Chapter - 7
Findings and Conclusion
CHAPTER SEVEN
FINDINGS AND CONCLUSIONS

Introduction:
Under all situations it is important to know what consumers think and feel and how consumers behave. The significant reason behind knowing this is that consumers behave in a particular manner in particular situation. This consumer behavior can be studied to know if there is any pattern to it. If there is a pattern and if it is very clearly identified it can be used by marketers to adjust its marketing offerings as per the observed pattern.

7.1 Choice of media for the purchase of consumer durables
An effort was made to observe association between choices of media for the purchase of durables and various demographic variables. No association was found for each of the demographic variable. Majority of the respondents showed higher degree of choice for print media irrespective of their demographic characteristics. This means –

- Print media is found to be preferred among both the gender.
- Print media is found to be preferred among the respondents with diverse educational qualification.
- In the same way income of the respondents is not the variable deciding the choice of print media, as print media is found to be preferred the most among the respondents belonging to different income group.
- Similarly occupation of the respondents is not the variable on the basis of which choice of print media as print media is found to be preferred the most among the respondents belonging to different occupations.
- Irrespective of the respondents age the print media is found to be preferred.
Table – 7.1 Choice of Media for the purchase of consumer durables

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Sig. Value</th>
<th>Accepted/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no association between choice of media for the purchase of consumer durables and gender.</td>
<td>0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>There is no association between choice of media for the purchase of consumer durables and educational qualification.</td>
<td>0.62</td>
<td>Accepted</td>
</tr>
<tr>
<td>There is no association between choices of media for the purchase of consumer durables income.</td>
<td>0.053</td>
<td>Accepted</td>
</tr>
<tr>
<td>There is no association between choice of media for the purchase of consumer durables occupation.</td>
<td>0.479</td>
<td>Accepted</td>
</tr>
<tr>
<td>There is no association between choice of media for the purchase of consumer durables and age group.</td>
<td>0.096</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

7.2 Media attributes and preference for media

In case of ‘General media attributes’ TV and Newspaper are found to be ranked highest, whereas for ‘Specific media attributes’ the Newspaper and Internet is ranked highest. Radio stands least preferred for most of the attributes barring a few. Other media options were found to be more preferred in comparison to radio.

Findings from media perspective

- Print media is ranked highest for the following attributes:
  - Clarity of message
  - Provides ease of describing
  - Deliberate repetition is possible
  - Can know the place of availability
  - Provides referential evidence

- Internet is ranked highest for the following attributes:
  - Display of maximum information
  - Carries maximum promotional offers and
  - Provides comparative advertising,

- Television is ranked highest for the following attributes:
  - Capacity to depict the product as it is
Findings from media attributes’ perspective

- In case of General Media Attributes there are two attributes where print media was ranked highest.

  Clarity of message

  Provides ease of describing

- In case of Specific Media Attributes there were three attributes where print media was ranked highest

  Deliberate repetition is possible

  Can know the place of availability

  Provides comparative advertising

Findings from individual attributes’ perspective

- Clarity of message

  For clarity of message Newspaper is ranked highest or first. The reason attributable can be the details furnished in Newspaper advertisement, is much more in comparison to television advertisement.

- Capacity to depict the product as it is

  Television is ranked highest because naturally the video presentation of product and related features is only possible in case of television and not in newspaper. People visiting internet to watch an advertisement usually remains low.

- Display of maximum information

  Internet stood first in the ranking. This is because of medium’s huge media space and capacity of medium to contract the space and enlarge the space. When a viewer clicks for specifications on the product he desires to purchase, complete detail information for each feature is displayed
otherwise a summary is presented. Not only this if he desire to see the video he can go to particular URL or website and observe and check the product video. Internet is followed by Newspaper because of its capacity to detail the features and specification in the print.

- Provides ease of describing

Newspaper stands first and television stands second because of its immediate visibility of the product.

- Deliberate repetition is possible

Newspaper stands first as the viewer or reader of an advertisement can read and reread for the better understanding immediately. This is followed by internet.

- Carries maximum promotional offers

Naturally internet stood first as the offers prepared and modified on day to day basis. But Newspaper stood second because the readership has increased over past few years. For immediately reaching the targeted audience local newspaper is the best option exercised by the marketer. A common example that can be cited is that of Sales India. Almost every festive season there is a full page advertisement consisting of different promotional offers

- Can know the place of availability

Print is ranked highest as mostly the toll free number or the details of the distributors and their contact details are provided. The same can be found with internet as well but the concerned individual has to visit the website or has to take necessary steps to search for the same.

- Provides comparative advertising

On internet the different websites provide large number of comparisons and that too direct comparisons. Newspaper stands next as the comparison is not the frequent phenomenon.
- Provides referential evidence

From print and internet referential evidences can be had. Here print stood first because of the respondents much exposure to print and the cost is also negligible in comparison to internet.

7.3 Preference for Print Media Attributes (while buying consumer durables).

When the attributes are viewed from overall perspective then it is found that majority of respondents have agreed and have shown the preference for majority of attributes. Still the discrepancies were found.

- From gender perspective

Irrespective of gender majority of respondents showed preference for the print media attributes. It is found that for the attribute ‘capacity to depict the product as it is’ male respondents were found more agreeing than their female counterparts.

- From age group perspective

Similar was the case with age group. The age groups 20-40 years and 41-65 years though agreed but their agreement was comparatively lower than the age-group ‘greater than 65 years’ for the attribute ‘displays maximum information’.

- From income perspective

It is found that for the attributes, ‘deliberate repetition is possible’, ‘carries maximum promotional offers’ and can know the place of availability’ the income group ‘greater than Rs.3,00,000 have agreed the most.

- From occupation perspective

The differences from occupation point of view were found for the two attributes. Firstly, for the attribute ‘carries maximum promotional offers’, students were found to be agreeing more than their counter parts, secondly, for the attribute ‘provides ease of describing’, respondents who do service were found agreeing the highest.
In case of respondents with different educational background the differences in preference was observed for the two attributes. For both the attributes, 'capacity to depict the product as it is' and displays maximum information' the respondents with educational qualification less than 10+2 reported highest preference or agreement for these attributes.

7.4 Impact of Print Media on purchase of consumer durables.

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.

Respondents with different occupation agreed for elements of impact such as 'informative', 'appealing', 'clarity', 'interesting' and 'believable'. Here the respondents who were professional agreed the most followed by service, business and students. Similarly respondents who do service agreed the most for 'attention', 'convincing', 'retention', and 'memorable'. All the respondents almost disagreed for 'action'.

Respondents with different educational background agreed for the impact of print media on the purchase of consumer durables, except the following elements of impact i.e. memorable and action. The respondents with educational background such as graduation and qualification less than 10+2 were the one who agreed the most followed by 10+2 and post graduation.
### 7.5 Consumer Characteristics and Effectiveness of Print Media

Now on the basis of mean for each statement from different demographic variables is summarized as under.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Gender</th>
<th>Age Group</th>
<th>Income</th>
<th>Occupation</th>
<th>Education Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like print advertisements of consumer durable.</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>I feel that my purchase of consumer durables mostly influenced by print advertisements.</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>I feel that exposure to print advertisements has strengthened my involvement in purchasing of consumer durables.</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>I feel print advertisements make the purchase of the consumer durables easier.</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>I completely go through the print advertisements.</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Due to print ads my all family members are collectively able to study the products to be purchased.</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>I feel consumer durable I purchased resembles the most as depicted in print ads.</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Each statement is rated as high, medium or low depending upon the score. The above scores are identified as per the mean scores. The mean score of >3.5 is rated as high, mean score of 3 to 3.5 is rated as medium and the mean score of < 3 is rated as low. On this basis when overall picture is summarized taking into account various demographic variables it can be narrated as under:

For almost all the statements the respondent have highly agreed regarding the effectiveness of the print media but for the last two statements such as ‘Due to print ads my all family members are collectively able to study the products to be purchased.

225
purchased’ and ‘I feel consumer durable I purchased resembles the most as depicted in print ads’

7.6 Print Media and Purchase of Consumer Durables

For measuring effectiveness of print media while buying of consumer durables, 18 statements were identified. Laiser-Meyer-Olkin and Barlett’s Test revealed that on the collected data it is possible to perform factor analysis.

Out of factor analysis the five factors were identified and were named as

- Need Recognition
- Information Analysis
- Evaluation of Alternatives
- Purchase Decision and
- Post Purchase

Confirmatory Factor Analysis was carried out. It suggested that the given variables load upon the suggested constructs are actually the indicative of these constructs.

Respondents with different gender had no significant differences on the choice of print media during the stages of consumer buying process. Respondents irrespective of gender showed high score for need recognition, information search and moderately high for the rest of stages or factors.

In case of income except information search for all the stages no significant differences on the choice of print media during the stages of buying. Respondents with income less than Rs. 1,00,000 and income between Rs. 1,00,000 to 3,00,000 depended on print media more than the respondents with income more than Rs. 3,00,000.
Similarly respondents with different age group found no significant differences on the choice of print media during the stages of consumer buying stages. Majority of respondents irrespective of age group have scored high on all the stages.

It is found that the occupation is not the influencing demographic variable on the choice of print media during the stages of consumer buying. Majority of respondents with different occupation scored high for need recognition and information search and moderately high for the rest.

It is also found no significant differences on the choice of print media during the stages of consumer buying except the post purchase behavior. Majority of respondents irrespective of educational qualification has shown their agreement except for post purchase behavior. The respondents with higher educational qualification have agreed the least for post purchase behavior. This indicates that higher the qualification of the respondents after the purchase of consumer durable they remain more critical regarding the purchase they have made and even validate their decision to purchase from other sources of information also.