

PREFERENCE FOR PRINT MEDIA ATTRIBUTES WHILE BUYING OF CONSUMER DURABLES: AN EMPIRICAL STUDY

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ABSTRACT

An explanatory research design was utilized 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. The results of the study 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.

KEYWORDS: *Print Media, Retail Food, Broadcast Advertisements, Visiting Illinois.*

Introduction

The way advertising is inevitable for business similarly media is inevitable for advertising. There are different types of media. Each medium have the attributes narrated below. In the same way the print media also have these attributes but different attributes may vary in its intensity of presence for print media.

Print Media and Functional Attributes

- **Clarity of Message:** The message delivered must be clear. Unless the message is clear, it will fail in its actual purpose of the message itself. Thus any media that is used must be such that the message remains very clear.
- **Capacity to Depict the Product:** Various media of advertisements differ in their capacity to depict the product as it is. The marketer has to understand this attribute present amongst various medium.
- **Display of Maximum Information:** Each media is used with motto of displaying information. Each medium is used with the intention of providing maximum information. Which medium will be used depends on the media habits of the targeted market and their readiness to explore the medium for their need for information. The results obtained suggest that besides refreshment, information like product attributes and educative information may also influence the consumers' purchase and repurchase decisions.¹
- **Ease of Describing:** Each medium has a unique capacity to help the audience remember and describe what they have seen and felt.

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- **Deliberate Repetition is Possible:** Each medium differ in their capacity to repeat the advertisement. Similarly each medium of advertisement differs in their capacity to viewer/consumer to deliberately repeat an advertisement he liked. He may do so for fun or for more information.
- **Carries Maximum Promotional Offers:** Any medium can be used by a marketer to inform about promotional offers. Each medium has its own uniqueness in terms of describing and narrating about the promotional offers. The advertising campaign for promotional offer has to be very short. It has to be short because promotional offers cannot be planned out too much in advance. The promotional resource is organized and has to be released within short period of time. Given this situation different medium can be used for different strategy.
- **Can know the Place of Availability:** "Check your nearest outlet" is the statement frequently passed, on different media, indicating where the advertised product can be available. But advertisement is not enough specific to mention where the targeted audience has to look for the product advertise.
- **Provides Comparative Advertising:** Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class.ⁱⁱ A marketer can use almost all the media for carrying out comparative advertisement. But certain media really help in carrying out comparative advertising the way it has to be carried out.
- **Provides Referential Evidence:** It is a very specific attribute, not common with most of the media. The targeted audience may desire to preserve an advertisement, or an address or product image in the advertisement for future reference. Internet and print media can provide an opportunity for referential evidence.

The present research tries put these attributes as that of print media and tries to research upon the preference for print media attributes while buying of 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 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.ⁱⁱⁱ

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.^{iv}

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.^v

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.^{vi}

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.^{vii}

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.^{viii}

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:

The print media attributes are not found to be researched to know influence of the same on preference for print media. The preference for print media attributes during the purchase of consumer durables is not researched upon.

Research Methodology

- **Scope of the Study:** The primary focus of the research was to know the preference for 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 know the preference for print media attributes 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.

Print Media Attributes While Buying Consumer Durables

The identified attributes are the attributes commonly present in all the media. The difference lies in the degree or intensity of its presence in relation to particular medium. Here the identified attributes are further put to test. These attributes were tested for print media particularly the newspaper (as a medium of advertisement). For the same inquiry was made to know that when these attributes are placed as the attributes of print media which attribute is preferred the most. The respondents were asked if they agreed that print media is preferred for the given attributes. The respondents were asked to select appropriate answer on five point scale. 5 stood for strongly agree and 1 for strongly disagree. The effect was measured from the education and income perspective of different demographic variables.

- **Print Media Attributes While Buying Consumer Durables – Income wise analysis:**

The data is analyzed from income perspective to know preference for print media attributes by the respondents belonging to different income group. As the data is not normal we will be required to use 'Kruskal Wallis Test for the testing of the hypothesis.

Ho There is no significant difference in the respondents' (with different income) preference for print media attributes during the purchase of consumer durables.

Test statistics displays that the significance value is greater than 0.05 in all the attributes except the attribute – ‘Deliberate repetition is possible’, ‘Carries maximum promotional offers’ and ‘Can know the place of availability’.

This means that null hypothesis is accepted for all the other attributes. This explains that respondents falling in different income class have no significant difference in the preference for print media attributes during the purchase of consumer durables. But for the print media attribute – ‘Deliberate repetition is possible’, ‘Carries maximum promotional offers’ and ‘Can know the place of availability’ - the significance value is less than 0.05. This can be observed from the Table: 1

Also the Table: 2 show the significant mean difference in the responses. The mean values help identify the difference. The mean values for these three attributes show that the respondents with income greater than 3,00,000 agreed very strongly and it was followed by the income level of 1,00,000 to 3,00,000 and then the income level less than 1,00,000. Thus the higher the income there is higher degree of agreement for these print media attributes that it is preferred during the purchase of consumer durables.

Table 1: Test Statistics^{a,b} for Income

Attributes	Chi-Square	df	Asymp. Sig.
Deliberate repetition is possible.	18.458	2	0
Carries maximum promotional offers.	7.542	2	0.023
Can know the place of availability.	12.959	2	0.002
Provides comparative advertising.	1.452	2	0.484
Provides referential evidence.	1.319	2	0.517
Clarity of message.	3.553	2	0.169
Capacity to depict the product as it is.	4.415	2	0.11
Displays maximum information.	0.821	2	0.663
Provides ease of describing.	2.452	2	0.293

a. Kruskal Wallis Test

b. Grouping Variable: Income

Table 2: Descriptive Statistics

Attributes	N	Mean -Income				
		<1 Lac	N	1 to 3 Lakh	N	>3 Lakh
Deliberate repetition is possible.	193	4.54	376	4.55	326	4.76
Carries maximum promotional offers.	193	4.18	376	4.28	326	4.4
Can know the place of availability.	193	3.94	376	4.22	326	4.25
Provides comparative advertising.	193	3.71	376	3.8	326	3.87
Provides referential evidence.	193	3.52	376	3.59	326	3.69
Clarity of message.	193	3.53	376	3.54	326	3.67
Capacity to depict the product as it is.	193	3.51	376	3.46	326	3.65
Displays maximum information.	193	3.34	376	3.47	326	3.44
Provides ease of describing.	193	3.13	376	3.17	326	3.3
Valid N (listwise)	193		376		326	

• **Print Media Attributes While Buying Consumer Durables – Education wise analysis:**

The data is analyzed from education perspective to know preference for print media attributes by the respondents having different educational qualification. Here Kruskal Wallis Test is undertaken to test the hypothesis. The Table 3 shows the Kruskal Wallis Test. The test statistics for education reveals that the p-value for the attribute, ‘Capacity to depict the product as it is’ is 0.002 and ‘Displays maximum information’ is 0.02’. P-value for these two attributes is less 0.05. Therefore, the null hypothesis.

Ho: There is no significant difference in the preference of respondents with different educational background for the print media attribute, during the purchase of consumer durables.

Is rejected for the two attributes

- Capacity to depict the product as it is.
- Displays maximum information.

It can be concluded that respondents with different educational background has significant difference in the preference for the print media attribute, 'capacity to depict the product as it is' and displays maximum information' during the buying of consumer durables. The difference can also be observed from the Table 4 showing mean statistics. The mean responses for the attribute 'capacity to depict the product as it is' for the respondents with different educational background ranges from 3.38 for respondents who are post graduate to 3.79 for respondents who are less than 10 + 2. In the same way the mean responses for the attribute 'displays maximum information' mean responses of the respondent with different educational background is Post graduation – 3.31, Graduation – 3.35, 10+2 – 3.50, Matriculation – 3.69. Respondents with higher qualification are found to be agreeing less and respondents with lower qualification tend to agree more on these two attributes. For the rest of attributes p-value is found to be greater than 0.05. Therefore for the rest of the attributes hypothesis is accepted, i.e. there is no significant difference in the preference of respondents with different educational background for the print media attributes during the purchase of consumer durables. The mean values indicate that they agreed for these attributes. Respondents with higher qualification are found to be agreeing less and respondents with lower qualification tend to agree more on these two attributes.

Table 3: Test Statistics^{a,b} for Education

Attributes	Chi-Square	df	Asymp. Sig.
Deliberate repetition is possible.	2.502	3	0.475
Carries maximum promotional offers.	5.866	3	0.118
Can know the place of availability.	5.251	3	0.154
Provides comparative advertising.	4.195	3	0.241
Provides referential evidence.	0.425	3	0.935
Clarity of message.	2.317	3	0.509
Capacity to depict the product as it is.	15.073	3	0.002
Displays maximum information.	9.279	3	0.026
Provides ease of describing.	6.173	3	0.103

a. Kruskal Wallis Test b. Grouping Variable: Education

Table 4: Descriptive Statistics

Attributes	Mean –Income							
	N	P.G	N	Grad	N	10+2	N	<10+2
Deliberate repetition is possible.	372	4.64	194	4.66	141	4.58	188	4.6
Carries maximum promotional offers.	372	4.34	194	4.36	141	4.31	188	4.19
Can know the place of availability.	372	4.2	194	4.25	141	4.11	188	4.05
Provides comparative advertising.	372	3.79	194	3.95	141	3.7	188	3.77
Provides referential evidence.	372	3.63	194	3.59	141	3.67	188	3.56
Clarity of message.	372	3.55	194	3.58	141	3.52	188	3.7
Capacity to depict the product as it is.	372	3.38	194	3.56	141	3.59	188	3.79
Displays maximum information.	372	3.31	194	3.35	141	3.5	188	3.69
Provides ease of describing.	372	3.07	194	3.31	141	3.31	188	3.3
Valid N (listwise)	372		194		141		188	

Findings and Conclusion

- From Income Perspective**

It is found that for the attributes, 'deliberate repetition is possible', 'carries maximum promotional offers' and can know the place of availability' the income group 'greater than Rs.3,00,000 have agreed the most. This means higher income group customer tend to like these print media attributes during the buying of consumer durables.

- From Educational Background Perspective**

In case of respondents with different educational background the differences in preference was observed for the two attributes. For both the attributes, 'capacity to depict the product as it is' and displays maximum information' the respondents with educational qualification less than 10+2 reported highest preference or agreement for these attributes. This means higher the educational qualification there is lesser preference for these attributes during the purchase of consumer durables. This can help marketers while undertaking advertising and media decision as a part of marketing communication strategy.

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