PREFACE

The rise of new media has caused great revolution in the way the advertisement is carried out. With the rise of new media such as television and internet, the role of other traditional media such as print need to be checked, if it is still valid. In many countries the print media especially the newspaper has dramatically changed with more and more readers moving towards online to read the newspaper i.e. e-newspaper. Large number of research is carried out in the area of advertising and advertising media. But when it comes to print media particularly in terms the characteristics of the consumer and influence of print media on the buying of consumer durables is very less. Some researches were found but they were not relevant to Indian settings.

The present study mainly focuses on identifying the impact of print media while buying of consumer durables. There is large number of vehicles of print media, but here the primary focus is on newspaper which a consumer under normal circumstances has come across frequently. The research covered preference for functional attributes, the role played by print media in consumer buying responses and the role played by print media in consumer buying process. The product categories selected were consumer durables.

The thesis is divided into eight chapters. First chapter includes role of marketing in business, role of advertising in marketing and business, the role of various media in advertising, why to study media?, types of media available to a marketer, link between advertising, media and consumer behavior and print media compared to other media.

The second chapter contains the operational model of print media, current scenario of print advertising industry, element of good print advertisement, strengths of print advertisement and various challenges faced by print advertising.

The third chapter starts by focusing on main aspects of the study, i.e. print: media and functional attributes, print media and consumer buying responses and print media consumer buying process. It identifies the product categories under the study. It ends with the significance of the study and contributing it makes.
The relevant literature has been reviewed in the fourth chapter titled, Literature Review. There had been research studies extensively carried in the country and abroad. The selected research studies have been reviewed to determine objectives of the study, framing of hypothesis, preparing the questionnaire and identifying the tools for data analysis.

The research methodology is the fifth chapter. It describes the methodology that is followed while carrying out the study. It includes – objectives of the study, hypothesis of the study, scope of the study, research design, sampling plan data collection method, data analysis and limitations of the study.

The sixth chapter narrates the data analysis and interpretations. It is done with the help tables charts and graphs. The data has been analyzed with the help of statistical techniques like frequency distribution, test of significance, factor analysis etc.

Seventh chapter elaborates the major findings of the study and provides conclusion from the study.

At the end, eighth chapter presents certain suggestion regarding the use of media. It also maps the road for further research study.

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