
Impact of TV and Print Advertising on Buying Behavior : Comparative Study

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ABSTRACT

Globalization has resulted in increased competition due to entry of various global and local players in Indian market. The increasing level of competition and technology advancements has compelled companies to reconsider their marketing strategies. The recent advancement in marketing communication has significantly influenced the advertisement world. The impact of advertising can be observed on determinants like Individual characteristics, social and cultural influences, situational variables etc. This paper experimentally examined the impact of TV and Print media advertising on buying behavior of customers in varied age groups and marital status. A schedule was prepared in order to investigate influencing factors involved in the buying decision of the customers. The study revealed that advertisements significantly affect varied age groups, people in different marital status thereby showing considerable impact on their buying behavior. This study can be helpful to advertisers, agencies and advertising researchers in order to achieve advertising effectiveness.

INTRODUCTION

Advertisement is an all pervasive facet of marketing. Advertisements are meant to convey the marketers' message to the prospective customers (Datta 2008). The last two decades have seen many positive developments in Indian economy. Globalization and new technologies have removed the geographical boundaries. Many new ventures have entered into the Indian market and are trying to attract the customers with well designed products and services. The advent of new ventures has increased the competition manifold and hence the need for advertising has gained importance. In the present era of competition, major marketers use advertising for their marketing communication. Companies ranging from large multinational to small retailers rely on many forms of communication, like public relation, direct marketing, sales promotion, event marketing and advertising to help them market their products and services (Belch and Belch, 2001).

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A wide range of advertising mediums are available today. The choice of media is dependent upon the nature of the message and the intended target audience (Etzel et al 2008). The two popular mediums of advertising are Print and T.V. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate of the masses (Lynne Clochetto 2004). Leo, Tolley and Orenstein (1970) brought forth tangible support for persuasion power of press advertising in catalyzing a small number of persons in the audience into action. Hence, both the mediums have their advantages.

Customer's feelings and emotions are touched quickly by advertising. Advertisements influence different people in different manner. Consumers react to and interpret advertisements selectively because of variation in their psychological make up. Studies show that there are basically three primary influences on consumer decision making i.e. Individual characteristics, social and cultural influences, and situational variables. Children are exposed to an overwhelming amount of advertising (Cruz 2004). The marketers who take advantage of young people's power to influence family purchase choose commercials that reach children or teenage youth together with their parents (Kraak and Pelletier 1998). The impact of advertising can be observed not only on purchasing patterns but also on individuals' varying in age and marital status. Hence this paper is an attempt to study the impact of Print and TV advertisements on buying behavior keeping in view age differences and marital status in the population of Indore city.

LITERATURE REVIEW

Brierly (2002) contended that advertising is very cost effective method to reach a large audience. It can create images and is an important feature for company's dealing in products or services to differentiate on functional attributes. Advertising can also influence product and brand selection when a neutral or favorable frame of reference already exists. But when consumers are already loyal to a brand, they may increase their purchase of the product when advertising for that brand increases (Lamb et al., 2000).

An array of audience conditions, such as the needs, values and motive affect the interpretation of a message.

Therefore, it becomes imperative for an advertiser or communicator to ensure that his message is interpreted in the intended manner, in a way that is favorable to his products/offering (Ramaswamy and Namakumari, 2002). According to Mishra (2000), advertising is a non personal communication of sales message aimed at a group of persons and not at an individual. But it is not for the whole general public because all members of a society do not make the target group. Many may not be in the habit of purchasing advertised goods. In the cut throat competition, it is necessary to differentiate one's products from the competitor's product and leave the product's impact on consumer's mind, which helps him in making purchase decision. Advertising helps to differentiate a company's offer in a manner that the product may be considered as something unique value having a definite identity of its own (Kazmi and Batra, 2001). Researchers have theorized congruence models, which state that if both the source and object are positively associated, the impact is more effective on the consumer (Jacoby and Mazursky, 1984). (Dubey and Patel 2004) explored that the key lies not only in the attractiveness of the advertisements, but also the interest of the target.

Bishnoi and Sharma (2009) suggested that rural teenagers like television advertising more than their urban counterparts and buying behavior of male teenagers is more influenced by television advertisements than their female counterparts. Malik and Bhaumik, (2009) have furnished a concise depiction of women's role in society as ad audiences, deciders, influencers and consumers of FMCGs. It reveals that their acumen on ad selections, ad comprehensions, judgment and logical reasoning to select the respective brands leave the impression of their mental maturity and clarity. Advertising is unparallel, starting from awareness building to inducing trial. Tiwari (2007). Acceptability of medium of advertisement, purchase initiative taken by different members, influence of different factors on purchase process, and finalization of purchase decision are significantly affected by level of education, occupation, and family income. Television is a popular medium whereas brand image, personal experience and

guarantee are three important factors motivating towards the purchase of a particular brand.

SCOPE AND DESIGN OF THE STUDY

The study is exploratory in nature and focuses basically on primary data about impact of TV and Print media advertising on the buying behavior of customers in the Indore region of M.P., India. The study is based on survey method. It was conducted in two phases. In the first phase, the sample of the study constituted of 100 respondents and in the second phase, the sample of the study constituted of 400 respondents. Sample for both the surveys were selected from the city of Indore. The respondents were regular viewers of television and print media. The respondents were selected through non-probability convenience sampling method.

In the first phase a preliminary survey was conducted to identify top three frequently viewed advertisements which the respondents were able to recall in print as well as TV media advertising. On the basis of the results of this preliminary survey top three frequently viewed advertisements were identified. Based on the survey responses clippings of these advertisements were stored in CD and copies of print advertisements were attached to the questionnaire. In the second phase respondents were shown these clippings and print advertisements and then responses were taken in order to identify the impact of these advertisements on the respondents. The respondents were given self-structured five point likert scale questionnaire. The sample size was 400 respondents and items under study were 27. The sample consisted of respondents under different age groups and different marital status. The data was analyzed using one way ANOVA and post hoc.

Respondents Profile

Age	Number of Respondents
20-39 years	233
40-59 years	167
Total	400
Marital Status	Number of Respondents
Married	213
Unmarried	187
Total	400

OBJECTIVES

1. To analyze the role of TV and Print media advertising in influencing the buying decision of the consumers for FMCG products.
2. To identify the impact of Print and TV media advertisements on different age groups.
3. To identify the impact of Print and TV media advertisement on marital status.
4. To compare advertisement effectiveness of Print and TV media according to different age groups and marital status.
5. To offer suggestions for improving advertisement effectiveness.

RELIABILITY OF THE MEASURES

The questionnaire adopted in this study consists of 27 questions. Reliability of the measures was assessed with the use of Cronbach's alpha. Cronbach's alpha allows us to measure the reliability of different variables. As a general rule a coefficient greater than or equal to 0.7 is considered acceptable and is a good indicator of reliability. The Cronbach's alpha for the questionnaire in case of TV viewers is 0.83 and in case of Print advertisement viewers is 0.81. Hence it is reliable and can be used for analysis.

HYPOTHESES

H01 : There is no significant difference between the impact of TV and Print media advertising on the buying behavior of customers in the age groups 20-39 years and 40-59 years.

H02: There is no significant difference between the impact of TV media advertising on the buying behavior of customers in the age groups 20-39 years and 40-59 years.

H03 : There is no significant difference between the impact of Print media advertising on the buying behavior of customers in the age groups 20-39 years and 40-59 years.

H04 : There is no significant difference between the impact of TV and Print media advertising on the buying behavior of customers in the age group 20-39 years.

H05 : There is no significant difference between the impact of TV and Print media advertising on the buying behavior of customers in the age group 40-59 years.

H06 : There is no significant difference between the impact of TV media advertising on the customers in the age group of 20-39 years and Print media advertising on the buying behavior of customers in the age group of 40-59 years.

H07 : There is no significant difference between the impact of TV media advertising on the customers in the age group of 40-59 years and Print media advertising on the buying behavior of customers in the age group of 20-39 years.

.H08 : There is no significant difference between the impact of TV and Print media advertising on the buying behavior of customers with respect to Marital Status.

H09: There is no significant difference between the impacts of TV advertisements with respect to marital status.

H10 : There is no significant difference between the impact of Print advertisements with respect to marital status.

H11 : There is no significant difference between the impact of TV and Print advertising on the buying behavior of Married respondents.

H12 : There is no significant difference between the impact of TV and Print advertising on the buying behavior of Married respondents.

H13 : There is no significant difference between the impact of TV advertising on the buying behavior of Married respondents and Print advertisement on the buying behavior of Unmarried respondents.

H14 : There is no significant difference between the impact of Print advertising on the buying behavior of Married respondents and TV advertisement on the buying behavior of Unmarried respondents.

Results and Discussion

Table 1 depicts that the F value for between the groups is 5.446 and p value is 0.001 therefore null

hypotheses H01 is rejected at 5 % level of significance i.e. TV and print advertisement viewers with age groups 20-39 years and 40-59 years are having significant differences in their mean values as far as impact of TV and print advertisements are concerned. In order to find out significant differences between age groups of Print and TV advertisement viewers Turkey Test is being applied as indicated in Table 2. In Table 2 the p value in between TV advertisement viewers in the age group of 20-39 years and 40-59 years is 0.365, therefore null hypotheses H02 is accepted at 5 % level of significance i.e. There is no significant difference between the impact of TV media advertising on the buying behavior of respondents in the age group of 20-39 years and 40-59 years.

Results of Turkey test in Table 2 depicts that p value between the groups is 0.573 therefore null hypotheses H03 is accepted at 5 % level of significance i.e. There is no significant difference between the impact of Print advertisements on the buying behavior of respondents in the age group of 20-39 years and 40-59 years. The p value in between other group is 0.026 therefore null hypotheses H04 is rejected at 5 % level of significance i.e. TV and Print advertisement viewers with the age groups of 20-39 years are having significant differences in their mean values as far as impact of TV and Print media advertisements on their buying behavior are concerned. The p value in between Print advertisement viewers in the age group of 30-59 years and TV advertisement viewers in the age group of 30-59 years is 0.168 therefore null hypotheses H05 is accepted at 5% level of significance i.e. There is no significant difference between the impact of advertising on the buying behavior of Print advertisement viewers in the age group of 40-59 years and TV advertisement viewers in the age group of 40-59 years.

The p value in between TV advertisement viewers in the age group of 20-39 years and Print advertisement viewers in the age group of 40-59 years is 0.001 therefore null hypotheses Ho6 is rejected at 5 % level of significance i.e. TV and Print advertisement viewers with the age groups of 20-39 years and 40-59 years are having significant differences in their mean values as far as the impact of TV and Print advertisements are concerned. The p value in between Print advertisement viewers age group 20-39 years and TV advertisements viewers age group 30-59 is 0.784

therefore null hypotheses H07 is accepted at 5% level of significance i.e. There is no significant difference between the impact of advertising on the buying behavior of Print advertisement viewers in age group 20-39 years and TV advertisement viewers in age group of 30-59 years.

Table 3 depicts that the F value for between the groups is 7.493 and p value is .000 therefore null hypotheses H08 is rejected at 5 % level of significance i.e. married and unmarried TV and Print advertisement viewers are having significant differences in their mean values as far as the impact of TV and print advertisements on their buying behavior are concerned. In order to find out significant differences between marital status on the impact of buying behavior of Print and TV advertisement viewers Turkey Test is being applied as indicated in Table 4. In Table 4 the p value in between married and unmarried TV advertisement viewers is 0.010 therefore null hypotheses H09 is rejected at 5 % level of significance i.e. There is significant difference between the impact of TV advertising on the buying behavior of married and unmarried respondents.

Results of Tukey test in Table 4 depicts that p value between the groups is 0.890 therefore null hypotheses H10 is accepted at 5 % level of significance i.e. There is no significant difference between the impact of Print advertising on the buying behavior of married and unmarried respondents. The p value in between other group is 0.516 therefore null hypotheses H11 is accepted at 5 % level of significance i.e. married respondents are having significant differences in their mean values as far as impact of TV and Print advertisements on their buying behavior are concerned. The p value in between unmarried TV and Print advertisement viewers is 0.002 therefore null hypotheses H12 is rejected at 5% level of significance i.e. there is significant difference between the impact of TV and Print media advertising on the buying behavior of unmarried respondents.

The p value in between married TV advertisement and unmarried Print advertisement viewers 0.928 therefore null hypotheses H13 is accepted at 5 % level of significance i.e. There is no significant difference between the impact of TV and Print advertising on the buying behavior of married TV and unmarried Print advertisement viewers. The p value in between

unmarried TV advertisement and married Print advertisement viewers is 0.000 therefore null hypotheses H14 is rejected at 5% level of significance i.e. there is significant difference between impact of TV and Print media advertisements on the buying behavior of unmarried TV advertisement viewers and married Print advertisement viewers.

Previous studies also reveal the impact of advertisements on varied age groups and marital status. The youngsters are more influenced by advertisements shown on television and mostly they tend to purchase the products and brands which are advertised more on television (Saxena 1990). Past studies reveal that there is substantial variation in the amount of teenagers' influence in purchase decision for products for their own use and for their family (Cotte and Wood 2004). The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandhok 2005). Younger age group has been totally impressed by the ad appeals, which indicate the relevance of the advertisers to reach younger group with more vigor and propensity (Malik and Bhaumik, 2009).

CONCLUSION

In the modern world, advertising plays a significant role in building awareness as well as testing markets. Marketers of FMCG rely heavily on advertising to generate not only awareness, but also to create a popular image of the product. Different advertising media also affect consumers buying decisions significantly. This research was conducted to identify whether the Print and TV media advertisements affect the customers' buying decision in varied age groups and marital status or not. This study enables to understand that there is significant difference in the impact of TV and Print media advertising on the buying behavior of respondents with respect to marital status and age groups. Nowadays the consumers have become more aware and there are obvious changes in the standard of living of the consumers. Therefore it is important for the advertiser to adopt basic, trustworthy and honest approach in appropriate media to capture the attention of the target audiences and

thereby get the outcome of the desired behavior from the customers. This study can be helpful to advertisers, agencies and advertising researchers in order to achieve advertising effectiveness.

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ANNEXURE

Table 1

	Sum of squares	df	Mean square	F	Significance
Between the groups	2725.017	3	908.339	5.446	.001
Within the groups	132756.983	796	166.780		
Total	135482.000	799			

Table 2

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) VAR00002	(J) VAR00002				Lower Bound	Upper Bound
Tukey HSD	Print age 1	Print age 2	1.6813	1.30938	.573	-1.6896	5.0523
		TV age 1	-3.3562	1.19649	.026	06.4365	-.2759
		TV age 2	-1.2289	1.30938	.784	-4.5998	2.1421
	Print age 2	Print age 1	-1.6813	1.30938	.573	05.0523	1.6896
		TV age 1	05.0375	1.30938	.001	-8.4085	-1.6666
		TV age 2	-2.9102	1.41328	.168	-6.5486	.7283
	TV age 1	Print age 1	3.3562	1.19649	.026	.2759	6.4365
		Print age 2	5.0375	1.30938	.001	1.6666	8.4085
		TV age 2	2.1274	1.30938	.365	-1.2436	5.4983
	TV age 2	Print age 1	1.2289	1.30938	.784	-2.1421	4.5998
		Print age 2	2.9102	1.41328	.168	-.7283	6.5486
		TV age 1	-2.1274	1.30938	.365	-5.4983	1.2436

The mean difference is significant at the .05 level

ANNEXURE

Table 3

	Sum of squares	df	Mean square	F	Significance
Between the groups	3720.812	3	1240.271	7.493	.000
Within the groups	131761.188	796	165.529		
Total	135482.000	799			

Table 4

			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	(I) VAR00002	(J) VAR00002				Lower Bound	Upper Bound
Tukey HSD	Print married	Print unmarried	-.9254	1.28931	.890	-4.2446	2.3939
		TV married	-1.7136	1.24670	.516	04.9232	1.4960
		TV unmarried	-5.7542	1.28931	.000	-9.0735	-2.4350
	Print unmarried	Print married	.9254	1.28931	.890	-2.3939	4.2446
		TV married	-.7883	1.28931	.928	-4.1075	-2.5310
		TV unmarried	-4.8289	1.33055	.002	-8.2543	-1.4034
	TV married	Print married	1.7136	1.24670	.516	-1.4960	4.9232
		Print unmarried	.7883	1.28931	.928	-2.5310	4.1075
		TV unmarried	-4.0406	1.28931	.010	-7.3599	-.7213
	TV unmarried	Print married	5.7542	1.28931	.000	2.4350	9.0735
		Print unmarried	4.8289	1.33055	.002	1.4034	8.2543
		TV married	4.0406	1.28931	.010	.7213	7.3599