# A Study of The Effect of Media on The Consumers Buying Decision

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*Abstract*—All the Organisations are dependent on the consumers, i.e., those entities that finally consume the produce and use the product for their use. They are real drivers of the market, even though scattered, but more effective to bring the change in the market. With the evolution of Industry 4.0, the complete scenario of the industry has change. With the advent of Internet and browsing, the virtual world has over shadowed the real physical market space. In this scenario with the environment the human perception, cognition and psychology is being drastically affected *[Philip Kolter el. al 2021]*. The project objective is to study the effect of social media on the psychology, behaviour and decision making of the end consumers. In the growing electronic media, the consumers are more exposed to the contents, which not only effect the buying behaviour, but also effect the decision-making and selection of the products. The companies need to understand the whole process of Consumer Decision making criterion. Based on that they make their marketing strategies and product development. In the earlier research works, researchers has developed lot of consumer decision-making models. It is not necessary that the older models fit in today's high-tech social media interventions. This paper will analysis the old models for the study of the consumer decision-making process, which will help the readers and implementers to improve their market strategies and product placements *[Diksha Panwar et al. 2019]*.

*Index Terms*—Marketing, Sales, Consumer, Decision Making, Market strategy, Product-mix, Media, social media, Industry 4.0, Internet, Manufacturing, human psychology, product life cycle, etc.

## I. INTRODUCTION

The first question, which comes in mind, is Who is Consumers? There are many definitions according to writers/authors and practitioners. The basic dictionary definition is, a person who purchase goods or service for his or her personal needs. A consumer can be a person, persons, a group, or any organisation in a broader term. Merriam-webster dictionary give definition of a Consumer as "One who Consumes to fulfil his or her needs". What is Media? The dictionary meaning of media is "a medium of cultivation, conveyance, communication or expression." What is buying? The dictionary meaning is "to acquire possession, ownership or rights to the use or services of by payment especially of money", "to obtain in exchange for something often at a sacrifice." What is decision? It is choice between more than one option. It can also be defined as the Resolution or conclusion after considering the available options.

Objective
"The Effect of Media on the Consumers Buying Decision"
Objective of this paper is to find out the impact/effect of Media on the Consumers Buying Decision. It will focus on the impact of the current media, which is around human being now a days. We all the surrounded by lot of media sources 24x7 hours. Any how the consumers are definitely getting effect. We will be studying the present-day type of media and its impacts different age, sex, segment of people.

The study of consumer behaviour is the study on how individual consumers make decision by using their available resources, like time, efforts and money to fulfil their needs *[Diksha Panwar et al. 2019]*. There are instances when even though the consumer does not want a particular item, but the media is so strong and catchy that the consumer is compelled to buy.

The research will study the old and current literature and then design the research work in a unique way to give a new analysis and result *[C R Kothari, et al, 2019]*. The doing of business is changing at a very fast pace. There is paradigm change of online purchase

over the physical purchase. To purchase on-line need lot of perception and data is required to take right decision. It is very interesting subject to do research on it.

There are many factors, which affect the decision making of the consumers. Consumer decision making is a very dynamic process. How a consumer makes a decision is also very interesting. As per the different views, decisions are basically taken, based on the matching of the need with what is available, it matches with the role model, imitating others, love at first site, word of mouth publicity, value for money, etc., We will review the literature on the decision-making process also in the next section of the paper.

The researcher will use both primary and secondary data for carrying out this project. In primary data, Questionnaire is designed and distributed amongst at least 30 persons. Hypothesis is tested based on the analysis of the data. In secondary data, analysis, newspapers, journals, research paper, books and periodicals, web sites, Blogs etc. are to be considered for data collection.

Lot of research has been done on this subject. However, the technology and the media are updating and upgrading on a very fast pace. So, the old researches are becoming obsolete within 3-5 years times. Therefore, after studying the research work including research paper and other literature related to the subject, research will find the areas there are gaps. This study will be tried to fill up the gap in the earlier research works.

The study will be carried for urban population of Kakinada and surrounding in the state of Andhra Pradesh. There is no budget allot by the university to carry out this project. The researcher himself have to arrange and bear all the expense in carrying out the research. All precautions and care are taken to adopt all the ethical practices are followed during the process of carrying out the research paper.

## II. LITERATURE REVIEW

This study evaluates the conceptual, theoretical and research publications on type of media, consumer behaviour, buying decision making and effect of media on consumer buying decisions. In order to find out the theories and concepts being the topic and research the researcher has searched journals, books and periodicals.

Under this research, the books, periodicals, case studies and research papers, which are already published, will be referred *[C R Kothari et al, 2019]*. Consumer behaviour and decision making is the area of research. To understand and collect the paper research has searched journal index databases.

Companies consider the target individual consumers and the entire consumer community for designing their direct and digital marketing activating to get the direct response from the end user of the products *[Philip Kotler, el at 2021]*. The advertisements, which appears in all the media, effect the consumer perception and needs and ultimately the decision to buy.

Initially the consumers were firstly attracted by the advertisements displayed at different locations and spaces. This matches the needs and motivate the consumers to exchange the needs and benefits. Advertisement of the products attract the consumers and change the total scenario. It creates an image of the product, which matches with the needed products. There are many types of advertisement –

Media is a very strong mode of communication amongst the masses. It adds and modify the information and have the power to check the total perception of consumers. For example, in the early era, Coca Cola/Pepsi Cola or any cola was considering fluid for refreshing and energizing the system. However, in the last few years Colas are communicated as toilet cleaners. It is affected the market drastistically and effected the perception of the all segments of the consumers.

There is different type of media, which surrounds a consumer affecting them. Broadly today, there two types of media

a) Electronic & Cyber Media – TV, Cinema, Network media like Facebook, Instagram, Telegraph, WhatsApp, emails, google, etc.

b) Non-Electronic Media – All the books, Newspapers, journals, surveys, hoarding and boards, in person, etc.,

Table – 1 *Electric Media and Non-Electric Media*

| Electric Media | Non-Electric Media |
|---|---|
| TV, Mobiles, Internet browsers, Facebook, Instagram, Twitter, Telegram, LinkedIn, web-sites, emails, WhatsApp, Radio, podcasts, Blogs, Mobile Apps, SMS, | News Paper, Magazine, Books, Periodicals, Journals, Research Paper, Research Articles, display are shop/malls, word of mouth, Call Centre, surveys, questionnaires, |

There is no company which doesn't advertises or publicise their brands and on the media. It can be on the TV, Cinema, Mobile, Web-based applications. Non-Electronic media is very old and still have presence with more advanced version. The concept of display has changed dramatically. But the print media has now available in both media physical and electronic (internet portals). With invent of internet, the total scenario is changed and unlimitedly continue till date. IT has affected all the age group, from a small kid to an old man of 80 years. Everything is on net and easily accessible. Gen Z (Borne between 1997 to 2012) and Millennials (1981 to 1996) are more influence by the electronic media as they grew up with the electronic and digital media. They spend at least 2-3 hours on the electronic media.
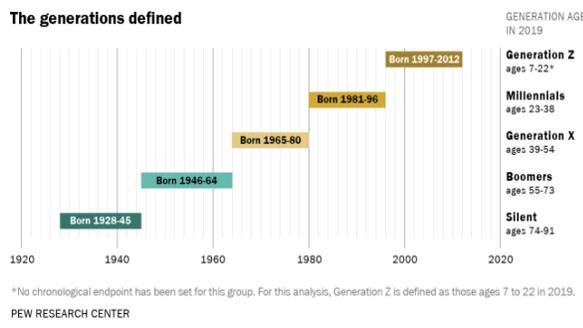


Figure -1 *The Generations Defined*

Advertisement on TV and Radio – Earlier, in 1980s TV and Radios were the prime mode of advertisement. Products were advertisement before Chitrahaars, App Log, Ramayana, Movies. They influence the consumers deeply. Nirma washing powder advertisement was the main advertisement, which attracted the consumers and helped the consumers to take the decision to buy the products. All the consumables particularly toiletries and kitchenware. Even Lux and Rin were mostly advertised on TV Media. According to Dr. Soumya Sreedhar (2025), Television advertisement has the ability to attract the consumers and has the ability to shape the form of the decision. Even though it is cost effective media for advertisement, but the impact is very low in comparison to Television. Radio use to be one of the most important media, which influence the consumer behaviour. But its importance has decreased now.

Outdoor Advertisement – The outdoor advertisements are done on Hoardings, Billboards and Kiosks. In all these three modes, maximum part is of the pictures and less of the text. These are placed at different places. Like Kiosk are install on lampposts and streetlights. Hoardings are bigger in size and are mostly visible on highways, outside public places (Bus Stands, Hospitals, Post office, construction sites). The billboards are big boards having marketing advertisement of any kind of needs. It is mostly found in the prime locations and costly. In India now a days hoardings are banned in the areas where they can be a distraction hazard for drivers or passers-byers. But this is one of the best ideas to influence the consumers. Hoardings are basically found in the Vacant/empty land or spaces, around construct sites, etc., They are less costly than billboards. Actually, these are temporary advertisement tools.

Print media – This is one of the oldest tools of advertisement since the inception of the advertisement. In early, even beyond 1900, also newspapers were printed in western countries and on the top left or right corner of the newspaper some small advertisements were published. Johnn Carolus published the first newspaper in 1604 in Germany and in India in 1780, the first newspaper was published. So this media to old is the oldest mode of advertisement. Advertisement is actually sharing and spreading information about something among the masses. Till time, newspaper is one of most liked and use media for advertisement. Newspapers, particularly.

According to Karry D et al (2008), newspapers are the most flexible media and space for advertisement. He also emphasised the importance of Sunday editions which carrys free coupon, small samples, etc., Which are very much appreciated and liked by all the family members. One newspaper is read by various family member are different times. It is very effective and can be referred any time. Newspaper articles and advertisement mark a deep impact on the mind of the

consumers and certainly, it helps to take decision in the purchase of the goods. According to Karry D et al (2008), magazine is meant and published for diverse category of the readers. Magazine is a strong print media tool. Magazines are mostly published weekly, fortnightly and monthly. Magazines are publishing category-wise. Like for children, Women, Man, Kitchen, Gardening, Housekeeping, Tiles and Sanitary wares, Hardware's, Surfaces, Electronic, Sports, Yog, Medicines, Doctors etc., the contents and the advertisements in these magazines are meant for that category of the readers and it helps them to take buying decisions.

Model Advertisement – Celebrities like Amitabh Bachaan, Shahrukh Khan, Ajay Devgon, Kapil Dev, Saurabh Ganguly, etc., are engaged in the advertisement of various and diversified products. Posters, Video Clips Run in Cinema, Digital Media and various social sites are used to influence the consumers to impact the buying decision. Role Models are very useful to influence the behaviour, according to Bandura, who used the Role mode experiment to prove his point.

### 2.1. Social Media

According to Theo Nguyen (2021), social media is the platform, which allows the people to perform, share, learn, connect to people and other social units. It is a space created by the people and for the people for interaction and making network at different levels. [Moser & Eijkeren, (2016)] According to Theo Ngugan (2021), there are many types of social media. Daily some new application is invented and launched. We can't count or give exact number on the count. It is continuously increasing daily. But we can categorise them into six platforms –



Figure – 2 *Types of social media*

Networking sites provide the users platform to share their views, their contents, their reviews. These sites are like Facebook, mostly for sharing social and personal contents. Commercial companies also advertise their products on this platform. Even e-commerce companies like Amazon, flip kart, etc., also launch their posts and links. They share the sales offers during festival seasons and other major evens. The site users are provided links to direct to the e-commerce sites. These companies have got benefitted by selling their products via these platforms.

Another most popular is media sharing sites. Even though users can share their pictures and clips on Facebook also, but Instagram is more popular to share the media files to show their personal skills, products, service and contents. These help the viewers to take decision for buying the concepts and the products showcased by the e-commerce and marketing companies.

Blogging sites very informative. The bogs are contents posted on internet on certain cites, which are written with an objective of sharing information, showcasing one's knowledge, content of any product, company or service. It can be on education or on technical subject. Contents on the technical products actually influence the Gen Z and other technical people and help them to take decision to share or buy the products and services.

Wikipedia.org (2021) defines microblogging as: "Microblogging is a particular form that exists as an online broadcast medium. A microblog differs from a traditional blog in that its content is generally smaller in terms of both actual and aggregated file size".

Social news sites are popular for sharing storing related to the social, political, economic topics. It attracts like mind people to visit, read and share their views and post their reviews. Book marking sites, just like google, these sites facilitate the users to choose their choice of the page, bookmark it and save on the site for future reference of reading. All the browsers have this facility and these book marks can be used as reminders of the decisions the consumers/users has taken in past.

Everyone now a days is attached to any of the social media and use it for his different kind of needs like need for knowledge, need to explore, need to explain, need to express, need to sell his or her thoughts, ideas or product, need to buy any service or product. Social

media is very quick and easy to access and every kind of information is available to help you, choose and take decision. Apart from the product knowledge, it give the detailed and update knowledge about the product. In many studies, it has been proved that a person is buying ability increase if he gets positive feedback about the product and services. Social media facilitates the consumer to give their feedback on the service and product. These feedbacks become the yardstick for taking decisions for the other buyers. Social media provide the consumers more information of different brands and products with latest information.

2.2. Consumer

According to Cambridge dictionary, Consumer is a person who buys goods and services for their own use. Philip Kotler defined a consumer as "a person or household that buys goods and services for personal use. He also defined consumer behavior as the study of how people buy, why they buy, and when they buy." Consumer behaviour is defined as the behaviour the consumer shows in searching of a product for satisfying his/her need, using the product, evaluating the usage and benefits and disposing them. The consumer behaviour tells us how a consumer makes decisions to use his resources, i.e., money time and efforts in acquiring and consumption of the products according to the needs. [Diksha Panwar et al, (2019)]

2.3. Theories of Consumer Behaviours –

There are many theories on Consumer Behaviour. Here the researcher has described six theories to give an over view on consumer behaviour. [Priyabrata et at, (2022)]

Reasoned Action Theory - Martin Fishbone and Ice Janzen proposed theory of Reasoned Action – this theory in 1975. It was considered better and superior that Information Integration theory. They added reasoned action to the concept of conviction. Reasoned action added focus on the behaviour then on the anticipated attitude.

Howarth Sheth Model – It is a model which advocate the analysis of the combined impact of the social, psychological and marketing factors on the consumers buying behaviour and preferences into a proper manner and steps. It gives a deeper exposure of understanding of consumer behaviour knowledge, judgement and belief. The process includes Inputs, perceptions, output and variables. Consumer always need to know certain facts and data to take buying decision. Perception plays an important role in decision making, when the consumers compress knowledge according to the his/her needs and actions. Contentment and dissatisfactions with the product is followed by stopping the usage. Redemptions enhances the brand understanding and approach. If the consumer is not happy with the product, definitely negative feelings will arise. Social Class, Economics Status, Marketing and Character effects the consumers' buying decision-making.

Hawkins Stern Impulse Buying (1962) – He has complete faith in the concept of motivational behaviour. Impulse buying means the consumer takes decision to buy any product just by seeing it or even without giving any thought to it. According to stern impulsive buying is the result of external shocks and stimuli. These normally happens during the festival season sales. The marketers design the campaign in such a ways that it lure the consumers and take instant and spontaneous decisions. End of the day they may increase their inventory and expended money for unwanted products and services.

Maslow's Hierarchy of Needs Theory (1943) – Very much famous theory in the human behaviour psychology. According to Maslow, a person has five basic needs based on the age and space. They are, physiological needs, Safety and Security Needs, Social Need, Self-Regards and Sel-realization needs. These needs derive the human being for fulfilling them at different stages of life. At the in initial stage of human life, he required basis lifesaving and surviving needs like food, air, drinks, shades, cloths, shelter and rest. Safety and security needs consprising of good money/wealth, protect of self, family and property. Social need are love, emotions, friend, help, etc., With the advancement of acquiring basic need, safety and social need, self-regards of person develop. At this stage he need that he should be regarded and respected by all for what he has done for others. He need regards in place of the services he has provided towards the family, society organisation, etc., Recognition, rewards etc., satisfy him at this stage. The Final Stage is Self-realisation needs. At this level he don't want

much in return, but wants an inner peace and happiness by giving what he have tangible to non-tangible to the society back. Maslow believe that these needs exist in a multi-level hierarchy. Lowest in the need first attention and more important also. Needs moves up, once lower is satisfied. So the level of needs keep moving upwards and human being keep striving to acquire and achieve them.

Pavlovan Learning Model (1897) - This theory describes how a repetition of any stimuli effect the behaviour and decision of a person. He learn to behave according to the stimuli. The behaviour and decisions are built due to the drive, cures and response to the learning. The stimuli propel internal sensation and aspires the person to take action as a result of the drive. Drives are driven from the physiological needs. Buyers respond to the cues and react accordingly to take decision to buy product and services.

Fishbeins Multi-attribute Model (1973) - According to this model, when the consumer sees the attributes and characteristics of a product, the consumer builds and belief on the product and thus it changes the consumer behaviour and affects the buying decision. The branding and marketing professionals use this mode to highlight their product to lure and attract the attention of the consumers. This model works on four attributes – identifying the beliefs, evaluating the attributes, calculate attitude score and making a decision.

2.4. Factors effecting Consumer Behaviour and decision making -
According to Blackwell et al (1986), Consumer behaviour and buying decision are influenced by three factors. Which are sub-divided into further groups. These are cultural factors, personal factors and psychological factors.
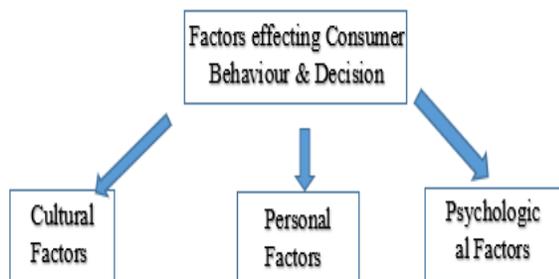


Figure – 3 *Factors effecting Consumer Behaviour*

Culture factors
Social culture plays important role in the life of every person. Every society have its own group of people based of ethics, value, interests, religion, sects, region, caste, profession, experience, etc., Every group run by certain rules and create a culture, which keep the group bounded and settled. It affects every member in in the group in every scope of life. Therefore, it is necessary to study the culture of the group to understand the needs and behaviour of a person. Based on the Group Cultures, product marketers plan their product and market strategies. If you see in India, the colour choice of the people in North is different from South, East, West and Similarly color choice of Western India peoples are different from rest of the India. The Belief and faith of different groups matters most. So is their buying behaviour and decisions.

Personal factors
There are many factors, which effects an individual. First, the age of an individual effects the person's perception. With the growth, experience and belief system also keep on changing. The family background and culture of the family effects the personality of the individual. Every family have their own values, principles and ethics that are learn by the individuals and which build up his or her behaviour and decision taking skills. With the leaning and brought up, every aspect of the individual is fostered into the persona, like taste of the food, clothing sense, enjoyments, sports and recreations, social activities. Family background and culture effects the personality, behaviour and decision-making power in the individual. By learning the buying pattern of the senior members of the family other members also learn the buying process and taking decisions while selecting and buying the product and services. The understand the need of the family and self to make appropriate decision in buying the products.
Occupation: - Occupations and Salary matters a most in choosing, selecting and buying of product and service. White collar and blue-collar employees have different type and environment of job profiles. White-collar individuals are normally office goers, doctors, lawyers, accountant and engaged more in mental and deskwork. Their choice of clothing and apparels, outfits, etc., totally different from Blue-collared employees whose work more of physical work in factories, shops, driving, mining, manual labour work

etc., Their occupation needs and wants, behaviour, choices, behaviour and off-course buying decisions are different.

Psychological factors –

Whatever we do or however we see or feel or experience, learn, it effects our mind and thoughts. Our senses plays an important role how we respond to internal and external stimuli. The thoughts and mind actions matters in fostering our responses. The main psychological (related to mind and thoughts) are motivation, learning, beliefs and attitude. Motivation is the Motive (drive) a need that is sufficiently pressing to direct the person to seek satisfaction of the need. Perception is the process by which people select, Organize, and interpret information to form a meaningful picture of the world. Learning is actually changes in an individual's behaviour arising from experience. Belief is a descriptive thought that a person holds about something. Attitude, a Person's consistently favourable or unfavourable evaluations, feelings, and tendencies towards an object or idea.

2.5. Consumer decision model

Engel, Kollat, and Blackwell, originally developed the most popular Consumer Decision Model known as the Engel-Blackwell-Miniard Model, in 1968. After that, lot of changes has happened in this model. The latest updated version is as under –
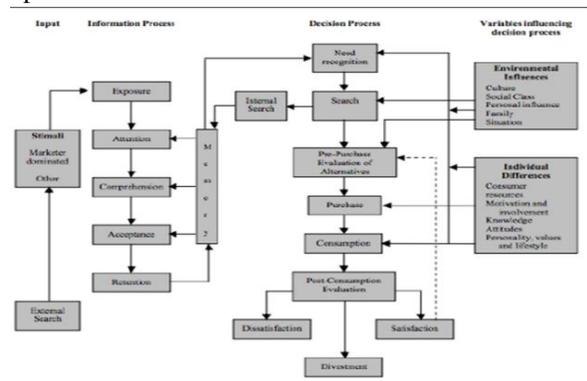


Figure – 4 *Engel-Blackwell-Miniard Model Decision model*

Source: (Blackwell, Miniard & Engel, 2001)
The model is structured around a seven-point decision process:
a) Need recognition
b) Search of information both internally and externally,

c) The evaluation of alternatives,
d) Purchase,
e) Post purchase reflection
f) Divestment.

These decisions are influenced by two main factors. Firstly, stimuli is received and the consumer process it in synchronisation with previous experience memories and experience and secondly, external variables which are in the form of environmental or individual influences. The environmental influences identified include:
a) Culture
b) Social class
c) Personal influence
d) Family and situation.
While the individual influences include: Consumer resource; motivation and involvement; knowledge; attitudes; personality; values and lifestyle (Blackwell et al., 2001).

The Engel Kollat Blackwell Model of Consumer Behaviour or consists of four distinct stages;
1) Information Input Stage: at this stage, the consumer gets information from marketing and non-marketing sources, which also influence the problem recognition stage of the decision-making process. If the consumer still does not arrive to a specific decision, the search for external information will be activated in order to arrive to a choice or in some cases if the consumer experience dissonance because the selected alternative is less satisfactory than expected.
2) Information Processing Stage: This stage consists of the consumer's exposure, attention, perception, acceptance, and retention of incoming information. The consumer must first be exposed to the message, allocate space for this information, interpret the stimuli, and retain the message by transferring the input to long-term memory.
3) Decision Process Stage: The central focus of the model is on five basic decision-process stages: Problem recognition, search for alternatives, alternate evaluation (during which beliefs may lead to the formation of attitudes, which in turn may result in a purchase intention) purchase, and outcomes. But it is not necessary for every consumer to go through all these stages; it depends

on whether it is an extended or routine problem-solving behavior.

4) Variables Influencing the Decision Process: This stage consists of individual and environmental influences that affect all five stages of the decision process. Individual characteristics include motives, values, lifestyle, and personality; the social influences are culture, reference groups, and family. Situational influences, such as a consumer's financial condition, also influence the decision process.

2.6. Way forward – Since 1990, the electronic media has changed the total dynamic in marketing and purchase of the product. And Since 2-3 years (Since 2020), AI has taken order all sphere of life. Whether it is education, manufacturing, marketing, logistics, medicine, cinema, photography, etc., This aspect of media is still to be explored. Another paradigm change in the marketing is, the concept of malls. Big giants, like Reliance, Adani are doing all to convert all the corner Shopee or Kirana customer to the malls. If we look at the services of the products, in this direction also a lot has been explored and implemented. The main focus of the research would be to explore the impact of the latest environment on the consumer in taking buying decisions.

## III. RESEARCH METHODOLOGY

3.1. Introduction –
Research methodology is a way of systematically solve the research problem. It may be understood as a science of studying how research is dome scientifically.
The research has to define all the steps and logic behind the research. Following steps are involved in the research.

There are two type of research methodologies to carry our research. They are –
• Qualitative methods
• Quantitative Methods
In the both methods data is collected and analysis is done to reach and justify the research objectives. In Qualitative methods involve descriptive, conceptual, people's attitude, behaviour etc., Whereas Quantitative methods include collection of the numerical data and Statistical data analysis.

There are two types of data collection methods primary and Secondary Data Collection and analysis. The primary data collection is directly from the source whereas Secondary data collection is collection of data which already exists. all the existing research documents like research books, periodical, journals etc., are studied. In primary data collection Questionnaire, surveys are carried out, containing limited, with multiple option are designed and circulated amongst the respondent.
Based on the objective of the research respondents are selected of various age, qualifications, field, areas will be contacted to fill-in the tool for a thorough study and analysis. Data analysis uses mainly three statistical tools Mean, Mode, Median, Variance and Standard Deviation.

3.2. Nature of the study
This study falls in the category of exploratory social research with an applied basis. The basic aim of this study is fin out the impact of media on the buying decision of the consumers. The statement itself indicates that the result obtained from the study and inferences drawn from the drivers' effect on consumer decision making can be used in the field of decision making. This study deals with the external and internal factors effacing the consumer in buying the products.

3.3. Scope of the Study
• Since the researcher is living in Samalkot, AP, therefore the study is restricted to Samalkot and the cities in vicinity of Samalkot.
• This is not only for a particular media or particular product. It covers all the media and all the products bought by the consumers in this area.
• This research is not restricted to any category of the consumers. All can be participant in this geographical area.

3.4. Objective
The objective of this study is:
• To identify the types of media (e.g., television, social media, print, online advertising) most influential in shaping consumer behaviour.
• To evaluate consumer perception of trustworthiness and credibility across various media platforms.

- To study the impact of media on purchase decisions during Cultural and Regional Influences.
- To analyse the relationship between media exposure and consumer purchasing patterns across Samalkot and surrounding.

3.5. Research Designs

There are two basic types of Research designs-

- Exploratory or Formulative Research design.

In the present study research, design is exploratory in nature because the present study is not build on any previous study. Since the research has choosen particularly a geographical area, on which no research has been done.

- Diagnostic and Descriptive Research Design

The present study is descriptive in nature also as the respondent's characteristics are also described here. The Characteristics of the respondent in this study are, gender, age-grown, profession, city, demography, income group.

a) Selection of sample –

Social phenomenon being very vast, it become difficult to contact each and every individual of the populations due to limitation of essential resources like time and month. Therefore, the study is preferably narrow down to a representative sample to make the study a sample 50 respondents in Samalkot and around. The selected sample is representative of the total population, accurate, and practicable.

b) Sampling plan

The following factors have to be decided within the scope of the sampling plan.

- Sampling Unit – It defines the target population that will be samples, i.e., it answers who is to be surveyed. In this study, both man and women are considered as sampling units.
- Sampling Size – It is indicating the number of people to be surveyed. Though large number of samples give more reliable results than small samples but due to constraints of time and money the samples size is restricted to 50 only.
- Sampling method – this refers to the procedure by which the respondents should be chosen. The sampling technique adopted in the study was a randomized convenience sampling.

c) Collection of Data

After the research problem has been defined and the research design has been chalked out, the task of the data collection begins. The data can be collected from primary and secondary sources. The basic premise of my study in primary data and research instrument used for gathering data was the 'questionnaire'. A questionnaire is an instrument that is widely used to collect various types of data and consists of long list of questions designed to collect any information. It has personally been found that people are franker in giving replies to a questionnaire than to an interview schedule.

3.6. Formation of Questionnaire

Formation of a good questionnaire involves intensive thinking and deliberation of the problem with predetermined objectives and aims properly placed in the questionnaire. In the word of goods & Halts "*In general the word questionnaire refers to a device for securing answers to questions by using a form which the respondents fill by himself.*". Hence, the questionnaire should be carefully constructed with adequate provisions for cross checks the authenticity of the responses. A limited size of the questionnaire is frames with clear and specific terms having questions in proper requestion orders, so that the objective of the question is clear to the respondent. Questions are written in Telugu also. All the questions are centred around the problem, keeping in mind the necessary details like income, age, city, practice of selection and purchase.

The questionnaire is consisting of the following type of questions-

- Open Ended Questions – It has no fixed alternatives to which the answer must conform. Thus, respondent answer in his/her own words at any length they choose.
- Closed Ended questions – Closed ended questions have no other options other than the selecting the one that close matches the respondent's option or attitude.
- Dichotomous questions – A dichotomous questions refers to one; which offers the respondents a choice between only two alternatives.

- Multiple-choice questions – A multiple choice refers to one, which provides several sets of alternatives for the respondents' choice.
- Ranking questions – These questions are given when there are many points to be considered and to be ranked in priority

### 3.7. Pilot Survey

After the formation of the questionnaire, a kind of trial Survey is necessary to gain specific knowledge of the subjects and various problems likely to be faced in the questionnaire. Sample selected is truly representative of the population under study. The questionnaire so framed was to 50 respondents and based on pilot survey; necessary changes were made as per the requirement.

### 3.8. Analysis of Data

Data after collection has to be analysed in accordance with the outline laid down for the purpose at the time of developing the research plan. Perfect knowledge and deep concentration are required to analyse the data in the systematic and pragmatic way. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists month data groups. Qualitative and Quantitative data presented in the raw state is unorganized and complex. Hence, in the to begin with, it has to be organised to make the comparison and further analysis possible. The classification and tabulation of data is considered very important. Statistical processes are used to render this haphazard, complex, unintelligible form. The methods of data analysis include procedures for classification code, tabulation and statistical analysis of the raw data.

#### i) Classification of the data

Classification is the process of arranging the data into homogeneous classes. On the completion of data collection, the resultants are sorted out and arranged in different categories basis of demographics, age, salary status, etc., The questionnaire sorted out in this manner is given identification to facilitate coding and tabulation.

#### ii) Coding of the data

Coding is assigning of numeral to raw data to facilitate tabulation and analysis. The data from questionnaire is transferred to the coding sheets

#### iii) Tabulation of data

When the data is classified and coding is done, it is arranged in the form of tables. According to Connor *"Tabulation is an orderly and systematic presentation of numeral data in a for designed to elucidate the problems under consideration."*

#### iv) Statistical Analysis

The methods used for statistical analysis of the classified data are basically –

- The percentage
- Ranking and average methods
- Measure of central tendency like mean, median & mode.
- Table and Pie Charts have also been drawn to present the data graphically.
- Co-relation techniques has also used.

### 3.9. Limitation

The present study is having following limitations –

- Area Constraints – The scope of the study is restricted to Samalkot (AP) and adjoining areas. Hence the conclusions drawn will be only to area and not to the entire population.

- Cooperation of Respondents
a) There may be some subjectivity in the information provided by the respondents.
b) The main limitation of the primary data is related to the partial and non-response of some of the respondents owning to factors like unwillingness to disclose information and illiteracy of the respondents etc.,

- Time Constraints
The Sample size was Limited as compares to the size of universe due to paucity of time and financial researches.

- Cost Constraints
Yet another constraint has been the cost. Since the study involved collection of Primary data and use of some published materials, the cost incurred was many. Due to these constraints, the study could not be extended beyond the sample chosen.

IV. DATA ANALYSIS AND FINDING

4.1. Introduction to Data Analysis –
In this section, analysis of collected data is done using statistical tools. The researcher has used Excel for all data collection, analysis and representation. The data has been collected from a sample size of 50 respondents from Kakinada and surrounding Area. The result of the analysis has been shown in tabular forms so that these can be easily interpreted.

The analysis is divided into four parts –
a) Demographic Information
b) Media Consumption Habits
c) Influence of media on Buying decisions
d) Cultural and Regional Influences

4.2. Demographic Information –
In demographic information the researcher has collected the data in the area of Kakinada and surrounding area by way of collecting the data on an questionnaire. The researcher has personally guided the respondent to understand and answer the questions. The demographic information collected is Age Group, Gender, Location, Occupation and Monthly Income. The collected data is sorted out based on the city of the respondent.

Table – 2 *No. of Respondents City-wise*

| City | No. Of Respondent | % |
|---|---|---|
| Dowlaiswaram | 1 | 2% |
| Kakinada | 16 | 32% |
| Madhavpatnam | 1 | 2% |
| Peddapuram | 2 | 4% |
| Pithapuram | 1 | 2% |
| Rajamundry | 5 | 10% |
| Samlakot | 20 | 40% |
| Srikakulam | 1 | 2% |
| Vemulavada | 1 | 2% |
| Vetlapalem | 2 | 4% |
| Grand Total | 50 | 100% |

The respondents are majority from Samalkot (40%), Kakinada (32%). Around 64% of the respondents are from Samalkot and Kakinada. In this area these are the two major towns.
In the sample data, 32% respondents are from Urban, 36% from Semi-Uban and 16% from the rural background. 68% of the respondents are from Urban and Semi-Urban background.

Location Categorisation
Table – 3 *Location Category-wise Respondents*

| Location-Category | No. Of Respondent | % |
|---|---|---|
| RURAL | 16 | 32% |
| SEMI-URBAN | 18 | 36% |
| URBAN | 16 | 32% |
| Grand Total | 50 | 100% |

Another demographical parameter considered is the age of the respondents. From the following data we can conclude that 38% of the respondents are from the category of 35-44 years of age group, 32% in the group of 25-34 (Gen-Z) and 20% are above the age of 45 years.

Age-wise Categorisation
Table – 4 *Age-group wise Respondents*

| Age-Group | No. Of Respondent | % |
|---|---|---|
| 18-24 | 5 | 10% |
| 25-34 | 16 | 32% |
| 35-44 | 19 | 38% |
| 45-54 | 9 | 18% |
| 55 and above | 1 | 2% |
| Grand Total | 50 | 100% |

90% of the respondents are male, only 10% of the respondents are female.

Gender Categorisation of the Respondents –
Table – 5 *Gender wise respondent*

| Gender-Group | No. Of Respondent | % |
|---|---|---|
| FEMALE | 5 | 10% |
| MALE | 45 | 90% |
| Grand Total | 50 | 100% |

96% of the employed in private sector. This is a good sign, that the maximum respondent are literate and can understand the questionnaire and subject of the research work

Occupation of the Respondents
Table – 6 *Occupation wise respondent*

| Occupation | No. Of Respondent | % |
|---|---|---|
| EMPLOYED(PVT) | 48 | 96% |
| STUDENT | 2 | 4% |
| Grand Total | 50 | 100% |

Since majority of the respondents are employed, therefore are very well aware of e-
commerce and e-media. Internet banking, shopping are very popular now a days, No one
is an escape of the technology. Income of the 62% of the respondent is between Rs. 25000 - Rs. 50000/-, 2% have income more than Rs. 1 Lac.

Income Categorisation

Table. 7 *Income Slab wise respondent*

| Income | No. Of Respondent | % |
|---|---|---|
| 100000-200000 | 1 | 2% |
| 25000-50000 | 31 | 62% |
| 50001-100000 | 5 | 10% |
| ABOVE 200000 | 5 | 10% |
| Below 25000 | 8 | 16% |
| Grand Total | 50 | 100% |
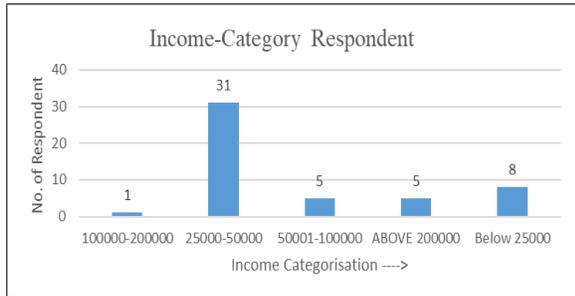


Figure – 5 Graphical Representation of Income Category of Respondents

4.3. Media Consumption Habits

In this section the respondents are asked question on the media usage/consumption habit, i.e., how many hours they spend on media, which media is more effective in helping to take purchase decision, etc., The following table depicts the response of the respondent on no of hours they spend-on media in a day.

Table. 8 *Time Spent on Media*

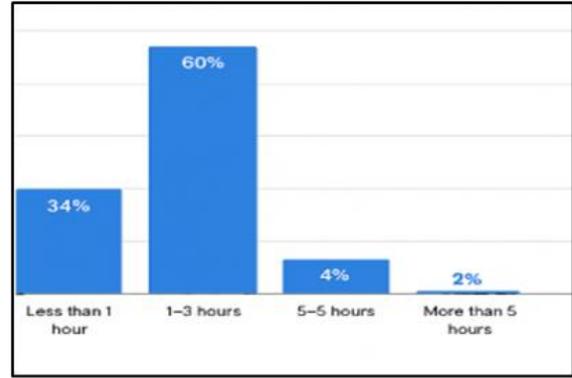| Consumption Range | # Responses | % |
|---|---|---|
| Less than 1 hour | 17 | 34% |
| 1–3 hours | 30 | 60% |
| 3–5 hours | 2 | 4% |
| More than 5 hours | 1 | 2% |
| Total | 50 | 100% |



Figure – 6 *Time Spent on Media*

From the data, we can see that majority (60%) of the respondents consume 1–3 hours per day on Media. This is the dominant group, showing that most respondents spend a moderate but consistent amount of time engaging with the content. It reflects a balanced habit — not too casual, not too excessive. Light users (34%) spend under 1 hour per day, is a significant portion consumes content briefly. These are likely casual users, people with limited time, or those who only check in occasionally. The heavy users are rare (6%) - Only 2 respondents spend 3–5 hours per day on e-media, and just 1 respondent spends more than 5 hours per day on media. This suggests very few extreme consumers, which could mean the platform or content isn't overly addictive for most, or that the audience is more balanced in their usage.

Overall balance - The distribution shows a healthy spread, with most clustered in the moderate range and only a small minority at the extremes. Most respondents are moderate consumers (1–3 hours), a third are light users, and only a tiny fraction are heavy users. This paints a picture of balanced engagement, with opportunities to grow casual users and ensure heavy users remain healthy.

In the next section of the research, the researcher has asked the respondent to their response the influence of the following media platform on their purchasing decisions –
1) YouTube
2) Instagram
3) LinkedIn
4) Facebook
5) X (Twitter)

Following is the response summary of all the respondents.

Table No. 9 *Media Platform*

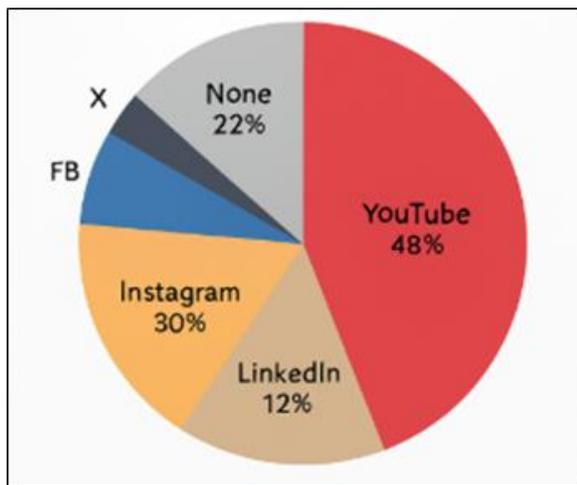| Platform | Respondents Influenced | Percentage Share |
|---|---|---|
| YouTube | 23 | 46% |
| Instagram | 15 | 30% |
| LinkedIn | 6 | 12% |
| Facebook | 5 | 10% |
| X (Twitter) | 3 | 6% |
| None | 11 | 22% |



Figure. – 7 *Media Platform*

46% of the respondents voted for YouTube. This group dominate all the other. Nearly half of respondents are influenced by YouTube. This suggests video-based content is the most persuasive medium, likely due to its mix of visuals, storytelling, and long-form explanations. 30% of the respondents voted for Instagram usage. It is a significant portion is influenced by Instagram, highlighting the power of short-form, visual-first content. This platform is especially effective for lifestyle, fashion, and aspirational messaging. 12% respondents voted for LinkedIn, which a professional media platform. While smaller, LinkedIn's influence is notable in professional or career-related contexts. It shows that thought leadership and professional credibility matter to a subset of respondents. 10% of the respondents preferred Facebook. Influence here is modest, reflecting Facebook's declining role compared to newer platforms. However, it still holds relevance for

community-driven or older demographics. Only 6% of the respondents voted for X/Twitter. The lowest among platforms, suggesting that quick text-based updates are less persuasive compared to visual or professional networks.

22% of the respondents doesn't vote for any of the options. It is a sizable group reports not being influenced by any platform. This indicates either skepticism toward social media influence or reliance on offline sources (friends, family, traditional media). Another important aspect is the exposure of the respondent to the media platform. More frequently the respondent is accessing the media, more will he/she will be getting effected by the product information and decisions.

Table No. 10 *Exposure to Media*

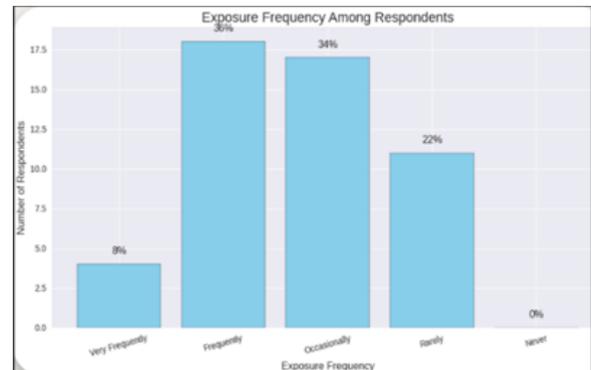| Exposure Frequency | Respondents | Percentage |
|---|---|---|
| Very Frequently | 4 | 8% |
| Frequently | 18 | 36% |
| Occasionally | 17 | 34% |
| Rarely | 11 | 22% |
| Never | 0 | 0% |
| Total | 50 | 100% |



Figure. 8 *Exposure to Media*

The distribution shows a clear pattern where the majority of respondents encounter the specific exposure event with some regularity. Key findings include:

A combined 44% of individuals experience the exposure "Very Frequently" (8%) or "Frequently" (36%). This is the high frequency exposure to the media. Another 34% experience it "Occasionally". This comes under moderate category. The major exposure is, overall, 78% of the respondents

experience the exposure at least occasionally. Notably, none of the respondents reported "Never" experiencing the exposure. Only a small portion (22%) reported it "Rarely".

4.4. Influence of media on Buying decisions

The researcher has considered advertisement influencers – Social media Ads, TV Comercials, Influencer Promotion, Print Media and other. The data and the pie chart is as under classification of the data according to the categories.

Table no. 11 *Type of Advertisements*

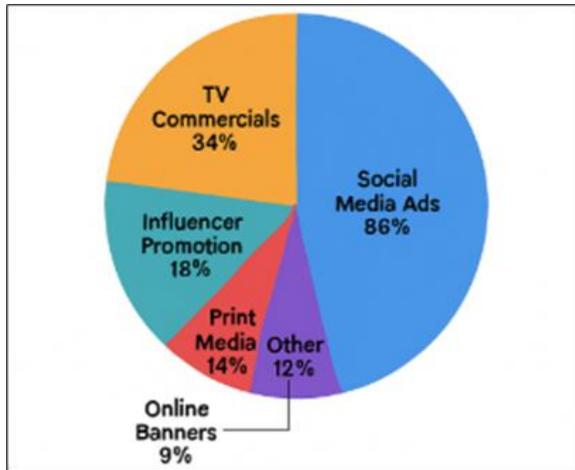| Advertisement Type | Responses | Percentage |
|---|---|---|
| Social Media Ads | 34 | 68% |
| TV Commercials | 17 | 34% |
| Influencer Promotion | 9 | 18% |
| Print Media | 7 | 14% |
| Other | 6 | 12% |
| Online Banners | 4 | 8% |
| Radio Ads | 0 | 0% |
| Total | 77 | 100% |



Figure. 9 *Pie chart of Type of Advt.*

The above data depicts the following observations -

- Social Media Ads (68%) were the clear leader, showing a strong preference and effectiveness among the audience.
- TV Commercials (34%) were the second most effective channel, garnering about half the responses of social media ads.

- Influencer Promotion (18%) and Print Media (14%) had moderate success.
- Other (12%) and Online Banners (8%) generated fewer responses.
- Radio Ads (0%) generated no responses at all.

Overall, the data suggests that for this specific campaign or audience, digital and social platforms are significantly more impactful than traditional media channels.

What is the affect after seeing the advertisement? Are they getimfluenced and take decision to purchase. To this, the respondents has responded and data and graphs are as under.

Table No. 12 *Response Frequency*

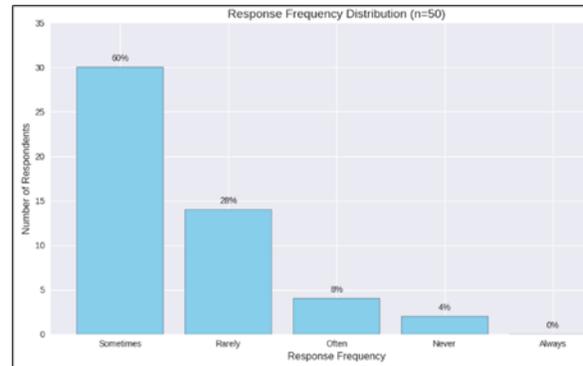| Response Frequency | Count | Percentage |
|---|---|---|
| Sometimes | 30 | 60% |
| Rarely | 14 | 28% |
| Often | 4 | 8% |
| Never | 2 | 4% |
| Always | 0 | 0% |
| Total | 50 | 100% |



Figure. 10 *Response Frequency*

From the above date, it is derived that the majority of people (60%) purchase "sometimes" after watching the ads— which indicates that the media advertisements are supporting supporting triggers. Consumers may already have prior interest or intent to exposure. 28% respondent portion buys "rarely," implying selectivity, they are influenced by brand trust and product relevance. 8% of the respondent are Frequent Buyers (8%). A small segment purchases "often" post-ad exposure, which are representing more

responsive or impulsive consumers open to persuasive media messaging. Only 4% saying "Never" depicts that advertisements do have some measurable impact, but it's generally influenced by other decision-making factors.

Researcher has categories the products in 7 (Seven), to investigate how the media advertisement effect the decision of purchase of the categories of products. Data is tabulate and graphically represented as under –

Table no – 13 *Product Category*

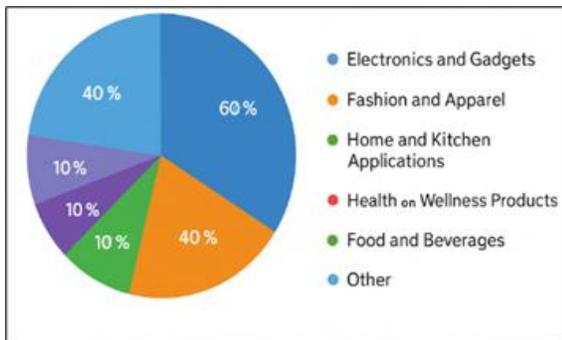| Category | Frequency | % |
|---|---|---|
| Electronics and Gadgets | 30 | 60% |
| Fashion And Apparel | 20 | 40% |
| Home and Kitchen Applications | 15 | 30% |
| Health and Wellness Products | 7 | 14% |
| Food and Beverages | 5 | 10% |
| Beauty and Personal Care | 4 | 8% |
| Other | 4 | 8% |
| Grand Total | 85 | |



Figure. 11 *Product Category*

From the about data and calculation of the %, it can be deducted that Electronics and Gadgets, contributes to 60% of votes is the dominant category, showing that consumer interest or purchase behaviour is heavily skewed toward technology-related products. It reflects the strong role of digital devices in modern lifestyles. Fashion and Apparel is the 40% - A significant secondary category, indicating that clothing and style remain a major area of consumer focus. This suggests ongoing demand for personal expression and seasonal trends. Home and Kitchen Applications contribute to 30%. A moderate share, highlighting practical

household needs. This category shows that functionality and convenience in daily living are important to consumers. Health and Wellness Products contribute to 14%. Even though A smaller but notable segment, reflecting growing awareness of personal health. Though less dominant, *it signals an emerging trend toward self-care and preventive wellness*. Food and Beverages (10%), is a relatively small share, which may suggest either limited survey focus on consumables or that respondents prioritize durable goods over consumables. Beauty and Personal Care (8%) & Other (8%) are niche but still relevant. They represent specialized interests and diverse consumer needs beyond the main categories.

Another very important factor which the researcher wanted to explore the Trust the respondent has on the various plat forms. It not only measure the trust but also the trend towards the emerging need of the different segment of media.
The data collected and arranged in tabular form is depicted as under –

Table No. 14 *Platform Trustability*

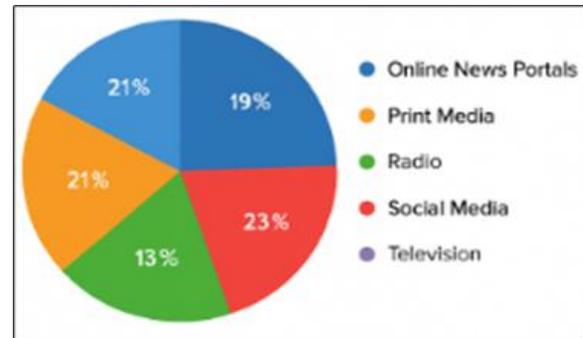| Platform | Trust Responses | % of Total Trust |
|---|---|---|
| Social Media | 154 | 23.50% |
| Television | 151 | 23.10% |
| Print Media | 136 | 20.80% |
| Online News Portals | 126 | 19.20% |
| Radio | 88 | 13.40% |
| Total | 655 | 100% |



Figure. 12 *Platform Trustability*

From the data, it can be derived that social media (23.5%) leads as the most trusted platform, despite its

mixed reputation. This reflects consumers' affinity for influencer marketing, peer-driven endorsements, and personalized content streams. Television (23.1%) remains nearly as influential, maintaining legacy trust through professionally crafted campaigns and perceived regulatory oversight. Print Media (20.8%) ranks third, suggesting that static, non-interactive formats still carry weight for reliability—especially in formal or local advertising. Online News (19.2%), trust here reflects perceived journalistic integrity, though slightly under traditional formats, possibly due to saturation and ad clutter. Radio (13.4%), scores lowest in trust, possibly due to its one-way communication style and lesser reach among younger audiences. Once upon a time it was one of the best know media for information for taking decisions. But know media has taken its place.

Another very tricky question which is directly asked with an option of Yes and No, is, whether the respondent purchase the product based on the recommendation of the influencer on the media or not. The result is as under -

Table No. 15 *Recommendations*

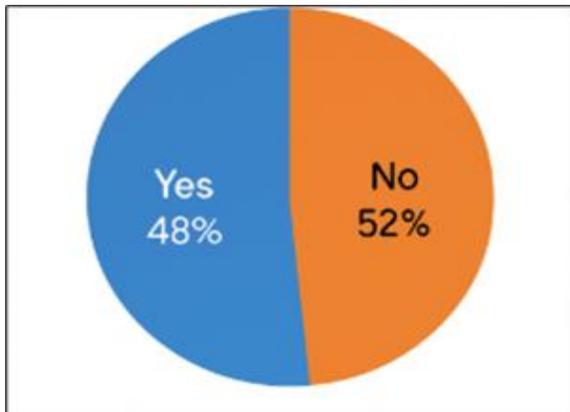| Response | Count | Percentage |
|----------|-------|------------|
| Yes | 24 | 48% |
| No | 26 | 52% |
| Total | 50 | 100% |



Figure. 13 *Recommendations*

*The data reveals a balanced response, with 48% of participants having made purchases due to influencer recommendations and 52% not influenced.* This indicates that while influencer marketing is impactful,

it does not universally convert across all consumer segments. The near-even distribution suggests that factors such as authenticity, product relevance, and trust in the influencer significantly affect consumer responsiveness. Consumers may resist marketing that feels overly promotional or disconnected from genuine use. *Brands should focus on micro-influencers or niche content creators whose recommendations feel more personal and relevant.* Conversion is possible, but only when recommendations are perceived as credible and aligned with user needs.

In this segment the researcher wants to dig into the importance of online reviews and ratings one the product is purchased. Very interest feedbacks are recorded as under –

Table No. 16 *Rating of On-line purchase*

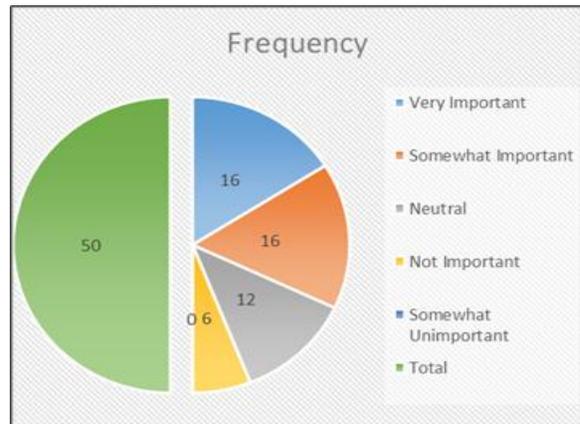| Response Category | Frequency | % |
|-------------------|-----------|-----|
| Very Important | 16 | 32% |
| Somewhat Important | 16 | 32% |
| Neutral | 12 | 24% |
| Not Important | 6 | 12% |
| Somewhat Unimportant | 0 | 0% |
| Total | 50 | 100% |



Figure. 14 *Rating of On-line purchase*

*A combined 64% (Very Important + Somewhat Important) of respondents consider the factor which is important. This indicates majority leaning toward valuing it.* The respondents give high importance recognition to reviewing and rating. Nearly 24% are undecided or indifferent, neutral, suggesting that while

many see value, there is still a significant group that does not feel strongly either way. Only 12% rated it as Not Important, and none rated it as Somewhat Unimportant. This shows minimal outright rejection or Low dismissal. The data reflects general consensus toward importance, but not overwhelming unanimity. The neutral group is sizable enough to indicate potential uncertainty, lack of awareness, or perceived irrelevance in certain contexts. *The low percentage of negative responses strengthens the case that the factor is broadly accepted, though not universally prioritized.*

### 4.5. Cultural and Regional Influences

In this section researcher wants to get view of the respondents on the effect of media on decision making for purchases during festival season, how regional language impacts the decision, are they comfortable in regional language or any other language also, influence of celebrities and factors of media which effect the decision making.

The following data is pertaining to impact of advertisement during festival seasons like Diwali, Holi, Pongal, etc., in the purchasing decision making.

Table No. 17 *Impact of advertisement during festival seasons*

| Response Category | Count | Percentage | Interpretation |
|---|---|---|---|
| Strongly Agree | 8 | 16% | A committed segment finds culturally themed ads highly persuasive and motivating. |
| Agree | 30 | 60% | The majority feels such ads positively influence their buying decisions. |
| Neutral | 9 | 18% | Some respondents remain undecided or may be situationally influenced. |
| Disagree | 3 | 6% | Minimal resistance suggests these ads rarely deter buyers. |
| Strongly Disagree | 0 | 0% | No strong opposition—cultural cues are broadly accepted. |
| Total | 50 | 100% | Survey indicates high cultural receptivity in consumer behavior. |

*A combined 76% of respondents (*Agree *= 60% and* Strongly Agree = *16%) indicate that culturally themed media advertisements—such as those linked to Diwali or Holi—positively influence their buying decisions.* Strong Cultural Resonance. Low Dissent, only 6% of participants *Disagree*, and notably, none *Strongly Disagree*. This suggests that opposition to culturally influenced advertising is nearly negligible. 18% of respondents remained *Neutral*, hinting at potential variability based on factors like product type, advertisement tone, or personal relevance of the cultural theme.

To understand the comfort of language used in the media. Whether they like their own local language or Hindi or English.

Table – 18 *Language Preference English/Local*

| Preference | Responses | Percentage |
|---|---|---|
| Yes | 35 | 70% |
| No Preference | 9 | 18% |
| No | 6 | 12% |
| Total | 50 | 100% |

*There is a strong Preference for Local Language (70%) A clear majority of respondents prefer using the* *local language. This indicates a strong cultural or linguistic affinity and suggests that communication in the local language resonates better with the audience.*

Neutral Group (18%) Nearly one-fifth of respondents have no strong preference. This group may be comfortable with either local or non-local language, offering flexibility in communication strategies. Opposition to Local Language (12%) A small minority prefers not to use the local language. This could reflect a preference for global or standardized communication, or perhaps a demographic with different linguistic backgrounds. *The data strongly supports the use of local language in communication efforts, with 70% of respondents in favor. However, a thoughtful approach that includes options for others ensures broader reach and inclusivity.*

Many companies hire celebrities to endorse their products and schemes. The researcher wanted to know How much do celebrity endorsements in advertisements influence their buying decisions. The data is collated as under in tabular and graphical forms.

Table No. 19 *Influence of Celebrities*

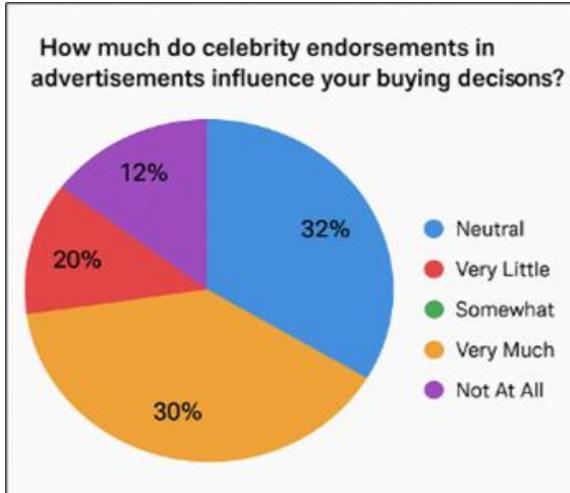| Influence Level | Respondents | % |
|---|---|---|
| Very Much | 3 | 6% |
| Somewhat | 10 | 20% |
| Neutral | 16 | 32% |
| Very Little | 15 | 30% |
| Not At All | 6 | 12% |
| Total | 50 | 100% |



Figure. 15 *Influence of Celebrities*

Majority Scepticism, the largest group (32%) feels neutral, suggesting they may be indifferent or unaffected by celebrity promotions. Combined "Very Little" and "Not At All" responses (30%+12%-42%) make up 42%, indicating a significant portion of respondents aren't swayed by celebrity endorsements. Only 6% feel strongly influenced ("Very Much"), while 20% say they're "Somewhat" influenced—totalling 26% with at least partial influence.

Weighted Mean Calculation:
$(5×3 + 4×10 + 3×16 + 2×15 + 1×6) ÷ 50 = (15 + 40 + 48 + 30 + 6) ÷ 50 = 139 ÷ 50 = 2.78$

Average Influence Score: 2.78 (leaning slightly toward indifference/low influence)
*The data reveals that influence is generally low, with most respondents either neutral or only slightly affected.* Strong influence is rare, and a small group remains completely unaffected. This suggests that efforts to increase impact must be more targeted, engaging, and persuasive to shift the majority from passive to active influence.

A closed end responses in "Yes" and "No" (binary scale) was asked about the impulsive purchase due to the media advertisement. It happens with many people that even though there is not requirement of a certain product, but due to the advertisement, ther person buys it as impulsive purchase. Data is as under -

Table No. 20 *Impulsive Buying*

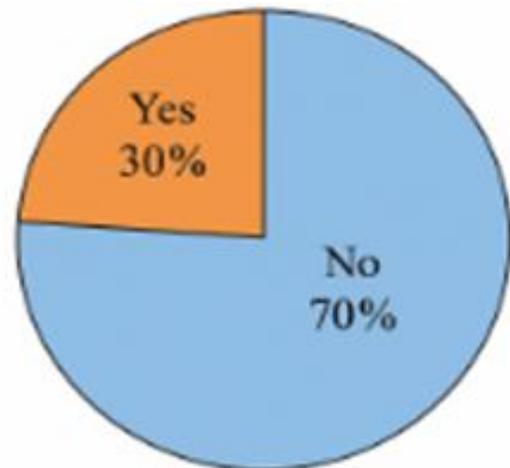| Response | Count | Percentage |
|---|---|---|
| Yes | 15 | 30% |
| No | 35 | 70% |
| Total | 50 | 100% |



Figure. 16 *Impulsive Buying*

A significant 70% of respondents say they've *never* made an impulse purchase from media ads. However, 30% admit to being swayed by advertising at least once—meaning nearly 1 in 3 respondents felt the impact of media messaging.
Impulse sales decisions are relatively limited, with 70% of respondents resisting them and only 30% admitting to making such purchases. This shows that while the majority are deliberate buyers, a meaningful minority remains open to spontaneous buying — offering marketers a niche but valuable opportunity.

Another question was raised to know whether the media advertisement encourages unnecessary spending amongst respondents in the region. Data collate as under in tabular and graphical format.

Table No. 21 *Advertisement and spending*

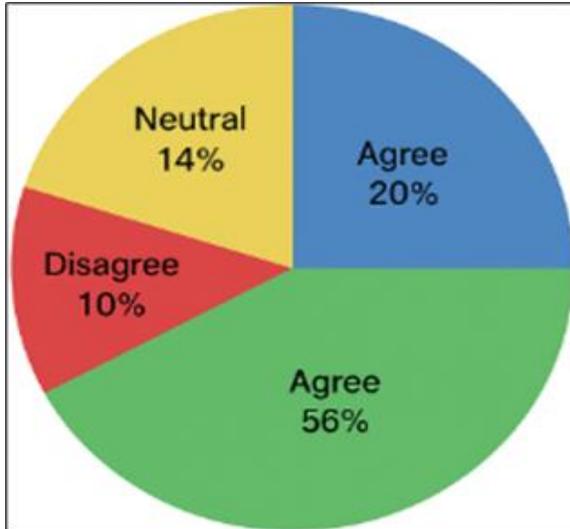| Opinion | Respondents | Percentage |
|---|---|---|
| Strongly Agree | 10 | 20% |
| Agree | 28 | 56% |
| Neutral | 7 | 14% |
| Disagree | 5 | 10% |
| Strongly Disagree | 0 | 0% |
| Total | 50 | 100% |



Figure. 17 *Advertisement and Spending*

Weighted Mean Score, was calculated to know the influence.
Calculation:
$(5×10+4×28+3×7+2×5+1×0)÷50=(50+112+21+10)÷50=193/50=3.86$ $(5×10 + 4×28 + 3×7 + 2×5 + 1×0) ÷ 50 = (50 + 112 + 21 + 10) ÷ 50 = 193/50 = 3.86$

Average Score: 3.86 This indicates a moderately strong agreement that media advertisements encourage unnecessary spending.
Most consumers (76%) admit that media advertisements push them into buying unwanted products, while only 10% resist and 14% remain neutral. This highlights the powerful role of advertising in shaping consumer behavior, often beyond rational needs, and suggests that businesses can leverage ads effectively — though it also raises concerns about consumer awareness and self-control.

The researcher finally wants to know the factors which make a media advertisement appealing to the respondents. The collated data is presented as under in tabular and graphical format.

Table No. 22 *Factors appealing buyers*

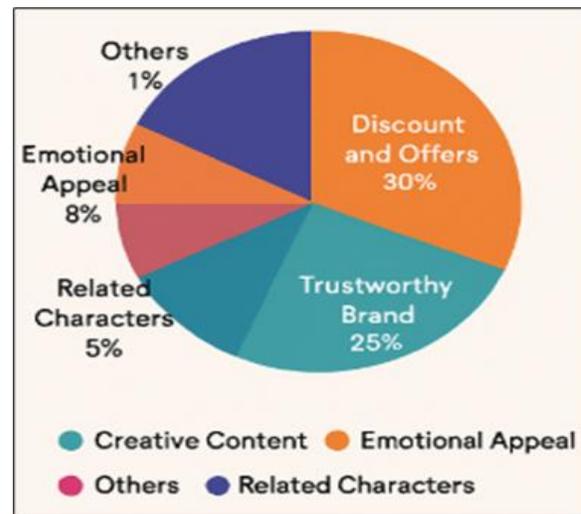| Factor | Response | % Responses |
|---|---|---|
| Discount and offers | 30 | 39.50% |
| Trustworthy Brand | 19 | 25.00% |
| Creative Content | 16 | 21.10% |
| Emotional Appeal | 6 | 7.90% |
| Related Characters | 4 | 5.30% |
| Others | 1 | 1.30% |
| Total Responses | 76 | 100% |



Figure. 18 *Factors appealing buyers*

Dominance of Value Incentives, A clear preference (39.5%) for discounts and offers indicates that monetary value is the most effective appeal strategy among respondents. Importance of Brand Credibility, Trustworthy branding (25%) is the second most influential factor, highlighting the role of consumer confidence in driving engagement. Creative Expression Matters, Creative content (21.1%) suggests that originality and design still play a vital role in advertisement effectiveness. Low Impact of Emotional and Narrative Devices, Emotional appeal (7.9%) and related characters (5.3%) are less favored, implying that storytelling and sentiment may be secondary considerations in this context.
Consumers are most influenced by discounts and offers, followed by brand trust and creative content. Emotional appeal and related characters play smaller roles, while other factors are negligible. Overall, the data shows that price incentives and credibility are the

strongest levers for driving buying decisions, with creativity adding meaningful support.

## V. CONCLUSION AND RECOMMENDATION

### 5.1. Conclusion

The survey and the data analysis thereafter, suggest that moderate media consumers (1–3 hours) are both reachable and receptive—making them ideal for targeted brand influence strategies, especially through trusted celebrity endorsements. Further cross-tab analysis could reveal even sharper correlations, like how media habits relate to trust in brands, purchase frequency, or ad recall. Following are few conclusions from the data -

a) YouTube leads purchasing influence – 46% of consumers rely on YouTube due to trusted reviews, influencer content, and product demonstrations.

b) Instagram supports impulse buying – 30% of consumers are influenced by Instagram's aspirational and visually rich content.

c) Other platforms show niche/declining impact – LinkedIn (12%) adds professional credibility, while Facebook (10%) and X (6%) lag due to reduced trust and engagement.

d) Offline decision-making remains significant – 22% of respondents are unaffected by social media, relying instead on peer recommendations or personal research.

e) Advertising exposure is pervasive – Most consumers encounter ads frequently, but effectiveness depends on balancing visibility with tolerance to avoid ad fatigue.

f) Consumers prefer authenticity over saturation – Purchase decisions are shaped more by credibility, peer feedback, and price than by repetitive promotional content.

g) Electronics and Fashion dominate interest – These categories account for the majority of consumer focus, reflecting technology-driven and style-conscious preferences.

h) Lifestyle and wellness categories show growth potential – Home, Health, Food, and Beauty form smaller but meaningful segments for diversification.

i) Trust equilibrium exists between digital and traditional media – social media and TV dominate influence, but Print and Online News Portals still anchor credibility.

j) Influencer and celebrity impact is moderate – Influencers drive measurable influence when authentic, while celebrity endorsements alone lack strong conversion power.

### 5.2. Recommendations

a) Prioritize YouTube campaigns – Focus on video reviews, tutorials, and influencer collaborations to maximize consumer trust and conversions.

b) Strengthen Instagram strategies – Use aspirational visuals, reels, and interactive content to drive impulse purchases and brand exploration.

c) Leverage LinkedIn for professional products – Position campaigns targeting credibility-driven audiences, especially in B2B or career-related categories.

d) Reassess Facebook and X investments – Limit spending on these platforms or redesign campaigns to rebuild trust and engagement.

e) Balance ad intensity with user tolerance – Avoid overexposure; design campaigns that emphasize credibility, storytelling, and value propositions.

f) Focus on Electronics and Fashion – Allocate resources to these dominant categories while tailoring campaigns to tech-savvy and style-conscious consumers.

g) Expand into lifestyle and wellness niches – Explore Home, Health, Food, and Beauty segments with specialized campaigns for diversification.

h) Integrate traditional media for credibility reinforcement – Use TV, Print, and Online News Portals to complement digital campaigns and build trust.

i) Promote responsible advertising – Avoid manipulative psychological triggers; instead, empower consumers with transparent offers and trustworthy branding.

j) Invest in influencer authenticity over celebrity power – Partner with relatable influencers who align with product values rather than relying solely on star endorsements.

This research is carried out in the city Kakinada (AP) and adjoining areas like Samalkot, Peddapuram, Rajamahendra Nagar, etc., Sample size was 50 only. So, this research is a sample of the area and not 100% research.

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