

Impact of Media on Consumer Behaviour- A Study of Select Districts in Telangana State

Mohd. Fasi

Research Scholar, Kakatiya University, Warangal, Telangana State
mohdfasi34892@gmail.com

Sadequnnisa Begum

Assistant Professor, The Crescent College of Business Management
Kakatiya University, Warangal, Telangana State
sadiyakhan277@gmail.com

Abstract

Every entrepreneur set up the business to achieve some objectives. Among the objectives profit maximization is very important. In some cases sales maximization may also be important. To achieve these objectives business has to satisfy the consumer. The consumers can be satisfied by way of supplying quality goods and services at a reasonable price. In order to satisfy them the business enterprise has to conduct several operations. They include buying of raw material, converting them into finished goods and finally to sell them to consumer. Buying of raw material and sale of finished goods are the activities of marketing. Thus, marketing is the important activity of business. It can be done through various forms of media. In this regard we can say that media, marketing has major impact on consumer behaviour. Marketing and media can influence the consumer and in turn consumer can give feedback to improve the marketing process.

Key words: Consumer Behaviour, Marketing, Media

Introduction

A person who purchases goods or services for own consumption is called consumer. This may be an individual person, group, society, govt. institution, organization etc. According to Consumer Protection Act (1986), consumer can be defined as the person or association who consumes or uses goods or services. It means any person who consumes either goods or services or may be both is known as consumer. Goods may be consumable, durable, tangible or physical item. Services include hiring, adopting, using intangible things. It may be public utilities, entertainment, education, hospitality etc. In general, the consumption or use of goods and services makes the person a 'consumer'.

After, discussing the consumer there is a need to study about the consumer behaviour. It is very important in the process of marketing. The entire marketing of the organisation depends upon the consumer behaviour. The behaviour includes the level of perception and their action and reaction about the product. Many factors can influence their behaviour. Thus, in this study an attempt is made to know the meaning of consumer behaviour and impact of various factors on it.

Consumer behaviour is defined as the behaviour that consumers display in searching, purchasing, using, evaluating and disposing of goods and services. It is the act of consuming or using commodity or service. It is the behaviour of consumers which they display right from the searching of product till the disposing of that product. It is related to the decision of consumer to spend their available resources like time, money, and effort on purchase and consumption of goods and services. After understanding the meaning of consumer behaviour now we shall discuss about its definition and theoretical concept.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace

and the underlying motives for those actions. The study of consumer behaviour assumes that the consumers are actors in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. This study is mainly about impact of marketing media on consumer behaviour.

Literature Review

Many authors have defined consumer behaviour. The definitions given by few important authors are herewith. According to **Engel, Blackwell, and Mansard**, 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'. According to **Louden and Bitta**, 'consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services'. **Peter D. Bennett**, ed. Dictionary of Marketing Terms, 2nd ed. 1995. "Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption." **James F. Engel, Roger D. Blackwell and Paul W. Miniard**, "Consumer Behaviour" (1990). Consumer behaviour refers to "the mental and emotional processes and the observable behaviour of consumers during searching for, purchasing and post consumption of a product or service." **The American Marketing Association** has defined consumer behaviour as, "The dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives."

The behaviour of consumer often changes based on the various factors. Therefore, it is important to know the impact of various factors on consumer behaviour.

Impact of various factors on consumer behaviour

There are various factors influencing the changes in consumer behaviour such as social, cultural, personal, and psychological factor. The explanation of these factors is given below.

1. **Cultural Factors:** Consumer behaviour is deeply influenced by cultural factors. Basically, culture is the part of every society and is the important cause of person wants and behaviour. The influence of culture on buying behaviour varies from country to country. Therefore, marketers have to be very careful in analyzing the culture of different groups, regions or even countries. The cultural factors include Culture, Subculture, and Social class.
2. **Social Factors:** Social factors play an essential role in influencing the buying decisions of consumers. Human beings are social animals. We need people around to talk to and discuss various issues to reach to better solutions and ideas. We all live in a society and it is really important for individuals to adhere to the laws and regulations of society. Social Factors influencing consumer buying decision can be classified as Reference Groups, Immediate Family Members, Relatives, Role & status.
3. **Personal Factors:** Personal factors can also affect the consumer behaviour. Consumers have different viewpoint on product based on their personal liking, income level, taste and preferences etc. Some of the important personal factors that influence the buying behaviour are Lifestyle, Economic situation, Occupation, Age, Personality and self concept.
4. **Psychological Factors:** Psychological factors are internal to an individual and generate forces within that influence her/his purchase behaviour. There are four important psychological factors affecting the consumer buying behaviour. These are Perception, Motivation, Learning, Beliefs and attitudes.
5. **Role of media in influencing the consumer behaviour:** Media is a key factor to influence the consumer behaviour. As the study is mainly related to media and its impact on consumer behaviour, there is a need to have depth assessment of its impact on marketing process, in general, and consumer behaviour in particular.

Media

Media means any communication through which news, entertainment, education, data, or promotional messages are disseminated. It includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio,

billboards, direct mail, telephone, fax, and internet etc. It is the plural of medium and can take a plural or singular verb, depending on the sense intended. It can be defined as the channel of transforming information to public. It is mass way of communication. It is communication channel through which data, promotional messages, information can be shared with one another.

Types of media: Media is used in several occasions for different means based on the communicational factor. There are various forms of media available for effective interaction and are majorly divided into three groups. They are Traditional Media, Broadcast Media and Modern Media.

1. **Traditional media:** A traditional media form can be anything which does the purpose of communication in the family, friends and as a whole in society. All the forms may not be popular but they help to communicate. These forms are different in different regions and communities. These can be divided into Print media and other types of traditional media (non print media like traditional music and dance, drama, painting, motifs and symbols).
2. **Broadcast media:** Broadcast media is using radio and television, including local radio and television stations, radio and television networks and cable television system. The broadcast media play an important role in any advertising campaign for market. In addition to commercial purposes, broadcasting has been used for the purpose of private recreation, non-commercial exchange of messages, experimentation, self-training, and emergency communication. There are different types of electronic broadcasting. They are **Radio, Cinema and Television**.
3. **Modern media:** Modern media is the future of advertising. More and more consumers and businesses rely on modern media to find their information. Ultimately, modern media refers to content that is easily accessible via many different forms of digital media. When related to advertising, some examples of modern media include online advertising (retargeting, banner ads, etc.), online streaming (radio and television) and social media advertising. Each of these are means in which businesses have the capability to reach consumers and other businesses with ease. There are different types of modern media. They are Blogs (weblogs, vlogs, plogs, moblogs), RSS - Real Simple Syndication, mobile media, E-Retailing and Social networking media.

Impact of media on consumer behaviour

Media has a long term dynamic effect on consumers purchase and sales of producers. Consumers often purchase those products which have effective media or mass marketing. In today's generation, a consumer purchases a product or service, only after getting the total awareness about that product. Through the use of various media like, television, radio, traditional publications, signage, Internet, etc, consumer get that awareness of products. Therefore, media plays the predominant role both from the manufacture and the consumers view point. A firm's reason for using the media is to create awareness of a product or service. Media has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. Producers often advertise their product through media with the intention of increasing their sales which allows the firms to gain economies of scale. It also makes their products well known in the market. Media is also necessary when introducing new products in the market. Without it, firm would find it difficult to break into market in which there are established brands.

Opportunities

Media provides many opportunities to marketing in general and consumer behaviour in particular depending upon its type. The types of media which can influence consumer behaviour are numerous. Older media platforms, including newspapers, radio and television, are still available but have lost popularity since the advent of the Internet. Within the category of modern media, a consumer finds respected sites such as web versions of print newspapers and government websites alongside opinion-based sites such as blogs and message boards. Advertising exists on nearly all media platforms providing rapid and continuous delivery of information to the consumer, whether it is traditional, broad cast or modern media. Therefore, in our research there is need to study in depth about the impact of various types of media on consumer behaviour.

Challenges

Though media's contribution to marketing sector is significant but it is suffering from few problems due to its lack of proper utilization, dissonance, customer satisfaction etc. Earlier many researchers and research scholars have conducted various studies regarding media, consumer behaviour and allied aspects. But it can be identified that these studies have not given much emphasis on impact of media on pre purchase, purchase, and post purchase consumer behaviour. To fill up this gap we have taken up the study "Impact of Media on Consumer Behaviour".

Need and importance of the study

Consumer behaviour is very important to a marketer to understand the internal and external influences that impel individuals to act in certain consumption related ways. The study of consumer behaviour enables a marketer to analyze the consumer's consumption decisions and makes him aware of subtle influence that persuade the consumers to make the product choices they do. Media, on the other hand, plays an important role in influencing the consumer behaviour. It is the main connecting line between the manufacturers and the consumers. Its impact on consumer behaviour is very significant.

Objectives of the study

The main objective of the study is to analyse the importance of media on consumer behaviour. The other objectives are as follows:

1. To assess the impact of various factors influencing on the consumer behaviour in general and media in particular.
2. To analyse the concepts and types of media.
3. To analyse the impact of media on consumer behaviour.

Scope of the study

The scope of the study is limited to three districts of the Telangana state i.e., Hyderabad, Warangal and Karimnagar district. For the purpose of the study 400 respondents are selected. The respondents are selected on the basis of stratified random sampling technique. The status is urban, semi urban and rural. Every care is taken to get the results from the sample units which can be applied to total units in general.

Research methodology

Achieving accuracy in any research requires in depth study regarding the subject. As the prime objective of the researcher is to find the possible result from the available problems, the research should have accuracy in terms of data collection. The research methodology of the study is based on primary data via which the most recent and accurate piece of first hand information that could be collected from all possible source. Secondary data is used to support primary data wherever needed.

Data analytical Tools and Techniques

The data collected is classified, tabulated by using one way, two way and multi-variant tables, and graphically presented. The statistical tools like averages, percentage, standard deviation, and variance is used to analyze the data.

About the sample

For the purpose of research we will select 400 respondents from Telangana state. Since the scope of the study is wider, we conduct the study in three districts of the state i.e., Warangal district, Hyderabad district and Karimnagar district.

To take utmost care we adopt stratified random sampling technique. The strata are urban, semi-urban and rural. They include illiterates, educated and other important aspects.

Hypothesis

Hypothesis is a proposed explanation made on the basis of limited evidence as a starting point for further investigation. It is the tentative explanation for an observation, phenomenon, or scientific problem that can be tested by further research. In our study, following hypothesis is used to solve the problem and meet the objectives of the study:

1. Media can mainly influence the consumer behaviour.
2. The impact of electronic media is more as compare to print media on the minds of consumers.

Limitations of the study

The following are the limitations of the study:

1. The survey is limited 400 respondents selected from Telangana state.
2. As the sample is insignificant to the total population, therefore findings cannot be generalised.
3. While selecting the respondents there may be possibility of committing an error. It may influence the interpretation and conclusions.

Data analysis and interpretation

1. Impact of media on pre purchase consumer behaviour

Table 1
Coverage of commercial messages in media

Sl. No.	Options	No. of Respondents	% of Respondents
1	Yes	376	94
2	No	24	6
	TOTAL	400	100

Source: Field Survey

On examination of the Table 1, an overwhelming respondents i.e., 94 per cent of the total respondents stated that to identify the needs and wants and to have clarity about their aim they are paying a specific attention on the commercial messages of the consulted media. However, 6 per cent of the respondents stated that in general they are taking care for the commercial advertisements.

Table 2
Media used for commercial advertisement

Sl. No.	Options	No. of Respondents	% of Respondents
1	Traditional media	44	11
2	Broadcast media	60	15
3	Modern media	72	18
4	All of them	224	56
	TOTAL	400	100

Source: Field Survey

As per the data of the Table 2 almost all equal percentage of respondents has received their messages from all the three types of media. They include traditional, broadcast and modern media. Nearly, 56 per cent of the respondents have received commercial messages from all the three media. It appears that they are very keen and showing much interest to identify their needs and wants.

Table 3
Information and satisfaction regarding the alternative products

Sl. No.	Satisfaction	No. of Respondents	% of Respondents
1	Satisfied	286	71.5
2	Not satisfied	114	28.5
	TOTAL	400	100

Source: Field Survey

As per the data furnished in the Table 3, around 71.5 per cent of the respondents expressed the view that they are satisfied with the coverage of commercial messages by the media. They have also stated that they have received the required information about the availability of the product and alternative of the product in the market, with the help of media. However, 28.5 per cent of the respondents stated that they are not satisfied with the available information in the media. They stated that still there is a chance to develop the display and communication of messages in the Indian media.

2. Impact of media on purchasing consumer behaviour:

Table 4
Type of product purchased

Sl. No.	Type of product	No. of Respondents	% of Respondents
1	Household product	56	14
2	Electronic product	32	8
3	Health related product	16	4
4	Any other product	8	2
5	All of them	288	72
	TOTAL	400	100

Source: Field Survey

On examination of the Table 4, around 72 per cent of the respondents are purchasing the household, electronics, health related products and other products. It also reveals that in the context of individual type of product the responses of the respondents are almost all same. Household product they are purchasing on monthly basis and the same criteria is followed to purchase the health related products. However, in the case of electronic goods the purchase option can be exercised on the basis of requirement.

Table 5
Purchasing the product

Sl. No.	Options	No. of Respondents	% of Respondents
1	Yes	368	92
2	No	32	8
	TOTAL	400	100

Source: Field Survey

Based on the data furnished in the Table 5, around 92 per cent of the respondents stated that they have received the required information from the commercial messages. However, remaining 8 per cent of the respondents stated that they have not initiated the process of purchasing the product only on the basis of commercial messages. They have also consulted their reference leaders for purchasing the product.

Table 6
Evaluation of the product details

SI. No.	Evaluation	No. of Respondents	% of Respondents
1	Yes	242	60.5
2	No	158	39.5
	TOTAL	400	100

Source: Field Survey

According to the data from the Table 6 nearly 60 per cent of the respondents have evaluated the product and whereas remaining approximately 40 per cent of the respondents have ignored this process while purchasing the product.

Table 7
Online purchasing the product

SI. No.	Options	No. of Respondents	% of Respondents
1	Yes	192	48
2	No	208	52
	TOTAL	400	100

Source: Field Survey

According to the data furnished in the Table 7, the respondents have clear split in the context of using the options for online purchasing the product and purchasing the product through other methods. 48 per cent of the respondents stated that they have purchased the product through online. However, remaining 52 per cent of the respondents adopted other method to have the required product. It appears that youth respondents who have technical knowledge opted for farmer method and other respondents preferred the later method to satisfy their basic requirements of the family.

Impact of media on post purchase consumer behaviour

Table 8
Degree of satisfaction

SI. No.	Options	No. of Respondents	% of Respondents
1	Satisfied	352	88
2	Dissatisfied	48	12
	TOTAL	400	100

Source: Field Survey

As per the analysis overwhelming respondents i.e., 88 per cent to the total consumers stated that they are satisfied with the product which they have purchased on the basis of commercial messages received with the help of media. They have stated that there is perfect correlation between the ad copy and the product delivered by the sellers. Further, they are also satisfied with the quality of the product. However, only 12 per cent of the respondents expressed dissonance about the product which they have purchased. They felt that there is a difference between the message of the vendor and the actual product.

Conclusion

To conclude our study we can say that in the present market, organisations and consumers are two important key factors. Organisations are depending upon the consumers and consumers are looking towards them for the better distribution of the goods of a reasonable quality at economical prices. In order to establish the link between companies and the consumers, media is playing a significant role. Media explain the consumer about the existence and feature of the product. In the country like India where the level of consumer awareness is lesser, we suggest the media to play their role with high degree of integrity and honesty than they are playing now. Such a move generates better results for the organisations, media, society, consumers and finally to the whole country.

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