

# A Relative Study of Electronic and Print Media Advertisement on Consumer Behavior

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**Abstract – The aim of this study is to assess critically the influence of advertisement on households & Youth, find out the challenges in usage of Print & Electronic Media. Also we focused on the impact of FM as a Media, Media is More Effective FM or Print. We can likewise consider from the outcomes that specialist's prescription for medication is responsive to exposure. Therefore, internet and TV are used more by consumers followed by newspapers. Radio and magazines are less used by consumers. Independent variables such as gender, age and annual family income affect newspaper and internet on the parameter of time spent per media, whereas it does not affect TV, radio and magazines on time spent. So gender, age and family income needs to be considered by adverting agencies while going for newspaper and internet ads.**

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## INTRODUCTION

In the present Global era right management approach and effective leadership style works as success indicator and determiner which can be judiciously used only if a right medium is selected. Here comes the significance of media which acts as the widest platform and most accessible medium for expanding horizon for information dissemination.

In mass communication, media alludes to methods for mass communication that help to spread information or news identified with different parts, for example, sports, education, amusement, legislative issues, and so on., to a huge population in a brief timeframe. Print media and electronic media are two of the hugest types of broad communications. Therefore the focus of the present study that Does Consumer Buying Behaviour Influenced by Advertisement or Not through print media and electronic media.

Print media is one of the most established methods for information dissemination. It is a well-known publicizing structure that utilizes genuinely printed media, for example, papers, magazines, books, flyers, pamphlets, etc. whereas Electronic media alludes to all types of information sharing, aside from print media, for example, radio, television, the web and so forth.

Chukwu, B. A., et. al., 2018 analyzed the impact of publicizing on consumer purchasing behavior in Enugu State Nigeria. Most Nigerian organizations pay a faltering demeanor in publicizing their items

and administrations by means of a compelling promoting medium, and this adversely affects their business yield. We suggest that the intended interest group must be reached broadly to realize their consumption example and behavior towards items and administrations for successful promoting to happen. What's more, that exertion ought to be coordinated more at emotionally related promoting, as patronage of consumers is profoundly prompted by their emotion.

Bansal, M., & Gupta, S. (2014) 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 behavior. The advertisements used for the study ranged from products to services.

Priyanka, S. (2012) An internet broadcast model is what many major advertisers have been waiting for. They want to make Internet advertising more like television advertising. Actually, they want to make it better than TV advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action.

Abideen Z. and Saleem S. (2011) An examination on "Powerful promoting and its impact on consumer purchasing behavior." This study looks at the relationship between autonomous environmental responses and emotional responses to consumer purchasing behavior with air and behavioral components.

Louisa Ha (2008 ) analyzed variables that jumbled the perception of exposure and confused the impacts of online promotion. The test found that outlooks intended to plug everything in all contexts and in unambiguous media contexts, just as assignment orientation, intervene with factors that impact perception promotion and promotion of wreck reaction.

## RESEARCH METHODOLOGY

### Research design:

This test depends on quantitative or quantitative exploration. Cross-sectional investigation utilized in this expressive examination to contrast portion factors and the mien of the respondent. Segment factors, for example, the consumer's status of family size, age , sexual orientation, educational qualification, occupation , family salary, and conjugal were available. This study identifies and evaluates the Sales promotions activities to influence the behavior of customers. Factors affecting prescription behavior of consumers' preferences affect the sales of the companies. The promotional activities and change in the perception of consumers after confronting with the promotion activities adopted by the companies have also been examined. Basically this research is describing the population surveyed and its characteristic, so it is descriptive research.

### Data collection method:

Data gathered from essential source just as from secondary source in this exploration. Overseeing bodies, magazines, news papers , diaries, and other distributed material gathered secondary information. Web is likewise utilized for secondary information gathering. The essential information was assembled through questionnaires. Scaling strategy was utilized in the questionnaires to know the segment profile of the respondents and mentalities towards the advertisement.

### Sample Selection: -

Consumers in better places make up the investigation population. Data collection target populations are the private customers during the information collection period. The period for the information collection is distinctive for various locations. By and large, went through three days during the time spent gathering customer information at the single spot.

### Size of sample: -

The sample of 600 People (Approx) were selected From Metro & Non Metro including – Advertising Agencies, Advertising Corporate Sector Employees, Advertiser Clients , Consumers.

### Sampling Technique:

This investigation is comprehensively about Metro and Non Metro cities receiving deals promotion exercises. The populations that are remembered for the examination are basically situated in those regions. In this way, analysts utilized the 'convenience irregular inspecting' that was done deliberately.

### Data collection

Primary and secondary technique are chosen for the examination in the current exploration. The information will be Self collected directly from the Media, Advertising Agencies, Consumers, Corporates, etc. through the methodology of Questionnaire, Schedules & Interview. The secondary data was directly selected from the Information Already Available in Internet, Papers, Magazines Etc.

### Data analysis:-

In the SPSS sheet, the coded information fills in. In this exploration segment factors were taken for the consumer to discover the distribution of recurrence of every factor. With the assistance of the SPSS bundle, information was broke down. The speculation test was utilized during the Chi - square test. Invalid Hypothesis checked by the Chi-square test whether the Null-Hypothesis acknowledges or dismisses.

## RESULTS AND ANALYSIS:

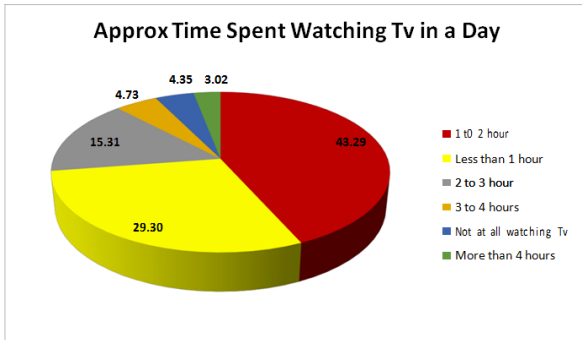
### Demographic Characteristics of Respondents (Consumers)

Respondents remembered for the example were arranged into 5 age bunches including age bunches 18-28 years, 29-39 years, 40-50 years, 51-61 years and > 61 years. Data analysis shows that 29.2 percent of respondents are in the 18-28 age gathering, 39.2 percent of respondents are in the 29-39 age gathering, 14 percent of respondents are in the 40-50 age gathering, 13.7 percent are in the 51-61 age gathering and the staying 4 percent are in the more than 61 age gathering. The analysis extends that the example incorporates 2.43%, 17.93%, 36.47%, 31.91% and 11.25% of respondents individually speaking to the gathering of respondents with yearly pay up to Rs.1.5 lacs, 1.5 lacs-3.0 lacs, 3.0 lacs-5.0 lacs, 5.0 lacs-7.0 lacs and that's only the tip of the iceberg. Data

analysis recommends 23.10 percent of respondents fall in the classes of students.

**Graphical Representation of Time Spent with Various Media**

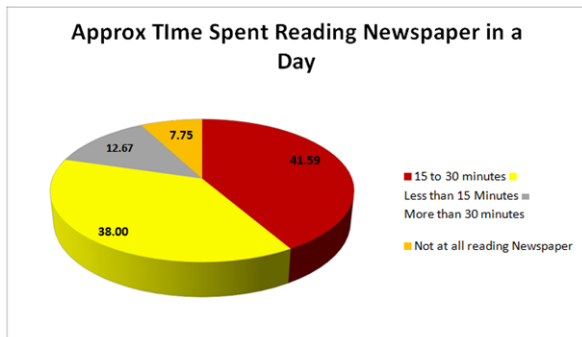
To find out how much time in a day people spend with TV, respondents were asked by giving option of less than 1 hour, 1 to 2 hour, 2 to 3 hour, 3 to 4 hour, more than 4 hours and not at all watching TV.



Source: SPSS output

Figure 4.10: Time spent on TV

To find out how much time people spend with TV, respondents were asked by giving option of 1 to 2 hour, less than 1 hour, 2 to 3 hour, 3 to 4 hour, not at all watching TV and more than 4 hours.

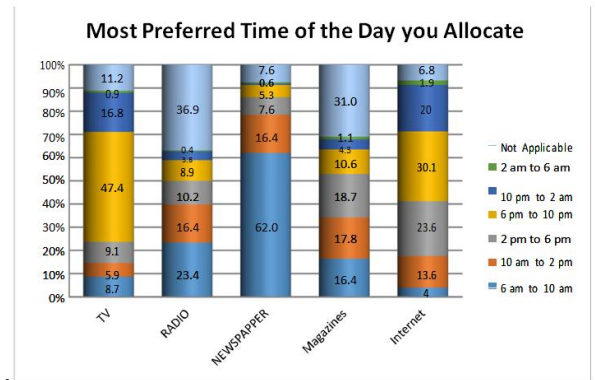


Source: SPSS output

Figure 4.12: Time Spent with Newspapers

Respondents were gotten some information about a day's invested energy in paper. Options in a range of less than 15 minutes to more than 15 minutes were given. Hence, majority of the consumers spent around 30 minutes on Newspapers. To know the time spent on magazines, respondents were asked question about time spent on range of less than 1 hour to 3 to 4 hours including the options of not at all reading magazines. It is deciphered from Respondents were asked about the time spent on internet in the range of less than 1 hour to 3 to 4 hours. As today's generation are using more of internet. Therefore, it is important to know the media habits of consumer for internet.

**Graphical Representation of Descriptive Statistics for Preferred Time with Various Media**



Source: SPSS output

Figure 4.16: Preferred Time for Various Media

From Figure 4.16, it is inferred that most preferred time slot to watch TV is 6 pm to 10 pm, followed by the slot of 10 pm to 2 am. So it could be inferred that 6 pm to 10 pm slot is most effective for placing an ad in TV. Furthermore, majority (62 percent) of respondents preferred the time slot of 6 am to 10 am for reading newspapers. So respondents are reading newspapers only in the morning time.

**Hypothesis Testing (Chi-Square) Gender and Time Spent Various Media**

Times spent with various media are compared with Gender by using Chi square test. The results are shown below.

**Ho: There is no association between Gender and approximately time spent watching TV in a day.**

TABLE 4.15: Association between Gender and Approximately Time Spent Watching TV in a Day

		Gender * Approximately Time Spent Watching TV in a Day Cross tabulation							Total
		Approximately Time Spent Watching TV in a Day							
Gender	Male	Count	Less than 1 hour	1 to 2 hour	2 to 3 hour	3 to 4 hours	More than 4 hours	Not at all watching TV	
			Count	124	179	54	16	11	20
Expected Count	118.4	174.9	61.9	19.1	12.2	17.6	404.0		
% within Gender	30.7%	44.3%	13.4%	4.0%	2.7%	5.0%	100.0%		
Female	Count	31	50	27	9	5	3	125	
		Expected Count	36.6	54.1	19.1	5.9	3.8	5.4	125.0
% within Gender	24.8%	40.0%	21.6%	7.2%	4.0%	2.4%	100.0%		
Total	Count	155	229	81	25	16	23	529	
Expected Count	155.0	229.0	81.0	25.0	16.0	23.0	529.0		
% within Gender	29.3%	43.3%	15.3%	4.7%	3.0%	4.3%	100.0%		

Source: SPSS output

The Table 4.15 shows the cross tabulation of approximately time spent watching TV in a day for male and female respondents. With respect to both categories, highest percent lies in 1 to 2 hour followed by less than 1 hour and 2 to 3 hour.

**TABLE 4.16a: Chi-Square Test (Gender & Time spent on TV)**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.830 <sup>a</sup>	5	.080

Source: SPSS output

Table 4.16a above shows the determined estimation of the chi square and its related estimation of p. The estimation of the chi square measurements is 9.830 this worth isn't noteworthy ( $p > 0.05$ ) showing that Gender has no huge impact on the time spent staring at the TV in a day. For male and female respondents, the proportion of time spent sitting in front of the television in a day doesn't vary fundamentally.

**Hypothesis Testing (Chi-Square) Gender and Preferred Time for Various Media**

**H0: There is no association between Gender and preferred time of the day for listening the Radio.**

**TABLE 4.25: Gender & Preferred time Radio**

		Crosstab							Total
		Most preferred Time of the Day you Allocate to Radio							
		6 am to 10 am	10 am to 2 pm	2 pm to 6 pm	6 pm to 10 pm	10 pm to 2 am	2 am to 6 am		
Gender	Male	Count	102	61	34	34	16	1	248
		Expected Count	92.1	64.6	40.1	34.9	14.9	1.5	248.0
		% within Gender	41.1%	24.6%	13.7%	13.7%	6.5%	.4%	100.0%
Female	Female	Count	22	26	20	13	4	1	86
		Expected Count	31.9	22.4	13.9	12.1	5.1	.5	86.0
		% within Gender	25.6%	30.2%	23.3%	15.1%	4.7%	1.2%	100.0%
Total	Total	Count	124	87	54	47	20	2	334
		Expected Count	124.0	87.0	54.0	47.0	20.0	2.0	334.0
		% within Gender	37.1%	26.0%	16.2%	14.1%	6.0%	.6%	100.0%

Source: SPSS output

The Table 4.25 shows the cross tabulation of the Gender and most preferred time of the day to listen Radio. Out of the total of the male respondents, 41.1 percent of the male respondents listen during 6am to 10 am where as 25.6 percent of the females out of the total female respondents listen radio during 6 am to 10 am. 24.6 percent of the male respondents out of the total male respondents prefer 10 am to 2 pm to listen to radio whereas 30.2 percent out of the total of the female respondents prefer to listen to the radio during 10 am to 2 pm.

**Hypothesis Testing (Chi-Square) Annual Family Income and Time Spent Various Media**

**H0: There is no association between Annual Family Income (AFI) and approximately time spent watching TV in a day.**

**TABLE 4.46: AFI & Time Spent on TV**

		Crosstab							
		Approximately Time Spent Watching Tv in a Day							
		Less than 1 hour	1 to 2 hour	2 to 3 hour	3 to 4 hours	More than 4 hours	Not at all watching TV	Total	
AFI	Upto 1 Lac	Count	29	30	14	5	4	8	90
		Expected Count	26.4	39.0	13.8	4.3	2.7	3.9	90.0
		% within AFI	32.2%	33.3%	15.6%	5.6%	4.4%	8.9%	100.0%
1lac to 4 Lacs	1lac to 4 Lacs	Count	65	117	33	10	6	13	244
		Expected Count	71.5	105.6	37.4	11.5	7.4	10.6	244.0
		% within AFI	26.6%	48.0%	13.5%	4.1%	2.5%	5.3%	100.0%
4 lacs to 7 lacs	4 lacs to 7 lacs	Count	29	49	17	5	1	1	102
		Expected Count	29.9	44.2	15.6	4.8	3.1	4.4	102.0
		% within AFI	28.4%	48.0%	16.7%	4.9%	1.0%	1.0%	100.0%
7 to 10 Lacs	7 to 10 Lacs	Count	17	15	10	2	1	1	46
		Expected Count	13.5	19.9	7.0	2.2	1.4	2.0	46.0
		% within AFI	37.0%	32.6%	21.7%	4.3%	2.2%	2.2%	100.0%
10 lacs & Above	10 lacs & Above	Count	15	18	7	3	4	0	47
		Expected Count	13.8	20.3	7.2	2.2	1.4	2.0	47.0
		% within AFI	31.9%	38.3%	14.9%	6.4%	8.5%	.0%	100.0%
Total	Total	Count	155	229	81	25	16	23	529
		Expected Count	155.0	229.0	81.0	25.0	16.0	23.0	529.0
		% within AFI	29.3%	43.3%	15.3%	4.7%	3.0%	4.3%	100.0%

Source: SPSS output

The Table 6.5.1 shows the cross tabulation of approximately time spent watching TV with respect to different income categories. As it can be observed from the above table, majority of the Annual Income category spend same amount of time to watch television in a day.

**TABLE 4.47: Chi-Square Test (AFI & Time Spent on TV)**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.783 <sup>a</sup>	20	.141

Source: SPSS output

The above Table 4.47 shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 26.78. This value is not significant ( $p > 0.05$ ) indicating that Annual Income groups do not have significant effect on amount of time spent to watch television in a day. Hence it can be concluded that the proportion of amount of time spent to watch TV in a day do not differ significantly with respect to different income group category.

**CONCLUSION:**

TV is most preferred for entertainment, radio is the preferred medium for entertainment and local news, newspaper is preferred medium for local/national news and career/ job opportunity,

magazines is most preferred medium for news and business updates and internet is preferred medium for entertainment and job opportunities. Media preference for watching ads on TV, newspaper, magazines and internet are almost same-approximately 30 percent, whereas radio is least preferred for listening to ads- 22 percent as compared to all other media. Research also found that use of internet and magazines for watching advertisements differs across various educational groups. It does not affect utility of TV, magazines and internet for advertisements.

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