



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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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.

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MEDIA COLLISION ON THE BRAIN FRAME: IMPACT OF MEDIA ON THE CONSUMER BUYING BEHAVIOUR

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ABSTRACT

Media being an attribute to communicate one's product has got an essential core importance in knowing the consumer's perception towards different products. It changes consumer preferences, creates brand loyalty, and persuades consumers to favour commodities that they did not previously find useful. The research work on impact of media advertisement on consumers buying behaviour is conducted at the Jaipur city which includes men and women of every age. The non-probability sampling was adopted including the sample size of 74. The survey was conducted at various shopping centres of Jaipur including Gaurav Tower, Reliance Fresh, National Handloom, Vishal Mega Mart, and Big Bazaar, City Pulse, MGF Metropolitan. The objective of the research is to know whether the media has any impact in the minds of consumers before making the purchase decision. Under this project a questionnaire is drafted which includes 13 questions, on the basis of which we have tried to find out the impact of media on consumers buying behaviour. For the research, we collected primary data to gain first hand information. Various bar graphs and pie charts were used to analyze and interpret the data by using chi-square test. At the initial stage of the project we conducted the pilot study with the sample size of 20 at Amity University Jaipur. After the pilot study the validity testing was done and then finally the questionnaires were filled by the respondents. It took 3 months for the completion of the research. The study of consumer behaviour helps everybody as all are consumers. It is essential for marketers to understand consumers to survive and succeed in this competitive marketing environment. Media being an attribute to communicate ones product has got an essential core importance in knowing the consumers perception towards different products. It changes consumer's preferences, create brand loyalty and persuade consumers to favour commodities that they did not previously find useful. It is found from the research that media plays a significant role in consumers buying behaviour. The impact of advertisements influences the consumers mind before making buying decisions.

KEYWORDS

Consumer, Media, Product, Perception, Impact, Behaviour.

INTRODUCTION

Consumer behaviour is comparatively a new field of study which evolved just after the Second World War. The **seller's market** has disappeared and buyers market has come up. This led to **paradigm shift** of the manufacturer's attention from product to consumer and specially focused on the consumer behaviour. Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

CONSUMER BEHAVIOUR RE-DEFINED

It is broadly the study of **individuals**, or **organisations** and the **processes** consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.

MOTIVES WHICH INFLUENCE PURCHASE DECISION

The buying motives may be classified into two:

- **Product Motives**
- **Patronage Motives**

NEED FOR STUDY OF CONSUMER BEHAVIOUR

The study of consumer behaviour helps everybody as all are consumers. It is essential for marketers to understand consumers to survive and succeed in this competitive marketing environment.

- **Importance in day to day life**
- **Pertinence to Decision Making**

- **Organisational Buyer versus Individual Buyer**

The **media** generate information as a network then publish information using articles, videos, and photos to a group of consumers, in turn influencing individual interpretations of the information provided while potentially influencing unrelated cultural and personal beliefs, as per the propaganda model. Mass media content created for newsworthy events and those stories that are not told all have consequences on the consumer and therefore the culture supposedly being influenced.

The media has a strong social and cultural impact upon society. This is predicated upon their ability to reach a wide audience with a strong and influential message. **Marshall McLuhan** uses the phrase "**the medium is the message**" as a means of explaining how the distribution of a message can often be more important than content of the message itself. Media being an attribute to communicate one's product has got an essential core importance in knowing the consumer's perception towards different products. It changes consumer preferences, creates brand loyalty, and persuades consumers to favour commodities that they did not previously find useful.

The study of consumer behaviour helps everybody as all are consumers. It is essential for marketers to understand consumers to survive and succeed in this competitive marketing environment. Media being an attribute to communicate ones product has got an essential core importance in knowing the consumers perception towards different products. It changes *consumer's preferences*, create *brand loyalty* and persuade consumers to favour commodities that they did not previously find useful.

It is found from the research that media plays a significant role in consumers buying behaviour. The impact of advertisements influences the consumers mind before making buying decisions.

LITERATURE REVIEW

In the past few years, majority of the research is being concentrated on knowing the impact of the different marketing variables including the impact of media on consumer buying. (**Jones, Tellis Lattin² et al.**). While proving that how closely these factors are inter-related, researchers came across with really interesting results.

James H. et al.³ in his article on Evaluating the *Impact of Advertising Media Plans: A model of Consumer Purchase Dynamics*. Using single source data analysed that how advertising media plans and point of purchase impact a brand's market performance. It also included what are the reasons for differences in the levels of loyalty towards different brands, exposure probabilities in different consumers. The overall research focused on formulation of multi-brand formulation and its application towards the analysis of advertising media plans. At the end the analysis showed that this model best matches up with the empirical data and exact estimate in hold out predictive tests.

Herbert E.⁴ in his article on *The Impact of Television Advertising: Learning without involvement* said that it is not only the advertising which actually motivates consumer to behave in some kind of a fashion; there are other attributes which contribute to the driving sales. Attitudes could be changed by changing perceptions of the product and moreover when purchaser is not involved in the message.

Carol H Tremblay⁵ et al. in a research on *The Impact of Cigarette Advertising on Consumer Surplus Profit and Social Welfare* tried to prove that to what extent the advertising of Cigarette brands helps in generating more profit and communicating the right message in order to achieve welfare for its consumers. From the research it was concluded that, the cigarette industry is not competitive and advertising is one of the major factor that increases market power.

It also does reduce the amount of consumer surplus if it is purely informative or persuasive but doesn't have a vital effect on the surplus in totality.

Eva-lena Andersson⁵ et al. (2006) in their study on *Coca-Cola or Pepsi; that is the Question: A study about different factors affecting consumer preferences* was being made in order to gain a deeper understanding of different international and local factors affecting consumer preferences on a local market.

It was concluded in the study that **International advertising** and **International sponsorship** relevantly influence the local target group in many different ways, but they also affect international brand in that they have an impact on brand image and brand equity It moreover also depends on the age factor which in turn influences the choice of an international brand as a preferences.

Paul A. Herbig⁶ in a review over the *US population* says that *the impact of media is very pervasive* and huge that the people now are overloaded with the information need. "The average American is exposed to 61,556 words from the mass media each day."

Kramer et al. (1994) says that the amount of exposure towards media and changing attitudes, influence the consumer and has a radical effect on the culture as a whole.

MTV is a perfect example of mass media and affects on the teenage buying behaviour as a popular TV programme (**Total Request Live**) advertises commercials from acne medication, fast food restaurants, and clothing which in turn drives the teenagers to behave in an effective manner.

Stephen J. Hoch⁷ et al. (1986) in "*Journal of Consumer Research Inc*". Studied on the *Consumer Learning: Advertising and the Ambiguity of Product Experience* that what do the consumers and how do the consumers get to know by experiences from products. Contrast to it two experiments were conducted using product categories that provided either ambiguous or unambiguous evidence about product quality.

One of the findings showed that when consumers have a clear understanding of the product attributes, and moreover its only dependent its physical existence, the affect of media is almost negligible. But contrary to it, there were consumers who did a lot of research while showing purchase behaviour towards a particular product as advertising had dramatical effects on the quality of the same.

Carl F. Mela⁸ et al. examined the "*The Long-Term Impact of Promotion and advertising on Consumer Brand Choice*" (*Journal of Marketing Research* xxxiv,1997) tried to prove that **1)** Do consumer respond to the marketing mix variables over a long period of time and **2)** Are these changes associated with changes in manufacture's advertising and promotional policies ?

It was inferred that more and more promotions schemes induced lesser Brand Loyalty and likely to loose the customers in the long run (*Business Week, 1991*). Moreover the consumers have become more prices sensitive and hence top brands like Colgate-Palmolive, P&G have reduced the frequency of the promotional programs. Studies in the past (Clarke, 1976) show up very few implications of the promotional effectiveness in the long run. It does not examines changes due to the product life cycle factors i.e. Only the brand choice decisions are considered under mature product categories.

Fezeena Khadir⁹ in her article on "*Marketing and its impact on vulnerable consumer groups*

Like children, adolescents etc.”, made a study on the impact of marketing on vulnerable consumer groups like children and adolescents. She concluded that most of the products last longer than the time the child remains in that age and proved that they become more socially acceptable among their peer groups, improve their vocabulary and pronunciation of the foreign language, change their body language to fit to the demands of the society and seemingly become smarter by opening themselves to the marketing strategies.

The attitude towards the brands by merely the influence of media has become a fashion. It is more or less proposed as a *lifestyle necessity* more than anything else. Even the slogans that endorse these products are nothing more than a vacant expression which drives consumer behaviour.

¹⁰Dinesh Kr. on his paper on the “Impact of Celebrity Endorsement on Consumer Buying Behaviour and Brand Building” says it does revitalises the product image and moreover makes over the attitude towards a brand and attract more and more consumers than a non-celebrity endorsed advertisement campaign but is not of a mass appeal!

He adds on that to make a celebrity endorsed brand more influential and more effective, the image and the status of the celebrity should be duly matched up with the personality of the product.

¹¹Tony Meenaghan et al. (1999) in their article on “Media effect in Commercial Sponsorship”. In the case of sponsorship both the message and media elements are not separate but they present the result of focus group research which sought to examine the images transferred by different categories of sponsorship, i.e. sports and arts.

They tried to show that the goodwill, which is generated amongst consumers as a result of corporate sponsorship involvement, varies by sponsorship category. The results have important implications for sponsorship managers in terms of the choice of sponsorship category and the manner in which sponsorship investments are leveraged.

RESEARCH OBJECTIVES

MAIN OBJECTIVE

To analyse the influence of different forms of media viz. advertisements, publicity, internet, radio etc on the purchase behaviour of the consumer.

KEY OBJECTIVES UNDERLYING IT

- To study the perception of consumers towards media advertisement at Jaipur city.
- To study the impact of advertisement media on customers at Jaipur city.
- To study which mode of media is most influencing in buying decisions at Jaipur city.
- To study the demographic factors affecting the advertisement acceptance among Jaipur city.

OVERVIEW OF RESEARCH HYPOTHESIS

1. H_0 – There is no effect of Demographic factors on the media acceptance in Jaipur city.

H_A – There is a strong effect of Demographic factors on the media acceptance in Jaipur city.

2. H_0 – There is no impact of media on the perception of consumers in the Jaipur city.

H_A – There is a substantial impact of media on the perception consumers in the Jaipur City.

RESEARCH METHODOLOGY

As data was non parametric, in most of the research *pie chart*, *bar graph* etc. and also *chi square test* is used to interpret data. *MS Excel*, *SPSS* data management systems were used to analyse the data.

The research study on “Impact of media advertisement on consumers buying behaviour” is conducted at the Jaipur city which includes men and women of every age.

The non-probability sampling was adopted including the sample size of 74. The survey was conducted at various shopping centres of Jaipur including Gaurav Tower, Reliance Fresh, National Handloom, Vishal Mega Mart, and Big Bazaar, City Pulse, MGF Metropolitan.

Under this study a QUESTIONNAIRE (Appendix 36) was being designed which includes 13 questions on the basis of which we have tried to find out the impact of media on consumer buying patterns.

RESEARCH DESIGN (ACTUAL PRE-RESEARCH PLAN)

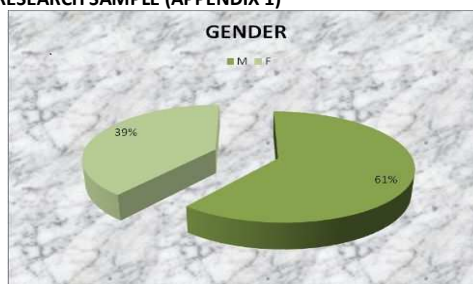
SAMPLE DESIGN

The sample size selected for the study is 80 (estimated) people which include both males and females including people from every income group. We are assuming that the significance level for the study is going to be almost 5 %.

We will be conducting our survey at various malls of Jaipur city including malls such as MGF Metropolitan, Crystal palm, Spencers, Crystal mall, City Pulse. The sampling technique we will be using for our study is *STRATIFIED RANDOM SAMPLING*.

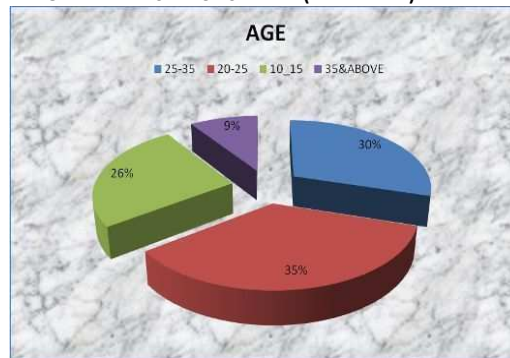
RESEARCH FINDINGS

1. TO DETERMINE THE DEMOGRAPHY OF RESEARCH SAMPLE (APPENDIX 1)



It is found from the graph that research sample consist of 61% males and 39% of females.

2. TO DETERMINE THE AGE GROUP OF PEOPLE INVOLVED IN RESEARCH SAMPLE (APPENDIX2)



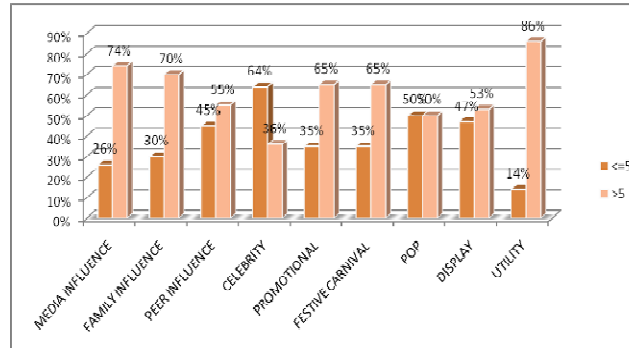
It is found from the graph that research sample contains age group of 30% between 25-35, 35% between 20-25, 26% between 10-15, 9% 35& above age group.

3. TO DETERMINE THE PROFESSION OF PEOPLE INVOLVED IN RESEARCH SAMPLE (APPENDIX 3)



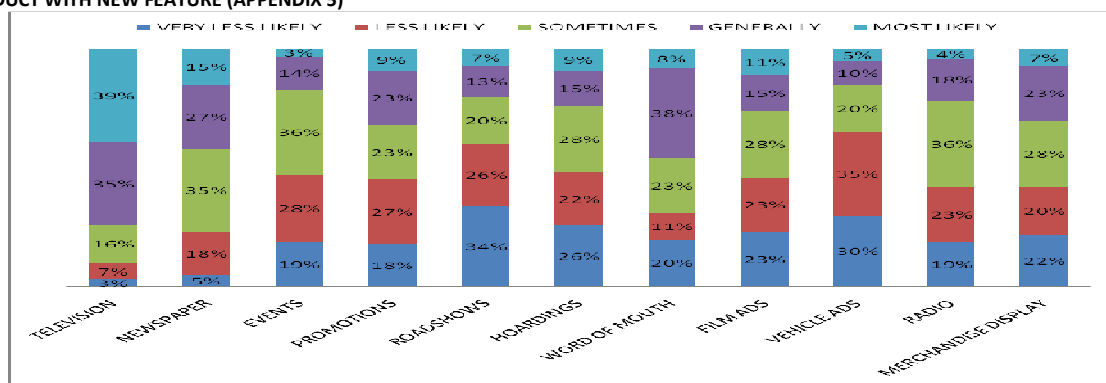
It is found from the graph that in research sample 50% are student, 40% professional, 7% business personals and 3% others.

4. TO DETERMINE THE EXTENT OF INFLUENCE OF DIFFERENT FACTORS WHILE PURCHASING A PRODUCT (APPENDIX 4)

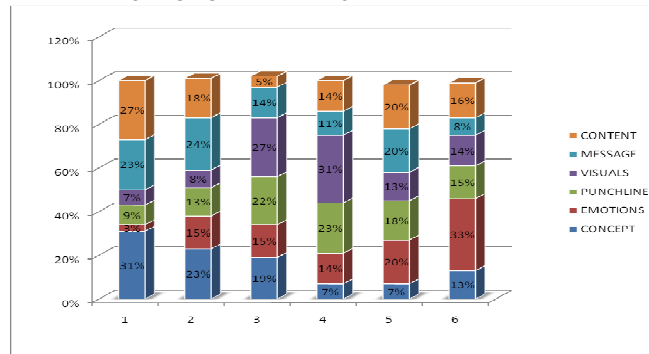


It is found from the study that 86% of people believe utility of a product is the most important factor in purchase of a particular product whereas 74% of people believe media influence is the second most important factor that influences the purchase of a product.

5. TO DETERMINE THE PERCENTAGE OF DIFFERENT MODE BY WHICH PEOPLE GET TO KNOW ABOUT A NEW PRODUCT OR AN EXISTING PRODUCT WITH NEW FEATURE (APPENDIX 5)



6. TO DETERMINE THE REASON BEHIND APPRECIATION OF AN ADVERTISEMENT



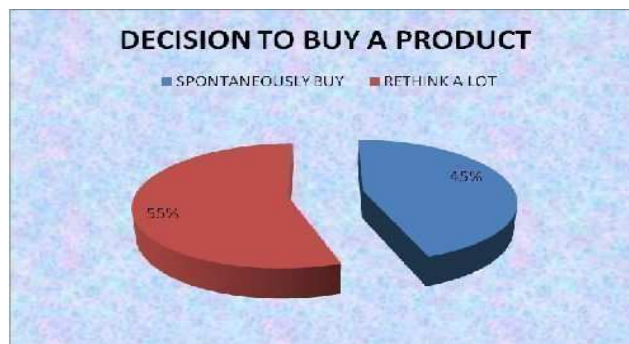
It is revealed from the graph that 27% people gave 1st rank, 18% 2nd rank, 5% 3rd rank, 14% 4th rank, 20% 5th rank and 16% gave 6th rank to the content of an advertisement.

7. TO DETERMINE THE PERCENTAGE OF PEOPLE WHO BUY A PRODUCT THAT IS NOT BEING ADVERTISED OR NOT PROMOTED (APPENDIX 7)



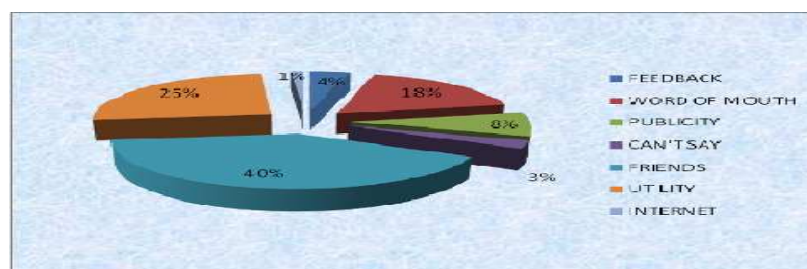
It is found from the graph that 58% of respondents buy a product not advertised due to its requirement, 22% buy usually, 13% buy occasionally, 7% never buy.

8. TO DETERMINE WHETHER CONSUMER BUY A PRODUCT SPONTANEOUSLY OR RESEARCH A LOT BEFORE PURCHASE OF PRODUCT (APPENDIX 8)



It is found from the graph that 55% of respondents think a lot before purchase of particular product whereas 45% spontaneously buy a product.

9. TO DETERMINE THE MEANS BY WHICH CONSUMER CAME TO KNOW ABOUT A PARTICULAR PRODUCT IF ADVERTISEMENT DO NOT INFLUENCE BUYING DECISION (APPENDIX 9)



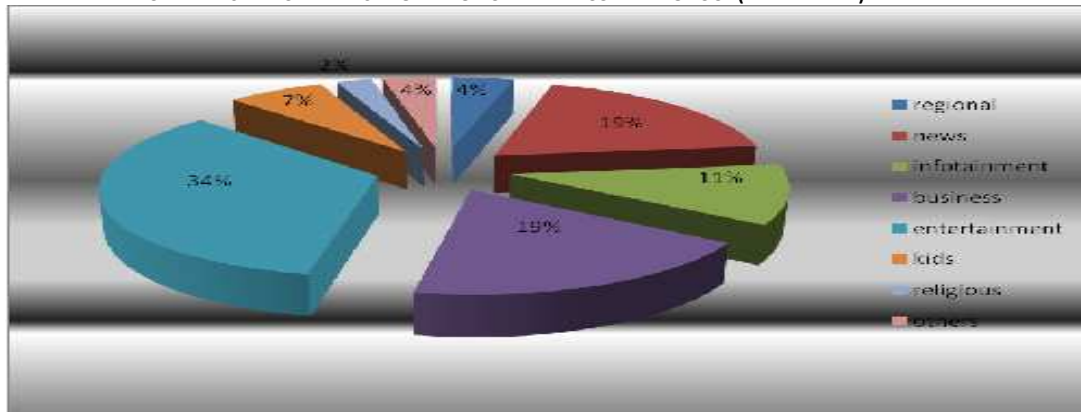
It is found from the graph that 40% of people get to know about a particular product through friends, 26% due to utility, 1% through internet, 4% through feedback, 18% through word of mouth, 8% through publicity and rest 3% can't say.

10. TO DETERMINE WHETHER PEOPLE LIKE ADVERTISEMENTS IN BETWEEN THE PROGRAM OR NOT (APPENDIX 10)



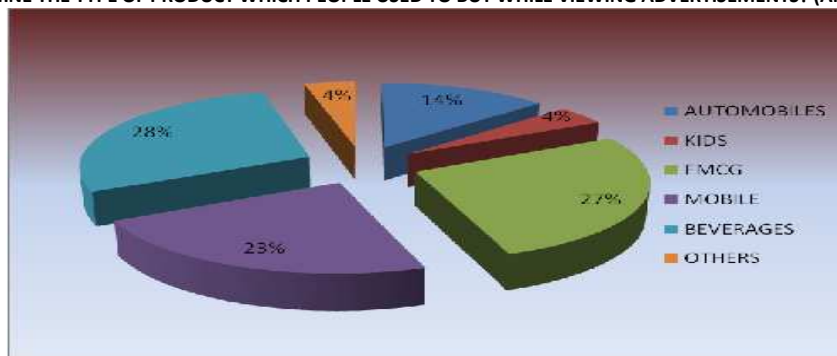
It is found from the graph 49% respondents watch advertisements or not depend on the program they are watching, 31% like to watch advertisements in between the program and rest 20% don't like to watch advertisements.

11. TO DETERMINE THE CHANNELS WHICH DRIVES PEOPLE TO BUY A PARTICULAR PRODUCT (APPENDIX 11)



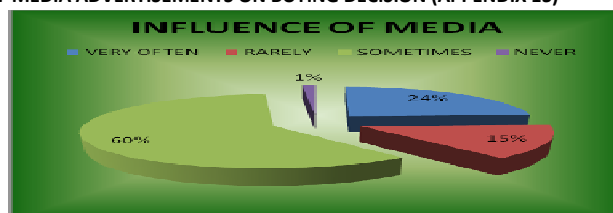
It is found from the graph 34% entertainment channel, 19% business channel, 19% news channel, 11% infotainment channel, 7% kids channel, 4% regional channels, 2% religious channel and rest 4% watch other channels that drives people to buy a particular product.

12. TO DETERMINE THE TYPE OF PRODUCT WHICH PEOPLE USED TO BUY WHILE VIEWING ADVERTISEMENTS? (APPENDIX 12)



It is found from the graph that 28% respondents purchase beverages, 27% FMCG, 23% mobile, 14% automobiles, 4% kids item and rest 4% other items while viewing advertisements.

13. TO DETERMINE INFLUENCE OF MEDIA ADVERTISEMENTS ON BUYING DECISION (APPENDIX 13)



It is found from the graph 60% respondents believe that media advertisement influence their purchasing decision, 24% responded to very often, 15% responded to rarely and rest 1% responded for others.

HYPOTHESIS TESTING

1. The objective is to determine whether there exists a relationship between age and media influence. The null hypothesis (Ho) says that there is no relationship between age and media influence whereas the alternative hypothesis (HA) says that there exists a relationship between age and media influence. It is found that Ho is rejected whereas HA is accepted which shows that there exists a relationship between age and media influence. (Appendix 14)
2. The objective is to determine whether there is a relationship between age and family influence. The null hypothesis (Ho) is assumed that there is no relationship between age and family influence whereas alternative hypothesis (HA) is assumed that there exists a relationship between age and family influence. It is found from the test that there exists a strong relationship between age and family influence so Ho is rejected and HA is accepted. (Appendix 15)
3. The objective is to determine whether there exists a relationship between age and peer group influence. The null hypothesis (Ho) is assumed that there is no relationship between age and peer group influence whereas the alternative hypothesis (HA) is assumed that there exists a relationship between age and peer group influence. It is found from the test statistics that there is no relationship between age and peer group influence. Therefore, Ho is accepted and HA is rejected. (Appendix 16)
4. The objective is to determine whether there exists a relationship between age and celebrity endorsement. The null hypothesis (Ho) assumes that there is no relationship between age and celebrity endorsement whereas, the alternative hypothesis (HA) assumes that there exists a relationship between age and celebrity endorsement. It is found from the test statistics that there exists a relationship between age and celebrity endorsement. Therefore, HA is accepted and Ho is rejected. (Appendix 17)
5. The objective is to determine whether there is a relationship between age and promotional influence. The null hypothesis Ho is assumed that there is no relationship between age and promotional influence whereas, alternative hypothesis HA is assumed that there is a relationship between age and promotional influence. It is found from the test statistics that there is a relation between age and promotional influence. Therefore, HA is accepted and Ho is rejected. (Appendix 18)
6. The objective is to determine whether there is a relationship between age and festive carnivals. The null hypothesis Ho is assumed that there is no relation between age and festive carnivals whereas, the alternative hypothesis HA is assumed that there is a relationship between age and festive carnivals. It is found from the test statistics that there is a relationship between age and festive carnivals. Therefore, HA is accepted and Ho is rejected. (Appendix 19)
7. The objective is to determine whether there exists a relationship between age and point of purchase. The null hypothesis Ho is assumed that there is no relation between age and point of purchase whereas, the alternative hypothesis HA assumes that there is a relation between age and point of purchase. It is found from the test statistics that there is a relationship between age and point of purchase. Therefore, HA is accepted and Ho is rejected. (Appendix 20)
8. The objective is to determine whether there exists a relationship between age and display of the product. Null hypothesis Ho is assumed that there is no relation between age and display of the product whereas, alternative hypothesis HA is assumed that there exists a relation between age and display of the product. It is found from the test statistics that there is a relationship between age and display of the product. Therefore, HA is accepted and Ho is rejected. (Appendix 21)
9. The objective is to determine whether there is a relationship between age and utility. Null hypothesis Ho is assumed that there is no relation between age and utility of the product whereas, alternative hypothesis HA is assumed that there is a relation between age and utility of the product. It is from the test statistics that there is a relationship between age and utility of the product. Therefore, HA is accepted and Ho is rejected. (Appendix 22)
10. The objective is to determine whether there exist is a relationship between age and appreciation of an advertisement due to its concept. Null hypothesis Ho is assumed that there is no relation between age and appreciation of an advertisement due to its concept. Whereas, alternative hypothesis HA is assumed that there is a relation between age and appreciation of an advertisement. From the test is found that there exists a relationship between age and appreciation of the advertisement due to its concept. Therefore, HA is accepted and Ho is rejected. (Appendix 23)
11. The objective is to determine whether there is a relationship between age and appreciation of an advertisement due to its emotions. Null hypothesis Ho assumes that there is no relation between age and appreciation of an advertisement due to its emotions whereas, alternative hypothesis HA is assumed that there is a relation between age and appreciation of an advertisement due to its emotions. It is found from the test statistics that there exists a relationship between age and appreciation of the advertisement due to its concept therefore HA is accepted and Ho is rejected at 5% significance level. (Appendix 24)
12. The objective is to determine whether there is a relationship between age and appreciation of an advertisement due to its punch line. Null hypothesis Ho is assumed that there is no relation between age and appreciation of an advertisement due to its punch line whereas alternative hypothesis HA assumes that there is a relation between age and appreciation of the advertisement due to its punch line. It is found from the test that there is no relationship between age and appreciation of advertisement due to its punch line. Therefore, Ho is accepted and HA is rejected at 5% level of significance. (Appendix 25)
13. The objective is to determine whether there is a relationship between age and appreciation of an advertisement due to its visuals. Null hypothesis Ho assumes that there is no relation between age and appreciation of an advertisement due to its visuals whereas alternative hypothesis HA assumes that there is a relation between age and appreciation of an advertisement due to its visuals. It is found from the testing that there exists a relationship between age and appreciation of an advertisement due to its visuals. Therefore, we accept HA and reject Ho at 5% significance level. (Appendix 26)
14. The objective is to determine whether there is a relationship between age and appreciation of an advertisement due to its message. Null hypothesis Ho is assumed that there is no relation between age and appreciation of an advertisement due to its message whereas alternative hypothesis HA is assumed that there is a relation between age and appreciation of an advertisement due to its message. It is found from the test statistics that there exists a relationship between age and appreciation of an advertisement due to its message. Therefore, we accept HA and reject Ho at 5% level of significance. (Appendix 27)

15. The objective is to determine whether there is a relationship between age and appreciation of an advertisement due to its content. We assume Null hypothesis H_0 that there is no relation between age and appreciation of an advertisement due to its content whereas, alternative hypothesis H_A is assumed that there is a relation between age and appreciation of an advertisement due to its content. It is found from the test statistics that there exists a relationship between age and appreciation of an advertisement due to its content. Therefore, H_A is accepted and H_0 is rejected at 5% level of significance. (Appendix 28)

16. The objective is to determine whether there is a relationship between age and way of deciding to buy a product. Null hypothesis H_0 assumes that there is no relation between age and way of deciding to buy a particular product and alternative hypothesis H_A assumes that there is a relation between age and way of deciding to buy a product. It is found from the testing that there is no relationship between age and way of deciding to buy a product. Therefore, H_A is rejected and H_0 is accepted at 5% significance level. (Appendix 29)

17. The objective is to determine whether there is a relationship between profession and type of product purchased. Null hypothesis H_0 assumes that there is no relation between profession and type of product purchased and alternative hypothesis H_A assumes that there is relation between profession and type of product purchased. It is found from the test statistics that there exists a relationship between profession and type of product purchased. Therefore, H_A is accepted and H_0 is rejected at 5% significance level. (Appendix 30).

18. The objective is to determine the relation between profession and influence of media on buying decision. Null hypothesis H_0 is assumed that there is no relation between profession and influence of media on buying decision and alternative hypothesis H_A assumes that there is a relation between profession and influence of media on buying decision. It is found from the testing that there exists a strong relation between profession and influence of media on buying decision. Therefore, H_A is accepted and H_0 is rejected at 5% significance level. (Appendix 31)

19. The objective is to determine the relation between age and influence of media on buying decision. Null hypothesis H_0 assumes that there is no relation between age and influence of media on buying decision whereas alternative hypothesis H_A assumes that there exists a relation between age and influence of media on buying decision. It is found from the test that there exist a strong relation between age and influence of media on buying decision 5% significance level. Therefore H_A is accepted and H_0 is rejected. (Appendix 32)

20. The objective is to determine the relation between gender and media influence on buying decision. Null hypothesis H_0 is assumed that there is no relation between gender and influence of media on buying decision. And alternative hypothesis H_A assumes that there is a relation between gender and influence of media on buying decision. It is found from the test statistics that that there is no relation between gender and influence of media on buying decision at 5% significance level. Therefore H_0 is accepted and H_A is rejected. (Appendix 33)

21. The objective is to determine the relation between profession and media influence on buying decision. Null hypothesis H_0 assumes that there is no relation between profession and influence of media on buying decision. Whereas alternative hypothesis H_A assumes that there is a relation between profession and influence of media on buying decisions. It is found from the testing that there exist a strong relation between profession and influence of media on buying decision at 5% significance level. Therefore H_A is accepted and H_0 is rejected. (Appendix 34)

22. The objective is to determine whether there is a relationship between gender and appreciation of an advertisement due to its concept, emotions, punchline, visual, message, and content. Null hypothesis H_0 assumes that there is no relation between gender and appreciation of an advertisement due to its concept, emotions, punchline, visual, message, content whereas, alternative hypothesis H_A assumes that there exist a relation between gender and . Appreciation of an advertisement due to its concept, emotions, punch line, visual, message, content, . it is found from the test statistics that there exists a strong relationship between gender and concept, emotions, punch line, visual, message, content at 10% significance level but there exist no relation 5% significance level. (Appendix 35)

23. The objective is to determine whether there is a relationship between profession and appreciation of an advertisement due to its concept, emotions, punchline, visual, message, and content. Null hypothesis H_0 assumes that there is no relation between profession and appreciation of an advertisement due to its concept, emotions, punch line, visual, message content whereas alternative hypothesis H_A is assumed that there is a relation between profession and appreciation of an advertisement due to its concept, emotions, punch line, visual, message, content. It is found from the study that there is a strong relationship between profession and its concept, emotions, punch line, visual, content but there is no relationship between profession and message of the advertisement at 5% level of significance. (Appendix 36)

RECOMMENDATIONS

On the basis of market research conducted we would like to highlight some of our recommendation to different organization so that they may leverage outcomes or findings of our study to increase their sales and market penetration.

- Family, peer group influence affects the ultimate decision, besides this promotion, festive carnivals do affect.
- Television advertisements most likely and newspapers, personal selling & film advertisements generally impacts consumer buying behaviour of any product.
- Content, message and concept of presented advertisement are the power factors for the customer behind any purchase.
- As most of the people are sensitive in their buying behaviour towards few products hence emotional advertisements also seeks their attention.
- As most of the people do buy goods spontaneously at the time of purchase hence merchandise display generally comes into notice.
- Entertainment, Business and News channels has best impression on consumer while purchase.
- Automobiles sales are most affected by advertisements strategy and after that mobile phones and at last fast moving consumer goods purchase are impacted.
- By this analysis we concluded that age of people is always affected by media, family, celebrity endorsement, promotional strategies, festive carnivals, point of purchase, utility, display of product.
- Advertisement's concept, its emotional appeal, visual, message, content also helps in persuading the age of the consumer for purchase.

From above discussion we can conclude that advertisement strategy certainly affects customer mindset to by a product which will help organization to gain competitive edge over competitors and to increase its market share.

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APPENDIX 1

GENDER

M	F
45	29

APPENDIX 2

AGE

25-35	20-25	10_15	35&ABOVE
22	26	19	7

APPENDIX 3

PROFESSION

BUSINESS	STUDENT	PROFESSIONAL	OTHER
5	37	30	2

APPENDIX 4

	<=5	>5
MEDIA INFLUENCE	26%	74%
FAMILY INFLUENCE	30%	70%
PEER INFLUENCE	45%	55%
CELEBRITY	64%	36%
PROMOTIONAL	35%	65%
FESTIVE CARNIVAL	35%	65%
POP	50%	50%
DISPLAY	47%	53%
UTILITY	14%	86%

APPENDIX 5

	VERY LESS LIKELY	LESS LIKELY	SOMETIMES	GENERALLY	MOST LIKELY
TELEVISION	3%	7%	16%	35%	39%
NEWSPAPER	5%	18%	35%	27%	15%
EVENTS	19%	28%	36%	14%	3%
PROMOTIONS	18%	27%	23%	23%	9%

ROADSHOWS	34%	26%	20%	13%	7%
HOARDINGS	26%	22%	28%	15%	9%
WORD OF MOUTH	20%	11%	23%	38%	8%
FILM ADS	23%	23%	28%	15%	11%
VEHICLE ADS	30%	35%	20%	10%	5%
RADIO	19%	23%	36%	18%	4%
MERCHANDISE DISPLAY	22%	20%	28%	23%	7%

APPENDIX 6

	1	2	3	4	5	6
CONCEPT	31%	23%	19%	7%	7%	13%
EMOTIONS	3%	15%	15%	14%	20%	33%
PUNCHLINE	9%	13%	22%	23%	18%	15%
VISUALS	7%	8%	27%	31%	13%	14%
MESSAGE	23%	24%	14%	11%	20%	8%
CONTENT	27%	18%	5%	14%	20%	16%

APPENDIX 7

Usually	16
depends on requirement	43
Occasionally	10
Never	5

APPENDIX 8

DECIDING TO BUY A PRODUCT

SPONTANEOUSLY BUY	RETHINK A LOT
33	41

APPENDIX 9

MEANS TO KNOW

FEEDBACK	WORD OF MOUTH	PUBLICITY	CAN'T SAY	FRIENDS	UTILITY	INTERNET
3	13	6	2	30	19	1

APPENDIX 10

WATCHING ADVERTISEMENT IN BETWEEN PROGRAMS

Y	DEPEND	N
23	36	15

APPENDIX 11

CHANNEL DRIVES							
regional	News	infotainment	business	entertainment	kids	religious	Others
7	31	18	31	56	11	4	6

APPENDIX 12

TYPE OF PRODUCT YOU LIKE

AUTOMOBILES	KIDS	FMCG	MOBILE	BEVERAGES	OTHERS
10	3	20	17	21	3

APPENDIX 13

Influence

VERY OFTEN	RARELY	SOMETIMES	NEVER
18	11	44	1

APPENDIX 14

Test Statistics

	AGE	4AMI
Chi-Square	10.865 ^a	33.027 ^b

APPENDIX 15

Df	3	8
Asymp. Sig.	.012	.000

Test Statistics

	AGE	4BFI
Chi-Square	10.865 ^a	40.162 ^b
Df	3	10
Asymp. Sig.	.012	.000

APPENDIX 16

Test Statistics

	AGE	4CPI
Chi-Square	10.865 ^a	13.838 ^b
Df	3	9
Asymp. Sig.	.012	.128

APPENDIX 17

Test Statistics

	AGE	4DCE
Chi-Square	10.865 ^a	19.351 ^b
Df	3	10
Asymp. Sig.	.012	.036

APPENDIX 18

Test Statistics

	AGE	4EPRI
Chi-Square	10.865 ^a	28.432 ^b
Df	3	9
Asymp. Sig.	.012	.001

APPENDIX 19

Test Statistics

	AGE	4FFC
Chi-Square	10.865 ^a	33.838 ^b
Df	3	9
Asymp. Sig.	.012	.000

APPENDIX 20

Test Statistics

	AGE	4GPOP
Chi-Square	10.865 ^a	27.081 ^b
Df	3	10
Asymp. Sig.	.012	.003

APPENDIX 21

Test Statistics

	AGE	4HDP
Chi-Square	10.865 ^a	19.649 ^b
Df	3	10
Asymp. Sig.	.012	.033

APPENDIX 22

Test statistics

	AGE	4IU
Chi-Square	10.865 ^a	68.919 ^b
Df	3	7
Asymp. Sig.	.012	.000

APPENDIX 23

Test Statistics

	AGE	V25
Chi-Square	10.865 ^a	20.378 ^b
Df	3	5
Asymp. Sig.	.012	.001

APPENDIX 24

Test Statistics

	AGE	V26
Chi-Square	10.865 ^a	19.405 ^b
Df	3	5
Asymp. Sig.	.012	.002

APPENDIX 25

Test Statistics

	AGE	punchline
Chi-Square	10.865 ^a	5.784 ^b
Df	3	5
Asymp. Sig.	.012	.328

APPENDIX 26

Test Statistics

	AGE	V28
Chi-Square	10.865 ^a	22.486 ^b
Df	3	5
Asymp. Sig.	.012	.000

APPENDIX 27

Test Statistics

	AGE	V29
Chi-Square	10.865 ^a	10.162 ^b
Df	3	5
Asymp. Sig.	.012	.071

APPENDIX 28

Test Statistics

	AGE	V30
Chi-Square	10.865 ^a	11.459 ^b
Df	3	5
Asymp. Sig.	.012	.043

APPENDIX 29

	AGE	V32
Chi-Square	10.865 ^a	.865 ^b
Df	3	1
Asymp. Sig.	.012	.352

APPENDIX 30

Test Statistics

	PROFESSION	V43
Chi-Square	50.216 ^a	27.189 ^b
Df	3	5
Asymp. Sig.	.000	.000

APPENDIX 31

Test Statistics

	PROFESSION	V44
Chi-Square	50.216 ^a	54.757 ^a
Df	3	3
Asymp. Sig.	.000	.000

APPENDIX 32

Test Statistics

	AGE	V44
Chi-Square	10.865 ^a	54.757 ^a
Df	3	3
Asymp. Sig.	.012	.000

APPENDIX 33

Test Statistics

	GENDER	4AMI
Chi-Square	3.459 ^a	33.027 ^b
Df	1	8
Asymp. Sig.	.063	.000

APPENDIX 34

Test Statistics

	4AMI	PROFESSION
Chi-Square	33.027 ^a	50.216 ^b
Df	8	3
Asymp. Sig.	.000	.000

APPENDIX 35

Test Statistics

	GENDER	Concept	emotions	punchline	visual	message	content
Chi-Square	3.459 ^a	20.378 ^b	19.405 ^b	5.784 ^b	22.486 ^b	10.162 ^b	11.459 ^b
Df	1	5	5	5	5	5	5
Asymp. Sig.	.063	.001	.002	.328	.000	.071	.043

APPENDIX 36

Test Statistics

	concept	Emotions	punchline	visual	message	content	PROFESSION
Chi-Square	20.378 ^a	19.405 ^a	5.784 ^a	22.486 ^a	10.162 ^a	11.459 ^a	50.216 ^b
Df	5	5	5	5	5	5	3
Asymp. Sig.	.001	.002	.328	.000	.071	.043	.000

QUESTIONNAIRE

AMITY UNIVERSITY, RAJASTHAN

We the students of Amity Business School, are conducting a market research on the topic "Impact of Media on Buying Behaviour of Consumers in Jaipur City". Therefore looking forward for your kind co-operation.

THE 'MEDIA' COLLISION ON THE 'BRAIN FRAME'

Name: _____

1. Gender:

Male Female

2. Age Group:

5-10 15-20

10-15 20-25

25-35 35 & above

3. Profession:

Business Professional.....

Student Others..... (Specify)

4. You purchase a product because of: (Rate out of 10)

- a) Media influences / 10
- b) Family influences / 10
- c) Peer group influences / 10
- d) Celebrity endorsements / 10
- e) Promotional Influence
 - Discounts / 10
 - Offers / 10
- f) Festive Carnivals / 10

- g) Point of Purchase (POPs) /
- h) Display of Product /
- i) Utility /

5. So, how do you usually get to know about a new product or an existing product with new features? (Tick)

Means		☆	☆☆	☆☆☆	☆☆☆☆	☆☆☆☆☆
1.	Through television					
2.	Through newspapers					
3.	Through Events & Sponsorships					
4.	Through Promotions					
5.	Through publicity:	-	-	-	-	-
	<i>Road shows</i>					
	<i>Hoardings</i>					
6.	Through word of mouth					
7.	Film ads					
8.	Vehicle ads					
9.	Radio					
10.	Merchandise Display					

- ☆ = Very Less Likely ☆☆☆ = Less Likely ☆☆☆☆ = Sometimes
- ☆☆☆☆ = Generally ☆☆☆☆☆ = Most Likely

6. So how do you appreciate an advertisement? (Rank)

- By its Concept By it's Visuals
- By the Emotions By it's Message
- By it's Punch Line By its Content

7. Do you also buy a product that is not being advertised or not promoted?

- Usually Occasionally
 Depends on the requirement never or rarely

8. So do you drop in out randomly at a store or do you research a lot before actually deciding to buy a product?

- Spontaneously buy Rethink a lot before buying

9. If the advertisements do not influence your buying decisions, then by what means do you get to know about them? *(Please specify)*

10. Do you like advertisements while watching programmes on Television?

- Yes No
 Depends on the kind of programme

11. Which kind of a channel drives you to purchase a particular type of a product?

(Choose multiple options)

- Regional channels Entertainment channels
 News channels Kids channels
 Infotainment Channels Religious Channels
 Business channels others.....

12. Which type of product do you like to buy while viewing advertisements?

- Automobiles Mobile Phones
 Kids Products Beverages & Eatables
 FMCG Products Others.....

13. So how much does the media or the advertisements influence your buying decision?

- Very often (Every time) Sometimes
 Rarely Never

THANK YOU FOR YOUR CO-OPERATION....

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator