1.73% | 100% |
| Total | 750 | 100% |  |

**Table 4.15**

**Figure No. 4.15**

**Interpretation:-** According to this the view of 16.67% respondent are that the effectiveness of lucky draw offer in advertisement is not at all effective. The view of 16.67% respondent is not very effective. The view of 51.47% is some what effective. The view of 13.47%is very effective and the view of 1.73% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness lucky draw offer in advertisement some what effective.

**Frequency table showing effectiveness of Contest offer in advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 125 | 16.67% | 16.67% |
| Not very effective | 125 | 16.67% | 33.34% |
| Some what effective | 251 | 33.47% | 66.81% |
| Very effective | 236 | 31.47% | 98.28% |
| Extremely effective | 13 | 1.73% | 100% |
| Total | 750 | 100% |  |

**Table 4.16**

**Figure No. 4.16**

**Interpretation:-** According to this the view of 16.67% respondent are that the effectiveness of contest offer in advertisement is not at all effective. The view of 16.67% respondent is not very effective. The view of 33.47% is some what effective. The view of 31.47%is very effective and the view of 1.73% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of contest offer in advertisement is some what effective.

**Frequency table showing effectiveness of Free service offer in advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 50 | 6.67% | 6.67% |
| Not very effective | 50 | 6.67% | 13.34% |
| Some what effective | 75 | 10% | 23.34% |
| Very effective | 386 | 51.47% | 74.81% |
| Extremely effective | 189 | 25.2% | 100% |
| Total | 750 | 100% |  |

**Table 4.17**

**Figure No. 4.17**

**Interpretation:-** According to this the view of 6.67% respondent are that the effectiveness of free service offer in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 10% is some what effective. The view of 51.47%is very effective and the view of 25.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of free service offer in advertisement is very effective.

**Weighted average score table for Promotional offer in print media which induce purchase decision:-**

The 5th question in questionnaire deals with different types of promotional offer which induce purchase decision. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Degree** | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective** | **Extremely effective** | **Weighted Average Score** | **Rank** |
| **Discount** | 50 | 50 | 226 | 260 | 164 | 3.5840 | 2 |
| **Free gift** | 25 | 125 | 226 | 235 | 139 | 3.4507 | 3 |
| **Lucky draws** | 125 | 125 | 386 | 101 | 13 | 2.6693 | 5 |
| **Contest offer** | 125 | 125 | 251 | 236 | 13 | 2.8493 | 4 |
| **Free service offer** | 50 | 50 | 75 | 386 | 189 | 3.8187 | 1 |

**Table -4.18**

**Figure No. 4.18**

**Interpretation:-** Free service offer is the most effective promotion offer in print media which induces people to make a purchase. It has a weighted average score of 3.8187. Discount offered is the second most important promotion offer in print media with a weighted average score of 3.5840. Offering free gifts is the third most important promotion offer in print media with a weighted average score of 3.4507. Contest is the fourth most important promotion offer in print media with a weighted average score of 2.8493. Lucky draws are the least effective promotion offer used in print media with a weighted average score of 2.6693.

**Implication for the marketers:-** Free service offer has been found the most effective promotional offer for the attraction of the consumer towards durable goods. This offer induce the purchase of durable goods. Further discount offer is the most effective promotional offer for the attraction of consumer purchase decision. Free gift also attract the purchase decision of the consumer. According to result of questionnaire contest and lucky draw also make effect on the purchase decision of consumer.

**Different factors which can affect the buying decision of consumer:-** The buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group. An understanding of purchase behaviour of consumers towards durable goods is essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc.

**Frequency table showing consumer preference for Functionality of product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 50 | 6.67% | 10% |
| Some what effective | 25 | 3.33% | 13.33% |
| Very effective | 331 | 44.13% | 57.46% |
| Extremely effective | 319 | 42.53% | 100% |
| Total | 750 | 100% |  |

**Table 4.19**

**Figure No. 4.19**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of consumer preference for functionality of product in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 3.33% is some what effective. The view of 44.13%is very effective and the view of 42.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for functionality of product in advertisement is very effective.

**Frequency table showing consumer preference for Reliability of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 25 | 3.33% | 3.33% |
| Some what effective | 175 | 23.33% | 26.66% |
| Very effective | 176 | 23.46% | 50.12% |
| Extremely effective | 375 | 50% | 100% |
| Total | 750 | 100% |  |

**Table- 4.20**

**Figure No. 4.20**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for reliability of product in advertisement is not at all effective. The view of 3.33% respondent is not very effective. The view of 23.33% is some what effective. The view of 23.46%is very effective and the view of 50% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for reliability of product in advertisement is extremely effective.

**Frequency table showing consumer preference for Benefit of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 75 | 10% | 10% |
| Some what effective | 185 | 24.67% | 34.67% |
| Very effective | 326 | 43.47% | 78.14% |
| Extremely effective | 164 | 21.87% | 100% |
| Total | 750 | 100% |  |

**Table- 4.21**

Not at all effective

**Figure No. 4.21**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for benefit of product in advertisement is not at all effective. The view of 10% respondent is not very effective. The view of 24.67% is some what effective. The view of 43.47%is very effective and the view of 21.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for benefit of product in advertisement is very effective.

**Frequency table showing consumer preference for the Safety of product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 50 | 6.67% | 6.67% |
| Some what effective | 125 | 16.67% | 23.34% |
| Very effective | 286 | 38.13% | 61.47% |
| Extremely effective | 289 | 38.53% | 100% |
| Total | 750 | 100% |  |

**Table – 4.22**

**Figure No. 4.22**

Not at all effective

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for safety of product in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 16.67% is some what effective. The view of 38.13%is very effective and the view of 38.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for safety of product in advertisement is extremely effective.

**Frequency table showing consumer preference for Value for money of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 75 | 10% | 10% |
| Some what effective | 286 | 38.13% | 48.13% |
| Very effective | 250 | 33.33% | 81.47% |
| Extremely effective | 139 | 18.53% | 100% |
| Total | 750 | 100% |  |

**Table - 4.23**

**Figure No. 4.23**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for value for money of product in advertisement is not at all effective. The view of 10% respondent is not very effective. The view of 38.13% is some what effective. The view of 33.33%is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for value for money of product in advertisement is some what effective.

**Frequency table showing Consumer preference for Ease of use of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 0 | 0% | 0% |
| Some what effective | 200 | 26.67% | 26.67% |
| Very effective | 411 | 54.8% | 81.47% |
| Extremely effective | 139 | 18.53% | 100% |
| Total | 750 | 100% |  |

**Table – 4.24**

Not at all effective

**Figure No. 4.24**

**Interpretation**:- According to this the view of 0% respondent are that the effectiveness of consumer preference for ease of use of product in advertisement is not at all effective. The view of 0% respondent is not very effective. The view of 26.67% is some what effective. The view of 54.8%is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for ease of use of product in advertisement is very effective.

**Frequency table showing consumer preference for Brand Name of product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 25 | 3.33% | 3.33% |
| Some what effective | 235 | 31.33% | 34.66% |
| Very effective | 276 | 36.8% | 71.46% |
| Extremely effective | 214 | 28.54% | 100% |
| Total | 750 | 100% |  |

**Table – 4.25**

Not at all effective

**Figure No. 4.25**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for brand name of product in advertisement is not at all effective. The view of 3.33% respondent is not very effective. The view of 31.33% is some what effective. The view of 36.8%is very effective and the view of 28.54% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for brand name of the product in advertisement is very effective.

**Frequency table showing consumer preference for Exchange offer of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 261 | 34.8% | 38.13% |
| Some what effective | 200 | 26.67% | 64.8% |
| Very effective | 175 | 23.33% | 88.13% |
| Extremely effective | 89 | 11.87% | 100% |
| Total | 750 | 100% |  |

**Table – 4.26**

Not at all effective

**Figure No. 4.26**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of consumer preference of exchange offer in advertisement is not at all effective. The view of 34.8% respondent is not very effective. The view of 26.67% is some what effective. The view of 23.33%is very effective and the view of 11.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for exchange offer in advertisement is not very effective.

**Frequency table showing consumer preference for scratch card offer of product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 0 | 0% | 3.33% |
| Some what effective | 150 | 20% | 23.33% |
| Very effective | 286 | 38.13% | 61.46% |
| Extremely effective | 289 | 38.53% | 100% |
| Total | 750 | 100% |  |

**Table- 4.27**

Not at all effective

**Figure No. 4.27**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of consumer preference for scratch card offer of the product in advertisement is not at all effective. The view of 0% respondent is not very effective. The view of 20% is some what effective. The view of 38.13%is very effective and the view of 38.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for scratch card offer of product in advertisement is extremely effective.

**Frequency table showing consumer preference for Guarantee/Warrantee offer of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 50 | 6.67% | 6.67% |
| Not very effective | 25 | 3.33% | 10% |
| Some what effective | 211 | 28.13% | 38.13% |
| Very effective | 200 | 26.67% | 64.8% |
| Extremely effective | 264 | 35.2% | 100% |
| Total | 750 | 100% |  |

**Table- 4.28**

Not at all effective

**Figure No. 4.28**

**Interpretation:-** According to this the view of 6.67% respondent are that the effectiveness of consumer preference for guarantee/warrantee of product in advertisement is not at all effective. The view of 3.33% respondent is not very effective. The view of 28.13% is some what effective. The view of 26.67%is very effective and the view of 35.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for guarantee/warrantee of product in advertisement is extremely effective.

**Frequency table showing consumer preference for Design/Style of product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 25 | 3.33% | 6.66% |
| Some what effective | 276 | 36.8% | 43.46% |
| Very effective | 335 | 44.67% | 88.13% |
| Extremely effective | 89 | 11.87% | 100% |
| Total | 750 | 100% |  |

**Table – 4.29**

Not at all effective

**Figure No. 4.29**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of consumer preference for Design/Style of product in advertisement is not at all effective. The view of 3.33% respondent is not very effective. The view of 36.8% is some what effective. The view of 44.67%is very effective and the view of 11.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for design/style of product in advertisement is very effective.

**Weighted average score table for different factors affecting buying decision of product:-**

The 1st question in the questionnaire deals with the factors affecting buying decision. Eleven variables have been considered for the analysis. Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Degree** | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score**  **(freq)** | **Rank** |
| **Functionality** | 25 | 50 | 25 | 331 | 319 | 4.1587 | **2** |
| **Reliability** | 0 | 25 | 175 | 176 | 375 | 4.1987 | **1** |
| **Benefits** | 0 | 75 | 185 | 326 | 164 | 3.7720 | **6** |
| **Safety** | 0 | 50 | 125 | 286 | 289 | 4.0853 | **3** |
| **Value for money** | 0 | 75 | 286 | 250 | 139 | 3.6040 | **7** |
| **Ease of use** | 0 | 0 | 200 | 411 | 139 | 4.0853 | **3** |
| **Brand name** | 0 | 25 | 235 | 276 | 214 | 3.9053 | **4** |
| **Exchange offer** | 25 | 261 | 200 | 175 | 89 | 3.0560 | **9** |
| **Scratch card offer** | 25 | 0 | 150 | 286 | 289 | 4.0853 | **3** |
| **Warranties &**  **Guaranties** | 50 | 25 | 211 | 200 | 264 | 3.8040 | **5** |
| **Design/Style** | 25 | 25 | 276 | 335 | 89 | 3.5840 | **8** |

**Table - 4.30**

Not at all effective

**Figure No. 4.30**

**Interpretation:** Reliability is the most important factor affecting buying decision with a weighted average score of 4.1987. Functionality is the second most important factor affecting buying decision with a weighted average score of 4.1587. Safety and ease of use are found to be the third most important factors affecting buying decision with a weighted average score of 4.08533. Safety offer also stand as the third most important factor affecting buying decision with a weighted average score of 4.08533. Brand name which the consumer has to give preference for the durable goods forms the fourth most important factor affecting buying decision with a weighted average score of 3.9053. Warranties/Guaranties offered by the manufacturer forms the fifth most important factor affecting buying decision with a weighted average score of 3.8040 .Other benefits offer by the manufacturer form the sixth most important factor affecting buying decision with a weighted average score of 3.7720. Further, exchange offer is the least important factor affecting buying decision with a weighted average score of 3.0560.

**Implication for the Marketers:** The Marketers should focus on building products with enhanced reliability to live up to the expectations of the consumers. Reliability of the product is the most important factor affecting the buying decision of the consumers. The next important factor affecting the buying decision of the consumers is the functionality of the product. Hence, the marketers should look forward to packing more features in the product. Further, they should focus on the safety features of the product to minimize the hazards of the product. They must also focus on the ease of handling the products and providing better after sales services to the buyer. Besides controlling these factors, if the manufacturers are able to provide the products at a competitive brand name, it will certainly go a long way in affecting the buying decision of the consumer and to have a serious thought about the product. Further, design/style and exchange offer do not appear to be an influencing factor affecting the buying decision of the consumers.

**Factors affecting demand of the product:-** The marketing organization must facilitate the consumers to act on their purchase intention. The organization can use a variety of techniques to achieve this. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase decisions much more easily. The owner of a registered brand personally stands behind the branded product and offers personal guarantee for maintaining the quality and standards of the product. Consumer durable are normally more valued, high priced products and not frequently purchased products.

**Frequency table showing consumer preference for the price of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 50 | 6.67% | 6.67% |
| Not very effective | 50 | 6.67% | 13.34% |
| Some what effective | 176 | 23.47% | 36.81% |
| Very effective | 185 | 24.67% | 61.48% |
| Extremely effective | 289 | 38.53% | 100% |
| Total | 750 | 100% |  |

**Table – 4.31**

Not at all effective

**Figure No. 4.31**

**Interpretation:-** According to this the view of 6.67% respondent are that the effectiveness of consumer preference for the price of the product in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 23.47% is some what effective. The view of 24.67%is very effective and the view of 38.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for price of the product in advertisement is extremely effective.

**Frequency table showing consumer preference for the Quality of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 0 | 0% | 0% |
| Some what effective | 25 | 3.33% | 3.33% |
| Very effective | 175 | 23.33% | 26.67% |
| Extremely effective | 550 | 73.33% | 100% |
| Total | 750 | 100% |  |

**Table - 4.32**

Not at all effective

**Figure No. 4.32**

**Interpretation:-** According to this the view of 0% respondent are that the effectiveness of consumer preference for quality of product in advertisement is not at all effective. The view of 0% respondent is not very effective. The view of 3.33% is some what effective. The view of 23.33%is very effective and the view of 73.33% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for quality of product in advertisement is extremely effective.

**Frequency table showing consumer preference for the Price and Quality Both of the product:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 50 | 6.67% | 6.67% |
| Some what effective | 75 | 10% | 16.67% |
| Very effective | 311 | 41.47% | 58.14% |
| Extremely effective | 314 | 41.86% | 100% |
| Total | 750 | 100% |  |

**Table – 4.33**

Not at all effective

**Figure No. 4.33**

**Interpretation:-** According to this the view of 9% respondent are that the effectiveness of consumer preference for price and quality both in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 10% is some what effective. The view of 41.47%is very effective and the view of 41.86% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of consumer preference for price and quality both in advertisement is extremely effective.

**Weighted average score table of different factors affecting demand of the product:-**

The 2nd question in the questionnaire deals with the factors affecting buying decision. Three variables have been considered for the analysis. Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to some what effective”, “2 to not very effective” and “1 not et all effective. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Some what effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **Price** | 50 | 50 | 176 | 185 | 289 | 3.8173 | 3 |
| **Quality** | 0 | 0 | 25 | 175 | 550 | 4.7 | 1 |
| **Both** | 0 | 50 | 75 | 311 | 314 | 4.1853 | 2 |

**Table - 4.34**

**Figure No. 4.34**

Not at all effective

**Interpretation:-** Quality is the most important factor affecting demand of the product with a weighted average score of 4.7 . Price and quality both together affect the demand of the product this is testified by their weighted average score of 4.1853. Price is the least important factor affecting buying decision with a weighted average score of 3.8173.

**Implication of marketers:-** Quality is found to be very affecting factor for purchase decision. Price and quality is also found to be affecting factor fordemand of the product and price is to be found least demand factor for purchase decision. **Objective-(3): To evaluate impact of print media advertising on consumer recall rate with reference to daily news paper.**

**Different news paper and its advertising impact:-**

Advertising is a big component in the market economy. It plays a significant role in motivating consumers to either use a particular brand or to increase their consumption of that brand. Newspaper forms an effective form of media in a developing country such as India where its reach is to almost every household. According to the 55th Annual Report of Registrar of Newspaper for India (RNI) in 2011 India leads the world in terms of newspaper circulation with nearly 330 million newspapers circulated daily and it grew at a rate of 6.25% over the previous year. Consumer is the central point in every business. Now-a-days, attracting and satisfying customer is more difficult than producing goods. For any product, many brands are available in the market. Every company wants to increase its market. Now buyers dominate the market. So sellers have to make lot of efforts to attract and to persuade the persons to purchase his products and services. Advertising is an important means to influence the potential customers. Advertisements increase brand-image, develop brand-familiarities and help the organization in increasing its market share. Newspaper is a good means of advertising since a big proportion of our country’s population read newspapers published in Hindi, English and the various regional languages. Newspaper is the most suitable media for advertising consumer products used by masses. Such products include durables like TV, Refrigerator, Cycle, Scooter, Washing Machine etc.

**Frequency table showing ad preference for National news paper in English:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 75 | 10% | 10% |
| **Some what effective** | 125 | 16.67% | 26.67% |
| **Very effective** | 351 | 46.8% | 73.47% |
| **Extremely effective** | 199 | 26.53% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.35**

Not at all effective

**Figure No. 4.35**

**Interpretation:-** According to this the view of 0% respondent prefer that the effectiveness of advertisement in English national news paper is not at all effective. The view of 10% respondent is not very effective. The view of 16.67% is some what effective. The view of 46.8%is very effective and the view of 26.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population prefer that the effectiveness of advertisement in English national news paper is very effective.

**Frequency table showing ad preference for National news paper in Hindi:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 25 | 3.33% | 3.33% |
| **Some what effective** | 175 | 23.33% | 26.66% |
| **Very effective** | 301 | 40.13% | 66.79% |
| Extremely effective | 249 | 33.2% | 100% |
| Total | 750 | 100% |  |

**Table – 4.36**

Not at all effective

**Figure No. 4.36**

**Interpretation:-** According to this the view of 0% respondent prefer that the effectiveness of advertisement in Hindi national news paper is not at all effective. The view of 3.33% respondent is not very effective. The view of 23.33% is some what effective. The view of 40.13%is very effective and the view of 33.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population prefer that the advertisement in Hindi national news paper is very effective.

**Frequency table showing ad preference for Local news paper in English:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 0 | 0% | 0% |
| Not very effective | 75 | 10% | 10% |
| Some what effective | 276 | 36.8% | 46.8% |
| Very effective | 300 | 40% | 86.8% |
| Extremely effective | 99 | 13.2% | 100% |
| Total | 750 | 100% |  |

**Table - 4.37**

Not at all effective

**Figure No. 4.37**

**Interpretation:-** According to this the view of 0% respondent prefer that the effectiveness of advertisement in English local news paper is not at all effective. The view of 10% respondent is not very effective. The view of 36.8% is some what effective. The view of 40%is very effective and the view of 13.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population prefer that the effectiveness of advertisement in English local news paper is very effective.

**Frequency table showing ad preference for Local news paper in Hindi:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 0 | 0% | 0% |
| **Some what effective** | 150 | 20% | 20% |
| **Very effective** | 361 | 48.13% | 68.13% |
| **Extremely effective** | 239 | 31.87% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.38**

Not at all effective

**Figure No. 4.38**

**Interpretation:-** According to this the view of 0% respondent prefer that the effectiveness of advertisement in Hindi local news paper is not at all effective. The view of 0% respondent is not very effective. The view of 20% is some what effective. The view of 48.13%is very effective and the view of 31.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population prefer that the effectiveness of advertisement in Hindi local news paper is very effective.

**Frequency table showing ad preference for Regional news paper:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 25 | 3.33 % | 3.33% |
| **Not very effective** | 100 | 13.33% | 16.66% |
| **Some what effective** | 231 | 30.8% | 47.46% |
| **Very effective** | 120 | 16% | 63.16% |
| **Extremely effective** | 274 | 36.53% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.39**

Not at all effective

**Figure No. 4.39**

**Interpretation:-** According to this the view of 3.33% respondent prefer that the effectiveness of advertisement in regional news paper is not at all effective. The view of 13.33% respondent is not very effective. The view of 30.8% is some what effective. The view of 16%is very effective and the view of 36.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population prefer that the effectiveness of advertisement in regional news paper is extremely effective.

**Weighted average score table for different type of Daily newspaper creating maximum brand awareness:-**

The 7th question in the questionnaire deals with the basis or strength which influences the prospecting consumer to buy a durable product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **National**  **News paper in English** | 0 | 75 | 125 | 351 | 199 | 3.898 | 3 |
| **National news paper in Hindi** | 0 | 25 | 175 | 301 | 249 | 4.032 | 2 |
| **Local news paper in English** | 0 | 75 | 276 | 300 | 99 | 3.564 | 5 |
| **Local news paper in Hindi** | 0 | 0 | 150 | 361 | 239 | 4.118 | 1 |
| **The regional news paper** | 25 | 100 | 231 | 120 | 274 | 3.691 | 4 |

**Table – 4.40**

Not at all effective

**Figure No. 4.40**

**Interpretation:** Local newspaper in Hindi creates maximum brand awareness with a weighted average score of 4.1187. National newspaper in Hindi stands second in generating brand awareness with a weighted average score of 4.032. National newspaper in English stands third in generating brand awareness with a weighted average score of 3.898. Regional newspaper stands fourth in generating brand awareness with a weighted average score of 3.691. Local newspaper in English stands last on the basis of ability to generate brand awareness with a weighted average score of 3.564.

**Implication from the marketers:-** Local news paper in Hindi has been found to create maximum brand awareness. National news paper in Hindi is also generated good brand awareness. National news paper in English is also play a role in generating the brand awareness. Regional news paper is also create brand awareness and local news paper in English in this study stands last in generating the brand awareness.

**Objective-(4):To evaluate the effectiveness of print media advertising on consumer buying behaviour in relation to durable goods.**

**Print media sources on its ability to create awareness:-**

Nowadays consumer durables have become essential part in lifestyle of the people in the society. There are number of brands are available in the market. In those brands, some brands are very famous not only in India but also globally. For these brands, different advertisements are available in different media. Today, most of the advertisements come with ‘celebrity endorsements’ which act as a credible means of spending money. This could be for the reason of their social standing. People want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances and buy “right” durables.

**Frequency table showing ability of Daily news paper to create awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 25 | 3.33% | 3.33% |
| **Some what effective** | 100 | 13.33% | 16.66% |
| **Very effective** | 326 | 43.47% | 16.13% |
| **Extremely effective** | 299 | 39.87% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.41**

Not at all effective

**Figure No. 4.41**

**Interpretation:-** According to this the view of 0% respondent is that the ability of daily news paper advertisement to create awareness is not at all effective. The view of3.33 % respondent is not very effective. The view of 13.33 % is some what effective. The view of 43.47 %is very effective and the view of 39.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the ability of daily news paper advrtisement to create awareness is very effective.

**Frequency table showing ability of Local news paper to create awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 25 | 3.33% | 3.33% |
| **Some what effective** | 150 | 20% | 23.33% |
| **Very effective** | 451 | 60.13% | 83.46% |
| **Extremely effective** | 124 | 16.53% | 100% |
| **Total** | 750 | 100% |  |

**Table 4.42**

Not at all effective

**Figure No. 4.42**

**Interpretation:-** According to this the view of 0% respondent is that the ability of local news paper advertisement to create awareness is not at all effective. The view of 3.33% respondent is not very effective. The view of 20% is some what effective. The view of 60.13%is very effective and the view of 16.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the ability of local news paper advertisement to create awareness is very effective.

**Frequency table showing ability of Weekly news paper to create awareness :-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 150 | 20% | 20% |
| **Some what effective** | 336 | 44.8% | 64.8% |
| **Very effective** | 226 | 30.13% | 94.93% |
| **Extremely effective** | 38 | 5.07% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.43**

**Figure No. 4.43**

**Interpretation:-** According to this the view of 0% respondent is that the ability of weekly news paper advertisement to create awareness is not at all effective. The view of 20% respondent is not very effective. The view of 44.8% is some what effective. The view of 30.13%is very effective and the view of 5.07% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the ability of weekly news paper advertisement to create awareness is some what effective.

**Frequency table showing ability of Magazine to create awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 25 | 3.33% | 10% |
| **Some what effective** | 311 | 41.47% | 51.47% |
| **Very effective** | 250 | 33.33% | 84.8% |
| **Extremely effective** | 114 | 15.2% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.44**

Not at all effective

**Figure No. 4.44**

**Interpretation:-** According to this the view of 6.67% respondent is that the ability of magazine advertisement to create awareness is not at all effective. The view of 3.33% respondent is not very effective. The view of 41.47% is some what effective. The view of 33.33%is very effective and the view of 15.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the ability of magazine advertisement to create awareness is some what effective.

**Frequency table showing ability of Weekly magazine to create awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 125 | 16.67% | 23.34% |
| **Some what effective** | 326 | 43.47% | 66.81% |
| **Very effective** | 211 | 28.13% | 94.94% |
| **Extremely effective** | 38 | 5.06% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.45**

Not at all effective

**Figure No. 4.45**

**Interpretation:-** According to this the view of 6.67% respondent is that the ability of weekly magazine to create awareness is not at all effective. The view of 16.67% respondent is not very effective. The view of 43.47% is some what effective. The view of 28.13%is very effective and the view of 5.06% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the ability of weekly magazine to create awareness is some what effective.

**Weighted average score table for different print media sources on their ability to create awareness:-**

The 6th question in the questionnaire deals with the print media sources on the ability to create awareness about the product among the existing and prospective consumers. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective** | **Extremely effective** | **Weighted Average Score** | **Rank** |
| **Daily news paper** | 0 | 25 | 100 | 326 | 299 | 4.1987 | 1 |
| **Local news paper** | 0 | 25 | 150 | 451 | 124 | 3.8987 | 2 |
| **Weekly news paper** | 0 | 150 | 336 | 226 | 38 | 3.2027 | 4 |
| **Magazine** | 50 | 25 | 311 | 250 | 114 | 3.4707 | 3 |
| **Weekly magazine** | 50 | 125 | 326 | 211 | 38 | 3.0827 | 5 |

**Table – 4.46**

Not at all effective

**Figure No. 4.46**

**Interpretation:-** Daily Newspaper is the most important print media source having the ability to create awareness about durable goods with a weighted average score of 4.1987. Local Newspaper is the second most important print media source on the basis of ability to create awareness about durable goods with a weighted average score of 3.8987 .489. Magazine is the third most important print media source having the ability to create awareness about durable goods with a weighted average score of 3.4707. Weekly Newspaper is the fourth most important print media source on the basis of ability to create awareness about durable goods with a weighted average score of 3.2027. Weekly magazine is the least important print media source on the basis of ability to create awareness about durable goods with a weighted average score of 3.0827.

**Implication for the Marketers:** The marketers should look for winning the first page of a daily newspaper for promotion of their products. The first page of a daily newspaper catches the eye of a large number of prospective consumers at the very first sight and has enormous potential of creating good deal of awareness among the masses.

**The persons in society who may influence the purchase decision:-**

**Frequency table showing the effectiveness of Celebrity endorsement in influence of purchase decision:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 85 | 11.33% | 11.33% |
| **Not very effective** | 251 | 33.47% | 44.8% |
| **Some what effective** | 175 | 23.33% | 68.13% |
| **Very effective** | 125 | 16.67% | 84.8% |
| **Extremely effective** | 114 | 15.2% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.47**

Not at all effective

**Figure No. 4.47**

**Interpretation:-** According to this the view of 11.33% respondent is that the celebrity endorsement in advertisement to influence the purchase decision is not at all effective. The view of 33.47% respondent is not very effective. The view of 23.33% is some what effective. The view of 16.67 %is very effective and the view of 15.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the celebrity endorsement influence the purchase decision is not very effective.

**Frequency table showing effectiveness of Colleagues in influence of purchase decision:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 75 | 10% | 16.67% |
| **Some what effective** | 301 | 40.13% | 56.8% |
| **Very effective** | 235 | 31.33% | 88.13% |
| **Extremely effective** | 89 | 11.87% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.48**

Not at all effective

**Figure No. 4.48**

**Interpretation:-** According to this the view of 6.67% respondent are that the role of colleagues to influence purchase decision is not at all effective. The view of 10% respondent is not very effective. The view of 40.13% is some what effective. The view of 31.33%is very effective and the view of 11.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the role of colleagues to influence purchase decision is some what effective.

**Frequency table showing effectiveness of Neighbour in influence of purchase decision:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 50 | 6.67% | 6.67% |
| Not very effective | 50 | 6.67% | 13.34% |
| Some what effective | 311 | 41.47% | 54.81% |
| Very effective | 150 | 20% | 74.81% |
| Extremely effective | 189 | 25.2% | 100% |
| Total | 750 | 100% |  |

**Table – 4.49**

Not at all effective

**Figure No. 4.49**

**Interpretation:-** According to this the view of 6.67% respondent are that the role of neighbour to influence purchase decision is not at all effective. The view of 6.67% respondent is not very effective. The view of 41.47% is some what effective. The view of 20%is very effective and the view of 25.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the role neighbour to influence purchase decision of is some what effective.

**Frequency table showing effectiveness of Family members in influence of purchase decision:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 20 | 2.67% | 2.67% |
| **Not very effective** | 30 | 4% | 6.67% |
| **Some what effective** | 100 | 13.33% | 20% |
| **Very effective** | 301 | 40.13% | 60.13% |
| **Extremely effective** | 299 | 39.87% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.50**

Not at all effective

**Figure No. 4.50**

**Interpretation:-** According to this the view of 2.67% respondent is that the role of family members to influence purchase decision is not at all effective. The view of 4% respondent is not very effective. The view of 13.33% is some what effective. The view of 40.13%is very effective and the view of 39.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the role of family member to influence purchase decision is very effective

**Frequency table showing effectiveness of Teachers in influence of purchase decision:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 75 | 10% | 10% |
| Not very effective | 150 | 20% | 30% |
| Some what effective | 126 | 16.8% | 46.8% |
| Very effective | 175 | 23.33% | 70.13% |
| Extremely effective | 224 | 29.87% | 100% |
| Total | 750 | 100% |  |

**Table - 4.51**

Not at all effective

**Figure No. 4.51**

**Interpretation:-** According to this the view of 10% respondent are that the role of teacher to influence purchase decision is not at all effective. The view of 20% respondent is not very effective. The view of 16.8% is some what effective. The view of 23.33%is very effective and the view of 29.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the role of teachers to influence the purchase decision is extremely effective.

**Weighted average score table for effectiveness of persons in society who may influence the purchase decision:-**

The 4th question in the questionnaire deals with the basis or strength which influences the prospecting consumer to buy a durable product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Some what effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **Celebrity** | 85 | 251 | 175 | 125 | 114 | 2.9093 | 5 |
| **Colleague** | 50 | 75 | 301 | 235 | 89 | 3.3173 | 4 |
| **Neighbors** | 50 | 50 | 311 | 150 | 189 | 3.5040 | 2 |
| **Family members** | 20 | 30 | 100 | 301 | 299 | 4.1053 | 1 |
| **Teacher** | 75 | 150 | 126 | 175 | 224 | 3.4307 | 3 |

**Table – 4.52**

Not at all effective

**Figure No. 4.52**

**Interpretation:** Family members are the biggest influencers strengthening the purchase decision of a prospective buyer with a weighted average score of 4.1053. Neighbours are just next to the family members in strengthening the purchase decision of the prospective buyer with a weighted average score of 3.5040 . Teacher is the third most important influencer affecting the buying decision of the buyer with a weighted average score of 3.4307. Colleague is the next most important influencer affecting the buying decision of the buyer with a weighted average score of 3.3173. Celebrities are the least important influencers affecting the buying decision of the buyer with a weighted average score of 2.9093.

**Implication for the Marketers:** The Marketers should focus on convincing not only the prospects but also their family members as they have a great say in the purchase decisions of the prospective buyer.

**Objectve-(5): To explore the purchase level of consumer through the print media advertisement.**

In the current era of information explosion and the world of media, advertisements play a major role in changing the behaviour and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands.

**Frequency table showing effectiveness of The rational appeal in print media advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 75 | 10% | 10% |
| **Not very effective** | 100 | 13.33% | 23.33% |
| **Some what effective** | 151 | 20.13% | 43.46% |
| **Very effective** | 250 | 33.33% | 76.79% |
| **Extremely effective** | 174 | 23.2% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.53**

Not at all effective

**Figure No. 4.53**

**Interpretation:-** According to this the view of 10% respondent is that the effectiveness of rational in advertisement is not at all effective. The view of 13.33% respondent is not very effective. The view of 20.13% is some what effective. The view of 33.33%is very effective and the view of 23.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of rational appeal in print media advertisement is very effective

**Frequency table showing effectiveness of The emotional appeal in print media advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 150 | 20% | 26.67% |
| **Some what effective** | 176 | 23.47% | 50.14% |
| **Very effective** | 260 | 34.66% | 84.8% |
| **Extremely effective** | 114 | 15.2% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.54**

Not at all effective

**Figure No. 4.54**

**Interpretation:-** According to this the view of 6.67% respondent is that the effectiveness of emotional appeal in advertisement is not at all effective. The view of 20% respondent is not very effective. The view of 23.47% is some what effective. The view of 34.66%is very effective and the view of 15.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of emotional appeal in advertisement is very effective.

**Frequency table showing effectiveness of The social appeal in print media advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 25 | 3.33% | 3.33% |
| **Not very effective** | 50 | 6.67% | 10% |
| **Some what effective** | 251 | 33.47% | 43.47% |
| **Very effective** | 260 | 34.67% | 78.14% |
| **Extremely effective** | 164 | 21.87% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.55**

Not at all effective

**Figure No. 4.55**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of social appeal in advertisement is not at all effective. The view of 6.67% respondent is not very effective. The view of 33.47% is some what effective. The view of 34.67%is very effective and the view of 21.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of social appeal in advertisement is very effective

**Frequency table showing effectiveness of The language dialect in print media advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 25 | 3.33% | 3.33 |
| **Not very effective** | 125 | 16.67% | 20%% |
| **Some what effective** | 226 | 30.13% | 50.13% |
| **Very effective** | 225 | 30% | 80.13% |
| **Extremely effective** | 149 | 19.87% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.56**

Not at all effective

**Figure No. 4.56**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness of language dialect in advertisement is not at all effective. The view of 16.67% respondent is not very effective. The view of 30.13% is some what effective. The view of 30%is very effective and the view of 19.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of language dialect in advertisement is some what effective.

**Frequency table showing effectiveness of Presence of celebrity / sports person in print media advertisement:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 75 | 10% | 16.67% |
| **Some what effective** | 286 | 38.13% | 54.8% |
| **Very effective** | 200 | 26.67% | 81.47% |
| **Extremely effective** | 139 | 18.53% | 100% |
| **Total** | 750 | 100% |  |

**Table – 4.57**

Not at all effective

**Figure No. 4.57**

**Interpretation:-** According to this the view of 6.67% respondent are that the effectiveness of presence of celebrity/sports person in advertisement is not at all effective. The view of 10% respondent is not very effective. The view of 38.13% is some what effective. The view of 26.67%is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of presence of celebrity in advertisement is some what effective

**Weighted average table of Instrument of conveying message on effectiveness basis:-**

The 10th question in the questionnaire deals with the type of print media which gives better information about product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **(1)**  **Not at all effective** | **(2)**  **Not very effective** | **(3)**  **Some what effective** | **(4)**  **Very effective** | **(5)**  **Extremely effective** | **Weighted Average Score** | **Rank** |
| **The rational appeals** | 75 | 100 | 151 | 250 | 174 | 3.464 | 2 |
| **The emotional appeal** | 50 | 150 | 176 | 260 | 114 | 3.317 | 4 |
| **The social message** | 25 | 50 | 251 | 260 | 164 | 3.651 | 1 |
| **The language dialect of the ad** | 25 | 125 | 226 | 225 | 149 | 3.464 | 2 |
| **Presence of celebrity/ sports person** | 50 | 75 | 286 | 200 | 139 | 3.404 | 3 |

**Table - 4.58**

Not at all effective

**Figure No. 4.58**

**Interpretation:** Delivering a social message is the most important instrument of conveying message on effectiveness basis with a weighted average score of 3.651,. The language/dialect of the advertisement and the rational appeal form the second most important instruments of conveying message on effectiveness basis sharing a weighted average score of 3.464,. The presence of celebrity/ sports person in the advertisement is the third most important instrument of conveying message on effectiveness basis with a weighted average score of 3.404 . The emotional appeal of the advertisement is the least important instrument of conveying message on effectiveness basis with a weighted average score of 3.317.

**Implication for the Marketers:** The marketers should focus on preparing some social message while promoting their products, while keeping in concern the language/dialect and the rational appeal of the message as well.

**Media sources on the basis of their effectiveness in creating brand awareness:-**

**Frequency table showing effectiveness of Handbills & booklets for creating awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 75 | 10% | 10% |
| **Not very effective** | 100 | 13.33% | 23.33% |
| **Some what effective** | 276 | 36.8% | 60.13% |
| **Very effective** | 251 | 33.47% | 93.6% |
| **Extremely effective** | 48 | 6.4% | 100% |
| **Total** | 750 | 100% |  |

**Table No. - 4.59**

Not at all effective

**Figure No. 4.59**

**Interpretation:-** According to this the view of 10% respondent is that the effectiveness of handbills & booklets in advertisement for creating awareness is not at all effective. The view of 13.33% respondent is not very effective. The view of 36.8% is some what effective. The view of 33.47%is very effective and the view of 6.4% is extremely effective.

**Inference**:- From the above data it can be inferred that majority of population says that the effectiveness of handbills & booklets in advertisement for creating awareness is some what effective.

**Frequency table showing effectiveness of Posters for creating awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| Not at all effective | 25 | 3.33% | 3.33% |
| Not very effective | 25 | 3.33% | 6.66% |
| Some what effective | 276 | 36.8% | 43.46% |
| Very effective | 325 | 43.33% | 86.79% |
| Extremely effective | 99 | 13.2% | 100% |
| Total | 750 | 100% |  |

**Table - 4.60**

Not at all effective

**Figure No. 4.60**

**Interpretation:-** According to this the view of 3.33% respondent are that the effectiveness posters in advertisement for creating awareness is not at all effective. The view of 3.33% respondent is not very effective. The view of 36.8% is some what effective. The view of 43.33%is very effective and the view of 13.2% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of poster in advertisement for creating awareness is very effective.

**Frequency table showing effectiveness of Stickers for creating awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 50 | 6.67% | 6.67% |
| **Not very effective** | 100 | 13.33% | 20% |
| **Some what effective** | 326 | 43.47% | 63.47% |
| **Very effective** | 185 | 24.67% | 88.14% |
| **Extremely effective** | 89 | 11.87% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.61**

Not at all effective

**Figure No. 4.61**

**Interpretation:-** According to this the view of 6.67% respondent is that the effectiveness of sticker in advertisement for creating awareness is not at all effective. The view of 13.33% respondent is not very effective. The view of 43.47% is some what effective. The view of 24.67%is very effective and the view of 11.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of sticker in advertisement for creating awareness is some what effective.

**Frequency table showing effectiveness of Banners for creating awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 75 | 10% | 10% |
| **Some what effective** | 226 | 30.13% | 40.13% |
| **Very effective** | 310 | 41.33% | 81.46% |
| **Extremely effective** | 139 | 18.53% | 100% |
| **Total** | 750 | 100% |  |

**Table -4.62**

Not at all effective

**Figure No. 4.62**

**Interpretation**:- According to this the view of 0% respondent that the effectiveness of banners in advertisement for creating awareness is not at all effective. The view of 10% respondent is not very effective. The view of 30.13% is some what effective. The view of 41.33%is very effective and the view of 18.53% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of banners in advertisement for creating awareness is very effective.

**Frequency table showing effectiveness of combo offers for creating awareness:-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Frequency** | **Percentage** | **Cumulative percentage** |
| **Not at all effective** | 0 | 0% | 0% |
| **Not very effective** | 25 | 3.33% | 3.33% |
| **Some what effective** | 235 | 31.33% | 34.66% |
| **Very effective** | 251 | 33.47% | 68.13% |
| **Extremely effective** | 239 | 31.87% | 100% |
| **Total** | 750 | 100% |  |

**Table - 4.63**

Not at all effective

**Figure No. 4.63**

**Interpretation:-** According to this the view of 0% respondent is that the effectiveness of combo offer in advertisement for creating awareness is not at all effective. The view of 3.33% respondent is not very effective. The view of 31.33% is some what effective. The view of 33.47%is very effective and the view of 31.87% is extremely effective.

**Inference:-** From the above data it can be inferred that majority of population says that the effectiveness of combo offer in advertisement for creating awareness is very effective.

**Weighted Average score table of print media sources on the basis of their effectiveness in creating brand awareness:-**

The 9th question in the questionnaire deals with the type of print media which gives better information about product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. Results for analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **Handbills & booklets** | 75 | 100 | 276 | 251 | 48 | 3.129 | 5 |
| **Posters** | 25 | 25 | 276 | 325 | 99 | 3.597 | 3 |
| **Stickers** | 50 | 100 | 326 | 185 | 89 | 3.217 | 4 |
| **Banners** | 0 | 75 | 226 | 310 | 139 | 3.684 | 2 |
| **combo offers** | 0 | 25 | 235 | 251 | 239 | 3.939 | 1 |

**Table – 4.64**

Not at all effective

**Figure No. 4.64**

**Interpretation:-** Combo offer are the most important media source on the basis of effectiveness in creating brand awareness with a weighted average score of 3.939. Banners are the second most important media source on the basis of effectiveness in creating brand awareness with a weighted average score of 3.684. Posters are the third most important media source on the basis of effectiveness in creating brand awareness with a weighted average score of 3.597. Stickers are the fourth most important media source on the basis of effectiveness in creating brand awareness with a weighted average score of 3.217. Handbooks and booklets form the least important media source on the basis of effectiveness among the mentioned media sources in creating brand awareness with a weighted average score of 3.129.

**Implication for the Marketers:-** Combo offer is found to be very effective media source in creating brand awareness. Banners are the second effective source in creating brand awareness. Posters are also found effective source in creating brand awareness. Stickers are also found effective source in creating brand awareness. Handbooks and booklets are found least effective source in creating brand awareness.

**4.2 HYPOTHESIS TESTING:-**

**Objective- (4): To evaluate the effectiveness of print media advertising on consumer buying behaviour in relation to durable goods.**

**For this objective hypothesis is:-**

**Hypothesis:- (1)**

**H1:- Print media advertisements creates an impact in the promotion of durable goods.**

**Ho:- Print media advertisements do not have a significant impact in the promotion of durable goods.**

The 6th question in the questionnaire deals with the print media sources on the ability to create awareness about the product among the existing and prospective consumers. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely important”, “4 to very important”, “3 to somewhat important”, “2 to not very important” and “1 to Not at all important”.

**For this hypothesis we are taken responses of question no. 6th of questionnaire analysis are drawn in the Table.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective** | **Extremely effective** | **Weighted Average Score** | **Rank** |
| **Daily news paper** | 0 | 25 | 100 | 326 | 299 | 4.1987 | 1 |
| **Local news paper** | 0 | 25 | 150 | 451 | 124 | 3.8987 | 2 |
| **Weekly news paper** | 0 | 150 | 336 | 226 | 38 | 3.2027 | 4 |
| **Magazine** | 50 | 25 | 311 | 250 | 114 | 3.4707 | 3 |
| **Weekly magazine** | 50 | 125 | 326 | 211 | 38 | 3.0827 | 5 |

**Testing of Hypothesis(1)**

**Chi-Square Test**

**Expected Frequency (E)= Total no. Of respondent**

**No. Of variables**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed freq.**  **(O)** | **Expected freq.**  **(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/ E** |
| **1**  **2**  **3**  **4** | **25**  **100**  **326**  **299** | **187.5**  **187.5**  **187.5**  **187.5** | **-162.5**  **-87.5**  **138.5**  **111.5** | **26,406.25**  **7,656.25**  **19,182.25**  **12,432.25** | **140.83**  **40.83**  **102.31**  **66.31** |
| **Total** | **750** | **750** |  |  | **Sum= 350.28** |

**Table 4.65 : Daily news paper (V01)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed freq.**  **(O)** | **Expected freq.**  **(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| **1**  **2**  **3**  **4** | **25**  **150**  **451**  **124** | **187.5**  **187.5**  **187.5**  **187.5** | **-162.5**  **-37.5**  **263.5**  **-63.5** | **26,406.25**  **1,406.25**  **69,432.25**  **4,032.25** | **140.83**  **7.5**  **370.30**  **21.51** |
| **Total** | **750** | **750** |  |  | **Sum=540.14** |

**Table 4.66: Local news paper (V02)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed freq.**  **(O)** | **Expected freq.**  **(E)** | **Residual (O-E)** | **(O-E)2** | **(O-E)2/E** |
| **1**  **2**  **3**  **4** | **150**  **336**  **226**  **38** | **187.5**  **187.5**  **187.5**  **187.5** | **-37.5**  **148.5**  **38.5**  **-149.5** | **1,406.25**  **22,052.25**  **1,482.25**  **22,350.25** | **7.5**  **117.61**  **7.90**  **119.20** |
| **Total** | **750** | **750** |  |  | **Sum=252.21** |

**Table 4.67: Weekly news paper (V03)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed freq. (O)** | **Expected freq. (E)** | **Residual (O-E)** | **(O-E)2** | **(O-E)2/E** |
| **1**  **2**  **3**  **4**  **5** | **50**  **25**  **311**  **250**  **114** | **150**  **150**  **150**  **150**  **150** | **-100**  **-25**  **176**  **61**  **-112** | **10,000**  **625**  **30,976**  **3,721**  **12,544** | **66.66**  **4.16**  **206.50**  **24.80**  **83.62** |
| **Total** | **750** | **750** |  |  | **Sum= 384.74** |

**Table 4.68 : Magazine (V04)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed freq. (O)** | **Expected freq. (E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| **1**  **2**  **3**  **4**  **5** | **50**  **125**  **326**  **211**  **38** | **150**  **150**  **150**  **150**  **150** | **-100**  **-25**  **176**  **61**  **-112** | **10,000**  **626**  **30,976**  **3,721**  **12,544** | **66.66**  **4.17**  **206.59**  **24.80**  **83.62** |
| **Total** | **750** | **750** |  |  | **Sum=385.84** |

**Table 4.69: Weekly Magazine (V05)**

**Table 4.70: Test Statistics (Testing of Hypothesis- 1)**

**Degree of Freedom is**

**d.f.= (r-1)(c-1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **V01** | **V02** | **V03** | **V04** | **V05** |
| Chi-Square; | 350.28 | 540.14 | 252.21 | 384.74 | 385.84 |
| Df | (4-1)(2-1)=3 | (4-1)(2-1)=3 | (4-1)(2-1)=3 | (5-1)(2-1)=4 | (5-1)(2-1)=4 |
| Tab.value(0.05) | 7.815 | 7.815 | 7.815 | 9.488 | 9.488 |

The above table confirms alternate Hypothesis because **Calculated** value is more than **Tabulated** value so alternate hypothesis is excepted. Then we can say that Print media have a significant impact in the promotion of durable goods.

**Objective-(3): To evaluate the impact of print media advertising on consumer recall rate with reference to daily news paper.**

**For this objective hypothesis is:-**

**Hypothesis:- (2)**

**H1:- Advertisement in news paper has a significant impact on the consumer recall rate.**

**Ho:- Advertisement in news paper do not have a significant impact on the consumer recall rate.**

The7th question in the questionnaire deals with the basis or strength which influences the prospecting consumer to buy a durable product. Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective**”. For this hypothesis we are taken responses of 7th question analysis are drawn in the Table.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Somewhat effective**  **(freq)** | **Very effective**  **(freq)** | **Extremely effective**  **(freq)** | **Weighted Average Score** | **Rank** |
| **National**  **News paper in English** | 0 | 75 | 125 | 351 | 199 | 3.898 | 3 |
| **National news paper in Hindi** | 0 | 25 | 175 | 301 | 249 | 4.032 | 2 |
| **Local news paper in English** | 0 | 75 | 276 | 300 | 99 | 3.564 | 5 |
| **Local news paper in Hindi** | 0 | 0 | 150 | 361 | 239 | 4.118 | 1 |
| **The regional news paper** | 25 | 100 | 231 | 120 | 274 | 3.691 | 4 |

**Testing of Hypothesis (2)**

**Chi-Square Test**

**Expected frequency (E)= Total no. Of respondent**

**No. Of variables**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4 | 75  125  351  199 | 187.5  187.5  187.5  187.5 | -112.5  -62.5  163.5  11.5 | 12,656.25  3,906.25  26,732.25  132.25 | 67.5  20.83  142.57  0.71 |
| **Total** | **750** | **750** |  |  | **Sum=231.61** |

**Table 4.71: National News paper in English (V001)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4 | 25  175  301  249 | 187.5  187.5  187.5  187.5 | -162.5  -112.5  113.5  61.5 | 26,406.25  12,656.25  12,882.25  3,782.25 | 140.83  67.5  68.70  20.17 |
| **Total** | **750** | **750** |  |  | **Sum=297.2** |

**Table 4.72: National News paper in Hindi (V002)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4 | 75  276  300  99 | 187.5  187.5  187.5  187.5 | -112.5  88.5  112.5  -88.5 | 12,656.25  7,832.25  12,656.25  7,832.25 | 67.5  41.77  67.5  41.77 |
| **Total** | **750** | **750** |  |  | **Sum=218.54** |

**Table 4.73: Local News paper in English (V003)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.**  **(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3 | 150  361  239 | 250  250  250 | -100  111  -11 | 10,000  12.321  121 | 40  49.28  0.48 |
| **Total** | **750** | **750** |  |  | **Sum=89.76** |

**Table 4.74: Local News paper in Hindi (V004)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 25  100  231  120  274 | 150  150  150  150  150 | -125  -50  81  -30  124 | 15,625  2500  6,561  900  15,376 | 104.16  16.66  43.74  6  102.50 |
| **Total** | **750** |  |  |  | **Sum=273.06** |

**Table 4.75: Regional News paper (V005)**

**Table 4.76: Test Statistics (Testing of Hypothesis- 2)**

**Degree of freedom is**

**df. = (r-1)(c-1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **V001** | **V002** | **V003** | **V004** | **V005** |
| Chi-Square;  df.  Tab.value(0.05) | 231.61  (4-1)(2-1)=3  7.815 | 297.2  (4-1)(2-1)=3  7.815 | 218.54  (4-1)(2-1)=3  7.815 | 89.76  (3-1)(2-1)=2  5.991 | 273.06  (5-1)(2-1)=4  9.488 |

The above table confirms alternate Hypothesis because **Calculated** value is more than **Tabulated** value so alternate hypothesis is excepted. It means that advertisements in news paper have a significant impact on the consumer recall rate. . Daily newspaper creating maximum brand awareness. The first page of a daily newspaper catches the eye of a large number of prospective consumers at the very first sight and has enormous potential of creating good deal of awareness among the masses.

**Objective:- (2) To analyze the different promotional offer in print media advertisement which induce purchase behaviour of consumer for durable goods. For this objective hypothesis is**

**Hypothesis:- (3)**

**H1:- Promotional offers in print media advertising have a perfect impact on consumer purchase decision.**

**Ho:- Promotional offers in print media advertising do not have a perfect impact on consumer purchase decision.**

Five variables have been considered for the analysis and Weighted Average Score test has been used to analyze the particular problem. Further, ranking has been done accordingly and the weights are assigned as “5 to extremely effective”, “4 to very effective”, “3 to somewhat effective”, “2 to not very effective” and “1 to Not at all effective”. For this hypothesis we are taken responses of question no.5th Of questionnaire analysis are drawn in the Table.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Not at all effective**  **(freq)** | **Not very effective**  **(freq)** | **Some what effective**  **(freq)** | **Very effective** | **Extremely effective** | **Weighted Average Score** | **Rank** |
| **Discount** | 50 | 50 | 226 | 260 | 164 | 3.5840 | 2 |
| **Free gift** | 25 | 125 | 226 | 235 | 139 | 3.4507 | 3 |
| **Lucky draws** | 125 | 125 | 386 | 101 | 13 | 2.6693 | 5 |
| **Contest offer** | 125 | 125 | 251 | 236 | 13 | 2.8493 | 4 |
| **Free service offer** | 50 | 50 | 75 | 386 | 189 | 3.8187 | 1 |

**Testing of Hypothesis(3)**

**Chi-Square Test**

**Expected Frequency(E)= Total no. Of Respondent**

**No. Of Variables**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 50  50  226  260  164 | 150  150  150  150  150 | -100  -100  76  110  14 | 10,000  10,000  5,776  12,100  196 | 66.66  66.66  38.50  80.66  1.30 |
| **Total** | **750** | **750** |  |  | **Sum=253.78** |

**Table 4.77: Discount offer (V0001)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 25  125  226  235  139 | 150  150  150  150  150 | -125  -25  76  85  -11 | 12,625  625  5,776  7,225  121 | 104.16  4.16  38.50  48.16  0.80 |
| **Total** | **750** | **750** |  |  | **Sum=195.78** |

**Table 4.78: Free gift offer (V0002)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 125  125  386  101  13 | 150  150  150  150  150 | -25  -25  236  -49  -137 | 625  625  55,696  2,401  18,769 | 4.16  4.16  371.30  16.00  125.12 |
| **Total** | **750** | **750** |  |  | **Sum=520.74** |

**Table 4.79: Lucky draws offer (V0003)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 125  125  251  236  13 | 150  150  150  150  150 | -25  -25  101  86  -137 | 625  625  10,201  7,396  18,769 | 4.16  4.16  68.00  49.30  125.12 |
| **Total** | **750** | **750** |  |  | **Sum=250.74** |

**Table 4.80: Contest offer (V0004)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Observed Freq.(O)** | **Expected Freq.(E)** | **Residual**  **(O-E)** | **(O-E)2** | **(O-E)2/E** |
| 1  2  3  4  5 | 50  50  75  386  189 | 150  150  150  150  150 | -100  -100  -75  236  39 | 10,000  10,000  5,625  55,696  1,521 | 66.66  66.66  37.5  371.30  10.14 |
| **Total** | **750** | **750** |  |  | **Sum=552.26** |

**Table 4.81: Free Service Offer (V0005)**

**Table 4.82: Test Statistics (Testing of Hypothesis- 3)**

**Degree of freedom is**

**df. = (r-1)(c-1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **V0001** | **V0002** | **V0003** | **V0004** | **V0005** |
| Chi-Square;  df  Tab.Value(0.05) | 253.78  (5-1)(2-1) =4  9.488 | 195.78  (5-1)(2-1) =4  9.488 | 520.74  (5-1)(2-1)=4  9.488 | 250.74  (5-1)(2-1)=4  9.488 | 552.26  (5-1)(2-1)=4  9.488 |

The above table confirms alternate hypothesis because **Calculated** value is more than **Tabulated** value. So alternate hypothesis is excepted. Then we can say that promotional offers in print media advertising has an impact on consumer purchase decision.

**4.3 Demographic profile of the respondents:** Considering the purchasing power of the respondents, it would be very apt to highlight the basic details of the respondents. The basic profile of the respondents has been summarized below:

**Age group:**

**Table 4.83 frequency table of different age groups**

|  |  |  |
| --- | --- | --- |
| **Age group** | **Frequency** | **Percentage** |
| 20-30 | 175 | 23.33% |
| 30-40 | 131 | 17.47% |
| 40-50 | 150 | 20.00% |
| 50-60 | 155 | 20.67% |
| Above 60 | 139 | 18.53% |
| **Total** | **750** | **100%** |

**Figure No. 4.65**

* Nearly 175 respondent were age of 20-30 years,131 were age of 30-40 years,150 were age of 40-50 years, 155 were age of 50-60 years and 139 were the age of above 60 years.

**Gender wise:**

**Table 4.84 Frequency table Showing Gender Distribution**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Frequency** | **Percentage** |
| Male | 330 | 44% |
| Female | 420 | 56% |
| **Total** | **750** | **100.00** |

**Figure No. 4.66**

* 56% of the respondents were females.
* The rest 44% of the respondents were males.

**Income Wise:**

**Table 4.85 Frequency table showing the distribution of monthly income of the respondents**

|  |  |  |
| --- | --- | --- |
| **Income** | **Frequency** | **Percentage** |
| 25000-35000 | 175 | 23.33% |
| 35000-45000 | 176 | 23.46% |
| 45000-55000 | 180 | 24% |
| 55000-65000 | 105 | 14% |
| Above 65000 | 114 | 15.20% |
| **Total** | **750** | **100** |

**Figure No. 4.67**

* Nearly a quarter of the respondents were earning in the range of INR 45,000-55,000 p.m. while another quarter of them was earning between INR3 35,000-45,000 p.m.
* 15% of the respondents had a monthly income of over INR 65,000.

**Occupation Wise:**

**Table 4.86 Frequency table showing different occupation groups**

|  |  |  |
| --- | --- | --- |
| **Occupation** | **Frequency** | **Percentage** |
| Govt. Employee | 175 | 23.33% |
| Pvt. Service | 236 | 31.46% |
| Business | 25 | 3.33% |
| Retired | 125 | 16.66% |
| Others | 189 | 25.20% |
| **Total** | **750** | **100** |

**Figure No. 4.68**

* About one-third of the respondents were employed in privately owned organizations.
* Nearly a quarter of them were government employees.
* Approximately one-sixth of the respondents were retired.
* Only a miniscule 3% of the respondents had their own business.

**Education Wise:**

**Table 4.87 Frequency table showing different education groups**

|  |  |  |
| --- | --- | --- |
| **Education** | **Frequency** | **Percentage** |
| Graduate | 276 | 36.80% |
| Post Graduate | 285 | 38% |
| Professionals | 125 | 16.66% |
| Others | 64 | 8.53% |
| **Total** | **750** | **100** |

**Figure No. 4.69**

* About three-fourth of the respondents were graduates and above, in which nearly half were post-graduates and the remaining half were plain graduates.
* 16.66% were professionally qualified.

**CHAPTER 5**

**FINDING AND CONCLUSION**

**5.1 FINDINGS OF THE STUDY**

In a broader way the aim of the study is to find out the impact of print media advertising on consumer buying behaviour in relation to durable goods in central Uttar Pradesh. For which detailed analysis is done in previous chapter and following are findings.

**Objective-(1): To Analyze the important sources of information through print media in purchase of consumer durables.**

As per the analysis of the data table no. 4.1 shows that the news paper 1st page advertisement is very effective for the consumer for purchasing of durables and promoting of their purchase decision.

In continuation to this another finding is strengthen the facts from table 4.2 shows that the major population says that the news paper last page advertisement is some what effective that the news paper advertisement helps them in understanding the product which induce their purchase decision. From the table no. 4.3 it is clear that the maximum respondent says that news paper 2nd page advertisement is some what effective means they gain knowledge about the product from the news paper 2nd page advertisement which may influence their purchase decision.

In this extension when we asked them about news paper 3rd page advertisement in table 4.4 it shows that the major population says that the effectiveness of advertisement in news paper 3rd page is very effective means through this they influence about product very much and this induce their purchase decision effectively. In this continuation when we move another table 4.5 we found that the view of respondent about news paper 5th page advertisement in this the maximum population says that the advertisement in news paper 5th page advertisement is not very effective means it do not help them in understanding the product and it does not influence their purchase decision. **For these above news paper advertisement when we use statistical tool together that is weighted average score method** we find in table 4.6 that news paper first page advertisement is the most effective source for conveying product information for the prospective consumer. The marketers should focus on promoting their durable goods via this medium as far as possible. Further news paper 3rd page advertisement also use as important print media source for product information to consumer. The news paper 2nd page advertisement can also give information about the product to the consumer. The news paper last page advertisement is the fourth print media source for delivering product information and news paper last page advertisement is least effective in promoting a durable product.

In this first objective we also examine different magazines ability to create awareness. For this table 4.7 shows that the majority of population says that the effectiveness of advertisement in magazine covering social issue and current trends is very effective which give them proper awareness about the product. In this extension when we ask about women oriented magazine in table 4.8 then we come to know that majority of respondent says that the advertisement in this magazine is very effective for consumer purchase decision. Which give them complete awareness about the product. For further analysis when we take the result of advertisement in sports related magazine in table 4.9 we find that maximum respondent says that the advertisement in sports related magazine is very effective for consumers which give them awareness about the product. In another analysis when we ask about advertisement in magazine covering Indian social economic and political environment in Hindi in table 4.10 we get the result that the majority of respondent says that the effectiveness of advertisement in this magazine is very effective for brand awareness which increase the purchase decision of consumer. In another question when we ask about advertisement in magazine covering Indian social economic and political environment in English in table 4.11 we find that advertisement in this magazine is very effective for giving the awareness of product information.

**For these above different type of magazines advertisement when we use statistical tool together that is weighted average score method.**

We find out in table 4.12 that the Women oriented magazine has been found to create maximum brand awareness. Magazine covering Indian socio economic and political environment in Hindi also create brand awareness. Magazine covering social issue and current trends also generate brand awareness. Lastly magazine covering Indian socio economic and political environment in English and sports related magazine also create brand awareness.

The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. Print Media are lightweight, portable, disposable publications printed on paper and circulated as physical copies which hold informative and entertaining content that is of general or special interest. Today, many books, newspapers, magazines and newsletters are published.

Objective-(2): To Analyze the different promotional offer in print media advertisement which induce the purchase behaviour of consumer for durable goods.

For this objective we ask question about different promotional offer which are used in advertising. According to analysis of data shows in table 4.13 for discount offer we find out that majority of respondent says that effectiveness of discount offer in advertisement is very effective which encourage their purchase decision. In another table 4.14 we analyse the effectiveness of gift offer we find out that the majority of population says that the effectiveness of gift offer in advertisement is very effective which promote their purchase decision. In this extension when we analyse the effectiveness of lucky draw in advertisement in table 4.15 we find out that the majority of respondent says that the lucky draw offer in advertisement is some what effective which may induce their purchase decision. In another table 4.16 when we analyse about contest offer in advertisement we get result that the majority of people says that the contest offer in advertisement is some what effective which may also induce their purchase decision. In this continuation when we analyse free service offer in advertisement in table 4.17 we find out that majority of population says that the effectiveness of free service offer in advertisement for product is very effective which attract them for their purchase decision.

**For these above different type of promotional offer which are use in advertisement when we use statistical tool together that is weighted average score method.** We find out in table 4.18 that the Free service offer has been found the most effective promotional offer for the attraction of the consumer towards durable goods. This offer induce the purchase of durable goods. Further discount offer is the most effective promotional offer for the attraction of consumer purchase decision. Free gift also attract the purchase decision of the consumer. According to result of questionnaire contest and lucky draw also make effect on the purchase decision of consumer.

For this objective ‘2’ we also ask about some promotional factors of product which are used in advertisement. According to analysis of data shows in table 4.19 for functionality of product we find out that the maximum people says that the functionality of product is very effective factor for purchasing of durables which induce their purchase decision. Like this another factor is reliability of the product when we analyse this factor in table 4.20 we find out majority of population says that the reliability of product is extremely effective in their purchase decision which encourage their purchase decision. In this extension when we ask about benefits of the product we find in table 4.21 that the majority of people says that benefit of product is very effective factor of durable product which increase their purchase decision. In another analysis when we ask about safety of product we find out in table 4.22 that the majority of population says that the consumer preference for safety of product is extremely effective which increase their purchase decision. In further analysis when we analyse about value for money of the product in table 4.23 we find out that the majority of population prefer value for money of product is some what effective which is important for their purchase decision. In another factor which is ease of use when we ask about it we find out in table 4.24 that majority of population says that the ease of use factor is very effective for their purchase decision. In another analysis when we analyse in table 4.25 the brand name of product we get result that the majority of population says that the brand name of product is very effective because any product if they want to purchase first brand name attract them or encourage them for purchasing of that product. In further analysis when we ask about the exchange offer for the product we find out in table 4.26 that the majority of respondent says that the exchange offer in advertisement is not very effective because this factor is not influence their purchase decision. In another factor which is scratch card offer in advertisement when we analyse this factor we find out in table 4.27 that the majority of population says that scratch card offer in advertisement is extremely effective which attract them for purchase of the product. When we take another factor that is guarantee/warrantee offer in advertisement in analysis we find out in table 4.28 that the majority of results indicate that the guarantee/warrantee offer in advertisement is extremely effective which increase their purchase decision. In this extension when we ask about design/style of the product we find out in table 4.29 that the maximum people says that the design/style of the product is very effective for purchase decision of the product for the consumer.

**For these above promotional factor which are generally come in advertisement when we use statistical tool together that is weighted average score method,** we find outin table 4.30 The Marketers should focus on building products with enhanced reliability to live up to the expectations of the consumers. Reliability of the product is the most important factor affecting the buying decision of the consumers. The next important factor affecting the buying decision of the consumers is the functionality of the product. Hence, the marketers should look forward to packing more features in the product. Further, they should focus on the safety features of the product to minimize the hazards of the product. They must also focus on the ease of handling the products and providing better after sales services to the buyer. Besides controlling these factors, if the manufacturers are able to provide the products at a competitive features, it will certainly attract the brand name which will go a long way in affecting the buying decision of the consumer and to have a serious thought about the product. Further, design/style and discount offered do not appear to be an influencing factor affecting the buying decision of the consumers.

In this second objective we also analyse some more factors which affects the demand of the product.

In this extension we analyse price of the product for increasing the purchase decision we find out in table 4.31 that the majority of respondent says that price of product is extremely effective for their purchase decision. In another analysis we ask about quality of the product for the purchasing decision we find in table 4.32 that the majority of respondent says that quality of product is extremely effective for consumers for the purchasing of the product. In further analysis we ask about price and quality both for consumers purchasing decision we find in table 4.33 that the price and quality both in advertising is extremely effective for the purchase of the product.

**For these above factors affecting demand of the product which is use in advertisement when we use statistical tool together that is weighted average score method** we find out in table 4.34 that is Quality is found to be very affecting factor for purchase decision. Price and quality is also found to be affecting factor fordemand of the product and price is to be found least demand factor for purchase decision.

Companies need to realize that their customers are not only different from each other, but are also different from themselves at different times. People have different needs when they are at work and when they are at home or socializing. They act differently during holiday seasons and at regular days. Consumers are bombarded with messages pitched through a growing number of print media advertisement. Also consumers vary on many dimensions and often can be grouped according to one or more characteristics. A keen understanding of consumer behaviour and careful strategic thinking is required to create value for customers and build strong customer relationships in order to capture value from customers. Many marketers believe that behavioural variables – occasions, benefits, user status, usage rate, loyalty status, buyer readiness stage, and attitude- are the best starting points for constructing market segments (Philip Kotler, Keller, Koshy and Jha, 2007). Buyers can be distinguished according to the occasions they develop a need, purchase a product or use a product (Philip Kotler, 2002). Occasion based segmentation, assumes that an individual may have differing motivations for selecting a product to be used under differing circumstances. Due to increase in competition, each company has started giving better deals to their consumers through attractive promotional offers like discounts, allowances, combo offers, exchange offers, free gifts, free delivery system of their products at the door steps of the consumers and attractive free after sales service for longer periods.

Objective-(3):To evaluate the impact of print media advertising on consumer recall rate with reference to daily news paper.

In this objective we analyse preference of different news paper advertisement. As per the analysis in table 4.35 we ask about the preference of advertisement in national news paper in English. We find out that majority of population says that the advertisement in national news paper in English is very effective for their recall rate and purchase decision. In another analysis in table 4.36 about the preference of advertisement in national news paper in Hindi. We find out that majority of population says that the advertisement in national news paper in Hindi is very effective for recall rate and also induce the purchase decision. In extension to this when we ask about preference of advertisement in local news paper in English we find out in table 4.37 that advertisement in local news paper in English is very effective for recall rate and increase the purchasing decision of consumer. In another analysis when we ask about advertisement in local news paper in Hindi we find in table 4.38 that advertisement in local news paper in Hindi is very effective for recall rate and purchase decision of the consumer. In this continuation when we ask about advertisement in regional news paper we find out in table 4.39 that advertisement in regional newspaper is extremely effective for recall rate and purchase decision of durables.

**For these above different type of news paper advertisement for their recall rate and effectiveness when we use statistical tool together that weighted average score method.** We find out in table 4.40 Local news paper in Hindi has been found to create maximum brand awareness. National news paper in Hindi is also generated good brand awareness. National news paper in English is also play a role in generating the brand awareness. Regional news paper is also create brand awareness and local news paper in English in this study stands last in generating the brand awareness.

The success of newspaper advertising in India is due to its wide reach and visibility. Through advertising in newspapers, you can target the Indian market on a wider scale as well as get in contact with a large group of people. So, it would not be wrong to say that through newspaper advertising you can advertise your product or service at one shot among a large group of people. Another beneficial factor of newspaper advertising in India is that it has different newspapers in different languages, and in this way you can easily capture your target group and advertise accordingly to meet your business objectives. **The print media is an effective way to communicate with people locally or on international level.** Attracting media attention can help expand your influence and name recognition in target communities. The color, text, design, etc helps in recalling of your brand to your end users. Print Media plays a vital role in any business, small or big all has got its value added.

Objective-(4):To evaluate the effectiveness of print media advertising on consumer buying behaviour in relation to durable goods.

There are different type of brands are available in the market for durables. For these brands different advertisements are available. For this purpose we analyze ability of print media advertisement for creating awareness. In this extension we analyze ability of daily news paper to create awareness. We find out in table 4.41 that majority of respondent says that the advertisement in daily news paper for creating awareness is very effective and also induce the purchase decision of the consumer. In this continuation when we ask about the ability for creating awareness of local news paper we find out in table 4.42 we find out that majority of respondent says that the ability of local news paper to create awareness is very effective which influence the purchase decision. In further analysis when we ask about the ability of creating awareness of advertisement in weekly news paper for purchase decision we find out in table 4.43 that the majority of respondent says that the ability of creating awareness of advertisement in weekly news paper is some what effective for purchase decision. In this extension we analyse the ability of magazine advertisement to create awareness we find out in table 4.44 that majority of people says that the ability of creating awareness of advertisement in magazine is some what effective for creating brand awareness and purchase decision. In another analysis when we ask about weekly ability of magazine advertisement in creating awareness we find out in table 4.45 that majority of respondent says that the ability of magazine advertisement in creating brand awareness is some what effective.

**For these above different type of print media advertisement ability to creating brand awareness when we use statistical tool together that is weighted average score method. We find out in table 4.46 The marketers should look for winning the first page of a daily newspaper for promotion of their products. The first page of a daily newspaper catches the eye of a large number of prospective consumers at the very first sight and has enormous potential of creating good deal of awareness among the masses.**

In this objective ‘(4)’ we also analyses the impact of persons in society who may influence the purchase decision. In this extension we analyse effectiveness of celebrity in influence of purchase decision. We find out in table 4.47 that the majority of population says that celebrity endorsement in advertisement to influence purchase decision is not very effective. In another analysis when we talk about effectiveness of colleague in influence of purchase decision we find out in table 4.48 that the majority of respondent says that effectiveness of colleague in influence of purchase decision is some what effective. In further analysis when we ask about the role of neighbour in influencing purchase decision we find out in table 4.49 that the majority of population says that role of neighbour in influencing purchase decision is some what effective. In another analysis when we ask about the effectiveness of family members in influencing purchase decision we find out in table 4.50 that the majority of people says that the effectiveness of family members in influencing purchase decision is very effective. In this continuation when we ask about role of teachers in influencing purchase decision we find out in table 4.51 that majority of respondent says that the role of teachers in influencing purchase decision is extremely effective.

**For these above persons in society who may influence the purchase decision when we use statistical tool together that is weighted average score method.** We find out in table 4.52 that The Marketers should focus on convincing not only the prospects but also their family members as they have a great say in the purchase decisions of the prospective buyer.

The newspaper print advertisements still create impact for brand building, promotional activities as well as help consumers in making purchase decision. In today’s competitive business environment, when there are large number of medium of advertisements available and also due advancement in technology, still the preference and reliability of newspaper print advertisements have not been completely declined but still it creates significant impact in the minds and of the people. Also creates trust in the minds of people. Apart from creating trust, newspaper print advertisements helps in providing complete information along with relation building between goods and services provider and the consumer. Also it provides more clear and complete information in comparison to other medium of advertisement. From this study we can also say that still the effectiveness of newspaper print advertisement can be increased more by making the advertisements more attractive and attention grabbing, also the placing of advertisements should be taken care in order that they create eye-catching impression on the people. The information published in advertisements should be clear, accurate and true which will not waste much time and also the reveal the information more properly without wasting much time of the readers. consumer durables have become essential part in lifestyle of the people in the society. There are number of brands are available in the market. In those brands, some brands are very famous not only in India but also globally. For these brands, different advertisements are available in different media. Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers’ brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers.

Objective-(5):To explore the purchase level of consumer through the print media advertisement.

For these appeals first we examine effectiveness of rational appeal in print media advertisement we find out in table 4.53 that the majority of result says that the rational appeal in print media advertisement is very effective for their purchase decision.

In another analysis when we talk about the emotional appeal in print media advertisement we find out in table 4.54 that majority of population says that the effectiveness of emotional appeal in print media advertisement is very effective for their purchase decision. In this extension when we talk about effectiveness of social appeal in print media advertisement we find in table 4.55 that the majority of respondent says that effectiveness of social appeal in print media advertisement is very effective. In this continuation when we ask about the effectiveness of language dialect in print media advertisement we find out in table 4.56 that the majority of people says effectiveness of language dialect in print media advertisement is some what effective for their purchase decision. In another analysis when we talk about the effectiveness of presence of celebrity/sports person in print media advertisement we find out in table 4.57 that the majority of population says that the effectiveness of presence of celebrity/ sports person in print media advertisement is some what effective for their purchase decision.

**For these above different type of appeal in print media when we use statistical tool together that is weighted average score method.** We find out that in table 4.58 The marketers should focus on preparing some social message while promoting their products, while keeping in concern the language/dialect and the rational appeal of the message as well.

In this objective ‘(5)’ we also analyse different type of print media sources on the basis of their effectiveness in creating brand awareness. In this extension first we analyse effectiveness of Handbills and booklets in creating brand awareness we find out in table 4.59 that the effectiveness of Handbills and booklets in creating brand awareness is some what effective for purchase decision. In this extension when we talk about the effectiveness of posters for creating brand awareness we find out in table 4.60 that the effectiveness of posters for creating brand awareness is very effective for purchase decision. In another analysis when we ask about effectiveness of stickers in creating brand awareness we find out in table 4.61 that the effectiveness of stickers in creating brand awareness is some what effective for purchase decision. In this continuation when we talk about effectiveness of banners in creating brand awareness we find out in table 4.62 that the effectiveness of banners in creating brand awareness is very effective for purchase decision. In further analysis when we analyse effectiveness of combo offers in print media advertisement we find out in table 4.63 that the effectiveness of combo offer in print media advertisement is very effective for purchase decision.

**For these above different type of print media sources on their ability in creating brand awareness when we use statistical tool together that is weighted average score method.** We find out in table 4.64 that the Combo offer is to be found very effective media source in creating brand awareness. Banners are the second effective source in creating brand awareness. Posters are also found effective source in creating brand awareness. Stickers are also found effective source in creating brand awareness. Handbooks and booklets are found least effective source in creating brand awareness.

Newspapers are particularly important as a local advertising medium for hundreds and thousands of retail businesses and are often used by large national advertisers as well. Magazines are also an important and highly specialized medium, reaching specific target readers. While the target market for niche print publications is an advantage for businesses looking to reach those readers, some print publications have a variety of readers with varying characteristics who read their publications on any given day. This is especially the case for local publications such as newspapers. Print media, unlike other media, is tangible. Readers are engaged as they turn page after page to read articles, look at images and view advertisements in their favourite magazines or newspapers. Newspapers and magazines differ from the broadcast media because they allow the presentation of detailed information that can be processed at the reader’s own pace, and some effort on the part of the reader for the advertising message to have an impact. Also, newspapers and magazines are viewed as credible sources for information. While newspapers are often disposed after use, the life span of a magazine can go on for years. These factors represent an important aspect of print media that other media cannot offer.

**Result from description of profile:-**

1. Our sample consist of both male and female respondent. Out of 750 survey respondents, about 56% were female while the remaining 44% were male. Since our sample was convenience, this reflects the current situation where majority of print media advertisement target females for their purchase decision. It reflects that females play important role in purchasing decision.
2. Nearly quarter of respondents were earning in the range of INR 35000-45000 per month, while another quarter of them were earning between INR 45000-55000 per month. 15% of the respondents had a monthly income of over INR 65000.
3. Nearly three-fifth of the respondents were below 40 years of age of which one-third were in the age group of 30-40 years having substantial disposable income inducing purchase decision of durable goods. The rest of respondents were over 40 years of age. It was expected that middle aged people would have more interest in purchasing of durable goods than younger’s and elders.
4. About one-third of the respondents were employed privately owned organisations. Nearly quarter of them were government employees. Approximately one-sixth of the respondents were retired. Only three percent respondents had their own business.
5. About three-fourth of the respondents were graduates and above, in which nearly half were post graduates and the remaining half were plain graduates. 17% were professionally qualified.

**5.2 Limitation of the study:-** Although the research was carefully done and reached its aims, there are some unavoidable limitations and shortcomings. First because of time limit, this research was conducted only in five cities of central Uttar Pradesh and 750 size of population. Second the respondents were not very much interested in giving their responses due to their busy schedule and lack of time, sometimes respondents also asked clarification about the questions of questionnaire which might be influence them to form a biased opinion after the explanation of the questions. The limitations of this study might be also its potential multi-dimensionality of the self-efficiency and outcome expectations construct.

The research also has boundary, such as the research problem was defined to find the impact of print media advertising on consumer buying behaviour in relation to durable goods in central Uttar Pradesh. The print media advertising specially news paper advertisement and magazine advertisement has its effect on large number of people that is more an more geographical coverage and Newspapers are particularly important as a local advertising medium for hundreds of thousands of retail businesses and are often used by large national advertisers as well. Magazines are also an important and highly specialized medium, reaching specific target audiences. For these reasons impact of print media is selected for the study. In India over the years, both female and male roles have been changing. Now a day’s female are playing different role of chief purchasing officer and controlling 85% of buying decisions. Certainly in male dominated societies many goods and services are actually decided and purchased by female. This is due to increasing literacy, independent income and role in the family. The consumer behaviour in relating to consumer durables is strongly affected by some economic, social, cultural and psychological factors, so to take this study more relevant and close to largest section of people researcher has confined his research to five neighbouring cities of central Uttar Pradesh.

**5.3 SCOPE FOR FURTHER RESEARCH**

The study of “Impact of print media advertising on consumer buying behaviour in relation to durable goods in central Uttar Pradesh” provides a proper way for future research. Further studies on this issue can be done by researcher scholar will give path on the subject. Firstly this research is confined that , print is still a powerful force in advertising. Appreciated for its portable, durable qualities, print is also considered one of the most credible forms of advertising. Which have a scope of this study to give another step and find out the role of print media in purchase decision. Secondly the study leads to define consumer buying behaviour towards print media advertising. Thirdly the study is limited to define print media advertisement for durable goods and their impact on purchase decision of consumers. The study of consumer behaviour is an attempt to understand what the consumer want, why they want. Consumer behaviour reflects the totality of consumers decisions with respect to acquisition, consumption and disposition of goods, services, time and idea by human decision making. It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering.

The study is restricted to five cities of central Uttar Pradesh which is neighbouring cities. These cities have more or less same culture, attitude, behaviour, language etc. which is the interesting part of the study. In this study the male and female both type of respondents are taken for their responses. In this study the percentage of female respondents are more than the male respondents which shows that females play an important role in purchase of durables.

**5.4 CONCLUSION**

Print is one of the dominant media, and has greatly contributed to the development of media. Print media is found in many different forms, from newspapers (the most popular form) and magazines to newsletters, brochures and posters. Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular. But despite the competition from the broadcast media, newspaper and magazines have remained important media vehicles to both consumers and advertisers. Newspapers are still the primary advertising medium in terms of both ad revenue and number of advertisers. Newspapers are particularly important as a local advertising medium for hundreds of thousands of retail businesses and are often used by large national advertisers as well. Magazines are also an important and highly specialized medium, reaching specific target audiences. While the target market for niche print publications is an advantage for businesses looking to reach those readers, some print publications have a variety of readers with varying characteristics who read their publications on any given day. This is especially the case for local publications such as newspapers. Print media, unlike other media, is tangible. Readers are engaged as they turn page after page to read articles, look at images and view advertisements in their favourite magazines or newspapers. Newspapers and magazines differ from the broadcast media because they allow the presentation of detailed information that can be processed at the reader’s own pace, and some effort on the part of the reader for the advertising message to have an impact. Also, newspapers and magazines are viewed as credible sources for information. Brand preference is understood as a measure of brand loyalty in which a consumer exercises his decision to choose a particular brand in presence of competing brands. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, andon billboards etc. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Brand attributes including price, quality, features, image which influenceconsumer perceptions. The study of consumer behaviour is an attempt to understand what the consumer want, why they want. Consumer behaviour reflects the totality of consumers decisions with respect to acquisition, consumption and disposition of goods, services, time and idea by human decision making. It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. The buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group. An understanding of purchase behaviour of consumers towards durable goods is essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc. Every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India. For every business promotion there is a strong need of effective advertising so as to make the brand recognizable worldwide. There are various means of advertising available, including newspapers, magazines, television, radio and Internet. In India, newspaper advertising is one of the oldest means of promotion for any product or service. Reading newspaper is a daily practice of many people in India, and due to this popularity of newspaper in India it is known to be a good medium of advertising. The marketing organization must facilitate the consumers to act on their purchase intention. The organization can use a variety of techniques to achieve this. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase decisions much more easily. The owner of a registered brand personally stands behind the branded product and offers personal guarantee for maintaining the quality and standards of the product. Consumer durable are normally more valued, high priced products and not frequently purchased products. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Now the whole concept of consumers sovereignty prevails. The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, **consumer is the supreme in the market.** Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people’s buying behaviours and advertisement is behaving as a driving force for any business as it’s an effective source to convey your message.

The finding of the study shows that print media since today is also a dominant source of advertising and is play an important role in the buying behaviour of consumer. News paper is still primary and attracting source of advertisement. Through the news paper advertisement consumers influenced for their purchase decision. News paper is important for the consumers because it is just like local advertising medium. In this study it is find out that news paper first page advertisement and news paper third page advertisement creates more awareness about the product to the consumers. The study also shows that magazine and other form of print media sources plays an important role in creating awareness about different brands for influencing the purchase decision of consumer. The study also shows that women oriented magazine creates maximum brand awareness in comparison to other magazines. In different type of promotional offer people mostly influenced by price of the product, quality of the product, free service offer for the product etc. which attract them for the purchasing of the product. National news paper in Hindi, national news paper in English and regional news paper creates brand awareness and play an important role in the recall rate of advertisement. So the study proves that print media advertising has major effect in purchase decision of consumer.

Hence we can conclude that news paper advertisement on front page, on the third page, Hindi, English national news paper, regional news paper all of them have positive impacts on the information capture of the target customer and influencing their purchase decision. Majority of the people were also having a view that any such information places in magazines also play its role as expected for the buying decision of consumer. However information that were communicated through pamphlets, banners is comparatively found to be least influential in the objectives it aimed to achieve. Different type of promotional offer in print media advertisement also creates attraction in the consumers towards product for purchasing. So in the last we can say still today also print media is an important source of advertising and print media advertising has a positive impact on consumer buying behaviour for durables.

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