ABSTRACT

With the advent of new media such as television and internet the role of other traditional media such as print need to be checked time and again to know if it is still valid. The main aim of this research is to study the influence of print media (particularly the newspaper) on consumer behavior while the consumer is in the process of buying of consumer durables (consumer durable goods).

Survey was carried out with the help of structured questionnaire in the selected cities of Gujarat state. For the same inquiry was made with 895 respondents from these selected cities.

Majority of the respondents showed higher degree of choice for print media irrespective of their demographic characteristics. For the general media attributes the television and newspaper was found to be ranked highest, whereas for ‘Specific media attributes’ the newspaper and Internet is ranked highest. For different elements of impact discrepancies were found amongst respondents with different demographic characteristics. On the effectiveness of print media it appeared to be rated as a lot effective media. During the different stages buying process print media is preferred the most.

The thesis is structured in eight main chapters: 1) Introduction to Marketing, Advertising and Advertising Media - shows the link amongst these areas of business. 2) Overview of Print Advertising Industry - narrates the glimpse of the industry. 3) Core Aspects of The Study - describes the area of study. 4) Literature Review - checks the studies undertaken and identifies the gap for present study. 5) Research Methodology - shows how the study is undertaken. 6) Data Analysis and Data Interpretation. 7) Findings and Conclusion - brings forth the major findings. 8) Suggestions and Scope for further research - provides the managerial tips and also leaves open what further can be studied.