INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

PRINT MEDIA STRATEGIES AND CONSUMER BEHAVIOUR: A STUDY ON FMCG PRODUCTS

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ABSTRACT
Print media is a one of the most important medium for communicating with customers, and it has a unique capability to trigger number of target audience senses by the visually, so this make effective media strategy. It has a vital role to make awareness towards company's products and services. This research paper study was conducted to find out the effect of print media strategies on consumer purchase behaviour, where in the scope of study was limited to Hyderabad city. A structure questionnaire was used to measure the effect of print media strategies and every age of the person was targeted in this research study for to get the purchase behaviour of consumer towards FMCG with selected products, with sample size 417 respondents and tested via descriptive statistics, percentages, ANOVA, correlation and multiple regression analysis by using SPSS 20.0 Version.

KEYWORDS
FMCG, consumer behaviour, print media, strategy.

JEL CODE
M32

1. INTRODUCTION
Organizations have always deployed strategies for their various operations in business. Strategic positioning is a favoured technique that is portrayed as relevant in order to achieve a sustainable competitive advantage (Porter, 1996). Media were added to the pool of strategic activities in the last decade. Companies are now rethinking their business strategies due to the rise of media (Fraser & Dutta, 2008; Peters et al., 2013). It is a powerful phenomenon that changed the social interaction globally. Therefore, Media strategy is crucial for companies today to engage in social networks in order to be competitive on the market towards products and services (Burkhalter et al., 2014; Othman et al., 2013; Kaplan & Haenlein, 2010; Larson & Watson, 2011). The usage of media for communication with customers is inevitable nowadays, whether it is for advertising products or services, answering consumer questions and complaints or for information purposes. Media strategy is changing the way businesses are conducted with representing a low-cost platform for personal branding (Dutta, 2010), and regardless of the company size or industry, media marketing has become a mandatory element of a company's marketing strategy (Hanna et al., 2011). Media strategy must be coordinated with marketing strategy and with other aspects of advertising strategy. media strategy involves selecting the media that is appropriate for the message and product requirements to reach the audience that the advertiser desires, in appropriate numbers, in a receptive frame of mind, at the correct time and at an economical cost. In planning media, strategic statement is very important, as it enables the analysing of the logic and consistency of the overall media schedule that is recommended.

2. REVIEW OF LITERATURE
Dougles A Galbi (2009) emphasize that advertising growing rapidly with creating new consumer vision and aspiration building brands towards collaborative market and building to develop user routine, comport and trust. **Thales Teixina (2003),** says that the effective utilization of advertising with proper media planning helps to increase the profit of organization and it also influence on consumer products by educating them with proper media information. **Jerry W. Thamos (1999)** demonstrate by the preparing excellent, creative and well-designed advertising always play vital role in business to capturing market era, without any market myopia. **Kirmani and Wrights (1989, Experiments 3&4)** subjects identified celebrities, large audience media vehicles, high frequency and elaborate staging as expensive Ad elements. It's proposed that consumers perceive advertising costs as deviation from expectation about typical spending levels for product category. **Upadhya, Indu Bal Krishna, Makhanlal Chaturvedi** stated that the nature of influence media has on day decisions of people and compare the effects of Print and Electronic Media on peoples life. **Komal Nagar** demonstrates focusing on a comparison between the effectiveness of Advertising into different media, it reveals that the Web is excellent medium for conveying information and Advertisements on the Web are not considered to be deceptive, television Ad catches viewers' attention, increasing purchase possibilities, and in changing and maintaining attitudes towards the advertised products. **Mihir Dash and Prithvi Belgaonkar** noted that to compare the effectiveness of radio, print and web advertising over and above TV advertising. It is indeed the most effective medium of advertising and that the potential of internet and radio as effective advertising medium can no longer be overlooked.

Lisa R.Klein research that attempts to measure the impact of advertising in the new media, utilizing traditional advertising measurement methods. This model will facilitate a greater understanding by marketer and academic of how a medium can influence consumer information search through its impact on the critical information consumer have access to prior to product usage.

Laband (1986) and Norton and Norton (1988) examined the content of Advertising in the Yellow Pages in terms of specific types of informational cues to test the differences in advertising information content between search and Experience goods. **Saxena, S.S.,** in his book "Advertising and Publicity in India" makes an exhaustive study of advertising and Publicity. The Author Surveys the prevalent practises and methods in India and appraises the contribution made by Advertising and publicity to business and socio-cultural enlightenment of the general public. **Wells, Burnett, and Moriaty (2000)** claim that Advertising is no personal since it is a form of Mass communication and defines advertising as no personal communication from an identified sponsor using mass Media to persuade or influence an Audience. **Kotler and Armstrong (2001)** "Principles of Marketing", the authors demonstrate that selecting specific effective media and media vehicles always creates advantages towards products sales through effective information about products or services to target Audiences. **De Pelsmacker et al., (1998)** the emotional appeals lead to more positive responses to media advertisement, although cognitive reaction to advertisements are more positively affected by rational advertising appeal than by emotional ones found that some types of media context can be more supportive for some advertisements. **De Pelsmacker, Maggie Geuens** and **Anckaert (2002)** research suggested that media context from both academic as well as managerial point of view, media context effects are key part of media planning and Ad pre – testing. The effectiveness of advertising might improve greatly by embedding it in the appropriate media context. **Nilson (1995)** states that the medias influence and ability to change perception and behaviour is so strong that traditional analytical tools for studying the market are insufficient.it studied the process of consumer perception, and influence of media on consumer perception. **Kotler, P., (1996)** media has directly or in directly played its role by spreading the news, media communication in general to be a positive one, using managerial tools for effecting positive changes in the perception of the consumer.

3. OBJECTIVES OF THE STUDY
The objectives of the study are to realise the following
1.   To study the influence of media exposure on demographic variables.

2. To examine the influence of print media strategy on purchase decision of consumer towards FMCG products.
3. To examine the impact of Print media advertisements on consumer purchasing behavior towards FMCG products.

4. TESTING THE HYPOTHESES

The following are the hypothesis designed with above objective:

1. H_O^1: There is no significant influence of Print media Exposure on demographic variable.
2. H_O^2: There is no significant influence of Print media channels on consumer purchase towards FMCG products.
3. H_O^3: There is no significant influence of Print Media ads appeals on consumer purchase behaviour towards FMCG products.
4. H_O^4: There is no significant impact of Print media strategy towards consumer purchase.

5. METHODOLOGY

The study is concerned with the effect of Print media strategies on consumer purchase behaviour based on that source of the data collected from Primary source of data is collected from the respondents through structured questionnaire and interviews. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites. Selection of the FMCG Products: Toothpaste, Ice creams, Cool drinks, Health drinks, Instant Foods, Snacks, Chocolates and Biscuits.

6. SAMPLING DESIGN

Convenience sampling method is used for the study, with 417 sample size from the selected area i.e. Hyderabad city. The Data collected from Primary and Secondary sources is analyzed with the help of appropriate statistical Package like SPSS 20. The Statistical tools used are Correlation, Regression Analysis, ANOVA. To test the reliability of the data, Cronbach's alpha test is conducted.

TABLE 1: RELIABILITY STATISTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.761	0.787	23

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result given the value of the as **0.761**. It indicates that, the data has a high reliability and validity.

Summary Item Statistics: It is evident that the summary of the means, variances, covariance and inter-item correlations are presented in the following table.

TABLE 2: SUMMARY ITEM STATISTICS

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.469	2.286	4.513	2.421	2.108	0.275	23
Item Variances	0.46	0.084	1.589	1.409	16.324	0.098	23
Inter-Item Covariance's	0.021	-0.543	0.601	1.162	-1.121	0.021	23
Inter-Item Correlations	0.051	-0.542	0.652	1.31	-1.064	0.051	23

Source: Primary data

It is obvious the minimum and maximum mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 4.513. Maximum variance is 1.589, maximum inter item covariance is witnessed is 0.601 and maximum inter-item covariance is found to be 0.652.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

TABLE 3: DEMOGRAPHICAL VARIABLES

Particulars	Classification	No of Responses	Percentage
Age	20-25	93	22.3
	26-30	116	27.8
	31-35	113	27.1
	36-40	71	17.0
	41 and above	24	5.8
Gender	Male	290	69.5
	Female	127	30.5
Education	SSC	33	7.9
	Intermediate	26	6.2
	Degree	179	42.9
	Pg degree	117	28.1
	PhD and above	62	14.9
Occupation	Student	49	11.8
	Govt Employee	96	23.0
	Private Employee	164	39.3
	Business	57	13.7
	Self Employed	51	12.2
Monthly income (in rupees)	Below 20,000	35	8.4
	20,001-30,000	143	34.3
	30.001 - 40,000	118	28.3
	40,001-50,000	73	17.5
	50,001 and above	48	11.5
Total		*n = 417*	*100%*

Source: Primary data

The descriptive analysis of all the demographical variables is shown in Table 3, from that more than 28% of respondents in the group of 26-30 years and 27% of respondents in the group of 31-35 years, followed by 70% of the respondents belonged male and 30% of respondents belonged female, and 42% of respondents studied Degree and with followed 28% of respondents studied PG degree, 39% of respondents working as a Private Employees, 23% are the Govt. employees and 34% of respondents earned Rs. 20,001-30,000 for month and 28% of respondents earned Rs. 30,001-40,000 respectively.

(a) ANOVA

It is conducted in order in order to understand whether there is any significant difference in opinions of respondents on media exposure, media vehicles, media ads appeals and media strategy and the results are presented in the following table.

TABLE 4: ANOVA WITH FOUR DIMENSIONS

S.NO	Dimension	Age		Gender		Education		Occupation		Income Of Family	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Print Media exposure	9.966	.000	34.211	.000	7.630	.000	42.287	.001	30.169	.000
2	Print Media vehicles	24.414	.000	18.254	.002	12.551	.000	4.587	.000	16.544	.000
3	Print Media ads Appeals	27.321	.000	12.322	.000	12.988	.000	18.125	.004	6.42	.001
4	Media Strategy	28.323	.000	8.211	.633	24.844	.000	10988	.001	8.452	.000

It is evident that all 4 dimensions like Print media exposure, Print media vehicles, Print media ads appeals and Print media strategy of the F value is found to be significant, meaning there by there is significant influenced of the demographical variables like age, education, occupation and income, followed with dimensions like media vehicles and media strategy are not significant by the gender except Print media exposure and Print media ads appeals.

(b) CORRELATION

correlation tends to be used measures the strength and direction of the linear relationship between demographical variable and with dimensions. The Pearson correlation coefficient measures the strength of the linear association between demographical variable and four major dimensions.

TABLE 5: CORRELATION BETWEEN DEMOGRAPHICAL VARIABLES AND WITH FOUR DIMENSIONS

		Age In Years	Gender	Education	Occupation	Income (In Rupees)	Print Media Exposure	Print Media Ads Appeals	Print Media vehicles	Print Media Strategy
Age In Years	Pearson Correlation	1	-.313**	.279**	-.336**	.256**	.047	-.248**	.017	-.183**
	Sig. (2-tailed)		.000	.000	.000	.000	.425	.000	.878	.000
Gender	Pearson Correlation	-.223**	1	-.327**	-.220**	-.226**	.209**	-.076	-.021	-.088**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.282	.581	.000
Education	Pearson Correlation	.359**	-.427**	1	.012	.254**	-.086**	.225**	-.024	.054*
	Sig. (2-tailed)	.000	.000		.821	.000	.003	.001	.241	.024
Occupation	Pearson Correlation	-.245**	-.220**	.005	1	.428**	-.024	-.210**	-.238**	-.254**
	Sig. (2-tailed)	.000	.000	.872		.000	.156	.000	.000	.000
Income (In Rupees)	Pearson Correlation	.236**	-.226**	.644**	.328**	1	-.527**	.031	-.042**	-.048*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.525	.004	.000
Print Media Exposure	Pearson Correlation	.024	.129**	-.021**	-.054	-.257**	1	.248**	.121**	.153**
	Sig. (2-tailed)	.316	.000	.002	.186	.000		.000	.003	.000
Print Media Ads Appeals	Pearson Correlation	-.198**	-.048	.135**	-.400**	.115	.341**	1	.357**	.824**
	Sig. (2-tailed)	.000	.322	.001	.000	.755	.000		.000	.000
Print Media vehicles	Pearson Correlation	.012	-.024	-.045	-.518**	-.050**	.141**	.397**	1	.623**
	Sig. (2-tailed)	.754	.451	.231	.000	.002	.002	.000		.000
Print Media Strategy	Pearson Correlation	-.216**	-.122**	.185*	-.343**	-.168*	.276**	.825**	.873**	1
	Sig. (2-tailed)	.000	.000	.023	.000	.000	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

In order to develop further understanding of relationship among Print media exposure, Print media vehicles, Print media ads appeal and Print media strategy with all the demographical variables, the correlation was calculated with four dimensions. Age is significantly correlated with Print media ads appeals and with Print media strategy. Similarly, Gender is significantly correlated with Print media exposure and Print media strategy. In the case of education is significantly correlated with Print media exposure, Print media ads appeals and with Print media strategy. Similarly, Occupation is significantly correlated with Print media ads appeals, Print media vehicles and with Print media strategy and income (in rupees) is significantly correlated with Print media exposure, Print media vehicles and with Print media strategy.

(C) MULTIPLE REGRESSION

Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modelling and analysing several variables, when the focus is on the relationship between a dependent variables and one or more independent variables (or 'predictors'). it helps to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed. It also helps to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

1. **H_{01}: There is no significant influence of Print media Exposure on demographic variable.**

TABLE 6

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.353 [a]	.057	.069	.49321	12.683	.000 [b]

Source: Authors findings

R^2 value is found to be 0.057, meaning there by that 57% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

TABLE 7: COEFFICIENTS

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.321	.048		47.563	.000
	Age in years	.054	.023	.098	2.623	.006
	Gender	.442	.034	.238	5.574	.000
	Education	.115	.063	.052	.982	.423
	Occupation	.013	.024	.053	.922	.318
	Family Income (in rupees)	-.072	.031	-.181	-3.238	.000

a. Dependent Variable: Media Exposure

b. Predictors: (Constant), In Rupees, Gender, Occupation, Age in years, Education.

The coefficient for age (0.054) is significantly different from 0 because its p-value is 0.006, which is smaller than 0.05. The coefficient for gender (0.442) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for education (0.115) is not statistically significantly different from 0 because its p-value is 0.423 definitely larger than 0.05. The coefficient for occupation (0.013) is not statistically significant because its p-value of 0.318 is larger than .005. The coefficient for rupees (-0.072) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05.

2.   **$H_O{}^2$: There is no significant influence of Print media Channels on consumer purchase towards FMCG products.**

TABLE 8

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.411a	.641	.173	.28372	35.713	.000b

Source: Authors findings

R^2 value is found to be 0.641, meaning there by that 64% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

a. Dependent Variable: Consumer purchase

b. Predictors: (Constant), TV, Radio, Newspaper & Magazine, Outdoor, Internet

TABLE 9: COEFFICIENTS

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.386	.135		32.564	.000
	Newspapers	.065	.011	.206	5.657	.000
	Magazines	.121	.015	.344	7.828	.003
	Posters	-.231	.027	-.328	-8.530	.002
	Billboards	-.093	.017	-.202	-5.399	.021

a. Dependent Variable: Consumer purchase

b. Predictors: (Constant), Newspapers, Magazines, Poster, Billboards

The coefficient for Newspapers (.065) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Magazines (.121) is significantly different from 0 because its p-value is 0.003, which is smaller than 0.05. The coefficient for Posters (-.231) is statistically significantly different from 0.002 because its p-value is definitely smaller than 0.000. The coefficient for Billboards (-.093) is statistically significant because its p-value of 0.021 is smaller than 0.05.

3.   **$H_O{}^3$: There is no significant influence of Print Media ads appeals on consumer purchase behaviour towards FMCG products.**

TABLE 10

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.752a	.639	.593	.19712	242.732	.000b

R^2 value is found to be 0.639, meaning there by that 63% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

TABLE 11: COEFFICIENTS

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.196	.071		30.973	.000
	Celebrity Appeals	.127	.115	.163	.712	.000
	Action Appeals	.119	.069	.404	11.250	.002
	Youth Appeals	.168	.054	.354	11.964	.001
	Humour Appeals	.006	.011	.005	.015	.981
	Rational Appeals	.216	.115	.375	13.169	.000

a. Dependent Variable: consumer purchase Behaviour

b. Predictors: (Constant), Celebrity Appeals, Action Appeals, Humour Appeals, Youth appeals, Rational appeals

The coefficient for Celebrity Appeals (.127) is not significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Action Appeals (.119) is significantly different from 0 because its p-value is 0.002, which is smaller than 0.05. The coefficient for Youth Appeals (.168) is statistically significantly different from 0.001 because its p-value is definitely smaller than 0.000. The coefficient for Humour Appeals (.006) is not statistically significant because its p-value of 0.981 is larger than 0.05. The coefficient for Rational Appeals (.216) is significantly different from 0.000 because its p-value is.000, which is larger than 0.05.

4.   **HO^4: There is no significant impact of Media strategy towards consumer purchase.**

TABLE 12

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.621a	.553	.467	.21529	163.294	.000b

R^2 value is found to be 0.553, meaning there by that 55% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

TABLE 13: COEFFICIENT

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.128	.106		10.642	.000
	Print Media ads appeals	.192	.025	.168	5.643	.000
	Celebrity Endorsement	.283	.051	.332	11.822	.000
	Diff. Media ads Appeals	.487	.125	.564	16.734	.000
	Diff. Media channels in print media	.043	.063	.084	2.324	.026

a. Dependent Variable: consumer purchase Behaviour

b. Predictors: (Constant), Print Media ads appeals, Celebrity Endorsement, Diff. media ads appeals, Diff. media channels in print media.

The coefficient for Media ads appeals (.192) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Celebrity Endorsement (.283) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Diff. media ads appeals (.487) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000. The coefficient for Diff. media channels in print media (.043) is statistically significant because its p-value of 0.026 is larger than 0.05.

7. LIMITATIONS
1.   The study will be carried out to understand the Print media strategy on consumer behavior towards FMCG products.
2.   The sample selected may not represent the whole population. Hence, the limitation of generalization will be there.
3.   Since few categories in FMCG products are considered, consumer preference in whole FMCG sector cannot be measured.

8. CONCLUSION
The present study concluded that, successes of many business depends on their ability to create and retaining the customers. Companies to sell their products to customers by attracting good promotional activities, so there is need of media with strategy for promoting products and services. As per results 28% of respondents in the group of 26-30 years and 27% of respondents in the group of 31-35 years, followed by 70% of the respondents belonged male and 30% of respondents belonged female, and 42% of respondents studied Degree and with followed 28% of respondents studied PG degree, 39% of respondents working as a Private Employees, 23% are the Govt. employees and 34% of respondents earned Rs. 20,001-30,000 for month and 28% of respondents earned Rs. 30,001-40,000 and it is found from the correlation analysis that the demographical variables with four dimensions i.e. Age is significantly correlated with media ads appeals and with media strategy. Similarly, Gender is significantly correlated with media exposure and media strategy. In the case of education is significantly correlated with media exposure, media ads appeals and with media strategy. Similarly, Occupation is significantly correlated with media ads appeals, media vehicles and with media strategy and income (in rupees) is significantly correlated with media exposure, media vehicles and with media strategy. The results of the multiple regression found that there is significant impact of Print media exposure on demographical variables, followed with Print media channels, Print media ads appeals and Print media strategy have significant impact on consumer purchase behaviour.

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