

# Analyzing the Impact of Electronic Media on Consumer Buying Behaviour Towards Consumer Durables

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**Abstract-** The present study focuses on how the electronic media influences the consumer behaviour towards the consumer durables. The electronic media provides compelling opportunities for electronic growth and the well-being of citizens. It contributes to crucial developments and improvements that benefit society at large. The study also highlights to identify buying patterns of consumers towards consumer durables, to analyse the factors influencing the brand preference and loyalty and also to suggest measures for the issues relating to consumer behaviour and marketing activities for consumer durables. It is observed from the empirical study that gender, age, monthly income, qualifications, occupation have positive relationship with awareness of electronic media and products in advertisements, level of satisfaction, influence on purchase behaviour, frequency of purchasing etc. These factors have the tremendous impact on the behaviour of the consumer in terms of creating brand image, selection of the best product with the reasonable price and taking right decision at the right time. The study suggests that there is a need to follow ethical values in promoting goods through electronic media. The electronic media should not give any false information about the products. The deficiencies should also be brought to the notice of the customers. The advertisements should also tell the customers how to use the products. Since some of the customers are unhappy with both the price and quality of the products, it is suggested to increase the rate of satisfaction among those customers also by adapting the pricing strategy, maintaining reasonable quality, and extending after sales service.

**Key Words:** Electronic media, Consumer Behaviour, Consumer Durables, Brand Image Buying Patterns, Brand Image.

## INTRODUCTION

People enter into activities for many purposes other than consumption but, when acting as a customer, individuals have just one goal in mind - to obtain services and goods that meet their needs and wants. All

consumers face the problems associated with acquiring products to sustain life and provide for some comforts. The consumer must make specific types of decisions in order to obtain necessary products or services. The process is complex, as decisions need to be made about what, why, how, when, where, and how often to buy an item. Consumer Behaviour is at the core of marketing; the knowledge and understanding of why a consumer buy and how he buys has been the bedrock of marketing programs for every organization across the globe. A fundamental understanding of Consumer Behaviour underpins all marketing activity and is a necessary prerequisite to organizations being marketing orientated and thus profitable. In-fact, the difference between success and failure of marketing goods and services by an organization largely depends on its knowledge of Consumer Behaviour.

Consumer behaviour refers to the buying behaviour of final consumers -individuals and households - who buy goods and services for their own consumption. It is the process by which individuals or groups choose, use, or dispose of products that are intended to satisfy their needs and wants. Consumer behaviour comprises of actions that a person takes in purchasing and using goods and services, including the mental and social processes that come before and after these actions. Understanding consumer behaviour basically understands human behaviour. As an applied field of study, it draws on four fields of basic social sciences dedicated to the study of human behaviour, namely, anthropology, sociology, economics, and psychology. The electronic media provides compelling opportunities for electronic growth and the well-being of citizens. Communication technology market currently represents 8% of GDP, the commercial potential of the electronic media sector is a key contributor to the economic development. The electronic media contributes to crucial developments

and improvements that benefit society at large. Technological developments offer new services to enrich culture, education, and health services and arrested living. The electronic media and related industries have significant economic players in their respective areas. Over the next fifteen years the converged electronic media domain has the potential to become the largest economic influence in the world. The present study focuses on how the electronic media influences the consumer behaviour towards the durable goods. Since the electronic media has been playing an important role in influencing the consumer behaviour, it is felt that the present study is appropriate.

### OBJECTIVES OF THE STUDY

The primary objective of the study is to know the impact of electronic media on consumer behaviour with regard to consumer durables.

*The following are the other objectives of the study:*

1. To study the brand awareness and the buying patterns of consumers towards consumer durables
2. To analyze the factors influencing the brand preference and loyalty.
3. To design a suitable marketing strategy for the marketers of fast-moving consumer goods.
4. To suggest measures for the issues relating to consumer behaviour and marketing activities for consumer durables.

Hypothesis of the Study: There is no impact of electronic media on consumer behaviour with regard to consumer durables.

Methodology of the Study: The following methodology was adapted for carrying out the present study:

Sample Size and Sampling Procedure: Sample was selected from Hyderabad. The sample size was taken as 300, drawn from Hyderabad and Secunderabad twin cities focusing upper class, middle class and lower class equally. The technique adapted for selecting the sample was stratified random sampling.

Data Collection Techniques: The study was carried out using survey approach. The sources of data collection are as under:

Primary Sources: The methods of collecting primary data are:

- a) Structured questionnaire: A structured questionnaire was administered to the respondents selected for the study.
- b) Personal Interview: The researcher interviewed the a few owners and managers of the malls or shops.
- c) Direct or Indirect discussions: The researcher also discussed directly and indirectly with the respondents.

Secondary Sources: The data required for the study were also collected from secondary sources also. The following are the sources of secondary data:

- Data available with the different business organizations on the subject.
- Published data in various magazines and the newspapers.
- Books and articles for collecting literature on the study.
- Internet on the subject.

Techniques of Analysis:

The inferences from the study are drawn by applying the Chi- Square Test.

Period of the Study:

For the purpose of the study period has been chosen as 2010-'11 to 2012-'13.

### LIMITATIONS OF THE STUDY

The following are the limitations of the present study:

- The study is confined to the consumers of the twin cities of Hyderabad and Secunderabad.
- The scope of the study is limited to the extent of impact of electronic media on consumer behavior with regard to consumer durables only.
- The study is confined to only selected and important 15 consumer durables. They are: Fluorescent tube lights, Refrigerators, Air Conditions, Music System, Micro Oven, Rice Cooker, Mixies, Fans, Two Wheeler, Mobile Phones, Gas Stoves, Foam Beds, Iron Boxes, Crockery, and Laptops/Personal Computers.

- Since the buyer perception is ever changing, the inferences and suggestions made may not be that much relevant in the rapid changing scenario.

Electronic Media is contributing to the large and challenging business organizations, and it is taking new forms of electronic communications and my idea behind taking-up this topic is to examine how electronic media is affecting the 20th century. Electronic media (communication) implies generating and understanding the meaning in a Hi-media oriented, networked world. In Modern world, the process of communication has taken different forms and people are now using electronic devices such as mobiles, internet, fax machines and Multimedia, Televisions for the purpose of communication. Media use is not only confined to individuals but also to business organizations. For business organization the need for hour is marketing. The number of transactions increased and they are complex in nature, the hierarchical levels increased and the customer satisfaction becomes the centre point for the success of every organization.

The core of every business is marketing, this is nothing but making use of promotional strategies. Maintaining public relations through propaganda is nothing but promotional strategies. Now advertising comes into picture, the moment we speak about advertising, our mind immediately thinks about televisions, cinemas, and internet. Now the question is how far this electronic communication is effective. This study not only deals in phenomenal changes in media but also the effectiveness of each media to organizations and individuals. Electronic media is an industry – led initiative to promote and direct the large scale initiatives needed to accelerate the pace of innovation and the rate of technology evolution, so as to position the European Industry at the forefront of global technology markets and give users abundance of value-added services and applications to choose from for achieving optimal benefits for all. All these efforts consider the evolution from home and office environments towards broadband extended home and environments. The electronic media domain addresses all aspects of the media services life cycle from content creation (by professional and increasingly by individual citizens) to the delivery and utilization of innovative networked and electronic Media services and applications.

The electronic media domain provides compelling opportunities for electronic growth and the well being of European citizens. Communication technology market currently represents 8% of European GDP; the commercial potential of the electronic Media sector is a key contributor to the economic development. The electronic media contributes to crucial developments and improvements that benefit society at large: technological developments offer new services to enrich culture, education, and health services and arrested living. The European media and related industries have significant economic players in their respective areas. Over the next fifteen years the converged electronic media domain has the potential to become the largest economic influencer in the world.

Types of Electronic Media: The following are the important types of media:

Mobile Phones: - The 20<sup>th</sup> century witnessed a remarkable revolution in the modes of communication. The advent of telephones lead to another great development, of Media the Mobile communications. Mobiles were first introduced in Japan and later spread to other parts of the world. The introduction of mobiles into the economy made easier the transfer of information very fast and at cheaper cost. In India Reliance India Mobile is the most popular company which introduced Mobiles into the market at cheaper cost and at presents every lay man is having Mobile phone. Mobile is an interactive Medium of communication. The transfer of information is fast, it is useful in times of urgency. This is all about the use of Mobiles Media to organizations.

Internet and Fasci Mail: - Computer is an electronic device which is used to store data, retrieves, and compile the stored data. Software engineers developed different packages and programming languages. In today's business world the organizations are installing computers. Every household is having computer. The development of software leads to the development of information technology (LAN & WAN).

E-mail: - Letters were one of the modes written communication is the past. But it consumes lot of time. E-mail means "electronic mail". In today's modern times where people communicate through electronic

mail in which the mail is sent to the other person electronically within few seconds. It is not only sending letters but online chatting is also possible. Yahoo messenger helps us to chat with other person, it is like two people sitting together and talking. Web cams can be attached to the computer where you can chat and see the person wherever they are.

**Online Banking:** - Internet also benefited financial institutions. It facilitated online-Banking. Today the banking transactions are conducted through internet. Due to internet the work became easy, and the time consumed to complete the work lessened. Through the combined efforts internet and Banks, we can also remit money from one country to other.

**E-business:** - E-commerce is gaining huge importance every day. We can buy and sell goods and serves through internet. E.g.: - we can buy and sell goods through online sites like ebay.com; www.Bazee.com. Advertisements can be given through internet. Many business organizations are subscribing to websites for propaganda. Purchasing and selling of film tickets is also done through websites. Customers can sit at home and order goods. It is also useful in Stock Exchange Board, where online information is important. Brokers get information through internet. It leads to international business.

**Fax Machine:** - The advance of technology has given the modern workplace the fax machine and the answering Machine/voicemail. These two methods of conducting business and conveying information are commonplace in most work environments today. Even the smallest businesses utilize the convenience and practicality of being able to send and receive information and complete transactions through facsimile or leaving a detailed voice message. It is a quick and efficient way of transferring messages. Fax or facsimile is a telecommunications technology used to transfer copies of documents, especially using affordable devices operating over the telephone network. Such faxes became affordable and very popular in 1980's. They transfer one or a few printed or handwritten pages per minute in black & white at a resolution of 100\*200 or 200\*200 dots per inch. Several different telephone line modulation techniques are used by fax machines.

**Television and Cinema:** - Another development in electronic media in our country is television. It has become more popular media. Television provides a scientific synchronization of features of sound, sight, motion, and immediateness that no other media has been able to provide so far. For a businessman variety of techniques are available to the commercial messages namely advertisements. In India every household is having a television set.

**Empirical Analysis: Findings:** The following are the findings of the study:

1. 97.3 % of the respondents are aware of the electronic media. About 79% of the respondents use all three, i.e., T.V., Radio and Mobile. The study reveals that majority of the respondents use LG TV, Nokia Mobile, Samsung A.C, Dell laptop/personal computer.
2. 69.4% of the respondents feel that electronic media plays an important role in selection of durable goods. Majority of the respondents are of opinion that they are either highly satisfied or satisfied with the durables they are using. This is due to good quality, reasonable price of the goods and after sale service.
3. About 98% of the respondents' own mobiles and they feel that using mobile is now a days essential. 33.5% of the respondents express that they have been using the mobile for the past 2 years. About 30% of the respondents tell that they receive messages of products promotion now and then.
4. 48.6% of the respondents express that they read the messages they receive. 48.7% of the respondents say that they do not remember the messages they read. 45% of the respondents express that the messages are informative and other 45.1% opined that they are useful.
5. 36% of the respondents tell that they are convinced with the messages. 33.9% of the respondents are of the opinion that the messages are reliable to the maximum extent and 30.4% to some extent. But only 48.8% say that they are influenced by the messages. 26.2% of the respondents express that they buy products frequently, while 24% very frequently. 30.3% of the respondents feel that the promotions have positive impact on the consumer behaviour.
6. About 80% of the respondents watch TV advertisements of which 18% watch more than 5 hours per day keenly. 53.1% of the respondents say that there

is no variation in the quality of the products when compared to advertisement specifications. But the study reveals that only 51.9% of the respondents express that they have complete satisfaction after purchase.

7. 49.6% of the respondents are in the opinion that TV and Cinema advertisements are not waste or unnecessary. The respondents feel that TV, Radio, Mobile and Internet are the best electronic media in the promotion of goods. 48.6% of the respondents express that they listen to radio. Very negligible, i.e., 2.9% of the respondents watch internet advertisements.

8. About 49% of the respondents feel that electronic media reaches the mass along with class and it gives wide publicity about the usage of products. 49.7% of the respondents say that the electronic media created impact on them in terms of increased knowledge about the products and opportunity to select the best products.

#### CONCLUSION

The CHI-SQUARE TEST has been applied for bringing out inferences from the study by establishing the relationship between gender, age, occupation, educational qualifications and the various variables of the study. The following inferences are derived from the study:

- There is no equal play of electronic media on selection of durables between male and female. Male and female are not equally aware of all durable products under the study, i.e., Fluorescent tube lights, Refrigerators, Air Conditions, Music System, Micro Oven, Rice Cooker, Mixies, Fans, Two Wheeler, Mobile Phones, Gas Stoves, Foam Beds, Iron Boxes, Crockery, Laptops/Personal Computers.
- There is no relationship between usage of mobile and gender. The study concludes that there is relationship between reading the messages in cell phones and gender. There is no relationship between gender and perception about the promotional messages. There is no relationship between gender and convincing the promotional message. There is no relationship between the gender and frequency of purchasing.
- It is evident that there is no relationship between gender and impact of promotions on consumer behaviour. The study shows that there is

relationship between gender and liking advertisements in TVs. The study revealed that there is variation between gender and influence of advertisements. It is found more in male than female.

- There is a positive relationship between age group and impact of media. The relationship between age group and level of satisfaction is found. There is no relationship between age and owning mobile. It is also noticed that there is evidence of relationship between age and reading the messages and remembering the messages they read. There is no relationship between reliability of messages and age. It can be derived from the study that there is relationship between age and other variables like buying habits, consumer behaviour, watching TV advertisements, level of satisfaction after purchase, liking electronic media etc.
- The study reveals that the relationship is found between monthly income and other variables like level of satisfaction, awareness of products, owning mobile, receiving promotional messages, remembrance of messages, influence on purchase behaviour etc. Similarly, the correlation is found between occupation and other variables like level of satisfaction, awareness of products, owning mobile, receiving promotional messages, remembrance of messages, influence on purchase behaviour etc.
- It is also found that educational qualifications have relation with the variables like level of satisfaction, awareness of products, owning mobile, receiving promotional messages, remembrance of messages, influence on purchase behaviour etc. It is observed that gender, age, monthly income, qualifications, occupation have relationship with awareness of electronic media and products in advertisements, level of satisfaction, owning mobile, receiving, reading and remembrance of messages in mobiles, influence on purchase behaviour, frequency of purchasing etc.
- Finally, it can be concluded that the age, gender, occupation, educational qualifications, the electronic media has tremendous impact on the behaviour of the consumer in terms of creating brand image, selection of the best product with the

reasonable price and taking right decision at the right time. Hence, the Null Hypothesis is rejected and alternative hypothesis is accepted.

**SUGGESTIONS**

In view of the above conclusions, the researcher has made the following suggestions.

- There is a need to follow the ethical values in promoting goods through electronic media. The electronic media should not give any false information about the products. The deficiencies should also be brought to the notice of the customers.
- The advertisements should also tell the customers how to use the products. The durables must be made available to all income groups charging reasonable prices, keeping the advertising cost low.
- Since some of the customers are unhappy with both the price and quality of the products, it is suggested to increase the rate of satisfaction among those customers also by adapting the pricing strategy, maintaining reasonable quality and extending after sales service.
- It is evident from the study that some respondents have no brand preference to buy their products. In view of this, it is suggested that the manufacturers of various brands should concentrate not only on attracting the customers, but also retaining the customers.
- Always it is true that ‘a satisfied customer is the best advertisement’ to promote the products. Innovative package can give the company advantage over competitors. Price should be charged reasonably to have impact on usage of the product. Advertisements should be made more informative in order to hike the usage of the brand.

**ANNEXURE: DATA ANALYSIS AND INTERPRETATION**

Gender \* Are you aware about electronic media?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | .958  | 1  | .328                  |

Interpretation: Since calculated value is less than table value, we conclude that awareness is independent of gender.

Gender \* Does electronic media play a role in your choice of selection of Durables?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.748 | 2  | .034                  |

Interpretation: Electronic media is playing a vital role in selection of durables.

Gender \* Are you satisfied with the output / service of any durables used by you?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 2.324 | 1  | .127                  |

Interpretation: Most of the people are satisfied with the output / service of the durables.

Gender \* Do you have mobile?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 8.158 | 1  | .004                  |

Interpretation: Data suggest that male and female are not in equal proportion of having a mobile.

Gender \* Do you read messages or not?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 26.846 | 2  | .000                  |

Interpretation: Calculated value is more than table value shows that reading of messages is not in equal proportion among male and female.

Gender \* Do you remember those messages?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 17.273 | 2  | .000                  |

Interpretation: Calculated value is more than table value indicates that remembering messages is independent of sex.

Gender \* Are you convinced with those messages?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 2.966 | 2  | .227                  |

Interpretation: Male and female are not convinced with those messages. This can be justified by seeing the total percentage of yes, no, not aware. Only 36% are convinced all together.

Gender \* In your opinion, what is the impact of such promotions on consumer behavior?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 1.745 | 2  | .418                  |

Interpretation: Calculated value shows negative and no impact is more than positive impact, which indicates male and female are not in equal proportion in consumer behavior.

Gender \* Do you watch T.V.?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | .000  | 1  | .987                  |

Interpretation: Calculated value directly shows that watching TV is independent of gender.

Gender \* What is the impact of those advertisements on you purchasing behavior when you buy consumer durables

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | .900  | 2  | .638                  |

Conclusion: Table value shows there is more positive impact on the consumer behavior in buying durables.

Gender \* Do you have complete satisfaction after purchase?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | .279  | 1  | .597                  |

Interpretation: Table value 0.279 shows approximately 50% of opinion is yes and 50% no.

Gender \* In your personal opinion, the advertisements have positive impact on consumers purchasing behavior.

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 1.023 | 2  | .600                  |

Interpretation: Table value is less than cal value shows the addsdonot have positive impact on Consumers purchasing behavior

Gender \* Which electronic media do you like and why?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.428 | 3  | .093                  |

Interpretation: Radio is more interactive with male and female. This can be justified by 26.5% of opinion pole.

Gender \* Do you watch Internet advertisements?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 1.369 | 1  | .242                  |

Interpretation: Male and female are not in equal promotion of internet advertisements watching.

Gender \* What is the impact of such advertisements on your purchasing behavior?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 3.128 | 2  | .209                  |

Interpretation: Purchasing behavior is independent of adds.

Age group \* Are you aware about electronic media?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 5.261 | 5  | .385                  |

Interpretation: Age group is dependent on aware of electronic media.

Age group \* Does electronic media play a role in your choice of selection of Durables?

Chi-Square Tests

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 61.210 | 10 | .000                  |

Interpretation: Selection of durables is independent of age.

Age group \* Do you watch Internet advertisements?

Chi-Square Tests

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 3.145 | 5  | .678                  |

Interpretation: Only 51% are watching internet advertisements.

Age group \* What is the impact of such advertisements on your purchasing behavior?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 5.264 | 10 | .873                  |

Interpretation: 64% are depending on purchasing of products subject to the advertisements.

Age group \* How electronic media created impact on you?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.764 | 15 | .964                  |

Interpretation: 26% expressed life is more comfortable with electronic media.

Monthly income \* Are you aware about electronic media?

**Chi-Square Tests**

|                    | Value   | df | Asymp. Sig. (2-sided) |
|--------------------|---------|----|-----------------------|
| Pearson Chi-Square | 322.264 | 6  | .000                  |

Interpretation: Aware of electronic media is dependent on age.

Monthly income \* Are you satisfied with the output / service of any durables used by you?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 68.726 | 6  | .000                  |

Interpretation: Monthly income plays an important role in satisfaction of electronic product.

Monthly income \* If you are satisfied with the usage, please mention the reasons for your satisfaction

**Chi-Square Tests**

|                    | Value   | df | Asymp. Sig. (2-sided) |
|--------------------|---------|----|-----------------------|
| Pearson Chi-Square | 721.098 | 48 | .000                  |

Interpretation: Monthly income plays an important role in selection of electronic product.

Monthly income \* How frequently you receive messages from different business organizations promoting their products in your mobile?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 98.386 | 24 | .000                  |

Interpretation: Monthly income plays an important role in frequency of usage of mobile.

Monthly income \* Do you think the advertisement in T.Vs and Cinemas in waste / unnecessary?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 7.099 | 6  | .312                  |

Interpretation: Monthly income is dependent on taking a decision about having or not having an electronic product.

Monthly income \* In your personal opinion, the advertisements have positive impact on consumers purchasing behavior.

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 14.411 | 12 | .275                  |

Interpretation: Monthly income has positive impact on consumer behavior.

Monthly income \* Which electronic media do you like and why?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 25.062 | 18 | .123                  |

Interpretation: Monthly income is dependent on selection of electronic product.

Monthly income \* How electronic media created impact on you?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 16.031 | 18 | .590                  |

Interpretation: Monthly income is associated with purchasing behavior of a product through ads.

Occupation \* Are you aware about electronic media?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 40.636 | 8  | .000                  |

Interpretation: Occupation is associated with awareness of electronic media.

Occupation \* Does electronic media play a role in your choice of selection of Durables?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 71.674 | 16 | .000                  |



Interpretation: Occupation is associated with selection of durables.

Occupation \* Do you watch T.V.?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 8.565 | 8  | .380                  |

Interpretation: Occupation is dependent on watching of TV.

Occupation \* When advertisements come in, what will you do?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 24.737 | 24 | .420                  |

Interpretation: Occupation is dependent on frequency of usage of messages.

Occupation \* What is the impact of those advertisements on you purchasing behavior when you buy consumer durables?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 13.441 | 16 | .640                  |

Interpretation: Occupation is dependent on purchasing behavior of person.

Occupation \* Do you find any variation in the quality of the products when compared to advertisement specifications?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 11.508 | 8  | .175                  |

Interpretation: Approximately 53% suggested "NO" change in the quality of product as compared to ads in TV. This indicates most of them satisfied with quality of the product.

Occupation \* Do you have complete satisfaction after purchase?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 8.395 | 8  | .396                  |

Interpretation: There is an equal proportion (approximately 50%) of satisfied and unsatisfied customers after purchase of product.

Occupation \* Which electronic media do you like and why?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 28.253 | 24 | .250                  |

Interpretation: Approximately 27% suggested Radio is their choice.

Occupation \* Are you influenced by those advertisements?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 12.213 | 8  | .142                  |

Interpretation: Occupation and business promotion ads are some extent dependent. Nearly 51% say "NO" to remember those ads.

Occupation \* Do you watch Internet advertisements?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 9.043 | 8  | .339                  |

Interpretation: Occupation and internet ads are some extent dependent.

Occupation \* What is the impact of such advertisements on your purchasing behavior?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 19.773 | 16 | .231                  |

Interpretation: There is 64% positive response to internet ads. So people need advanced technology.

Occupation \* How electronic media created impact on you?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 20.874 | 24 | .646                  |

Interpretation: Most of them suggested life is more comfortable with recent trends in electronic media, like internet.

Educational Qualifications \* Are you aware about electronic media?

**Chi-Square Tests**

|                    | Value   | df | Asymp. Sig. (2-sided) |
|--------------------|---------|----|-----------------------|
| Pearson Chi-Square | 337.552 | 5  | .000                  |

Interpretation: Educational Qualifications and awareness about electronic media are dependent.

Educational Qualifications \* Does electronic media play a role in your choice of selection of Durables?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 18.945 | 10 | .041                  |

Interpretation: Educational Qualifications and selection of durables are dependent.

Educational Qualifications \* Use of mobile is

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 37.835 | 10 | .000                  |

Interpretation: Educational Qualifications and mobile are dependent. They can get valuable information for improving their knowledge in less time.

Educational Qualifications \* How frequently you receive messages from different business organizations promoting their products in your mobile?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 58.075 | 20 | .000                  |

Interpretation: Educational Qualifications and receiving messages are independent. 30% suggest they need.

Educational Qualifications \* What is your perception about those promotional message?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 17.263 | 15 | .303                  |

Interpretation: 90% suggested the messages are useful and informative.

Educational Qualifications \* Are you convinced with those messages?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 3.587 | 10 | .964                  |

Interpretation: Only 36% are convinced with those messages.

Educational Qualifications \* How far those messages are reliable?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.022 | 10 | .813                  |

Interpretation: 66% suggested the messages are not useful and not aware. This shows only educated person may utilize the service properly.

Educational Qualifications \* Are you influenced by those messages?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 7.651 | 5  | .177                  |

Interpretation: Educational qualification and messages influence are independent.

Educational Qualifications \* In your opinion, what is the impact of such promotions on consumer behavior?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.914 | 10 | .733                  |

Interpretation: Only 30% suggested that there is positive impact of promotional messages.

Educational Qualifications \* What are the other electronic media you come across in which the advertisements come in?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 16.213 | 10 | .094                  |

Interpretation: Educational qualification and other electronic media are also dependent.

Educational Qualifications \* Do you watch T.V.?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 5.251 | 5  | .386                  |

Interpretation: 80% suggested they watch TV irrespective of their educational qualification.

Educational Qualifications \* When advertisements come in, what will you do?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 13.536 | 15 | .561                  |

Interpretation: Educational qualification and watching ads on TV are dependent.

Educational Qualifications \* What is the impact of those advertisements on you purchasing behavior when you buy consumer durables?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 6.575 | 10 | .765                  |

Interpretation: Only 37% suggested there is positive impact of TV ads on educational qualification.

Educational Qualifications \* Do you find any variation in the quality of the products when compared to advertisement specifications?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 8.042 | 5  | .154                  |

Interpretation: Educational qualification and quality of the product shown on TV are independent.

Educational Qualifications \* Do you have complete satisfaction after purchase?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 3.415 | 5  | .636                  |

Interpretation: Educational qualification and satisfaction of product are independent. Only 50% are satisfied customers.

Educational Qualifications \* In your personal opinion, the advertisements have positive impact on consumers purchasing behavior?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 4.685 | 10 | .911                  |

Interpretation: The advertisements have positive impact on consumers purchasing behavior.

Educational Qualifications \* Which electronic media do you like and why?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 9.490 | 15 | .851                  |

Interpretation: Educational qualification and liking of electronic media are independent.

Educational Qualifications \* Do you watch Internet advertisements?

**Chi-Square Tests**

|                    | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | .864  | 5  | .973                  |

Interpretation: Educational Qualifications and watching internet ads are independent.

Educational Qualifications \* What is the impact of such advertisements on your purchasing behavior?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 12.143 | 10 | .276                  |

Interpretation: 64% suggested there is positive impact on purchasing behavior due to advertisements.

Educational Qualifications \* How electronic media created impact on you?

**Chi-Square Tests**

|                    | Value  | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 11.741 | 15 | .699                  |

Interpretation: 24.3% suggested there is no impact because of electronic media and remaining 66.7% suggested there is positive impact.

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