8.1 Choice of media

There are large numbers of products whose advertisement do not appear on television but its advertisement appears in newspaper very frequently. Newspaper stands to gain an edge over other media because of the nature of its readership. The daily newspaper has entered the mainstream habit of the citizens. This has made daily newspaper an important tool in the hands of the marketer for reaching the target audiences for different products. Thus marketer must continue focusing on the newspaper as a means of reaching the targeted audience. It can be suggested in this way because the majority of respondents with different demographic characteristics have shown strong preference for the print media.

8.2 Media Attributes and Preference for media

The launching of new consumer durable especially the consumer durable consisting of high end technology needs that the message reach the targeted audience very clearly and marketer want to inform regarding where the product would be available. For the same the marketer must use the newspaper as the medium of mass communication. In the same way marketer can use newspaper from strategic perspective as well. This can be done because newspaper stands next to internet in displaying information. Therefore, during the launching of a new consumer durable newspaper advertisement can prove very fruitful in displaying large number of newer features added in the new consumer durable. The marketer can also reach the targeted audience with the help of newspaper advertisement very fast in motivating to buy its consumer durable with the help of promotional offers.
8.3 Preference for print media attributes

When media attributes were placed as the attributes of print media a good amount of liking and agreement was displayed. Both male and female customer showed preference and liking for the print media attributes. This indicates that marketer can use newspaper advertisements for consumer durables targeted at both the gender. The marketer must prepare print advertisement which appeals more to male customer/audiences as they are able to find that print media is capable to depict the product as it is.

When the marketer wants to target to the age groups less than 65 years the marketer must supplement other media with the use of print media. This is because these age groups found print lacking in displaying in maximum information and they relied on other media for information such as internet.

8.4 Impact of print media on purchase of consumer durables

In the study it was found that the demographic variables agreed for all the elements of impact that print media did exercise an impact except action. This indicates that respondents with different demographic variable were not affected by print media in final element of impact ‘action’. Thus the marketers can focus on other media to influence upon the action to purchase. In the same way marketers must create a positive image and must overcome all the factors which endangers positive image i.e. brand name and brand equity of the product and or company.

8.5 Consumer Characteristics and Effectiveness of Print Media

The marketers of consumer durable can continue with advertisements in print media s the same is preferred and liked by the respondents with different demographic variables.

Though the action undertaken by the respondent was not entirely because of print/newspaper advertisement but it is found to be a dominant influencing
element in final purchase of consumer durables. Hence the marketer must use newspaper advertisement as a means of influencing the consumer to buy the same.

-the marketer can also use the newspaper advertisement because it provides lot of convenience in acquiring information regarding product and related aspects. This makes the purchase of the consumer durables easier.

-the respondents from different demographic background go through the print advertisement. The possibility of displaying large number of features in newspaper becomes meaningful. Rather it is one of few media in which this is possible. The marketer using print media for consumer durable advertisement can display large number of features and can appeal the consumer in one way or the other.

-print advertisements have helped in bringing members of the family to collectively study the product though not so strongly, marketers using print advertisement of consumer durable can help the consumer and his other family members study the consumer durables and its related features. Looking to the state of economy still huge chunk of the population is there for whom many consumer durables are a luxury and not basic necessity. Therefore the decision to buy is more of a collective decision. Thus the print advertisements can help in this zone.

8.6 Print Media during the stages of consumer buying of consumer durables.

The marketers while framing an advertisement and or targeting an advertisement can focus more on variables other than gender and age of the consumer as both have respondent with same intensity. The differences were found with other demographic variables in one or the other stages of consumer buying.

Marketers must clearly target the advertisement of consumer durables for the customer of given income class. This is because the middle income class in comparison to low income and high income class showed higher degree of liking for the print media.
The hypothesis is rejected for evaluation of alternatives from occupation perspective. This indicates that respondents with different occupation had difference in their choice of print media during the evaluation of alternatives. Marketers must focus on service persons and business persons more as they found evaluation of alternatives easier from print media.

The marketers must use other media also to show how the product has performed or how the customers have benefited from the product or to depict positive customer experience as the respondents with higher educational qualification placed low emphasis on for print media during the post purchase stage of consumer buying.

8.7 Scope for further study

The present study focused on print media especially the newspaper and that too the dailies. The present study was undertaken to draw an insight into choice of media, preference for media for the selected attributes, preference for print media for the selected attributes, impact of print media on buying of consumer durables, effectiveness of print media and consumer characteristics and print media during the stages of consumer buying. Looking to the overall research study it can be observed that there is still further scope for research in the following areas:

1. The research study can be carried out to find out the preference for print media, especially newspaper for the product categories other than consumer durables.

2. The research study can be undertaken to know which kind of print advertisement was liked and preferred by the consumer - for example, print advertisement for the launch of new product, print advertisement for the promotional offers etc.

3. The present research study is undertaken to track the consumer perspective. The same can be undertaken to know the retailer perspective.