

## PRINT MEDIA AND ELECTRONIC MEDIA STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR: A COMPARATIVE STUDY

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### Abstract

*The present paper objective was to determine whether print media such as newspapers, magazine, Posters and Billboards are more or less effective than electronic media such as TV, Radio, internet and mobile ads in attracting consumers towards their respective products or services, this paper explained about how the both medias use strategies for attracting consumers. For that determinants like different media channels, media ads appeals, different types of media ads and media strategies used for my research work for comparing both Medias strategies. A sample of 417 consumers was selected with structure questionnaire for comparing both Medias. It was tested by the descriptive statistics, percentages, ANOVAs and independent sample t- test by using SPSS 20.0 version. The results showed that there is a significant difference in the mean variances in print media and electronic media with regard to diff. types of media channels, diff. types of media ads, media ads appeals, and media strategies Electronic media strategy have significant impact on consumer purchase behaviour.*

**Keywords:** Consumer, electronic media, print media, media channels, media ads appeals

### 1. Introduction

When comparing print media strategies and electronic media strategies, it is easy to assume that electronic is always better in today's society. It is expected for electronic communications to grow 15.9% annually until 2018, while print is only growing 2.8% each year (Stabel, 2015). Electronic media are faster, cheaper, wider reaching, and appeal to more people as being current and cutting edge technology. But just because electronic advertising might be more efficient does not mean that it is more effective. People generally think of print as being more sincere and eliciting a more emotional response than a digital advertisement. While electronic ads can be found scattered everywhere, print media seems more intentional. From streaming music and videos to social media, people are always being bombarded with corporate ads that can become irritating and tiresome. While print can sometimes be viewed as a dated form of advertising, it is still a very strong force in terms of meaningful interactions, which more and more consumers are searching for. In order for print to remain relevant and exciting, it does need to recognize the changes in the industry and consumers and be willing to innovate. A new generation, the Millennials, are in the process of growing up and making important decisions, like college choices (Fry, 2015). Industries need to be able to keep up with the expectations of Millennials, who hold a considerable stake in society. Some new techniques include printed quick-response (QR) codes that direct consumers to websites or a personalization component that excites the receiver and makes them feel special. On the other hand, in order for digital media to keep up their successful momentum, they need to recognize that customers are looking for something more than e-mail blasts or Facebook ads. Consumers

want to feel special and that their business matters. Personalization and connection are ways to reach out to people and make them feel like they are not just another e-mail address. In either case, it would be unwise to underestimate print or technology as inherently inferior to the other. Both have advantages and disadvantages that must be overcome.

## 2. Review of Literature

For growth, excellence and increase demands in business the need for media has been felt. Media contributes in growth of the business by the good communication, highly visible and more effective to create awareness, remind, persuade to buy and retain the existing customers, by

1. Werner Reinartz and Peter Saffert (2013) demonstrate that creativity in advertising always shows more memorable with less media spending to influence on purchase behavior of consumer.

2. H. James Wilson, P. J. Gunia, Salvatore Parisi and Bruce

D. Weinberg noted that (2011) companies must have clear objective for using and measuring social media strategies, like

- Predictive practitioners strategy.
- Creative experiments.
- Social media champion strategy.
- social media transformers strategy. This strategy helpful building media strategy in effective way in market.

3. **Douglas A Galbi (2009)** emphasize that advertising growing rapidly with creating new consumer vision and aspiration building brands towards collaborative market and building to develop user routine, comfort and trust.

4. **Thales Teixina (2003)**, says that the effective utilization of advertising with proper media planning helps to increase the profit of organization and it also influence on consumer products by educating them with proper media information.

5. **Jerry W. Thamos (1999)** demonstrate by the preparing excellent, creative and well-designed advertising always play vital role in business to capturing market era, without any market myopia.

6. **Kirmani and Wrights (1989, Experiments 3&4)** subjects identified celebrities, large audience media vehicles, high frequency and elaborate staging as expensive Ad elements. It's proposed that consumers perceive advertising costs as deviation from expectation about typical spending levels for product category.

7. **Upadhy, Indu Bal Krishna, Makhnall Chaturvedi** stated that the nature of influence media has on day decisions of people and compare the effects of Print and Electronic Media on peoples life.

8. **Komal Nagar** demonstrates focusing on a comparison between the effectiveness of Advertising into different media, it reveals that the Web is excellent medium for conveying information and Advertisements on the Web are not considered to be deceptive, television Ad catches viewers' attention, increasing purchase possibilities, and in changing and maintaining attitudes towards the advertised products.

9. **Mihir Dash and Prithvi Belgaonkar** noted that to compare the effectiveness of radio, print and web advertising over and above TV advertising. It is indeed the most effective

medium of advertising and that the potential of internet and radio as effective advertising medium can no longer be overlooked.

10. **Lisa R.Klein** research that attempts to measure the impact of advertising in the new media, utilizing traditional advertising measurement methods. This model will facilitate a greater understanding by marketer and academic of how a medium can influence consumer information search through its impact on the critical information consumer have access to prior to product usage.

11. **Laband (1986) and Norton and Norton (1988)** examined the content of Advertising in the YellowPages in terms of specific types of informational cues to test the differences in advertising information content between search and Experience goods.

### 3.Objective

The objectives of the study are to realise the following

- To study the influence of print media and electronic media on demographical variables
- To examine the impact of print & electronic media on consumer purchase behaviour

### 4.Hypothesis

The following are the hypothesis designed with above objective

- **HO<sup>1</sup>**: There is no significant impact of print media and electronic media Strategies on demographical variables
- **HO<sup>2</sup>**: There is no significant impact of print media strategies on consumer purchase behaviour
- **HO<sup>3</sup>**: There is no significant impact of Electronic media strategies on consumer purchase behaviour
- **HO<sup>4</sup>**: There are no significant differences between Print media and electronic media strategies on consumer purchase behaviour.

### 5.Methodology

The study is concerned with the Print and Electronic media strategies on consumer purchase behaviour based on that source of the data collected from Primary source of data is collected from the respondents through structured questionnaire and interviews. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites. for the measuring comparison between two medias, researcher used determinants like *Diff. types of media channels* like Newspapers, Magazine, Posters and Billboards belongs print media and TV, Radio, Internet and mobile belongs to Electronic media, followed with *Diff. types of media ads* are Quality of ads, information in ads, Celebrity endorsement and Price discounts in ads and Sales of the ads. *Media ads appeals* are emotional ads, action ads, family drama, Music & Melody ads and rational ads, *Media strategies* towards media channels, media ads, media ads appeals, celebrity endorsements.

### 6.Sampling Design

For that Convenience sampling method is used for the study, with 417 sample size from the selected area i.e. Hyderabad city. The Data collected from Primary and Secondary





Occupation	Employee		
	Private Employee	164	39.3
	Business	57	13.7
	Self Employed	51	12.2
Monthly income (in rupees)	Below 20,000	35	8.4
	20,001-30,000	143	34.3
	30,001 - 40,000	118	28.3
	40,001-50,000	73	17.5
	50,001 and above	48	11.5
Total		<i>n</i> = 417	100%







Media ads appeals	Between Groups	42.258	26	3.842	3.639	.000
	Within Groups	427.502	39	1.056		
	Total	469.760	41	6		
Electronic media strategies	Between Groups	61.832	26	5.621	4.663	.000
	Within Groups	488.230	39	1.206		
Total			550.062	416		

In order to understand whether there is any significant difference in the two different variables like Electronic media strategies and consumer purchase behaviour, with respect of the Electronic media strategies i.e. Diff. types of media channels, Diff. types of media ads, Electronic media ads appeals, and Electronic media strategies.

It is observed that from the above table, the sum of the squares of the difference between means of different variables like Electronic media strategies and consumer purchase behaviour the **between groups** variation 174.802 is due to interaction in samples between groups. If sample means are the close to each other. The **Within** variation 399.889 is due to difference within individual samples. The table also lists the F statistic 16.094, which is calculated by dividing the Between Groups Mean square by the Within Groups Mean Square. The Significance level of 0.000 is less 0.05, so its indicating that null hypothesis can be rejected. So Electronic media strategies significantly influenced on consumer purchase behaviour. And followed with Diff. types of media ads, Electronic media ads appeals, and Electronic media strategies. Of between groups variations are 6.345, 42.258, 61.832 and their within group variations are 81.976, 427.502, 488.230. The table also lists the F statistic are 2.850, 3.639, 4.663 and followed with significant level are 0.01, 0.00, and 0.00. This all are less than 0.05. So this are indicating that null hypothesis can be rejected. So all the respected variables are significantly different with consumer purchasebehaviour.

**Independent Samples Test:** The Independent Samples *t* Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Independent Samples *t* Test is a parametric test.

**HO<sup>4</sup>: There is no significant differences between Print media and electronic media strategies on consumer purchase behaviour.**

The mean values, Standard Deviation and Standard Error Means are calculated for the different dimensions of both Media, Diff. types of media channels, Diff. types of media ads, Print media ads appeals, and Print media strategies of the two study medias are furnished in the following table.





having more impact on consumer purchasing behaviour, the results have revealed a clear cut impact of the electronic media more than print media on purchasing behaviour of consumers. As per results 28% of respondents in the group of 26-30 years and 27% of respondents in the group of 31-35 years, followed by 70% of the respondents belonged male and 30% of respondents belonged female, and 43% of respondents studied Degree and with followed 28% of respondents studied PG, 39% of respondents working as a Private Employees, 23% are the Govt. employees and 34% of respondents earned Rs.20,001-30,000 for month and 28% of respondents earned Rs.30,001-40,000 and The results of ANOVA reveals that,  $H_0^1$  found that there is significant impact of print and Electronic media strategies on demographical variables, followed with  $H_0^2$  Print media dimensions like different media ads and media appeals having negative impact on the consumer purchasing behaviour,  $H_0^3$  Electronic media having positive impact on the consumer purchasing behaviour and finally  $H_0^4$  there is a significant difference in the mean variances in print media and electronic media with regard to diff. types of media channels, diff. types of media ads, media ads appeals, and media strategies Electronic media strategy have significant impact on consumer purchase behaviour.

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