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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.

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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, PJ Gunia,Salvatore parise and Brue D. Weinberg noted that (2011)companies must have clear objective for using and measuring social media strategies,like
 - Predictive practioners strategy.
 - Creative experiments.
 - Social media champion strategy.
 - social media transformers strategy. This strategy helpful building media strategy in effective way in market.
3. **Dougles 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, comport 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. **Kirman 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. **Upadhya, Indu Bal Krishna, Makhnal 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 Yellow Pages 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

- **HO¹:** There is no significant impact of print media and electronic media Strategies on demographical variables
- **HO²:** There is no significant impact of print media strategies on consumer purchase behaviour
- **HO³:** There is no significant impact of Electronic media strategies on consumer purchase behaviour
- **HO⁴:** 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 sources is analyzed with the help of appropriate statistical Package like SPSS 20. The Statistical tools used are ANOVA, Independent t-test used. To test the reliability of the data, Cronbach’s alpha test is conducted.

Table 1: Reliability Statisticsn

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.791	0.992	37

From the Table 1, it shown that the questionnaire is tested

for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result given the value of the as **0.791**. It indicates that, the data has a high reliability and validity.

7. Results And Discussions

The responses of respected consumers, from the schedule,

were coded and then tabulated using SPSS sheet for analysis. SPSS was used to analyse the data received from the survey from 417 respondents. The results are presented in subsequent paragraphs. To present the result, percent distribution of response have been used calculated through SPSS application for better authenticity. The frequency distribution of demographic variables is presented in the following table.

Table 2: Demographic variables

Particulars	Classification	No of Responses	Percentage
Age	20-25	93	22.3
	26-30	116	27.8
	31-35	113	27.1
	36-40	71	17.0
	41 and above	24	5.8
Gender	Male	290	69.5
	Female	127	30.5
Education	SSC	33	7.9
	Intermediate	26	6.2
	Degree	179	42.9
	Pg degree	117	28.1
Occupation	PhD and above	62	14.9
	Student	49	11.8
	Govt Employee	96	23.0
	Private Employee	164	39.3
	Business	57	13.7
Monthly income (in rupees)	Self Employed	51	12.2
	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
Total	50,001 and above	48	11.5
		<i>n</i> = 417	100%

The descriptive analysis of all the demographical variables is shown in above Table, from that more than 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 respectively.

ANOVA: The analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups. So ANOVA is conducted in order to understand whether there is any significant difference in opinion of the Consumers towards Print media and electronic media. It has been **HO¹: There is no significant impact of print media and electronic media's strategies on demographical variables**

Table 3: ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Age in Years	Between Groups	38.648	20	1.932	1.428	.001
	Within Groups	536.043	396	1.354		
	Total	574.691	416			
Gender	Between Groups	4.295	20	.215	1.012	.000
	Within Groups	84.026	396	.212		
	Total	88.321	416			
Education	Between Groups	7.218	20	.361	.309	.000
	Within Groups	462.542	396	1.168		
	Total	469.760	416			
Occupation	Between Groups	33.059	20	1.653	1.266	.000
	Within Groups	517.003	396	1.306		
	Total	550.062	416			
Income in rupees	Between Groups	25.211	20	1.261	.963	.000
	Within Groups	518.146	396	1.308		

In order to understand whether there is any significant difference in the two different Medias
 On demographical variables, with respect of the demographics i.e. Age, Gender, Education, Occupation and Income in rupees.
 It is observed that from the above table, the sum of the squares of the difference between means of different respondents ages and print media and electronic media strategies and the **between groups** variation 38.648 is due to interaction in samples between groups. If sample means are the close to each other. The **Within** variation 536.043 is due to difference within individual samples. The table also lists the F statistic 1.428, which is calculated by dividing the Between Groups Mean square by the Within Groups Mean Square. The Significance level of 0.001 is less 0.05, so its

indicating that null hypothesis can be rejected. So age is influence print media and electronic media strategies. And followed with demographics like Gender, Education, Occupation and income status of between groups variations are 4.295, 7.218, 33.059, 25.211, and their Within group variations are 84.026, 462.542, 517.003, 518.146. Followed with significant level are 0.00, 0.00, 0.00 and 0.000. This all are less than 0.05. So its indicating that null hypothesis can be rejected. So all the demographic variables are influenced by print media and electronic media strategies.

HO²: There is no significant impact of Print media strategies on consumer purchase behaviour

Table 4: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Diff. types of media channels	Between Groups	22.141	27	1.134	3.012	.000
	Within Groups	160.254	389	.414		
	Total	183.395	416			
Diff. types of media ads	Between Groups	12.491	27	.647	4.341	.009
	Within Groups	65.988	389	.138		
	Total	77.480	416			
Print media ads appeals	Between Groups	17.855	27	.956	2.317	.012
	Within Groups	173.621	389	.451		
	Total	191.476	416			
Print media strategies	Between Groups	9.413	27	.534	2.214	.003
	Within Groups	95.145	389	.247		
	Total	104.558	416			

In order to understand whether there is any significant difference in the two different variables like Print media strategies and consumer purchase behaviour, with respect of the print media strategies i.e. Diff. types of media channels, Diff. types of media ads, Print media ads appeals, and Print media strategies.
 It is observed that from the above table, the sum of the squares of the difference between means of different variables like print media strategies and consumer purchase behaviour the **between groups** variation 22.141 is due to interaction in samples between groups. If sample means are the close to each other. The **Within** variation 160.254 is due to difference within individual samples. The table also lists the F statistic 3.012, 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 Print media strategies Significantly

Different with consumer purchase behaviour. And followed with Diff. types of media ads, Print media ads appeals, and Print media strategies. Of between groups variations are 12.491, 17.855, 9.413 and their within group variations are 65.988, 173.621, 95.145. The table also lists the F statistic are 4.341, 2.317, 2.214 and followed with significant level are 0.09, 0.12. This is more than 0.05. So this is indicating that null hypothesis can be accepted, Diff. types of media ads, Print media ads appeals are statistically significant with consumer purchase behaviour, and remaining 0.03level is less than 0.05. It is less than 0.05. So it is indicating that null hypothesis can be rejected. So Print media strategies are significantly different with consumer purchase behaviour.

HO³: There is no significant impact of Electronic media strategies on consumer purchase behaviour

Table 5: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Diff. types of media channels	Between Groups	174.802	26	15.891	16.094	.000
	Within Groups	399.889	390	.987		
	Total	574.691	416			
Diff. types of media ads	Between Groups	6.345	26	.577	2.850	.001
	Within Groups	81.976	390	.202		
	Total	88.321	416			
Media ads appeals	Between Groups	42.258	26	3.842	3.639	.000
	Within Groups	427.502	390	1.056		
	Total	469.760	416			
Electronic media strategies	Between Groups	61.832	26	5.621	4.663	.000
	Within Groups	488.230	390	1.206		

	Total	550.062	416		
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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 purchase behaviour.

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.

HO⁴: 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.

Table 6: Group Statistics

	Selected banks	N	Mean	Std. Deviation	Std. Error Mean
Diff. types of media channels	Print media strategies	417	3.3968	.31812	.02175
	Electronic media strategies		3.3643	.30823	.02184
Diff. types of media ads	Print media strategies	417	3.7345	.43202	.02871
	Electronic media strategies		3.7471	.36843	.02882
Media ads appeals	Print media strategies	417	3.6592	.26543	.01812
	Electronic media strategies		3.6432	.27672	.01934
Media strategies	Print media strategies	417	3.9314	.40437	.02652
	Electronic media strategies		3.8989	.42477	.02793

The Mean, Standard Deviation and Standard Error Means of the Print media strategies against the dimensions of Diff. types of media channels are found to be 3.3968, 3.7345, 3.6592 and 3.9314, and for Electronic media strategies are with 3.3643,.31812, and.02175, and for Electronic media strategies with 3.3643,.30823,.02184 respectively. Followed with The Mean, Standard Deviation and Standard Error Means of the Print media strategies against the dimensions of Diff. types of media ads are found to be 3.7345,.43202,.02871and 3.9314, and for Electronic media strategies are with 3.7471,.36843, and.02882, and for Electronic media strategies with 3.3643,.30823,.02184. With respect to Media ads appeals, The Mean, Standard

Deviation and Standard Error Means of the Print media strategies found to 3.6592, .26543 and.01812 and for Electronic media strategies are with 3.6432, .27672 and.01934, with final regards to Media strategies, The Mean, Standard Deviation and Standard Error Means of the Print media found to 3.9314, .40437 and.02652, and Electronic media are with 3.8989, .42477 and.02793.

HO: there is no 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

Table 7: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Diff. types of media channels	Equal variances assumed	.202	.653	1.343	415	.002	.04136	.03080	-.01919	.10191
	Equal variances not assumed			1.344	414.596	.002	.04136	.03077	-.01913	.10185

Diff. types of media ads	Equal variances assumed	1.737	.188	-.068	415	.000	.00268	.03928	-.07988	.07453
	Equal variances not assumed			-.068	411.309	.000	-.00268	.03908	-.07951	.07416
Media ads appeals	Equal variances assumed	1.030	.311	1.700	415	.001	.04508	.02652	-.00704	.09720
	Equal variances not assumed			1.698	410.336	.001	.04508	.02655	-.00712	.09727
Media strategies	Equal variances assumed	.340	.560	.632	415	.000	.02564	.04060	-.05416	.10545
	Equal variances not assumed			.631	409.474	.000	.02564	.04067	-.05430	.10558

Since the 'F' values and 't' values are found to be significant difference with the dimensions diff. types of media channels, diff. types of media ads, media ads appeals, and media strategies with rejected two medias. The null hypothesis is rejected. Finally there is significant difference in both media while comparing with respected dimensions.

Conclusions

The present research paper study concluded that, both print and electronic media strategies 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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