



Effectiveness of print media while buying of consumer durables: An empirical study

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Abstract

The consumer gets needed information through number of media he is exposed to. Different media caters to the consumer requirement during purchase decision making stages. For example, when the consumer saw an advertisement depicting an offer provided by his nearest distributor in the newspaper may appeal the most and he may even end up buying the product. Thus, different advertising media play different role in the purchase of the consumer durables.

Hence to test and check the effectiveness of print media different statements were framed and worked and researched upon. In this paper the study is undertaken to measure the effectiveness of print media while the buying of consumer durables.

Keywords: Advertising, advertising media, print media, effectiveness measurement

Introduction

An individual is a consumer of large number of goods. For the consumption of goods he needs to purchase the goods and for the purchase of goods he needs information. The consumer gets this needed information through number of media he is exposed to. Different media caters to the consumer requirement during purchase decision making stages. For example certain media at certain point of time can help the consumer identify that how different product that are introduced in the market can will satisfy his particular requirement. It may happen that the consumer was till date was not aware that his need in first place could have been satisfied. Thus, the consumer is able to recognize his need. Similarly he is able to understand how particular product will satisfy his particular need. In the same way internet for example allows a lot of convenience in evaluation of alternatives if the consumer is enough literate to do so. But the final decision to purchase may be appealed because of any media. For example when the consumer saw an advertisement depicting an offer provided by his nearest distributor in the newspaper may appeal the most and he may even end up buying the product. Thus different advertising media play different role in the purchase of the consumer durables.

Conceptual Framework and Effectiveness Measurement Statements

Hence to test and check the effectiveness of print media following statement were framed and worked upon:

- Liking for the print advertisement was tested with the following statement – I like print advertisements of consumer durable. When a viewer of print advertisement do not like the advertisement then the print advertisement can be considered to be ineffective. This will ultimately lead to ineffectiveness of print media.
- Influence of print advertisement on the purchase of consumer durable is measure with the statement – I feel that my purchase of print advertisement is mostly influenced by print advertisements. If not to this extreme that his entire purchase decision is influenced by print advertisement buy it may happen that print media did exercise some influence. To know the effectiveness of

print it becomes important to measure the influence exercised by print advertisements during the course of purchase of consumer durables. An effort is undertaken to measure such an influence despite the fact that it is difficult to measure in exact numerical terms.

- Exposure to print advertisements has strengthened the involvement in purchase of consumer durables. It becomes important to measure how print advertisement has strengthened the involvement in the purchase of consumer durable so purchased. If the print media has not generated enough strength of involvement then the print media may be falling short of effectiveness to that degree.
- I feel print advertisement make the purchase of consumer durables easier. With the help of this statement an effort is make to check whether print advertisement contribute in any way in the purchase of consumer durables.
- I completely go through the print advertisement. This statement tries to study if at all the respondent or the consumer goes through an advertisement. If at all he has not referred the advertisement the effectiveness of print advertisement gets affected.
- Due to print advertisement my all family members are collectively able to study the products to be purchased - it inquires that if print media is able to generate enough excitement to collectively go through the advertisement. The purchase of consumer involves such dynamic where many members of the family contribute in analyzing the alternative s available during the purchase of consumer durable kind of product.
- I feel consumer durable I purchased resembles the most as depicted in print ads. The advertisement must depict the product in right perspective. If the print advertisement depicts the product in exaggeration to the real product or depicts the product far too lower in standard - both can be detrimental to the effectiveness of the print advertisement during the course of the purchase of the consumer durables.

Literature Review

All organizations irrespective of the size and the nature of business is involved in, has to undertake marketing. In the

same way all organizations have to communicate with its prospective customers to generate sales. To communicate with the targeted audience the marketer has to use different medium to reach the customers. Each medium has its significance. There are number of researches in the area of media and particularly in the area of print. Some of the significant researches can be highlighted as under:

The study in relation to the role of pictures in print advertisement was carried out further by Unnava and Burnkrant. The imaginal processing explanation for the effects of pictures on recall of related verbal information is supported by the researcher's findings. The findings demonstrate the power of imaginal processing and its role in moderating the effects of pictures in print advertisements [1].

The study titled, "Perceived Usefulness of Advertising Media" was undertaken by Paula J. Haynes. In this study it was found that the advertising effectiveness depends on good media selection [2].

Results of an experimental study by Laurie and Alvin in a print advertising context suggest that two imagery-eliciting strategies, use of pictures and use of copy containing instructions to imagine, stimulate mental imagery processing, which in turn influences attitudinal judgments [3].

An explanatory research design was utilized by Robert S. Welsh where 240 homemakers who read retail food newspaper ads were interviewed. The specific focus was on how consumers perceive retail food firm newspaper advertising, and what effect the advertising has on consumers' attitudes and shopping behavior. The universe for the study was the Pensacola, Florida urban area (city and suburbs). It was quite apparent that consumers are treating their grocery buying seriously and are using the information provided by the newspaper advertisements to make decisions concerning what products to buy and where to shop [4].

The results of the study by Kim, Hwang and Fesenmaier showed that requesting information associated with printed advertisements (i.e., magazine and newspaper) increases the likelihood of visiting the state, whereas the same behavioral response associated with broadcast advertisements (i.e., TV and radio) does not necessarily increase the likelihood of visiting Illinois [5].

The research study by Sanjay Putrevu was carried out to show how men and women respond to different types of print advertisements. The two studies carried out showed that there is strong and unequivocal evidence that men and women exhibit sharply varying reactions to identical print advertisements [6].

The article by Amy and Elzbieta investigated the cross-promotion of Web sites in print advertisements. The purpose of the study was to identify whether and how advertisers are using Web site references as calls to action to attract readers to online sites. The results show that while Web site references are often included in print ads, their presentation is rather poor and the content is unappealing or unique [7].

The results from the analyses suggest that individuals exposed to news stories and ads in the print medium tend to remember significantly more of the ad content than comparable individuals exposed to identical stories and ads in the online medium [8].

The review of the above literature revealed that there were numerous research studies in relation to media in general and print media in particular. But still enough gaps were identified for the present research to take place. The gap opened the scope for research in the following area:

To measure the effectiveness of print media are not found to be researched. In the same way the effectiveness of print media during the purchase of consumer durables is not researched upon.

Research Methodology

Scope of the study: The primary focus of the research was to measure the effectiveness of print media attributes during the buying of consumer durables. For the same data was collected from the nine districts of Gujarat State.

Objective of the study: The objective of the study is to measure the effectiveness of print media while the buying of consumer durables.

Secondary data: Secondary data was collected from various books, journals, magazines and specific websites

Primary data: For collecting primary data non-disguised structured questionnaire was drafted. The questions were framed in the light of objectives to be achieved. The questionnaire so prepared was subjected to inquiry with the respondents.

Sample unit: Sample unit was the respondents who have purchased a consumer durable recently. (not more than one year.)

Sample size: In the present research the survey was carried out from 900 people. From each major selected city 100 respondents were selected leading to a total of 900 respondents. Out of this 5 responses were found to be non useable hence were scraped, leading finally the size of sample to 895 respondents.

Sampling procedure: The sample was selected on the basis of quota sampling method. As the primary focus was on checking the preference for print media attributes while buying of consumer durables, it allowed enough freedom to the researcher to select any respondents who has purchased consumer durables in last one year.

Instrument for data collection: The study was carried out with the help of undisguised and structured questionnaire.

Data Analysis: Data was first of all checked to know if the data is parametric or non-parametric. For the same kolmogrov Simrov Test was under taken with other methods. It was found that the data was non parametric hence kruskal Wallis Test was undertaken to test the hypothesis. The data was analyzed from the perspective of two demographic variable namely – income and education and Mann-Whitney U Test is carried out to test the hypothesis of demographic variable named – gender.

Consumer Characteristics and Effectiveness of Print Media

To know the effectiveness of print media the statements which favored the print media were identified. An inquiry with the respondents was made with these statements. Tests for the responses were undertaken from the perspective of different demographic characteristics of the respondents to track the differences in responses.

1. Effectiveness of Print Media - Gender wise analysis

The data is analyzed from respondents’ gender perspective to know the effectiveness of print media amongst the respondents with different gender. For the same, first of all check was carried to know whether the data is normal or not. For checking the normality of the data, hypothesis is -

Ho: Data is normal.

The Kolmogorov-Smirnov Test is carried out to test whether the data is normal or not.

Ho: The data is normal

The Kolmogorov-Smirnov Test revealed that the p-value is less than 0.05. Thus, the null hypothesis is rejected and concludes that the data is not normal. As the data is not normal non-parametric test is carried out.

For testing of hypothesis Mann-Whitney U Test is carried out.

Ho: There is no significant difference in the opinion of respondents with different gender about the effectiveness of print media.

Table – 1.1 reveals that the hypothesis is accepted for following opinion statements as the p-value is greater than 0.05.

‘I like print advertisements of consumer durable’.

‘I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables’.

‘Due to print ads all my family members are collectively able to study the products to be purchased’.

For other than these statements, the Table – 1.1 displays the p-value of the opinion statement which is less than 0.05.

Thus, the hypothesis is rejected for these statements and can be concluded for these statements that there is significant difference in the opinion of respondents with different gender about the effectiveness of print media. The same can be validated from the Table no: 1.2 showing Descriptive Statistics-Mean, where the mean values for male respondents and female respondents have higher degree of differences. The table also reveals that the male respondents have agreed more than the female respondents.

Table 1: Test Statistics^a for Gender

Statements	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
I like print advertisements of consumer durable.	67950.5	-0.367	0.713
I feel that my purchase of consumer durables mostly influenced by print advertisements.	62667	-2.129	0.033
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	64231	-1.564	0.118
I feel print advertisements make the purchase of the consumer durables easier.	61966.5	-2.291	0.022
I completely go through the print advertisements.	59747.5	-3.004	0.003
Due to print ads my all family members are collectively able to study the products to be purchased.	63820	-1.675	0.094
I feel consumer durable I purchased resembles the most as depicted in print ads.	62388	-2.117	0.034

a. Grouping Variable: Gender

Table 2: Descriptive Statistics – Gender

Statement	Gender			
	Male		Female	
	N	Mean	N	Mean
I like print advertisements of consumer durable.	697	4.32	198	4.34
I feel that my purchase of consumer durables mostly influenced by print advertisements.	697	4.24	198	4.13
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	697	3.98	198	3.88
I feel print advertisements make the purchase of the consumer durables easier.	697	3.81	198	3.63
I completely go through the print advertisements.	697	3.76	198	3.5
Due to print ads my all family members are collectively able to study the products to be purchased.	697	3.46	198	3.31
I feel consumer durable I purchased resembles the most as depicted in print ads.	697	3.48	198	3.28
Valid N (listwise)	697		198	

2. Effectiveness of Print Media - Income wise analysis

The data is analyzed from respondents’ income perspective to know the effectiveness of print media for the respondents with different income group. For the same, first of all check was carried to know whether the data is normal or not.

The Kolmogorov-Smirnov Test is carried out to test whether the data is normal or not. The Kolmogorov-Smirnov Test revealed that the p-value is less than 0.05, it is conclude that the data is not normal. As the data is not normal non-parametric test is carried out.

For testing of hypothesis Kruskal Wallis Test is carried out.

Ho: There is no significant difference in the opinion of respondents with different income about the effectiveness of print media.

It reveals that the hypothesis is rejected for first two opinion statements as the p-value is less than 0.05, ‘I like print advertisements of consumer durable’ and ‘I feel that my purchase of consumer durables is mostly influenced by print advertisements’. This can be validated from the Table no: 1.3 showing Descriptive Statistics. It clearly shows that the mean values of income group ‘greater than 3,00,000’ is higher than other groups.

For the rest of opinion statements (statements number 3,4,5,6 and 7) the p-value is greater than 0.05. Therefore, for these statements the null hypothesis is accepted and it is concluded that there is no significant difference in the opinion of respondents with different income class for the effectiveness of print media. The mean values (Table: 1.4) validate the acceptance of hypothesis.

Table 3: Descriptive Statistics – Income

Statements	Income					
	< 100000		1 lac to 3 lac		>300000	
	N	Mean	N	Mean	N	Mean
I like print advertisements of consumer durable.	193	4.25	376	4.27	326	4.44
I feel that my purchase of consumer durables mostly influenced by print advertisements.	193	4.16	376	4.16	326	4.32
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	193	3.98	376	3.93	326	3.99
I feel print advertisements make the purchase of the consumer durables easier.	193	3.80	376	3.76	326	3.77
I completely go through the print advertisements.	193	3.79	376	3.69	326	3.66
Due to print ads my all family members are collectively able to study the products to be purchased.	193	3.47	376	3.39	326	3.46
I feel consumer durable I purchased resembles the most as depicted in print ads.	193	3.40	376	3.36	326	3.56
Valid N (listwise)	193		376		326	

Table 4: Test Statistics^{a,b} for Income

Statements	Chi-Square	Df	Asymp. Sig.
I like print advertisements of consumer durable.	6.054	2	0.048
I feel that my purchase of consumer durables mostly influenced by print advertisements.	7.261	2	0.027
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	0.703	2	0.704
I feel print advertisements make the purchase of the consumer durables easier.	0.127	2	0.939
I completely go through the print advertisements.	2.18	2	0.336
Due to print ads my all family members are collectively able to study the products to be purchased.	1.085	2	0.581
I feel consumer durable I purchased resembles the most as depicted in print ads.	4.34	2	0.114

a. Kruskal Wallis Test
 b. Grouping Variable: Income

3. Effectiveness of Print Media and –Age-Group wise analysis

The data is analyzed from respondents’ age perspective to know the effectiveness of print media for the respondents with different age group. For the same, first of all check was carried to know whether the data is normal or not.

The Kolmogorov-Smirnov Test is carried out to test whether the data is normal or not. The Kolmogorov-Smirnov Testrevealed that the p-value is less than 0.05, it is conclude that the data is not normal. As the data is not normal non-parametric test is carried out.

Table 5: Descriptive Statistics – Age Group

Statement	Age Group					
	20-40 Years		41-65 Years		>65 Years	
	N	Mean	N	Mean	N	Mean
I like print advertisements of consumer durable.	681	4.29	195	4.45	19	4.32
I feel that my purchase of consumer durables mostly influenced by print advertisements.	681	4.22	195	4.22	19	4.16
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	681	3.95	195	3.98	19	4.16
I feel print advertisements make the purchase of the consumer durables easier.	681	3.8	195	3.69	19	3.74
I completely go through the print advertisements.	681	3.74	195	3.55	19	3.68
Due to print ads my all family members are collectively able to study the products to be purchased.	681	3.46	195	3.31	19	3.58
I feel consumer durable I purchased resembles the most as depicted in print ads.	681	3.47	195	3.33	19	3.47
Valid N (listwise)	681		195		19	

For testing of hypothesis Kruskal Wallis Testis carried out.
Ho: There is no significant difference in the opinion of respondents with different age group about the effectiveness of print media.
 The Table no: 1.5shows the Test Statistics for Age Group. It reveals that the p-value for all the statements is greater than 0.05. Therefore, the null hypothesis is accepted and it is concluded that there is no significant difference in the opinion

of respondents with different age group about the effectiveness of print media.
 The Table no: 1.6shows the Descriptive Statistics particularly the mean. It reveals, firstly, that most of the respondents irrespective of their age group agreed for the statement. Secondly, and lastly there is no significant difference in the agreement amongst the respondents with different age groups for each of these statements.

Table 6: Test Statistics^{a,b} for Age Group

Statements	Chi-Square	df	Asymp. Sig.
	I like print advertisements of consumer durable.		1.347
I feel that my purchase of consumer durables mostly influenced by print advertisements.	0.678	2	0.71
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	0.573	2	0.75
I feel print advertisements make the purchase of the consumer durables easier.	3.105	2	0.21
I completely go through the print advertisements.	4.964	2	0.08
Due to print ads my all family members are collectively able to study the products to be purchased.	3.291	2	0.19
I feel consumer durable I purchased resembles the most as depicted in print ads.	1.388	2	0.5

a. Kruskal Wallis Test

b. b. Grouping Variable: Age Group

Findings and Conclusion

Now on the basis of mean for each statement from different demographic variables is summarized as under

Statements	Gender	Age Group	Income
I like print advertisements of consumer durable.	High	High	High
I feel that my purchase of consumer durables mostly influenced by print advertisements.	High	High	High
I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.	High	High	High
I feel print advertisements make the purchase of the consumer durables easier.	High	High	High
I completely go through the print advertisements.	High	High	High
Due to print ads my all family members are collectively able to study the products to be purchased.	Medium	Medium	Medium
I feel consumer durable I purchased resembles the most as depicted in print ads.	Medium	Medium	Medium

Each statement is rated as high, medium or low depending upon the score. The above scores are identified as per the mean scores. The mean score of >3.5 is rated as high, mean score of 3 to 3.5 is rated as medium and the mean score of < 3 is rated as low. On this basis when overall picture is summarized taking into account various demographic variables it can be narrated as under:

For almost the all the statements the respondent have highly agreed regarding the effectiveness of the print media but for the last two statements such as ‘Due to print ads my all family members are collectively able to study the products to be purchased ’and‘ I feel consumer durable I purchased resembles the most as depicted in print ads’

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