



# **MEDIA STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR IN THE EMERGING MARKET**

**B. Rajasekhar**

*Principal, Jaya Institute of Business Management, Bhadraadri Kothagudem  
Telanagna*

## **ABSTRACT**

*The current paper examines the effect of media strategies on consumer purchasing behaviour in developing markets. The researcher utilised a variety of media channels, including newspapers, magazines, posters and billboards, television, radio, the internet, and mobile media. For studying consumer behaviour, the researcher analysed several sorts of factors such as media channels, media ad appeals, different types of media advertising, and media tactics. The convenience sample approach was used to gather data from 322 respondents in the Telanagna state, and the data was analysed using ANOVAs in SPSS 23 Version. The findings revealed that media techniques had a considerable influence on sample demographic characteristics as well as consumer buying behavior.*

**KEYWORD:** *Media ads appeals, Consumer behaviour, media channels, print media, electronic media*

## **1. INTRODUCTION**

Today's culture tends to presume that electronic media tactics are always preferable to print media strategies when comparing print media strategies with electronic media strategies. While electronic communications are anticipated to expand 15.9 percent per year until 2018, print is only expected to grow at a rate of 2.8 percent per year until 2018. (Stabel, 2015). Electronic media are more efficient, less expensive, and more widely available, and they appeal to a greater number of people because they are current and cutting-edge technology. Although electronic advertising may be more efficient than traditional advertising, this does not necessarily imply more success. Print advertising is generally perceived as more sincere and capable of eliciting a stronger emotional response than digital advertising. While electronic advertisements can be found almost anywhere, print advertisements appear more deliberate. People are constantly bombarded with corporate advertisements that can become irritating and tiresome, whether through streaming music and videos or social media platforms like Facebook and Twitter. While print advertising may be considered a dated form of marketing, it is still a very powerful force in creating meaningful interactions, which more and more consumers are looking for. For print to stay relevant and attractive,

it must adapt to the changing demands of the industry and its customers while also being prepared to innovate. A new generation, known as the Millennials, is in the process of maturing and making important decisions, such as which college to enroll in (Fry, 2015). In order to keep up with the expectations of Millennials, who have a significant stake in society, industries must adapt. In addition to printed quick-response (QR) codes that drive customers to websites, other innovative tactics involve adding a personalized component that delights the recipient and makes them feel unique. The opposite is also true: for digital media to maintain their current level of success, they must recognize that their customers are looking for something more than just e-mail blasts or Facebook ads. Consumers want to be treated as individuals and to believe that their business is important. Making people feel like they are more than just another e-mail address can be accomplished through personalization and connection. Print or technology should not be seen as fundamentally superior to one another, regardless of the situation. Both have benefits and drawbacks that must be addressed to be successful in business.



## 2. REVIEW OF LITERATURE

The necessity for media has been seen in the corporate world in order to promote development, quality, and growing expectations. Werner Reinartz and Peter Saffert (2013) demonstrate that creativity in advertising always shows more memorable with less media spending to influence on the purchase behaviour of consumers. Media contributes to the 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, as demonstrated by Werner Reinartz and Peter Saffert (2013). Researchers H. James Wilson, P. J. Gunia, Salvatore Parise, and Bruce D. Weinberg said that (2011) companies must have a defined aim for implementing and assessing social media techniques, such as • Predictive practitioners approach. • Creative experimentation. • Social media champion strategy. This approach aids in the development of media strategy in an ineffective manner in the market. The advertising industry, according to Douglas A. Galbi (2009), is expanding fast, establishing new consumer vision and desire, constructing brands toward the collaborative market, and developing user routine and compartment, as well as developing user trust. According to Thales Teixina (2003), the efficient use of advertising in conjunction with adequate media planning contributes to the rise in profit of a company, as well as the impact of consumer products via proper media information education and information. It has been shown by Jerry W. Thamos (1999) that developing good, innovative, well-designed advertising campaigns can be very effective at seizing market share in any market environment, regardless of market myopia. Celebs, huge audiences, media vehicles with a wide audience, high frequency, and sophisticated staging were recognised as costly advertising features by Kirmani and Wright's participants in Experiments 3 and 4. It has been suggested that customers interpret advertising expenses as a divergence from the average spending levels for the product category in which they are participating. People's day-to-day choices are influenced by the kind of the impact media has on them, according to Upadhyaya, Indu Bal Krishna, and Makhanlal Chaturvedi, who compared the effects of print and electronic media on people's lives. Using a comparison of the effectiveness of advertising across different media, Komal Nagar demonstrates that the Web is an excellent medium for conveying information and those advertisements on the Web are not considered to be deceptive. Television advertisements capture viewers' attention, increasing purchase possibilities, and in changing and maintaining attitudes toward the advertised products, as demonstrated by the following: When comparing the efficacy of radio, print, and online advertising over and above television advertising, Mihir Dash

and Prithvi Belgaonkar made the following observation: It is, without a doubt, the most successful medium of advertising, and the potential of the internet and radio as powerful advertising mediums can no longer be ignored, as has been the case in the past. Lisa R. Klein's study seeks to determine the effect of advertising in new media by using classic advertising measuring methodologies, which she has developed. Marketers and researchers will benefit from a better knowledge of how a medium might affect consumer information search by examining its effect on the important information consumers have access to prior to product use, as shown by this model. A study conducted by Laband (1986) as well as Norton and Norton (1988) looked at the content of advertising in the Yellow Pages in terms of particular sorts of informational signals to see whether there were any variations in the information content of advertising between search goods and experience goods.

## 3. OBJECTIVE

It is the goal of the research to accomplish the following things:

- To investigate the relationship between print and electronic media and demographical characteristics.
- To investigate the relationship between print and electronic media and consumer buying behavior.

## 4. HYPOTHESES

The following are the hypotheses developed with the aforementioned goal in mind.

- **H01:** There is no significant effect of media strategies on sample demographics.
- **H02:** There is no significant effect of media strategies on consumer purchasing behaviour.

## 5. METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** Primary source of data is collected from the respondents through structured questionnaire and it was in order to collect data on factors impact of media strategies on consumer purchase behaviour. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- **Data collections methods:** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers
- **Sampling area:** Hyderabad city



- **Sampling Method:** Convenience sampling method has been used to collect sample of 322 respondents in Hyderabad.
- **Statistical tools used:** ANOVAs and correlation using SPSS 20.0.

For that Convenience sampling method is used for the study, with 322 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.

## 6. SAMPLING DESIGN

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.811	0.903	18

Table 1 reveals that the questionnaire has been checked for reliability, and the findings are shown in the table. Pretested and validated by face validity, the questionnaire generated was sent to a carefully chosen sample of experts, and it also has a sufficiently strong reliability score; the resultant value of was 0.811, indicating that the questionnaire is of high reliability. It shows that the data has a high level of trustworthiness and validity.

## 7. RESULTS AND DISCUSSIONS

In order to conduct the analysis, the replies of respected customers from the schedule were coded and then tallied using an SPSS 23v. The data from the survey, which garnered 322 responses, were analyzed using the SPSS statistical package. The findings are discussed in further detail in the following sections. The outcome demonstrates that the % distribution of responses has been determined using the SPSS program to improve the legitimacy of the results. Table 1 shows the frequency distribution of demographic characteristics regarding age, gender, and education.

**Table 2: Demographic variables**

Particulars	Classification	No of Responses	Percentage
<b>Age</b>	Below 25 years	32	9.9
	25-35 years	138	42.9
	35-45 years	81	25.2
	45-55 years	57	17.7
	55 and above	14	4.3
<b>Gender</b>	Male	174	54.0
	Female	148	46.0
<b>Education</b>	Below Degree	63	19.6
	Degree	97	30.1
	pg degree	108	33.5
	Above PG	54	16.8
<b>Occupation</b>	Student	31	9.6
	Govt Employee	37	11.5
	Private Employee	94	29.2
	Business	90	28.0
	Self Employed	70	21.7
<b>Monthly income (in</b>	Below 20,000	67	20.8
	20,001-30,000	67	20.8



rupees)	30,001 - 40,000	106	32.9
	40,001-50,000	25	7.8
	50,001 and above	57	17.7
<b>Total</b>		<b>n = 322</b>	<b>100%</b>

As per results, 42% of respondents belong to the age group of 25-35 years and 25% of respondents were 35-45 years. Followed by 54% of respondent's belongs male, remaining female. 33% of respondents studied PG, 30% were degree; 29% were private employee and 28% were business people; 32% of the respondents were earned 30,001 - 40,000 and 20% of the respondents earned 20,001-30,000.

**ANOVA:** The analysis of variance (ANOVA) is used to determine any statistically significant differences between the means of two or more independent (unrelated) groups. So ANOVA is conducted to understand whether there is any significant difference in the Consumers' opinion towards Print media and electronic media. It has been considered for the study as explained in the table.

- **H01:** There is no significant effect of media strategies on sample demographics.

Table 3 Results of ANOVAs

Characteristics	F	Sig.
Age in Years	1.524	.000
Gender	.954	.000
Education	3.509	.000
Occupation	1.021	.000
Income in rupees	5.647	.000

Table 3 reveals that media strategies have a significant mean difference with sample demographic characteristics. The p-values of all the demographic

characteristics has less than sig. values ( $p < 0.05$ ). Thus, the media strategies had a significant impact on sample demographics profiles.

- **H02:** There is no significant effect of media strategies on consumer purchasing behaviour.

Table 4: Results of ANOVA

variables	F	Sig.
Diff. types of media channels	2.412	.000
Diff. types of media ads	1.021	.000
Print media ads appeals	2.115	.000
Print media strategies	3.356	.000

Table 4 reveals that media strategies had a significant mean difference in consumer purchasing behaviour. The results reveal that diff. types of media channels ( $f=2.412$ ) p-value is less than sig.value ( $p < 0.05$ ). Similarly, Diff. Types of media ads ( $p < 0.05$ ), Print media ads appeals ( $p < 0.05$ ) and Print media strategies ( $p < 0.05$ ) p-values were less than sig. Value. Thus, there is a significant mean difference between media strategies and consumer purchasing behaviour.

## 7. CONCLUSIONS

The current research study focuses on the influence of media techniques on consumer buying behaviour in the rising market, particularly in online shopping. Through the use of a structured questionnaire and non-probability sampling, the researcher acquired 322 main data points from the respondents from the state of Telanagna. To analyse the data, researcher has employed analysis of variance test to measure the mean difference of

selected groups in the research study. According to the data, 42 percent of respondents were between the ages of 25 and 35, and 25 percent were between the ages of 35 and 45. Following that, 54 percent of respondents are male, with the remainder being female. 33 percent of respondents studied PG, 30 percent had a degree, 29 percent were private employees, and 28 percent were business persons; 32 percent made \$30,001-40,000, and 20 percent earned 20,001-30,000. The final ANOVA findings show that media tactics have a substantial influence on sample demographics (H01) and a significant effect on consumer buying behaviour (H02)

## 8. REFERENCES

1. Douglas A Galbi, (2009), *Journal of consumer research*, vol-17, no 12
2. Fry, R. (2015, January 15). *This year, Millennials will overtake Baby Boomers*. Retrieved December 1, 2015, from <http://www.pewresearch.org/fact->



- tank/2015/01/16/this-year-millennials-will-overtake-baby-boomers/
3. H. James Wilson, P.J. Gunia, Salvatore Parisi and Bruce D. Weinberg (2011), "What's your social media strategy", *Harvard Business Review*.
  4. Jerry W. Thamoas – "Advertising Effectiveness", *Journal of Marketing*.
  5. Katherine Dayton- "The Comparison of Effectiveness between Print Media & Electronic Media in terms of Promotion and Recruitment" *Western Michigan University*,
  6. Kiramani, Anna and Peter Wrights(1989)- "Money Talks: Perceived Media Advertising Expense and Expected Product Quality", *Journal of Consumer Research*, 16(December), 344-353.
  7. Komal Nagar (2009) – Advertising effectiveness in Different Media : A Comparison of Web and Television Advertising, *University of Jammu*.
  8. Laband, David N.: *The Durability of Informational Signals*. *Journal of Advertising* 18 (4) (winter 1989): 13-18.
  9. Lisa R. Klein(1998)- "Evaluating the Potential of Intensive Media through a New Lens: Search Versus Experience Goods", *Journal of Business Research*, *Harvard University*.
  10. Mihir Dash and Prithvi Belgaonkar- "Comparative Effectiveness of Radio, Print and Web Advertising", *Alliance University, School of Business*.
  11. Stabel, D. (2015, August 1). *Capitalizing on the Data-Driven Customer Communications Opportunity*. Retrieved December 1, 2015, from <http://www.objectiflume.com/marketing/documents/WPCustomerCommunicationsOpportunity.pdf>.
  12. Thales Teixeira – "How to profit from lean Advertising", *Idea Watch, Harvard Business Review South Asia*.
  13. Upadhyaya, Indu Bal Krishna, Makhn Lal Chaturvedi (2014)- "Effectiveness of Print and Electronic media Advertisement": A Comparative Study, *International Research Journal of Social Sciences*, 2319-3565 vol.3(7).
  14. Werner Reinartz and Peter Saffert – "Creativity in Advertising", *Harvard Business Review South Asia*.