



# A STUDY ON EFFECT OF MEDIA VEHICLES ON CONSUMER PURCHASE BEHAVIOUR IN HYDERABAD CITY

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## ABSTRACT

*Media is a viable instrument of conveying objective clients by the message, and it has a capacity to imparting objective crowd by the visual and sound correspondence, so this make compelling media methodology is an essential medium to make crowd mindful of the organization's items and administrations. This exploration paper study was led to discover the impact of media systems on purchaser buy conduct; where in the extent of study was restricted to Hyderabad city. A structure survey was utilized to gauge the impact of media systems and each age of the individual was focused in this examination concentrate for to get the buy conduct of shopper towards with test size 225 respondents and tested via descriptive statistics, percentages, ANOVA, and correlation and by using SPSS 20.0 Version. The result of the study showed that media vehicles, and media ads appeals have positive effect on consumer behaviour, while purchasing products.*

**KEYWORDS:** *Consumer Behaviour, Media Exposure, Media Vehicles, Media Ads Appeals, Media Strategy.*

## 1. INTRODUCTION

Associations have consistently conveyed systems for their different tasks in business. Vital situating is a supported procedure that is depicted as important so as to accomplish a feasible upper hand (Porter, 1996). Media were added to the pool of key exercises in the most recent decade. Organizations are presently reconsidering their business systems because of the ascent of media (Fraser and Dutta, 2008; Peters et al., 2013). It is an amazing wonder that changed the social association worldwide. In this manner, Media system is pivotal for organizations today to participate in informal communities so as to be serious available towards items and administrations (Burkhalter et al., 2014; Othman et al., 2013; Kaplan and Haenlein, 2010; Larson and Watson, 2011). The use of media for correspondence with clients is unavoidable these days, regardless of whether it is for publicizing items or administrations, addressing customer questions and grumblings or for data purposes. Media system is changing the manner in which organizations are led with speaking to a minimal effort stage for individual marking (Dutta, 2010), and paying little heed to the organization size or industry, media promoting has become an obligatory component of an organization's showcasing procedure (Hanna et al., 2011). Media procedure must be facilitated with showcasing system and with different parts of promoting methodology. media system includes choosing the media that is suitable for the message and item

prerequisites to contact the crowd that the publicist wants, in proper numbers, in a responsive attitude, at the right time and at an efficient expense. In arranging media, vital explanation is significant, as it empowers the dissecting of the rationale and consistency of the general media plan that is suggested.

## 2. REVIEW OF LITERATURE

Douglas A Galbi (2009) underline that promoting developing quickly with making new shopper vision and desire building brands towards synergistic market and working to create client schedule, comport and trust. Thales Teixina (2003), says that the powerful usage of promoting with appropriate media arranging assists with expanding the benefit of association and it additionally impact on purchaser items by teaching them with legitimate media data. Jerry W. Thamos(1999) show by the planning brilliant, imaginative and all around planned publicizing consistently assume indispensable part in business to catching business sector period, with no market nearsightedness. Kirmani and Wrights (1989, Experiments 3&4) subjects recognized superstars, enormous crowd media vehicles, high recurrence and expound organizing as costly Ad components. It's suggested that buyers see publicizing costs as deviation from assumption regarding normal spending levels for item classification.

Upadhya, Indu Bal Krishna , Makhanlal Chaturvedi expressed that the idea of impact media



has on day choices of individuals and look at the impacts of Print and Electronic Media on people groups life. Komal Nagar shows zeroing in on an examination between the viability of Advertising into various media, it uncovers that the Web is fantastic mechanism for passing on data and Advertisements on the Web are not viewed as beguiling, TV Ad grabs watchers' eye, expanding buy prospects, and in changing and keeping up perspectives towards the publicized items. Mihir Dash and Prithvi Belgaonkar noticed that to analyze the viability of radio, print and web promoting far beyond TV publicizing. It is undoubtedly the best mode of promoting and that the capability of web and radio as successful publicizing medium can never again be ignored.

Lisa R.Klein research that endeavors to gauge the effect of publicizing in the new media, using customary promoting estimation strategies. this model will encourage a more noteworthy comprehension by advertiser and scholastic of how a medium can impact customer data search through its effect on the basic data shopper approach preceding item utilization.

Laband (1986) and Norton and Norton (1988) analyzed the substance of Advertising in the Yellow Pages regarding explicit sorts of instructive prompts to test the distinctions in publicizing data content among search and Experience products. Saxena, S.S., in his book " Advertising and Publicity in India" makes a comprehensive investigation of promoting and Publicity. The Author Surveys the pervasive practices and techniques in India and evaluates the commitment made by Advertising and exposure to business and socio-social edification of the overall population. Patel, V.P., "Showcasing of Consumer Goods", Indian Management, 3(6) November-December 1964, Says "Proficient Media promoting pushes the economy of the business which in turns pushes the economy of the Country. Promoting is a connection among creation and utilization but it is necessary piece of advertising. The stagnation in the customer merchandise ventures is because of undiscovered advertising potential and wasteful exchanging. Present day showcasing procedures, increment underway, mechanical advancement and financial development are altogether thoughtfully associated". a. Wells, Burnett, and Moriaty (2000) guarantee that Advertising is no close to home since it is a type of Mass correspondence and characterizes promoting as no close to home correspondence from a recognized support utilizing broad communications to convince or impact an Audience.

Kotler and Armstrong (2001) "Standards of Marketing", the creators exhibit that choosing explicit viable media and media vehicles consistently makes favorable circumstances towards items deals through viable data about items or administrations to target Audiences. De Pelsmacker et al., (1998) the enthusiastic claims lead to more certain reactions to

media notice , albeit intellectual response to promotions are more emphatically influenced by sane publicizing bid than by passionate ones found that a few sorts of media setting can be more steady for certain ads . De Pelsmacker , Maggie Geuens and Anckaert (2002) research proposed that media setting from both scholastic just as administrative perspective , media setting impacts are key piece of media arranging and Ad pre – testing .the adequacy of publicizing may improve enormously by installing it in the suitable media setting. Nilson (1995) states that the medias impact and capacity to change recognition and conduct is solid to the point that conventional scientific devices for contemplating the market are inadequate .it examined the cycle of shopper observation , and impact of media on purchaser discernment. Kotler ,P.,(1996) media has legitimately or in straightforwardly assumed its part by getting out the word ,media correspondence all in all to be a positive one, utilizing administrative instruments for affecting positive changes in the impression of the buyer.

### 3. OBJECTIVE OF THE STUDY

The objectives of the study are to realise the following

1. To analyze the impact of media vehicles on customer buy choice.
2. To analyze the effect of Media advertisements appeals on shopper buying conduct.

### 4. HYPOTHESES

The following are the hypothesis designed with above objective

1.  $H_{o1}$ : There is no significant influence of media vehicles on consumer purchase behaviour
2.  $H_{o2}$ : There is no significant influence of Media advertisements appeals on consumer purchase behaviour

### 5. METHODOLOGY

The study looks at the impact of media vehicles on consumer purchasing behaviour on the basis that data collected from a primary data source is collected from the interviewees through a standardised questionnaire and interviews. Primary data was obtained from various articles, journals, business journals and related books and websites. The method of convenience sampling with 225 sample sizes from the area chosen is used for the analysis Hyderabad town. In order to analyze data obtained from primary and secondary sources, suitable statistical packages such as ANOVAS, correlation and multiple regressions are the statistical methods used with the help of SPSS 20.0 V. The Cronbach alpha test is performed to test the reliability of the results.



Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.795	0.752	10

Table 1 indicated that the questionnaire was checked for its reliability and provided the findings below. The questionnaire produced is pre-tested and checked by face validity as it has been sent to a

carefully selected sample of experts and also has a sufficiently good reliability score. The result was given the value of 0.795. It means that the data has a high degree of reliability and validity.

**Table 2: Demographical Variables**

Particulars	Classification	No of Responses	Percentage
Age	20-25	49	21.8
	26-30	64	28.4
	31-35	61	27.1
	36-40	38	16.9
	41 and above	13	5.8
Gender	Male	155	68.9
	Female	70	31.1
Education	SSC	19	8.4
	Intermediate	27	12.0
	Degree	64	28.4
	PG Degree	77	34.2
	Ph D and Above	38	16.9
Occupation	Govt Employee	69	30.7
	Private Employee	82	36.4
	Business	26	11.6
	Home Maker	24	10.7
	Other	24	10.7
Monthly income (in rupees)	Below 20,000	20	8.9
	20,001-30,000	34	15.1
	30,001 - 40,000	90	40.0
	40,001-50,000	57	25.3
	50,001	24	10.7
Total		<b>n = 225</b>	100%

Source: Primary data

The descriptive analysis of all the demographical variables is shown in Table 2, from that more than 28.4% of respondents in the group of 26-30 years and 27.1% of respondents in the group of 31-35 years, followed by 69.8% of the respondents belonged male and 31.1% of respondents belonged female, and 34.2 % of respondents studied PG and with followed 28.4% of respondents studied degree, 36.4% of respondents working as a Private Employees, 30% are the Govt. employees and 40% of respondents earned Rs.30,001-40,000 for month

and 25.3% of respondents earned Rs.40,001-50,000 respectively.

### 5.1 ANOVAs Results

ANOVA is conducted in order in order to understand whether there is any significant difference in opinions of respondents on media exposure, media vehicles, media ads appeals and media strategy and the results are presented in the following table.



Table 5: ANOVA results

S.NO	Factors	Consumer purchase behaviour	
		F	Sig.
1	Media vehicles	29.254	.000
2	Media ads Appeals	31.009	.000

It is evident that two factors like media vehicles, media ads appeals of the F value is found to be statistical significant, meaning there by there is significant influenced of the media vehicles, media ads appeals on consumer purchase behaviour.

### 5.2 Correlation

Correlation tends to be used measures the strength and direction of the linear relationship between demographical variable and with dimensions. The Pearson correlation coefficient measures the strength of the linear association between demographical variable and four major dimensions.

### Correlations

		Media vehicles	Media Ads Appeals	Consumer purchase behaviour
Media vehicles	Pearson Correlation	1	.601**	.682**
	Sig. (2-tailed)		.000	.000
	N	225	225	225
Media Ads Appeals	Pearson Correlation	.601**	1	.581**
	Sig. (2-tailed)	.000		.000
	N	225	225	225
Consumer purchase behaviour	Pearson Correlation	.682**	.581**	1
	Sig. (2-tailed)	.000	.000	
	N	225	225	225

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In order to develop further understanding of relationship among media vehicles, media ads appeal and consumer purchase behaviour. The results reveal that media vehicles had a strong correlation with Consumer purchase behaviour ( $r=.682$ ;  $p<0.01$ ) and media ad appeals ( $r=.601$ ;  $p<0.01$ ). Followed by, Media Ads Appeals had a positive correlation with Media vehicles ( $r=.601$ ;  $p<0.01$ ) and Consumer purchase behaviour ( $r=.581$ ;  $p<0.01$ ). Finally, Consumer purchase behaviour had a strong and positive correlation with Media vehicles and Media Ads Appeals.

### 5.3 Multiple Regressions

Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modelling and analyzing several variables, when the focus is on the relationship between dependent variables and one or more independent variables (or 'predictors'). it helps to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed. It also helps to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

**H01: There is no significant influence of media vehicles on consumer purchase behaviour**

Table 9

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.863 <sup>a</sup>	.745	.740	.093	160.749	.000 <sup>b</sup>

Source: Authors findings

R<sup>2</sup> value is found to be 0.745, meaning there by that 74% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and

alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.



Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.386	.135		32.564	.000
	TV	.265	.021	.206	5.657	.000
	Radio	.101	.015	.344	7.828	.000
	Newspaper And Magazine	.431	.027	-.328	-8.530	.000
	Outdoor	.193	.017	-.202	-5.399	.000
	Internet	.091	.015	.048	1.397	.063

a. Dependent Variable: Consumer purchase

b. Predictors: (Constant), TV, Radio, News paper & Magazine, Outdoor, Internet

The coefficient for TV (.265) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Radio (.101) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Newspaper and Magazine (.431) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000. The coefficient for

Outdoor (.193) is statistically significant because its p-value of 0.000 is smaller than 0.05. The coefficient for Internet (.091) is not significantly different from 0.000 because its p-value is .1063, which is larger than 0.05.

**1.  $H_{03}$ : There is no significant influence of Media ads appeals on consumer purchase behaviour**

Table 11

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.562 <sup>a</sup>	.450	.521	.17708	203.790	.000 <sup>b</sup>

R<sup>2</sup> value is found to be 0.450 meaning there by that 45% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and

alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.108	.065		30.973	.000
	Emotional	.107	.010	-.023	-.730	.000
	Action	.129	.009	.419	12.290	.000
	Family drama	.150	.012	.375	12.945	.000
	Music and melody	.102	.010	.000	.012	.000
	Rational	.106	.015	.376	14.159	.000

a. Dependent Variable: consumer purchase

b. Predictors: (Constant), Rational, Action, music and melody, family drama, Emotional

The coefficient for Emotional (.107) is a significantly different from 0 because its p-value is 0.000, which is larger than 0.05. The coefficient for Action (.129) is significantly different from 0

because its p-value is 0.000, which is smaller than 0.05. The coefficient for Family drama (.150) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000.



The coefficient for Music and melody (.102) is a statistically significant because its p-value of 0.000 is smaller than 0.05. The coefficient for Rational (.106) is significantly different from 0.000 because its p-value is .000, which is larger than 0.05.

### LIMITATIONS

1. The investigation will be completed to comprehend the impact of media technique on shopper conduct.
2. The example chose may not speak to the entire populace. Henceforth, the constraint of speculation will be there.

### CONCLUSION

The current investigation inferred that, triumphs of numerous organizations rely upon their capacity to make and holding the clients. Organizations to offer their items to clients by pulling in great limited time exercises, so there is need of media with compelling procedure for advancing items and benefits, and holding the clients. As per results, more than 28.4% of respondents in the group of 26-30 years and 27.1% of respondents in the group of 31-35 years, followed by 69.8% of the respondents belonged male and 31.1% of respondents belonged female, and 34.2 % of respondents studied PG and with followed 28.4% of respondents studied degree, 36.4% of respondents working as a Private Employees, 30% are the Govt. employees and 40% of respondents earned Rs.30,001-40,000 for month and 25.3% of respondents earned Rs.40,001-50,000 respectively. Correlation results revealed that the results reveal that media vehicles had a strong correlation with Consumer purchase behaviour ( $r=.682$ ;  $p<0.01$ ) and media ad appeals ( $r=.601$ ;  $p<0.01$ ). Followed by, Media Ads Appeals had a positive correlation with Media vehicles ( $r=.601$ ;  $p<0.01$ ) and Consumer purchase behaviour ( $r=.581$ ;  $p<0.01$ ). Finally, Consumer purchase behaviour had a strong and positive correlation with Media vehicles and Media Ads Appeals. The results of the multiple regression found that there is significant impact of media vehicles; media ads appeals have significant impact on consumer purchase behaviour.

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