Chapter - 3
Conceptual Framework: Core Aspects of the Study
CHAPTER THREE
CONCEPTUAL FRAMEWORK

3.1 Different advertising media and Purchase Decision Making

An individual is a consumer of large number of goods. For the consumption of goods he needs to purchase the goods and for the purchase of goods he needs information. The consumer gets this needed information through number of media he is exposed to. Different media caters to the consumer requirement during purchase decision making stages. For example certain media at certain point of time can help the consumer identify that how different product that are introduced in the market can will satisfy his particular requirement. It may happen that the consumer was till date was not aware that his need in first place could have been satisfied. Thus, the consumer is able to recognize his need. Similarly he is able to understand how particular product will satisfy his particular need. In the same way internet for example allows a lot of convenience in evaluation of alternatives if the consumer is enough literate to do so. But the final decision to purchase may be appealed because of any media. For example when the consumer saw an advertisement depicting an offer provided by his nearest distributor in the newspaper may appeal the most and he may even end up buying the product. Thus different advertising media play different role in the purchase of the consumer durables.

3.2 Print Media and Functional Attributes

3.2.1 Clarity of message:

The message delivered must be clear. Unless the message is clear, it will fail in its actual purpose of the message itself. Thus any media that is used must be such that the message remains very clear. When a radio advertisement is carried out the message is verbal in nature. Therefore the clarity to that extent is affect as the targeted audience is not able to see the product. As against this an advertisement on internet can provide both audio and video. Not only this,
internet can go beyond normal advertisement to include even a product demonstration. But here the targeted audience must be ready to volunteer to see the demonstration and or advertisement. The television also provides audio video mode of advertisement but fails in the duration for which it is relayed. As against this with print the advertisement comes in all together a different form. It is in written or /and picture format. The reader glances over an advertisement in the process of reading news articles. If the advertisement appeals can linger over it till he acquires the clear idea. The product price, features, nearest outlet idea etc can be acquired easily. Also it can be reread to understand the message clearly. Therefore clarity of message is an important functional attribute of the media helping and guiding marketer in making choice from amongst various medium.

Advertisement Image - 3.1: Kent Mineral RO

![Advertisement Image - 3.1: Kent Mineral RO](image)

Source: Times of India date 26-8-13, pn. 10.

3.2.2 Capacity to depict the product:

Various media of advertisements differ in their capacity to depict the product as it is. The marketer has to understand this attribute present amongst various medium. The marketer has to focus on the target audiences’ media exposure and has to present the product as it is.
3.2.3 Display of maximum information:

Each media is used with motto of displaying information. Definitely certain medium have become obsolete in the light of information technology revolution, such as radio. Still the country’s bigger rural share makes even radio a viable tool. Each medium is used with the intention of providing maximum information. Which medium will be used depends on the media habits of the targeted market and their readiness to explore the medium for their need for information. The results obtained suggest that besides refreshment, information like product attributes and educative information may also influence the consumers’ purchase and repurchase decisions.¹
3.2.4 Ease of describing:

Each medium has a unique capacity to help the audience remember and describe what they have seen and felt. In this sense, print media and internet media proves very effective. Here the viewer can preserve a copy of newspaper advertisement for sharing with other what he or she has seen. Similarly when company has advertised its product in print it is going to provide a lot convenience in describing about product and related issues.

Source: Times Of India, 30/12/2013, pn. 5.
3.2.5 Deliberate repetition is possible:

To the extent radio and television is concerned for a viewer it is not possible to view the advertisement repeatedly if he desires so. He can listen and watch advertisements over radio and television respectively but when they are relayed and not when the viewer desires so. On the other hand in case of newspaper the reader of an advertisement can deliberately repeat to read and view the advertisement a number of times till he is clear with the meaning of the advertisement. In the same way internet provides greater flexibility in the sense that a viewer or information seeker can visit YouTube or respective company’s website and can watch the advertisement the number of times he desires so.

Advertisement Image - 3.5: Cookware Set (The Times of India - Reader’s Offer)

3.2.6 Carries maximum promotional offers:

Any medium can be used by a marketer to inform about promotional offers. Each medium has its own uniqueness in terms of describing and narrating about the promotional offers. Television and radio definitely can be used to provide knowledge about the promotional offer but the duration from which the promotional offer actually starts and the dates from which the advertising campaigns for promotional offer starts has to be very short. It has to be short because promotional offers cannot be planned out too much in advance. The
promotional resource is organized and has to be released within short period of
time. Given this situation television medium is very rarely used. For the same
newspaper as a print medium therefore is used frequently.

Advertisement Image - 3.6: Sanket India

Source: Naya Padkar 26-01-2014 pn. 08.
3.2.7 Can know the place of availability:

"Check your nearest outlet" is the statement frequently passed, on different media, indicating where the advertised product can be available. But advertisement is not enough specific to mention where the targeted audience has to look for the product advertise. In many cases the advertised product may not be available in the nearest outlet. Print media especially the newspaper and internet to a greater extent stands superior in terms of informing about the place of availability of the product.

Advertisement Image - 3.7: Persang Karaoke

Source: Times of India 28-08-13

3.2.8 Provides comparative advertising:

Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class. A marketer
can use almost all the media for carrying out comparative advertisement. But certain media really help in carrying out comparative advertising the way it has to be carried out. In this sense definitely internet, especially certain websites are very famous in helping visitors acquire comparative idea about the product and its features etc. similarly newspaper also to a greater extent is helpful in carrying comparative advertising.

3.2.9 Provides referential evidence:

It is a very specific attribute, not common with most of the media. The targeted audience may desire to preserve an advertisement, or an address or product image in the advertisement for future reference. Internet and print media can provide an opportunity for referential evidence. For example a reader of the newspaper can cut the advertisement and preserve for the future reference. Similar is possible in case of internet.

Advertisement Image - 3.8 : Care Office Equipment Ltd.

![Advertisement Image]

Source: Times of India date 28-08-13
3.3 Print Media and Communication Strategy

Print media especially the newspaper can help a marketer in preparing a strategy for communicating product and related messages. As discussed earlier there are different advertising attributes, such as;

- Deliberate repetition is possible.
- Carries maximum promotional offers.
- Can know the place of availability.
- Provides comparative advertising.
- Provides referential evidence.
- Clarity of message.
- Capacity to depict the product as it is.
- Displays maximum information.
- Provides ease of describing.

In general all the attributes are almost present in all the media. Observing the attributes can reveal that attributes are present in one medium more intensely and less intensely in the other medium. This is the zone which can help a marketer prepare a strategy. Therefore, the above attributes firstly can be classified into two:

a) General Media Attribute and

b) Specific Media Attributes

The general media attributes are those attributes which are present almost in all the media. General media attributes also characterizes that a particular attribute is full of subjectivity and so easily cannot be concluded that it is only found in one medium or the other. For example, clarity of message is an attribute which cannot be said to be found in Television, internet or print. Similarly which medium depicts the product as it differs from viewer to viewer and in the same
way marketer to marketer. In the same which medium displays maximum information or because of which medium it becomes easy to describe the product cannot be so easily concluded.

Specific media attributes are those attributes which are almost absent in one or few medium/media. For example, a viewer of television will not be in a position to view the same advertising again if the message was not clear or not understood, he will be required to wait for the next time the advertising is telecasted. But when a print advertisement is viewed by a reader and is not understood in first glance or reading then he can go through the advertisement again. In the same way when a promotional offer is to be launched within a short duration of time print media especially the newspaper advertisement proves to be more reward generating rather than television. Similarly the viewer of television advertisement cannot preserve an advertisement but the reader of newspaper advertisement can preserve a newspaper or can have a newspaper cut out. Same is the case with display of information. Television advertising may not provide the details regarding the place of product availability or may not share the information regarding the nearest distributor or the out-let for the product. But newspaper advertising may give the name, address and contact details of the nearest distributor or the out-let. This helps the viewer of advertising to acquire the preliminary information. Thus the print media can help a marketer in preparing a unique communication strategy as and when called for.
3.4 Print Media and Consumer Buying Responses

Figure: 3.1 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. 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).
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-

Table: Consumer Response Hierarchy Models

<table>
<thead>
<tr>
<th>Stages</th>
<th>AIDA model</th>
<th>Hierarchy of effects model</th>
<th>Innovation adoption model</th>
<th>Information processing model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive Stage</td>
<td>Attention</td>
<td>Awareness Knowledge</td>
<td>Awareness</td>
<td>Presentation</td>
</tr>
<tr>
<td>Affective Stage</td>
<td>Interest</td>
<td>Liking Preference Conviction</td>
<td>Interest Evaluation</td>
<td>Attention</td>
</tr>
<tr>
<td>Behavioral Stage</td>
<td>Action</td>
<td>Purchase</td>
<td>Trial Adoption</td>
<td>Comprehension</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yielding Retention</td>
</tr>
</tbody>
</table>

Source: Kruti Shah and Alan D'Souza\(^\text{5}\)
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.  

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.

Finally, how these responses work had been wonderfully presented in the form of a flow chart.

**Figure: 3.3 Flow chart for assessing the effectiveness of an ad.**

```
<table>
<thead>
<tr>
<th>Exposure to advertisement</th>
<th>Is the ad noticed by the targeted individual?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Is it found to be interesting enough to go through again?</td>
</tr>
<tr>
<td></td>
<td>Is it gone through and comprehended?</td>
</tr>
<tr>
<td></td>
<td>Is some emotion generated within the individual?</td>
</tr>
<tr>
<td></td>
<td>Does the individual come to know something new?</td>
</tr>
<tr>
<td></td>
<td>Does he at least partially believe the message? Is the ad credible?</td>
</tr>
<tr>
<td></td>
<td>Is the message remembered?</td>
</tr>
<tr>
<td></td>
<td>Does he discuss the message with others</td>
</tr>
<tr>
<td></td>
<td>Are reveries generated?</td>
</tr>
<tr>
<td></td>
<td>If the foregoing questions have affirmative answers, and need to use the product is very likely to be felt</td>
</tr>
<tr>
<td></td>
<td>A “favorable selling climate” sets in</td>
</tr>
</tbody>
</table>
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Source: Indrani Mukhopadhyay, 1983
3.5 Effectiveness of Print Media and Consumer Characteristics

- Liking for the print advertisement was tested with the following statement – I like print advertisements of consumer durable. When a viewer of print advertisement do not like the advertisement then the print advertisement can be considered to be ineffective. This will ultimately lead to ineffectiveness of print media.

- Influence of print advertisement on the purchase of consumer durable is measure with the statement – I feel that my purchase of print advertisement is mostly influenced by print advertisements. If not to this extreme that his entire purchase decision is influenced by print advertisement buy it may happen that print media did exercise some influence. To know the effectiveness of print it becomes important to measure the influence exercised by print advertisements during the course of purchase of consumer durables. An effort is undertaken to measure such an influence despite the fact that it is difficult to measure in exact numerical terms.

- Exposure to print advertisements has strengthened the involvement in purchase of consumer durables. It becomes important to measure how print advertisement has strengthened the involvement in the purchase of consumer durable so purchased. If the print media has not generated enough strength of involvement then the print media may be falling short of effectiveness to that degree.

- I feel print advertisement make the purchase of consumer durables easier. With the help of this statement an effort is make to check whether print advertisement contribute in any way in the purchase of consumer durables.

- I completely go through the print advertisement. This statement tries to study if at all the respondent or the consumer goes through an advertisement. If at all he has not referred the advertisement the effectiveness of print advertisement gets affected.
• Due to print advertisement my all family members are collectively able to study the products to be purchased - it inquires that if print media is able to generate enough excitement to collectively go through the advertisement. The purchase of consumer involves such dynamic where many members of the family contribute in analyzing the alternatives available during the purchase of consumer durable kind of product.

• I feel consumer durable I purchased resembles the most as depicted in print ads. The advertisement must depict the product in right perspective. If the print advertisement depicts the product in exaggeration to the real product or depicts the product far too lower in standard - both can be detrimental to the effectiveness of the print advertisement during the course of the purchase of the consumer durables.

3.6 Print Media and Consumer Buying Process

The figure depicts the consumer buying decision process. The present research is interested in knowing how print media in each stage exercises an influence.

**Figure – 3.4: Buying decision process**

Source: Philip Kotlar and Gary Armstrong, 2002

**Need Recognition:** A need can be triggered by internal stimuli or by external stimuli. When a need is triggered by external stimuli it is important to know what the role of advertisement in triggering his need was. Once this is confirmed it becomes important to know which media has played more effective role in triggering his need.

**Information Search:** The consumer can obtain information from any of several sources. The figure below gives some idea about how a prospective consumer gets information personal from sources such as word of mouth, previous experience, etc
Out of these sources of acquiring information, advertisement is a very significant source. Advertisement can be viewed in any of the media. And one such media can be print as well. The present research tries to explore the role played by print media in need for information by the consumers.

**Figure - 3.5: Information flows supporting the consumer decision process**

Evaluation of Alternatives: The advertisement can help prospective consumer in evaluation of various alternatives at his disposal. Different media have different capacity to help evaluate the alternatives. Like television (i.e. broadcast medium) advertisement cannot go ahead in detail for evaluating various alternatives or options because of the limitation of the time. On the other hand print media can help consumer in literally evaluating the alternative, as it can even show in the advertisement the superiority of the product in comparison of the other. The present research desires to test in the light of current scenario.

Purchase Decision: The final decision to buy a particular product can be the result of anything. Different media might have played different role and might have had altogether different degree of impact when the final decision to purchase was made. The present study tires to locate in that zone if at all print media had played any role in the final decision to buy.
Post purchase Behavior: The present research desires to know if print media had any impact in the post purchase behavior. The post purchase behavior may be positive or negative. It all depends on whether he is satisfied or dissatisfied with a purchase. The answer lies in the relationship between the consumer’s expectations and the product’s perceived performance. In this process of meeting consumer expectation and important question here remains unanswered that did the print media rightly depicted the product. If it was print media which made exaggerated claims leading to rise in consumer expectation there are chances he may feel dissatisfied and disheartened. The present research wants to check this.

3.7 Product Categories under the Study:

The present study focuses on consumer durables to measure the influence of print media.

Figure: 3.6 Product classification chart.

Consumer durables can be defined as those products which consumers use for a long period of time. The consumer durables can be segmented into three key groups:
Table – 3.1: Types of Consumer Durables

<table>
<thead>
<tr>
<th>Consumer Durables/White Goods</th>
<th>Consumer Electronics</th>
<th>Kitchen Appliances/Brown Goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerators</td>
<td>Mobile Phones</td>
<td>Mixers</td>
</tr>
<tr>
<td>Washing Machines</td>
<td>Televisions</td>
<td>Grinders</td>
</tr>
<tr>
<td>Air Conditioners</td>
<td>MP3 Players</td>
<td>Microwave Ovens</td>
</tr>
<tr>
<td>Speakers and Audio Equipments</td>
<td>DVD Players</td>
<td>Iron</td>
</tr>
<tr>
<td></td>
<td>VCD Players</td>
<td>Electric Fans</td>
</tr>
</tbody>
</table>

Relatively light electronic consumer durables include the items such as TVs, radios, digital media players, and computers, as distinct from heavy consumer durables such as air conditioners, refrigerators, stoves, which are called white goods.\textsuperscript{13}

Figure: 3.7 Evolution of the Indian consumer durables sector

Evolution of the Indian consumer durables sector

- **Late 2000s**
- **Consolidation**
- **Early 2000s**
- **Growth**

1980s and early 1990s

- Pre-Liberalization
- Closed market
- Increased product availability, increased media presentation and advertising

Mid and Late 1990s

- Liberalization of markets
- Influx of global players such as LG and Samsung
- Shift focus from promotion to product innovation

Early 2000s

- Increasing availability and affordability of consumer finance provides impetus to growth
- Low penetration of high end products such as air-conditioners (<1 percent)

Late 2000s

- Companies look to consolidate market share
- Indian companies such as Videocon gaming global identity
- Increasing penetration of high end products such as air conditioners (>3 percent)
- Introduction of new aspirational products such as High Definition TVs (HDTVs)

Source: www.ibef.org\textsuperscript{14}
This sector is expected to see a CAGR of 15% over 2010. The dynamics in the area of consumer durables were glaringly visible after liberalization. Before liberalization, the Indian economy was more of a closed economy in nature. The resultant impact was heavy dependence on advertising and media penetration. But after liberalization, the situation changed. The country saw an influx of companies entering the country in the consumer durables segment. The giant players included in such influx were even LG and Samsung to name a few. This changed the face of the consumer durables industry in the beginning of early 2000. Large number of brands were available at the disposal of Indian consumers, due to competition there was steep slash in prices, to pre-empt the purchase decisions there was huge rush from banks and other financial institutions to finance the purchases and finally there was a great shift from product promotion to product innovation to win in competition.

Table - 3.2: Household Appliances Industry Size (in Rs Billion)

<table>
<thead>
<tr>
<th>Appliances</th>
<th>FY04</th>
<th>FY09</th>
<th>FY14P*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color TV</td>
<td>68</td>
<td>110</td>
<td>185</td>
</tr>
<tr>
<td>Room air conditioners</td>
<td>23</td>
<td>47</td>
<td>95</td>
</tr>
<tr>
<td>Refrigerators</td>
<td>31</td>
<td>51</td>
<td>81</td>
</tr>
<tr>
<td>Washing machines</td>
<td>11</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>229</td>
<td>397</td>
</tr>
<tr>
<td>Five year CAGR</td>
<td>11.5%</td>
<td>11-12%</td>
<td></td>
</tr>
</tbody>
</table>

Source: www.cci.in
Now the scenario of consumer durables industry has changed altogether. There is increasing demand for high-end products such as air conditioners, innovative and inspirational products have entered the markets such as High Definition televisions the constantly building pressure of performance has even brought the Indian companies to new height – the example of Videocon can be cited here for its wide spread global presence. Whether the buying is by a rural consumer or an urban consumer, when it is consumer durables the buying pattern is altogether different in comparison to buying of the other types of products. The products demanded and sold in rural region and the products demanded and sold in urban region happen to be a lot different. Jagwinder Singh's (2011) study found that there have been moderate differences for television and refrigerators and low differences for automobiles between rural and urban consumers in terms of timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying18.

In rural region a wide range of products are sold. Manmeet Kumar Siras, (2012)19 found that the reason behind such a wide range of products sold in rural areas seems to be the heterogeneous nature of the rural market. The wide disparities in income level and the consequent life styles warrant such variety. Hence, there is reason enough for the manufacturers and marketing men to think in terms of products specifically designed or modified for the rural segment. Jagwinder Singh had further commented that durable purchases by and large are group decisions for the three reasons: one it involves the considerable outlay of the family; second the user of the person may not necessarily be the one who actually pays for it; and third it is bought for the use of several members of the family. An important question remains still unanswered is the influences of media particularly the print media in the buying of consumer durables.
References:

1. Sanjeev Verma, 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


4. Ibid.


6. Sanjeev Verma, 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


9. Ibid.

10. Ibid.


16. Ibid.

17. Ibid.
