

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337  
P-ISSN: 2663-3329  
[www.marketingjournal.net](http://www.marketingjournal.net)  
IJRMMS 2023; 5(2): 63-68  
Received: 07-09-2023  
Accepted: 13-10-2023

**Dr. Mukaram Khan**  
Dharmsinh Desai Institute of  
Business Administration,  
Dharmsinh Desai University,  
Nadiad, Gujarat, India

## Measuring the impact of print media while buying of consumer durables: An empirical study

**Dr. Mukaram Khan**

**DOI:** <https://doi.org/10.33545/26633329.2023.v5.i2a.138>

### Abstract

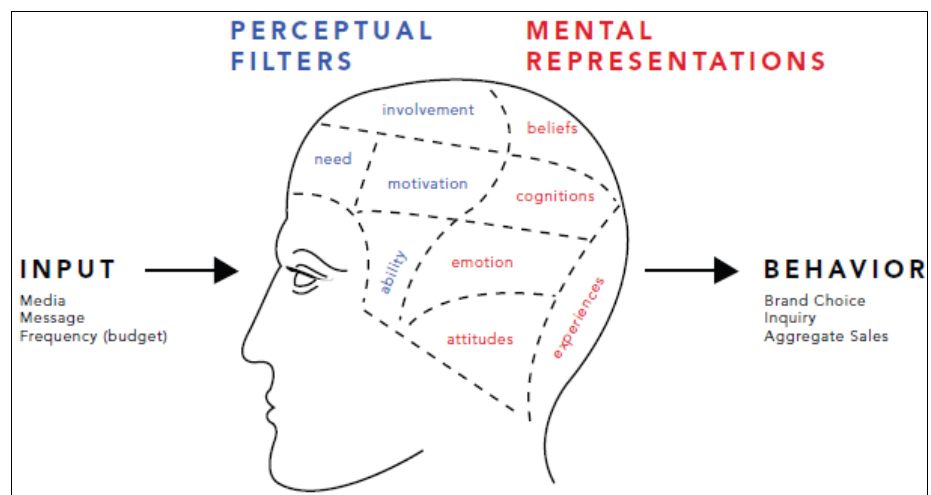
A particular consumer response is the result of a number of factors. In the due course of an advertising media related study it becomes important to locate the consumer response to the communication undertaken by a marketer. Though marketers are aware that a consumer response could be the result of anything including the communication carried out by him it becomes inevitable, to measure response to communication message. The basic AIDA model identified the impact of an advertisement on the minds of the consumers. They were - Attention, Interest, Desire and Action. These elements of impacts were too broad to empirically test them. Hence further literature review provided different model which identified different elements of impact. In this paper genders were found agreeing on all the elements of impact except action. Respondents with different age group were found to be agreeing for all the elements of impact except action. Only the respondents with age group between 20-40 years agreed even for 'action'.

**Keywords:** Informative, attention, clarity, interest, appealing, believable, liking, retention, memorable

### Introduction

#### Conceptual framework and review

The generic model starts with advertising exposure, a measure of the target audience's opportunity to see the ad while consuming media.



Source: Sorce, P. and Dewitz, A. 2007 <sup>[1]</sup>.

**Fig 1:** Generic model of advertising's impact on buyer behavior

The generic model starts with advertising exposure, a measure of the target audience's opportunity to see the ad while consuming media. This first stage is under the control of the advertiser, who determines the message and selects the media and amount of market coverage (budget). Stage 2 is controlled by the media consumer who is able to decide what information to accept. Stage 3 captures the result of the consumer's focal attention during Stage 2.

**Corresponding Author:**  
**Dr. Mukaram Khan**  
Dharmsinh Desai Institute of  
Business Administration,  
Dharmsinh Desai University,  
Nadiad, Gujarat, India

If the ad was encoded, the message content within the advertisement is represented by a change in the media user’s mental state. These “intermediate effects” can be cognitive (a change in awareness, beliefs, or knowledge), affective

(emotional or attitudinal variables such as liking, preference or trust), or experiential (through interactions with the product itself) [2].

Stages	AIDA model	Hierarchy of effects model	Innovation adoption model	Information processing model
Cognitive Stage	Attention	Awareness Knowledge	Awareness	Presentation Attention Comprehension
Affective Stage	Interest Desire	Liking Preference Conviction	Interest Evaluation	Yielding Retention
Behavioral Stage	Action	Purchase	Trial Adoption	Behavior

Source: Kruti Shah and Alan D’Souza [3]

Fig 2: Consumer response hierarchy models

A particular consumer response is the result of a number of factors. In the due course of an advertising media related study it becomes important to locate the consumer response to the communication undertaken by a marketer. It is very difficult to do because of almost invisible demarcating line present amongst various factors.

Though marketers are aware that a consumer response could be the result of anything including the communication carried out by him it becomes inevitable, to measure response to communication message.

The above model summarizes many famous models of consumer responses. The above models have laid down the broad responses. The present research at hand definitely needed to measure these responses. But few other responses have been laid down. The responses may be semantically different but they have been included so that respondents are better able to locate and reach out for the responses. For the same a pilot study was carried out to locate if there is a need for some more responses to be tracked. In this it was found that the selected respondents had shown desire for other responses too. When few more responses were added they were better able to express their opinions. Hence the following consumer responses were listed out.

Informative or Knowledge is the element of impact of cognitive stage. It represents the knowledge a consumer or an advertisement viewer acquires.

**Attention**

The advertisement must be sufficiently attention getting otherwise a single penny spend will become useless.

Clarity or Comprehension: The viewer of an advertisement provides enough understanding that he develops an interest in the product.

**Interest**

The understanding of the advertisement can lead to an important reasoning why he should buy the product if the advertisement is present in logical frame. Only then the viewer may have interest in the product.

**Appealing or Desire**

A viewer must move from a simple interest in the

advertisement to a strong appeal or desire in the product. This is possible when he is clearly able to relate that the advertised product can satisfy his particular need and want. In everyday experiences, customers are exposed to a variety of advertising appeals. These appeals are aimed at influencing customers’ attitudes towards a wide range of products and services. Among emotional appeals, thrill, affection, pride and fear attracted the consumer’s attention towards the advertisement, but thrill and pride were the only major influencers of consumer purchase decision [4].

**Believable**

A respondent or a consumer purchases not only based on some strong instincts and or being impulsive. But his inclination to buy can come when he believes in what is depicted in the advertisement.

**Liking**

Once he believed that the product can satisfy certain need or want the consumer or respondent or a viewer of an advertisement develops the liking for the product and starts to aspire to own the one.

**Retention**

The viewer of an advertisement now remembers the advertisement, he remembers the product, the company produces it etc. but this everything is to some extent in his short term memory.

**Memorable**

When the advertiser has very rightly and in very right prospective has presented the brand and or the product the viewer of the advertisement is able to move form mere retention of advertising message to becoming memorable one.

**Elements of impact and Consumer Characteristics**

The basic AIDA model identified the impact of an advertisement on the minds of the consumers. They were – Attention, Interest, Desire and Action. These elements of impacts were too broad to empirically test them. Hence further literature review provided different model which

identified different elements of impact. A pilot survey also helped identify the different elements of impact so as to summarize the list which can be tested. Test was carried out to know impact of print media on the respondents when they were in the course of buying of consumer durables. Test was undertaken to know how each of these elements of impact stood for the print media. The tests were undertaken from different demographic perspectives to find out if significant difference exists among the respondents with different demographic variables.

**Research Methodology**

**Scope of the study:** The primary focus of the research was to know the impact of print media 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 measure the impact of print media 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.

**Data Analysis**

**Table 1:** Descriptive statistics – overall

Elements of impact	N	Mean
Informative	895	4.68
Appealing	895	4.54
Clarity	895	4.45
Interesting	895	4.02
Believable	895	3.38
Attention	895	3.37
Convincing	895	3.11
Retention	895	3.20
Memorable	895	2.98
Action	895	2.82
Valid N (list wise)	895	

**Impact of Print Media - Gender wise analysis**

The data is analyzed from respondents’ gender perspective. It is so analyzed to know the impact of print media on 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. The Kolmogorov-Smirnov Test (Table – 1.2) revealed that the data is not normal as the p-value is less than 0.05. Therefore, Mann-Whitney U Test is undertaken to test the hypothesis.

**Ho: There is no significant difference in the impact of print media on the respondents with different gender**

The test Statistics reveals that all the elements of impact - Informative, Appealing, Clarity, Interesting, Believable, Attention, Convincing, Retention, Memorable and Action are having p-value greater than 0.05. This can be examined from the Table - 4 Test Statistics for Gender. Therefore the null hypothesis is accepted for all these elements of impact and can conclude that there is no significant difference in the impact of print media on the respondents with different gender. This is even validated with the help of the mean values for the given elements which can be viewed in the Table no: 3 Descriptive Statistics. Both male and female respondents are found to be agreeing with above mentioned elements and the differences in responses is also not much varying one.

**Table 2:** Test of Normality for Gender

Elements of impact	Gender					
	Male			Female		
	Kolmogorov-Smirnov <sup>a</sup>			Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	DF	Sig.	Statistic	DF	Sig.
Informative	0.472	697	0.00	0.475	198	0.00
Appealing	0.403	697	0.00	0.378	198	0.00
Clarity	0.392	697	0.00	0.344	198	0.00

Interesting	0.263	697	0.00	0.24	198	0.00
Believable	0.156	697	0.00	0.168	198	0.00
Attention	0.166	697	0.00	0.156	198	0.00
Convincing	0.169	697	0.00	0.231	198	0.00
Retention	0.16	697	0.00	0.21	198	0.00
Memorable	0.194	697	0.00	0.219	198	0.00
Action	0.169	697	0.00	0.173	198	0.00

**Table 3:** Descriptive Statistics – Gender

Elements of impact	Gender			
	Male		Female	
	N	Mean	N	Mean
Informative	697	4.67	198	4.72
Appealing	697	4.56	198	4.48
Clarity	697	4.47	198	4.37
Interesting	697	4.04	198	3.98
Believable	697	3.40	198	3.29
Attention	697	3.39	198	3.32
Convincing	697	3.15	198	2.98
Retention	697	3.22	198	3.12
Memorable	697	2.98	198	2.99
Action	697	2.86	198	2.68
Valid N (list wise)	697		198	

**Table 4:** Test Statistics<sup>a</sup> for Gender

Elements of impact	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Informative	67896.5	87597.5	-0.506	0.613
Appealing	66236	85937	-1.045	0.296
Clarity	63832.5	83533.5	-1.887	0.059
Interesting	66195	85896	-0.928	0.353
Believable	65879.5	85580.5	-1.001	0.317
Attention	66650.5	86351.5	-0.753	0.452
Convincing	63498	83199	-1.761	0.078
Retention	65972.5	85673.5	-0.967	0.334
Memorable	68881.5	312134.5	-0.039	0.969
Action	63972	83673	-1.613	0.107

a. Grouping Variable: Gender

**Impact of Print Media - Income wise analysis**

The data is analyzed from respondents’ income perspective to know the impact of print media on the respondents with different income group. 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. The Kolmogorov-Smirnov Test (Table - 5) revealed that the data is not normal as the p-value is less than 0.05. Therefore, Kruskal Wallis Test is undertaken to test the hypothesis.

**Ho: There is no significant difference in the impact of print media on the respondents with different income**

The Test Statistics reveals that the elements of impact such as - Appealing, Clarity, Interesting, Attention, Retention, Memorable and Action are having p-value greater than 0.05. This can be examined from the Table no: 6.4.4 Test Statistics for Income. Therefore the null hypothesis is accepted for these elements of impact and can be concluded that there is no significant difference in the impact of print

media on the respondents with different income levels. This is even validated with the help of the mean values for the given elements. Respondents with different Incomes are found to be agreeing with above mentioned elements and the differences in their responses is also not much varying one. But the respondents with different income, least agreed for the two elements i.e. memorable and action. Whereas, the elements of impact such as - Informative, Believable and Convincing have p-value less than 0.05, therefore the null hypothesis is rejected for these elements of impact and can be concluded that there is significant difference in the impact of print media on the respondents with different Income levels. This is even validated with the help of mean values for these elements which can be viewed in the Table no: 6.4.6 Descriptive Statistics. In this case, respondents with Income greater than 3,00,000 have agreed the most regarding the element of impact - Informative and Believable. It is followed by Income less than 1,00,000 and Income between 1,00,000 to 3,00,000. Similarly, in case of an element of impact – Attention, respondents with Income less than 1,00,000 have agreed the most followed by Income greater than 3,00,000 and Income between 1,00,000 to 3,00,000.

**Table 5:** Test of Normality for Income

Elements of impact	Income								
	< 100000			100000-300000			> 300000		
	Kolmogorov-Smirnov <sup>a</sup>			Kolmogorov-Smirnov <sup>a</sup>			Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	DF	Sig.	Statistic	DF	Sig.	Statistic	DF	Sig.
Informative	0.433	193	0	0.462	376	0	0.498	326	0
Appealing	0.372	193	0	0.398	376	0	0.416	326	0
Clarity	0.373	193	0	0.383	376	0	0.387	326	0
Interesting	0.243	193	0	0.241	376	0	0.268	326	0
Believable	0.15	193	0	0.164	376	0	0.183	326	0
Attention	0.203	193	0	0.158	376	0	0.178	326	0
Convincing	0.175	193	0	0.2	376	0	0.167	326	0
Retention	0.176	193	0	0.182	376	0	0.164	326	0
Memorable	0.175	193	0	0.219	376	0	0.203	326	0
Action	0.157	193	0	0.178	376	0	0.178	326	0

a. Lilliefors Significance Correction

**Table 6:** Descriptive statistics – income

Elements of impact	Income					
	< 100000		100000-300000		> 300000	
	N	Mean	N	Mean	N	Mean
Informative	193	4.57	376	4.67	326	4.76
Appealing	193	4.40	376	4.56	326	4.61
Clarity	193	4.42	376	4.40	326	4.51
Interesting	193	3.97	376	3.97	326	4.12
Believable	193	3.26	376	3.24	326	3.60
Attention	193	3.39	376	3.31	326	3.44
Convincing	193	3.23	376	2.99	326	3.18
Retention	193	3.25	376	3.16	326	3.21
Memorable	193	3.17	376	2.88	326	2.99
Action	193	2.96	376	2.76	326	2.82
Valid N (list wise)	193		376		326	

**Table 7:** Test Statistics<sup>a,b</sup> for income

Elements of impact	Chi-Square	DF	Asymp. Sig.
Informative	13.015	2	.001
Appealing	4.471	2	.107
Clarity	1.279	2	.528
Interesting	3.075	2	.215
Believable	15.612	2	.000
Attention	1.509	2	.470
Convincing	6.133	2	.047
Retention	.580	2	.748
Memorable	4.738	2	.094
Action	3.307	2	.191

a. Kruskal Wallis Test, b. Grouping Variable: Income

**Impact of Print Media - Age Group wise analysis**

The data is analyzed from respondents’ age perspective to know the impact of print media on the respondents with different age groups. 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. The Kolmogorov-Smirnov Test (Table – 6, 4, 8) revealed that the data is not normal as the p-value is less than 0.05. Therefore, Kruskal Wallis Test is undertaken to test the hypothesis.

**Ho: There is no significant difference in the impact of print media on the respondents with different age group**

The Test Statistics reveals that the elements of impact such as - Informative, Appealing, Interesting, Believable,

Attention, Convincing and Retention are having p-value greater than 0.05. This can be examined from the Table no: 6.4.10 Test Statistics for Age group. Therefore the null hypothesis is accepted for these elements of impact. This is even validated with the help of the mean values from the Table – 6.4.9 for the given elements. Respondents with different age group are found to be agreeing with the above mentioned elements and the differences in their responses is also not much varying one. Whereas, the elements of impact such as - Clarity, Memorable and Action have p-value less than 0.05, therefore the null hypothesis is rejected for these elements of impact. This is even validated with the help of mean values for these elements which can be viewed in the Table no: 6.4.9 Descriptive Statistics. In this case, respondents within age group of 41 to 65 disagreed more, followed by age group of greater than 65 and age group between 20 to 40 years.

**Table 8:** Test of Normality for Age Group

Elements of impact	Age Group								
	20-40 Years			41-65 Years			> 65 Years		
	Kolmogorov-Smirnov <sup>a</sup>			Kolmogorov-Smirnov <sup>a</sup>			Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	DF	Sig.	Statistic	DF	Sig.	Statistic	DF	Sig.
Informative	0.469	681	0.00	0.481	195	0.00	0.398	19	0.00
Appealing	0.395	681	0.00	0.407	195	0.00	0.398	19	0.00
Clarity	0.373	681	0.00	0.414	195	0.00	0.377	19	0.00
Interesting	0.25	681	0.00	0.261	195	0.00	0.221	19	0.016
Believable	0.167	681	0.00	0.195	195	0.00	0.159	19	.200*
Attention	0.161	681	0.00	0.172	195	0.00	0.21	19	0.027
Convincing	0.175	681	0.00	0.191	195	0.00	0.201	19	0.042
Retention	0.173	681	0.00	0.174	195	0.00	0.206	19	0.033
Memorable	0.204	681	0.00	0.197	195	0.00	0.301	19	0.00
Action	0.172	681	0.00	0.174	195	0.00	0.223	19	0.013

a. Lilliefors Significance Correction. This is a lower bound of the true significance.

**Table 9:** Descriptive statistics – age group

Elements of impact	Age Group					
	20-40 Years		41-65 Years		> 65 Years	
	N	Mean	N	Mean	N	Mean
Informative	681	4.67	195	4.75	19	4.53
Appealing	681	4.53	195	4.61	19	4.53
Clarity	681	4.40	195	4.60	19	4.37
Interesting	681	3.99	195	4.15	19	3.89
Believable	681	3.40	195	3.31	19	3.32
Attention	681	3.38	195	3.33	19	3.74
Convincing	681	3.13	195	3.04	19	3.26
Retention	681	3.22	195	3.07	19	3.79
Memorable	681	3.01	195	2.79	19	3.95
Action	681	2.93	195	2.47	19	2.58
Valid N (List wise)	681		195		19	

**Table 10:** Test Statistics<sup>a,b</sup> for Age Group

Elements of Impact	Chi-Square	DF	Asymp. Sig.
Informative	2.268	2	.322
Appealing	1.483	2	.476
Clarity	6.162	2	.046
Interesting	2.161	2	.339
Believable	.950	2	.622
Attention	2.131	2	.345
Convincing	1.017	2	.601
Retention	5.488	2	.064
Memorable	13.157	2	.001
Action	21.219	2	.000

Kruskal Wallis Test, b. Grouping Variable: Age Group

**Findings and Conclusion**

Both the genders were found agreeing on all the elements of impact except action. Respondents with different age group were found to be agreeing for all the elements of impact except action. Only the respondents with age group between 20-40 years agreed even for ‘action’. For majority of elements respondents with different ‘income’ were found to be agreeing for the impact of print media on the purchase of consumer durables except the ‘action’. The respondents with income greater than Rs. 3, 00,000 were found to be agreeing more.

**References**

1. Sorce P, Dewitz A. The Case for Print Media Advertising in the Internet Age. Rochester, NY: Printing Industry Center at RIT; c2007.
2. Ibid.
3. Shah K, D’Souza A. Advertising and Promotions: An IMC Perspective by, Tata McGraw Hill; c2009. p. 189.
4. Verma S. Do All Advertising Appeals Influence

Consumer Purchase Decision: An Exploratory Study, Global Business Review. 2009;10;33. The online version of this article can be found at: <http://gbr.sagepub.com/cgi/content/abstract/10/1/33>

5. Laurie A, Babin, Alvin C. Burns, Effects of Print Ad Pictures and Copy Containing Instructions to Imagine on Mental Imagery That Mediates Attitudes, Journal of Advertising. 1997;26(3):33-44.
6. Robert S, Welsh. The Effect of Retail Food Newspaper Advertising on Consumer Decision Making, Journal of Food Distribution Research. 1973, 4(2).
7. Dae-Young K, Yeong-Hyeon H, Daniel R. Fesenmaier, Modeling Tourism Advertising Effectiveness, Journal of Travel Research. 2005;44(1):42-49.
8. Putrevu, Sanjay. Communicating with the Sexes: Male and Female Responses to Print Advertisements, Journal of Advertising. 2004;33(3):51-62.
9. Amy L. Parsons and Elzbieta Lepkowska-White, Web Site References in Print Advertising: An Analysis of Calls to Action, Journal of Internet Commerce. 2010;9(3-4):151-163.