Consumer Engagement with Various Media & its Effects on Consumer Behaviour in Gujarat

A Thesis submitted to Gujarat Technological University

For the Award of

Doctor of Philosophy

in

Management

By

Ramzan Sama

Enrollment No. 119997392028

Under supervision of

Dr. B. M. Jani

GUJARAT TECHNOLOGICAL UNIVERSITY

AHMEDABAD

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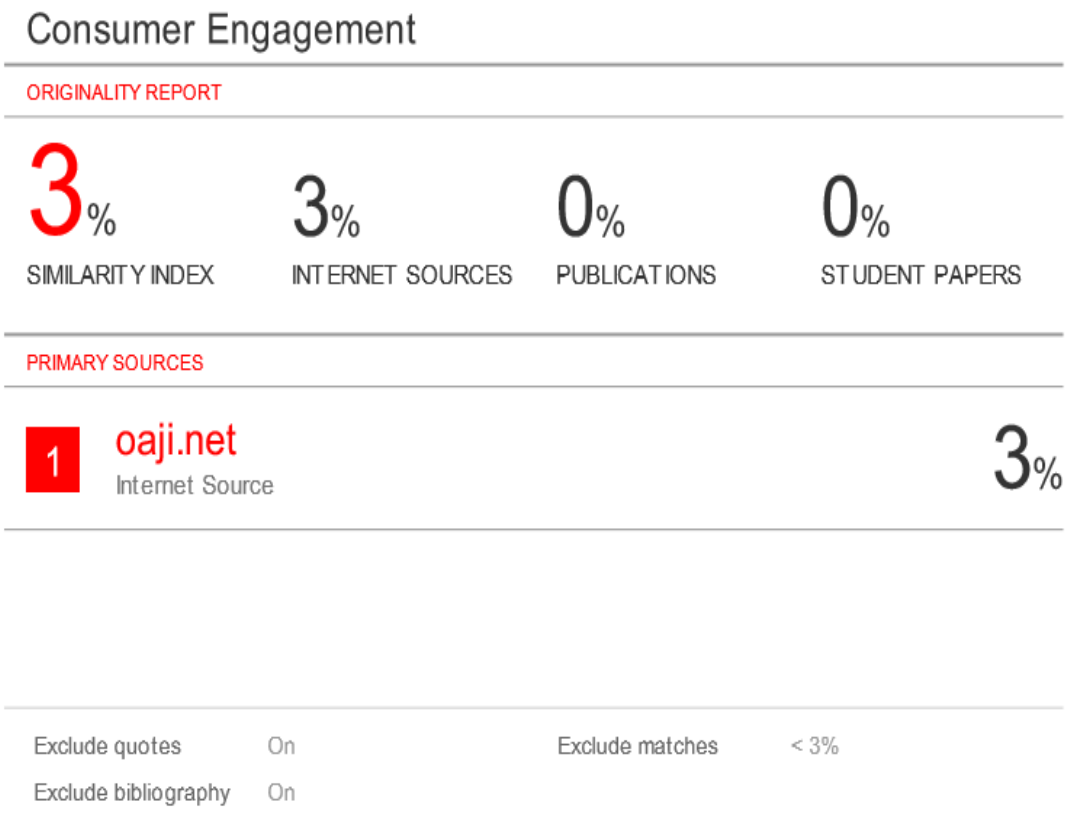

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ABSTRACT

In today's dynamic media consumption environment, it is hard for advertiser to deliver right message, to the right person at the right time. In the recent past, it has become more difficult for advertisers to send across a message that is both engaging and memorable.

This research is undertaken in the above context, in order to understand which media (TV, Radio, Newspaper, Magazines, and Internet) are preferred by the consumers at various consumer buying stages for ORAL CARE PRODUCTS such as toothpaste, toothbrush, and mouthwash in Gujarat. There is no conclusive research has been conducted in order to understand the consumer engagement (time spent, preferred time slot and utility) and its impact with reference to various mediums in the above mentioned product category. Media engagement & advertising have significant impact on purchase decision of oral care products. This study tries to answer several recurring questions on media engagement, advertising effectiveness at various stages of consumer buying behaviour (i.e. Awareness-Interest-Conviction-Action & Post Purchase), being in area of Marketing Management.

The study has deployed quantative research design of 500 respondents from major five cities of Gujarat. The statistical software SPSS is used to analyze the data and for finding relationship among various variables.

The study attempts to find and ascertain relationship to provide relevant clues in adding value to business processes in optimizing the selection of media for advertising of ORAL CARE products.

This study, in addition to having an academic interest may be of interest to advertisers and advertising agencies to improve consumer engagement and for optimum communication impact. It can contribute important insights to the entire media planning strategy of the ORAL CARE firms for achieving greater returns on marketing expenditure. It has great relevance to marketing managers of companies engaged in consumer goods in general and oral care products on particular, as findings are useful to them for designing marketing and advertisement strategies.

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Ramzan Sama

Ph.D. Scholar

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List of Abbreviation

AAAA	American Association of Advertising Agencies
AFI	Annual Family Income
AIDA	Awareness Interest Desire Action
AM	Attitude Toward The Message
ANA	Association of National Advertisers
ARF	Advertising Research Foundation
ATR	Awareness Trial Repeat
BARC	Broadcast Audience Research Council of India
BRICS	Brazil, Russia, India, China and South Africa
CE	Consumer Engagement
COBRA	Consumer's Online Brand-Related Activities
CPIL	Colgate Palmolive India Limited
GSK	GlaxoSmithKline
HUL	Hindustan Unilever Limited
IA	Internet Advertising
IMC	Integrated Marketing Communication
IRS	Indian Readership Survey
KMO	Kaiser-Meyer-Olkin
NRS	National Readership Survey
OBC	Online Brand Communities
ROI	Return on Investment
WHO	World Health Organization

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CHAPTER 1

Introduction

Introduction: In today's age of marketing companies which cannot achieve targets, cannot sustain themselves amidst cut throat competition. The present thesis has attempted to gain deeper understanding of how consumer behavior is influenced by the advertising strategies adopted and media choices made by the corporate entities given the revolutionary changes occurring in the present day media. An effort has been made to measure the role of marketing media in five major cities of Gujarat viz, Ahmedabad, Vadodara, Surat, Rajkot and Bhavnagar for oral care products. Advertisements play a vital role in changing consumer behavior and to increase sales and profit of the corporate. For this, the present chapter is divided into two sections; the first one shows the general introduction, identification of the research problem and its theorization. The second section shows rationale of the study and objectives of the study.

Section I

1. 1 General Introduction

The Twenty-First century media revolution has brought about many changes in the way consumer seek out, become interested in, and purchase goods and services. Not only do they have more purchase choices but there are also more media vehicles utilized to search for and purchase goods and services. Marketing professionals and advertising agencies recognize that now consumers are in driver's seat regarding the choice of media channels. Traditional metrics, such as reach and frequency are no longer enough for selecting media to target messages for creating buyers in addition to loyal customers.

Consumer Engagement, Advertising and Marketing Professionals have suggested one antidote to these changing times. The Advertising Research Foundation (ARF), the American Association of Advertising Agencies (AAAA), and the Association of National Advertisers (ANA), have taken on the challenge of defining this concept, as well as developing metrics to better grasp the importance and relevance of the emotional connection to buyer behaviour as delivered through advertising. In many industries, marketers are constantly reminded that no longer are the media metrics of ratings, readership, listenership and click-through rates sufficient in measuring the return on investment (ROI) required to justify their advertising expenditures. Creating this new metric has proved difficult however, as scholars and industry professionals have voiced many different opinions and concerns regarding the topic, which varied depending on the type of media used.

Indian oral care products can be broadly classified into four segments- toothpaste, toothbrush, toothpowder and mouthwash plus others which include dental floss and whitening products. The present research deals with consumer products in general and oral care products in particular. Macro level studies have been undertaken in India and abroad. The oral product segment however needs a micro level inquiry. An attempt is made here to conduct this micro level research inquiry.

In India, the toothpaste segment has several variants such as basic segment and freshness gel. Recently many variants have been introduced like whitening etc., but they are gradually gaining ground. There is robust growth in the toothbrush segment - driven by the demand for toothpaste and the increasing awareness of brushing twice a day. To offer traditional oral care benefits, recently, charcoal toothbrush with black coloured soft bristles has been introduced.

Dental floss, chewing gums and teeth whitener are some of the other products in the oral care market that mainly cater to the urban segment and small markets in the nascent stage. Some of the key players in the oral care sector are Colgate Palmolive India Limited (CPIL), Hindustan Unilever Limited (HUL), GlaxoSmithKline (GSK), Proctor and Gamble (P& G), Anchor, Vicco Laboratories, Dabur, Johnson and Johnson.

Several factors, such as cost, branding, packaging and family and dentist influence, had been implicated as influencing the choice of toothpastes, toothbrushes and mouthwashes by individuals. Media advertisement is also a very strong factor influencing consumer's

choice. Basically, the factor which affects the purchase decision of consumers belongs to three categories: 1. Individual Factors 2. Environmental Factors 3. Marketing Stimuli. For oral care products like toothpaste, toothbrush and mouthwashes, of which awareness about their suitability towards individual need has been quite low among the masses, the third factor is most important. “Marketing stimuli”, which includes the development of the marketing mix (Product, Price, Place and Promotion), is also a very effective tool in increasing the awareness among the consumers and for changing consumer behaviour.

Advertising is defined as “promotion of product, service, or message by an identified sponsor using paid-for media” Advertising is vital to create awareness of any product or brand. Advertising also helps promote new products and helps consumers appreciate product benefits (Kotler, 2007).

Asia Pacific is the second largest regional advertising market in the world with projections to maintain this position in the coming years. Advertising spending in the region reached a total of 158.3 billion U.S. dollars in 2015, and is forecast to increase to about 235.5 billion U.S. dollars by 2020. The growth in the region is mainly driven by China, the world's second largest and India, one of the fastest growing advertising markets in Asia. The ad market in India is forecast to increase by 2.84 billion U.S. dollars between 2015 and 2018. This is the fifth largest ad expenditure growth in the world during this time period. Fast moving consumer goods, automobile and e-commerce are the most advertised industries in India (Advertising industry in India-Statistics & Facts, 2016)

Rukhaiyar A (2016) quoted in his article that Bonanza Portfolio reported in a note issued on 8th January 2015, said that the FMCG industry has become more competitive “with the launch of Patanjali products” and that Patanjali “is set to eat the market share of some of the FMCG majors present in oral care, hair care and OTC (over the counter) products with its economical pricing across its brand portfolio”. Further he quoted that “IIFL states that Patanjali’s highest impact will be on Colgate, since it has gained substantial traction in oral care; next most affected is Dabur, due to multiple category overlaps”.

Money Control Bureau (2016) reported that according to Credit Suisse, Patanjali has gained significant traction in the toothpaste category with “fairly limited distribution.” Industry data indicates that the brand has a 4-5 percent market share, despite having fairly limited distributions. An entry of Pantanjali compelled all oral care manufacturers to go for innovative techniques for marketing and advertisements mainly due to rising competition

among the manufacturers to expand and intact their market share. Global financial major Credit Suisse downgraded Colgate-Palmolive India to 'neutral' due to the traction that Patanjali is generating in the dental care segment. A Credit Suisse report said: "Colgate's volume growth has seen a significant drop in FY16, which is divergent from peers who are seeing steady volume growth. According to Shambhavi A (2017) Patanjali, the third largest TV advertiser in 2016, according to Broadcast Audience Research Council of India (BARC India), has ramped up TV advertising by 34 percent in the first 23 weeks of 2017 against a year ago. In the first 23 weeks of 2017 (till June 9) the total ad insertions - number of times a TV commercial is telecast on different channels across the country- by Patanjali were 5,72,383 against 4,25,727 in the same period in 2016, showed BARC data.

Advertising Industry in India-Statistics & Facts (2016) reported that traditional mediums, such as television and print, are still popular amongst advertisers in India. In 2015, print had the highest advertising revenue in India, while TV's revenue figures closed the year shortly behind. TV and print were by far the strongest advertising media in India, as each medium is expected to account for about 37 percent of all advertising spending in India by 2017, taking the lead as the two most important mediums for advertisers in the country. Newspaper advertising spending in India is forecast to add up to an estimate of 3.25 billion U.S. dollars in 2016. Physical out-of-home advertising is also an important platform in the Indian ad market. The medium is projected to maintain revenue of 24.5 billion U.S. dollars up until 2020. While physical out-of-home advertising is expected to remain the same in the coming years, digital out-of-home advertising in the country is forecast to consistently grow, with projections to grow from about 10 billion U.S. dollars in 2015 to 18.5 billion U.S. dollars by 2020. Spending on internet advertising has been consistently rising in India since 2006, when only 39 million U.S. dollars were spent on internet advertising. Internet advertising spending in India is estimated to pass the 700 million U.S. dollars mark for the first time in 2016. Despite this aggressive growth, internet's share of the total ad market in India is rather timid; the medium is projected to hold about 14 percent of ad market share in the country by 2017. Search advertising is the most popular ad format in India, accounting for about 30 percent of the total digital ad spending in India as of 2015. Social, display, video and mobile held from 16 to 18 percent of the market share each in that particular year.

1.2 The Research Problem

Professional management is the essence for improving overall efficiency and effectiveness in every business, which makes business organization sustainable in the changing political and economic environment. Companies have experienced grave problems of understanding consumer engagement with media and of media mix planning, specifically in accordance with their advertisements objectives. On the other hand, media planning initiatives taken without understanding consumer engagement with media may waste the advertisements budgets.

Consumer engagement with various media plays a vital role in advertising effectiveness and hence understanding consumer engagement leads to important information regarding the influence of medium on buying behaviour of oral care products. Consumer's media habits vary from one media to another. Their preferred time slot, time spent and utility of each medium is different. This is largely due to psychological behavior of consumers.

Advertising on various media have different composition. For example, advertising through TV combines sight and sound as compared to Radio which caters to sound appeal only. It is felt that management practices of designing and implementing media decisions should be well researched and rational to justify the impact on consumer behaviour. It has been felt that large gap remains regarding what have been accomplished and what is remaining. Therefore statement of the problem under the study that has been selected is "Consumer engagement with various media like TV, Radio, Newspaper, Magazines and Internet and the advertising effects of these media on five stages of consumer behaviour i.e. Awareness, Interest, Conviction, Purchase and Post Purchase" (with special reference to Oral Care products).

The questionnaire has been divided into two broad categories:

a. Media habits & Consumer Engagement with various Media.

b. Impact of advertisements on various stages of consumer behavior.

1.3 Theorization of the Problem

Prthvi & Dash (2013) TV advertising is usually projected as the most effective form of advertising, but this is now met with much skepticism. Also, in comparison to TV, the potential of other media such as radio, print and web, are not given due importance.

According to Sriram D & Pugalanthi S (2013**)** Toothpaste & Toothbrush Market are one of the most dynamic segments of the oral care market. The frequency of product launches in existing segments of the market and genesis of new product segments contributes to continuous evolution of the toothpaste & toothbrush market. Oral care market offers huge potential as penetration and per capita consumption of oral care product is very low in India. They used Factor analysis to identify the important factors considered by the consumers for taking decision towards purchasing of Toothpaste and the study concluded that the Product Related factors like Colour, Ingredients, Brand name, taste, flavour etc, plays an important role in purchasing toothpaste. So the companies could analyze all these factors and find out the best suitable tools for promoting their toothpastes in India. Opeodu O & Gbadebo S (2017) assesses the extent to which some factors influenced the choice of toothpastes and toothbrushes among dental patients in a Nigerian teaching hospital. Several factors, such as cost, branding, packaging and family influence, had been implicated as influencing the choice of toothpastes and toothbrushes by individuals. Media advertisement is also considered a very strong factor influencing consumer's choice. About 51% of the participants choose their toothbrush based on dentist advice, which is contrary to previous studies. Sharda et al. (2010) reported that only 7 percent of the respondents in their study depended on a dentist's advice in choosing a toothbrush, while Kote et al., (2013) reported that 9.6 percent of their respondents will do so. The differences in the percentage of those that depend on advice by a dentist in choosing toothbrush in these studies could have been because this study is carried out among respondents attending an out-patient dental clinic in comparison to the other studies that were not done in a dental clinic setting. If this is the case, then there is a need for a greater effort from dental public health practitioners in order that more people in the public will be enlightened on oral hygiene measures.

A television commercial, ad or TV spot is a compact short-term visual used by advertising to convey their messages to an audience through the electronic medium known as television. There is a hugely popular advertising medium in India. To examine the effects of advertisements on consumer behavior for toothpaste Srivastava (2014) conducted a research in Lukhnow. This paper examines the role of advertisement towards purchasing behavior of five brands of toothpaste; they are Colgate, Pepsodent, Oral-B, Sensodyne and Babool. Data collections were made in respect of how people connected with their advertisements. For result, frequency and percentage were used and presented in tabular format. These results exposed that advertisements help in choosing any particular brand and fluctuate consumers buying behavior. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. The most preferred brand's ad is Colgate's and second preferred brand's ad is Pepsodent. Further, Oral-B's ad effects more consumers than Sensodyne. Babool's ad comes last.

Researchers in consumer behavior have been concerned about the factors considered while making purchase decision and a variety of concepts for the decision making construct. Purchasing a completely new brand often leads to take risk from consumers' point of view. The concept most often used by consumer researchers to define self-confidence, in terms of their awareness or perception of risk, involves the uncertainty and adverse consequences of buying a product or service (Park and Lessig, 1981). They also proposed that subjective knowledge provides a better understanding of consumers decision making processes. While making the final purchase decisions, consumers are categorized by risk avoiders and innovators, however positive attitude toward shopping can lead the consumers to the opposite directions (Donthu and Gilliland, 1996). Therefore, the branding factor cannot be ignored in analyzing the buying behavior as does Jacoby (1978) suggested that the brand image served as a channel for providing certain information to the customer. Zeithaml, Parasuraman and Berry (1985) highlighted that the brand image is an extrinsic attribute of the product. They also believed that the brand image has less impact compared to intrinsic attributes. Thus, the brand name and its influence on consumers' decision making behavior should be assessed. Shimul A & Kazi A (2012) tried to understand and explore the current structure, consumer trend and preferences for analyzing the key brand mix for toothbrush market in Bangladesh. As the researchers conducted the survey in four

diversified area, it has been found that the differences in consumer behavior that is shaped by several economic, demographic and psychographic factors. As the currently available brands of toothbrush in Bangladesh market are not focusing on differentiation, consumers are mostly making the purchase decision based on the product's availability and affordability. If companies can go for further segmented marketing and offer differentiation in term of both price and quality, there exists strong potential that companies will develop more brand loyal customers for sustainable business growth. Still, the findings of the study certainly have some limitations. Firstly, due to some limitations, the correlation analysis had not performed, and thus further research can be conducted to find out the psychographic variables and their impact on the consumer behavior in the toothbrush market. Nevertheless, this study creates a room for further research in those medium of advertisements: The study found out that the people of metropolitan area are more influenced by advertisements whereas urban, sub urban and rural people are more influenced by sellers' suggestions in their buying decisions. Most of the consumers are significantly influenced by the point-of-purchase advertisements. Interestingly, about 44% consumers pointed out advertisements as their source of information, but the observations of this study indicated the absence of advertisements of toothbrushes in TV, Radio, Newspapers and in other media. However, there might be some cross-media effects and overlaps from the advertisements in foreign TV channels, especially Indian TV channels, in our metropolitan area.

From the above literature review it is clear that many researches have been done on media engagement and media habits in general but it is not done by taking particular products. However, research also has been done on various factors affecting consumer behavior of oral care products like toothpaste and toothbrush but impact of media advertisements on consumer behavior with special reference to Oral Care category has not been done. Therefore to address this problem this research has been done. Consumer engagement with various media plays a vital role on advertising effectiveness, hence understanding consumer engagement leads to important information regarding the influence of medium on buying behaviour of an oral care product. Consumer's media habits vary from one media to another, their time slot, time spent and utility of each media is different.

Advertising on various media have different composition. For example advertising through TV media combines sight, sound as compared to radio with sound appeal only. This

research focuses on consumer engagement with various media like TV, Radio, Newspaper, Magazines and Internet and advertising effects of these media on 5 stages (Awareness, Interest, Conviction, Purchase and post purchase) of consumer behaviour of ORAL CARE products.

1.3.1 Understanding Engagement

Media Influence: Media influence is a marketing term that describes an individual's ability to affect other people's thinking in a society. The more influence a person has, the greater appeal that individual has to companies or other individuals who want to promote an idea or sell a product.

Media Habits : Media habits has been defined as media consumption or media diet which is the sum of information and entertainment media taken in by an individual or group. It includes activities such as interacting with new media, reading books and magazines, watching television and films and listening to the radio.

In spite of the complex subject, there is a broad consensus that there are three types of engagement that work together to create, maintain or improve the overall level of engagement between a consumer and a particular brand.

Media engagement: This is defined as the extent to which someone is involved with the media they consume. In this research, consumer engagement with media is found out by identifying the media habits of five different media i.e. TV, Radio, Newspapers, Magazines and the Internet. Involvement with media is found out by identifying time spent on a particular medium in a day, preferred time for that medium, preferred language and utility of particular medium like news/entertainment/business/watching advertisements etc.

1.3.2 Consumer Behaviour

Marketers had long back noted that consumer did not always act or react as marketing theories would suggest. Consumer behaviour emerged as a stream of management which dealt with the way a consumer goes about making a decision to purchase various products. A selection of an action from two or more alternative choices is termed as a decision. "Consumer purchase decision", involves decisions to purchase goods from the available alternative choices. The various available options to the consumer can be classified into

five main types of decisions- what to buy, how much to buy, where to buy, when to buy and how to buy. The people, who impact the buying decisions, may be classified as the initiator, influencer, decider, buyer and user. The size of the consumer market in USA economy is vast and constantly expanding with 27 million dollars a year being spent on goods and services by millions of people. Consumer preferences are changing and becoming highly diversified. The needs of the consumer, which have to be fulfilled, the existing alternatives of the product and brand choices they have and the post buying behaviour of the consumers need to be studied for developing an effective marketing strategy.

1.3.3 Oral Care

Oral health is now recognized as equally important in relation to general health. The oral cavity is the ‘mirror’ of general health. Various factors like nutritional status, tobacco smoking, alcohol, hygiene, stress etc. are linked to a wide range of oral diseases forming the fundamental basis of the common risk factor approach (WHO, 2000) to prevent the oral diseases. Among these, oral hygiene is the most significant factor, when it comes to prevention of oral diseases and preservation of oral health. The best way of maintaining good oral hygiene for good health of oral tissues is by "Plaque Control".

Plaque is a main factor responsible for dental and gingival diseases. Tooth brush and tooth paste are most widely used as oral hygiene aids. Apart from these two, there are other oral hygiene aids, which are used by people either by advice of a dentist or voluntarily. Factors like education, income, information from media (advertisements) and personal choices like taste/flavor, colour appearance have an effect on choice of oral hygiene products by people. Previous studies have shown that mass media, dental professionals and dental literature are the main sources of oral health information.

1.4 Conceptual Framework

Role of Media vehicles in Advertising

In advertising the term media refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet. Advertisers’ use

media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. While the media are valued for their informational and entertainment functions, they also provide an important business function as a vehicle for advertising.

Advertising obviously depends on both the quality of the product being advertised and the quality of the ad itself. But the third and equally important factor is the medium in which the ad appears. The medium itself is most often viewed as a vehicle that provides exposure, or "eyeballs," for an ad. Any consideration of the quality of the medium itself as something that might affect reactions to an ad, if considered at all, is typically based on subjective judgments of alternative, and otherwise comparable, media buys. Few studies have addressed the effect of advertising effects on sales. Little has been researched on capturing the impact of how the effects vary by creative medium or vehicle (Bhattacharya and Lodish, 1994). It is well researched that consumer have very definite ideas about the media and their advertising content and they hold different expectation about different media.
For example people are likely to seek information from print and entertainment form broadcast (Speck and Elliott, 1997). Television and print medium are used in different ways by the consumers: Television is a display medium with external pacing i.e. medium itself decide the time and speed of transferring information while print is search media with internal pacing, absolutely in control of consumer (Smit,1999). Besides this, people consider internet as a task performing medium rather than an advertising vehicle (Cho and Cheon, 2004) therefore internet ads are found to be most intrusive as compared with other ads.((Li. et al., 2002).

Internet as Medium

The Internet as a marketing medium offers many unique challenges to marketers. To assist marketers in their venture on-line, comparisons and contrasts to existing marketing theory have been used to build a conceptual understanding of the current state of the Internet and its implications for consumer transactions (Hoffman and Novak, 1996a; Hoffman, Novak and Chatterjee, 1995). To further understand the commercial possibilities of the Internet, several internet usage surveys have been conducted to document consumers' behavior online (the most notable being GVU, 1999 and the HERMES project by Gupta, 1995; Hoffman, Kalsbeek, and Novak, 1996). Yet, in terms of assessing the commercial effectiveness of the Internet and the value of Internet advertising, most research has

concentrated upon the company's rather than consumers' point of view (Berthon, Pitt, and Watson, 1996). As a result, many decisions regarding Internet advertising (IA) are being made with relatively little specific knowledge about consumers' attitudes toward IA and how the structure of these IA attitudes compare to the structure of attitudes toward advertising in traditional media. The aim of the current research is to examine consumers' perceptions and judgments of IA.

Consumers' attitudes toward advertising have been considered important to track because they likely influence consumers' exposure, attention, and reaction to individual ads (Alwitt and Prabhakar, 1992) through a variety of cognitive and affective processes (Lutz, 1985).

One fundamental difference between Internet and traditional advertising is the degree to which the consumer versus the company has control over advertising exposure. With traditional advertising, consumers play a relatively inactive role in exposure. Advertisements interrupt or intercept consumers' attention to other information (e.g., a television program, a radio show, or traffic signs). In essence, advertisements are "pushed" at them. With many forms of IA, however, the consumer has a great deal of control over advertising exposure. The company may request the consumers' attention (e.g., through banner ads on others' Web sites or through hyperlinks), but it is up to the consumer to seek additional commercial content. Consumers can select whether, when, and how much commercial content they wish to view. That is, consumers "pull" for electronic advertising content. Because IA exposure is largely under the consumer's volition, it is particularly important to understand the valence and structure of one important driver of advertising exposure: attitudes toward IA.

WHAT IS IA?

According to consumers, IA includes many forms of commercial content—from electronic advertisements that are similar to traditional advertisements (e.g., billboards, banner ads) to formats that are different from traditional advertisements, such as corporate Web sites (Ducoffe, 1996). Thus, it appears that there are idiosyncratic differences in consumers' perceptions of what constitutes IA such that any specific definition of IA is likely to be a bad fit for measuring IA perceptions. Because the goal of the present research is to assess consumer perceptions of IA, IA is described broadly as any form of commercial content available on the Internet that is designed by businesses to inform consumers about a product or service. Hence, IA can be delivered via any channel (e.g., video clip, print or

audio), in any form (e.g., an e-mail message or an interactive game), and provide information at any degree of depth (e.g., a corporate logo or an official Web site).

Media Habits /Media Consumption Patterns

The media habits has been defined as media consumption or media diet which is the sum of information and entertainment media taken in by an individual or group. It includes activities such as viz., interacting with new media; reading books and magazines; watching television and film, listening to radio and so on.

The access to media over the years has improved substantially and it is available 24 hours and 365 days. Media reach in today's scenario is not bound by time and place and are certainly looked upon as convenience as the factor. Most consumers today have access to different media at any given point of time. But the impact of media in advertising depends upon qualitative engagement of consumer in a particular media. More engaged a reader; more impact of print media ad is seen. Meaning of time allocation will mean viewership for television, listenership for Radio, Hits and eyeballs for internet. The purpose of media access takes temporal aspect which influences information processing during the exposure to the media vehicles. The most important aspect of developing effective communication programs understands the response process of the receiver in moving toward specific behaviour. A number of models depicts the stages of a consumer passes through before the actual purchase of a product.

Mass mediated messages are considered as equally important socializing agents as parents and schools in the lives of contemporary youth (Comstock, 1991; Strasburger and Wilson, 2002). Media contents and the contexts of media usage can and does influence youngsters' belief, attitudes, and behaviors (Roberts and Foehr, 2004). Previous research on media usage of children and adolescents found that the amount of time spent on various media correlated to social and demographic variables (Bower, 1985; Christenson and Roberts, 1998; Comstock, 1991; Comstock and Scharrer, 1999). For example, boys spent more time on computers and video games. Television viewing increased until age 12 and leveled off while listening to music began at around 9 and increased throughout adolescence.

Young people make active choices of the media they use according to their personalities, socialization needs, and personal identification needs (Arnett, 1995). The uses and gratifications theory proposed by Blumler and Katz (1974) predicts that young people will select and use the media to best fulfill their individual needs. Now with the increasing penetration of Internet in Hong Kong, it's time to update the knowledge about how this new media may affect young people's allocation of time spent with various media, as well as how the Internet can be used to fulfill various communication needs.

Advertising Engagement

The effectiveness of an advertisement depends on the product being advertised and characteristics of the execution, such as the quality of the ad itself, the size of the ad and location within the medium (e.g. back cover, inner front cover). An additional factor, which has received substantial attention in the advertising community, is reader engagement with the media context itself. Many studies have shown that when consumers are highly 'engaged' with a media vehicle they can be more responsive to advertising (e.g. Aaker & Brown 1972; Feltham & Arnold 1994; Coulter 1998; Gallagher et al., 2001; DePelsmacker et al., 2002; Nicovich 2005; Bronner & Neijens 2006; Cunningham et al. 2006; Wang 2006). Others have called for additional research on how the surrounding context affects reactions to ads (Galpin & Gullen 2000; Baltas 2003, p. 512).

Clearly there are many different dimensions of consumer experience with media, and different media vehicles create different experiences for their readers and viewers. Calder et al. (2009) propose that different experiences are manifestations of the second-order construct they call engagement. There are many different ways of being engaged with a vehicle. For example, some media are engaging because they inform their consumers and give good advice. Other media help their consumers relax and escape from the pressures of daily life. Some media could do both. Engagement is a higher-level measurement of consumers' relationship with the surrounding media context than individual experience measures. Both are useful – experience measures provide a greater level of specificity, while engagement provides an overall measure.

We have shown that higher levels of advertising effectiveness, as indicated by actions taken, are associated with both individual readers who are more engaged and magazines that are more engaging. The former finding confirms those from other studies and adds evidence of the robustness of the effect. The latter extends our knowledge of context effects by showing that the relationship also holds at the vehicle level. A more engaging magazine – one with a higher overall average level of engagement – will have a higher overall level of advertising effectiveness than a less engaging one, on average. In other words, the engagement of the audience as a whole with the media vehicle is reflected in the effectiveness of an ad for the entire audience. Moreover, the magnitude of the effect of magazine- level engagement is comparable to the execution factors that currently determine the price of ad space including size, position and colour.

Consumer Behaviour Stages

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.

Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by Blackwell et al. (2006). According to him, the five stages of consumer

decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

In the next stage, consumer searches information related to desired product or service (Schiffman and Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009).

Once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives. Kotler and Keller (2005) consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Backhaus et al. (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2002) which will be discussed further in detail in the next chapters.

Finally, post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors Neal et al (2004) argues that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

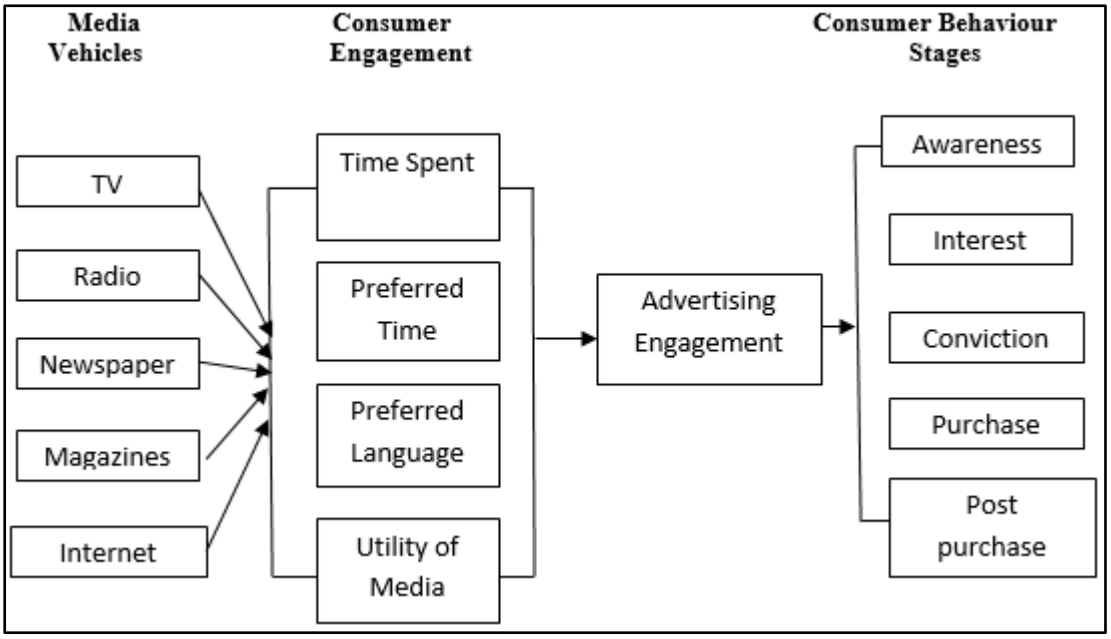


FIGURE 1.1: Conceptual Framework

Above Figure 1.1, depicts how consumer engages (Time Spent, Preferred Time, Utility etc.) with various media (TV, Radio, Newspapers, Magazines and Internet) and its effects on advertising engagement. It also depicts interrelationship of media engagement, advertisement engagement and various stages of consumer behaviour (Awareness, Interest, Conviction, Purchase and Post Purchase).

Section II

1.5 Rationale of the Study

When television, radio and press are no longer unique media consumed, it is hard for an advertiser to deliver the right message, to the right person at the right time. It is even more difficult to send across a message that is both engaging and memorable.

This research is undertaken in this perspective and to understand which media vehicles (TV, Radio, Newspapers, Magazines, Internet)consumers preferred most at various consumer buying stages for Oral Care Products i.e. Toothpaste, Toothbrush, Mouthwash in

the Gujarat market. This study tries to answer several recurring questions on media engagement, advertising effectiveness on various stages of consumer behaviour through various media.

The study attempts to find and ascertain a relationship to provide relevant clues in adding value to business processes in optimizing the selection of media for advertising of Oral Care products. This study, in addition to having an academic interest may be of interest to advertisers and advertising agencies to optimize advertising impact & noticeability. It can add valuable insights to the entire media planning strategy for achieving greater impact.

1.6 Scope of the Study

This study is made with special reference to Oral Care products in Gujarat. For this data has been collected from five major cities of Gujarat. An attempt is made to identify receptivity of different media. The level of attention of a target group determines the advertising effectiveness. In course of media selection, the basic determinants are quantative measures for each media like reach of television, circulation of newspapers and hits for internet. Media Planning is made to optimize numbers of the target group. To ensure the right placement of advertising messages, the target group is created on the basis of media vehicles programming and content.

An attempt is also made to identify qualitative aspects of different consuming groups with media option. The Advertising impact on different media depends on following factors:

1. The purpose for which the media is consumed determines the quality of engagement with the media.
2. Receptivity of media depends upon exposure time of the day. Media inherently has the quality of intrusiveness, which determines receptivity for advertising communication.
3. Quality of engagement with the media determines reach for exposure to advertisements by quantative measure by each media vehicles.

1.7 Objectives of the Study

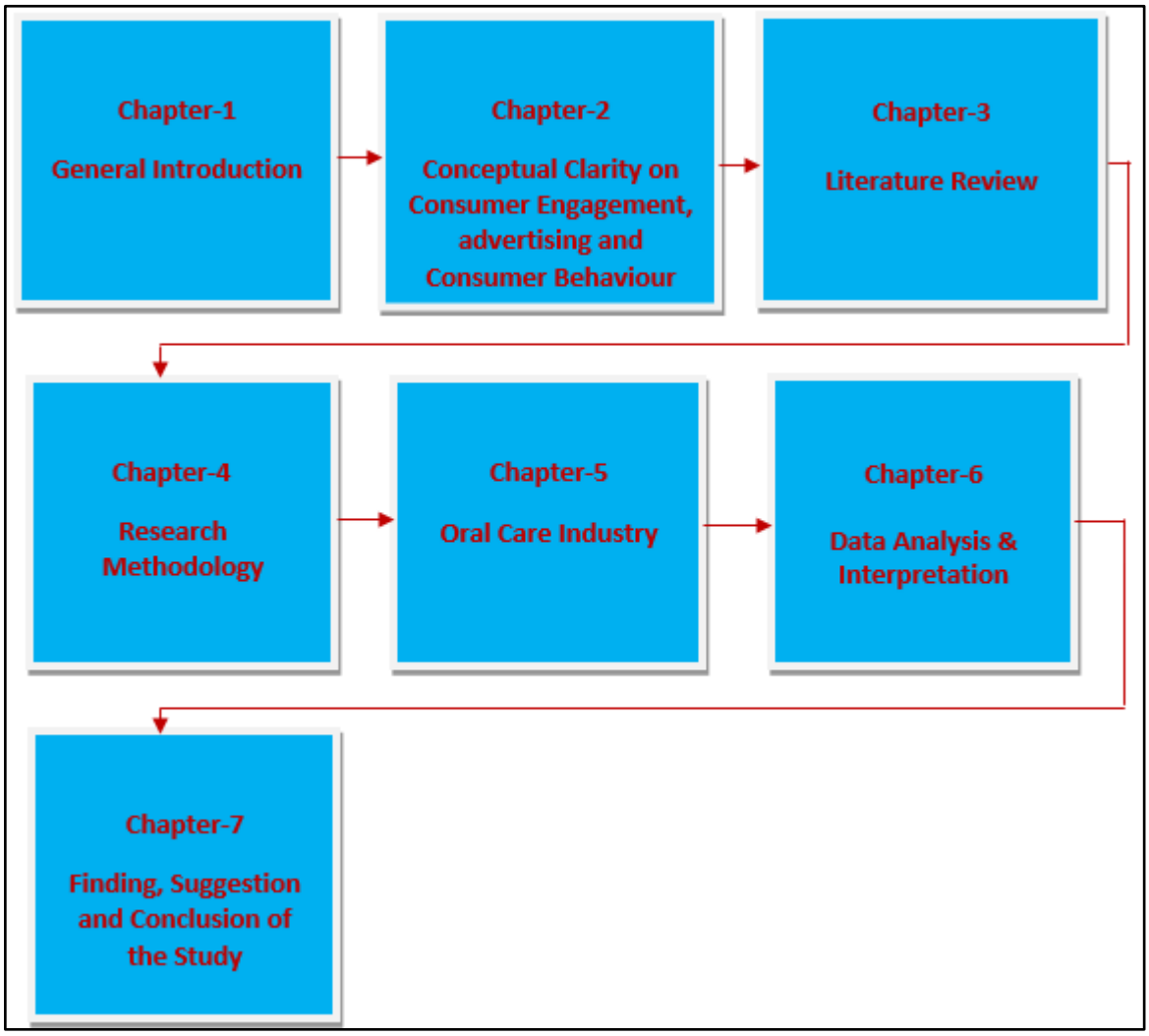
Overall aim of research

To understand the Consumer Behavior with respect to their Media Engagement & Expectations with reference to "ORAL CARE PRODUCTS i.e. Toothpaste, Toothbrush and Mouthwash."

This has been broken to following sub-objectives

- To explore the pattern of media usage habits of buyers of ORAL CARE Products i.e. Toothpaste, Toothbrush and Mouthwash.
- To identify the preference of medium in accordance with the utility of the medium.
- To understand the role of advertising through different mediums at the various Consumer Buying Stages for ORAL CARE Products i.e. Toothpaste, Toothbrush and Mouthwash etc.

1.9 Structure of Thesis



Chapter one provides the general introduction, objectives, theorization of the problem and scope of the study.

Chapter two provides an overview about the concept of consumer engagement with media, advertising and consumer behaviour. The chapter covers the different model of engagement, advertising and consumer behavior, which are related to the study of this research.

Chapter three introduces the review of literature covering Consumer engagement, media vehicles, and advertising and consumer behaviour. It also emphasizes on the link between consumer engagement with media, advertising engagement and consumer behaviour.

Chapter four explores the debate over empirical studies concerning the topic investigated, in order to find research variables and develop the research model. Accordingly, this chapter starts by presenting the conceptual framework developed, defining variables and justifies the research hypotheses. The chapter explains and discusses methodological issues required for conducting the research. It also covers different topics such as types of research paradigms and designs, the research methods selected, sampling procedures, the data analysis technique used and finally research plan for the primary data collection and its analysis.

Chapter five introduces some of the facts and figures about the oral care industry in India. This chapter also covers major products, players and marketing strategies of oral care industry.

Chapter six focuses on data analysis of the samples that are from five major cities Ahmedabad, Vadodara, Surat, Rajkot and Bhavnagar of Gujarat.

Chapter seven expresses the findings obtained from data analysis. Furthermore, this chapter also provides suggestion, conclusion of the study and contribution of the research as well as the direction for future research.

CHAPTER 2

Concepts - Consumer Engagement, Advertising & Consumer Behaviour

Introduction: This chapter is specially designed to enable conceptual clarity on effects of different media on consumers. An attempt has been made to know the role of different media and how they affect consumer behaviour. For this, the present chapter is divided into three sections. The first section highlights consumer engagement, types of engagement and various consumer engagement models. The second section explains the concept of advertising and different models of advertising. The third section highlights consumer behaviour theories and models. Marketing practices broadly covers up management, economics, psychology, sociology and other behavioral sciences. Here, an attempt has been made to know from the point of view of consumers, marketers and advertisers about various roles of different media. In this study, an attempt has been made to derive a relationship between various media vehicles with consumer media habits and its impact on advertising effectiveness on various stages of consumer behaviour for oral care products category.

Section I

2.1 Defining Consumer Engagement

Consumer Engagement was first discussed in 2003 and the MI4 Task Force was established in 2005. As of this writing, however, no formal metrics have been established. This has lead to the question; what is taking so long? Advertisers are seeking tools to improve ROI for improving consumer measurement of advertising's impact that is apparent at the time of the media buy.

"Fueled by the rise of interactive media and consumer –powered consumption, industry leaders and trade groups such as the ANA, ARF and AAAA have announced a steadfast need to adopt the notion of consumer engagement in the measurement mix".

"Engagement is turning on a prospect to a brand idea enhanced by the surrounding context" (ARF 2006).

"Engagement is related to attention, which is connected to the direction in which our conscious mind is being focused (Heath 2009).

Jonathan Carson, President and CEO, Buzz Metrics (Kalehoff, 2005) said that overall engagement is more than a search for accountability.

Organizations such as ARF, AAAA, and ANF recently explained the term engagement as "brand idea or media the consumer experiences which leaves a positive brand impression", (Barocci, 2006). As per their belief, advertising impacts consumers' brand ideas, which are influenced by their surrounding media environments and this imparts the likelihood of a measurable response.

Joseph T. Plummer, Chief Research Officer at the ARF who spoke at the September 2006 Consumer Engagement Convention on efforts being made to define engagement, states that "from a research standpoint, Engagement is monetary and driven by emotion. It happens inside the consumer, not inside the medium. All the measures which we have currently are media metrics: listenership, readership, click-through rates. He added that "it's turning a mental model of the industry on its head, compared with previous benchmarks like awareness and recall, which are more long-term and have a rational basis". This is another differentiator, in comparison to traditional metrics. It is also important to note is that the measures of awareness and recall are not media –based.

Understanding Engagement: In spite of the complex subject, there is a broad consensus that there are three types of engagement that work together to create, maintain or improve the overall level of engagement between a consumer and a particular brand:

Media engagement: This is defined as the extent to which someone is involved with the media they consume.

Advertising engagement: This is the extent to which someone is involved with the content of a specific advert or marketing communication.

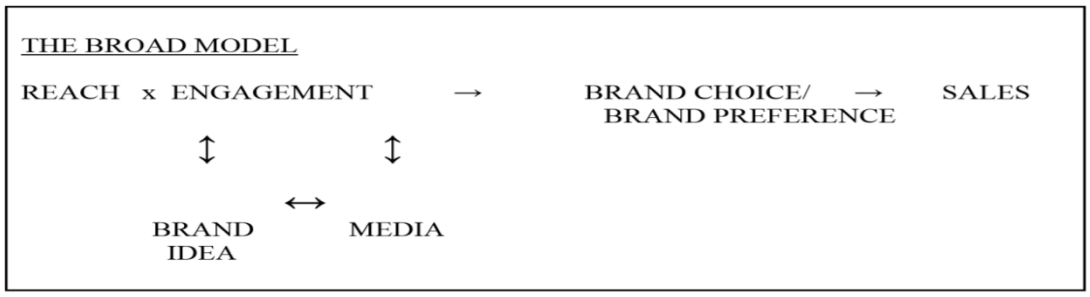
Brand engagement: This is a way of classifying a person's disposition towards a relationship with a given brand. Three elements of engagement work together. Consumer engagement with media effects advertising engagement, which further affects the overall consumer behaviour.

Summary: Consumer engagement (CE) is a social psychological process creating a psychological state that motivates a consumer to elicit relationship building consumer behaviours.

2.2 Models of Consumer Engagement

2.2.1 ARF Model

As shown in Figure 2.1 the medium utilized for the advertising message is what determines engagement, along with the brand idea/message.



Source: ARF, 2000 "The Research Authority"

FIGURE 2.1: What has the ARF learned?

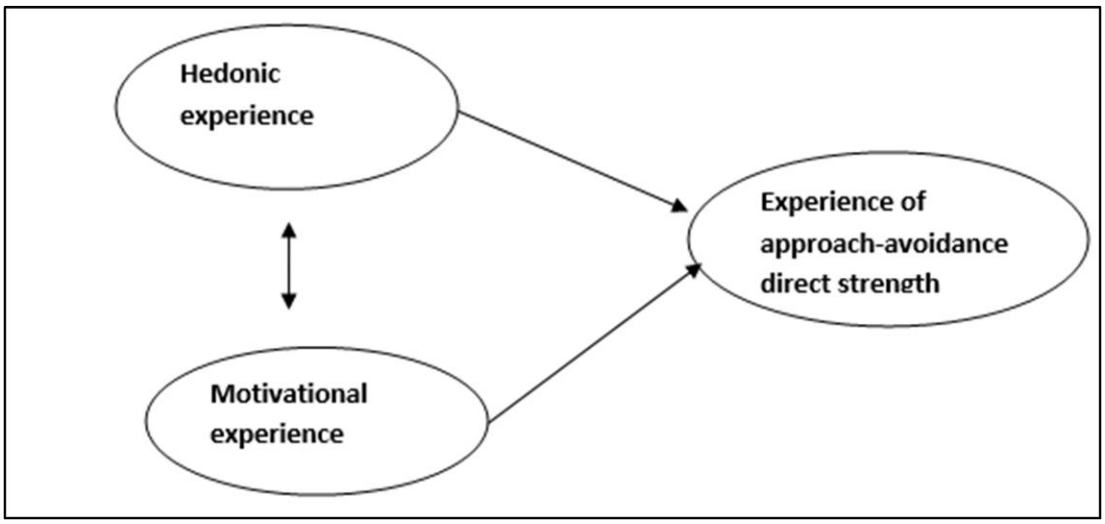
Various media like TV, Radio, Newspapers, Magazines and Internet used for advertising have different levels of consumer engagement. This engagement further creates a brand perception in the consumer mind. This brand perception affects the choices of brand, which leads to ultimate sales or purchase of products. As oral care products requires more awareness and information, media engagement is very important to influence consumer at various stages of consumer behaviour.

2.2.2 Engagement and Experiences

Though much work has been done on qualitative research on experiences, a useful framework about the relationship of engagement and experience was proposed by theoretical model by a Columbia University psychologist (Higgins 2006).

There is a long tradition in Psychology of conceptualizing experience as either approach toward something or avoidance of something. Feeling attracted toward something means experiencing something positively. Feeling repulsion from something means feeling to stay away from it. What we need to understand is the holistic experience of the approach or avoidance.

Figure 2.2 presents a model of the approach-avoidance experience. The Hedonic value associated with the object of the experience –what is desirable or undesirable about it and the pleasure/displeasure taken in it, is the one of the factors affecting experience.



Source: Adopted from Higgins 2005

FIGURE 2.2: Engagement as Motivational Experiences

This factor (call it liking) primarily affects the direction of the experience towards approach or avoidance. Engagement is the second factor affecting the experience. Thus it is different from the liking and engagement is only one of the two components of experience.

I may like the neighborhood daily paper, however not be especially drawn towards it. Alternately, I may be locked in with it, yet not specially like it. Engagement comes from the motivational part of the experience. As indicated by Higgins (2006), it is a second wellspring of experience that does not include the hedonic experience of joy or torment rather it includes the experience of a motivational power to make something happen (experienced as a power of fascination) or make something not happen (experienced as a power of repugnance). In spite of the fact that the hedonic experience and the motivational power encountered frequently are experienced comprehensively, theoretically they are unmistakable from each other.

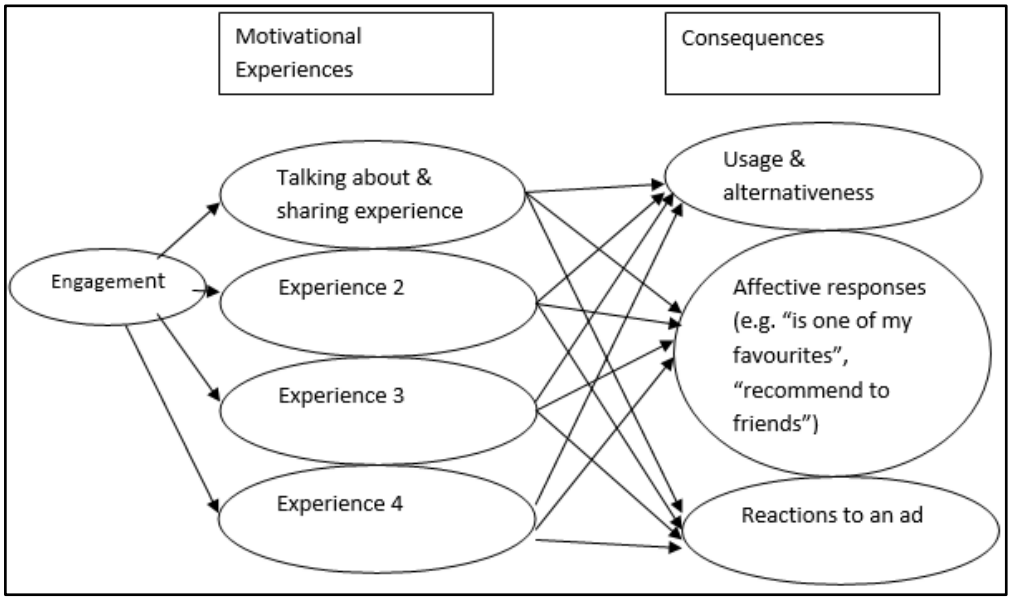
Media engagement is to be recognized enjoying, that is, the experience of the alluring or undesirable components of a specific magazines program or site. Conversely, engagement is about how the magazine or other media item is experienced motivationally as far as getting something going (or not happening) in the buyer's life. Note that the magazine experience we depicted before purchasers building social connections by discussing and offering what they read to others, is only this kind of experience. It is more about what the substance accomplishes for the purchaser than the customer preferences about it in essence. These contemplations lead us to view engagement as the total of the motivational encounters shoppers have with the media item.

Engagement with various media depends on the hedonic experiences with the media and motivational experiences with that media. Hedonic experiences are liking/disliking or pleasure/displeasure from the experience. But engagement with media is related to motivational experiences of the media. So both hedonic and motivational experiences of media leads to avoidance, that is rejection, or approach, that is acceptance attitude towards the brand and advertising in a particular media which further affects the overall consumer behaviour. If consumers are engaged with media vehicles and are having at least some strong motivational experiences (Entertainment, fun, model etc.), an ad potentially become part of something the consumer is trying to make happen in his or her life.

The individual encounters contribute pretty much to a general level of engagement. We hence examine engagement in the path in Figure 2.3 Separate motivational encounters underlie a general level of engagement. One of these may be the Talking About and Sharing background.

2.2.3 Engagement and Experiences

It is this general level of media engagement and its constitutive encounters that could influence reactions to a notice in the medium. Engagement and encounters might likewise influence things like utilization of the media item, yet this ought to be seen as an outcome or symptom.



Source: Higgins 2006

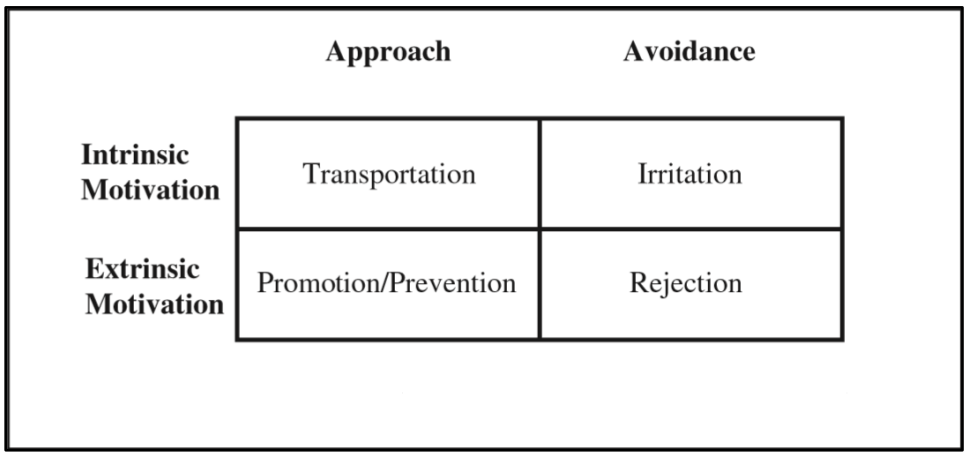
FIGURE 2.3: Analyses of Engagement and Experiences

Other than giving some applied clarity to considering engagement, this discourse additionally focuses on the motivation behind why media engagement may be important to advertising. Taking all things into account, it is presumably a smart thought to place promotions in media vehicles that buyers like (have a positive hedonic involvement with). On the other hand, there is a great deal more in question with engagement.

Therefore, different motivational experiences like entertainment, model etc., with various media vehicles affect the engagement with the media which may results into various consequences like usage of the media vehicles, responses to the ad etc. Altogether this affects consumer behaviour.

2.2.4 Identifying Experiences

The Model shown in Figure 2.4 is particularly significant on account of media. It is the experience of being consumed into a story or program and closing out this present reality. Specialists (Green and Brock 2000; Green, Strange, and Brock 2002) have defined this type of transportation as "a merged procedure, where every single mental framework and limits get to be centered around occasions happening in the account."



Source: Higgins 1997

FIGURE 2.4: Four types of Engagement Experiences

Methodology encounters where the objective is extraneous to the action are of two sorts. Higgins (1997) recognized Promotion encounters and Prevention encounters. The Promotion experience includes the quest for trusts and desires; the objective is to pick up or achieve something. The Prevention experience includes obligations or commitments, what one should do; the objective is to keep away from misfortunes. In our work on media encounters, we have concentrated on Promotion encounters. Counteractive action encounters are to some degree only an alternate way a few people approach an objective. The Talking About and Sharing background noted beforehand may be experienced more as a Prevention experience by some consumers (as in utilizing the media substance to make certain that one does not get left out of a discussion or seem uninformed). This refinement merits more consideration in future work. Wang, Jing and Angela (2006) exhibit that introduction to a commercial in connection with either a Promotion or a Prevention experience can differentially influence a given notice. Evasion encounters are of two sorts. At the point when the objective is outward to the action, we have the basic instance of Rejection. The individual needs to have something not happening as a result of the movement.

At the point, when the individual needs to maintain a strategic distance from the action itself, we allude to this as Irritation. The individual feels compelled to perform the movement and is irritated by this and antagonistic about it. Disturbance encounters are alleviated, yet not unimportant, on account of media use on the grounds that shoppers by and large practice decision around there. In both of these cases, the experience contributes contrarily to engagement, that is to say, to separation. To see the distinction in the middle

of Rejection and Irritation consider nearby TV news. A man who sees viewing the news as an exercise in futility on the grounds that the things it spreads are paltry is encountering Rejection. Most likely this individual once in a while watches the news or perspectives it by the way. A man who watches the news yet feels debilitated by the recurrence of negative stories is encountering Irritation. This classification of encounters gives a system of distinguishing the expansiveness of encounters that may underlie media engagement.

Approach experiences are of two kinds based on intrinsic and extrinsic motivation. When it is intrinsically motivated, it is known as transportation, wherein the consumer is in a state where he/she is fully involved in the story/content of the media which leads to media engagement. When it is extrinsically motivated, it is known as promotion/prevention experiences of the media. Promotion experiences are due to aspiration and hope for achieving something, whereas, prevention experiences are due to obligation or duties. Here the goals are to avoid losses. Exposure to an ad in context of promotion and prevention experiences can differentially affects the given ad which affects the consumer behaviour.

An avoidance experience is of two types. One is intrinsically motivated, known as irritation. Second is extrinsically motivated known as rejection experiences. When a person wants to avoid activity itself, it is irritation and when person wants not to have something because of the activity, it is rejection.

This classification of experiences provides the framework for identifying the breath of experiences that may underlie media engagement.

The Marketer and Advertiser needs to take proper care while selecting various media for advertisements. There should be congruence between the media vehicles and the content / type of advertisements as some sort of ads are generating more approach experiences on TV medium while others are good for print medium. Approach experiences lead to positive brand attitude, which positively affects consumer behaviour.

2.3 Media Planning

Media planning is very critical for both marketers and advertisers of any products or services. In the present research, the product category is oral care products like toothpaste, toothbrush and mouthwash which are low involvement products. Further, consumers are not much aware about the needs and proper fit according to their oral conditions. So, specifically for oral care products proper media planning and media vehicles selections are the key for the success of the company and brand for creating positive impact on consumer behaviour. In this study, basic framework of media planning like which media to select for oral care products, at what time advertisements should be placed are analysed by identifying consumers media habits and preferences of media vehicles of oral care products. Hence, in subsequent sections, details regarding media planning have been discussed in detail.

A definitive objective of promoting is to achieve the intended interest group with the publicizing message. So far we have talked about making the publicizing message. Presently let us examine about how to achieve the intended interest group. The significant choices that should be taken are: Which media to be utilized? Where to promote (geographic area)? At a point when to publicize (timing and booking)? How exceptional the introduction ought to be (recurrence)?

Media arranging is a 'behind the scene' portion of promoting. It assumes a fundamental part in consolidating the investigation of showcasing with the craft of promoting. A media organizer needs to get some answers concerning the accessibility of different media, the media rates, and their compasses furthermore breaking down the viability of the different media. At that point the media organizer needs to pick such media which would achieve the intended interest group viably - both effect and cost astute. Choosing the Media: From daily papers, magazines, radio, tv and movies to handouts, pamphlets, leaflets and blurbs to open air and travel media publicizing utilizes numerous way to achieve the intended interest group. All these media have diverse achieves, distinctive rates, distinctive attributes and they likewise contrast as far as notoriety.

Section II

2.4 Advertising definition

According to Cohen, advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser‘s objective, the delivery of consumer satisfaction and the development of social and economic welfare. (Cohen, 1988) From Cohen’s definition, it can be found that advertising satisfies 3 objectives; to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society. Advertising is seen in various ways. One encounters them mostly while watching television, reading magazines and newspapers, surfing the internet, and on the radio or even simply while walking down the street (Sharma and Sharma, 2009). Advertising has thus, a stimulating influence on the purchasing behaviour of the consumers. Advertising are most effective on products that have intrinsic qualities. These qualities are not known at the time of purchase and it takes one to discover this upon using the product. Also, when there is a substantial chance of differentiating a product, it best suits to advertise on that product. Again, when there is a strong emotional purchasing motive such as to protect health or enhance social position, it pays to advertise on such a product. These conditions make the demand for the product more inelastic. The more emotions consumer attach to a product, they more they tend to be insensitive to its price. This is of importance to firms as they can earn high sales in pricing their products (Borden, 1942).

Advertising is created for and targeted at the audience. Consequently the importance of audience reactions to advertisements has been studied at various intensities by researchers across the globe. Ewen (1992) refers advertising as that not only sells products and services, but also indirectly tells us ways to understand the world. Similarly, Goldman (1992) has opined that advertising is a major social and economic institution which strives to maintain cultural hegemony by providing us socially constructed ways of seeing and making sense of our world. “Advertising is a useful source of reflection on representation in consumer research because it is a succinct metaphor for the wider marketing industry” (Chris, 2003). Advertisers take the responsibility of communicating the commercial

messages and it is an important element in Integrated Marketing Communication (IMC) strategy. It supports the advertisers in various stages of the decision making process. The need is felt in all the stages of consumer decision making and advertisements fills the 'communication gap'. A planned communication process acts as a door opener in the decision making process in buying. Therefore, advertisers, admen and academic researchers give importance to test the communication and message strategies used in ads. Thomas (1996) studied the aspects of advertising and hype created by ads and highlighted the effects of it. Advertising can create awareness on products as well as brands. Brand awareness in customers a) creates the possibility of purchase b) helps them to see a brand in the store c) biases people in favour of the known brand. Advertisements can communicate unknown facts of the products and services and can suggest a better brand to the prospective customers. Aaker et al. (1997) suggested that the proficient advertising man must understand the psychology of advertising. One must learn that certain effects lead to certain reactions, and increase the results by avoiding mistakes. Weilbacher (1984) opined that advertising is a form of communication that provides useful and relevant information to the audience to act immediately or to use it at the time of purchase. He also states that advertising is a fraction of the incoming messages seeks to attract attention of the audiences and to convert the loyalty to products, services and institutions. Relevance of information is vital in approaching the audience and converting them to go for the products and services.

2.5 Advertising Models

Advertisers are continuously making an attempt to define models on how advertising works. They often try to pick meaningful objectives from these models (Bovee et al., 1995). Progressing from initial awareness up to the decision making of purchase, these models show several phases of communication.

2.5.1 AIDA Model

Introduction to AIDA Model of advertising

AIDA is an acronym that describes what happens when a consumer engages with an advertisement. The term and approach are attributed to American advertising and sales pioneer, E. St. Elmo Lewis. In marketing, grabbing the attention of potential customers or clients is imperative to gaining interest in the product. Once that interest is established, a

business must make potential customers or clients desire the product enough to take action, generally by purchasing the product. There's a particular way consumers react to a marketing message. Marketers can gain the attention of consumers by product samples, large visual signs and other sensory techniques. Once the marketer has the attention of the consumer, they must craft their interest through product demonstrations, information and ads. Companies must then build desire by focusing on creating a want for their specific brand, and lastly, consumer action through promotions, discounts and calling out of features or benefits. The AIDA model of advertising which stands for Attention, Interest, Desire, Action is perhaps the simplest formula you'll ever find anywhere, yet also the most powerful.

Attention: The first thing your ad copy needs to do is grab the viewer's attention. If you don't get the attention of your customer immediately, you've lost them for good. You achieve this with your ad commercial that has an appeal required for the brand to be promoted. There's no point in starting your ad with your logo and your name as no one cares. So your ad should immediately catch your viewer s attention and offer a clear benefit for seeing the rest of the ad. Many brands make use of highly popular celebrities in their ad commercial. In developing an advertising program, marketing managers should always start by identifying the targeted audience and its reasons to purchase a specific product or service.

Interest: Once you've got their attention, you need to create an interest in your product or service. We've gotten their attention« now we must focus on building their interest .Your interest section should also use emotions to address the fact that this purchase is a good bargain, the right step, a sound decision, etc. But in addition to that, we need to let the customer know what will happen if he/she doesn't buy our product or service. To create an interest Fanta designed an animated TVC which starts with the scene of a room where a girl is seen looking bored, idling her time. A boy enters with a bottle of "Fanta" in his hand. As they take sips from the bottle, the mood changes and they start jumping with joy. The camera zooms out of the window to another house where another girl and a boy are seen sharing Fanta and jumping around. The camera then zooms out further and pans around showing the entire city having fun. Everything is seen pulsating and jumping in sync as drops of Fanta spill and bounce around.

Desire: There's huge difference between being interested in something and desiring it. You need to convert your viewer's interest into a strong desire for what you're offering. A

television ad must create a strong motivation and generate a need for buying the product even if need is not there. This can happen only if the ad has used the correct appeal in the advertisement

Action: When a brand promotes its image through an ad advertisers should ensure they are able to convince their customers to make a final buy or be inquisitive to know more about the product/brand. How so ever attractive and customer focused an ad be ,if there is no strong positioning in the minds of the customer your brand will be lost among the lot and lot of efforts are then required to tell your audience how beneficial the product is for its target market. An ad will be an able to create a strong impact only if it is able to highlight the benefits its target market will get with using the product only then action towards a purchase will take place as people will always buy your product when they see the benefits attached with using it. A very good example that clearly demonstrates product usage benefit is that of Moov which is Backache Specialist and is Ideal for consumers with hectic lifestyles and are prone to recurring backaches. The specialized Ayurvedic 'Fast Pain Relief Formula' penetrates deep inside, produces warmth and helps you recover fast.

To make communication effects of advertising, the individual must process the elements in an intended manner. To produce action (purchase of the product or service) this communication effect must be connected to the brand. A variety of desired target behaviour on the part of the distributor and consumers are also included in this action. This behaviour can be in the form of sales inquiry or visit to retail outlet. It identifies the stages, which describe the processes a consumer go through to become a potential customer. The stages identified by this model are; Awareness; Interest; Desire and Action (Glowa, 2002).The model says that awareness will generate the attention of the consumer towards the product. This will lead to further arouse interest and may lead to the consumer's desire for the product. When the consumer reaches the stage of "desire formation" for the product; he or she is likely to take an action which the advertiser will see purchasing the product (Lavidge and Steiner, 1961).

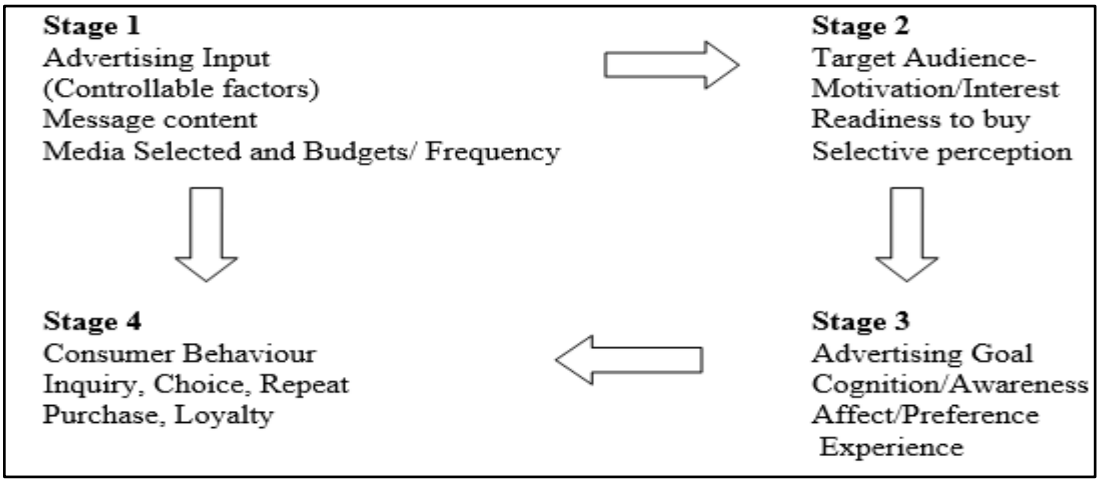
Modern communication methods are used by different advertisers to publicize advertising information differently and try to make consumers aware by getting their attention. To convince consumers about the benefit, they will get from a product and services and how that product can help solve their problems, the advertiser uses appealing information and images. Therefore, it is necessary for the information to spark the consumer's interest with

a concise, brief and accurate explanation of features and benefits of the products that are being promoted (Hansen, 1972).

It can be revealed from studies that consumers must know about product's existence, should be highly interested to pay attention to the product's features, and develop a strong desire to have benefits from the products offerings. Thus the individual's movement through the three stages of awareness, interest and desire leads to the fourth stage action. According to Bovee et al. (1995) consumers often go through "learn-feel-do sequence" i.e. these models are based on assumptions that people first learn something from advertising, then from feelings about the product in question. Finally, they take action (purchasing a product).With reference to the AIDA model; goal of advertising is to generate strong desire, which can trigger the audience to take the action. So the level of impact an advert may have on a consumer depends on the interest and desire created in the ad. This may or may not lead to an action (purchasing) of the product being advertised. In generating consumer interest, desire and action frequency of exposure can be a contributing factor.

2.5.2 Advertising Effectiveness Theoretical Framework

In the present study, the model shown in Figure 2.5 is used to explain the relationship between media selection, media habits of consumers, advertising effectiveness and its effects on various stages of consumer behaviour i.e. Awareness, Interest, Conviction, Purchase and Post Purchase for oral care products i.e. Toothpaste, Toothbrush and Mouthwash.



Source: RIT Printing Industry Center, adapted from Vakratsas and Ambler, JM, January, 1999

FIGURE 2.5: Advertising Effectiveness Theoretical Framework

Section III

2.6 Consumer Behaviour Definition

This section focuses on the consumer behaviour field of study and explains the origin of a consumer focus in marketing. Since the term "consumer" is used and quoted from all the sources consulted in this chapter, it is important to first define the term "consumer". Walters provides such a definition by stating that "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires."As will be noted from the definition above, referral is made to an individual. Therefore, one should first focus on human behaviour, since consumer behaviour, represents a subset of human behaviour. Human behaviour, therefore, “refers to the total process whereby the individual interacts with his environment”. Consumer behaviour represents specific types of human actions, namely those concerned with the purchase of products and services from marketing organizations. Consumer behaviour is defined as “The process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services" (Walters, 1974).

Belch & Belch (1998) provide a link between human behaviour and consumer behaviour, by stating that consumer behaviour has been defined as the study of human behaviour in a consumer role.

Schiffman & Kanuk (2008) define consumer behaviour as: "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." They elaborate on the definition by explaining that consumer behaviour is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviours that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

According to Schiffman & Kanuk (1997: 6-7), there are two types of consumers- personal and organisational consumers. Personal consumers purchase products and services for personal or household use or as a gift to someone else. Personal consumers, therefore, purchase for final consumption. Organisational consumers on the other hand purchase products and services to run an organisation, including profitable and non-profitable organisations, government organizations and institutions.

This chapter and this study is focused on the individual, personal consumer of oral care products i.e. Toothpaste, Toothbrush and Mouthwash, who purchases products or services for personal and family use.

In order to determine the factors, how consumers use the different media and understanding of how consumer's generally think and behave in a buying situation is very important. It is not simple to understand how the consumer behaves. Consumer may say one thing but do another (Engel et al., 1979). These issues have led to the development of several theories to understand the consumer purchasing decision process.

So marketers cannot observe the consumers' actual thought process. They only can apply various stimuli and observe the conduct of consumers. This type of hidden information is known as black box. Marketers study consumer behaviour in order to understand consumer behaviour (Futrell, 1999). As per many researchers, consumer behaviour is the study of individuals or groups and the mental, emotional and physical process they use to select, obtain, consume and dispose of products and services, to satisfy needs and wants and the impact these processes have on consumer and society (Krungman, 2013).

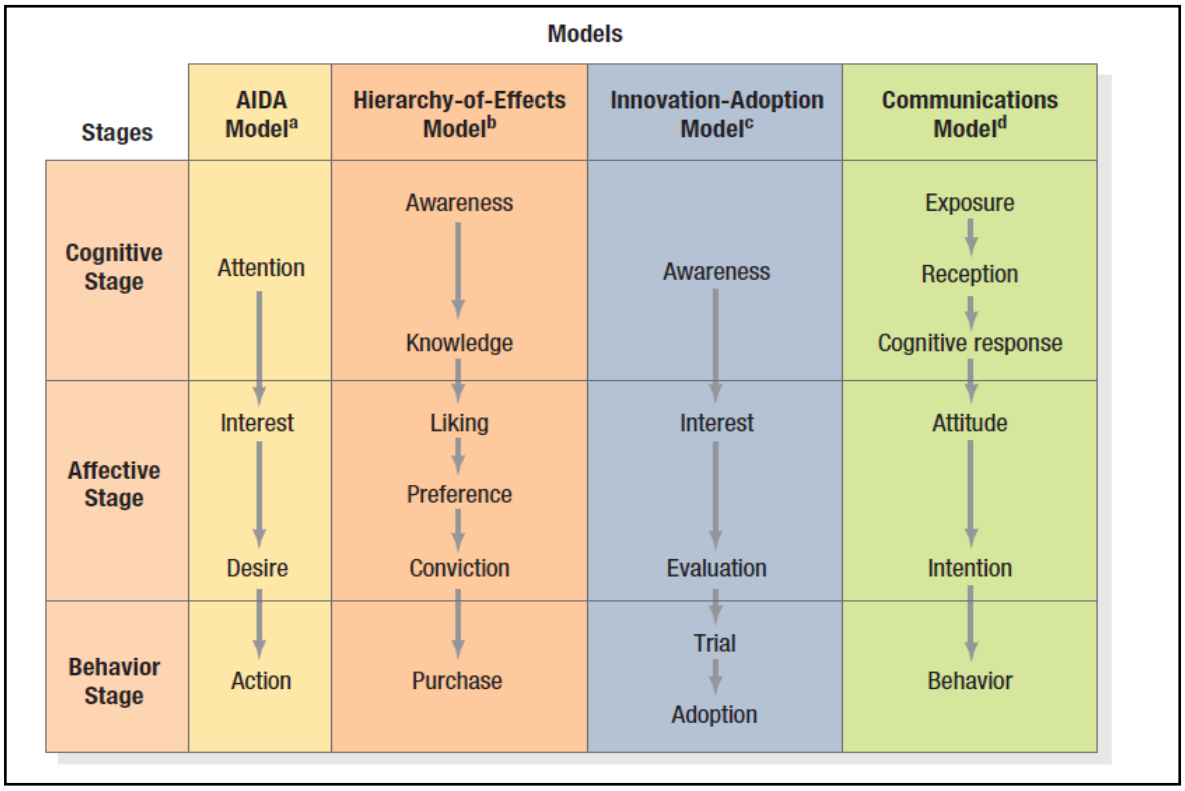
Consumer behaviour is explained by numerous models. Generally various stimuli, influential factors, decision making processes and outcomes are taken in these models.

2.7 Consumer Behaviour Models

The objectives of discussing various models of consumer behaviour are to attempt to indicate the evolution of thought patterns of different authors on the subject of consumer behaviour over the past years as well as to show the relevance and importance of models in the study of consumer behaviour.

In an effort to achieve the objectives stated above, a number of models of consumer behaviour are discussed. It is important to note is that the models discussed needs to include historic versions by the same authors, often attached in appendices, thereby attempting to show the change in thought patterns of authors as more research on the subject is conducted. The second, even more important, objective will be to indicate the relevance and importance of these models in current research and on the subject of consumer behaviour. This will be achieved by a detailed discussion on a more recent and relevant model to the present study. In the below discussion, the Micro model of consumer behaviour, Hierarchy of Effects model, Conceptual model of consumer decision making and Nicosia model of consumer behaviour are discussed.

2.7.1 Micro model of consumer responses



Source: Kotler and Keller 2007

FIGURE 2.6: Micro Model of Consumer Responses

The above Figure 2.6 summarizes four classic response hierarchy models (AIDA, Hierarchy-of-Effects, Innovation-Adoption, and Communications Models).

All these models assume that the buyer passes through; -Cognitive –Affective- and Behavior stages.

"Learn-feel-do" sequence is appropriate when audience has high involvement with a product and perceives high differentiation, as in purchasing house or car.

"Do-feel-learn" sequence is appropriate when audience has high involvement but perceives little or no differentiation, as in purchasing an airline ticket or personal computer.

"Learn-do-feel" sequence is appropriate when audience has low involvement and perceives little differentiation in product category, as in purchasing salt or batteries.

2.7.2 Hierarchy-of-effects models

The Hierarchy of Effects Model was created in 1961 by Robert J. Lavidge and Gary A. Steiner. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product.

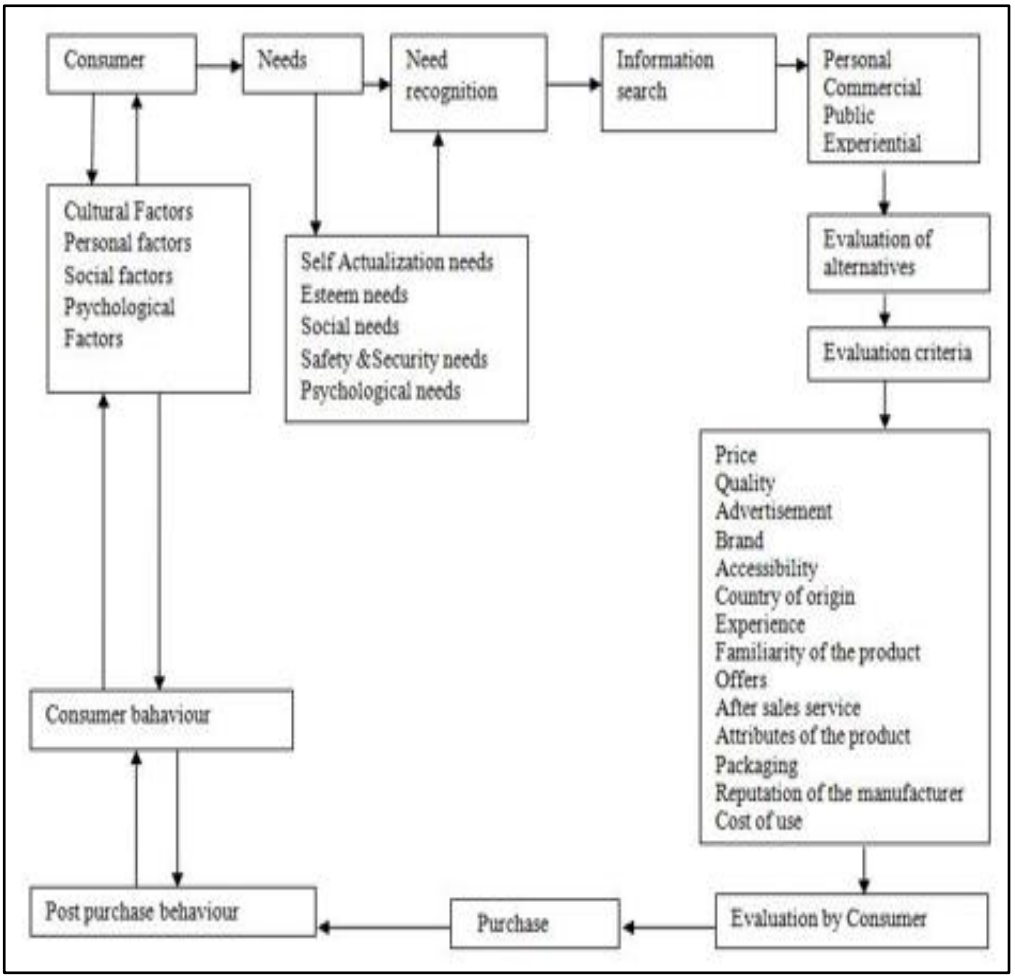
The model postulates six steps a buyer moves through when making a purchase:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

In this research, the Robert J. Lavidge and Gary A Steiner model is taken in a simplified form to measure the effects of media and ad engagement on various stages of consumer behaviour i.e. Awareness, Interest, Conviction, Purchase and Post purchase.

2.7.3 A Conceptual Model for Consumer Buying Decision Process & Consumer Behaviour

This model explains consumers buying decision process and consumer behaviour. The first step is to identify an unsatisfied need. After that information can be searched from different sources like personal, commercial, public and experiential sources. After completing the search process the consumer will get a lot of alternative choices and from that he will select the best one. The Consumers evaluate the available choices by using certain evaluation criteria. They are price, quality, advertisement, brand etc. After evaluation the actual purchase will take pace. At last the important stage is post purchase decision i.e. if the consumer is satisfied with the product, he will continue purchasing it otherwise he will shift to another product. Consumer buying decision process is a continuous process.



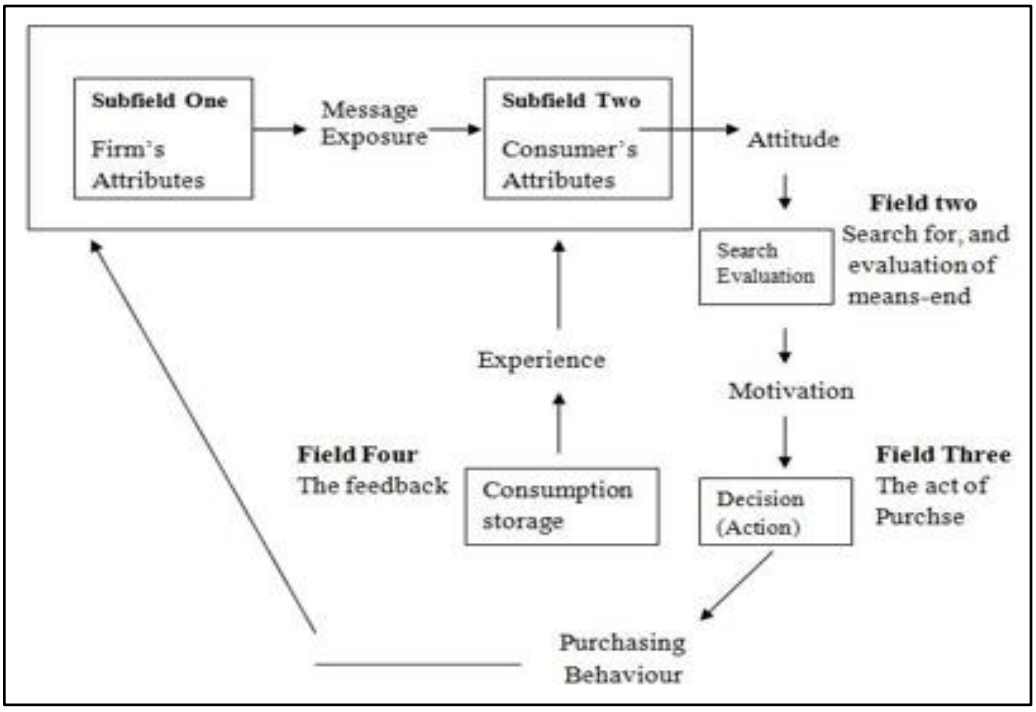
Source: Kotler and Keller, 2007

FIGURE 2.7: Consumer Behaviour Decision Model

In this study, the basic framework from the model shown in Figure 2.7 is used to analyse the effects of adverting through various medium at different stages of consumer buying process for oral care products. Hence, effects of TV, Radio, Newspaper, Magazines and Internet ads on Awareness, Interest, Conviction , Purchase and Post Purchase decision for oral care products has been found.

2.7.4 Nicosia Model of Consumer Behaviour

This model was developed in 1966, by Francesco Nicosia, an expert in consumer motivation and behaviour. The Nicosia model tries to explain buyer behaviour by establishing a link between the organization and its (prospective) consumer. The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a search for the product or an evaluation of the product attributes by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur.



Source: Nicosia F, Consumer decision process, 1966

FIGURE 2.8: Nicosia Consumer Behaviour Model

The Nicosia model groups the above activity explanation into four basic areas-fields. One has two sub areas–the consumers' attributes and firms attributes. Depending on the way message is received by the consumer, a certain attribute may develop. This newly developed attribute becomes the input for area two. The second area or area two is related to the search and evaluation, undertaken by the consumer, of the advertised product and also to verify if other alternatives are available. In case the above step results in a motivation to buy the product /service, it becomes the input for third area. The third area explains how the consumer actually buys the product. Area four is related to the uses of the purchased items. This fourth area can also be used as an output to receive feedback on sales results of the firm.

In the above Figure 2.8, consumer buying stages are broadly explained in four stages. In the first stage, firm's attribute like advertisements are there, in second stage search for and evaluation of means and end are shown. The Third stage is about actual purchase decision of the consumer and in fourth stage about feedback of consumers on post purchase actions like repeat buying, loyalty, advocacy has been explain.

In this study, the effects of media and advertising engagement on various stages of consumer behaviour have been studied for oral care products. Therefore consumer behaviour stages like Awareness, Interest, Conviction, Purchase and Post Purchase has been taken from this model.

This model is very useful to Marketer and advertiser of oral care products as it covers the effects of advertising on consumer attitudes and on search and evaluation of products. Positive attitude formation due to advertising message leads to purchase decision.

2.8 Managerial Implications

Marketers must have access to data concerning consumers, buying habits and which kinds of media they favour, in order to develop convincing communication programs. By deeply analyzing different consumer behaviour models, marketers can understand that consumer behaviour concepts influence the development of marketing communication strategies. By, using these models they can assess the information needed to identify and select target

markets. These models also help develop different marketing strategies like positioning, market segmentation and advertising strategies.

CHAPTER 3

Literature Review

Introduction: This chapter reviews the existing body of literature on the subject of this study. As such, work done so far can give clue to the researcher to identify the issues and research gap. For this, the first section of this chapter reviews literature with reference to their method used and method of analysis adopted. The first section also explores the basic issues in marketing media and consumer choices whereas the second section highlights issues of research and clarifies the research gap.

Section I

3.1 Literature Review

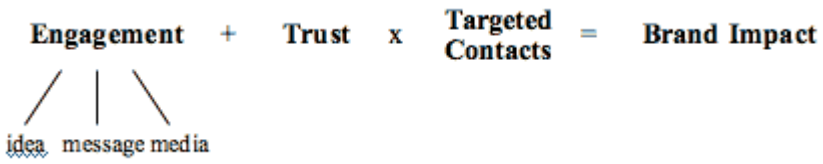
Consumer Engagement

Consumer Engagement was first discussed in 2003 and the MI4 Task Force was established in 2005. As of this writing, however, no formal metrics have been established. This has led to the question; what is taking so long? Advertisers are seeking tools to improve return on investment (ROI) - a system for improving consumer measurement of the impact of advertising that is apparent at the time of media buy. Engagement is being defined by various authors in different manners. Heath (2009) defines engagement as attention which is connected to the direction in which our conscious mind is being focused. In customer centric marketing approaches, the concept of engagement is a means of capturing customer experiences **(**Gambetti and Graffigna, 2010).These authors report evidence, on the basis of exploratory and systematic content analysis that (1) there are five contextual dimensions of engagement (Consumer, customer, brand, advertising, and media. However the only significant concept in their finding was consumer brand engagement.

Engagement has also been discussed in the advertising literature where it is suggested that it may be used as a proxy measure of the strength of a company's customer relationships based on the extent to which customers have formed both emotional and rational bonds with a brand. Engagement is therefore argued to include feelings of confidence, integrity, pride, and passion in a brand (McEwen, 2004). Clearly, then, engagement has an important place in contributing to an understanding of service performance and customer outcomes.

Lay & Bowden (2009) expands on McEwen's (2004) definition of engagement as relating to a combination of rational and emotional bonds, by investigating the mechanisms by which these bonds might potentially form for new versus repeat purchase customers of a specific service brand. They had preliminary attempted at addressing an issue that had significant implications for services marketing theory and practice. Engagement conceptualized as a psychological process models for management the way in which customer loyalty forms for new customers to a service brand as well as the mechanisms by which loyalty is maintained for repeat purchase customers of a service brand.

Engagement measures the extent to which a consumer has a meaningful brand experience when exposed to commercial advertising, sponsorship, television contact or other experience. Advertising Research Foundation (2006) defined Engagement as "turning on a prospect to a brand idea enhanced by the surrounding context". The ARF has also defined the function whereby engagement impacts a brand.



Source: ARF 2006

Engagement is complex because a variety of exposure and relationship factors affect it. Typically, engagement with a medium often differs from engagement with advertising, (Tehari et al., 2013). Related to this notion is the term 'program engagement', which is the extent to which consumers recall specific content after exposure to a program and advertising. Starting in 2006, U.S. broadcast networks began guaranteeing specific levels of program engagement to large corporate advertisers (Steinberg & Brian, 2006).The definition by Harvey (2006) conforms to the ARF"s working definition of engagement and

supports the contextual targeting, which is placing highly relevant advertisements adjacent to editorial contents to be visited by target consumers.

Schivinski, Christodoulides & Dabrowski (2016) tried to measure engagement with social media brand-related content rather than engagement with the brand per se. They also defined and measured 'engagement' as a behavioral construct rather than an affective/cognitive and behavioral one. This research draws on the consumer's online brand-related activities (COBRAs) framework, first introduced by Shao (2009) and later extended by Muntinga et al. (2011). The COBRA framework is an umbrella behavioral construct that encompasses consumer activities pertaining to brand-related content on social media. Considering the increasing role of branding and brand communication on social media, it is highly important for researchers and practitioners to have a measuring instrument that not only covers a vast range of social media brand-related activities but also differentiates different levels of media engagement from a consumer's point of view. In an exploratory study, Shao delimited boundaries to the level of consumer engagement with user-generated media and suggested that people engage with such media in three ways: by consuming, by participating, and by producing brand-related media. Muntinga et al. advanced the findings of Shao by investigating consumers' motivations for engaging in online brand-related activities and then validated the theoretical framework with 20 consumers using instant message interviews. Muntinga et al. also coined the term COBRA and suggested that the framework's dimensions be called 'consumption,' 'contribution,' and 'creation.'

Dessart, Veloutsou & Thomas (2016) advanced the conceptualisation and operationalisation of consumer engagement in the context of online brand communities (OBCs). They theoretically refined and operationalised engagement by espousing the duality of engagement with two engagement foci (brand and community) and seven sub dimensions of consumer engagement. Using qualitative data from consumers and experts, three survey data sets based on English and French samples and two pools of mirrored items (one for each engagement focus), the study developed and validated a dual-focus 22-item scale of consumer engagement that can be used to operationalise engagement with various consumer engagement objects. Specifically, the study addressed two objectives: first, to refine the conceptualisation of engagement by embracing different foci (Brodie et al., 2013; Dessart et al., 2015); second, to develop a multifocal scale that uses more than one engagement focus in a given context. By extending consumer engagement beyond the

usual brand focus (Gambetti & Graffigna, 2010) and including other consumers as engagement partners (Algesheimer et al., 2005), they significantly broadened the scope and the current conceptualisation and operationalisation of consumer engagement. To be more precise, in an effort to operationalize the behavioural aspect of engagement, this study elaborated on the notion that behavioural engagement is a level of energy, effort and time spend (Hollebeek et al., 2014) and clarified its exact nature through three dimensions (sharing, learning and endorsing).

Brodiee et al., (2011) explores the scope and nature of consumer engagement in online brand community environments. The findings reveal that the consumer engagement process comprises of a range of sub-processes reflecting the consumers' interactive experiences with online brand communities and value cocreation among community participants. Moreover, the consumer engagement process generates consumer loyalty, satisfaction, empowerment, connection, commitment and trust.

Literature on customer engagement has focused on its positive valence at the expense of its negative manifestations. Naumann, Bowden and Gabbott (2017) explored how positive, disengaged, and negative valences of engagement operate within the social service sector. They used focus groups to create a multidimensional model exploring how different customer engagement valences operate through affective, cognitive, and behavioral dimensions, and in relation to two objects- service community and service provider. This approach provides a new and expanded view of customer engagement and the process by which multiple valences of engagement manifest within a focal service relationship.

Calder and Malthouse (2007) in their study on media engagement and advertising effectiveness discussed about engagement in two perspectives. One perspective is engagement with the advertising medium. If the journalistic or entertainment content of a medium engages consumers, this engagement may affect reactions to the ad. In the past, the medium was thought of as being only a vehicle for the advertisement, a matter of buying time or space to place the ad to expose the audience to it—a matter of buying eyeballs. But this concept ignores the fact that the medium provides a context for the ad. If the media content engages consumers, this in turn can make the ad more effective.

Higgins (2006) gave another way of thinking about engagement is in terms of engagement with the advertised brand itself. According to them engagement is involvement. If a person

is engaged with a TV program, he or she is connected with it and relates with it. Engagement comes from experiencing something like a magazine or TV program in a certain way. So, to understand engagement, we need to be able to understand the experiences consumers have with media content. Experiences are inherently qualitative. That is, they are composed of the stuff of consciousness. They can be described in terms of the thoughts and feelings consumers have about what is happening when they are doing something.

Cummings M (2007) in his research on consumer engagement perspectives talks about an attempt to find out the definitions that have been developed regarding engagement and assess their core similarities, through a formal literature review. He also tried to contrast these definitions with other past and present theories on how advertising makes an impact. A survey was administered to a target sample of four advertising agencies and six printers in the Rochester, NY area regarding their opinions on consumer engagement. Research revealed that only half of the exploratory interview participants had heard of consumer engagement. The other half had either not heard of it, or were familiar with the concept in other terms. More advertising agencies were familiar with consumer engagement than the printers interviewed. In light of the similarities of consumer engagement to other constructs, printers were more likely to relate consumer engagement to relationship marketing, whereas, advertising agencies were likely to base their definition of consumer engagement on the goals of each of their clients' campaigns. Further, he also found out that marketing professional thought that consumer engagement would help media selection process.

Researchers have found that in the media-centered view of engagement, the audience is engaged by the medium. The media channel can be emphasized and there are systematic and measurable differences among media as to their potential to engage audiences in useful ways (Holmes et al., 2006). In the channel-based approach, engagement is an attribute of a medium. It is a supplement to, or replacement for frequency as a value multiplier in media planning metrics (Mandese, 2005).

Vivek et al. (2012) describes the scope of engagement can be best described based on the number of ways it can be classified. This classification may be based on the context being

referred to, such as with activities or events, in presence or absence of customers, online vs real-time, at organization premises or beyond that, engaging directly or through a third party, to name a few. Gambetti & Graffigna (2010) too, identified five main contextual dimensions to engagement: consumer, customer, brand, advertising and media. These classifications of engagement are nothing but contextual references to engagement. Thus we may say that the scope of engagement can best be described based on its contextual aspects, described here as the form of engagement being studied – student, employee, online, the geographical context – dependent on the geographical sphere of its study, and the focal object of engagement – online, mobile and traditional media advertising among others. Customer engagement puts customers at the core, the prime focus of this construct being value addition to customer requirements. Yet this engagement is not just limited to customers, but its scope is spread across to include various other forms, such as engagement with brand, media, advertising etc. in its ambit.

Crabtree (2005) aims at studying engagement by examining whether advertising recall, message involvement, message believability, attitude toward the message (AM) and attitude toward the advertisement increases due to higher engagement initiated by contextual relevance. What are the relationships among engagement, message involvement and message believability? This study particularly investigates the effects on advertising recall, message involvement and message believability between online advertisements that invite consumers to play a game, while they are playing an online game (engagement initiated by contextual relevance) and an online advertisement that does not invite consumers to play a game. For persuasion and branding, message involvement, message believability, AM, AAU are often the necessary conditions. Kumar (2007) found that 8 percent of respondents have low level of recall ability of advertisements whereas 82.5 percent of consumers have medium level of recall ability and 9.5 percent of respondents have high level of recall ability. It is hypothetically tested and proved that recall ability does have association between gender, age, television channels, programmes watched and timing of watching television. Further 76.2 percent are influenced to purchase due to brand awareness whereas 80.4 percent of the purchase made by the households were planned. This is supported by the influence of the brand awareness. Thus, it is hypothetically tested and proved that brand awareness has influence in purchase as well as planned purchase. Hence, advertisement influences product purchase. Advertisements create more brand awareness and it influences the consumers.

Acharyya (2016) studied about engagement parameters of TV viewing and its impact on brand recall of financial service brands. He concluded that television programmes which have higher exposure may have some exception and hence the engagement level of the viewers while watching a television programme could be a determining factor in the brand recall and retention of brand names shown during the advertisement break of those programmes. Careful analysis of the literature review indicated that the engagement level of viewers with television programmes could be a function of the consumer psyche i.e. his or her disposition towards advertisement in general, the interaction with the vehicle (tv programme) in terms of his loyalty towards watching the programme, the appointment viewing aspect of the viewer in watching the programme as well as the environment in which he/she is watching the programme.

"The average level of engagement with media vehicle increases the advertising effectiveness". Malthouse and Calder (2010) described the relationship between reader engagement with a media vehicle and the effectiveness of advertising placed in that vehicle. The authors contend that the focus at respondent level in earlier research ignores the fact that media buyers buy a vehicle to reach their target market, not individuals. The writers inferred that their discoveries broaden those from before exploration by demonstrating that the relationship between engagement of individual pursuers and publicizing adequacy is additionally valid at vehicle (magazine) level: 'the engagement of the gathering of people all in all with the media vehicle is reflected in the viability of a commercial for the whole group of onlookers'. The creators talk about the effect of their discoveries on media space valuing. They contend that it is in light of a legitimate concern for promoters, and media proprietors, to calculate engagement choice making.

Emerging literature in behavioural theory has provided supporting evidence that consumption for some product categories responds to promotion. TV advertising is indeed the most effective medium of advertising. With the advent of new technology, two or more media can be combined and this prospect offers great new avenues to be exploited.

Hasan and Sharma A (2011) revealed that 90 percent of urban women read newspapers for taking information, news and for entertainment. 65 percent of the respondents read magazines sometimes while 10 percent read it regularly. The study conducted by Roy et al. 2010 brought out that more than half of the respondents were found to view television regularly, 38 percent and 44 percent of the rural youth listened to All India Radio

programes regularly and occasionally respectively. Farm demonstration, extension materials (leaflets, posters) and farm journals were rarely consulted by rural youth.

In 1956 the Advertising Research Foundation (ARF) published a study of printed advertising rating methods which established that pass- along and out-of-home reading had 85 percent- 90 percent of the value of the primary or in-home reading. As early as 1962 a series of studies by the Home Testing Institute of the US showed that attention to programmes and commercial recall was greater among those viewers who considered the programme one of their favourites. Then in 1965, Ogilvy, Benson & Mather, in their experimental study of relative effectiveness of three television day parts, showed there was a difference in recall levels between television advertising in different parts of the day.

W.R. Simmons (1986) in his pilot study demonstrated advertising recall levels. The Impact of Editorial Environment on Brand Acceptance-A 13 magazine analysis study compared the effects of editorial environment on consumer reaction in magazine advertisements. By the end of the 1980s, there was a fairly broad understanding and acceptance of the key influences on quality of media. These could essentially be categorized under Attention effects and Clutter effects. They were issues common to virtually all media. Attention effect revolved around the level of attention consumers devote to media opportunity when a commercial is placed and the degree of their involvement with the media. Clutter effects are those where the impact or effectiveness of advertising was influenced by the amount of other commercial activity taking place around it within the given media opportunity.

During the 1990s investigations into media quality have continued. Some studies reiterated the work which had happened before but reflected the modern media context with its explosion of media opportunities and increasingly demanding customers. Others have focused on a weakness within nearly all of the earlier work.

Dijkstra, Buijtels and Fred (2005) explored the effects on consumer responses of single and multiple media campaigns consisting of television, print, and the internet. Multiple media in a campaign are expected to have synergy effects. The researchers examined whether a complementarily effect is present in multiple-media campaigns related to media differences in evoking cognitive, affective, and cognitive responses. Media contributes differentially to the route to persuasion and may complement each other in a marketing-communication campaign. The results show that TV only campaigns are superior in evoking cognitive responses. This superiority is probably due to the larger number of

senses stimulated as well as the forced exposure associated with television as a delivery medium. Affective and cognitive responses do not significantly differ between the single-medium campaigns. Vohra & Bhardwaj (2016) found that the TV generation, on the other hand, is more difficult to reach exclusively and selectively, because they do not clearly distinguish themselves in the use of television. This study points out that television is a mass medium that can be used to reach the general audience, not to reach one generation exclusively. Sadhasivam & Nithya (2015**)** studied the impact of TV advertising versus online advertising among consumers of India and found that both TV commercials and online advertisements have a positive impact on consumers. TV is ahead of online ads as they have few drawbacks like physical approach towards products and security concerns. Prithvi & Dash (2013) found TV advertising to be the most effective medium of advertising. The popularity of radio was especially among the youth. Print advertising on the other hand was perceived to be effective in changing attitudes. With the advent of new technology, two or more media can be combined and this prospect offers great new avenues to be exploited. They found that internet advertising was considered to be better than print and radio advertising in terms of informativeness, whereas in terms of attention print advertising was considered to be better than radio and internet advertising. Thus, all the media (radio, print, TV and web) influence purchase decision of low- priced products.

Characteristics of the internet as a marketing medium have been discussed by Novak and Hofmann (1996). Although news magazines are similar to their internet pendants in that they are both dominated by text and pictures, important differences with regard to advertising effectiveness obtain. These include (a) attitude towards advertisement, (b) complexity and (c) the carrier material.

Advertising effectiveness depends on users' receptiveness towards an ad and on their attitude towards advertising. For print advertisement Metha (2000) found out that respondents with more favorable attitudes towards advertising recalled a higher number of advertisements the day after exposure. Assuming that the overall attitude towards internet advertising is less favorable than print advertising, lower ad memory can be expected. The internet with its hierarchical structure is a more complex medium than print, being linear sequential. By clicking through websites and choosing hyperlinks, the internet user has more control about what he actually sees as compared to a more passive reader of a news magazine Bezjian- Avery, Calder, Iacobucci (1997). A print reader will more likely be exposed to an ad, even if it is only by skimming through a magazine. On the contrary, an

internet user directly clicks on an article of interest and will easily skip undesired information, resulting in less advertising exposure and thus less effective advertising. Moreover, a more active role on the internet requires deciding and thus concentration, whereas a printed magazine can be skimmed through without concentrating on navigation, allowing higher receptiveness.

While news magazines are printed on paper, content on the internet can only be read on screens. These results in one of the fundamental differences between print and internet: a screen will not be grasped and physically manipulated as in the case of a magazine. Printed text can be touched and magazine pages turned, whereas the screen impression is controlled at distance and indirectly, through clicking on mouse, keyboard, touchpad, tracker balls etc. Although laptop computers or personal digital assistants with touch screens would enable a more flexible use of the internet, the predominant access to the medium remains limited. Even touching a screen, consisting of glass or plastic, would result in a different sensual experience than touching paper. In addition, reading a printed magazine is linked with different odours and sounds than reading at a computer screen. While this difference might not necessarily result in a less intense experience of content consumption, and thus a worse advertising effectiveness in the internet, the combination of print and online advertising can be assumed to be more effective than only exposure to either of the two media (Numberger & Schwaiger, 2002).

Sundar et al. (1998) speculated that a computer screen "with its thick boxed boundaries, might limit readers' attention to the centre of the screen." This could lead to a reduced perception of ads placed at the border of the pages.

A study on the perception and key attributes considered by the readers while evaluating the vernacular newspapers in Ahmedabad (Gujarat, India) led to interesting results Parikh 2014). An attempt had been made to find out whether there was an association between the importance of attributes and the demographics of readers surveyed for leading vernacular dailies in Ahmedabad. The newspaper attributes which the readers consider while evaluating newspapers include - credibility of the source, speed with which news is covered, level at which the news (local, global, national) is covered, loyalty, brand name, quality, font size, colour, extra supplements, number of pages, number of advertisements, number of classifieds, innovations, events & promotions, price, availability of e-paper, word of mouth, price, free gifts and national presence of the newspaper. The results of this

study indicated that there is no association between the gender, age and occupation of the reader with the daily he/she reads.

A comparison between media generations and their advertising attitudes and avoidance, carried out across six countries and three generations revealed that the internet generation browses social media and internet on mobile phones more frequently than the two other generations (Vohra & Bhardwaj, 2016). Therefore advertisers, media planners and other practitioners who aim to reach the internet generation are advised to use social media and mobile phones. In this way, they are able to reach this specific generation, without unnecessarily reaching too many members of the other two generations.

Brand preferences existed in the carbonated beverage market and media efforts affected consumer preferences and their brand choice. This was discovered in a study on impact of media on consumer's brand preference with special reference to Coca-Cola (Michael, 2012). Out of eight different carbonated beverage brands, Coca-Cola topped the brand preference table in carbonated beverage industry. This study established that advertisement and taste are the major factors responsible for the success of Coca-Cola. It is evident that the brand has enjoyed a relatively prolonged life cycle. The study also showed that advertisement is the major source of awareness of Coca-Cola and Television is the most effective medium as cited by most of the respondents.

Singh (2012) found that 34 percent of the total costs of companies are spending on advertisements. Therefore advertisements are the back bone for industries- they act as a glue to retain their consumers and target prospective ones. Also the consumer's preferences and the attitudes change with the passage of time and age. Mediums of advertisements also play an important role in promoting products among masses. Advertisements play a pivotal role in changing the consumer's perception. While television is an important and effective medium used for communication with the consumers, internet has emerged one of the strongest medium that youngsters use to gather the information. Also celebrities affect the consumer perception and buying behavior, and they are one of the most remembered aspects of the advertisement. So, it was proved that direct relation between advertisements and the consumer buying behavior.

Consumer Behaviour

Consumer behaviour is the 'process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires' **(**George, Belch & Michael ,1998). Sometimes the purchases are long detailed processes that include extensive information search, comparisons and evaluation. Sometimes they are incidental and impulsive – a prominently displayed discount price or offers in a store that may result in impulsive purchase. Any successful marketer has to understand the patterns and craft his marketing messages accordingly**.**

Consumer involvement is the level of engagement and active processing the consumer undertakes in responding to market stimulus. High involvement products are those for which the buyer is willing to spend considerable time and effort in searching for his brand. Low involvement products are bought frequently and with minimum thought and effort because they are not of vital concern nor have they any great impact on the consumer's lifestyle.

Jisana (2014) in his research of "Consumer Behavior Models: An Overview", studied various consumer behavior models, like traditional models which include economical model, learning model, psychoanalytic model and sociological model of consumer behavior. Emphasis was laid on contemporary models of consumer behavior like Howard-Sheth Model, Engel-Kollat-Blackwell Model, Nicosia Model and Stimulus-Response Model. By deeply analyzing different consumer behaviour models, marketers can understand that consumer behaviour concepts and influence the development of marketing communication strategies. Using these models, marketers can assess information needed to identify and select target markets. These models also help forming different marketing strategies like positioning and market segmentation. It was found that marketers must have access to data concerning consumer buying habits and which kinds of media they favour, in order to develop convincing communication programs.

A study on the buying behavior of Indian consumers found that consumers undertake difficult buying behaviors when they are highly involved in a purchase and perceive significant differences among brands (Sama, 2014). Consumers are highly involved when the product is expensive, risky, purchased infrequently and highly self-expressive. Thus,

consumer will have to pass through a process of learning, first developing beliefs about the product, then attitudes and then making a thoughtful purchase choice.

A study on Rural Marketing of FMCG products by Kumar & Madhavi (2006) revealed that the most preferred brands of toothpaste, shampoo and toilet soap in rural areas were identified on the basis of gender interpretation. This study revealed that quality is the first factor that influences rural customers followed by price, colour and taste. Almost half of the respondents do not use shampoo because they are using conservative products only. No significant relationship between gender and the use of shampoo was found.

Advertising

Advertising is the best known and most widely discussed form of promotion because of persuasiveness – it can create brand images and instil preferences among consumers. Advertising can result in creating strong positioning of brands thereby creating loyal consumers. A number of models depict the stages a consumer passes through from being aware of a brand to actual purchase – The AIDA, Hierarchy of Effects model, Innovation Adoption model and Information Processing model. (Kotler, Keller, Koshy and Jha , 2007)

The impact of advertising messages on high involvement and low involvement purchase decisions has been of research interest since the 1980s. Radder & Huang's (2008) study on high involvement (sportswear clothing brands) and low involvement products (coffee brands) found a high brand awareness of the high involvement product brands among respondents. Advertising was found to be effective in creating awareness about the high involvement product brands, and of little consequence for the low involvement product brands.

Advertising is an important area for economists to research into. An early reflection was given by Alfred Marshall (1890). In his works, 'Principles of Economics' and 'Industry and Trade', he marks out two roles played by advertising- it might be useful in providing information to consumers to satisfy their wants(termed as a constructive role). The second role, called a combative role played by advertising, may provide less information to consumers, leading them to shift among products. Marshall gave an insight to the role of advertising but less can be said of its fusion to microeconomics. Advertising when informative makes consumers responsive to price changes and thus increases the demand

elasticity for the product but a persuasive ad will create brand loyalty, making demand for a good inelastic (Bagwell, 2011).

Mehta (2000) in his research about 'Advertising attitudes and Advertising Effectiveness', indicated that execution and media factors significantly influence advertising performance. Besides this, the other factor which is important in deciding advertising effectiveness is attitude towards advertising in general. Results show that those who felt advertising was not manipulative and was a good way to learn about product were more involved with the advertisements. On the other hand those who said they are irritated by commercial breaks during television program and thought that products don't perform well as advertisement claims were generally also involved with print advertisement. Because print advertising is absolutely in control of the reader, if the reader has freedom to decide how much time to spend on a particular advertisement and if he/she doesn't find advertisement interesting, he may turn the page. This research reminds us that for the advertisement to be effective, it should be something people should like looking at, believe it and find utility with keeping themselves updated about the product or service. Advertising that is entertaining, informative and truthful promotes consumer to like the advertisement in general and believe in it. According to the author print ad performance is influenced by attitude of the author towards advertising.

Pongiannan & Chinnasamy (2014) conducted a study on customer responsiveness for FMCG products carried out in Coimbatore District of Tamil Nadu, India, proved that reachability, understandability and viability of the FMCG advertisements have significant influence in creating responsiveness among the consumers. Further, the quality of FMCG advertisements should be enhanced in terms of its message content, attracting the attention level of the audience, high level of creativity and frequent changes or updation of presentation style of the advertisements.

A similar study on effects of advertising on consumer buying behavior for consumer products, carried out in Bangalore proved that advertising satisfies the needs of the firm as well as the wishes of consumers. Its role can never be replaced by any other means in this dynamic world of ours. It is therefore a must for firms to strategize and know when and where they should advertise to gain maximum returns (Ampofo, 2014).

Rajashekhar & Makesh (2013) studied the impact of advertising on brand preference of high involvement products found that the effectiveness of advertising appeals in increasing

brand affect, brand trust, brand identification, attitudinal brand loyalty and behavioural brand loyalty as a function of involvement with the product, rather than on its rationality or emotional content.

Rai (2013) in his conceptual study focused on examining the influence of advertising on consumer buying behaviors and determining the influence of advertising on attitude formation of consumers. It was found that advertisement has influence on the behavior and attitude formation of consumers not only in India but worldwide. The consumers of durable products have their motivational sources in advertisements. The study revealed that advertisements motivate consumers to materialize the purchase. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

Advertising and sales promotion together with the image of a company influence the consumer buying decision. The quality and price of a product also influences a consumer's purchase of a good. This has been proved in a study conducted on advertising and consumer buying behaviour with special reference to Nestle Limited, India. (Dr. Naveen Kumar et al., 2011)

Ehrenberg ASC (1992) proposing an alternative to the hierarchy of effects models, proposed that advertising can first arouse awareness and interest, nudge some customers towards a doubting first trial purchase and then provide some reassurance and reinforcement after that first purchase. In agreement with the line of thought, Jobber argues that ATR model is a major alternative to the hierarchical model of advertising. This ATR model is represents awareness, trial and reinforcement is termed as weak theory of advertising by jobber. Pindyck and Rubinfield (1995) stated that advertising increases output, but increased output in turn increases production cost and this must be taken into consideration when comparing the cost vs benefit of extra money for advertisement. The correct decision is to increase advertising until the marginal revenue from additional money from advertisement is just equal to the full marginal cost of that advertisement. That full marginal cost is the sum of the money spent directly on the advertisement and the marginal production cost that results from the increased sales that advertisement brings about. Thus the firm should advertise when MR A=MC A.

Different kinds of advertising such as targeted, informative and indirect comparison ads are used in order to augment the demand for products or to encourage customers to switch brands. Acharyya and Mukherjee (2003) apart from the tremendous social and psychological impact of these advertisements, economists talk about two primary effects that motivate firms to incur such large expenditures on advertisements: the demand-augmenting effect and the strategic effect.

The demand-augmenting effect works in two ways. First, it draws new customers who were unaware about the product into the market. Second, for goods whose quality or characteristics cannot be observed by consumers before purchase - such as canned food or fruit juice, bottled drinks, cars, computers, refrigerators and the like - advertisements help in judging the quality of the products. They accordingly influence consumers' purchase decision and more importantly, their marginal willingness to pay for the advertised brand. Of course, for this effect to be of any significance to the producer, consumers must believe that advertisements reveal the true quality and characteristics of the product. In targeted ads, the focus is narrowed down to a particular group of consumers and to a few attributes of the advertised brand. While expenditure on such ads thus can be kept within limits, their scope of generating the demand augmenting effect is limited too. Of course, the content of targeted advertisements depends much on the target group. For example, if the target group is inexperienced and new customers, then such ads will have more persuasive than informative content. Most television ads, which seem to be more appealing to the consumers surveyed than non-television ads, have been informative in nature, projecting predominantly the quality and characteristics of the advertised brand. But consumers attach less value to the quality content of informative ads and rely more on suggestions and value judgments of sellers and old customers. Indirect comparison ads still constitute a very small percentage of all advertisements and seem to have little practical value to consumers. The impact of such ads on consumers' purchase decisions and on net sales of firms is not very strong. In the case of non-durables, brand loyalty is the order of the day for most of the households surveyed.

Bishnoi and Sharma (2009) in their study aimed to find out the background of consumer and TV advertising influences on buying behavior. Teenagers from both the genders from urban and rural households were used for the study. The results concluded that rural teenagers preferred advertisements more than their urban

counterparts. The urban teenagers watched advertisements of the products they believed were useful and good. Advertisements influence on male purchase behavior was found to be more than females. Kumar and Raju (2013) investigated the role of advertising in influencing attitudinal behaviour of both male and female consumers and the influence of advertising between male and female customers. They concluded that the buyers sought the product or brand that yielded greater satisfaction and they also might become more responsive to different brand advertisements while seeking information.

The Nielsen Global Online Consumer Survey (2009) showed that consumer trust in advertising had risen since the previous survey conducted in 2007. Consumers continue to trust the opinions of other consumers (either people they know or consumer opinions posted online) more than paid advertising, including online, outdoor, print, radio, TV and theatrical channels. Branded websites are the most trusted advertiser-produced medium, tied with consumer opinions online, while two traditional media TV and newspaper were the most trusted paid media. In addition to trust, consumer perceptions on the value of advertising are generally positive. Approximately 80 percent consumers globally acknowledged the value of advertising in funding art exhibitions, cultural and sporting events and helping companies succeed and create jobs. A lower share of consumers (67 percent) recognized the value of advertising in the basic media model of underwriting low cost and free content. Perceptions on the value delivered by advertising vary across regions, with western European consumers being the most skeptical and Latin American consumers viewing the value of advertising more favourably. Though a rising segment of consumers, specifically teenagers, seems more engaged with online video ads than TV ads, overall consumers in the survey perceive television ads to be more effective than online video ads at communicating humorous, emotionally touching and informative messages. Variations in consumer trust across markets, demographics and media have implications in the best way to engage consumers in a fragmented media world. What's more, understanding the value that consumers see in advertising and the levels of engagement they feel can help marketers to best appeal to the marketing interests of their audience.

The effectiveness of an advertisement placed in the internet can be easily measured. By simply incorporating an introductory discount coupon, the responses of the browsers can be measured even immediately after placing the advertisement. This helps the marketers to reformulate their advertising strategies in tune with market expectations Samudhrarajakumar C. & Madhavi C, 2000). The principles to be adopted for web designing are easy navigability, sequence, harmony and composition. The advantage in Internet advertising is the provision to employ graphics with the help of Graphic User Interface (GUI). The study, however, reveals that too much of graphics in a web page will produce negative results.

Oral Care

Ken Research in June 2016 at Gurgaon found that India's oral hygiene market is one of the most dynamic, fastest growing and competitive sector of the FMCG industry. However, the scenario has not been the same since its evolution. Over the time, it has changed from a static to dynamic, less competitive to more competitive, traditional to more organize and advanced one.

Earlier, the oral hygiene market was confined to the production of mostly primary oral care products which were considered essential, like toothpastes and toothbrushes and hence held a nominal share of the FMCG sector. However, over time, the oral hygiene market in India has gone through tremendous changes on account of encouraging demand side and supply side factors along with supporting govt. policies. Over the last five years, India's oral hygiene market has grown with a CAGR of 11.4 percent and has become a significant FMCG sector in India.

Currently, India's oral hygiene market is dominated by the toothpaste category followed by toothbrush, majorly including manual and electric toothbrushes. Toothpowder sales have declined due to changing consumer tastes. Advance oral care products such as mouthwashes, dental floss and teeth whitening products are at an early stage in India, catering mostly to urban consumers. Colgate-Palmolive, Johnson & Johnson and Unilever PLC are the leading market players and convenience store dominates the other distribution channels.

The growth in India's oral hygiene industry is mostly influenced by changing consumer behaviour, companies' business strategies, govt. policies and the increasing entrance of various leading international brands in the Indian market. With rising disposable income and changing tastes and lifestyle, consumers are trading-up for expensive premium products. The mass product market has also expanded on account of increasing population with the emergence of middle class. Image consciousness and oral health awareness has led to increased demand for advance oral care products.

Logranjabi et al. (2015) conducted study on influence of media in choice of oral hygiene products used among the population of Chennai. They made an attempt to identify awareness and influence of external factors in choosing their toothpaste. They found that the major factor influencing choice of oral hygiene products is the information from advertisements and other sources. Dani (2013**)** found that celebrity endorsement was the most impactful mode of attracting consumers to buy or try a toothpaste brand. Advertisement, sales promotion and recommendations of professional bodies are other marketing elements which impact toothpaste buying. Pricing in spite of being an important marketing mix, is not a major selection criteria in an urban city. According to Sharda & Sharda (2010) 33.6 percent of the population chose their tooth brushes and 39.6 percent people selected their toothpaste by getting information from media, 16.4 percent for toothbrush and 16 percent for toothpaste by brand name, 16 percent by flavour for toothpaste selection, followed by 12 percent by cost of the toothbrush and 10.4 percent of people selecting their toothbrush according to the advices of peers. Selection of oral hygiene products was based more on information from media, followed by brand name and cost in selection of a tooth brush and flavour added for selecting a tooth paste/tooth powder. The percentage of people using oral hygiene aids other than tooth brush and tooth paste was very less.

A study on change in consumer tastes on purchase decision of various brands of toothpaste due to advertisements of consumers of Udaipur made an attempt to find out the factors affecting consumer behaviour of toothpaste for college students (Shrivastava, 2014). This study explored the impact of factors like advertisement, price, flavour etc. of toothpaste. It was found that 59 percent respondents were persuaded to purchase the product due to advertisement, whereas about 38 percent respondents were never persuaded.

Sriram & Pugalanathi (2013) found in their study that there are some important factors considered by the consumer for decision making. Colour, ingredients, brand image and advertising play an important role in purchasing toothpaste. Sometimes based on the offer the consumer compared with competitor products and selected the best one. The oral care market offers huge potential as penetration and per capita consumption of oral care products is very low in India. However, rising per capita income and increasing awareness is driving demand of oral care products. The dentist population is also low in India.

Prajapati and Thakor (2012) studied competitive and promotional innovative tools used by toothpaste companies for rural market and its effects on consumer buying behaviour of Gujarat. They found that the rural consumers are more concerned about the quality and brand name of the oral care products purchased by them. Further it was also found that once the rural consumers found that certain brands are suitable to them(loyalty ratio more than 80 percent), they do not change it easily due to influence of friends/social group and lack of availability of their usual brands. In toothpastes, Colgate and Close up are the most favourite brands. Price, promotional schemes, colour and availability of the product are more influencing factor when they buy the toothpaste.

Mathur (1989) conducted a study on toothpaste advertising and consumer reaction which concluded that majority of the users of toothpaste have seen, read or heard advertisements of toothpaste. It revealed that majority of users have seen advertisements in films, newspapers and magazines. Very few users have seen advertisements on slides and on hoardings. It also found that as far as the basis of preferences is concerned, radio is the most appealing media and the hoarding is considered as the least appealing. Films, newspapers and magazines are also very much appealing. Majority of users could recollect the brand name given in the advertisement. It has been found that some users were affected by advertisements to buy a brand and only few are changed the brand on account of advertising. Majority of the users felt that the product characteristics do not match even to the extent of fifty percent with what mentioned in the advertisement. Lastly it revealed that majority of the users were conscious on account of advertising, followed by advice of doctors. Most of the users opined that salesman persuasiveness and appealing package do not make people conscious about toothpaste.

Emerging Independent Variables & Dependent Variables:-

3.1.2 Independent Variables

1. **Media engagement:** Marketing practitioners believe that consumer behaviour largely depends upon the media engagement/habits and advertising in oral care product category.

   Organizations such as ARF, AAAA and ANF currently characterize the term engagement by the 'brand idea or media the consumer experiences, which leaves a positive brand impression' (Barocci 2006). It is their belief that advertising impacts consumers' brand ideas, which are influenced by their surrounding media environments, and that this imparts the likelihood of a measurable response.

   'Engagement is turning on a prospect to a brand idea enhanced by the surrounding context' (ARF, 2006). Engagement is related to attention which is connected to the direction in which our conscious mind is being focused (Heath, 2009).This captures the customer's purpose of engaging.

   The most comprehensive definition of customer engagement concept was given by (Brodie et al., (2011). According to them, customer engagement is 'a psychological state that occurs by virtue of interactive, concretive customer experiences with a focal agent/object (e.g. a brand) in focal service relationship. It happens under a particular set of context-dependent conditions generating differing CE levels and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g. involvement, loyalty) are antecedents and/or consequences in the iterative CE processes, in a multidimensional concept subject to a context and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions'.

   Consumer engagement is the level of customer cognitive, emotional and behavioral investments in specific brand interactions.

   The definitions given by all these experts can be understood by the following points: Media engagement is a brand idea or media experience which leaves an appositive brand impression. Customer engagement (CE) is a socio psychological

process creating a state that motivates a consumer to elicit relationship building consumer behaviour. It is a combination of attention, involvement, cognitive and emotional capabilities of media which helps in changing consumer behaviour. In this study, consumer engagement is defined as media habits of consumers, that is time spent, preferred timings, preferred language and utility of medium.

2. **Advertising:** The most influential factor in selection of a particular brand of oral care products is information from the media. In consumer behaviour, the packaging and aesthetics factors are significant emotional elements. Euromonitor (2012) has indicated that premium looking oral care products are more popular. For appealing to the emotional consciousness in consumers and for promoting new products features and raising brand profile in the market, advertising is very much important.

3.1.3 Dependent Variables

Consumer behaviour: Consumer behaviour can be defined as 'the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.' (Hawkins, Best and Coney, 2001). This definition contains a sequential process involving different activities that can influence the consumer in a number of ways.

Consumer behaviour is a mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product and service (Batra & Kazmi, 2004). Similarly Engel et al. (1990) refers to consumer behaviour as the action and decision process of people who want to purchase goods and services for personal consumption. If these defining criteria are already observed, it is evident that we are analyzing consumer's decision making process is the foundation of entire notion of consumer behaviour.

Working Definition

Consumer Engagement: For this research, consumer engagement means how the consumer engages with various media on the parameters of time spent, preferred time, preferred language and utility of media. Except this, no other aspects of consumer engagement with media has been considered in this research.

Consumer Behaviour: In this research, the effects of media engagement and advertisements have been measured only on various stages of consumer behavior like awareness, interest, conviction, purchase and post purchase decision.

TABLE 3.1: Summary of Literature Review

Sr. No	Author	Year	Journal	Title of the Paper	Key Findings
1	Singh	2012	Asia Pacific Journal of Marketing & Management Review, 2(2). ISSN 2319-2836.	Impact of advertisement on the brand preference of aerated drinks.	In this paper it was found that mediums of advertisement play an important role in promoting products. There is direct relationship between advertisements and consumer buying behaviour.
2	**Micheal**	2012	www.europeanjournalofsocialsciences.com/../EJSS_29_2_06	Impact of media on consumers' brand preference: A study on carbonated beverage market with reference to Coca-Cola	Advertisement and taste are the major factors responsible for the success of Coca Cola. The study also showed that advertisement is the major source of awareness of Coca-Cola and TV is the most effective medium as cited by most of the respondents.

Sr. No	Author	Year	Journal	Title of the Papers	Key Findings
3	Prithvi & Dash	2013	Asia Pacific Journal of Marketing & Management Review, 2(7). ISSN 2319-2836.	Comparative effectiveness of radio, print and web advertising.	Authors have found that TV advertising is indeed the most effective medium of advertising. All the media (radio, print, TV and web) influence purchase decision of low-priced products.
4	Sadhasivam and Nithya	2015	International Journal of Advance Research in Computer Science and Management Studies.	A literature review on the impact of television advertising vs. online advertisement among consumers	This paper found that advertisements play a vital role in influencing the consumers in decision making. Both TV commercials and online advertisements have a positive impact on consumers.
5	Vyas, Pandya and Shukla	2015	An International Peer reviewed Research Journal (Bi-Annual). An International Peer Reviewed Research Journal (Bi-Annual), 2(2), ISSN-2321-5968.	A comparative experiential examination of media influences & media habits on buying decisions of rural versus urban consumers.	The researchers studied media influence and media habits on buying decision of rural versus urban consumers in their study. They tried to find out the media habits of newspapers, magazines, tv and radio.

Sr. No	Author	Year	Journal	Title of the Paper	Key Findings
6	Pongiannan & Chinnasamy	2014	International Journal of Innovation, Management and Technology, 5(4).pp. 249-254.	Do advertisements for fast moving consumer goods create response among the consumers? – An analytical assessment with reference to India.	It was found that reachability, understandability and viability of the FMCG advertisements have significant influence in creating responsiveness among the consumers.
7	Ampofo	2014	New Media and Mass Communicatio n, 27, ISSN 2224-3267.	Effects of advertising on consumer buying behaviour with reference to demand for cosmetic products in Bangalore, India.	He found that advertising satisfies the needs of the firm as well as wishes of consumers.
8	Rajashekhar & Makesh	2013	IRACST – International Journal of Commerce, Business and Management (IJCBM),2(4), ISSN: 2319–2828	Impact of advertising on brand preference of high involvement products.	They found that the effectiveness of advertising appeals in increasing brand affect, brand trust, brand identification, attitudinal brand loyalty and behavioural brand loyalty as a function of involvement with the product, rather than on its rationality or emotional content.

Sr. No	Author	Year	Journal	Title of Paper	Key Findings
9	Rai	2013	International Journal for Management Research and Business Strategy, 2(2), ISSN 2319-345X.	Impact of advertising on consumer behaviour and attitude with reference to consumer durables.	Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.
10	Dr. Naveen Kumar et al.	2011	Volume No. 2 (2011), issue No. 10 (October, 2011), International Journal of Research in Commerce & Management	Advertising and consumer buying behaviour: A study with special reference to Nestle Ltd	They found that advertising and sales promotion together with the image of a company influence consumer buying decision.
11	Ehrenberg ASC	1992	Marketing and Research Today; 1992;167-169.	Comments on how advertising works	Proposed that advertising can first arouse awareness and interest, nudge some customers towards a doubting first trial purchase and then provide some reassurance and reinforcement after that first purchase.

Sr. No	Author	Year	Journal	Title of Paper	Key Findings
12	Bishnoi	2009	JK Journal of Management & Technology, 1(1), 65-67.	The impact of TV advertising on buying behaviour: A comparative study of urban and rural teenagers.	Urban teenagers watch advertisements of the products they believe are useful and good. Advertisements influence more on male purchase behavior than female consumers.
13	Samudhrarajakumar C. & C. Madhavi	2000	Indian Journal of Marketing, 36(4), pp. 19-38.	Rural marketing for FMCG	They concluded that the effectiveness of an advertisement placed in the internet can be easily measured. By simply incorporating an introductory discount coupon, the responses to the browsers can be measured immediately after placing the advertisement.
14	LogaranjanI	2015	Journal of Clinical and Diagnostic Research. ISSN0973-709X	Influence of media in the choice of oral hygiene products used among the population of Maduravoyal, Chennai, India	The major factors affecting choice of oral hygiene products in advertisements and other sources.

Sr. No.	Author	Year	Journal	Title of Paper	Key Findings
15	Dani	2013	Pacific Business Review International. Pacific Business Review International, 5(11).	Buying behavior of toothpaste in urban India: A study on Pune city.	He has found that celebrity endorsement was the most impactful mode of attracting consumers to buy or try a toothpaste brand.
16	Sharda & Sharda	2010	International Journal of Dental Clinics. International Journal of Dental Clinics, 2(2). ISSN: 0975-8437.	Factors influencing choice of oral hygiene products used among the population of Udaipur, India	Selection of oral hygiene products was based on information from media, followed by brand name and cost in selection of a tooth brush and flavor added for selecting a tooth paste/tooth powder.
17	Sriram D & Pugalanthi S	2013	Indian Journal of Research Peripex,2(7). ISSN - 2250-199.	A Study on the Purchasing Behaviour of Consumers towards Toothpaste with Special Reference to Madurai District, Tamilnadu.	Toothpaste & Toothbrush Market are one of the most dynamic segments of the oral care market.

Section II

3.1.4 Issues of Research

The earlier section has highlighted various studies carried out by eminent scholars from India and abroad. Here, an attempt has been made to explore emerging areas of research in consumer products in general and oral care products in particular.

- Marketing is a skill which can achieve desired results of sales in any product. Hence, for a marketer, basic issues are:

  a. How to enhance consumer media engagement?

  b. How to tap new consumers and retain existing customers?

  c. Identification of consumer preference for the selection of a particular advertisement engagement.

- Marketing managers have to manage marketing practices for both consumer goods as well as capital goods. The present research deals with consumer goods in general and oral care products in particular, how to manage marketing practices, media practices and their strategies for the products.

- It is necessary to clarify cost incurred for every product. What is the percentage share of wages, raw material, critical inputs, advertisements and marketing expenses, needs to be calculated.

- The ultimate consumers do not know why prices are rising- whether it is due to wage rise, raw material price hike, input price hike or advertisements expenditures hike. It is corporate social responsibility of marketers to highlight all expenses in the annual reports of the companies.

- Growth of the oral care industry and companies depends upon awareness about health and hygiene of mouth diseases. It is necessary for industries and companies to make innovative products to serve the purpose of various oral care issues.

- Costing, pricing, profit margins and cost-benefit analysis are important areas for any industry. Same is the case with the oral care industry. Hence, it is important for companies to know how much portion of product cost is being spent on advertisements through various media. For this, socio-economic and psychological aspects draw attention of the researcher for consumer choices for different media engagement.

- Different media have different impact on various cross sections of consumers. This calls for empirical research in consumer products like the oral care product category.

- Product impact may in terms of geographical expansion, area of market, number of consumers covered, profit made by sales etc. It is necessary for a researcher to know which factor is powerful for advertisement purpose.

- As such the oral care product market is a completely imperfect market. A little change in a product can cause reasons to capture the market. In-house marketing team of companies always research to hunt marketing avenues through different marketing strategy. Advertisements are one of the vulnerable strategies. It appears hence that it is necessary to have macro and micro level studies to know impact of advertisements and its cost on sales.

- This study is confined to the psychological aptitude of consumers, about advertisements, media engagement and its impact on buying/purchase decision of oral care products. There are macro level studies on this aspects but scant attention has been paid by the researcher to go into micro level impact of the study.

3.1.5 Research Gap

- Many researches on effective marketing communications have been done for and by marketers, which have impact on their marketing strategies and decisions. However, no formal consumer engagement metrics have been published by advertising trade organizations as of this writing. Hence exploring consumer engagement through the perspective of the end consumer needs to be studied. Moreover, given today's ever changing media landscape and changing consumer behaviour, an area of research needs to be explored on how various media can be used to promote the products and how advertising agencies can use various media more effectively and efficiently to improve upon Return on Investment (ROI) for their clients.
- Extensive literature review suggested that not much emphasis has been given on exhaustively identifying consumer engagement with various media. Moreover, the literature reviewed so far suggested that there is a lack of sound research on media engagement and its effects on consumer behaviour, especially in the oral care category. Since media engagement, media habits, use of media vehicles by consumers and consumer behaviour are pertinent issues, focused efforts need to be undertaken by business organizations, marketers and advertisers of oral care products in that direction. Literature review also revealed a holistic advertising effectiveness model linked to consumer behaviour. Hence, it was decided to address these gaps in the study. The study has explored and established that consumer engagement with the media plays an instrumental role in changing consumer behaviour of oral care products.

CHAPTER 4

Research Methodology

Introduction: After examining the review of the literature and identification of the research gap, this chapter is confined to scientific research methodology. This chapter is divided into three sections. The first section deals with research designs, second section shows data collection methods used and third section discusses tools and statistical methods used in data analysis.

Section I

4.1 Research Design

The research design used in the study is Descriptive as the study carried out so far describes various Media habits of consumers for oral care products at Gujarat. Moreover, the study also aims at describing the relationship between media engagements and consumer behavior in major five cities of Gujarat.

4.1.1 Hypotheses to be tested:

Ho1: There is no significant difference between demographic variables and amount of time spent on watching television.

Ho2: There is no significant difference between demographic variables and the most preferred time of the day on watching TV.

Ho3: There is no significant difference between demographic variables and television utility of entertainment, local news, national/international news, business updates, career and job opportunity and advertisements.

Ho4: There is no significant difference between demographic variables and radio utility of entertainment, local news, national/international news, business updates, career and job opportunity and advertisements.

Ho5: There is no significant difference between demographic variables and newspaper utility of entertainment, local news, national/international news, business updates, career and job opportunity and advertisements.

Ho6: There is no significant difference between demographic variables and magazines utility of entertainment, local news, national/international news, business updates, career and job opportunity and advertisements.

Ho7: There is no significant difference between demographic variables and internet utility of entertainment, local news, national/international news, business updates, career and job opportunity and advertisements.

Ho8: Television utility for advertisements does not affect on the stages of consumer behaviour (awareness, interest, conviction, purchase and post purchase) for the product.

Ho9: Radio utility for advertisements does not affect on the stages of consumer behaviour (awareness, interest, conviction, purchase and post purchase) for the product.

Ho10: Newspaper utility for advertisements does not affect on the stages of consumer behaviour (awareness, interest, conviction, purchase and post purchase) for the product.

Ho11: Magazine utility for advertisements does not affect on stages of consumer behaviour (awareness, interest, conviction, purchase and post purchase) for the product.

Ho12: Internet utility for advertisements does not affect on the stages of consumer behaviour (awareness, interest, conviction, purchase and post purchase) for the product.

4.1.2 Sampling Design

Sampling method: The present study focuses on Non- probability Convenience method used for Sampling.

Sampling Population: A sample unit was collected from five major cities namely- Ahmedabad, Vadodara, Surat, Rajkot and Bhavnagar. These cities are major cities in terms of population and have diversified demographic profile.

$$\mathbf{n_0 = Z^2 S^2 / d^2}$$

Where:

n_0 = sample size

z= value of normal deviate for given level of confidence

S^2= variance of the variable. It is p*q for binomial distribution

d = amount of error tolerable in the estimate

The formula can be rewritten as:

$$N = (z_\alpha S / E)^2$$

Where E is the "margin of error".

As an approximation, for 95% confidence, use the value of 2 for z_α (instead of 1.96)

$$N = (2S / E)^2$$

Now the standard deviation S is not available , hence it can be estimated, a rough approximation can be made using the six-sigma rule for bell-shaped distributions; the standard deviation is approximately the range (maximum minus minimum) divided by six. (Ken Black, 2011)

Hence S = (7 – 1)/6 =1

E is the error in prediction. It depends upon the how much error the researcher is willing to accept. In this case, researcher has fixed the value of E as) 0.10(10 %).

Hence, substituting all values, required number of Samples n = 400

To reduce the sampling error, the researcher has decided to collect 500 samples. But actually 529 useful responses have been collected.

Krejcie and Morgan (1970) state that sample size of unknown population size can be taken as 384. They duo give a formulae for sample size calculation. Keeping in mind the time

and resource constraints, a sample of 500 was targeted to be collected from five districts of Gujarat. Responses were received from 529 respondents.

Section II

4.2 Data Collection/Sources of Data

The required primary data for the study was collected through structured schedule administered to the identified sample in five major cities of Gujarat. The insights on industry practices and industry based information are derived from the discussion with media houses, advertising agencies and advertisers. These were the critical discussions for providing direction of the study and designing of data collection plan.

Both male and female respondents are considered for the collection of primary data. To ensure diverse composition of sample and to make them representative of the population concerning to the study. The sample was drawn from the following occupations:

- Business man
- Self Employed
- Govt Employee
- Private Sector Employee
- Academician
- Students

From a number of sources, viz. Newspapers, magazines, books, journals, IRS reports and reports from different Media houses secondary information regarding circulation, reach of different media and advertising expenditure of various media were collected. Secondary information were also collected from the magazines and journal like Journal of marketing, journal of Advertising, Communication Research, Economics, Advertising World, Harvard Business Review etc. Researcher got circulation data from, Audit Bureau of Circulation and IRS, NRS reports. Collection of secondary data from IIM Ahmedabad, MICA and IBS Ahmedabad were also found very useful for the research work. Electronic database like PROQUEST, EBSCO made this research work rich in terms of literature review and problem formulation.

4.2.1 Instrument for Data Collection

The required primary data were collected by administering structured questionnaire and conducting field survey. A standardized questionnaire ensures comparability of the data, increases speed and accuracy of recording and consequently facilitates data processing (Malhotra, 2004). The questionnaire was prepared with utmost care, while framing questionnaire for the study objectives were made and then required information were listed.

Due weightage was given to the five cities of Gujarat as mentioned earlier. The questionnaire is given in the Appendix-"A" at the end of the study. Retest of the questionnaire was taken in order to know whether the correct information is given by respondents or not. To avoid any pre bias and fatigue, while responses were collected, pilot survey was carried out and the data collection method was tested and afterwards required modifications were made in the schedule before the actual survey. Adequate care has been taken to include only the appropriate questions and hence many questions were dropped after pre testing of the questionnaire.

The questionnaire was divided into following sections:

Section 1: Response on Media Engagement like time spent, preferred time slot and preferred language for various media (TV, Radio, Newspaper, Magazines & Internet)

Section 2: Utility of each media (utility of media like Entertainment, Local news updates, National/International news updates, Business updates, carrier updates, advertisements)

Section 3: Response of Advertising on various stages like Awareness, Interest, Conviction, Purchase and post purchase.

Refer to Appendix-I, for detailed Questionnaire.

4.2.2 Field Work for Data Collection

After having passed through various stages, the questionnaire was administered through mails, goggle forms and hard copy schedule was supplied to the respondents to collect the response. For tabular and graphical presentation, the collected data has been prepared

primarily through percentage. Then data were coded as per requirement and prepared for SPSS. The tabulation and cross tabulation of data were done and wherever required statistical tools for analysis were used. Raw data were transferred to SPSS and excel spreadsheet so as to apply appropriate tools and tabulation as per the requirements. Depending upon the objectives, data were analyzed by specific statistical tools. The results were interpreted in the form of graph and tables as per need.

Section III

4.3 Tools for Data Analysis

4.3.1 Pilot Study

Before data collection for sample size of 500, a pilot study for 50 respondents was conducted to check the validity and reliability of research instrument. Cronbach Alpha test and confidence interval test was conducted to check the reliability and validity of the data collection instrument respectively.

Reliability Test: Cronbach Alpha

Cronbac's Alpha	N of items
.895	15

- The alpha coefficient for the 15 items is .895, suggesting that the items have relatively high internal consistency.
- Cronbach's alphas for the 15 items were .895 which suggests the instrument is highly reliable.
- The collected data are arranged and rearranged in tabular form by giving coding to each question.
- The processing, classification, tabulation, interpretation and analysis of data are made by using SPSS.

4.3.2 Statistical tool and Mathematical techniques

Different tools used for the different objectives are as follows:

No.	Research Objectives	Statistical Tools used
1	To explore the pattern of media usage habits of buyers of ORAL CARE Products i.e. Toothpaste, Toothbrush Mouthwash etc.	Cross Tabulation Chi-Square test
2	To identify the preference of medium in accordance with the utility of the medium.	Cross Tabulation, Factor analysis, Kruskal-Wallis test, KMO Bartlett's test
3	To understand the role of advertising through different mediums at the various stages of Consumer Buying St for ORAL CARE Products i.e. Toothpaste, Toothbrus Mouthwash etc.	Exploratory Factor Analysis, Karl Pearson's coefficient of correlation, Non Parametric Chi square, Mann Whitney Test

Descriptive statistics: like cross tabulation frequency distribution is carried out to fulfill the first objective of exploring media usage habits of buyers of oral care products.

Chi-square: The Chi-square test is a non-parametric test which would indicate whether or not the observed pattern is due to chance. Non-parametric tests are used when normality of distributions cannot be assumed as in nominal or ordinal data. In this study Chi-square test was applied to find the association between consumer profile and media habits, utility of media.

Kaiser-Meyer-Olkin (KMO) Test: is a measure of how suited your data is for factor analysis**.** The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance. The lower the proportion, the more suited your data is to Factor Analysis.

KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic:

- KMO values between 0.8 and 1 indicate the sampling is adequate.
- KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken. Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6.
- KMO Values close to zero means that there are large partial correlations compared to the sum of correlations. In other words, there are widespread correlations which are a large problem for factor analysis

Factor Analysis: Factor analysis by principle component method is applied to analyse the various elements of consumer behaviour with respect to ORAL CARE products. Exploratory Factor analysis refers to the determination of the number of common factor necessary and sufficient to account for the inter correlations of a given set of variables**.**The factor analysis was applied to reduce the buying behaviour stages and group the factors.

The third objective of the study was to understand the role of advertising through different mediums at the various stages of Consumer Buying Stages for ORAL CARE Products to fulfill this factor analysis was done. KMO test was run to check the sampling adequacy before factor analysis. The Kaiser Meyer Olkin is the measure of sampling adequacy which can be between 0 to 1.

There are two factors extracted from the test. The variable under factor-I is awareness, interest and conviction. The variable under factor II is purchase and post purchase

Mann-Whitney U test: is a non parametric test of the null hypothesis that is equally likely that a randomly selected value from one sample will be less than or greater than a randomly selected value from a second sample. Unlike t-test, it does not require the assumption of normal distribution. It is as efficient as the t-test on normal distribution.

In this study Mann-Whitney U test is used to test hypothesis of gender and various stages of consumer behaviour viz. awareness, interest, conviction, purchase and post purchase.

CHAPTER 5

Oral Care Industry

Introduction: The present chapter contains a macroeconomic presentation of oral care markets of the world vis-a-vis India, to know the scale of preferences of consumers. This may enable us to know market intensity and role of marketing for expansion of market for the product.

The present chapter is divided into two sections, the first one shows picture of Asian BRICS countries vis-a-vis India for growing market of the oral care products. The second one analyses the Toothpaste, Toothbrush and Mouthwash Market of India.

Section I

5.1 The Indian Oral Care market

Usually, oral care market globally consists of toothpaste and toothbrush. However, in India there is a significant presence of toothpowder, mouthwash, sprays and oral rinses. In India awareness regarding oral care products is 80percent in rural areas and almost 100percent in urban areas. In 2013-14 the oral care sector was valued at INR 78 billion, witnessing growth at a rate of around 15percent annually. In India, advanced oral products like mouth wash, dental floss and teeth whitening products are at a nascent stage and cater largely to the urban markets.

In recent years, there is considerable expansion in the Indian oral care market that is part of the personal care market. The Indian oral care sector has a large share of multinational as well as domestic players and is an organised market. To attract different market segments, players are focusing on innovation and are introducing new product variants. Marketing strategies and promotional offers are now a strategic part of the oral care product market.

For creating awareness about oral hygiene, companies are going for tie ups with dentists and dental associations across the countries and also organizing free dental check-ups.

To spread awareness and address the very low dentist population ratio in the country, the government has also initiated community dental health camps in several semi-urban and rural locations. There are two major players namely Colgate and Hindustan Lever dominating the Indian toothpaste market, as they control 90 percent of the market, with Colgate's share being 50 percent and Hindustan Unilever controlling 36 percent of the market. The remaining market is shared between small players like Vicco Laboratories and Dabur, P&G and others. The Aqua-fresh brand has been launched by new players like SmithKline Beecham but they have to engage in extensive marketing and promotional strategies to penetrate a great share of market (Sherigar2001).

The Indian oral care products can be broadly classified into four segments- toothpaste, toothbrush, tooth powder and mouthwash and others which include dental floss and whitening products. In India, the toothpaste segment has several variants such as basic and freshness gel toothpaste segments. Recently many variants have been introduced like whitening etc., but they are gradually gaining ground. There is robust growth in the toothbrush segment, driven by demand for toothpaste and increasing awareness of brushing twice a day. To offer traditional oral care benefits, recently, charcoal toothbrush with black coloured and soft bristles has been introduced. Dental floss, chewing gums and teeth whiteners are some of the other products in the oral care market that mainly cater to the urban segment and are a small market still in a nascent stage.

Over the last few years, the Indian oral care industry has been one of the fastest growing FMCG sectors. The oral care industry is segmented into five categories which include toothpaste, toothbrush, toothpowder and mouthwash and other oral care products such as dental flosses and oral care chewing gum.

5.2 Oral Care Market: BRICS Industry Analysis and Opportunity Assessment 2014-2020 (FMI, 2015)

Parent Market Analysis: By and large the personal care industry includes bath and shower products, colour and cosmetics, skin care, hair care, oral care and other products. In the day to day life of consumers, personal care products are finding profound use. This is

due to increased consumer awareness for personal care products, preference for effective cosmetic products and demand for natural or organic based or environment friendly products. Oral hygiene being a critical factor for overall health owes significance among all personal care products.

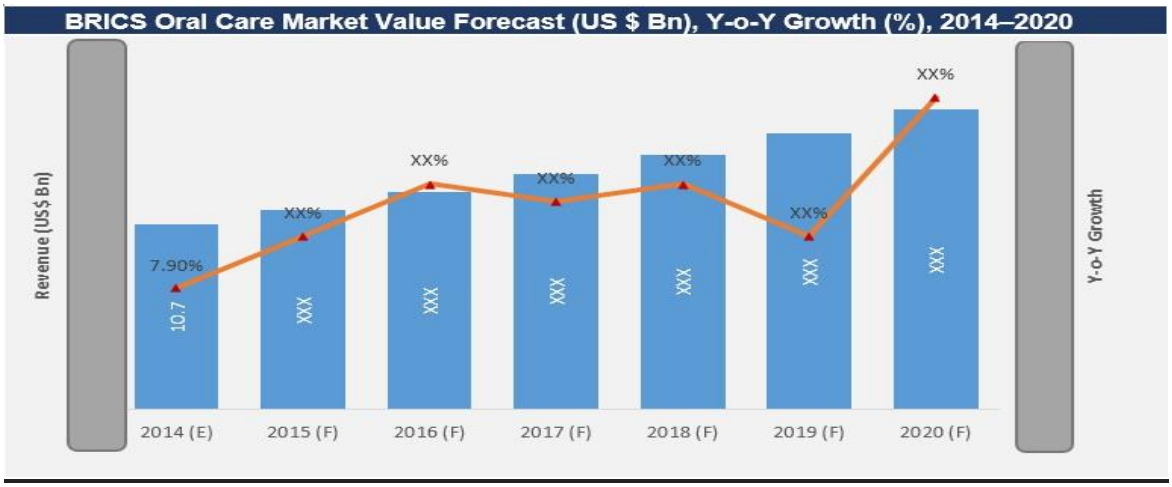
Oral Care Market Overview: Parameters such as product type, distribution channel and countries are being used for the analysis of the BRICS oral care market. In the near future, increasing awareness about oral hygiene is anticipated to drive the demand of oral care products.

5.2.1 Market Value Forecast

In 2014, the oral care market is estimated to be US$ 39.1 bn. and is expected to reach at US$ 50.8 bn. by 2020, by registering a CAGR of 4.5 percent during 2014-20. Whereas, in 2014 the BRICS oral care market is estimated to value at US$ 10.7 Bn. and in 2020 it is expected to reach US$ 17.3 BN by reflecting a CAGR of 8.4 percent during 2014-2020. Increase in visibility of oral care products in the BRICS region is a major factor for driving the growth of the market.

Product Type Analysis: The major classification in product type includes primary and secondary oral care products. Further, primary oral care products include toothpaste and toothbrush, of which, in 2014, the toothpaste segment contributed significant revenue. The secondary oral care products segment includes mouthwash, dental floss, denture care and others which constitutes chewing gum, whitening strips and mouth fresheners. During the forecast period, in the aforementioned secondary oral care products, the others segment is expected to record a CAGR of 14.5 percent. Recently new products have been launched such as whitening toothpaste, flavoured gel toothpaste and sensitive toothpaste.

Distribution Channel Analysis: The oral care market, on the basis of distribution channel is segmented into convenience stores, department stores, vending machines, hypermarkets and supermarkets, speciality stores and pharmacies, general merchandise retailers, direct selling and others. General merchandise retailers and direct selling collectively accounts for almost 50 percent of the total care market. This is due to a major percentage share of the unorganised retailing in BRICS.



Source: FMI Analysis, 2015

Figure 5.1: BRICS Market Value Forecast

5.2.2 Country Analysis

The BRICS oral care market analysis geographically focuses on Brazil, India, Russia, China and South Africa. In 2014, out of total market, China and India collectively accounted for 50.6 percent. They are expected to dominate the market with 52.7 percent of anticipated share. India's contribution to the overall pie is expected to increase to 20 percent from 18.7 percent, enrolling a CAGR of 9.7 percent during the forecast period. The percentage share of South Africa and Russia is anticipated to increase gradually. By 2020, in countries like India and Brazil the demand for basic as well as secondary oral care products is anticipated to increase significantly.

5.3 Key Trends

The main drivers behind the expected growth of personal care market are rising GDP and improving living standards. On the other hand, growth of the overall market in Asia specific is fuelled by increasing consumer awareness and an organised retail sector. Due to increasing consumer awareness regarding better hygiene, BRICS represents potentially viable markets. In the near future, the oral care market is bolstering to grow due to factors like growing middle-class population coupled with increasing per capita income and consumer spending and increased brand awareness for products addressing special dental related issues such as sensitivity and whitening.

To enter the consolidated oral care market, demand for value-added products is a driving factor for companies. Furthermore, a multi-product offering in the oral care segment is anticipated to increase brand visibility and recognition in the existing as well as new or untapped markets worldwide. To tap the new emerging premium class in developing and developed countries, new product offering in the areas of whitening toothpaste, mouth sensitivity toothpaste and power toothbrush are required.

Competitive Players Outlook: International players like Colgate Palmolive Co., Uniliver Group, Procter and Gamble Co., Konjnklijke Philips, Johnson and Johnson Inc., Glaxo Smithkline are dominating the BRICS oral care market.

Section II

5.4 The Toothpaste Market

5.4.1 Product Attributes of Toothpaste

Though each brand maintains a unique formula, most toothpaste basically contains similar ingredients. The various attributes are discussed below:

Whitening: These toothpastes contain abrasive ingredients that lighten teeth. Whitening toothpastes actually remove stains and plaque so that the tooth becomes shinier. They don't increase the whiteness of the tooth.

Fresh Breath: Most toothpastes in the market aim at offering fresh breath by adding anti-bacterial agents in the ingredients (Namrata, 2000). Most toothpaste is positioned in the market using this attribute and it is considered as an important factor by consumers while making purchasing decision.

Fluoride: It is regarded as most important ingredient of toothpaste. It makes your teeth more resistant to acids produced by plaque bacteria by incorporating itself into teeth enamel. It also gives protection from the acids found in fruit juices, soda and in particular foods.

Tartar Control: Sodium pyrophosphate is the key ingredient in these kinds of toothpaste for tartar-control. This chemical keeps tartar from forming above the gum line. However, these toothpastes cannot remove tartar once it is formed as it will then require professional cleaning by a dentist.

Sensitivity: In case of sensitive teeth, desensitising toothpastes should be used with key ingredients of strontium chloride or potassium nitrate which protects the tubules in the teeth that are connected to the nerves. This happens when the gum recedes or tooth enamel is stripped and the underlying dentin and its open pores are exposed. This provides a pathway for pressure, hot or cold stimuli to trigger the tooth nerve which causes a lot of pain and discomfort**.**

Colouring Agents: Colouring agents are added to toothpastes to avoid consumers being put off by the unattractive colour the original ingredient may have and also to make the toothpaste look nice. To make toothpastes of various colours like red, green or blue, artificial dyes are used.

Flavouring Agents: To make the toothpaste taste nice flavouring agents are generally used. It is mainly used to cover up the bad taste of detergents used in toothpastes.

Detergents: Detergents create the foam which helps in keeping the toothpaste in our mouth during the brushing process. Sodium Lauryl Sulphate is the most commonly used detergent.

Preservatives: This is mainly useful in preventing the growth of micro-organisms. This also eliminates the need to refrigerate our toothpaste. Sodium benzoate, Methyl Paraben and Ethyl Paraben are the most common preservatives used in toothpaste.

Humectants: This is used to give texture and also prevents the toothpaste from dying out. Glycerine, Sorbitol and water are most common humectants used in toothpaste.

Sweeteners: Sweeteners aim at giving good taste to the toothpaste. Common sweeteners used are usually artificial and contribute very little to cavity formation.

All of the above mentioned attributes form the toothpastes that is in the market. Consumers are continuously bombarded with different information about the benefits of these attributes.

The focus is therefore to determine which attributes are important to the consumer and then develop those attributes in order to build a strong customer base and bigger market share.

Positioning: "The act of designing the company's offering and image to occupy a distinctive place in the target market's mind", (Kotler, 2000). One must consider these issues while planning product position such as competition and how the products are perceived, the specific elements of the product and the needs and desire of the target market**.** The major challenge in the toothpaste market is how to best position the product in the market and make it different from the competitor. In order to build strong brand loyalty they need to focus on the differences that will appeal most to the consumers.

The important underlying principle is the recognition that the marketing battle today is fought not so much on the shelf of supermarkets but rather in the consumer's mind and based on the extent the product is positioned uniquely from that of the competitors. (Du Plessis et al., 1994).

Product Classification: Toothpaste is a convenience product. Lamb et al. (2000) defines convenience product as "a relatively inexpensive item that merits little shopping effort". This means that the consumer wants to spend as little time as possible in buying these products. Further, convenience products are classified into 3 sub-groups: staples, impulse and emergency products**.** Toothpaste comes under the staples category.

Staples are the products that consumers buy routinely and without much shopping efforts, such as toothpaste and cigarettes**.**

The implication of marketing of convenience goods is that there is fast turnover and gross margin for sellers can be relatively low, hence resulting in seller's reluctance to promote these products**.** As most of the convenience products are mostly available only on self-service retail supermarkets and other stores, they are majorly promoted through packaging (Skinner, 1994).

At the global level, the toothpaste market is the most dynamic in the oral care market. The frequency of product launches in the existing segments and genesis of new product segments contributes to continuous evolution of the tooth paste market. Product innovation and growing awareness about oral hygiene are the main factors behind the increase in sales of oral products worldwide. Demands for the products that offers whitening and odour-fighting benefits are more in the market and it is been very well recognised by the

marketers. Taking advantage of well-known brands is the one of the strategies marketers may use to bring novel and innovative products in the market.

5.4.2 Toothpaste in India

In India toothpaste industry is in existence since 1975 with 1200 tonnes of toothpaste produced. Prior to toothpaste, oral hygiene was the domain of local homemade powders and Ayurveda practitioners. In India, awareness of oral care and importance of oral hygiene took off with the entry of Colgate in the market. In recent years the industry has shown an impressive growth rate of 18.6 percent (in terms of value growth in RS). In the urban segment major growth is in the gel segment. Colgate is still holding a major chunk of the market.

In the toothpaste industry, major players are Colgate Palmolive and Hindustan Uniliver. Several minor players are there. Presently Colgate's Dental Cream holds 52 percent of the market share. HLL's CloseUp is far behind with 23 percent market share. In terms of market share Colgate Gel with 10.5 percent market share is the third player. Other players like Pepsodent, Pepsodent G, Promise, Babool, Sensofoam, Cibaca, Neem, Viccoetc. constitute 14.5 percent of market share. Presently, the toothpaste market is valued at 750 crores out of which the gel segment bagged 1/3rd portion. Currently the Gel segment is at 248 crores and is growing at much faster rate than the cream segment.

In India usage of toothpaste is very less as compared to other countries. In India the usage of toothpaste in urban area per person per year is 190 grams, whereas in developing countries like Indonesia and Thailand per person per year it is 200 grams. In developed countries like USA and European countries it is 375 grams. In India, toothpaste companies are doing advertising on a large scale.

It is estimated that 100,000 tonnes of toothpaste is manufactured every year and the average per capita consumption is around 100 grams. So if every toothpaste is a 100 gram tube, a billion toothpaste tubes are sold every year for Rs. 25 each!! (Of course toothpastes are sold in sizes 50, 100,150, 200 grams besides sachets) The market is divided into white 50 percent, gel 25 percent and herbal 25 percent.

Refer to Appendix-II, for top ten brands of toothpaste in India.

Refer to Appendix-III, for popular and innovative Indian ads of toothpaste.

5.5 Toothbrush Market

It is estimated that 700 million toothbrushes are sold every year. So if the market size is Rs. 700 crores, the average price of each brush is approx. Rs. 10 each. The segmentation is purely on the basis of price points, starting from regular to premium with power brushes accounting for less than 1 percent sales. By the way, only 50 percent of the Indian population is known to use modern oral care products and only 15 percent brush of their teeth twice a day. In India, 70 percent of the market is held by Colgate and HLL.

Ancient Trivia: Before the advent of nylon bristle, our forefathers used to rely on nature. While the Indians were known to use the Neem tree twigs (Datoon) the Chinese preferred the tough hair off the neck of a Siberian Boar!!

Colgate Palmolive (India) Ltd. VP, Richard Usuquen said that volume is the key to expand the market in all ranges. CP has an ongoing Rural Van Programme and School Programme covering 14 million villages and 80 million consumers teaching people to brush or even clean their teeth with the fingers. CP's action is focusing on fine tuning the urban market (59.5 percent) and rural markets (68 percent). So while the company has introduced such premium packaging as stand up toothpaste tubes with flip-up caps in the urban market, it also selling sachets of Colgate dental cream at low prices. In India, CP is the leader in the toothbrush segment with an approximately 60 percent market share, but since 2005, it is facing challenges from HLL which has already reach to 8percent market share.

Usuquen says "The penetration of brushes in India is very low, so more than market share, it is important to grow the market". So, in this regard, since last year CP has actively introduced extensions across all the three segments- economy, middle and premium. The aim is to fetch the volumes through the price sensitive segment. The introduction of HighKleen range was done in the mid-price market, while zig-zag and double action have been launched in the upper end market. For the economy market, price focus has been considered. Cibacca to rural consumers at lower prices to generate trial. In the urban market new variants and added features are introduced to add novelty value.

5.5.1 Differentiation & Positioning of Toothbrush

The toothbrush market is heavily cluttered both in terms of varieties and corresponding messages and constant hammering of almost similar USP's. It is very difficult to make the consumer a loyal user by differentiating and positioning the product in the consumer's mind.

Positioning in toothbrush market is done at various levels

Product: Differentiation is done on the basis of design like angular neck, rigged edges, convenient head shaper, dolled rubber grip and design of bristles etc. These only work in the upper segment as consumers are willing to pay a premium for added attributes. Colgate plus has a unique diamond shaped head and soft outer bristles.

Packaging: Blister pack makes up to 40 percent of cost. In addition to this there are cardboard cartons, transparent blisters, hanger shaped hooks, coffin packing (strong when not in use). Colgate plus comes in transparent blister pack with a hanger shape hook.

Price: To give the perception or aura of technical superiority/ high quality to a brush by super premium pricing being used by Jordan, Oral-B, and Close Up. For penetration in the rural market one can take the route of low pricing or economy pricing by offering value for money for large families.

Branding: Colgate is having cult following. Its association with dental health and worldwide reach has made it known as a brand with a caring attitude, providing quality. In India, Colgate is the no. 1 brand for consecutive three years as per the survey of A &M magazine. So during the launch of a new toothbrush it is beneficial to keep "Colgate" as a part of the name and include something that could justify the increment price. "Diamond head" was introduced as an entirely new category with medication on form; it was ideally decided upon a name that promised to deliver something extra, additive etc. So "Plus" was added on.

5.5.2 Marketing Mix of Toothbrushes

Product: Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want. Colgate Plus is positioned as a complete

dental care product. Its USP is a diamond shaped head, soft outer bristles, hard inner bristles and accreditation by the Indian Dental Association.

Potential product: Refers to a set of possible new features that might eventually be added to the product being offered. Toothbrush as a product does not offer much scope beyond changes in design and material/ shape of bristles. Design changes are generally made on the basis of aesthetics, handling and efficiency in cleaning. Colgate Plus has recently introduced Colgate plus ZigZag on the grounds of efficiency in cleaning.

Packaging: In the relatively homogenous product market, packaging provides one with means and scope of differentiating. To let the consumer pick the colour of his choice, packs have been advanced from cardboard to blister packs. As most of the retailers are facing lack of shelf space Pepsodent Perfect and Colgate Plus come up with hanger shape hooks on the blister packs.

Pricing: Advertising and packaging affect pricing a lot. In a blister pack, the product makes up 60 percent of the cost, rest is of packaging.

Place: The work of moving goods from producers to consumers is done by marketing channels. It solves the time, place and possession issues that separate goods from those who want them. In case of FMCG products, decision regarding distribution channel is very crucial as products have negligible brand loyalty. No consumer would like to go for more than 2 kms to buy a toothbrush and without much hesitation he will accept any toothbrush which shopkeeper thrusts upon him. So, in case of such a low involvement product, marketers have to make extra efforts to ensure easy availability of the products which is not an easy task in a country like India.

Promotion: Without discussing the promotional strategy of a company, marketing mix elements are incomplete. In a low involvement category like toothbrush, where hardly any consumer is brand loyal and most of them are satisfied with any toothbrush offer by the retailer, an optimum blend of push and pull strategy is must.

However, too much marketing in one direction or some particular defined directions without any immediate appraisal doesn't make much sense because of the callous attitude with which consumers purchase toothbrush and the low turnover to promotional expenses. It simply does not make sense to spend 20 percent extra on promotion to get

0.2percentextra market share. In perspective of above Colgate Plus has been very selective about its campaign and has moved between mediums very slowly.

Advertising Campaign: In 1985, Colgate Plus has been launched in the U.S. In 1987 it was launched in India, and it was among the very few players in the premium segment. The brand name "Colgate" was capitalized and the diamond shaped head was shown as a hero in the oral care market. With increase in competition, it shifted focus on softness and comfortable feeling with efficiency in cleaning plaque. The advertisements were floated on various channels and in leading magazines. In line with the strategy of Colgate with other products, they targeted the family as a whole. The tagline used was "Because your smile was meant to last a lifetime".

The account of Colgate Palmolive is currently being handled by "Reinfusion" throughout. Its advertising strategy planning is relied on nonprofessional agencies.

POP: Danglers, small posters and hooked/dispenser packing are provided by companies to its retailers. To ensure high rate of impulse purchase, it is splashed across retail outlets during the discount period in "Red and yellow" combinations. However, besides the discount offers, no other POP display had impact on increase in sales.

Keeps India smiling: On the 50 years of independence, Colgate joined the list of companies from its earlier attitude of only ascribing to its oral care image? They launched a "Vande Mataram" series of campaigns with people from all walks of life coming and sharing their experiences on how the times have changed for the better, following it up with "Vande mataram".The small snippet was followed up with Colgate being flashed in the form of a smiling face, focusing both its contribution in keeping India smiling for the last 50 years and its attachment with the growth and development of the nation, hence striking both the emotional and intellectual chord. It was then strategically screened in key media slots.

Refer to Appendix-II, for top ten brands of toothbrush in India.

Refer to Appendix-III, for popular and innovative Indian ads of toothbrush.

5.6 Mouthwash Market

Colgate Palmolive, a rival of HLL stepped up its efforts in the emerging category such as sensitivity and mouthwash, a year ago. The company launched upgraded toothpaste as called Colgate Sensitive Pro-Relief and rolled out two variants of its Plax mouthwash in quick succession.

The aim was clear- to compete with competitors like Johnson and Johnson in mouthwash and Glaxo Smithkline Consumer Healthcare in sensitivity- a condition where the patient is sensitive to anything hot or cold that he consumes. To help bring down the pain caused by this condition, dentists advice use of specific toothpaste. Like Colgate's two pronged strategy a year ago, now HUL has opted for the same strategy by launching sensitivity-cum-whiteness toothpaste called Pepsodent Expert Protection. It also launched two mouthwash products under the Pepsodent umbrella.

During a conference call with analysts, HUL's CEO & MD Nitin Paranjpe said that the launches were expected to fill key gaps in its portfolio. While mouthwash is at Rs 150 crores category, it is growing at over 25-30 percent per annum. In the Rs. 3000 cores toothpaste market, the sensitivity segment is growing at 8percent.It has almost doubled last year, since GSK launched Sensodyne.

Expert says, usage of mouthwash is also growing in urban areas dominated largely by market leader Listerine's efforts (from J& J). Post brushing in India, now Plax from Colgate is also doing ground work to promote mouthwash and capture the market share. In the sensitivity segment, GSK and Colgate both are competing using advertising, brand building and promotions to create awareness. While addressing shareholders on 71stGeneral Meeting, Mukul Deoras, Chairmain, and Colgate India said that "Colgate's would keep his eyes on the new emerging market". Further he added that "Your company's growth is sparked by innovative products that it brings to the market. HUL's entry into niche categories is partly linked to the manner in which oral care as a whole is evolving in India. Now consumers are beginning to move from basic hygiene regime to addressing more specific oral care need or what HUL termed it as "advanced care".

As per the analysts, the advanced care market which is pricing almost two to three times of regular oral care products is going to grow in the next few years. Singh of GSK says that "for those seeking to go beyond the regular cleansing routine products that offer something

more will become important…" Following the success of Sensodyne in India, the British pharmaceutical and consumer healthcare major said to be weighing the option of introducing more oral care products from its international portfolio. GSK is a leading player worldwide in oral care, deriving 35 percent of its revenues from these categories. Popular brands are Aquafresh, Biotene, and Dr. Best etc. According to industry experts, HUL with 26-27 percent share is the second largest player after Colgate. It has no option but to respond to this challenge. The first salvo has been fired.

Refer to Appendix-II, for top ten brands of mouthwash in India.

Refer to Appendix-III, for innovative and popular Indian ads of mouthwash.

CHAPTER 6

Data Analysis

Introduction: In this chapter Researcher aims to analyze consumer choices from different media for marketers of oral care products in five selected cities of Gujarat as said earlier.

For this, the chapter is divided into three sections. The first section discusses the Demographic Profile of respondents as well as the different patterns of media usage habits of buyers focused on oral care products. These patterns of media usage habits are compared by using chi- square test for different demographic variables. The second section refers to descriptive statistics and Chi-Square tests of demographic variables using various media. The third one refers to the statistical analysis of the effects. It shows the utilization of advertisement on various stages of consumer behaviour with the help of various statistical tools like Factor analysis, KMO Bartlett's test, K-S test, Kruskal Wallis test, Mann-Whitney test and tested hypothesis as mentioned in chapter 4.

Section I

TABLE 6.1: Demographic Profile of Respondents

Sr. No.	Respondents Profile		Frequency	Percentage
1	Gender	Male	404	76.4
		Female	125	23.6
		Total	529	100.0
2	Age	≤18 years	50	9.5
		18-32 years	408	77.1
		32-50 years	58	11.0
		50 years and above	13	2.5
		Total	529	100
3.	Education	Undergraduate	118	22.3
		Graduate	134	25.3
		Post Graduate	272	51.4
		Total	529	100.0

Sr.	Respondents Profile		Frequency	Percentage
4.	Occupation	Not Working	5	.9
		Salaried (Private)	177	33.5
		Salaried (Government)	67	12.7
		Self Employed	67	12.7
		Professional	27	5.1
		Total	529	100.0
5.	Annual Income	Upto 1 lac	90	17.0
		1-4 lacs	244	46.1
		4-7 lacs	102	19.3
		7-10 lacs	46	8.7
		10 lacs above	47	8.9
		Total	529	100.0
6.	Location	Ahmedabad	228	43.1
		Vadodara	61	11.5
		Surat	67	12.7
		Rajkot	108	20.4
		Bhavnagar	66	12.5
		Total	529	100.0

The respondents profile variables are distributed under the different heads such as gender, age, educational qualification, occupation, annual family income and location. Table 6.1 represents the demographic profiles of respondents. Out of total 529 respondents, 77.4 percent were male whereas 23.6 percent were females. The table also indicates that 71.4 percent of the respondents being the majority were mature adults within 18-32 years age bracket; 11 percent of them were within 32-50 years age group; 9.58 percent were less than 18 years; while interestingly, 2.5 percent of the respondents were above 50 years of age. Table 6.1 reveals that 54.1 percent of the respondents had post graduation, 25.3 percent had graduation, and 22.3 percent had undergraduate education. The majority of respondents (33.5 percent) were Private salaried employees whereas self employed and government salaried employees were in equal proportions (12.7 percent). The monthly income of respondents indicates that the majority of them (46.1 percent) earn between 1 to 4 lacs, 19.3 percent earn from 4 to 7 lacs, the people who earned between 7 to 10 lacs (8.7 percent), comes under the least category of earners.

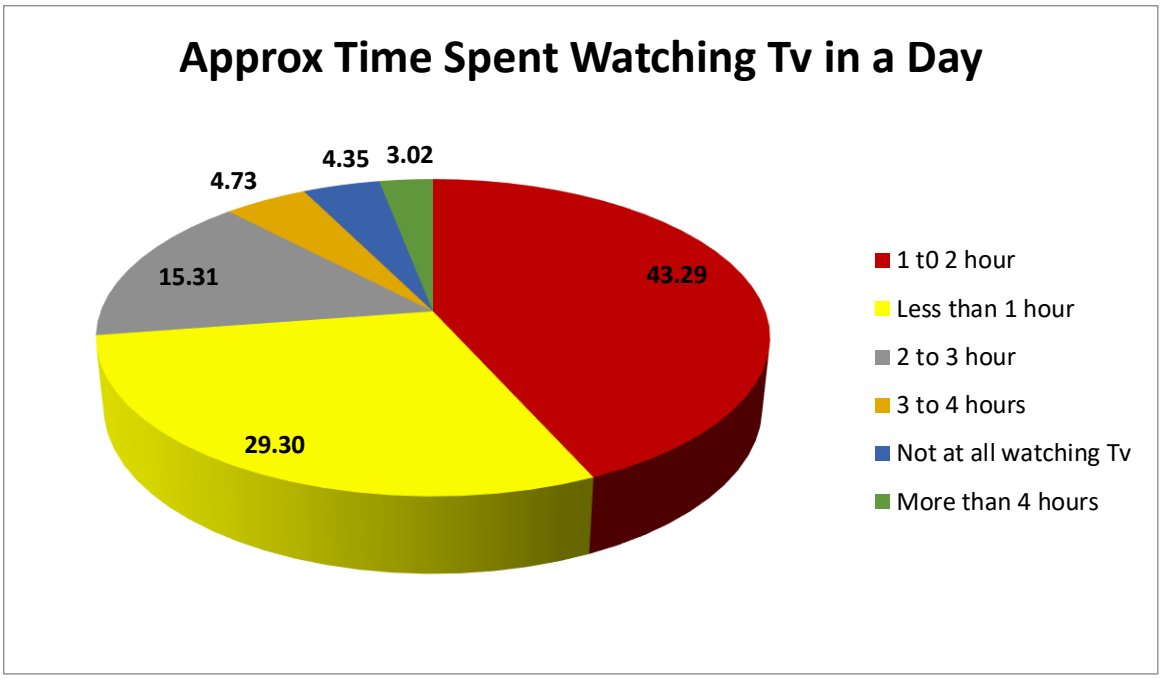
Data of the study was collected from five major cities of Gujarat. These were the major cities in terms of population of Gujarat and also offered diversity in the demographic profile. Total 529 responses were analyzed and are presented in tabulation and charts to explain further interpretation and to draw inferences. Ahmedabad being the biggest city and the commercial capital of the state of Gujarat, the data of 228 respondents which constitutes

43.1 percent of the total population. Followed by 108 respondents in Rajkot comprising of 20.4 percent of the total sample. Ahmedabad and Rajkot collectively comprised of 63.5 percent of the total sample. 12.7 percent of the sample was collected from Surat, 12.5 percent of the sample was collected from Bhavnagar and 11.5 percent of the sample was collected from Vadodara.

Objective1: To explore the pattern of media usage habits of buyers of ORAL CARE Products i.e. Toothpaste, Toothbrush, Mouthwash.

6.2 Graphical Representation of Time Spent with Various Media.

To find out how much time in a day people of Gujarat spend with TV, respondents were asked by giving option of less than 1 hour, 1 to 2 hour, 2 to 3 hour, 3 to 4 hour, more than 4 hours and not at all watching TV.

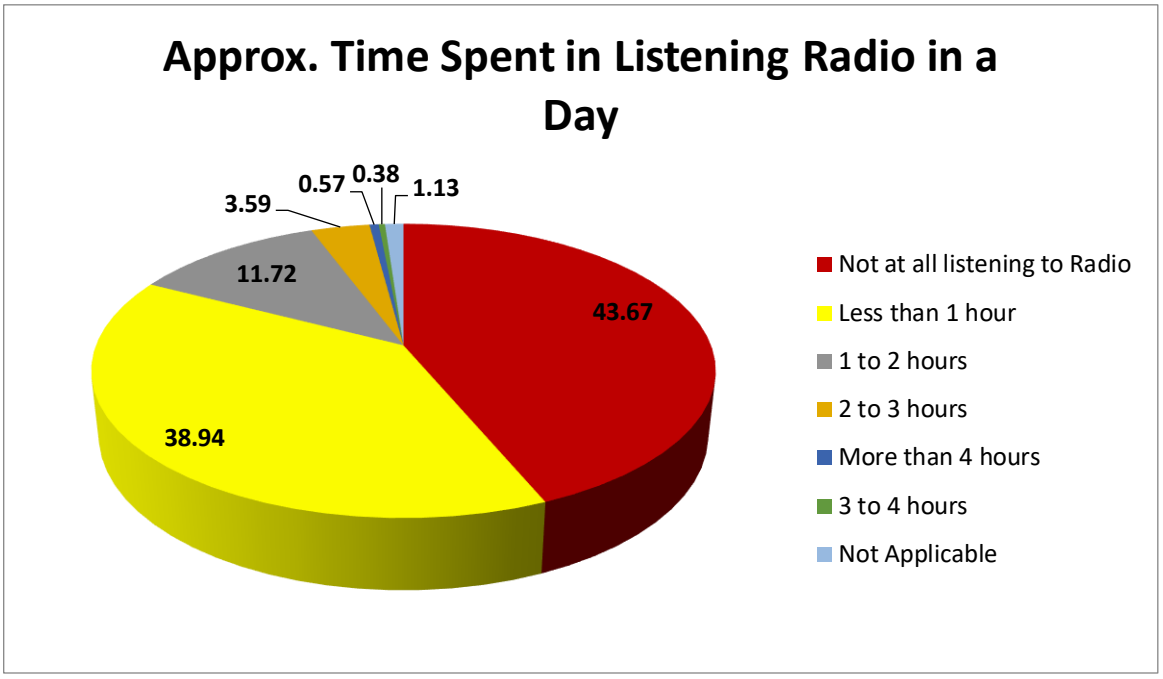


Source: SPSS output

GRAPH 6.1.1: Time spent on TV

To find out how much time people of Gujarat spend with TV, respondents were asked by giving option of 1 to 2 hour, less than 1 hour, 2 to 3 hour, 3 to 4 hour, not at all watching TV and more than 4 hours.

From the Graph 6.1.1, it is interpreted that more than 58 percent of respondents spent 1 to 3 hour per day in watching TV. Around 15 percent of respondents watch TV for 2 to 3 hours whereas only 4 percent of respondents said that they are not at all watching TV. Hence, it could be inferred from the above chart that the respondents are spent good amount of time per day in watching TV.

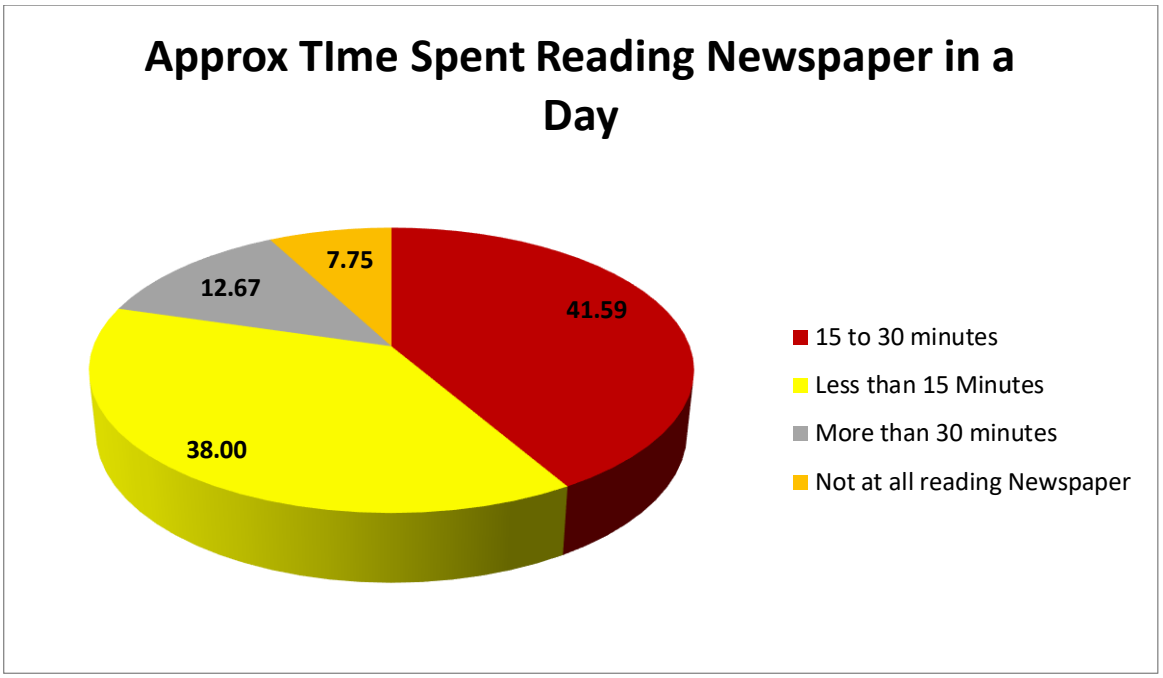


Source: SPSS output

GRAPH 6.1.2: Time Spent with Radio

To find out approx time spent with radio in a day, respondents were asked to mention how much time they spent with radio? Range from Less than 1 hour to more than 4 hours.

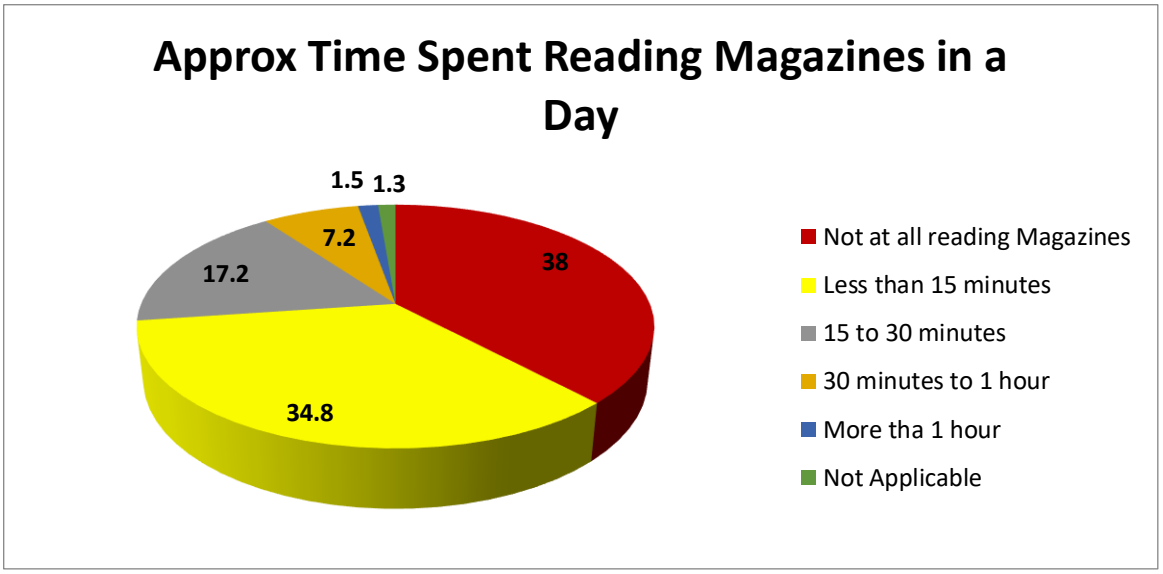
From Graph 6.1.2, it is concluded that majority (44 percent) of respondents said that they don't listen to radio in a day. In contrast, 39 percent said that they spent less than 1 hour listening to radio in a day. Approx 4 percent listen for 2 to 3 hours. So, people are spent very less time with radio. Therefore, radio as a medium is used very less by consumers.



Source: SPSS output

GRAPH 6.1.3: Time Spent with Newspapers

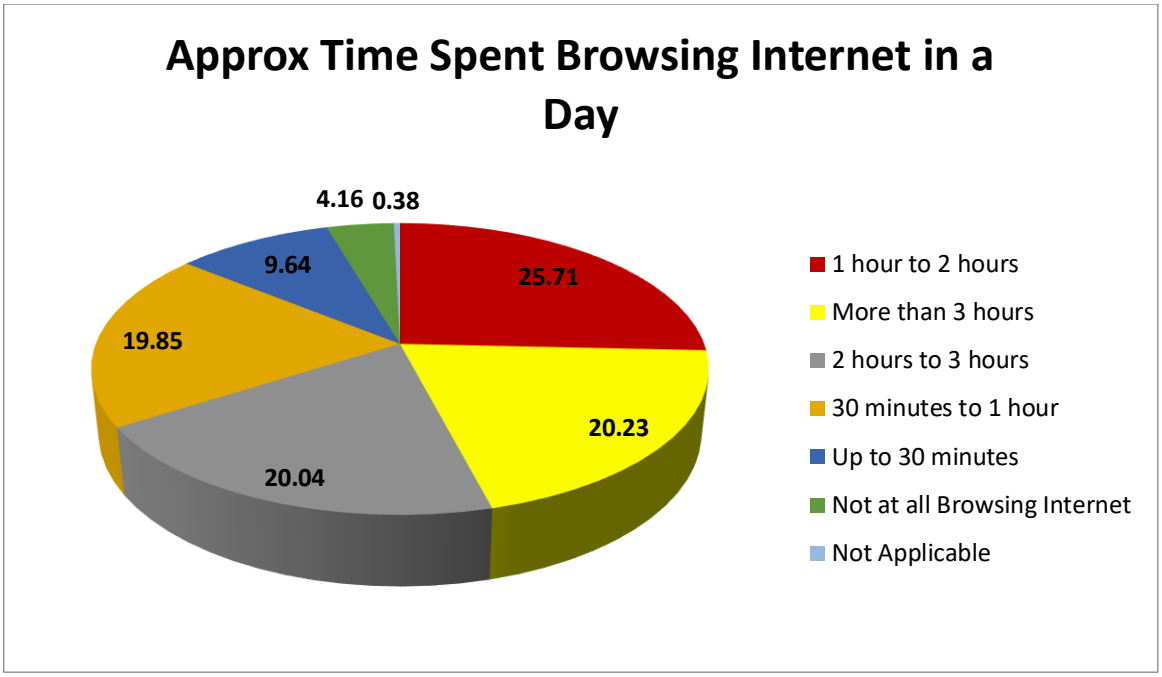
Respondents were asked about the time spent on newspaper in a day. Options in a range of less than 15 minutes to more than 15 minutes were given. From Graph 6.1.3, it is inferred that approx. 42 percent of respondents spent 15 to 30 minutes, 38 percent of respondents spent less than 15 minutes. Hence, majority of the consumers spent around 30 minutes on Newspapers.



Source: SPSS output

GRAPH 6.1.4: Time spent with Magazine

To know the time spent on magazines, respondents were asked question about time spent on range of less than 1 hour to 3 to 4 hours including the options of not at all reading magazines. From Graph 6.1.4, it is interpreted that majority (38 percent) of the respondents does not reading magazines at all, whereas 35 percent of respondents spent less than 15 minutes in reading, magazines a day. Moreover 17 percent of respondents read magazine for 15 t0 30 minutes.



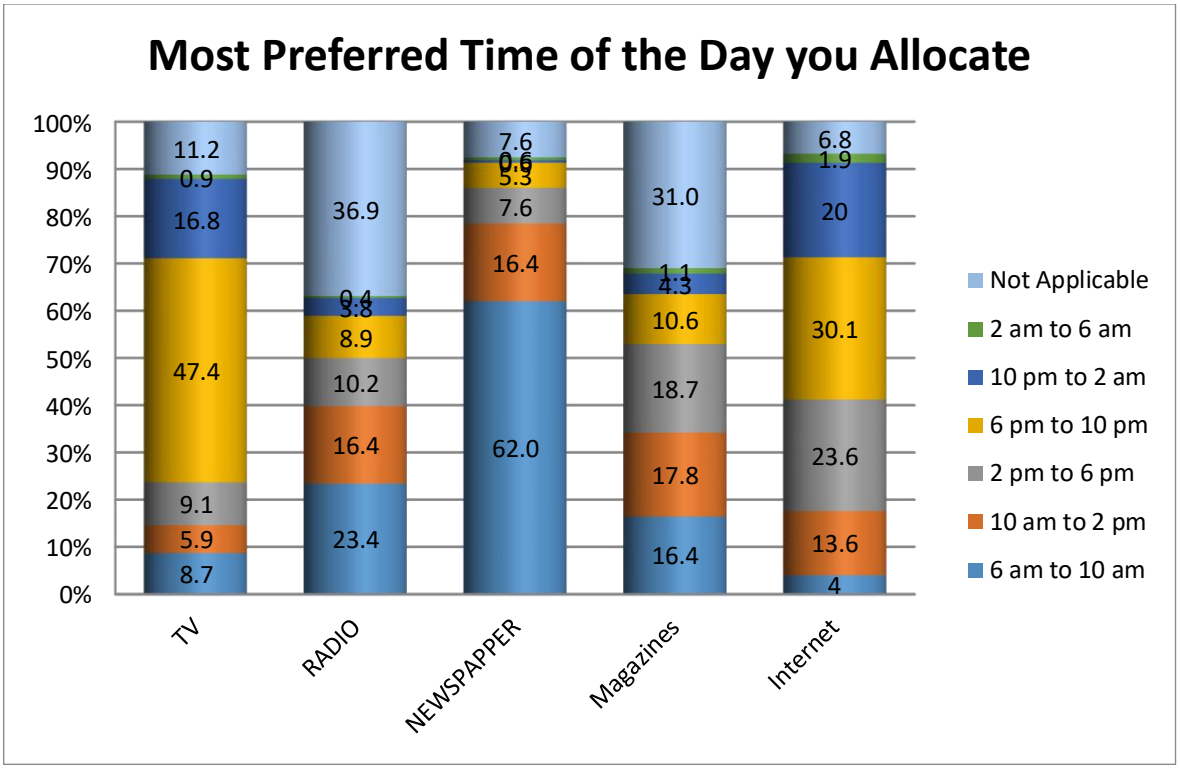
Source: SPSS output

GRAPH 6.1.5: Time Spent in Browsing Internet

Respondents were asked about the time spent on internet in the range of less than 1 hour to 3 to 4 hours. As today's generation are using more of internet. Therefore, it is important to know the media habits of consumer for internet. From Graph 6.1.5, it is concluded that approximately 40 percent of the respondents spent 2 hours to more than 3 hour per day browsing internet. That means consumers are spending huge amount of time browsing internet as compare to other media like Tv radio, newspaper & magazines.

6.3 Graphical Representation of Descriptive Statistics for Preferred Time with Various Media

To understand the consumer engagement with various media, it is important for marketer to know the preferred timing of consumer for various media, which is a part of media habits of consumers. Thus, to know the preferred timing of consumers for five media i.e. TV, Radio, Newspaper, magazines and Internet questions were asked to respondents and option were given for different slots of timings as mentioned in Graph 6.2.



Source: SPSS output

GRAPH 6.2: Preferred Time for Various Media

From Graph 6.2, it is inferred that most preferred time slot to watch TV is 6 pm to 10 pm, followed by the slot of 10 pm to 2 am. So it could be inferred that 6 pm to 10 pm slot is most effective for placing an ad in TV.

Further around 23 percent of respondents said that they prefer to listen radio in time slot of 6 am to 10 am. Followed by slot of 10 am to 2 pm slot (16 percent).So 6 am to 2 pm is the best time for placing ad on radio.

Furthermore, majority (62 percent) of respondents preferred the time slot of 6 am to 10 am for reading newspapers. So respondents are reading newspapers only in the morning time.

About 19 percent of respondents preferred time slot for magazines is 2 pm to 6 pm and about 18 percent preferred in time slot of 6 am to 10 am and 10am to 2 pm. So, 6 am to 6 pm is most preferred time for reading magazines. Hence, it may be inferred that the people read magazines throughout the day as per their convenience.

However, around 54 percent of the respondents most preferred time of the day to browse internet is 2 pm to 10 pm. So 2 pm to 10 pm is the most impactful for placing ads on internet. Hence, for TV prime time is 6 pm to 10 pm, for Radio prime time is 6 am to 10 am, for Newspapers prime time is 6 am to 10 am, for magazines prime time is 10 am to 6 pm and for internet prime time is 6 pm to 2 am.

6.4 Hypothesis Testing (Chi-Square) Gender and Time Spent Various Media

Times spent with various media are compared with Gender by using Chi square test. The results are shown below.

Ho: There is no association between Gender and approximately time spent watching TV in a day.

TABLE 6.2.1: Association between Gender and Approximately Time Spent Watching TV in a Day

Gender * Approximately Time Spent Watching TV in a Day Cross tabulation								
			Approximately Time Spent Watching TV in a Day					
			Less than 1 hour	1 to 2 hour	2 to 3 hour	3 to 4 hours	More than 4 hours	Not at all watching TV	Total
Gender	Male	Count	124	179	54	16	11	20	404
		Expected Count	118.4	174.9	61.9	19.1	12.2	17.6	404.0
		% within Gender	30.7%	44.3%	13.4%	4.0%	2.7%	5.0%	100.0%
	Female	Count	31	50	27	9	5	3	125
		Expected Count	36.6	54.1	19.1	5.9	3.8	5.4	125.0
		% within Gender	24.8%	40.0%	21.6%	7.2%	4.0%	2.4%	100.0%
Total		Count	155	229	81	25	16	23	529
		Expected Count	155.0	229.0	81.0	25.0	16.0	23.0	529.0
		% within Gender	29.3%	43.3%	15.3%	4.7%	3.0%	4.3%	100.0%

Source: SPSS output

The Table 6.2.1 shows the cross tabulation of approximately time spent watching TV in a day for male and female respondents. With respect to both categories, highest percent lies in 1 to 2 hour followed by less than 1 hour and 2 to 3 hour.

TABLE 6.2.1a: Chi-Square Test (Gender & Time spent on TV)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	9.830[a]	5	.080

Source: SPSS output

The above Table 6.2.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 9.830 this value is not significant ($p>0.05$) indicating that Gender does not have significant effect on time spent in watching television in a day. The proportion of time spent in watching television in a day do not differ significantly for male and female respondents.

Ho: There is no association between Gender and approximately time spent Listening Radio in a day.

TABLE 6.2.2: Association between Gender and Approximately Time Spent Listening Radio in a Day

Gender * Approx. Time Spent in Listening Radio in a Day Cross tabulation									
			Approx. Time Spent in Listening Radio in a Day						
			Less than 1 hour	**1 to 2 hours**	**2 to 3 hours**	**3 to 4 hours**	**More than 4 hours**	**Not at all listening to Radio**	**Total**
Gender	Male	Count	155	43	16	1	1	183	399
		Expected Count	157.2	47.3	14.5	1.5	2.3	176.2	399.0
		% within Gender	38.8%	10.8%	4.0%	.3%	.3%	45.9%	100.0%
	Female	Count	51	19	3	1	2	48	124
		Expected Count	48.8	14.7	4.5	.5	.7	54.8	124.0
		% within Gender	41.1%	15.3%	2.4%	.8%	1.6%	38.7%	100.0%
Total		Count	206	62	19	2	3	231	523
		Expected Count	206.0	62.0	19.0	2.0	3.0	231.0	523.0
		% within Gender	39.4%	11.9%	3.6%	.4%	.6%	44.2%	100.0%

Source: SPSS output

The table above shows the cross tabulation between gender and amount of time spent listing Radio in a Day. Out of the total of the male respondents, 45.9 percent of the male respondents does not listen Radio at all and out of the total of the female respondents, 38.7 percent of the female respondents do not listen Radio at all and 38.8 percent of them listen for less than 1 hour.

TABLE 6.2.2a Chi-Square Test (Gender & Time spent on Radio)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	7.354[a]	5	.196

Source: SPSS output

The above Table 6.2.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 7.354. This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on time spent in listening Radio in a day. The proportion of time spent in listening Radio in a day does not differ significantly for male and female respondents.

Ho: There is no association between Gender and Approximately Time Spent Reading Newspaper in a Day

TABLE 6.2.3: Association between Gender and Approximately Time Spent Reading Newspapers in a Day

Gender * Approximately Time Spent Reading Newspaper in a Day Cross tabulation							
			Approximately Time Spent Reading Newspaper in a Day				
			Less than 15 Minutes	**15 to 30 minutes**	**More than 30 minutes**	**Not at all reading Newspaper**	**Total**
Gender	Male	Count	149	172	58	25	404
		Expected Count	153.5	168.0	51.2	31.3	404.0
		% within Gender	36.9%	42.6%	14.4%	6.2%	100.0%
	Female	Count	52	48	9	16	125
		Expected Count	47.5	52.0	15.8	9.7	125.0
		% within Gender	41.6%	38.4%	7.2%	12.8%	100.0%
Total		Count	201	220	67	41	529
		Expected Count	201.0	220.0	67.0	41.0	529.0
		% within Gender	38.0%	41.6%	12.7%	7.8%	100.0%

Source: SPSS output

The Table 6.2.3 shows the cross tabulation of gender and approximately time spent reading Newspaper in a day. Out of the total of the male respondents, 36.9 percent of the male respondents spent less than 15 minutes, 42.6 percent of the male respondents spent 15 to 30 minutes, 14.4 percent of the male respondents spent more than 30 minutes and 6.2 percent of the male respondents do not read newspaper at all. With respect to female respondents, out of the total female respondents, 41.6 percent are reading newspaper less than 15 minutes, 38.4 percent of the female respondents read 15 to 30 minutes, 15.8 percent of the female respondents read more than 30 minutes and 7.8 percent of the female respondents do not read newspaper at all.

TABLE 6.2.3a Chi-Square Test (Gender & Time spent on Newspapers)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	10.204[a]	3	.017

Source: SPSS output

The above Table 6.2.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 10.204. This value is significant ($p<0.05$) indicating that Gender has significant effect on time spent in reading newspaper in day. With respect to not at all reading newspapers and less than 15 minutes, the female percent are more as compared to male. Hence it can be concluded that male respondents spend more time to read newspaper as compared to female respondents.

Ho: There is no association between Gender and approximately time spent on reading Magazines in a day.

TABLE 6.2.4: Gender and Approximately Time Spent on reading Magazines in a Day

Gender * Approximately Time Spent Reading Magazines in a Day Cross tabulation								
			Approximately Time Spent Reading Magazines in a Day					
			Less than 15 minutes	15 to 30 minutes	30 minutes to 1 hour	More than 1 hour	Not at all reading Magazines	Total
Gender	Male	Count	148	67	30	7	146	398
		Expected Count	140.3	69.4	29.0	6.1	153.3	398.0
		% within Gender	37.2%	16.8%	7.5%	1.8%	36.7%	100.0%
	Female	Count	36	24	8	1	55	124
		Expected Count	43.7	21.6	9.0	1.9	47.7	124.0
		% within Gender	29.0%	19.4%	6.5%	.8%	44.4%	100.0%
Total		Count	184	91	38	8	201	522
		Expected Count	184.0	91.0	38.0	8.0	201.0	522.0
		% within Gender	35.2%	17.4%	7.3%	1.5%	38.5%	100.0%

Source: SPSS output

The Table 6.2.4 above shows the cross tabulation of amount of time spent reading a magazine in a day with respect to male and female respondents. Out of the total of the male respondents, 36.7 percent of the male respondents do not read magazine at all whereas out of the total of the female respondents, 44.4 percent of the female respondents do not read magazine at all. Out of the total of the male respondents, 37.2 percent of the male respondents read magazine for less than 15 minutes whereas out of the total of the female respondents, 29 percent of the female respondents read magazine for less than 15 minutes.

TABLE 6.2.4a: Chi-Square Test (Gender & Time Spent on Magazines)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.285[a]	4	.369

Source: SPSS output

The above Table 6.2.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 4.285. This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on time spent in reading magazine

in a day. The proportion of time spent in reading magazine in a day does not differ significantly for male and female respondents.

Ho: There is no association between Gender and Approximately Time Spent Browsing Internet in a Day.

TABLE 6.2.5: Association between Gender and Approximately Time Spent Browsing Internet in a day.

Gender * Approximately Time Spent Browsing Internet in a Day Cross tabulation									
			Approximately Time Spent Browsing Internet in a Day						
			Up to 30 minutes	30 minutes to 1 hour	1 hour to 2 hours	2 hours to 3 hours	More than 3 hours	Not at all browsing internet	Total
Gender	Male	Count	34	89	105	84	78	12	402
		Expected Count	38.9	80.1	103.7	80.9	81.6	16.8	402.0
		% within Gender	8.5%	22.1%	26.1%	20.9%	19.4%	3.0%	100.0%
	Female	Count	17	16	31	22	29	10	125
		Expected Count	12.1	24.9	32.3	25.1	25.4	5.2	125.0
		% within Gender	13.6%	12.8%	24.8%	17.6%	23.2%	8.0%	100.0%
Total	Count		51	105	136	106	107	22	527
	Expected Count		51.0	105.0	136.0	106.0	107.0	22.0	527.0
	% within Gender		9.7%	19.9%	25.8%	20.1%	20.3%	4.2%	100.0%

Source: SPSS output

The above Table 6.2.5 shows the cross tabulation of the approximate time spent browsing internet in a day with respect to male and female respondents. From the table out of the total of the male respondents, 26.1 percent of the male respondents spent 1 to 2 hour, 22.1 percent spent 30 minutes to 1 hour and 20.9 percent spent 2 to 3 hour browsing internet in a day. For female respondents 24.8 percent of the total of the female respondents spent 1 to 2 hour, 23.2 percent spent more than 3 hour browsing internet in a day.

TABLE 6.2.5a: Chi-Square Test (Gender & Time Spent on Internet)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.780[a]	5	.017

Source: SPSS output

The above Table 6.2.5a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 13.780. This value is significant ($p<0.05$) indicating that Gender has significant effect on time spent in browsing internet in day. Female respondents have higher percent of frequency with respect to more than 3 hour and up to 30 minutes.

6.5 Hypothesis Testing (Chi-Square) Gender and Preferred Time for Various Media

H0: There is no association between Gender and preferred time of the day for watching TV.

TABLE 6.3.1: Gender & Preferred Time for TV

Crosstab								
			Most Preferred Time of the Day you Allocate to Television					
			6 am to 10 am	10 am to 2 pm	2 pm to 6 pm	6 pm to 10 pm	10 pm to 2 am	2 am to 6 am	Total
Gender	Male	Count	40	21	33	185	73	4	356
		Expected Count	34.8	23.5	36.4	190.1	67.4	3.8	356.0
		% within Gender	11.2%	5.9%	9.3%	52.0%	20.5%	1.1%	100.0%
	Female	Count	6	10	15	66	16	1	114
		Expected Count	11.2	7.5	11.6	60.9	21.6	1.2	114.0
		% within Gender	5.3%	8.8%	13.2%	57.9%	14.0%	.9%	100.0%
Total		Count	46	31	48	251	89	5	470
		Expected Count	46.0	31.0	48.0	251.0	89.0	5.0	470.0
		% within Gender	9.8%	6.6%	10.2%	53.4%	18.9%	1.1%	100.0%

Source: SPSS output

The Table 6.3.1 shows the cross tabulation of the Gender and most preferred time of the day to watch television. Both for male and female respondents, the most preferred time of the day is 6 pm to 10 pm. The second highest percent is 10 pm to 2 am. It can be understood that after 6 pm, one wants to relax and spend some time for watching television.

TABLE 6.3.1a: Chi-Square Test (Gender & Preferred time for TV)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	8.033[a]	5	.154

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 8.033. This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on preferred time of the day for watching TV.

The proportion of preferred time to watch television in a day does not differ significantly for male and female respondents.

H0: There is no association between Gender and preferred time of the day for listening the Radio.

TABLE 6.3.2: Gender & Preferred time Radio

Crosstab								
			Most preferred Time of the Day you Allocate to Radio					
			6 am to 10 am	**10 am to 2 pm**	**2 pm to 6 pm**	**6 pm to 10 pm**	**10 pm to 2 am**	**2 am to 6 am**	**Total**
Gender	Male	Count	102	61	34	34	16	1	248
		Expected Count	92.1	64.6	40.1	34.9	14.9	1.5	248.0
		% within Gender	41.1%	24.6%	13.7%	13.7%	6.5%	.4%	100.0%
	Female	Count	22	26	20	13	4	1	86
		Expected Count	31.9	22.4	13.9	12.1	5.1	.5	86.0
		% within Gender	25.6%	30.2%	23.3%	15.1%	4.7%	1.2%	100.0%
Total		Count	124	87	54	47	20	2	334
		Expected Count	124.0	87.0	54.0	47.0	20.0	2.0	334.0
		% within Gender	37.1%	26.0%	16.2%	14.1%	6.0%	.6%	100.0%

Source: SPSS output

The Table 6.3.2 shows the cross tabulation of the Gender and most preferred time of the day to listen Radio. Out of the total of the male respondents, 41.1 percent of the male respondents listen during 6am to 10 am where as 25.6 percent of the females out of the total female respondents listen radio during 6 am to 10 am. 24.6 percent of the male respondents out of the total male respondents prefer 10 am to 2 pm to listen to radio

whereas 30.2 percent out of the total of the female respondents prefer to listen to the radio during 10 am to 2 pm.

TABLE 6.3.2a: Chi-Square (Gender & Preferred Time Radio)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	9.586[a]	5	.088

Source: SPSS output

The above Table 6.3.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 9.586. This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on preferred time of the day for listening radio. The proportion of preferred time to listen Radio in a day does not differ significantly for male and female respondents.

H0: There is no association between Gender and preferred time of the day to read Newspapers.

TABLE: 6.3.3 Gender & Preferred Time Newspapers

Crosstab									
			Most preferred Time of the Day you Allocate to Newspapers						
			6 am to 10 am	**10 am to 2 pm**	**2 pm to 6 pm**	**6 pm to 10 pm**	**10 pm to 2 am**	**2 am to 6 am**	**Total**
Gender	Male	Count	256	64	32	23	2	2	379
		Expected Count	254.2	67.4	31.0	21.7	2.3	2.3	379.0
		% within Gender	67.5%	16.9%	8.4%	6.1%	.5%	.5%	100.0%
	Female	Count	72	23	8	5	1	1	110
		Expected Count	73.8	19.6	9.0	6.3	.7	.7	110.0
		% within Gender	65.5%	20.9%	7.3%	4.5%	.9%	.9%	100.0%
Total		Count	124	328	87	40	28	3	3
		Expected Count	124.0	328.0	87.0	40.0	28.0	3.0	3.0
		% within Gender	37.1%	67.1%	17.8%	8.2%	5.7%	.6%	.6%

Source: SPSS output

The Table 6.3.3 above shows the cross tabulation of the Gender and most preferred time of the day to read News Paper. Out of the total of the male respondents, 65.7 percent of the

male respondents read newspaper during 6 am to 10 am whereas out of the total female respondents, 65.5 percent of the female respondents read newspaper during 6 am to 10 am. Out of the total of the male respondents 16.9 percent of the male respondents read news paper during 10 am to 2 pm where as for female respondents it is 20.9 percent. As it can be observed in the above table that majority of the male and female respondents read news paper before 10 am.

TABLE 6.3.3a Chi-Square Test (Gender & Preferred Time for Newspapers)

Chi-Square Test			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	1.723[a]	5	.886

Source: SPSS output

The above Table 6.3.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 1.723. This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on preferred time of the day for reading newspaper. Hence it can be concluded that the proportion of preferred time to listen newspaper in a day do not differ significantly for male and female respondents.

H0: There is no association between Gender and preferred time of the day to read magazines.

TABLE 6.3.4: Gender & Preferred Time for Magazines

Crosstab								
			Most preferred Time of the Day you Allocate to Magazines						
			6 am to 10 am	**10 am to 2 pm**	**2 pm to 6 pm**	**6 pm to 10 pm**	**10 pm to 2 am**	**2 am to 6 am**	**Total**
Gender	Male	Count	75	74	70	47	15	4	285
		Expected Count	67.9	73.4	77.3	43.7	18.0	4.7	285.0
		% within Gender	26.3%	26.0%	24.6%	16.5%	5.3%	1.4%	100.0%
	Female	Count	12	20	29	9	8	2	80
		Expected Count	19.1	20.6	21.7	12.3	5.0	1.3	80.0
		% within Gender	15.0%	25.0%	36.3%	11.3%	10.0%	2.5%	100.0%
Total		Count	87	94	99	56	23	6	365
		Expected Count	87.0	94.0	99.0	56.0	23.0	6.0	365.0
		% within Gender	23.8%	25.8%	27.1%	15.3%	6.3%	1.6%	100.0%

Source: SPSS output

The Table 6.3.4 above shows the cross tabulation of the Gender and most preferred time of the day to read Magazines. Out of the total of the male respondents, 26.3 percent of the male respondents read magazines during 6 am to 10 am whereas out of the total female respondents, 15 percent of the female respondents read newspaper during 6 am to 10 am. Out of the total of the male respondents 26 percent of the male respondents read magazines during 10 am to 2 pm where as for female respondents it is 25 percent. Out of the total of the male respondents 24.6 percent of the male respondents read magazines during 2 pm to 6 pm, where as for female respondents it is 36.3 percent.

TABLE 6.3.4a Chi-Square Test (Gender & Preferred Time Magazines)

Chi-Square Test			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	10.324[a]	5	.067

Source: SPSS output

The above Table 6.3.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 10.324.This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on preferred time of the day for reading magazines. Hence it can be concluded that the proportion of preferred time to read magazine in a day do not differ significantly for male and female respondents.

H0: There is no association between Gender and preferred time of the day to browse internet.

TABLE 6.3.5 Gender and Preferred Time Internet

Crosstab								
			Most preferred Time of the Day you Allocate to Internet					
			6 am to 10	**10 am to 2 pm**	**2 pm to 6 pm**	**6 pm to 10**	**10 pm to 2 am**	**2 am to 6**	**Total**
Gender	Male	Count	15	62	88	125	83	8	381
		Expected Count	16.2	55.6	96.6	122.9	81.9	7.7	381.0
		% within Gender	3.9%	16.3%	23.1%	32.8%	21.8%	2.1%	100.0%
	Female	Count	6	10	37	34	23	2	112
		Expected Count	4.8	16.4	28.4	36.1	24.1	2.3	112.0
		% within Gender	5.4%	8.9%	33.0%	30.4%	20.5%	1.8%	100.0%
Total		Count	21	72	125	159	106	10	493
		Expected Count	21.0	72.0	125.0	159.0	106.0	10.0	493.0
		% within Gender	4.3%	14.6%	25.4%	32.3%	21.5%	2.0%	100.0%

Source: SPSS output

The Table 6.3.5 shows the cross tabulation of the Gender and most preferred time of the day to surf internet. Out of the total of the male respondents, 23.1 percent of the respondents prefer during 2 pm to 6pm to surf the internet where as for female respondents, 33 percent of them prefer this time. For male respondents, 32.8 percent of them prefer 6 pm to 10 pm where as for female respondents it is 30.4 percent. It can be understood from the above table that majority of the male and female respondents prefer after 6 pm to surf the internet.

TABLE 6.3.5a Chi-Square Test (Gender and Preferred Time Internet)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	7.245[a]	5	.203

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 7.24.This value is not significant ($p>0.05$) indicating that Gender does not have significant effect on preferred time of the day for surfing the internet.

Hence it can be concluded that the proportion of preferred time to surf the internet in a day do not differ significantly for male and female respondents.

TABLE 6.3.6: Summary of Hypotheses testing (Chi Square test) of Gender and Preferred time for Various Media

Sr. No.	**Hypothesis**	**P-value**	**Null hypothesis Not Rejected/Rejected**
1	H0: Gender factor does not affect on preferred time of the day for watching TV.	.154	Not Rejected
2	H0: Gender factor does not affect on preferred time of the day for listening to radio.	.088	Not Rejected
3	H0: Gender factor does not affect on preferred time of the day for reading newspaper.	.886	Not Rejected
4	H0: Gender factor does not affect on preferred time of the day for reading magazines.	.067	Not Rejected
5	H0: Gender factor does not affect on preferred time of the day for browsing internet.	.203	Not Rejected

Source: SPSS output

6.6 Hypothesis Testing (Chi-Square) Age and Time Spent Various Media

H0: There is no association between Age and approximately time spent watching TV in a day.

TABLE 6.4.1: Age & Time spent on TV

Crosstab									
			Approximately Time Spent Watching TV in a Day						
			Less than 1 hour	1 t0 2 hours	2 to 3 hours	3 to 4 hours	More than 4 hours	Not at all watching TV	Total
Age	below 18	Count	18	12	8	5	3	4	50
		Expected Count	14.7	21.6	7.7	2.4	1.5	2.2	50.0
		% within Age	36.0%	24.0%	16.0%	10.0%	6.0%	8.0%	100.0%
	18-32 years	Count	104	197	63	18	11	15	408
		Expected Count	119.5	176.6	62.5	19.3	12.3	17.7	408.0
		% within Age	25.5%	48.3%	15.4%	4.4%	2.7%	3.7%	100.0%
	32-50 years	Count	27	16	9	2	1	3	58
		Expected Count	17.0	25.1	8.9	2.7	1.8	2.5	58.0
		% within Age	46.6%	27.6%	15.5%	3.4%	1.7%	5.2%	100.0%
	above 50	Count	6	4	1	0	1	1	13
		Expected Count	3.8	5.6	2.0	.6	.4	.6	13.0
		% within Age	46.2%	30.8%	7.7%	.0%	7.7%	7.7%	100.0%
Total		Count	155	229	81	25	16	23	529
		Expected Count	155.0	229.0	81.0	25.0	16.0	23.0	529.0
		% within Age	29.3%	43.3%	15.3%	4.7%	3.0%	4.3%	100.0%

Source: SPSS output

The Table 6.4.1 shows the cross tabulation of approximately time spent watching TV in a day for different age categories. Out of the total of the 18-32 years of age group, 48.3 percent of them spent 1-2 hours in a day to watch television whereas for age group of 32-50 it is 27.6 percent and for above 50 years of, it is 30.8 percent. Majority (46.6 Percent) of the age group of 32-50 spent less than 1 hour time to watch television and 46.2 percent of the age group spent less than 1 hour to watch television.

TABLE 6.4.1a: Chi-Square (Age & Time Spent on TV)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	29.972[a]	15	.012

Source: SPSS output

The above Table 6.4.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 29.97.This value is significant ($p<0.05$) indicating that Age groups do have significant effect on amount of time spent to watch television.

Hence it can be concluded that the proportion of amount of time spent to watch television in day significantly differs with respect to different age groups category. Further it can be concluded that the age groups of 18-32 spent higher amount of time to watch television as compared to the categories of 32-50 and more than 50.

H0: There is no association between Age and approximately time spent listening radio in a day.

TABLE 6.4.2: Age & Time Spent Radio

Crosstab									
			Approximately Time Spent Watching Radio in a Day						
			Less than 1 hour	**1 t0 2 hours**	**2 to 3 hours**	**3 to 4 hours**	**More than 4 hours**	**Not at all watching Radio**	**Total**
Age	below 18	Count	16	1	0	0	0	33	50
		Expected Count	19.7	5.9	1.8	.2	.3	22.1	50.0
		% within Age	32.0%	2.0%	.0%	.0%	.0%	66.0%	100.0%
	18-32 years	Count	161	56	17	1	3	169	407
		Expected Count	160.3	48.2	14.8	1.6	2.3	179.8	407.0
		% within Age	39.6%	13.8%	4.2%	.2%	.7%	41.5%	100.0%
	32-50 years	Count	27	5	0	1	0	23	56
		Expected Count	22.1	6.6	2.0	.2	.3	24.7	56.0
		% within Age	48.2%	8.9%	.0%	1.8%	.0%	41.1%	100.0%
	above 50	Count	2	0	2	0	0	6	10
		Expected Count	3.9	1.2	.4	.0	.1	4.4	10.0
		% within Age	20.0%	.0%	20.0%	.0%	.0%	60.0%	100.0%
Total		Count	206	62	19	2	3	231	523
		Expected Count	206.0	62.0	19.0	2.0	3.0	231.0	523.0
		% within Age	39.4%	11.9%	3.6%	.4%	.6%	44.2%	100.0%

Source: SPSS output

The Table 6.4.2 shows the cross tabulation of approximately time spent listening radio in a day for different age categories. It can be observed from the above table that a significant proportion of all age categories do not listen to radio at all. Out of the total of the age group of 32-50 years, 48.2 percent of them listen radio for less than 1 hour. For age group of below 18, 32 percent of them listen less than 1 hour and age group of 18-32, 39.6 percent of them listen radio for less than 1 hour.

TABLE 6.4.2a: Chi-Square (Age & Time spent on Radio)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	32.142[a]	15	.006

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 32.14.This value is significant ($p<0.05$) indicating that Age groups do have significant effect on amount of time spent to listen radio.

Hence it can be concluded that the proportion of amount of time spent to listen radio in day significantly differs with respect to different age groups category.

H0: There is no association between Age and approximately time spent reading Newspaper in a day.

TABLE 6.4.3: Age & Time spent on Newspapers

Crosstab							
			Approximately Time Spent Reading Newspapers in a Day				
			Less than 15 Minutes	15 to 30 minutes	More than 30 minutes	Not at all reading Newspapers	Total
Age	below 18	Count	30	11	2	7	50
		Expected Count	19.0	20.8	6.3	3.9	50.0
		% within Age	60.0%	22.0%	4.0%	14.0%	100.0%
	18-32 years	Count	149	180	52	27	408
		Expected Count	155.0	169.7	51.7	31.6	408.0
		% within Age	36.5%	44.1%	12.7%	6.6%	100.0%
	32-50 years	Count	21	21	10	6	58
		Expected Count	22.0	24.1	7.3	4.5	58.0
		% within Age	36.2%	36.2%	17.2%	10.3%	100.0%
	above 50	Count	1	8	3	1	13
		Expected Count	4.9	5.4	1.6	1.0	13.0
		% within Age	7.7%	61.5%	23.1%	7.7%	100.0%
Total		Count	201	220	67	41	529
		Expected Count	201.0	220.0	67.0	41.0	529.0
		% within Age	38.0%	41.6%	12.7%	7.8%	100.0%

Source: SPSS output

The Table 6.4.3 shows the cross tabulation of approximately time spent listening radio in a day for different age categories. Out of the total of the below 18 years of age group, 60 percent of them spend less than 15 minutes of time to read newspaper. For age group of 18-32, 44.1 percent spent 15-30 minutes, for age group of 32-50, 36.2 percent spent 15-30 minutes of time to read newspaper.

TABLE 6.4.3a Chi-Square Test (Age & Time Spent Newspapers)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.422[a]	9	.003

Source: SPSS output

The above Table 6.4.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 25.42.This value is significant ($p<0.05$) indicating that Age groups do have significant effect on amount of time spent to read newspaper.

Hence, it can be concluded that the proportion of amount of time spent to read newspaper in day significantly differs with respect to different age groups category. Further it can be concluded that as compared to age group of below 18 years, age group of 18-32 and 32-50 spent higher amount of time to read newspaper.

H0: There is no association between Age and approximately time spent reading Magazines in a day.

TABLE 6.4.4: Age & Time Spent Magazines

Age * Approximately Time Spent Reading Magazines in a Day Cross tabulation								
			Approximately Time Spent Reading Magazines in a Day					
			Less than 15 minutes	15 to 30 minutes	30 minutes to 1 hour	More than 1 hour	Not at all reading Magazines	Total
Age	below 18	Count	22	10	4	2	12	50
		Expected Count	17.6	8.7	3.6	.8	19.3	50.0
		% within Age	44.0%	20.0%	8.0%	4.0%	24.0%	100.0%
	18-32 years	Count	141	69	25	6	166	407
		Expected Count	143.5	71.0	29.6	6.2	156.7	407.0
		% within Age	34.6%	17.0%	6.1%	1.5%	40.8%	100.0%
	32-50 years	Count	19	10	7	0	19	55
		Expected Count	19.4	9.6	4.0	.8	21.2	55.0
		% within Age	34.5%	18.2%	12.7%	.0%	34.5%	100.0%
	above 50	Count	2	2	2	0	4	10
		Expected Count	3.5	1.7	.7	.2	3.9	10.0
		% within Age	20.0%	20.0%	20.0%	.0%	40.0%	100.0%
Total		Count	184	91	38	8	201	522
		Expected Count	184.0	91.0	38.0	8.0	201.0	522.0
		% within Age	35.2%	17.4%	7.3%	1.5%	38.5%	100.0%

Source: SPSS output

The Table 6.4.4 shows the cross tabulation of approximately time spent reading magazines in a day for different age categories. Out of the total of the below 18 years of age group 44 percent of them read below 15 minutes. Out of the total of the age group of 18-32, 40.8 percent of them do not read magazine at all whereas age group of 32-50, 34.5 percent of them do not read magazines. Overall 38.5 percent of total respondents do not read magazines. The respondents who are reading magazines, majority of them spend less than 15 minutes of time to read it.

TABLE 6.4.4a: Chi-Square Test (Age & Time Spent Magazines)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	13.821[a]	12	.312

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 13.82. This value is not significant ($p>0.05$) indicating that Age groups do not have significant effect on amount of time spent to read magazines. Hence it can be concluded that the proportion of amount of time spent to read magazines in a day do not differ significantly with respect to different age groups category.

H0: There is no association between Age and approximately time spent browsing internet in a day.

TABLE 6.4.5 Age & Time Spent on Internet

Age * Approximately Time Spent Browsing Internet in a Day Cross tabulation									
			Approximately Time Spent Browsing Internet in a Day						
			Up to 30 minutes	**30 minutes to 1 hour**	**1 hour to 2 hours**	**2 hours to 3 hours**	**More than 3 hours**	**Not at all browsing internet**	**Total**
Age	below 18	Count	5	9	16	10	4	6	50
		Expected Count	4.8	10.0	12.9	10.1	10.2	2.1	50.0
		% within Age	10.0%	18.0%	32.0%	20.0%	8.0%	12.0%	100.0%
	18-32 years	Count	31	86	105	87	96	3	408
		Expected Count	39.5	81.3	105.3	82.1	82.8	17.0	408.0
		% within Age	7.6%	21.1%	25.7%	21.3%	23.5%	.7%	100.0%

			Up to 30 minutes	30 minutes to 1 hour	1 hour to 2 hours	2 hours to 3 hours	More than 3 hours	Not at all browsing internet	Total
	32-50 years	Count	13	9	14	7	7	8	58
		Expected Count	5.6	11.6	15.0	11.7	11.8	2.4	58.0
		% within Age	22.4%	15.5%	24.1%	12.1%	12.1%	13.8%	100.0%
	above 50	Count	2	1	1	2	0	5	11
		Expected Count	1.1	2.2	2.8	2.2	2.2	.5	11.0
		% within Age	18.2%	9.1%	9.1%	18.2%	.0%	45.5%	100.0%
Total		Count	51	105	136	106	107	22	527
		Expected Count	51.0	105.0	136.0	106.0	107.0	22.0	527.0
		% within Age	9.7%	19.9%	25.8%	20.1%	20.3%	4.2%	100.0%

Source: SPSS output

The Table 6.4.5 shows the cross tabulation of approximately time spent reading magazines in a day for different age categories. Out of the total of the below 18 years of age group, 32 percent of them browse it for 1 to 2 hour and 20 percent of them browse it for 2 to 3 hour. For age group of 18-32, 21.1 percent of them browse internet for 30 minutes to 1 hour, 25.7 percent of them browse it for 1 to 2 hour and 21.3 percent of them browse it for 2 to 3 hour and 23.5 percent of them browse it for more than 3 hour. For age group of more than 50, 45.5 percent of them do not browse internet at all. For age group of 32-50, 24.1 percent of them browse internet for 1-2 hours.

TABLE 6.4.5a: Chi-Square Test (Age & Time Spent on Internet)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.773[a]	15	.000

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 104.77. This value is significant ($p<0.05$) indicating that Age groups do have significant effect on amount of time spent to browse internet.

Hence it can be concluded that the proportion of amount of time spent to browse internet in a day differ significantly with respect to different age groups category. As it can be observed from the cross tabulation, age group of 18-32 is browsing more internet as

compared to age group of 32-50 and more than 50 years of age group. Hence it can be concluded that age is important factor which affects the browsing of internet.

TABLE 6.4.6: Summary of Hypotheses Testing (Chi-Square test) of Age and amount of time spend with Various Media

Sr. No	**Hypothesis**	**P-value**	**Null hypothesis Not Rejected/Rejected**
1	H0: Age factor does not affect on approx time spent watching TV in a day.	.012	Rejected
2	H0: Age factor does not affect on approx time spent listening radio in a day.	.006	Rejected
3	H0: Age factor does not affect on approx time spent reading newspaper in a day.	.003	Rejected
4	H0: Age factor does not affect on approx time spent reading magazines in a day.	.312	Not Rejected
5	H0: Age factor does not affect on approx time spent browsing internet in a day.	.000	Rejected

Source: SPSS output

6.7 Hypothesis Testing (Chi-Square) Annual Family Income and Time Spent Various Media

H0: There is no association between Annual Family Income (AFI) and approximately time spent watching TV in a day.

TABLE 6.5.1 AFI & Time Spent on TV

Crosstab									
			Approximately Time Spent Watching Tv in a Day						
			Less than 1 hour	1 t0 2 hour	2 to 3 hour	3 to 4 hours	More than 4 hours	Not at all watching TV	Total
AFI	Upto 1 lac	Count	29	30	14	5	4	8	90
		Expected Count	26.4	39.0	13.8	4.3	2.7	3.9	90.0
		% within AFI	32.2%	33.3%	15.6%	5.6%	4.4%	8.9%	100.0%
	1lac to 4 lacs	Count	65	117	33	10	6	13	244
		Expected Count	71.5	105.6	37.4	11.5	7.4	10.6	244.0
		% within AFI	26.6%	48.0%	13.5%	4.1%	2.5%	5.3%	100.0%
	4 lacs to 7 lacs	Count	29	49	17	5	1	1	102
		Expected Count	29.9	44.2	15.6	4.8	3.1	4.4	102.0
		% within AFI	28.4%	48.0%	16.7%	4.9%	1.0%	1.0%	100.0%
	7 to 10 lacs	Count	17	15	10	2	1	1	46
		Expected Count	13.5	19.9	7.0	2.2	1.4	2.0	46.0
		% within AFI	37.0%	32.6%	21.7%	4.3%	2.2%	2.2%	100.0%
	10 lacs & above	Count	15	18	7	3	4	0	47
		Expected Count	13.8	20.3	7.2	2.2	1.4	2.0	47.0
		% within AFI	31.9%	38.3%	14.9%	6.4%	8.5%	.0%	100.0%
Total		Count	155	229	81	25	16	23	529
		Expected Count	155.0	229.0	81.0	25.0	16.0	23.0	529.0
		% within AFI	29.3%	43.3%	15.3%	4.7%	3.0%	4.3%	100.0%

Source: SPSS output

The Table 6.5.1shows the cross tabulation of approximately time spent watching TV with respect to different income categories. As it can be observed from the above table, majority of the Annual Income category spend same amount of time to watch television in a day.

TABLE 6.5.1a: Chi-Square Test (AFI & Time Spent on TV)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.783[a]	20	.141

Source: SPSS output

The above Table 6.5.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 26.78. This value is not significant ($p>0.05$) indicating that Annual Income groups do not have significant effect on amount of time spent to watch television in a day. Hence it can be concluded that the proportion of amount of time spent to watch TV in a day do not differ significantly with respect to different income group category.

H0: There is no association between Annual Family Income (AFI) and approximately time spent listening radio in a day.

TABLE 6.5.2: AFI & Time Spent on Radio

Crosstab									
			Approximately Time Spent Watching Radio in a Day						
			Less than 1 hour	1 t0 2 hour	2 to 3 hour	3 to 4 hours	More than 4 hours	Not at all watching TV	Total
AFI	Upto 1 lac	Count	27	5	3	1	0	53	89
		Expected Count	35.1	10.6	3.2	.3	.5	39.3	89.0
		% within AFI	30.3%	5.6%	3.4%	1.1%	.0%	59.6%	100.0%
	1lac to 4 lacs	Count	96	28	10	0	3	102	239
		Expected Count	94.1	28.3	8.7	.9	1.4	105.6	239.0
		% within AFI	40.2%	11.7%	4.2%	.0%	1.3%	42.7%	100.0%
	4 lacs to 7 lacs	Count	44	14	2	1	0	41	102
		Expected Count	40.2	12.1	3.7	.4	.6	45.1	102.0
		% within AFI	43.1%	13.7%	2.0%	1.0%	.0%	40.2%	100.0%
	7 to 10 lacs	Count	21	8	2	0	0	15	46
		Expected Count	18.1	5.5	1.7	.2	.3	20.3	46.0
		% within AFI	45.7%	17.4%	4.3%	.0%	.0%	32.6%	100.0%
	10 lacs & above	Count	18	7	2	0	0	20	47
		Expected Count	18.5	5.6	1.7	.2	.3	20.8	47.0
		% within AFI	38.3%	14.9%	4.3%	.0%	.0%	42.6%	100.0%
Total		Count	155	206	62	19	2	3	231
		Expected Count	155.0	206.0	62.0	19.0	2.0	3.0	231.0
		% within AFI	29.3%	39.4%	11.9%	3.6%	.4%	.6%	44.2%

Source: SPSS output

The Table 6.5.2 shows the cross tabulation of approximately time spent listening radio with respect to different income categories. As it can be observed from the above table,

majority of the Annual Income category spend same amount of time to listen radio in a day.

TABLE 6.5.2a: Chi-Square Test (AFI & Time Spent on Radio)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	22.360[a]	20	.321

Source: SPSS output

The above Table 6.5.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 22.36. This value is not significant ($p>0.05$) indicating that Annual Income groups do not have significant effect on amount of time spent to listen radio in a day. Hence it can be concluded that the proportion of amount of time spent to listen radio in a day do not differ significantly with respect to different income groups category.

H0: There is no association between Annual Family Income (AFI) and approximate time spent reading newspaper in a day.

TABLE 6.5.3: AFI & Time Spent on Newspapers

Crosstab							
			Approximately Time Spent Reading Newspapers in a Day				
			Less than 15 Minutes	15 to 30 minutes	More than 30 minutes	Not at all reading Newspaper	Total
AFI	Upto 1 lac	Count	41	35	6	8	90
		Expected Count	34.2	37.4	11.4	7.0	90.0
		% within AFI	45.6%	38.9%	6.7%	8.9%	100.0%
	1lac to 4 lacs	Count	100	106	24	14	244
		Expected Count	92.7	101.5	30.9	18.9	244.0
		% within AFI	41.0%	43.4%	9.8%	5.7%	100.0%
	4 lacs to 7 lacs	Count	37	39	19	7	102
		Expected Count	38.8	42.4	12.9	7.9	102.0
		% within AFI	36.3%	38.2%	18.6%	6.9%	100.0%
	7 to 10 lacs	Count	14	21	8	3	46
		Expected Count	17.5	19.1	5.8	3.6	46.0
		% within AFI	30.4%	45.7%	17.4%	6.5%	100.0%
	10 lacs & above	Count	9	19	10	9	47
		Expected Count	17.9	19.5	6.0	3.6	47.0
		% within AFI	19.1%	40.4%	21.3%	19.1%	100.0%
Total		Count	201	220	67	41	529
		Expected Count	201.0	220.0	67.0	41.0	529.0
		% within AFI	38.0%	41.6%	12.7%	7.8%	100.0%

Source: SPSS output

The Table 6.5.3 shows the cross tabulation of approximately time spent reading newspaper in a day with respect to different income categories. Out of the total of the less than 1 lacs of income group, 45.6 percent of them read newspaper for less than 15 minutes, for income group of 1 to 4 lacs it is 41 percent and for income group of 4 to 7 lacs it is 36.3 percent and for 7 to 10 lacs, it is 30.4 percent and above 10 lacs of income category it is 19.1 percent. By observing the above table, it can be interpreted that for income group of more than 10 lacs, the proportion time spent in the category of more than 30 minutes is high as compared to other groups.

TABLE 6.5.3a: Chi-Square Test (AFI & Time Spent on Newspapers)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	27.948[a]	12	.006

Source: SPSS output

The above Table 6.5.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 27.98. This value is significant ($p<0.05$) indicating that Annual Income groups do have significant effect on amount of time spent to read newspaper in a day. Hence it can be concluded that the proportion of amount of time spent to read newspaper in a day differ significantly with respect to different income groups category.

H0: There is no association between Annual Family Income (AFI) and approximately time spent reading magazine in a day.

TABLE 6.5.4: AFI & Time Spent on Magazines

Crosstab								
			Approximately Time Spent on Magazines in a Day					
			Less than 15 minutes	**15 to 30 minutes**	**30 minutes to 1 hour**	**More than 1 hour**	**Not at all reading Magazines**	**Total**
AFI	Upto 1 lac	Count	39	10	5	1	34	89
		Expected Count	31.4	15.5	6.5	1.4	34.3	89.0
		% within AFI	43.8%	11.2%	5.6%	1.1%	38.2%	100.0%
	1lac to 4 lacs	Count	84	42	16	3	93	238
		Expected Count	83.9	41.5	17.3	3.6	91.6	238.0
		% within AFI	35.3%	17.6%	6.7%	1.3%	39.1%	100.0%
	4 lacs to 7 lacs	Count	27	20	10	2	43	102
		Expected Count	36.0	17.8	7.4	1.6	39.3	102.0
		% within AFI	26.5%	19.6%	9.8%	2.0%	42.2%	100.0%
	7 to 10 lacs	Count	17	11	3	2	13	46
		Expected Count	16.2	8.0	3.3	.7	17.7	46.0
		% within AFI	37.0%	23.9%	6.5%	4.3%	28.3%	100.0%
	10 lacs & above	Count	17	8	4	0	18	47
		Expected Count	16.6	8.2	3.4	.7	18.1	47.0
		% within AFI	36.2%	17.0%	8.5%	.0%	38.3%	100.0%
Total		Count	184	91	38	8	201	522
		Expected Count	184.0	91.0	38.0	8.0	201.0	522.0
		% within AFI	35.2%	17.4%	7.3%	1.5%	38.5%	100.0%

Source: SPSS output

The Table 6.5.4 shows the cross tabulation of approximately time spent reading magazine in a day with respect to different income categories. As it can be observed from the above table, majority of the Annual Income category spend same amount of time to read magazine in a day.

TABLE 6.5.4a (Chi-Square Test AFI & Time Spent on Magazines)

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	14.019[a]	16	.597

Source: SPSS output

The above Table 6.5.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 14.019. This value is not significant ($p>0.05$) indicating that Annual Income groups do not have significant effect on amount of time spent to read magazine in a day. Hence it can be concluded that the proportion of amount of time spent to read magazine in a day do not differ significantly with respect to different income groups category.

H0: There is no association between Annual Family Income (AFI) and approximately time spent browsing internet in a day.

TABLE 6.5.5: AFI & Time Spent on Internet

Crosstab									
			Approximately Time Spent Browsing Internet in a Day						
			Up to 30 minutes	30 minutes to 1 hour	1 hour to 2 hours	2 hours to 3 hours	More than 3 hours	Not at all browsing internet	Total
AFI	Upto 1 lac	Count	13	14	22	23	13	5	90
		Expected Count	8.7	17.9	23.2	18.1	18.3	3.8	90.0
		% within AFI	14.4%	15.6%	24.4%	25.6%	14.4%	5.6%	100.0%
	1lac to 4 lacs	Count	20	53	68	54	39	8	242
		Expected Count	23.4	48.2	62.5	48.7	49.1	10.1	242.0
		% within AFI	8.3%	21.9%	28.1%	22.3%	16.1%	3.3%	100.0%
	4 lacs to 7 lacs	Count	12	23	27	17	21	2	102
		Expected Count	9.9	20.3	26.3	20.5	20.7	4.3	102.0
		% within AFI	11.8%	22.5%	26.5%	16.7%	20.6%	2.0%	100.0%
	7 to 10 lacs	Count	4	12	7	8	15	0	46
		Expected Count	4.5	9.2	11.9	9.3	9.3	1.9	46.0
		% within AFI	8.7%	26.1%	15.2%	17.4%	32.6%	.0%	100.0%
	10 lacs & above	Count	2	3	12	4	19	7	47
		Expected Count	4.5	9.4	12.1	9.5	9.5	2.0	47.0
		% within AFI	4.3%	6.4%	25.5%	8.5%	40.4%	14.9%	100.0%
Total		Count	51	105	136	106	107	22	527
		Expected Count	51.0	105.0	136.0	106.0	107.0	22.0	527.0
		% within AFI	9.7%	19.9%	25.8%	20.1%	20.3%	4.2%	100.0%

Source: SPSS output

The Table 6.5.5 shows the cross tabulation of approximately time spent browsing internet in a day with respect to different income categories. As it can be observed from the above table, the proportion of percentage increases for the category of more than 3 hours as income category levels increases. Hence it can be concluded that higher income group spend more amount of time browsing internet as compared to other categories.

TABLE 6.5.5a: Chi-Square Test (AFI & Time Spent on Internet)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	53.160[a]	20	.000

Source: SPSS output

The above table shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 53.16 .This value is not significant ($p < 0.05$) indicating that Annual Income groups do have significant effect on amount of time spent to browse internet in a day. Hence it can be concluded that the proportion of amount of time spent to browse internet in a day differ significantly with respect to different income groups category.

TABLE 6.5.6: Summary of Hypotheses (Chi-Square test) of Annual Family Income and amount of Time spent with Various Media

Sr. No.	**Hypothesis**	**P-value**	**Null hypothesis Not Rejected/Rejected**
1	H0: Annual family income does not have impact on amount of time spent watching TV in a day.	.141	Not Rejected
2	H0: Annual family income does not have impact on amount of time spent listening radio in a day.	.321	Not Rejected
3	H0: Annual family income does not have impact on amount of time spent reading newspaper in a day.	.006	Rejected
4	H0: Annual family income does not have impact on amount of time spent reading magazines in a day.	.597	Not Rejected
5	H0: Annual family income does not have impact on amount of time spent browsing internet in a day.	.000	Rejected

Source: SPSS output

6.8 Crosstab of Location and Preferred Language for Various Media

To know the preferred language of the sample consumers for various media, questions were asked by offering options of Hindi, Gujarati and English.

TABLE 6.6.1: Location & Preferred time for TV

Location * Preferred Language for Television Cross tabulation						
			Preferred Language for Television			
			Gujarati	Hindi	English	Total
Location	Ahmedabad	Count	17	151	48	216
		% within Location	7.9%	69.9%	22.2%	100.0%
	Vadodara	Count	3	52	3	58
		% within Location	5.2%	89.7%	5.2%	100.0%
	Surat	Count	4	49	12	65
		% within Location	6.2%	75.4%	18.5%	100.0%
	Rajkot	Count	5	82	21	108
		% within Location	4.6%	75.9%	19.4%	100.0%
	Bhavnagar	Count	6	48	9	63
		% within Location	9.5%	76.2%	14.3%	100.0%
Total		Count	35	382	93	510
		% within Location	6.9%	74.9%	18.2%	100.0%

Source: SPSS output

From the above Table 6.6.1, it can be observed that Hindi is the most preferred language to watch television followed by English and Gujarati for all five major cities of Gujarat.

TABLE 6.6.2: Location & Preferred time for Radio

Location * Preferred Language for Radio Cross tabulation						
			Preferred Language for Radio			
			Gujarati	Hindi	English	Total
Location	Ahmedabad	Count	81	85	16	182
		% within Location	44.5%	46.7%	8.8%	100.0%
	Vadodara	Count	17	31	1	49
		% within Location	34.7%	63.3%	2.0%	100.0%
	Surat	Count	19	25	4	48
		% within Location	39.6%	52.1%	8.3%	100.0%
	Rajkot	Count	27	49	2	78
		% within Location	34.6%	62.8%	2.6%	100.0%
	Bhavnagar	Count	23	24	1	48
		% within Location	47.9%	50.0%	2.1%	100.0%
Total		Count	167	214	24	405
		% within Location	41.2%	52.8%	5.9%	100.0%

Source: SPSS output

From the above Table 6.6.2, it is observed that that Hindi and Gujarati both languages are preferred to listen to the radio. For cities like Vadodara, Surat and Rajkot Hindi is more preferred as a language as compared to Gujarati.

TABLE 6.6.3: Location & Preferred time for Newspapers

Location * Preferred Language for Newspaper Cross tabulation						
			Preferred Language for Newspapers			
			Gujarati	Hindi	English	Total
Location	Ahmedabad	Count	117	11	86	214
		% within Location	54.7%	5.1%	40.2%	100.0%
	Vadodara	Count	30	2	25	57
		% within Location	52.6%	3.5%	43.9%	100.0%
	Surat	Count	33	4	28	65
		% within Location	50.8%	6.2%	43.1%	100.0%
	Rajkot	Count	61	7	38	106
		% within Location	57.5%	6.6%	35.8%	100.0%
	Bhavnagar	Count	38	4	16	58
		% within Location	65.5%	6.9%	27.6%	100.0%
Total		Count	279	28	193	500
		% within Location	55.8%	5.6%	38.6%	100.0%

Source: SPSS output

From the above Table 6.6.3, it can be observed that Gujarati and English are two preferred languages to read Newspapers. Cities like Rajkot and Bhavnagar prefer Gujarati language newspaper as compared to other cities.

TABLE 6.6.4: Location & Preferred time for Magazines

Location * Preferred Language for Magazines Cross tabulation						
			Preferred Language for Magazines			
			Gujarati	Hindi	English	Total
Location	Ahmedabad	Count	52	18	124	194
		% within Location	26.8%	9.3%	63.9%	100.0%
	Vadodara	Count	9	7	33	49
		% within Location	18.4%	14.3%	67.3%	100.0%
	Surat	Count	14	10	34	58
		% within Location	24.1%	17.2%	58.6%	100.0%
	Rajkot	Count	16	12	59	87
		% within Location	18.4%	13.8%	67.8%	100.0%
	Bhavnagar	Count	8	5	40	53
		% within Location	15.1%	9.4%	75.5%	100.0%
Total		Count	99	52	290	441
		% within Location	22.4%	11.8%	65.8%	100.0%

Source: SPSS output

From the above Table 6.6.4, it can be observed that English is the most preferred language to read magazines across all cities followed by Gujarati and Hindi.

TABLE 6.6.5: Location & Preferred time for Internet

Location * Preferred Language for Internet Browsing Cross tabulation						
			Preferred Language for Internet Browsing			
			Gujarati	Hindi	English	Total
Location	Ahmedabad	Count	6	5	203	214
		% within Location	2.8%	2.3%	94.9%	100.0%
	Vadodara	Count	1	2	54	57
		% within Location	1.8%	3.5%	94.7%	100.0%
	Surat	Count	0	2	63	65
		% within Location	.0%	3.1%	96.9%	100.0%
	Rajkot	Count	3	1	97	101
		% within Location	3.0%	1.0%	96.0%	100.0%
	Bhavnagar	Count	2	1	55	58
		% within Location	3.4%	1.7%	94.8%	100.0%
Total		Count	12	11	472	495
		% within Location	2.4%	2.2%	95.4%	100.0%

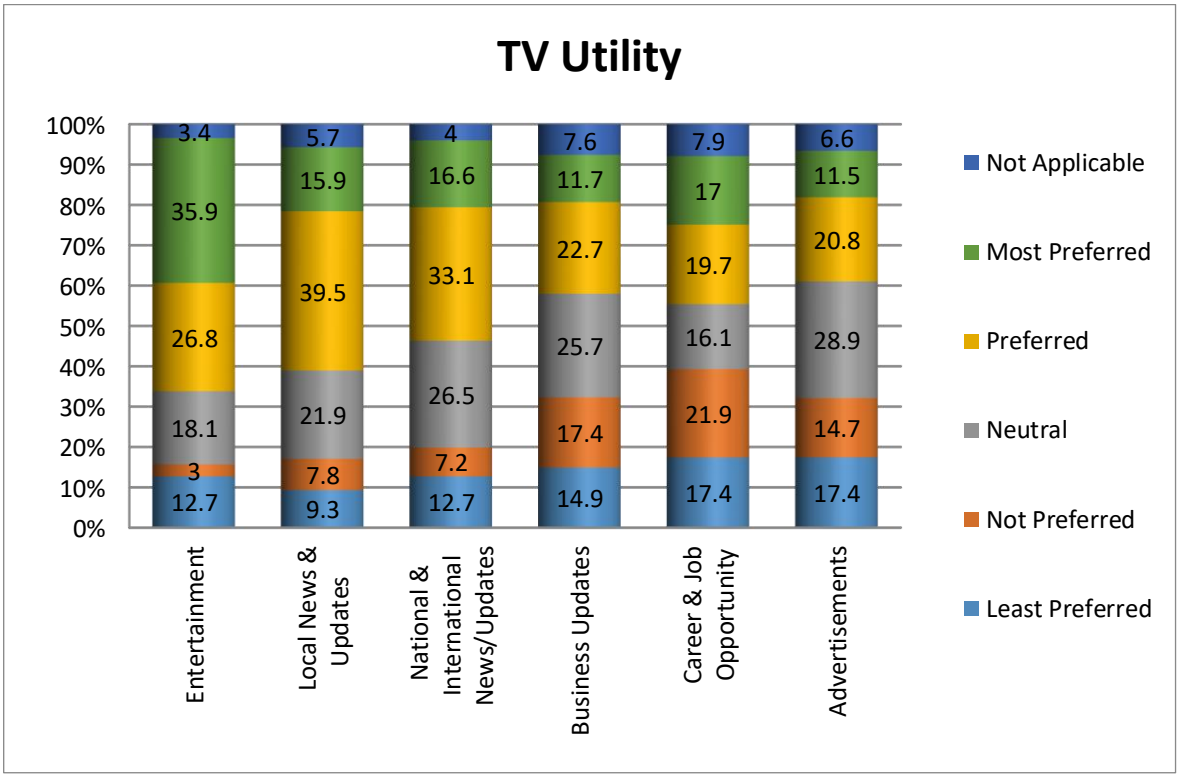
Source: SPSS output

From the above Table 6.6.5, it can be observed that English is the most preferred language for browsing internet across all five cities.

Section II

Objective 2: To identify the preference of medium in accordance with the utility of the medium. To fulfil this objective, utility of various media were found by using descriptive statistics. Further with the help of Chi-Square test effects of demographic variables on utility of various media were found.

6.9 Graphical Representation of Descriptive statistics for Utility of Various Media



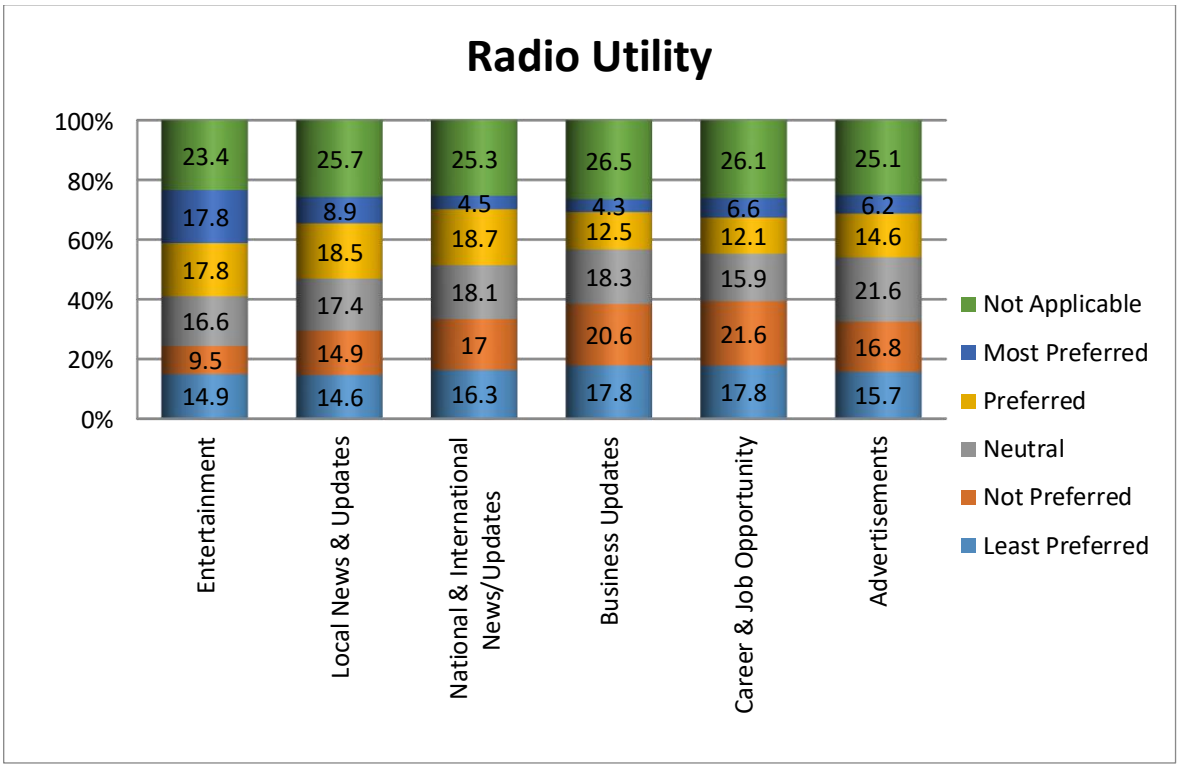
Source: SPSS output

GRAPH 6.3.1: TV Utility

To know the media engagement in terms of utility of the medium, questions were asked to respondents to understand the consumer's engagement with media.

Respondents were asked for which purpose they are using TV, options given were Entertainment, Local news, National news, Business updates, career and job opportunity and advertisements.

From Graph 6.3.1, it is inferred that about 63 percent of consumers watch TV for entertainment, 55 percent for local news and updates, 50 percent for national/international news, 36 percent career and job opportunity, 34 percent for business updates and 32 percent for watching advertisements. Therefore it may be inferred from Graph 6.3.1 that TV is mostly used for entertainment purpose followed by local news and updates and least preferred for watching advertisements.

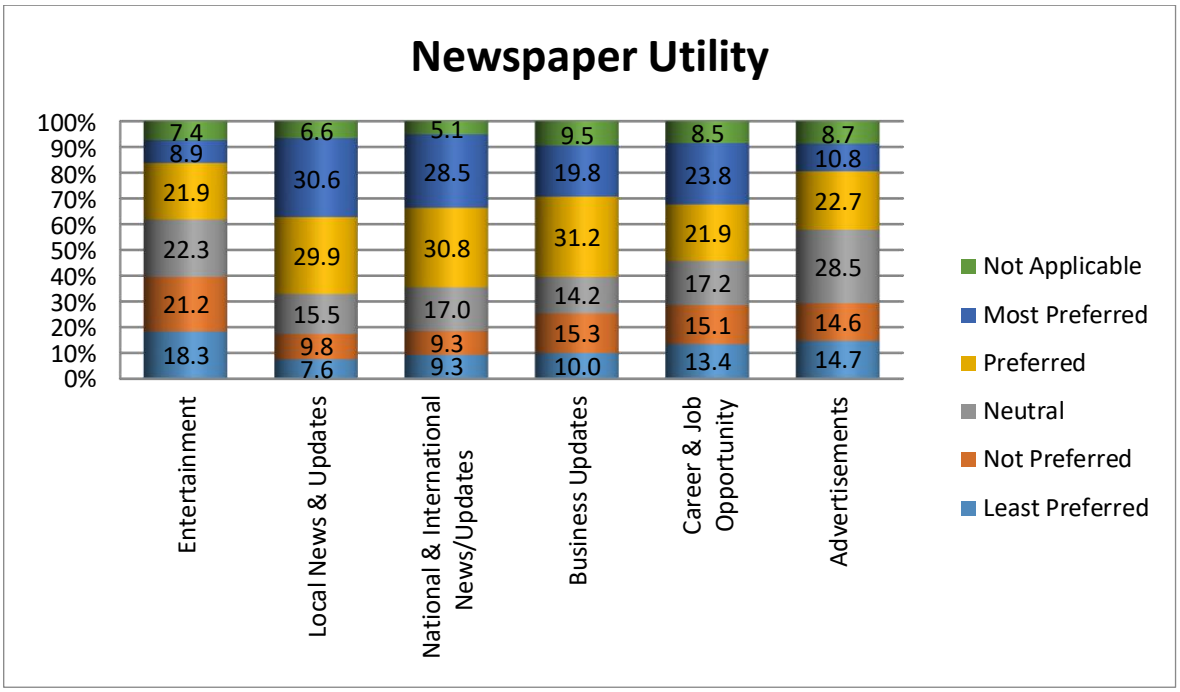


Source: SPSS output

GRAPH 6.3.2: Radio Utility

On being asked about the purpose of listening to radio, about 36 percent of respondents said that they listen to radio for entertainment purpose followed by local news and updates (27 percent) followed by national news (23 percent), and advertisements (21 percent)

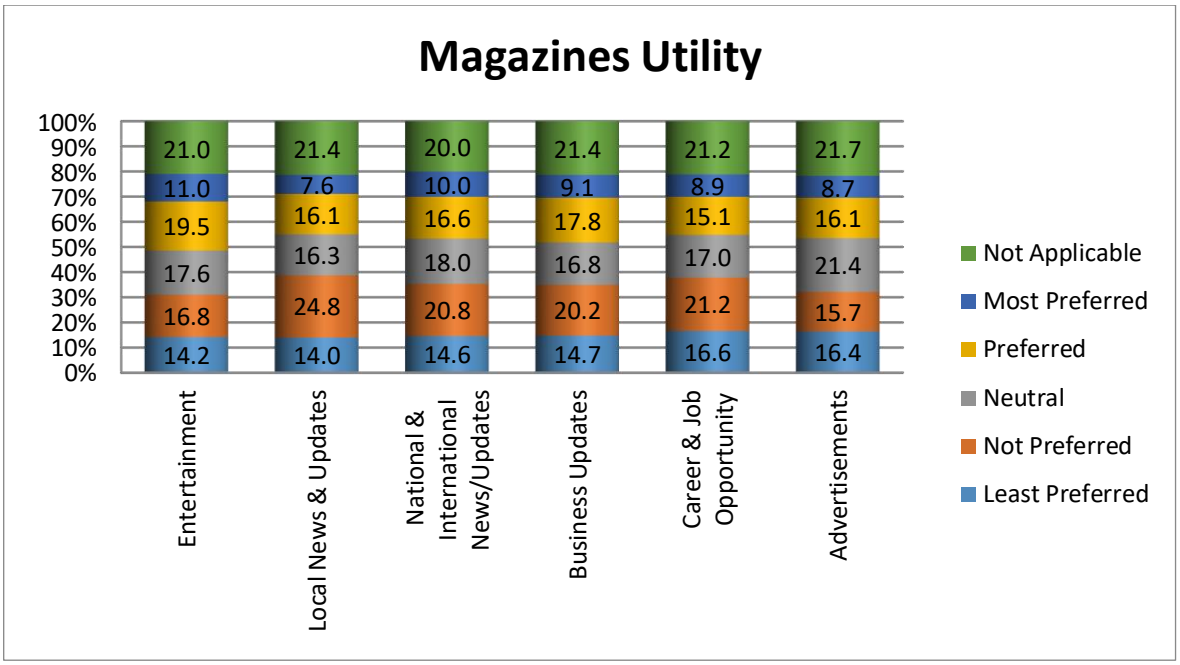
career and job opportunities (19 percent). Hence, radio is mostly used for entertainment and least for career and job opportunities.



Source: SPSS output

GRAPH 6.3.3: Newspaper Utility

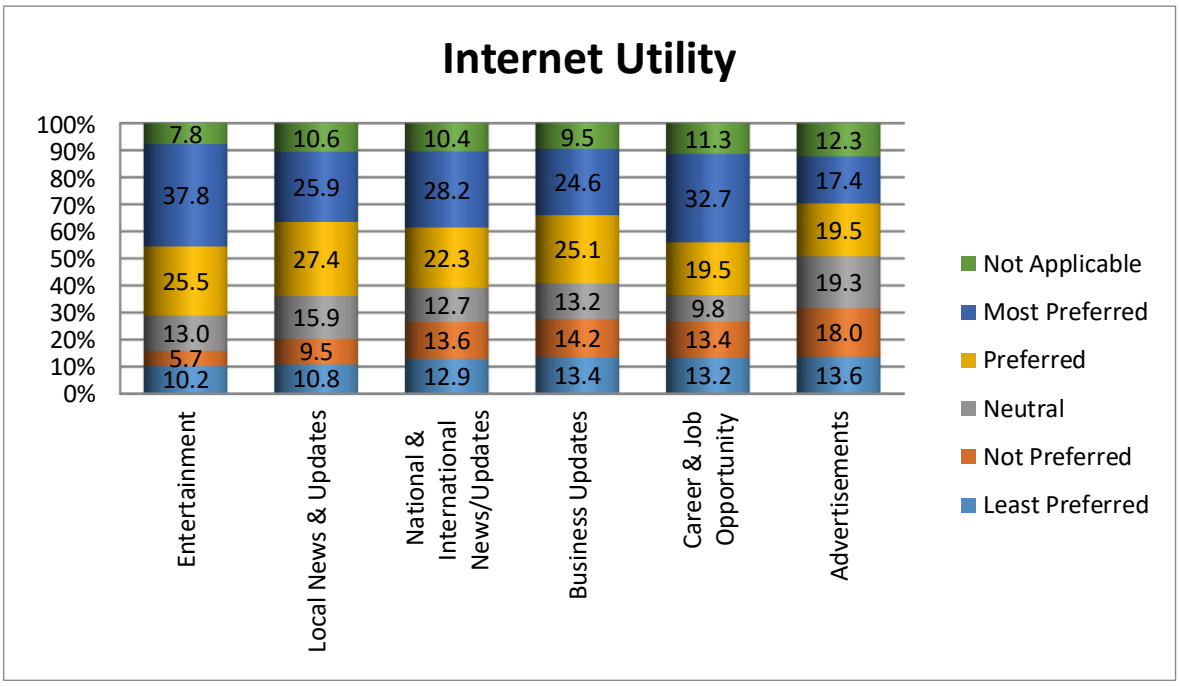
From Graph 6.3.3, it is inferred that 61 percent for local and national news updates, 59 percent for national and international news updates, 46 percent use it for career and job opportunity, 34 percent for reading/watching advertisement, followed by 31 percent for entertainment,. Thus, main purpose of reading newspaper for majority of the respondents is local, national and international news updates.



Source: SPSS output

GRAPH 6.3.4Magazines Utility

From the Graph 6.3.4, it is evident that approx 30 percent of respondents use magazines for entertainment, 27 percent for international news and business updates, 25 percent for advertisements followed by 24 percent for local /national news. Hence, a magazine is also being used for entertainment and news purpose by majority of the respondents.



Source: SPSS Output

GRAPH 6.3.5: Internet Utility

From Graph 6.3.5, it is inferred that internet is the most preferred medium for entertainment (63 percent). It is also most preferred for career and job opportunity (52 percent).It is least preferred for ads (37 percent). So, internet is used by respondents for various purposes like entertainment and career and job opportunities.

TABLE 6.7: Average Utility of Various Media

	Average Utility TV	**Average Utility Radio**	**Average Utility Newspaper**	**Average Utility Magazines**	**Average Utility Internet**
Valid	466	374	456	396	453
Missing	63	155	73	133	76
Mean	3.2407	2.3084	3.1842	3.2416	3.5346

Source: SPSS Output

From the Table 6.7, it is evident that average utility of internet is highest followed by TV and magazines than after newspaper. Radio utility is very less. So, most of the people are using internet and TV media. Thus, advertiser should use internet and TV media maximum for showcasing their ads.

6.10 Hypothesis Testing (Chi-Square) Gender and Advertisements and Entertainment Utility for Various Media

Ho: There is no association between Television Utility for Advertisement and Gender

TABLE 6.8.1: Television Utility for Advertisement and Gender

Crosstab								
			Television Utility for Advertisements					Total
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	
Gender	Male	Count	75	69	115	82	37	378
		Expected Count	70.4	59.7	117.1	84.2	46.7	378.0
		% within Gender	19.8%	18.3%	30.4%	21.7%	9.8%	100.0%
	Female	Count	17	9	38	28	24	116
		Expected Count	21.6	18.3	35.9	25.8	14.3	116.0
		% within Gender	14.7%	7.8%	32.8%	24.1%	20.7%	100.0%
Total		Count	92	78	153	110	61	494
		Expected Count	92.0	78.0	153.0	110.0	61.0	494.0
		% within Gender	18.6%	15.8%	31.0%	22.3%	12.3%	100.0%

Source: SPSS output

The Table 6.8.1 shows the cross tabulation of Television Utility for advertisement with respect to male and female respondents. It can be observed from the above table that out of the total of the male respondents, only 9.8 percent of the male respondent most preferred where for female respondents it is 20.7 percent. For female respondents, only 7.8 percent of the total of the not preferred television utility for advertisement whereas for male respondents it is 18.3 percent.

TABLE 6.8.1a: Chi-Square Test (Gender & TV Utility for Advertisements)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.411	4	.003

Source: SPSS output

The above Table 6.8.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 16.41. This value is significant ($p < 0.05$) indicating that Gender have significant effect on Television utility for advertisement. Hence it can be concluded that the proportion of preference given to television utility for advertisement for male and female respondents differs significantly. Further it can be concluded that female respondents give more preference as compared to male respondents with respect to television utility for advertisement.

Ho: There is no association between Television Utility for entertainment and Gender

TABLE 6.8.2: Television Utility for Entertainments and Gender

Crosstab								
			Television Utility for Entertainment					Total
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	
Gender	Male	Count	57	15	80	108	129	389
		Expected Count	51.0	12.2	73.1	108.1	144.6	389.0
		% within Gender	14.7%	3.9%	20.6%	27.8%	33.2%	100.0%
	Female	Count	10	1	16	34	61	122
		Expected Count	16.0	3.8	22.9	33.9	45.4	122.0
		% within Gender	8.2%	.8%	13.1%	27.9%	50.0%	100.0%
Total		Count	67	16	96	142	190	511
		Expected Count	67.0	16.0	96.0	142.0	190.0	511.0
		% within Gender	13.1%	3.1%	18.8%	27.8%	37.2%	100.0%

Source: SPSS output

The Table 6.8.2 shows the cross tabulation of Television Utility for entertainment with respect to male and female respondents. It can be observed from the above table that out of the total of the male respondents, 33.2 percent of the male respondent most preferred where for female respondents it is 50 percent. For female respondents, only 0.8 percent of the total of the not preferred television utility for entertainment whereas for male respondents it is 3.9 percent.

TABLE 6.8.2a: Chi-Square Test (Gender & TV Utility for Entertainments)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	15.514	4	.004

Source: SPSS output

The above Table 6.8.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 15.51. This value is significant ($p < 0.05$) indicating that Gender have significant effect on Television utility for entertainment. Hence it can be concluded that the proportion of preference given to television utility for entertainment for male and female respondents differs significantly. Further it can be concluded that female respondents give more preference as compared to male respondents with respect to television utility for entertainment.

Ho: There is no association between Radio Utility for entertainment and Gender

TABLE 6.8.3: Radio Utility for Entertainments and Gender

Crosstab								
			Radio Utility for Entertainment					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Gender	Male	Count	67	45	66	69	58	305
		Expected Count	59.5	37.7	66.3	70.8	70.8	305.0
		% within Gender	22.0%	14.8%	21.6%	22.6%	19.0%	100.0%
	Female	Count	12	5	22	25	36	100
		Expected Count	19.5	12.3	21.7	23.2	23.2	100.0
		% within Gender	2.0%	5.0%	22.0%	25.0%	36.0%	100.0%
Total		Count	79	50	88	94	94	405
		Expected Count	79.0	50.0	88.0	94.0	94.0	405.0
		% within Gender	19.5%	12.3%	21.7%	23.2%	23.2%	100.0%

Source: SPSS output

The Table 6.8.3 shows the cross tabulation of Radio Utility for entertainment with respect to male and female respondents. It can be observed from the above table that out of the total of the male respondents, 19 percent of the male respondent most preferred where for female respondents it is 36 percent. For female respondents, only 5 percent of the total of

the not preferred radio utility for entertainment whereas for male respondents it is 14.8 percent.

TABLE 6.8.3a: Chi-Square Test (Gender & Radio Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	19.186	4	.001

Source: SPSS output

The above Table 6.8.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 19.186. This value is significant ($p < 0.05$) indicating that Gender have significant effect on Radio utility for entertainment. Hence it can be concluded that the proportion of preference given to Radio utility for entertainment for male and female respondents differs significantly. Further it can be concluded that female respondents give more preference as compared to male respondents with respect to Radio utility for entertainment.

Ho: There is no association between Magazine Utility for entertainment and Gender

TABLE 6.8.4: Magazine Utility for entertainment and Gender

Crosstab								
			Magazines Utility for Entertainment					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Gender	Male	Count	62	77	71	76	37	323
		Expected Count	58.0	68.8	71.9	79.6	44.8	323.0
		% within Gender	19.2%	23.8%	22.0%	23.5%	11.5%	100.0%
	Female	Count	13	12	22	27	21	95
		Expected Count	17.0	20.2	21.1	23.4	13.2	95.0
		% within Gender	13.7%	12.6%	23.2%	28.4%	22.1%	100.0%
Total		Count	75	89	93	103	58	418
		Expected Count	75.0	89.0	93.0	103.0	58.0	418.0
		% within Gender	17.9%	21.3%	22.2%	24.6%	13.9%	100.0%

Source: SPSS output

The Table 6.8.4 shows the cross tabulation of Magazine Utility for entertainment with respect to male and female respondents. It can be observed from the above table that out of

the total of the male respondents, 11.5 percent of the male respondent most preferred where for female respondents it is 22.1 percent. For female respondents, 12.6 percent of the total of the not preferred magazine utility for entertainment whereas for male respondents it is 23.8 percent.

TABLE 6.8.4a: Chi-Square Test (Gender & Magazines Utility for Entertainments)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	12.332	4	.015

Source: SPSS output

The above Table 6.8.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 12.33. This value is significant ($p< 0.05$) indicating that Gender have significant effect on Magazine utility for entertainment. Hence it can be concluded that the proportion of preference given to Magazine utility for entertainment for male and female respondents differs significantly. Further it can be concluded that female respondents give more preference as compared to male respondents with respect to Magazine utility for entertainment.

TABLE 6.8.5: Summary of Hypothesis Testing (Chi-Square test) of Gender and Utility of Various Media

Sr. No.	**Variable-1**	**Variable-2**	**P-Value**	**Null hypothesis Not Rejected/Rejected**
1	TV utility for advertisements	Gender	.006	Rejected
2	TV utility for entertainment	Gender	.006	Rejected
3	Radio utility for entertainment	Gender	.001	Rejected
4	Magazines utility for entertainment	Gender	.024	Rejected

Source: SPSS output

Form Table 6.8.5, it is observed that P-value of TV utility for advertisements and Gender is less than 0.05. Hence, null hypothesis is rejected. Therefore gender factor affect on television utility of advertisements. In other words there is gender difference across gender

for TV utility of advertisements. Further P-value for TV, Radio and Magazines utility for entertainment is also less than 0.05. So, null hypothesis is rejected .Therefore, it is concluded that gender factor affect on TV, Radio and Magazines utility for entertainment.

6.11 Hypothesis Testing (Chi-Square) Various Utility of TV and Education

Ho: There is no association between Television Utility for entertainment and Education

TABLE 6.9.1: Television Utility for entertainment and Education

Crosstab								
			Television Utility for national/International News & Updates					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	18	8	30	20	37	113
		Expected Count	15.0	3.6	21.0	31.5	42.0	113.0
		% within Education	15.9%	7.1%	26.5%	17.7%	32.7%	100.0%
	Graduate	Count	19	3	24	26	57	129
		Expected Count	17.1	4.1	24.0	35.9	47.9	129.0
		% within Education	14.7%	2.3%	18.6%	20.2%	44.2%	100.0%
	Postgraduate	Count	30	5	40	95	94	264
		Expected Count	35.0	8.3	49.0	73.6	98.1	264.0
		% within Education	11.4%	1.9%	15.2%	36.0%	35.6%	100.0%
Total		Count	67	16	94	141	188	506
		Expected Count	67.0	16.0	94.0	141.0	188.0	506.0
		% within Education	13.2%	3.2%	18.6%	27.9%	37.2%	100.0%

Source: SPSS output

The Table 6.9.1 above shows the cross tabulation of Television Utility for entertainment with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Graduate respondents, 32.7 percent of the Undergraduate respondent most preferred where for Graduate respondents it is 44.2 percent and for Postgraduate respondents it is 35.6 percent. For Graduate respondents, 7.1 percent of the total of the Undergraduate respondents not preferred television utility for

entertainment whereas for graduate respondents it is 2.3 percent and for Postgraduate respondents it is 1.9 percent.

TABLE 6.9.1a: Chi-Square Test (Education & TV Utility for Entertainments)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	29.849	8	.000

Source: SPSS output

The above Table 6.9.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 29.84. This value is significant ($p < 0.05$) indicating that Education have significant effect on television utility for entertainment. Hence it can be concluded that the proportion of preference given to television utility for entertainment for Undergraduate, Graduate and Post graduate respondents differs significantly.

Ho: There is no association between Television Utility for National/International News and Education

TABLE 6.9.2: Television Utility for National/International News and Education

Crosstab								
			Television Utility for National/International News & Updates					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Prefer**	**Total**
Education	Undergraduate	Count	22	10	40	22	17	111
		Expected Count	14.8	8.2	30.7	38.4	19.0	111.0
		% within Education	19.8%	9.0%	36.0%	19.8%	15.3%	100.0%
	Graduate	Count	18	13	34	47	17	129
		Expected Count	17.2	9.5	35.6	44.6	22.1	129.0
		% within Education	14.0%	10.1%	26.4%	36.4%	13.2%	100.0%
	Postgraduate	Count	27	14	65	105	52	263
		Expected Count	35.0	19.3	72.7	91.0	45.0	263.0
		% within Education	10.3%	5.3%	24.7%	39.9%	19.8%	100.0%
Total		Count	67	37	139	174	86	503
		Expected Count	67.0	37.0	139.0	174.0	86.0	503.0
		% within Education	13.3%	7.4%	27.6%	34.6%	17.1%	100.0%

Source: SPSS output

The Table 6.9.2 shows the cross tabulation of Television Utility for National/ International News update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 15.3 percent of them respondent most preferred where for graduate respondents it is 14.2 percent and for Postgraduate respondents it is 19.8 percent. For undergraduate respondents, 9 percent of the total of the undergraduate respondents not preferred television utility for National/International News update whereas for graduate respondents it is10.1 percent and for postgraduate respondents it is 5.3 percent.

TABLE 6.9.2a: Chi-Square Test (Education & TV Utility for National/International News)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	24.068	8	.002

Source: SPSS output

The above Table 6.9.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 24.068. This value is significant ($p < 0.05$) indicating that Education have significant effect on television utility for National/International News Update. Hence it can be concluded that the proportion of preference given to television utility for National/International News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of television for National/International news update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to National and International News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Television Utility for Business Updates and Education

Table 6.9.3: Television Utility for Business Updates and Education

Crosstab								
			Television Utility for Business Updates					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	27	36	16	10	2	91
		Expected Count	14.9	17.3	25.2	22.0	11.7	91.0
		% within Education	29.7%	39.6%	17.6%	11.0%	2.2%	100.0%
	Graduate	Count	19	30	37	30	14	130
		Expected Count	21.2	24.7	36.0	31.4	16.7	130.0
		% within Education	14.6%	23.1%	28.5%	23.1%	10.8%	100.0%
	Postgraduate	Count	33	26	81	77	46	263
		Expected Count	42.9	50.0	72.8	63.6	33.7	263.0
		% within Education	12.5%	9.9%	30.8%	29.3%	17.5%	100.0%
Total		Count	79	92	134	117	62	484
		Expected Count	79.0	92.0	134.0	117.0	62.0	484.0
		% within Education	16.3%	19.0%	27.7%	24.2%	12.8%	100.0%

Source: SPSS output

The Table 6.9.3 shows the cross tabulation of Television Utility for Business update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 2.2 percent of them respondent most preferred where for graduate respondents it is 10.8 percent and for Postgraduate respondents it is 17.5 percent. For undergraduate respondents, 39.6 percent of the total of the undergraduate respondents not preferred television utility for National/International News update whereas for graduate respondents it is 23.1 percent and for postgraduate respondents it is 9.9 percent.

TABLE 6.9.3a: Chi-Square Test (Education & TV utility for Business News)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.996	8	.000

Source: SPSS output

The above Table 6.9.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 71.99. This value is significant ($p < 0.05$) indicating that Education have significant effect on television utility for Business news Update. Hence it can be concluded that the proportion of preference given to television utility for Business News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of television for business news update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to Business News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Television Utility for advertisement and Education.

Table 6.9.4: Television Utility for Advertisements and Education.

Crosstab								
			Television Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	15	20	31	21	12	99
		Expected Count	18.4	15.8	30.8	21.7	12.3	99.0
		% within Education	15.2%	20.2%	31.3%	21.2%	12.1%	100.0%
	Graduate	Count	24	20	37	24	24	129
		Expected Count	24.0	20.6	40.1	28.2	16.1	129.0
		% within Education	18.6%	15.5%	28.7%	18.6%	18.6%	100.0%
	Postgraduate	Count	52	38	84	62	25	261
		Expected Count	48.6	41.6	81.1	57.1	32.6	261.0
		% within Education	19.9%	14.6%	32.2%	23.8%	9.6%	100.0%
Total		Count	91	78	152	107	61	489
		Expected Count	91.0	78.0	152.0	107.0	61.0	489.0
		% within Education	18.6%	16.0%	31.1%	21.9%	12.5%	100.0%

Source: SPSS output

The Table 6.9.4 shows the cross tabulation of Television Utility for advertisement update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 12.1 percent of them respondent most preferred where for graduate respondents it is 16.1 percent and for Postgraduate respondents it is 9.6 percent. For undergraduate respondents, 20 percent of

the total of the undergraduate respondents not preferred television utility for advertisement whereas for graduate respondents it is15 percent and for postgraduate respondents it is 14 percent.

TABLE 6.9.4a: Chi-Square Test (Education & TV Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	9.398	8	.310

Source: SPSS output

The above Table 6.9.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 9.39.This value is not significant ($p< 0.05$) indicating that Education does not have significant effect on television utility for advertisement. Hence it can be concluded that the proportion of preference given to television utility for advertisement for Undergraduate, Graduate and Post graduate respondents do not differ significantly.

6.12 Hypothesis Testing (Chi-Square) Various Utility of Radio and Education

Ho: There is no association between Radio Utility for entertainment and Education.

TABLE 6.10.1: Radio Utility for Entertainment and Education.

Crosstab								
			Radio Utility for Entertainment					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	11	12	11	10	8	52
		Expected Count	10.1	6.5	11.3	12.1	12.1	52.0
		% within Education	21.2%	23.1%	21.2%	19.2%	15.4%	100.0%
	Graduate	Count	20	10	25	24	23	102
		Expected Count	19.8	12.7	22.1	23.7	23.7	102.0
		% within Education	19.6%	9.8%	24.5%	23.5%	22.5%	100.0%
	Postgraduate	Count	47	28	51	59	62	247
		Expected Count	48.0	30.8	53.6	57.3	57.3	247.0
		% within Education	19.0%	11.3%	20.6%	23.9%	25.1%	100.0%
Total		Count	78	50	87	93	93	401
		Expected Count	78.0	50.0	87.0	93.0	93.0	401.0
		% within Education	19.5%	12.5%	21.7%	23.2%	23.2%	100.0%

Source: SPSS output

The Table 6.10.1 shows the cross tabulation of Radio Utility for entertainment with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 15.4 percent of them respondent most preferred where for graduate respondents it is 22.5 percent and for Postgraduate respondents it is 25.1 percent. For undergraduate respondents, 23.1 percent of the total of the undergraduate respondents not preferred radio utility for entertainment whereas for graduate respondents it is 9.8 percent and for postgraduate respondents it is 11.3 percent.

TABLE 6.10.1a: Chi-Square Test (Education & Radio Utility for Entertainments)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	8.315	8	.403

Source: SPSS output

The above Table 6.10.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 8.31.This value is not significant ($p< 0.05$) indicating that Education does not have significant effect on radio utility for entertainment. Hence it can be concluded that the proportion of preference given to radio utility for entertainment for Undergraduate, Graduate and Post graduate respondents differs significantly.

Ho: There is no association between Radio Utility for local News & Updates and Education

TABLE 6.10.2: Radio Utility for local News Updates and Education

Crosstab								
			Radio Utility for Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Education	Undergraduate	Count	16	18	7	5	3	49
		Expected Count	9.5	9.9	11.5	12.2	5.9	49.0
		% within Education	32.7%	36.7%	14.3%	10.2%	6.1%	100.0%
	Graduate	Count	16	16	29	24	12	97
		Expected Count	18.9	19.6	22.8	24.1	11.7	97.0
		% within Education	16.5%	16.5%	29.9%	24.7%	12.4%	100.0%
	Postgraduate	Count	44	45	56	68	32	245
		Expected Count	47.6	49.5	57.6	60.8	29.5	245.0
		% within Education	18.0%	18.4%	22.9%	27.8%	13.1%	100.0%
Total		Count	76	79	92	97	47	391
		Expected Count	76.0	79.0	92.0	97.0	47.0	391.0
		% within Education	19.4%	20.2%	23.5%	24.8%	12.0%	100.0%

Source: SPSS output

The Table 6.10.2 shows the cross tabulation of Radio Utility for local News and update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 6.1 percent of them respondent most preferred where for graduate respondents it is 12.4 percent and for Postgraduate respondents it is 13.1 percent. For undergraduate respondents, 36.7 percent of the total of the undergraduate respondents not preferred Radio utility for local news and update whereas for graduate respondents it is16.5 percent and for postgraduate respondents it is 18.4 percent.

TABLE 6.10.2a: Chi-Square Test (Education & Radio Utility for Local News Updates)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	23.024	8	.003

Source: SPSS output

The above Table 6.10.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 23.024.This value is significant ($p< 0.05$) indicating that Education have significant effect on radio utility for Local News Update. Hence it can be concluded that the proportion of preference given to radio utility for local News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of radio for local news update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to local News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Radio Utility for National and International News updates and Education

TABLE 6.10.3: Radio Utility for National and International News updates and Education

Crosstab								
			Radio Utility for National & International News/Updates					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	17	13	11	8	2	51
		Expected Count	11.1	11.7	12.5	12.5	3.1	51.0
		% within Education	33.3%	25.5%	21.6%	15.7%	3.9%	100.0%
	Graduate	Count	18	17	25	28	10	98
		Expected Count	21.3	22.6	24.1	24.1	6.0	98.0
		% within Education	18.4%	17.3%	25.5%	28.6%	10.2%	100.0%
	Postgraduate	Count	50	60	60	60	12	242
		Expected Count	52.6	55.7	59.4	59.4	14.9	242.0
		% within Education	20.7%	24.8%	24.8%	24.8%	5.0%	100.0%
Total		Count	85	90	96	96	24	391
		Expected Count	85.0	90.0	96.0	96.0	24.0	391.0
		% within Education	21.7%	23.0%	24.6%	24.6%	6.1%	100.0%

Source: SPSS output

The Table 6.10.3 shows the cross tabulation of Radio Utility for National and International News update with respect to undergraduate, graduate and postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 3.9 percent of them respondent most preferred where for graduate respondents it is 10.2 percent and for Postgraduate respondents it is 5 percent. For undergraduate respondents, 25.5 percent of the total of the undergraduate respondents not preferred Radio utility for National and International news update whereas for graduate respondents it is 17.3 percent and for postgraduate respondents it is 24.8 percent.

TABLE 6.10.3a: Chi-Square Test (Education & Radio Utility for National & International News Updates)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	11.738	8	.163

Source: SPSS output

The above Table 6.10.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 11.73. This value is not significant ($p < 0.05$) indicating that Education does not have significant effect on radio utility for National and International News Update. Hence it can be concluded that the proportion of preference given to radio utility for National and International News update for Undergraduate, Graduate and Post graduate respondents do not differ significantly.

Ho: There is no association between Radio Utility for listening Advertisement and Education

TABLE 6.10.4: Radio Utility for listening Advertisement and Education

Crosstab								
			Radio Utility for listening Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Education	Undergraduate	Count	12	14	8	12	4	50
		Expected Count	10.5	11.2	14.4	9.7	4.2	50.0
		% within Education	24.0%	28.0%	16.0%	24.0%	8.0%	100.0%
	Graduate	Count	19	15	30	21	14	99
		Expected Count	20.7	22.2	28.5	19.2	8.3	99.0
		% within Education	19.2%	15.2%	30.3%	21.2%	14.1%	100.0%
	Postgraduate	Count	51	59	75	43	15	243
		Expected Count	50.8	54.6	70.0	47.1	20.5	243.0
		% within Education	21.0%	24.3%	30.9%	17.7%	6.2%	100.0%
Total		Count	82	88	113	76	33	392
		Expected Count	82.0	88.0	113.0	76.0	33.0	392.0
		% within Education	20.9%	22.4%	28.8%	19.4%	8.4%	100.0%

Source: SPSS output

The Table 6.10.4 shows the cross tabulation of Radio Utility for listening Advertisement with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 8 percent of them respondent most preferred where for graduate respondents it is 14.1 percent and for Postgraduate respondents it is 6.2 percent. For undergraduate respondents, 28 percent of the total of the undergraduate respondents not preferred television utility for National/International News update whereas for graduate respondents it is 15.2 percent and for postgraduate respondents it is 24.3 percent.

TABLE 6.10.4a: Chi-Square Test (Education & Radio Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	13.440	8	.098

Source: SPSS output

The above Table 6.10.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 13.44. This value is significant ($p< 0.05$) indicating that Education does not have significant effect on radio utility for listening advertisement. Hence it can be concluded that the proportion of preference given to radio utility for advertisement for Undergraduate, Graduate and Post graduate respondents do not differ significantly.

6.13 Hypothesis Testing (Chi-Square) Various Utility of Newspapers and Education

Ho: There is no association between Newspaper Utility for Entertainment and Education

TABLE 6.11.1: Newspaper Utility for Entertainment and Education

Crosstab								
			Newspaper Utility for Entertainment					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	28	31	26	11	6	102
		Expected Count	20.2	23.1	24.6	24.4	9.7	102.0
		% within Education	27.5%	30.4%	25.5%	10.8%	5.9%	100.0%
	Graduate	Count	25	28	28	31	16	128
		Expected Count	25.3	29.0	30.9	30.6	12.1	128.0
		% within Education	19.5%	21.9%	21.9%	24.2%	12.5%	100.0%
	Postgraduate	Count	43	51	63	74	24	255
		Expected Count	50.5	57.8	61.5	61.0	24.2	255.0
		% within Education	16.9%	20.0%	24.7%	29.0%	9.4%	100.0%
Total		Count	96	110	117	116	46	485
		Expected Count	96.0	110.0	117.0	116.0	46.0	485.0
		% within Education	19.8%	22.7%	24.1%	23.9%	9.5%	100.0%

Source: SPSS output

The Table 6.11.1 shows the cross tabulation of Newspaper Utility for Entertainment with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 5.9 percent of them respondent most preferred where for graduate respondents it is 12.5 percent and for Postgraduate respondents it is 9.4 percent. For undergraduate respondents, 30.4 percent of the total of the undergraduate respondents not preferred newspaper utility for advertisement whereas for graduate respondents it is 21.9 percent and for postgraduate respondents it is 20 percent.

TABLE 6.11.1a: Chi-Square Test (Education & Newspapers Utility for Entertainments)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	20.795	8	.008

Source: SPSS output

The above Table 6.11.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 20.795. This value is significant ($p < 0.05$) indicating that Education have significant effect on Newspaper utility for entertainment. Hence it can be concluded that the proportion of preference given to newspaper utility for entertainment update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of newspaper for entertainment increases as the level of education increases.

Ho: There is no association between Newspaper Utility for local news Updates and Education.

TABLE 6.11.2: Newspaper Utility for Local News Updates and Education.

Crosstab								
			Newspaper Utility for Local News Updates					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Education	Undergraduate	Count	13	19	25	27	21	105
		Expected Count	8.6	11.2	17.6	33.3	34.4	105.0
		% within Education	12.4%	18.1%	23.8%	25.7%	20.0%	100.0%
	Graduate	Count	10	11	21	32	52	126
		Expected Count	10.3	13.4	21.1	39.9	41.2	126.0
		% within Education	7.9%	8.7%	16.7%	25.4%	41.3%	100.0%
	Postgraduate	Count	17	22	36	96	87	258
		Expected Count	21.1	27.4	43.3	81.8	84.4	258.0
		% within Education	6.6%	8.5%	14.0%	37.2%	33.7%	100.0%
Total		Count	40	52	82	155	160	489
		Expected Count	40.0	52.0	82.0	155.0	160.0	489.0
		% within Education	8.2%	10.6%	16.8%	31.7%	32.7%	100.0%

Source: SPSS output

The Table 6.11.2 shows the cross tabulation of newspaper Utility for local News update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 20 percent of them respondent most preferred where for graduate respondents it is 41.2 percent and for Postgraduate respondents it is 33.7 percent. For undergraduate respondents, 18.1 percent of the total of the undergraduate respondents not preferred television utility for National/International News update whereas for graduate respondents it is 8.7 percent and for postgraduate respondents it is 8.5 percent.

TABLE 6.11.2a: Chi-Square Test (Education & Newspapers Utility for Local News)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	27.723	8	.001

Source: SPSS output

The above Table 6.11.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 27.72. This value is significant ($p< 0.05$) indicating that Education have significant effect on newspaper utility for local News Update. Hence it can be concluded that the proportion of preference given to newspaper utility for local News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of newspaper for local news update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to local News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Newspaper Utility for National/International News Updates and Education.

TABLE 6.11.3: Newspaper Utility for National/International News Updates and Education.

Crosstab								
			Newspaper Utility for National/International News Updates					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	11	24	26	19	27	107
		Expected Count	10.5	10.5	19.4	34.4	32.1	107.0
		% within Education	10.3%	22.4%	24.3%	17.8%	25.2%	100.0%
	Graduate	Count	15	10	24	42	38	129
		Expected Count	12.7	12.7	23.4	41.5	38.7	129.0
		% within Education	11.6%	7.8%	18.6%	32.6%	29.5%	100.0%
	Postgraduate	Count	23	15	40	99	84	261
		Expected Count	25.7	25.7	47.3	84.0	78.2	261.0
		% within Education	8.8%	5.7%	15.3%	37.9%	32.2%	100.0%
Total		Count	49	49	90	160	149	497
		Expected Count	49.0	49.0	90.0	160.0	149.0	497.0
		% within Education	9.9%	9.9%	18.1%	32.2%	30.0%	100.0%

Source: SPSS output

The Table 6.11.3shows the cross tabulation of Newspaper Utility for National/ International News update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 25.2 percent of them respondent most preferred where for graduate respondents it is 29.5 percent and for Postgraduate respondents it is 32.2 percent. For undergraduate respondents, 22.4 percent of the total of the undergraduate respondents not preferred newspaper utility for National/International News update whereas for graduate respondents it is 7.8 percent and for postgraduate respondents it is 5.7 percent.

TABLE 6.11.3a: Chi-Square Test (Education & Newspapers Utility for National/International News)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	37.164	8	.000

Source: SPSS output

The above Table 6.11.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 37.16. This value is significant ($p < 0.05$) indicating that Education have significant effect on newspaper utility for National/International News Update. Hence it can be concluded that the proportion of preference given to newspaper utility for National/International News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of newspaper for National/International news update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to National and International News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Newspaper Utility for business Updates and Education.

TABLE 6.11.4: Newspaper Utility for business Updates and Education.

Crosstab								
			Newspaper Utility for Business Updates					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferedred**	**Total**
Education	Undergraduate	Count	17	32	19	12	10	90
		Expected Count	9.9	15.3	14.2	30.7	19.9	90.0
		% within Education	18.9%	35.6%	21.1%	13.3%	11.1%	100.0%
	Graduate	Count	14	24	18	44	27	127
		Expected Count	13.9	21.7	20.1	43.3	28.1	127.0
		% within Education	11.0%	18.9%	14.2%	34.6%	21.3%	100.0%
	Postgraduate	Count	21	25	38	106	68	258
		Expected Count	28.2	44.0	40.7	88.0	57.0	258.0
		% within Education	8.1%	9.7%	14.7%	41.1%	26.4%	100.0%
Total		Count	52	81	75	162	105	475
		Expected Count	52.0	81.0	75.0	162.0	105.0	475.0
		% within Education	10.9%	17.1%	15.8%	34.1%	22.1%	100.0%

Source: SPSS output

The Table 6.11.4 shows the cross tabulation of Newspaper Utility for business update with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 11.1 percent of them respondent most preferred where for graduate respondents it is 21.3 percent and for Postgraduate respondents it is 26.4 percent. For undergraduate respondents, 35.6 percent of the total of the undergraduate respondents not preferred newspaper utility for National/International News update whereas for graduate respondents it is 18.9 percent and for postgraduate respondents it is 9.7 percent.

TABLE 6.11.4a: Chi-Square Test (Education & Newspapers Utility for Business Updates)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	57.730	8	.000

Source: SPSS output

The above Table 6.11.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 57.73 this value is significant ($p< 0.05$) indicating that Education have significant effect on Newspaper utility for Business Update. Hence it can be concluded that the proportion of preference given to newspaper utility for business update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of newspaper for business update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to Business News as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Newspaper Utility for career / job opportunity and Education.

TABLE 6.11.5: Newspaper Utility for Career / Job Opportunity and Education.

Crosstab								
			Newspaper Utility for Career & Job Opportunity					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	23	30	16	13	12	94
		Expected Count	13.7	15.7	17.7	22.4	24.5	94.0
		% within Education	24.5%	31.9%	17.0%	13.8%	12.8%	100.0%
	Graduate	Count	17	27	21	30	32	127
		Expected Count	18.6	21.2	23.9	30.2	33.1	127.0
		% within Education	13.4%	21.3%	16.5%	23.6%	25.2%	100.0%
	Postgraduate	Count	30	23	53	71	81	258
		Expected Count	37.7	43.1	48.5	61.4	67.3	258.0
		% within Education	11.6%	8.9%	20.5%	27.5%	31.4%	100.0%
Total		Count	70	80	90	114	125	479
		Expected Count	70.0	80.0	90.0	114.0	125.0	479.0
		% within Education	14.6%	16.7%	18.8%	23.8%	26.1%	100.0%

Source: SPSS output

The Table 6.11.5 shows the cross tabulation of Newspaper Utility for career and job opportunity with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 12.8 percent of them respondent most preferred where for graduate respondents it is 25.2 percent and for Postgraduate respondents it is 31.4 percent. For undergraduate respondents, 31.9 percent of the total of the undergraduate respondents not preferred newspaper utility for career and job opportunity update whereas for graduate respondents it is 21.3 percent and for postgraduate respondents it is 8.9 percent.

TABLE 6.11.5a: Chi-Square Test (Education & Newspapers Utility for Career & Job)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.490	8	.000

Source: SPSS output

The above Table 6.11.5a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 47.49. This value is significant ($p< 0.05$) indicating that Education have significant effect on newspaper utility for career and job opportunity update. Hence it can be concluded that the proportion of preference given to television utility for National/International News update for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of newspaper for career and job opportunity update increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to career and job opportunity as compared to Undergraduate and Graduate respondents.

Ho: There is no association between Newspaper Utility for advertisement and Education.

TABLE 6.11.6: Newspaper Utility for Advertisements and Education.

Crosstab								
			Newspaper Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	20	20	26	19	7	92
		Expected Count	14.8	14.6	29.1	22.5	11.0	92.0
		% within Education	21.7%	21.7%	28.3%	20.7%	7.6%	100.0%
	Graduate	Count	23	19	34	32	20	128
		Expected Count	20.6	20.4	40.4	31.3	15.3	128.0
		% within Education	18.0%	14.8%	26.6%	25.0%	15.6%	100.0%
	Postgraduate	Count	34	37	91	66	30	258
		Expected Count	41.6	41.0	81.5	63.2	30.8	258.0
		% within Education	13.2%	14.3%	35.3%	25.6%	11.6%	100.0%
Total		Count	77	76	151	117	57	478
		Expected Count	77.0	76.0	151.0	117.0	57.0	478.0
		% within Education	16.1%	15.9%	31.6%	24.5%	11.9%	100.0%

Source: SPSS output

The Table 6.11.6 above shows the cross tabulation of newspaper Utility for advertisement with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 7.6 percent of them respondent most preferred where for graduate respondents it is 15.6 percent and for

Postgraduate respondents it is 11.6 percent. For undergraduate respondents, 21.7 percent of the total of the undergraduate respondents not preferred newspaper utility for advertisement whereas for graduate respondents it is14.8percent and for postgraduate respondents it is 14.3 percent.

TABLE 6.11.6a: Chi-Square Test (Education & Newspapers Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	11.990	8	.152

Source: SPSS output

The above Table 6.11.6a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 11.99. This value is not significant ($p< 0.05$) indicating that Education does not have significant effect on newspaper utility for advertisement. Hence it can be concluded that the proportion of preference given to newspaper utility for advertisement for Undergraduate, Graduate and Post graduate respondents do not differ significantly.

6.14 Hypothesis Testing (Chi-Square) Various Utility of Magazines and Education

Ho: There is no association between Magazines Utility for Advertisements and Education.

TABLE 6.12.1: Magazines Utility for Advertisements and Education.

Crosstab								
			Magazines Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Education	Undergraduate	Count	15	11	24	12	8	70
		Expected Count	14.9	14.2	19.1	14.2	7.7	70.0
		% within Education	21.4%	15.7%	34.3%	17.1%	11.4%	100.0%
	Graduate	Count	20	18	25	25	14	102
		Expected Count	21.6	20.6	27.9	20.6	11.2	102.0
		% within Education	19.6%	17.6%	24.5%	24.5%	13.7%	100.0%
	Postgraduate	Count	52	54	63	46	23	238
		Expected Count	50.5	48.2	65.0	48.2	26.1	238.0
		% within Education	21.8%	22.7%	26.5%	19.3%	9.7%	100.0%
Total		Count	87	83	112	83	45	410
		Expected Count	87.0	83.0	112.0	83.0	45.0	410.0
		% within Education	21.2%	20.2%	27.3%	20.2%	11.0%	100.0%

Source: SPSS output

The Table 6.12.1 shows the cross tabulation of Magazine Utility for advertisement with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 11.4 percent of them respondent most preferred where for graduate respondents it is 13.7 percent and for Postgraduate respondents it is 9.7 percent. For undergraduate respondents, 15.7 percent of the total of the undergraduate respondents not preferred Magazine utility for advertisement whereas for graduate respondents it is17.6 percent and for postgraduate respondents it is 22.7 percent.

TABLE 6.12.1a:Chi-Square Test (Education & Magazines Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	5.961	8	.652

Source: SPSS output

The above Table 6.12.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 5.96. This value is not significant ($p < 0.05$) indicating that Education does not have significant effect on Magazine utility for advertisement. Hence it can be concluded that the proportion of preference given to Magazine utility for advertisement for Undergraduate, Graduate and Post graduate respondents do not differ significantly.

6.15 Hypothesis Testing (Chi-Square) Various Utility of Internet and Education

Ho: There is no association between Internet Utility for advertisement and Education.

TABLE 6.13.1 Internet Utility for advertisement and Education

Crosstab								
			Internet Utility for Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Education	Undergraduate	Count	9	29	19	15	7	79
		Expected Count	12.2	16.4	17.2	17.4	15.8	79.0
		% within Education	11.4%	36.7%	24.1%	19.0%	8.9%	100.0%
	Graduate	Count	19	27	30	22	26	124
		Expected Count	19.2	25.7	27.0	27.3	24.9	124.0
		% within Education	15.3%	21.8%	24.2%	17.7%	21.0%	100.0%
	Postgraduate	Count	43	39	51	64	59	256
		Expected Count	39.6	53.0	55.8	56.3	51.3	256.0
		% within Education	16.8%	15.2%	19.9%	25.0%	23.0%	100.0%
Total		Count	71	95	100	101	92	459
		Expected Count	71.0	95.0	100.0	101.0	92.0	459.0
		% within Education	15.5%	20.7%	21.8%	22.0%	20.0%	100.0%

Source: SPSS output

The Table 6.13.1 shows the cross tabulation of Internet Utility for advertisement with respect to undergraduate, Graduate and Postgraduate respondents. It can be observed from the above table that out of the total of the Undergraduate respondents, 8.9 percent of them respondent most preferred where for graduate respondents it is 21 percent and for Postgraduate respondents it is 23 percent. For undergraduate respondents, 36.7 percent of the total of the undergraduate respondents not preferred Internet utility for advertisement whereas for graduate respondents it is 21.8 percent and for postgraduate respondents it is 15.2 percent.

TABLE 6.13.1a: Chi-Square Test (Education & Internet Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	24.141	8	.002

Source: SPSS output

The above Table 6.13.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 24.14. This value is significant ($p< 0.05$) indicating that Education have significant effect on Internet utility for advertisement. Hence it can be concluded that the proportion of preference given to internet utility for advertisement for Undergraduate, Graduate and Post graduate respondents differs significantly. Further it can be concluded that the utility of internet for advertisement increases as the level of education increases. It can be understood that post graduate respondents try to update more with respect to internet for advertisement purpose as compared to Undergraduate and Graduate respondents.

TABLE 6.14: Summary of Hypotheses testing (Chi-Square test) of Education and utility of Various Media

Sr. No.	Variable-1	Variable-2	P-Value	Null hypothesis Not Rejected/ Rejected
1	TV utility for entertainment	Education	.005	Rejected
2	TV utility for national/ international news updates	Education	.022	Rejected
3	TV utility for business updates	Education	.000	Rejected
4	TV utility for advertisements	Education	.310	Not Rejected
5	Radio utility for entertainment	Education	.000	Rejected
6	Radio utility for local news updates	Education	.003	Rejected
7	Radio utility for national/ international news updates	Education	.163	Not Rejected
8	Radio utility for advertisements	Education	.098	Not Rejected
9	Newspaper utility for entertainment	Education	.006	Rejected
10	Newspaper utility for local news/ updates news updates	Education	.003	Rejected
11	Newspaper utility for national/ international news updates	Education	.000	Rejected
12	Newspaper utility for business updates	Education	.000	Rejected
13	Newspaper utility for career and job opportunities	Education	.000	Rejected
14	Newspaper utility for advertisements	Education	.000	Rejected
15	Magazines utility for advertisements	Education	.652	Not Rejected
16	Internet utility for advertisements	Education	.000	Rejected

Source: SPSS output

6.16 Hypothesis Testing (Chi-Square) Advertisements Utility of Various Media and Annual Family Income

Ho: There is no association between Television Utility for advertisement and Annual Family Income

TABLE 6.15.1: Television Utility for advertisement and Annual Family Income

Crosstab								
			Television Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
AFI	Upto 1 lac	Count	15	14	22	20	11	82
		Expected Count	15.3	12.9	25.4	18.3	10.1	82.0
		% within AFI	18.3%	17.1%	26.8%	24.4%	13.4%	100.0%
	1lac to 4 lacs	Count	42	39	72	47	27	227
		Expected Count	42.3	35.8	70.3	50.5	28.0	227.0
		% within AFI	18.5%	17.2%	31.7%	20.7%	11.9%	100.0%
	4 lacs to 7 lacs	Count	20	16	31	16	10	93
		Expected Count	17.3	14.7	28.8	20.7	11.5	93.0
		% within AFI	21.5%	17.2%	33.3%	17.2%	10.8%	100.0%
	7 to 10 lacs	Count	13	5	14	8	6	46
		Expected Count	8.6	7.3	14.2	10.2	5.7	46.0
		% within AFI	28.3%	10.9%	30.4%	17.4%	13.0%	100.0%
	10 lacs & above	Count	2	4	14	19	7	46
		Expected Count	8.6	7.3	14.2	10.2	5.7	46.0
		% within AFI	4.3%	8.7%	30.4%	41.3%	15.2%	100.0%
Total		Count	92	78	153	110	61	494
		Expected Count	92.0	78.0	153.0	110.0	61.0	494.0
		% within AFI	18.6%	15.8%	31.0%	22.3%	12.3%	100.0%

Source: SPSS output

The Table 6.15.1 shows the cross tabulation of television Utility for advertisement with respect to different annual income categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different income groups.

TABLE 6.15.1a: Chi-Square Test (Annual Family Income & TV Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	21.166	16	.172

Source: SPSS output

The above Table 6.15.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 21.16. This value is not significant ($p < 0.05$) indicating that Annual Family Income does not have significant effect on television utility for advertisement. Hence it can be concluded that the proportion of preference given to television utility for advertisement for different annual income category of respondents does not differ significantly.

Ho: There is no association between Radio Utility for advertisement and Annual Family Income

TABLE 6.15.2: Radio Utility for advertisement and Annual Family Income

Crosstab								
			Radio Utility for listening Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
AFI	Upto 1 lac	Count	16	15	18	8	2	59
		Expected Count	12.4	13.3	17.0	11.5	4.9	59.0
		% within AFI	27.1%	25.4%	30.5%	13.6%	3.4%	100.0%
	1lac to 4 lacs	Count	30	46	57	36	21	190
		Expected Count	39.8	42.7	54.7	36.9	15.8	190.0
		% within AFI	15.8%	24.2%	30.0%	18.9%	11.1%	100.0%
	4 lacs to 7 lacs	Count	19	18	21	14	6	78
		Expected Count	16.3	17.5	22.5	15.2	6.5	78.0
		% within AFI	24.4%	23.1%	26.9%	17.9%	7.7%	100.0%
	7 to 10 lacs	Count	11	6	6	13	3	39
		Expected Count	8.2	8.8	11.2	7.6	3.3	39.0
		% within AFI	28.2%	15.4%	15.4%	33.3%	7.7%	100.0%
	10 lacs & above	Count	7	4	12	6	1	30
		Expected Count	6.3	6.7	8.6	5.8	2.5	30.0
		% within AFI	23.3%	13.3%	40.0%	20.0%	3.3%	100.0%

		Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Total	Count	83	89	114	77	33	
	Expected Count	83.0	89.0	114.0	77.0	33.0	396.0
	% within AFI	21.0%	22.5%	28.8%	19.4%	8.3%	100.0%

Source: SPSS output

The Table 6.15.2 shows the cross tabulation of Radio Utility for advertisement with respect to different annual income categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different income groups.

TABLE 6.15.2a: Chi-Square Test (Annual Family Income & Radio Utility for Advertisements)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.870	16	.184

Source: SPSS output

The above Table 6.15.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 20.87. This value is not significant ($p < 0.05$) indicating that Annual Family Income does not have significant effect on radio utility for advertisement. Hence it can be concluded that the proportion of preference given to radio utility for advertisement for different annual income category of respondents does not differ significantly.

Ho: There is no association between Newspaper Utility for Advertisements and Annual Family Income

TABLE 6.15.3 Newspaper Utility for Advertisements and Annual Family Income

Crosstab								
			Newspaper Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
AFI	Upto 1 lac	Count	18	15	28	17	7	85
		Expected Count	13.7	13.6	26.6	21.1	10.0	85.0
		% within AFI	21.2%	17.6%	32.9%	20.0%	8.2%	100.0%
	1lac to 4 lacs	Count	33	37	67	54	30	221
		Expected Count	35.7	35.2	69.1	54.9	26.1	221.0
		% within AFI	14.9%	16.7%	30.3%	24.4%	13.6%	100.0%
	4 lacs to 7 lacs	Count	12	12	29	26	15	94
		Expected Count	15.2	15.0	29.4	23.4	11.1	94.0
		% within AFI	12.8%	12.8%	30.9%	27.7%	16.0%	100.0%
	7 to 10 lacs	Count	10	6	12	14	1	43
		Expected Count	6.9	6.9	13.4	10.7	5.1	43.0
		% within AFI	23.3%	14.0%	27.9%	32.6%	2.3%	100.0%
	10 lacs & above	Count	5	7	15	9	4	40
		Expected Count	6.5	6.4	12.5	9.9	4.7	40.0
		% within AFI	12.5%	17.5%	37.5%	22.5%	10.0%	100.0%
Total		Count	78	77	151	120	57	483
		Expected Count	78.0	77.0	151.0	120.0	57.0	483.0
		% within AFI	16.1%	15.9%	31.3%	24.8%	11.8%	100.0%

Source: SPSS output

The Table 6.15.3 shows the cross tabulation of Newspaper Utility for advertisement with respect to different annual income categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different income groups.

TABLE 6.15.3a: Chi-Square Test (Annual Family Income & Newspapers Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	14.176	16	.586

Source: SPSS output

The above Table 6.15.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 14.17. This value is not significant ($p < 0.05$) indicating that Annual Family Income does not have significant effect on newspaper utility for advertisement. Hence it can be concluded that the proportion of preference given to radio utility for advertisement for different annual income category of respondents does not differ significantly.

Ho: There is no association between Magazine Utility for advertisement and Annual Family Income.

TABLE 6.15.4 Magazine Utility for advertisement and Annual Family Income

Crosstab								
			Magazines Utility for Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
AFI	Upto 1 lac	Count	17	13	20	11	7	68
		Expected Count	14.3	13.6	18.6	14.0	7.6	68.0
		% within AFI	25.0%	19.1%	29.4%	16.2%	10.3%	100.0%
	1lac to 4 lacs	Count	34	42	55	40	26	197
		Expected Count	41.4	39.5	53.8	40.4	21.9	197.0
		% within AFI	17.3%	21.3%	27.9%	20.3%	13.2%	100.0%
	4 lacs to 7 lacs	Count	17	17	17	18	5	74
		Expected Count	15.6	14.8	20.2	15.2	8.2	74.0
		% within AFI	23.0%	23.0%	23.0%	24.3%	6.8%	100.0%
	7 to 10 lacs	Count	11	6	13	8	3	41
		Expected Count	8.6	8.2	11.2	8.4	4.6	41.0
		% within AFI	26.8%	14.6%	31.7%	19.5%	7.3%	100.0%
	10 lacs & above	Count	8	5	8	8	5	34
		Expected Count	7.1	6.8	9.3	7.0	3.8	34.0

		% within AFI	23.5%	14.7%	23.5%	23.5%	14.7%	100.0%
Total		Count	87	83	113	85	46	414
		Expected Count	87.0	83.0	113.0	85.0	46.0	414.0
		% within AFI	21.0%	20.0%	27.3%	20.5%	11.1%	100.0%

Source: SPSS output

The Table 6.15.4 above shows the cross tabulation of magazine Utility for advertisement with respect to different annual income categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different income groups.

TABLE 6.15.4a: Chi-Square Test (Annual Family Income & Magazines Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	9.760	16	.879

Source: SPSS output

The above Table 6.15.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 9.76. This value is not significant ($p< 0.05$) indicating that Annual Family Income does not have significant effect on magazine utility for advertisement. Hence it can be concluded that the proportion of preference given to magazine utility for advertisement for different annual income category of respondents does not differ significantly.

Ho: There is no association between Internet Utility for advertisement and Annual Family Income

TABLE 6.15.5: Internet Utility for advertisement and Annual Family Income

Crosstab								
			Internet Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
AFI	Upto 1 lac	Count	15	22	15	13	14	79
		Expected Count	12.3	16.2	17.4	17.5	15.7	79.0
		% within AFI	19.0%	27.8%	19.0%	16.5%	17.7%	100.0%
	1lac to 4 lacs	Count	30	38	50	59	41	218
		Expected Count	33.8	44.6	47.9	48.4	43.2	218.0
		% within AFI	13.8%	17.4%	22.9%	27.1%	18.8%	100.0%
	4 lacs to 7 lacs	Count	16	15	19	15	20	85
		Expected Count	13.2	17.4	18.7	18.9	16.9	85.0
		% within AFI	18.8%	17.6%	22.4%	17.6%	23.5%	100.0%
	7 to 10 lacs	Count	6	7	11	9	10	43
		Expected Count	6.7	8.8	9.5	9.5	8.5	43.0
		% within AFI	14.0%	16.3%	25.6%	20.9%	23.3%	100.0%
	10 lacs & above	Count	5	13	7	7	7	39
		Expected Count	6.1	8.0	8.6	8.7	7.7	39.0
		% within AFI	12.8%	33.3%	17.9%	17.9%	17.9%	100.0%
Total		Count	72	95	102	103	92	464
		Expected Count	72.0	95.0	102.0	103.0	92.0	464.0
		% within AFI	15.5%	20.5%	22.0%	22.2%	19.8%	100.0%

Source: SPSS output

The Table 6.15.1 shows the cross tabulation of Internet Utility for advertisement with respect to different annual income categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different income groups.

TABLE 6.15.5a: Chi-Square Test (Annual Family Income & Internet Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	15.634	16	.479

Source: SPSS output

The above Table 6.15.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 15.63. This value is not significant ($p < 0.05$) indicating that Annual Family Income does not have significant effect on internet utility for advertisement. Hence it can be concluded that the proportion of preference given to internet utility for advertisement for different annual income category of respondents does not differ significantly.

TABLE 6.15.6: Summary of Hypotheses (Chi-Square test) of Annual Family Income and Utility of Various Media

Sr. No.	**Variable-1**	**Variable-2**	**P-Value**	**Null hypothesis Not Rejected/ Rejected**
1	TV utility for advertisements	Annual family income	.100	Not Rejected
2	Radio utility for advertisements	Annual family income	.050	Not Rejected
3	Newspaper utility for advertisements	Annual family income	.574	Not Rejected
4	Magazines utility for advertisements	Annual family income	.604	Not Rejected
5	Internet utility for advertisements	Annual family income	.513	Not Rejected

Source: SPSS output

6.17 Hypothesis Testing (Chi-Square) Advertisements Utility of Various Media and Occupation

Ho: There is no association between Television Utility for advertisement and Occupation

TABLE 6.16.1: Television Utility for advertisement and Occupation

Crosstab								
			Television Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Occupation	Not Working	Count	25	26	50	52	28	181
		Expected Count	33.7	28.6	56.1	40.3	22.4	181.0
		% within Occupation	13.8%	14.4%	27.6%	28.7%	15.5%	100.0%
	Salaried(Private Sector)	Count	37	36	50	30	17	170
		Expected Count	31.7	26.8	52.7	37.9	21.0	170.0
		% within Occupation	21.8%	21.2%	29.4%	17.6%	10.0%	100.0%
	Salaried(Public Sector)	Count	17	9	22	12	6	66
		Expected Count	12.3	10.4	20.4	14.7	8.1	66.0
		% within Occupation	25.8%	13.6%	33.3%	18.2%	9.1%	100.0%
	Self Employed	Count	7	5	23	10	7	52
		Expected Count	9.7	8.2	16.1	11.6	6.4	52.0
		% within Occupation	13.5%	9.6%	44.2%	19.2%	13.5%	100.0%
	Professionals	Count	6	2	8	6	3	25
		Expected Count	4.7	3.9	7.7	5.6	3.1	25.0
		% within Occupation	24.0%	8.0%	32.0%	24.0%	12.0%	100.0%
Total		Count	92	78	153	110	61	494
		Expected Count	92.0	78.0	153.0	110.0	61.0	494.0
		% within Occupation	18.6%	15.8%	31.0%	22.3%	12.3%	100.0%

Source: SPSS output

The Table 6.16.1 shows the cross tabulation of television utility for advertisement with respect to different occupation categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different occupation categories.

TABLE 6.16.1a: Chi-Square Test (Occupation & TV Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	24.298	16	.083

Source: SPSS output

The above Table 6.16.1a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 24.29. This value is not significant ($p < 0.05$) indicating that occupation does not have significant effect on television utility for advertisement. Hence it can be concluded that the proportion of preference given to television utility for advertisement for different occupation category of respondents does not differ significantly.

Ho: There is no association between Radio Utility for advertisement and Occupation

TABLE 6.16.2: Radio Utility for advertisement and Occupation

Crosstab								
			Television Utility for Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Occupation	Not Working	Count	26	33	39	30	14	142
		Expected Count	29.8	31.9	40.9	27.6	11.8	142.0
		% within Occupation	18.3%	23.2%	27.5%	21.1%	9.9%	100.0%
	Salaried(Private Sector)	Count	35	32	50	24	10	151
		Expected Count	31.6	33.9	43.5	29.4	12.6	151.0
		% within Occupation	23.2%	21.2%	33.1%	15.9%	6.6%	100.0%
	Salaried(Public Sector)	Count	13	13	10	8	4	48
		Expected Count	10.1	10.8	13.8	9.3	4.0	48.0
		% within Occupation	27.1%	27.1%	20.8%	16.7%	8.3%	100.0%
	Self Employed	Count	8	9	9	10	3	39
		Expected Count	8.2	8.8	11.2	7.6	3.3	39.0
		% within Occupation	20.5%	23.1%	23.1%	25.6%	7.7%	100.0%
	Professionals	Count	1	2	6	5	2	16
		Expected Count	3.4	3.6	4.6	3.1	1.3	16.0

			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
		% within Occupation	6.3%	12.5%	37.5%	31.3%	12.5%	100.0%
Total		Count	83	89	114	77	33	396
		Expected Count	83.0	89.0	114.0	77.0	33.0	396.0
		% within Occupation	21.0%	22.5%	28.8%	19.4%	8.3%	100.0%

Source: SPSS output

The Table 6.16.2 shows the cross tabulation of radio utility for advertisement with respect to different occupation categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different occupation categories.

TABLE 6.16.2a: Chi-Square Test (Occupation & Radio Utility for Advertisements)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.219	16	.729

Source: SPSS output

The above Table 6.16.2a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 12.21. This value is not significant ($p < 0.05$) indicating that occupation does not have significant effect on radio utility for advertisement. Hence it can be concluded that the proportion of preference given to radio utility for advertisement for different occupation category of respondents does not differ significantly.

Ho: There is no association between Newspaper Utility for advertisement and Occupation

TABLE 6.16.3: Newspaper Utility for advertisement and Occupation

Crosstab								
			Newspaper Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Occupation	Not Working	Count	31	24	53	40	27	175
		Expected Count	28.3	27.9	54.7	43.5	20.7	175.0
		% within Occupation	17.7%	13.7%	30.3%	22.9%	15.4%	100.0%
	Salaried(Private Sector)	Count	27	32	49	43	16	167
		Expected Count	27.0	26.6	52.2	41.5	19.7	167.0
		% within Occupation	16.2%	19.2%	29.3%	25.7%	9.6%	100.0%
	Salaried(Public Sector)	Count	7	7	19	23	6	62
		Expected Count	10.0	9.9	19.4	15.4	7.3	62.0
		% within Occupation	11.3%	11.3%	30.6%	37.1%	9.7%	100.0%
	Self Employed	Count	9	7	22	9	5	52
		Expected Count	8.4	8.3	16.3	12.9	6.1	52.0
		% within Occupation	17.3%	13.5%	42.3%	17.3%	9.6%	100.0%
	Professionals	Count	4	7	8	5	3	27
		Expected Count	4.4	4.3	8.4	6.7	3.2	27.0
		% within Occupation	14.8%	25.9%	29.6%	18.5%	11.1%	100.0%
Total		Count	78	77	151	120	57	483
		Expected Count	78.0	77.0	151.0	120.0	57.0	483.0
		% within Occupation	16.1%	15.9%	31.3%	24.8%	11.8%	100.0%

Source: SPSS output

The table 6.16.3 shows the cross tabulation of Newspaper utility for advertisement with respect to different occupation categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different occupation categories.

TABLE 6.16.3a: Chi-Square Test (Occupation & Newspapers Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	16.727	16	.403

Source: SPSS output

The above Table 6.16.3a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 16.72. This value is not significant ($p < 0.05$) indicating that occupation does not have significant effect on Newspaper utility for advertisement. Hence it can be concluded that the proportion of preference given to newspaper utility for advertisement for different occupation category of respondents do not differ significantly.

Ho: There is no association between Magazine Utility for advertisement and Occupation

TABLE 6.16.4: Magazine Utility for advertisement and Occupation

Crosstab								
			Magazines Utility for Advertisements					
			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
Occupation	Not Working	Count	32	23	48	28	25	156
		Expected Count	32.8	31.3	42.6	32.0	17.3	156.0
		% within Occupation	20.5%	14.7%	30.8%	17.9%	16.0%	100.0%
	Salaried(Private Sector)	Count	34	39	30	32	13	148
		Expected Count	31.1	29.7	40.4	30.4	16.4	148.0
		% within Occupation	23.0%	26.4%	20.3%	21.6%	8.8%	100.0%
	Salaried(Public Sector)	Count	13	6	14	11	5	49
		Expected Count	10.3	9.8	13.4	10.1	5.4	49.0
		% within Occupation	26.5%	12.2%	28.6%	22.4%	10.2%	100.0%
	Self Employed	Count	4	11	17	8	3	43
		Expected Count	9.0	8.6	11.7	8.8	4.8	43.0
		% within Occupation	9.3%	25.6%	39.5%	18.6%	7.0%	100.0%
	Professionals	Count	4	4	4	6	0	18
		Expected Count	3.8	3.6	4.9	3.7	2.0	18.0
		% within Occupation	22.2%	22.2%	22.2%	33.3%	.0%	100.0%
Total		Count	87	83	113	85	46	414
		Expected Count	87.0	83.0	113.0	85.0	46.0	414.0
		% within Occupation	21.0%	20.0%	27.3%	20.5%	11.1%	100.0%

Source: SPSS output

The Table 6.16.4 shows the cross tabulation of Magazine utility for advertisement with respect to different occupation categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different occupation categories.

TABLE 6.16.4a: Chi-Square Test (Occupation & Magazines Utility for Advertisements)

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	26.057	16	.053

The above Table 6.16.4a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 26.05. This value is not significant ($p < 0.05$) indicating that occupation does not have significant effect on Magazine utility for advertisement. Hence it can be concluded that the proportion of preference given to magazine utility for advertisement for different occupation category of respondents do not differ significantly.

Ho: There is no association between Internet Utility for advertisement & Occupation

TABLE 6.16.5: Internet Utility for advertisement and Occupation

Crosstab								
			Internet Utility for Advertisements					
			Least Preferred	**Not Preferred**	**Neutral**	**Preferred**	**Most Preferred**	**Total**
Occupation	Not Working	Count	22	32	35	39	38	166
		Expected Count	25.8	34.0	36.5	36.8	32.9	166.0
		% within Occupation	13.3%	19.3%	21.1%	23.5%	22.9%	100.0%
	Salaried(Private Sector)	Count	31	35	39	34	26	165
		Expected Count	25.6	33.8	36.3	36.6	32.7	165.0
		% within Occupation	18.8%	21.2%	23.6%	20.6%	15.8%	100.0%
	Salaried(Public Sector)	Count	9	11	10	16	14	60
		Expected Count	9.3	12.3	13.2	13.3	11.9	60.0
		% within Occupation	15.0%	18.3%	16.7%	26.7%	23.3%	100.0%
	Self Employed	Count	6	15	10	11	12	54
		Expected Count	8.4	11.1	11.9	12.0	10.7	54.0

			Least Preferred	Not Preferred	Neutral	Preferred	Most Preferred	Total
		% within Occupation	11.1%	27.8%	18.5%	20.4%	22.2%	100.0%
	Professionals	Count	4	2	8	3	2	19
		Expected Count	2.9	3.9	4.2	4.2	3.8	19.0
		% within Occupation	21.1%	10.5%	42.1%	15.8%	10.5%	100.0%
Total		Count	72	95	102	103	92	464
		Expected Count	72.0	95.0	102.0	103.0	92.0	464.0
		% within Occupation	15.5%	20.5%	22.0%	22.2%	19.8%	100.0%

The table above shows the cross tabulation of Internet utility for advertisement with respect to different occupation categories of respondents. It can be observed from the above table that the majority of the proportions of preferences do not differ with respect to different occupation categories.

TABLE 6.16.5a: Chi-Square Test (Occupation & Internet Utility for Advertisements)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.007	16	.524

Source: SPSS output

The above Table 6.16.5a shows the calculated value of chi square and its associated p value. The value of the chi square statistics is 15.00. This value is not significant ($p < 0.05$) indicating that occupation does not have significant effect on Internet utility for advertisement. Hence it can be concluded that the proportion of preference given to internet utility for advertisement for different occupation category of respondents do not differ significantly.

TABLE 6.16.6 Summary of Hypotheses Testing (Chi-Square test) of occupation and utility of various media

Sr. No.	Variable-1	Variable-2	P-Value	Null hypothesis Not Rejected/Not Rejected
1	TV utility for advertisements	Occupation	.202	Not Rejected
2	Radio utility for advertisements	Occupation	.729	Not Rejected
3	Newspaper utility for advertisements	Occupation	.403	Not Rejected
4	Magazines utility for advertisements	Occupation	.007	Not Rejected
5	Internet utility for advertisements	Occupation	.055	Not Rejected

Source: SPSS output

Section III

Objective 3: To understand the role of advertising through different mediums at the various stages of Consumer Behaviour of ORAL CARE Products i.e. Toothpaste, Toothbrush and Mouthwash.

To fulfil this objective, Exploratory Factor Analysis was performed. As result two factors are extracted. To study the preference difference between different demographic factors and two factors that are extracted non parametric tests are performed.

6.18 Factor Analysis

Factor Analysis was performed to identify the factors for role of advertisement through different mediums at the various stages of Consumer Behaviour. The KMO value of 0.93 suggests that there is adequate number of factors that can be extracted and again The

significant value of Bartlett's Test of Sphericity is 0.000 which is < 0.001 so, the sample inter correlation matrix did not come from a population in which the inter correlation matrix is an identity matrix .

TABLE 6.17.1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	2718.056
	Df	105
	Sig.	.000

Source: SPSS output

The Table 6.17.2 below shows the values of communalities. As all values are greater than 0.5, it can be concluded that all variables are sharing substantial amount of variance with each other and there is no need to delete any of the variable from the analysis.

TABLE 6.17.2: Communalities

Communalities		
	Initial	Extraction
Advertisements helps me to know about New Products	1.000	.716
Attention towards Advertisements in a given Product Category	1.000	.689
Look for Advertisements Before Buying in given Product Category	1.000	.721
Regularly Read, Listen or Watch Advertisement to make myself updated about brands	1.000	.709
Advertisements are Informative 7 Provides detail Description about Products	1.000	.597
Advertisements Create Interests	1.000	.620
Advertisements are Easy to Understand	1.000	.520
Advertisements Demonstrate way of Usage of Brands/Products	1.000	.575
Advertisements can Change My Perception Regarding Brands/products	1.000	.690
Advertisements Are Necessary to Watch, Read OR Listen before Purchase of Products	1.000	.688
Often Gets Convinced by Claims made by companies in Advertisements	1.000	.672
Most of the Time Advertisements Prompt Me to Buy Products	1.000	.743
Feel Satisfied When I See Advertisements of Brands I am Consumer Of	1.000	.689
Advertisements Leads me to Repeat Purchase of Same Brands	1.000	.797
Advertisements of Promotional Schemes Compel Me for Purchase	1.000	.720
Extraction Method: Principal Component Analysis.		

Source: SPSS output

Total Variance Explained: There were two factors extracted by using the method of principle component analysis and rotation method of Varimax with Kaiser Normalization with criteria Eigen value more than one. The result of factor analysis is shown below.

TABLE 6.17.3: Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.046	53.64	53.64	8.05	53.64	53.64	6.98	46.53	46.53
2	2.902	19.35	72.99	2.90	19.35	72.99	3.968	26.45	72.99
3	0.452	3.01	76.00						
4	0.447	2.98	78.98						
5	0.435	2.90	81.88						
6	0.413	2.75	84.63						
7	0.429	2.86	87.49						
8	0.399	2.66	90.15						
9	0.315	2.10	92.25						
10	0.313	2.09	94.34						
11	0.255	1.70	96.04						
12	0.253	1.69	97.73						
13	0.131	0.87	98.60						
14	0.11	0.73	99.33						
15	0.1	0.67	100.00						

Extraction Method: Principal Component Analysis.

Source: SPSS output

The Table 6.17.4 below shows the unrotated and rotated component Matrix. After rotation the factor structure has been improved. For interpretation purpose, rotated component matrix has been used.

TABLE 6.17.4: Unrotated and Rotated Component Matrix

Component Matrix		
	Component	
	1	2
Advertisements Are Necessary to Watch, Read OR Listen before Purchase of Products	.699	
Advertisements Leads me to Repeat Purchase of Same Brands	.692	
Feel Satisfied When I See Advertisements of Brands I am Consumer Of	.676	
Advertisements can Change My Perception Regarding Brands/products	.667	
Most of the Time Advertisements Prompt Me to Buy Products	.658	
Often Gets Convinced by Claims made by companies in Advertisements	.637	
Attention towards Advertisements in a given Product Category	.635	
Advertisements Create Interests	.634	
Look for Advertisements Before Buying in given Product Category	.622	
Advertisements are Informative 7 Provides detail Description about Products	.613	
Advertisements Demonstrate way of Usage of Brands/Products	.612	
Regularly Read, Listen or Watch Advertisement to make myself updated about brands	.606	
Advertisements of Promotional Schemes Compel Me for Purchase	.602	
Advertisements helps me to know about New Products	.587	.521
Advertisements are Easy to Understand	.566	
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		

Source: SPSS output

TABLE 6.17.5: Rotated Component Matrix

Rotated Component Matrix[a]		
	Component	
	1	2
Advertisements Leads me to Repeat Purchase of Same Brands	.744	
Advertisements of Promotional Schemes Compel Me for Purchase	.713	
Most of the Time Advertisements Prompt Me to Buy Products	.710	
Often Gets Convinced by Claims made by companies in Advertisements	.646	
Advertisements can Change My Perception Regarding Brands/products	.637	
Feel Satisfied When I See Advertisements of Brands I am Consumer Of	.621	
Advertisements Are Necessary to Watch, Read OR Listen before Purchase of Products	.515	
Advertisements Demonstrate way of Usage of Brands/Products	. 501	
Advertisements are Easy to Understand	.487	
Advertisements helps me to know about New Products		.780
Look for Advertisements Before Buying in given Product Category		.689
Regularly Read, Listen or Watch Advertisement to make myself updated about brands		.686
Attention towards Advertisements in a given Product Category		.643
Advertisements Create Interests		.525
Advertisements are Informative 7 Provides detail Description about Products		.520
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: SPSS output

The Table 6.18 below shows the name of the factor after factor analysis. The reliability analysis of the factors is performed and for both the factors, the cronbach's alpha value is greater than 0.7. Hence it can be concluded that for both factors the scale is reliable.

TABLE 6.18: Labelling of Factors

Sr.No	Name of Factor	No of Items	Cronbach's Alpha
1	**Awareness, Interest and Conviction**	**09**	**0.85**
2	**Purchase and Post Purchase**	**06**	**0.79**

Source: SPSS output

In order to study the significance difference between different demographic factors and the two factors which are extracted from exploratory factor analysis, Normality test was performed for factor scores to check whether factor scores are normally distributed or not.

Ho: The distribution is normal

TABLE 6.18.1: Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness, Interest and Conviction	.055	529	.001	.989	529	.000
Purchase and Post Purchase	.061	529	.000	.976	529	.000
a. Lilliefors Significance Correction						

Source: SPSS output

In order to study the significant difference between different demographic factors and the two factors which are extracted from exploratory factor analysis, Normality test was performed for factor scores to check whether factor scores are normally distributed or not.The table above shows the results of Kolmogorov- Smirnov test and Shapiro -Wilk test. For both the tests, The associated significance value is less than 0.05. Hence it can be concluded that the factor scores are not normally distributed. Hence it would be appropriate to perform nonparametric tests to compare different demographic factors.

6.19 TV (Kruskal- Wallis Test)

H0a: TV utility for listening to Advertisements does not affect on Awareness, Interest & Conviction for the Oral Care products.

H0b: TV utility for listening to Advertisements does not affect on Purchase & Post Purchase of the Oral Care products.

TABLE 6.19.1: Kruskal-Wallis Test (TV Utility for Advertisements)

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Chi-Square	14.212	7.312
df	4	4
Asymp. Sig.	.007	.120
a. Kruskal Wallis Test b. Grouping Variable: Television Utility for Advertisements		

Source: SPSS output

The Table 6.19.1 above shows the result of Kruskal Wallis test taken as TV utility for advertisements as grouping variable. It can be seen that the significant two tailed value is .007 for factor awareness, interest and conviction and .120 for factor purchase and post purchase. Hence it can be concluded that TV utility for advertisements affects awareness, interest and conviction stages of consumer behaviour. Further, it can be also concluded that TV utility for advertisements does not affect on purchase and post purchase stages of consumer behaviour. If consumers are preferring TV for watching advertisements than it will affect their awareness, interest and conviction about the oral care products but merely creating awareness , interest and conviction does not lead to purchase and post purchase behaviour of consumers.

6.20 Radio (Kruskal- Wallis Test)

H0a: Radio utility for listening to Advertisements does not affect on Awareness, Interest & Conviction for the Oral Care products.

H0b: Radio utility for listening to Advertisements does not affect on Purchase & Post Purchase of the Oral Care products.

TABLE 6.19.2: Kruskal-Wallis Test (Radio Utility for Advertisements)

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Chi-Square	8.808	3.586
df	4	4
Asymp. Sig.	.066	.465
a. Kruskal Wallis Test b. Grouping Variable: Radio Utility for listening Advertisements		

Source: SPSS output

The Table 6.19.2 above shows the result of Kruskal Wallis test taken as Radio utility for advertisements as grouping variable. It can be seen that the significant two tailed value is .066 for factor awareness, interest and conviction and .465 for factor purchase and post purchase. Hence it can be concluded that Radio utility for advertisements does not affects awareness, interest and conviction stages of consumer behaviour. Further, it can be also concluded that Radio utility for advertisements does not affect on purchase and post purchase stages of consumer behaviour. If consumers prefer Radio for listening advertisements than it will not affect their awareness, interest, conviction, purchase and post purchase behaviour for the oral care products.

6.21 Newspapers (Kruskal -Wallis Test)

H0a: Newspapers utility for listening to Advertisements does not affect on Awareness, Interest & Conviction for the Oral Care products.

H0b: Newspapers utility for listening to Advertisements does not affect on Purchase & Post Purchase of the Oral Care products.

TABLE 6.19.3: Kruskal-Wallis Test (Newspapers Utility for Advertisements)

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Chi-Square	9.775	11.302
df	4	4
Asymp. Sig.	.044	.023
a. Kruskal Wallis Test b. Grouping Variable: Newspaper Utility for Advertisements		

Source: SPSS output

The Table 6.19.3 above shows the result of Kruskal Wallis test taken as Newspapers utility for advertisements as grouping variable. It can be seen that the significant two tailed value is .044 for factor awareness, interest and conviction and .023 for factor purchase and post purchase. Hence it can be concluded that Newspapers utility for advertisements affects awareness, interest and conviction stages of consumer behaviour. Further, it can be also concluded that Newspapers utility for advertisements affect on purchase and post purchase stages of consumer behaviour. If consumers prefer newspapers for advertisements than it will affect their awareness, interest, conviction, purchase and post purchase behaviour for the oral care products.

6.22 Magazines (Kruskal -Wallis Test)

H0a: Magazines utility for listening to Advertisements does not affect on Awareness, Interest & Conviction for the Oral Care products.

H0b: Magazines utility for listening to Advertisements does not affect on Purchase & Post Purchase of the Oral Care products.

TABLE 6.19.4: Kruskal-Wallis Test (Magazines Utility for Advertisements)

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Chi-Square	6.918	13.550
df	4	4
Asymp. Sig.	.140	.009
a. Kruskal Wallis Test b. Grouping Variable: Magazines Utility for Advertisements		

Source: SPSS output

The Table 6.19.4 above shows the result of Kruskal Wallis test taken as Magazines utility for advertisements as grouping variable. It can be seen that the significant two tailed value is .140 for factor awareness, interest and conviction and .009 for factor purchase and post purchase. Hence it can be concluded that Magzaines utility for advertisements does not affects awareness, interest and conviction stages of consumer behaviour. Further, it can be also concluded that Magazines utility for advertisements affects on purchase and post

purchase stages of consumer behaviour. If consumers prefer Magazines for advertisements than it will not affect their awareness, interest & conviction but it affects purchase and post purchase behaviour for the oral care products.

6.23 Internet (Kruskal -Wallis Test)

H0a: Internet utility for listening to Advertisements does not affect on Awareness, Interest & Conviction for the Oral Care products.

H0b: Internet utility for listening to Advertisements does not affect on Purchase & Post Purchase of the Oral Care products.

Table 6.19.5: Kruskal-Wallis Test (Internet Utility for Advertisements)

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Chi-Square	13.230	6.712
df	4	4
Asymp. Sig.	.010	.152
a. Kruskal Wallis Test b. Grouping Variable: Internet Utility for Advertisements		

Source: SPSS output

The Table 6.19.5 above shows the result of Kruskal Wallis test taken as Internet utility for advertisements as grouping variable. It can be seen that the significant two tailed value is .010 for factor awareness, interest and conviction and .152 for factor purchase and post purchase. Hence it can be concluded that Internet utility for advertisements does affects awareness, interest and conviction stages of consumer behaviour. Further, it can be also concluded that Internet utility for advertisements does not affect on purchase and post purchase stages of consumer behaviour. If consumers prefer Internet for advertisements than it will affect their awareness, interest & conviction for oral care products but it will not affect purchase and post purchase behaviour for the oral care products.

6.24 Mann-Whitney U Test

Mann- Whitney U test: M-W U test was performed to check the significance difference between the factor score of Awareness, Interest & Conviction and Purchase & Post Purchase with respect to Male and Female respondents.

Ho: There is no significance difference between the factor score of Awareness, Interest & Conviction as well as Purchase & Post Purchase with respect to Male and Female respondents.

TABLE 6.20: Gender & Various stages of Consumer Behaviour

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Awareness, Interest and Conviction	Male	404	265.96	107447.00
	Female	125	261.90	32738.00
	Total	529		
Purchase and Post Purchase	Male	404	252.67	102079.00
	Female	125	304.85	38106.00
	Total	529		

Source: SPSS output

The Table 6.20 above shows the Mean rank and sum of ranks for male and female respondents. For factor 1, the mean rank for male and female respondents are almost same but for factor 2 mean rank for female is higher as compared to male respondents.

TABLE 6.20.1a: Mann-Whitney U Test

Test Statistics		
	Awareness, Interest & Conviction	**Purchase & Post Purchase**
Mann-Whitney U	24863.000	20269.000
Z	-.259	-3.335
Asymp. Sig. (2-tailed)	.796	.001
a. Grouping Variable: Gender		

Source: SPSS output

The Table 6.20.1a above shows the result of Mann-whitney U test. For awareness, interest and conviction the significant two tailed value is greater than 0.05 and for Purchase & Post Purchase it is less than 0.01. Hence for Purchase & Post Purchase, there is a significance difference between the factor score of male and female respondents. For Awareness, Interest & Conviction, it can be concluded that there is no significance difference. Further it can be concluded that female respondents give higher preference for Purchase & Post Purchase as compared to male respondents.

CHAPTER 7

Findings and Suggestions

Introduction: This chapter is divided into four sections. The first section is about the general observations of this study, the second section about inferences of testing hypotheses and fulfillment of objectives of research. In the third section, suggestions and conclusions are given based on findings of the study. The fourth section explains use of this research for advertising agencies, marketers, researchers and managerial implications of the study along with future scope of study.

Section I

7.1 General Observations

- For efficient marketing of any product, effective consumer engagement with media appears necessary. It is a big choice both for marketing managers as well as for ultimate consumers.
- Several psychological, economical and social factors are affecting consumer buying decision.
- In India, both urban and rural consumers are not well aware of marketing practices and media engagement due to low level of education.
- Costing and pricing play an important role for increasing sales of consumer products. A study of how cost of advertisements on media affects the overall price of a product has remained relevant for Indian consumers. Cost effective media also contributes to the benefit of the consumers.
- Marketing managers have to constantly calculate cost benefit analysis of advertisement media. As such, marginal costs of advertisements must be beneficial to

companies for sustainable growth in the market. It must fetch expected profit for a company.

- In the Indian context, large cross sections of people prefer different media engagement as reflected from the study. They are of different mindsets and many of them are influenced by attractive TV advertisements.
- For consumer product companies in general and oral care product companies in particular, marketers will have to go for qualitative changes to increase market share and this qualitative improvement must be reflected in their media planning.
- Oral care companies will have to go in for innovative techniques to enhance advertisement engagement of consumers on various media, so that the company can reach out to all consumers and increase their sales.
- Companies have to tradeoff between high profit margins vs number of unit sales to remain for a longer period of time in the market. For this, in house R & D of oral care companies will have to constantly watch the costing and pricing of the product. Similarly, marketing managers have to constantly track the media advertisement costs incurred in the product.
- This study is limited to major cities of Gujarat. However, the large rural market has not been taped by oral care companies. These rural consumers do not understand many advertisements given by companies on various media.
- The main observation of this research is that Indian oral care companies will have to follow experiments and experiences of oral care companies of developed nations like the USA, UK, Japan, Australia, Canada and other European countries for deciding on amount of time spent on ads on various media, its cost and its effectiveness on sales.

7.2 Achievements with respect to the objectives

In the first objective an attempt was made to study the media habits (time spent, preferred time, preferred language) of the consumers of Gujarat.

It is being found that consumers spent huge amounts of time browsing on the internet as compared to other media like TV, radio, newspapers& magazines. Since consumers are spending more time browsing on the internet, their engagement may be more and it may have positive impact on consumer behaviour.

Prime time across five selected cities of Gujarat for TV is 6 to 10 pm, for radio 6 to 10 am, for newspaper reading 6 to 10 am, magazines 6am to 6 pm and for internet 6 to 10 pm. Gender factor does not affect time spent on any media. To be more specific, gender factor does not have any impact on preferred time for TV, radio, newspaper, magazines and internet in the five selected cities of Gujarat.

Preferred language for TV and radio is Hindi, for newspaper and magazines it is Gujarati and for internet, it is English across the five selected cities of Gujarat. Hence, consumers are more engaged with the internet and TV.

In the second objective, utility of the medium was found. TV is mostly used for entertainment purposes, followed by local news and updates and least preferred for watching advertisements. Most of the people listen to the radio for entertainment purpose followed by local news and updates. Newspaper is the most preferred medium for local news and updates. Newspaper is also the preferred medium for national/ international news updates. Magazine is the preferred medium for entertainment followed by local /national /international news and business updates. It is also a preferred medium for reading ads. Internet is the most preferred medium for entertainment and job opportunities. Thus, internet, TV and newspaper are most preferred for watching/ reading advertisements as compared to other medium like radio and magazines. Further effects of ads through various media on consumer behaviour were found through Kruskal- Wallis test. It was found that to create awareness for oral care products, TV is the best media, and to influence purchase decision, magazines are very effective.

In the third objective, an attempt was made to study the impact of advertisement on five stages of consumer behaviour i.e. awareness, interest, conviction, purchase and post purchase. Through exploratory factor analysis two factors was extracted 1. Awareness, interest & conviction 2. Purchase and post purchase. Further, effects of advertisements on awareness, interest and conviction as well as purchase and post purchase decision of oral care products (toothpaste, toothbrush, mouthwash) was found.

Therefore, for creating awareness, interest and conviction among the consumers for oral care products, TV, internet and magazines are the best mediums. For influencing the purchase and post purchase decision of the consumers in oral care products, magazines and

newspapers are the best mediums. A newspaper is the only medium which has impact on all the stages of consumer behavior.

Section III

7.3 Findings

Objective 1: To explore the pattern of media usage habits of buyers of oral care products i.e. Toothpaste, Toothbrush, and Mouthwash.

To understand the media habits of buyers of oral care products, respondents were asked about the amount of time they spent on a particular medium per day. The respondents were also asked regarding their preferred timings of a respective medium: TV, newspaper, radio, magazines and internet. The time spent on medium, preferred timings for a given medium, along with the preferred language of the medium, were the variables analyzed to understand the media engagement of the respondents. The following findings have been found about media habits regarding oral care products.

About TV

- More than 58 percent of respondents spent about 1 to 3 hours per day in watching TV. Thus, respondents are spending a considerable amount of time per day watching TV. A negligible proportion of respondents don't watch TV at all. There is no significant difference across gender in time spent on watching TV.
- Age factor does affect the approximate time spent with TV. Age groups of 18-32 spent higher amount of time watching television as compared to the age categories of 32-50 and more than 50.
- Annual family income does not have any impact on amount of time spent in a day with TV.
- The most preferred time slot to watch TV is 6 to 10 pm, whereas 2 am to 6 am is the least preferred time. The preferred timings for watching TV are same across cities of

Gujarat, i.e., 6 to 10 pm. Gender factor does not affect preferred time of the day watching TV. Both for male and female respondents, the most preferred time of the day is 6 to 10 pm.

- A large number (50 percent) of Ahmedabad respondents are spending more time with TV as compared to other cities. Approximately 50 percent of respondents from Ahmedabad are watching TV for 1 to 2 hours in a day.
- For a majority of respondents (75 percent), the preferred language is Hindi for TV usage across five cities of Gujarat.

About Radio

- Around 44 percent of respondents do not listen to the radio. Only 12 percent of respondents listen to radio for more than 1 hour. Hence, people spent less time with the radio.
- Gender factor does not affect amount of time spent on radio, In contrast, age does affect amount of time spent in a day with the radio. Further, there is no significant difference across different family income groups in time spent with the radio.
- Majority (24 percent) of the people listen to the radio in the time slot 6 am to 10 am, so it's considered to be a prime time for radio listeners. Prime time (6 am to 10am) of radio is the same across all five cities of Gujarat. There is no significant difference across gender in preferred time of the day for listening to the radio. Both for male and female respondents, the most preferred time of the day is 6 am to 10 am.
- The preferred language for listening to radio across five cities of Gujarat is Hindi.
- Nearly 39 percent of the respondents across five cities of Gujarat spends less than 1 hour with the radio. Hence, there is no significant difference across five cities in time spent with radio.

About Newspapers

- About 42 percent of respondents spent more than 15 minutes reading newspapers per day. So, newspaper is also used by majority of the consumers.
- Very few (8 percent) of respondents are not reading newspapers.
- There is a significant difference across gender in time spent in reading newspapers. Male respondents spend more time reading newspapers as compared to female respondents.

- Age does affect the amount of time spent with newspapers. As compared to age group of below 18 years, age group of 18-32 and 32-50 spent higher amount of time reading newspapers.
- Annual family income does affect amount of time spent reading newspapers. For income group of more than 10 lacs, the proportion time spent in the category of more than 30 minutes is high as compared to other groups.
- Preferred time slot for reading newspapers is 6 am to 10 am.So, respondents are reading newspaper only in the morning time. Gender factor does not affect preferred time of the day reading newspaper. Majority of the male and female respondents read newspaper before 10 am.
- The preferred language across five cities of Gujarat for reading newspaper is Gujarati.

About Magazines

- Majority (38 percent) of the respondents do not read magazines whereas 35 percent of respondents read magazines for less than 1 hour. However, 17 percent of respondents read magazines for 15 to 30 minutes a day.
- Gender factor does not affect amount of time spent reading magazines.
- Age does not affect amount of time spent with magazines.
- Annual family income does not affect amount of time spent reading magazines in a day.
- The preferred time slot for reading magazines is 6 am to 6 pm. So, people are reading magazines throughout the day as per their convenience. Gender factor does not affect preferred time for reading magazines.
- The preferred language for reading magazines across five cities of Gujarat is English.

About Internet

- Around 45 percent of the respondents spent 1 to 3 hours a day on the internet. So, consumers are spending a huge amount of time browsing on the internet as compared to other media like radio, newspaper & magazines. Gender factors affect amount of time spent on browsing on the internet. Hence, there is a significant difference across gender in time spent on internet. Female respondents have higher percent of frequency with respect to more than 3 hour and up to 30 minutes.
- The most preferred time of the day to browse the internet is 2 pm to 10 pm.

- Gender factor does not affect preferred time of day for browsing the internet. Majority of the male and female respondents prefer to surf the internet after 6 pm.
- Age does affect the amount of time spent on the internet. Age group of 18-32 is browsing more as compared to age group of 32-50 and more than 50 years of age group.
- Annual family income does affect amount of time spent on the internet.
- Preferred language for browsing the internet across five selected cities of Gujarat is English.

Hence, it can be concluded that consumers are spending more time on the internet followed by TV. Gender does affect the amount of time spent on newspaper and internet but gender does not affect amount of time spent with TV, radio and magazines. Moreover, gender does not have any impact on preferred time for TV, radio, newspaper, magazines and internet. The independent variable age affects time spent with newspaper and internet. It does not affect time spent with TV, radio and magazines. Various annual family income groups does affect amount of time spent with newspaper and internet. It does not have any impact on time spent with TV, radio and magazines. So, gender, age and annual family income does affect newspaper and internet on time spent parameter whereas it does not affect TV, radio and magazines on time spent.

Prime time across five selected cities of Gujarat for TV is 6 pm to 10 pm, for radio 10 am to 2 pm, for newspaper reading 6 am to 10 am, magazines 6 am to 6 pm and for internet 2 pm to 10 pm. Gender does not have any impact on preferred time for TV, radio, newspaper, magazines and internet in five selected cities of Gujarat.

Preferred language for TV and Radio is Hindi, for Newspapers it is Gujarati, for Magazines and Internet it is English across the five selected cities of Gujarat.

These findings are backed by the findings of Poonam Singh and Mrinalini Pandey (2014). The authors found out that amongst different media options available, respondents spent the least time listening to radio with 59 percent saying that they listen to radio for less than an hour and 39 percent indicating that they listen to radio between one to three hours. Television is still a popular medium with consumption of up to 3 hours daily by 61 percent respondents and about 3-5 hours by 21 percent of the respondents. Out of the total respondents, 80 percent of the respondents spent between 1-3 hours with the newspaper.

Browsing the internet topped the list with almost 90 percent of the respondents agreeing to having spent some time on it daily. 47 percent respondents spent up to 3 hours on the net, 32 percent spent up to 5 hours and a decent 20 percent spent more than 5 hours browsing the internet. 56 percent respondents said that they spent up to 3 hours playing / surfing on their mobile phones where as 19 percent used it for up to 5 hours. 66 percent respondents spent up to 3 hours on the social media and 17 percent spent up to 5 hours on it. The data suggests that though television viewing is still very popular across age groups, internet is catching up fast.

Objective 2: To identify the preference of medium in accordance with the utility of the medium.

- About 63 percent of consumers watch TV for entertainment, 55 percent for local news and updates, 50 percent for national/international news, 36 percent career and job opportunity, 34 percent for business updates and nearly 32 percent for watching advertisements.
- Gender affects TV utility of entertainment. Thus, there is a difference across gender for watching TV for entertainment purposes. Females preferred more TV for entertainment as compared to males.
- There is a significant difference across gender for TV utility of advertisements. Hence, there is difference in male and female for watching advertisements on TV. Females had a greater preference for watching advertisement on TV as compared to males.
- Education does affect TV's utility for entertainment, national/international news and business updates. Post graduate respondents try to update themselves more with respect to national/international news and business updates as compared to undergraduate and graduate respondents.
- Annual family income does not affect TV's utility for advertisements.
- Occupation does not affect TV's utility for advertisements.
- Around 36 percent of the respondents listen to the radio for entertainment purpose followed by local news and updates (28 percent).
- Gender does affect radio's utility for entertainment. Hence, there is a significant difference across gender for radio's utility of entertainment. Preference for entertainment from radio is more in females as compared to males.

- Gender doesn't affect radio's utility for advertisements.
- Education affects radio utility for entertainment, local news/updates.
- Annual family income does not affect radio utility for advertisements.
- Occupation does not affect radio's utility for advertisements.
- Newspaper is the most preferred medium for local news and updates (61 percent).
- Newspaper is also preferred medium for national/ international news updates (59 percent). Almost 46 percent of respondents read newspapers for career and job opportunities.
- Gender doesn't affect entertainment and advertisements utility of newspapers.
- Education affects utility of newspapers for entertainment, local news/updates, national/international news, business updates and career /job opportunity. Further, the utility of newspaper for local news update, national/international news, business updates, career /job opportunity increases as the level of education increases.
- Education does not affect utility of newspapers for advertisements.
- Annual family income does not affect utility of newspapers for advertisements.
- Occupation does not affect utility of newspapers for advertisements.
- For large number of respondents (30 percent), magazine is the preferred medium for entertainment. This is followed by reading for international news and updates (25 percent) and for advertisements.
- Gender affects magazines utility for entertainment. Hence, there is significant difference across gender as far as its utility for entertainment is concerned. Females preferred magazines more for entertainment as compared to males.
- Gender does not affect utility of advertisements for magazines.
- Education does not affect utility of magazines for advertisements.
- Annual family income does not affect utility of magazines for advertisements.
- Occupation does not affect utility of magazines for advertisements.
- Internet is the most preferred medium for entertainment (63 percent). It is also most preferred for career and job opportunity (52 percent).Almost 37 percent of the respondents preferred the internet for ads.
- Gender does not affect utility of internet for entertainment and advertisements.
- Education affects utility of internet for advertisements. The utility of internet for advertisement increases as the level of education increases.

- Annual family income does not have any impact on internet's utility for advertisements.
- Occupation does not affect utility of internet for advertisements.

TV is used for entertainment by majority of the respondents. Magazines and newspapers are majorly used for entertainment and news, whereas internet is used for entertainment and career opportunity. Advertisement utilities for internet are highest at 37 percent, followed by TV and newspaper (33 percent).

Gender factor does not affect entertainment utility for radio, newspaper and internet whereas in case of TV and magazines, gender affects utility for entertainment. Only in case of TV, gender affects utility for advertisements. In all other media i.e. radio, newspaper, magazines and internet, gender doesn't affect utility of advertisements.

Education does not affect TV, radio and magazines utility for advertisements.

Education does affect TV, radio and newspapers' utility for entertainment. Education also affects TV and newspapers' utility for national/international news. In case of the internet, education only affects advertisements utility whereas in case of magazines education does not affect any utility.

Various annual family income groups do not have any impact on TV, radio, newspaper, magazines and internet utility for advertisements.

Various occupations do not affect TV, radio, newspaper, magazines and internet utility for advertisements.

Objective 3: To understand the role of advertising through different medium at various stages of consumer buying process for oral care products i.e. Toothpaste, Toothbrush, and Mouthwash.

- Utility of television for advertisements affect awareness, interest and conviction stages of consumer behavior for oral care products.
- Television advertisement does not help in purchase decision & post purchase decision for oral care products.
- Radio advertisements do not affect any of the five stages of consumer behaviour i.e. awareness, interest, conviction, purchase decision and post purchase decision for oral care products.

- Utility of newspaper for advertisements affects awareness, interest and conviction as well as on purchase and post purchase stage of consumer behaviour process for oral care products.
- Magazines utility for advertisements does not affect awareness, interest and conviction stage of consumer behaviour process for oral care products.
- Magazines utility for advertisements affects purchase and post purchase decision of the oral care products.
- Internet utility for advertisements does affect awareness, interest and conviction stage of consumer behaviour in case of oral care products.
- Internet utility for watching/reading advertisements does not affect purchase and post purchase decision for oral care products.

Section III

7.4 Suggestions

- As majority of the respondents spend huge amount of time with the TV in a day, we can say that relatively consumers are more engaged with TV as compared to other media. Hence, marketers and advertisers should often use TV as a medium for advertisements of oral care products like toothpaste, toothbrush, and mouthwashes to create awareness. As majority of respondents' preferred language for TV is Hindi, advertisers should make major communications of advertisements in Hindi so that advertisements can be understood by the mass.
- Furthermore, research proved that 6 to 10 pm is prime time for watching TV, so oral care companies should give maximum ads on TV in the time slot of 6to 10 pm.
- As there is a significant difference across gender for watching ads on TV, advertising agencies and advertisers should also consider gender factor while making and showcasing ads on TV. Since females had more preference for watching advertisements on TV as compared to males, advertisers of oral care products should also consider various age groups while giving ads on TV because there is as significant difference in time spent across different age group.
- Though majority of the respondents spent much time on TV, their preference is less for watching ads as compared to other utilities of TV like entertainment and news.

However companies should use TV for creating awareness about new products or to give reminders for established oral care brands. Since oral care market is a very crowded market, marketers should give regular reminders about their brands through TV ads. Oral care marketers should use more of Hindi language for TV ads, as Hindi is the preferred language by most of the consumers. The success of Dantkanti toothpaste of Patanjali is mainly due to its heavy advertisement on TV news channels. Dantkanti toothpaste is now generating 450 crore revenues.

- Oral care product companies should not spend much on radio ads, as people are spending less time listening to the radio in five selected cities of Gujarat. The preference of listening to radio ads also differs across various education and occupational groups, so it is very difficult for advertising agencies to tap and make radio ads for a very limited audience. Furthermore, it doesn't have any impact on any of the five stages of consumer behaviour, i.e. awareness, interest &conviction, as well as on purchase decision and post purchase decision.
- Oral care companies should give their ads in newspapers as vast numbers of consumers are reading it across the five selected cities of Gujarat. Advertisers should use more of Gujarati language in the contents of the ads as most of the consumers' preferred language for newspaper is Gujarati. Advertising agencies and oral care companies should consider gender, age and various income groups while going for newspaper ads according to their target audience. As there is significant difference across gender, age and income group for time spent with newspapers.
- Since various occupation and education groups affects the use of newspaper for reading/watching ads, companies should consider it while giving newspaper ads.
- Oral care marketers should use newspapers for creating awareness of their products as it has greater reach among consumers. At the same time, it is also a good medium for generating interest in existing products. Therefore, once the product has gained market awareness, advertisers should use it to generate interest or to create product preference over other available products. Newspapers also affect the purchase and post purchase behavior of consumers. So marketers must use it to induce purchase.
- Though magazines are used by limited number of people, marketers of oral care products should use magazines for showcasing their ads, as it has greater impact on the purchase and post purchase decision of the consumers for oral care products.

Advertisers should use English language in the content of their ads as English is the preferred language for magazines across five selected cities of Gujarat.

- Oral care companies should showcase maximum ads on the internet as it is the most preferred media by consumers for watching/reading ads. Advertisers should use English language for internet ads, as it is the preferred language for most internet users. Furthermore, advertisers should flash their internet ads in the time slot of 2 to 10 pm as it is the most preferred time of consumers for browsing the internet.
- Marketers of oral care products should use internet for influencing consumers on awareness, interest and conviction.

7.5 Conclusions

- Marketers are operating today in an era of competition and therefore understanding the consumers in terms of their needs, media habits and behavior patterns is a necessity. The needs and preferences of consumers are changing continuously due to changes in demography and lifestyle.
- Understanding the needs of consumers results into development of right product but communicating about the product plays an important role in creating demand and requires the knowledge of media habits of target customers.
- People are spending huge amount of time browsing on the internet as compared to other media like TV, radio, newspaper & magazines. Since consumers are spending more time browsing on the internet, their engagement may be more and it may have positive impact on consumer behaviour. Therefore, internet and TV are used more by consumers followed by newspapers. Radio and magazines are less used by consumers. Independent variables such as gender, age and annual family income affect newspaper and internet on the parameter of time spent per media, whereas it does not affect TV, radio and magazines on time spent. So gender, age and family income needs to be considered by adverting agencies while going for newspaper and internet ads. Advertisers should consider the prime time of respective media for showcasing their ads. Prime time for TV is 6 pm to 10 pm, radio is 6 am to 10 am, newspapers are morning 6 to 10 am, magazines are throughout the day and for internet is 2 am to 10 pm. However, preferred language of respective media should also be considered by marketers and advertises of oral care products. Preferred language across five selected

cities of Gujarat for TV and radio is Hindi, for newspaper and magazines is Gujarati and for internet is English.

- TV is most preferred for entertainment, radio is the preferred medium for entertainment and local news, newspaper is preferred medium for local/national news and career/ job opportunity, magazines is most preferred medium for news and business updates and internet is preferred medium for entertainment and job opportunities. Media preference for watching ads on TV, newspaper, magazines and internet are almost same- approximately 30 percent, whereas radio is least preferred for listening to ads- 22 percent as compared to all other media. Research also found that use of internet and magazines for watching advertisements differs across various educational groups. Moreover, various occupations impact radio and newspapers' utility for advertisements. It does not affect utility of TV, magazines and internet for advertisements.
- Gender affects utility of TV for advertisements and also utility for entertainment for TV, radio and magazines. However, gender doesn't affect utility of advertisements for radio, magazines, newspaper and internet. Gender as a factor should be considered while making and showcasing ads on TV. For creating awareness, interest & conviction about oral care products among the consumers, TV and internet are the best mediums. For inducing purchase for oral care products like toothpaste, toothbrush and mouthwash, newspaper ads are most effective. Effects of magazines and internet ads are more on the conviction stage of consumer behaviour. In contrast, for influencing purchasing decisions of consumers for oral care products, newspapers are the best medium.
- Due to digitalization of media which makes information accessibility very easy, changing life style and improving health conscious mind set of consumers, consumer behavior of oral care products are changing very fast. Now consumers are moving towards natural and Ayurveda products in toothpaste. Other important factors affecting today's consumer behavior are products benefits in line with their oral care problems, pricing of the products and credibility of celebrity in advertisements like Sachin Tendulakar in Sach toothpaste ads. Consumers may get convinced by brand Sach as they associate Sachin's traits of honesty and integrity with brand. Similarly Baba Ramdev in Dantkanti toothpaste ads is doing wonders because consumers associate Baba Ramdev's personality with pure and natural products.

- In India, mouthwash consumption is very less as people perceived it as a product which can be used by those who have oral care problems. So companies should communicate the benefits of mouthwash through various campaigns on different occasions like World Health day to increase consumption of mouthwash and their market share.

Section IV

7.6 Implications of Research

The outcome of this research has implications for advertisers, advertising agencies, researchers and managers.

7.6.1 Marketers/Advertisers

As oral care products are routinely used products, consumers of oral care products need regular reminders for brand name and benefits offered by a particular product. Hence, advertisers are continuously searching for more effective tools to analyze their advertising's effectiveness and ROI. Consumer engagement has been proposed as a solution to the challenges they are facing. This research gives insights to advertisers about consumer engagement on the parameters of time spent, preferred time and preferred language of media. However advertisers shouldn't discard the tried and true tools they have been using. Blame tends to be placed on the agencies that serve advertising clients due to ineffective media selection, so this research helps advertisers in selection of proper media and the timings on which ads should be showcased on a given medium. Further, this research also gives the effects of demographic variables like gender, age, education, occupation etc. on consumer engagement. This study gives advertisers an understanding about the use of various media for different purpose like entertainment, news, career updates, advertisements etc. so that they can understand consumers' utility of media. Thus advertisers can device their media budgets according to their target consumers. Baba Ramdev's Patanjali is fighting foreign FMCGs by adopting a very cost effective media strategy that focuses on using news channels to advertise, using Baba Ramdev's personal credibility and by highlighting the natural positioning of its products. Notwithstanding the free publicity that Ramdev gets on various TV channels, in 2016 alone Patanjali Ayurved

inserted as many as 1.14 million advertisements across television channels as per data from viewership measurement agency BARC India.

Patanjali advertisements were displayed on TV channels for 7,221 hours across 161 channels. That translates into an average of 19 hours 43 minutes of advertising time every day. Interestingly, Patanjali is the fastest growing FMCG Company in India. Within two years of its scale up, it has already crossed revenues of Rs. 5,000 crore and the company claims it will end the current fiscal with revenues upwards of Rs. 10,000 crore. This success of Patanjali in 3 years span itself reflects the importance of media selection and advertisements strategies. Hence, this research also gives insights to advertisers about selection of various media in line with their advertising objectives of creating awareness, generating interest, instilling conviction, induce purchase decision and influence post purchase decision.

7.7.2 Researchers

Researchers can utilize this study in order to stimulate future research involving relationships between advertisers, advertising agencies and end consumers. The constantly changing media environment has a trickle-down effect on all players in the media industry. In order for to stay competitive in today's global marketplace, decision makers need to have knowledge of the various media and its impact on consumer behaviour. Researchers of companies as well as R & D cells must constantly calculate cost-benefits analysis, marginal cost of advertisements and marginal profit along with increase in number of consumers of a particular consumer product. Nature of media engagement appears to be different in urban and rural consumers largely due to difference of education ultimately affecting the understanding of content of advertisements. A four-five minutes innovative film can pursue the consumers to change their buying decision. Many companies have started this experiment during serials telecasted on TV. Further, consumer behavior is changing very fast due to internet revolution, digitization and changing lifestyles. Consumers are now more aware and conscious about their health. Thus, companies should be well versed with changing consumers needs and mind set. Therefore, future researchers can use this research to study impact of advertisements on various stages of consumer behavior.

7.7.3 Managerial implications

It can be concluded from the findings that media engagement is not the same across demographic variables: gender, age, education, occupation etc. This offers immense scope of choosing the right media based on consumer media habits and designing media planning according to the target market, more specifically advertising strategy.

There are various media available and consumer engages with each medium differently. This should be considered while designing media planning for oral care products. This research gives insight into media habits of consumers which can be used by mangers for designing effective media planning and advertising strategies.

While taking a media mix decision, managers can also consider TV and newspaper media for spreading awareness of oral care products like toothpaste, toothbrush and mouthwashes over other media. For generating interest in the consumers for oral care products newspaper ads are most effective. Effects of magazines and internet ads are more on the conviction stage of consumer behaviour. In contrast, for influencing purchasing decision of consumers for oral care products, magazines and internet are the best medium. Internet ads are also more effective on the conviction stage of consumer behavior for oral care products. Hence, internet is very useful to convince consumers and to improve upon consumer base. The present research provides scope for designing a media mix strategy according to the objectives of advertisements.

In today's market scenario, consumers are bombarded with hundreds of advertising messages. So managers need to design a media mix strategy which will break through the chaos & create the necessary impact. When a medium is selected for showcasing advertisements of oral care products like toothpaste, toothbrush and mouthwashes, it should be carefully chosen to ensure that it is in accordance with media habits of target consumers. This study may provide useful information in designing the clutter- breaking advertising strategies to managers.

The study of consumer buying behaviour is of prime importance in a number of ways. First of all, consumer behaviour can influence the economic health of a nation. Therefore, consumers' decisions can gives a clue to the industry to survive, which companies to succeed and also which products to excel. Second, through understanding of the reasons for consumers to buy products and their buying habits- firms can make use of such

information to design corresponding marketing strategies in accordance to the consumers' needs.

Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success. It is found that most successful organizations are customer-centric. The notion 'the consumer is king' should be deep- rooted in every business people's mind so that they should try to please these kings by using their innovative methods.

According to this study, consumer profile variables like family orientation towards product, price, oral problems, celebrity endorsements etc. are influencing consumers for buying products like toothpaste, toothbrush and mouthwash brands. For successfully leading the company in the market, companies have to plan for different segmentation strategies for attracting all kinds of target groups. For competing with competitors in the oral care market, companies must analyze the profiles of consumers.

This study proves that the profile of the consumer influences buying behaviour towards oral care brands. In today's market, the survival of companies mainly depends on understanding the profile of consumers. Based on that they have to plan for developing a marketing strategy with the help of marketing tactics like advertising, sales promotion, brand, price, company image etc. These factors are influencing consumers spend time for buying oral care products.

The preference of brands in five selected cities of Gujarat is Colgate, Close-up, Pepsodent, Neem and Dantkanti for toothpaste products. For toothbrush, top brands are Colgate, Oral-B, Pepsodent, Sensodyne and Patanjali. In the mouthwash category, top brands are Colgate Plax, Listerine, Oral-B, Pepsodent and Hiora. Colgate is the market leader in oral care market, because of the company image, varieties in all categories of oral care products brand status etc. The second player in the toothpaste market is Close-up and Pepsodent. Among toothbrush, Oral-B and in case of mouthwash, the second major player is Listerine.

Indian oral care industry production is expected at around INR 4,000 crore. In this 60 percent is toothpaste segmentation, 23 percent tooth-powder segmentation, toothbrushes 17 percent and mouthwash is a 175 crore market. Colgate has a market share of 56 percent while the other leading market player, HUL has a market share of 27 percent. The other market players like Dabur, Ajanta and Amar are in the lower segment, capturing around one-fifth of the total market. One can infer from recent trends in the nature and structure of

the marketplace that the importance of understanding consumer decision making is likely to continue. Rapid technological change, for instance, has led to multitudes of new products and decreased product lifetimes.

In addition, new communications media such as the World Wide Web have made enormous amounts of information on options potentially available at the click of a button. Consumers usually compare several brands before deciding which options to select for purchase. In some cases, comparison of the features of the options is spontaneously initiated by the consumer. For example, a consumer at the grocery store might compare the ingredients- which one to purchase. In many other instances, marketers encourage consumers to make particular comparisons through tactics suchas comparative advertising or shelf displays. The sales promotion techniques are used by companies to influence the consumer for purchasing a particular brand or switch to other brands or buy more quantity of oral care products.

Based on the demography of people, companies have to develop different marketing strategies. For developing a communication strategy, companies have to consider brand information, product information and price information. Consumer satisfaction and loyalty, risk taking and time spent for purchasing toothpaste, toothbrush and mouthwash brands depends on the marketing strategy followed by the company. Changing the current toothpaste, toothbrush and mouthwash purchase is also possible with the help of suitable marketing mix strategy, like Baba Ramdev's Patanjali products claiming of natural ingredients in their entire advertising communication. Factor analysis is useful for developing marketing strategy based on the factors extracted. Based on this study, two factors were extracted. So companies have to develop marketing strategies based on the two factors extracted from the factor analysis test.

Therefore, to understand consumer behavior is very important in today's tough competitive market. Due to digital media and changing lifestyles, consumer behavior is changing very fast. So, keeping track on consumer behavior is the key to success for any company. Hence, it is the demand of the time to make products and devise marketing and media strategies according to the needs of consumers. Thus this study also gives insights into consumer behavior of oral care products and factors affecting purchase decision of the products. Moreover, it also throws light on effects of advertisements on various stages of consumer behavior.

7.7 Limitations of this Study

The present study has the following limitations:

- The present study is exploratory study based on primary data from selected samples of the five major cities of Gujarat for the year 2015 and hence the scope of the study is limited to the consumer of five major cities of Gujarat only i.e. Ahmedabad, Vadodara, Surat, Rajkot and Bhavnagar.
- This research has shed light on Consumer Behaviour with respect to their Media Engagement & Expectations only for five media i.e. TV, Radio, Newspaper, Magazines & Internet with special reference to ORAL CARE PRODUCTS i.e. Toothpaste, Toothbrush, and Mouthwash for a given time and period.
- The focus of research is only on role of advertising through various mediums at various Consumer Buying Stages for ORAL CARE PRODUCTS rather than other influencing factors like price, packaging, brand name etc.
- As such, in the present study where diverse profiles and multiple variables are to be examined, the response error cannot be nullified.
- Majority of the findings are drawn based on Chi square test. The result of Chi square test depends upon the way variables are categorized. Hence the limitations of chi square test are applied.
- The family income is captured under five categories. These categories may not be appropriate or standard. While conducting literature review researcher did not find any base to capture income levels of five major districts of Gujarat. An attempt was made to capture family income which may not be true representatives of income levels of Gujarat. This can be considered as a limitation of the research.

7.8 Further Scope of Research

The present research has considered oral care products to understand consumer engagement with various media and its effects on stages of consumer behaviour. For other than oral care products, this type of research can be performed.

- This research has taken limited number of demographic variables as independent variables. Therefore, considering more demographic variables, aspiring researchers can conduct research and may discover interesting relationships.

- Further, research can be conducted at the national level as this research has been confined to Gujarat. Time spent, preferred time, preferred language and utility of media have been taken as variables for the measurement of consumer engagement with media in the study. Adding more variables to this, further studies can be conducted.
- In the present research, impact of consumer engagement on five stages awareness, interest, conviction, purchase and post purchase stages of consumer behaviour have been taken. Research can also be conducted considering other aspects of consumer behavior like product attributes, color, taste, quality, benefit, innovation, ingredient etc. The consumer is also influenced by brand related factors like brand image, brand information for buying a toothpaste, toothbrush and mouthwash brand. The other factors like company image, status, influence, involvement, past experience and consumer satisfaction and loyalty also influence consumer buying behaviour. Companies have to understand these factors thoroughly for developing marketing strategies.
- The present study has considered various popular categories only of toothpaste, toothbrush and mouthwashes of oral care. There is a scope of conducting research both in urban as well as rural areas so as to study the impact of media engagement on consumers of rural areas and small cities of fringe urban areas.
- There is a vital scope of a cross-state comparative study as a major project, to study implication of media engagement in different consumer products so as to get feedback of heterogeneous views of different consumers.
- This study can be extended to other FMCG and personal care products to understand impact of media engagement on these categories.
- Micro level studies TV channel wise, radio station wise, newspaper wise can be canvassed to know the impact of one particular media engagement on consumer behavior.
- In the present study, the researcher has already taken traditional media like TV, radio, newspapers and magazines in detail. While going through the literature review, the researcher found that majority of the researchers have taken internet as a common media but not considered it in detail for e.g. Twitter, Facebook etc. In the future researches, internet based media can be considered in detail e.g. Facebook, Twitter, Google, LinkedIn etc. as very important factor.

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APPENDIX-I

Questionnaire

Dear respondents I kindly request to give your valuable time and responses for my doctoral research on "**Consumer Engagement with Various Media and Its Effects on Consumer Behavior."**The study is conducted specifically to understand the consumer behaviour with respect to **ORAL CARE products i.e. Toothpaste, Toothbrush and Mouthwash.** The data provided by you will be kept strictly confidential.

Thank You

Ramzan Sama
Asst. Professor (LJMBA, Ahmedabad)

Demographic Details (Mark √ as applicable)

Gender: ☐ Male ☐ Female

Age Groups: ☐ ≤ 18 years ☐ 18 to 32 years ☐ 32 to 50 year ☐
☐ 50 years & above

Education: ☐ Under Graduate ☐ Graduate ☐ Post Graduate

Annual Family Income: ☐ Up to 1 lacs ☐ 1 to 4 lacs ☐ 4 to 7 lacs
☐ 7 to 10 lacs ☐ 10 lacs & above

Occupation: ☐ Not Working ☐ Salaried (Private) ☐ Salaried (Government)
☐ Self Employed ☐ Professionals

Media Habits:

1. Mention the amount of time you spend in a day on following activities (Mark √ appropriate option for all 5 activities)

Watching Television		**Listening Radio**		**Reading Newspaper**		**Reading Magazines**		**Browsing Internet**
Less than 1 hour		Less than 1 hour		Up to 15 minutes		Up to 15 minutes		Up to 30 minutes
1 to 2 hours		1 to 2 hours		15 to 30 minutes		15 to 30 minutes		30 minutes to 1hour
2 to 3 hours		2 to 3 hours		More than 30 minutes		30 minutes to 1 hour		1 to 2 hours
3 to 4 hours		3 to 4 hours						2 to 3 hours
More than 4 hours		More than 4 hours						More than 3 hours

2. Which is the most preferred time of the day you allocate to following?

Please tick √ only one slot for one medium.

	6 am to 10 am	**10 am to 2 pm**	**2 pm to 6 pm**	**6 pm to 10 pm**	**10 pm to 2 am**	**2 am to 6 am**
Television						
Radio						
Newspaper						
Magazines						
Internet Browsing						

3. Kindly rate the following mediums on the basis of your preference for utility **(1 being the least preferred and 5 being the most preferred).**

Utility/ Medium	**Entertainem--ent**	**Local News & Updates**	**National & International News or Updates**	**Business Updates**	**Career & Job Opportunity**	**Adverti - sements**
Television						
Radio						
Newspaper						
Magazines						
Internet						

4. Please mention your preferred language corresponding to the medium. **(√ Mark)**

Language/Medium	**Gujarati**	**Hindi**	**English**
Television			
Radio			
Newspaper			
Magazines			
Internet			

Product Category: ORAL CARE Products i.e. Toothpaste, Toothbrush and Mouthwash.

5. Please read the following statements and note down your response to each statement as a √ marks.

Awareness:

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Advertisements help me to know about the new products					
I give due attention to the advertisements in the given product category.					
I look for the advertisement before I buy the products in the given product category.					
I regularly watch, read or/and listen to the advertisement to make myself updated about the products/brands.					

Interest:

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Advertisements are informative and give details description of the products.					
Most of the advertisements create interest					
The advertisements are easy to understand.					
Advertisements demonstrate the way of usage of the brand or product.					

Conviction:

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Advertisements can change my perception regarding the products or brands.					
Most of the advertisements are necessary to watch, read and/or listen for the customers before purchase.					
I often get convinced about the claims made by the companies in the advertisements.					

Action and Post Purchase:

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Most of the time, advertisements prompt me to buy the products.					
I feel satisfied when I get exposed to the advertisement of the brand I am consumer of.					
Advertisements lead me to do a repeat purchase of the same brand.					
The advertisements of promotional schemes generally compel me for a purchase.					

Date _____

Place _____

Signature_____

APPENDIX - II

Top Ten Brands Toothpaste-India

1. COLGATE

Not much preface is needed about Colgate. Colgate is regarded as the most popular toothpaste brand in the county and has a large number of followers. With over 55% share of the toothpaste industry in the country, Colgate certainly rules the market. It offers a wide range of toothpaste, its variants being Total, Max Fresh, Herbal, Active Salt, Active Salt Neem, and Sensitive. Colgate Visible Teeth is another variant available in the market that provides sparkling white teeth.

Thus, there are many types of toothpaste available in the Indian market. However, finding out which one is best suited for your needs, is mandatory. Hence, an opinion of your dentist in this regard could help you achieve maximum benefits from your toothpaste.

2. CLOSE UP

Under Hindustan Unilever Limited Close-Up was launched in 1967 and it is currently among the best-selling toothpaste in the nation. Using Close-Up offers freshness in the mouth. It is also regarded as the country's first gel toothpaste.

3. DABUR MESWAK

Meswak is a brand marketed by Dabur and offers complete oral care solutions. It contains extracts of the Meswak plant, which is known to eradicate halitosis or bad breath, whiten teeth, and provide complete oral care.

4. SENSODYNE

Sensodyne toothpaste has recently stirred an awakening about tooth sensitivity issues. The brand made a debut in India in the year 1961. It offers solutions for dental hypersensitivity through a complete range of formulations. Sensodyne offers 3 types of toothpaste- Repair and Protect, Fresh Gel and Rapid Relief and one can select accordingly or with a dentist's consultation.

5. ORAL-B

Oral-B is a marketed by Procter & Gamble. It offers oral hygiene products including a wide variety of toothbrushes and pastes. This brand ranks fifth in the list of best toothpaste in India. The Oral-B formula contains a Stannous-Fluoride Complex. Fluoride is known to fight decay of teeth. Three variants of toothpaste are offered by this brand, namely All-Rounder Extra Fresh, Pro-Health All-Around Protection Mint, and All-Rounder Healthy 32.

6. HIMALAYA

An Ayurvedic recipe, the Himalaya Dental Cream is herbal toothpaste offering a complete dental solution. Himalaya Dental Cream uses a combination of pomegranate, Miswak, and neem, all of which possess benefits for promoting dental health. Miswak prevents gum bleeding and pomegranate maintains the health of the gums. Neem has antimicrobial properties and hence fights bacteria.

7. PEPSODENT

Manufactured by Hindustan Unilever Limited (HUL), Pepsodent was launched in the year 1993 and ranks among the top selling toothpaste brands in India. A complete range of toothpaste, suitable for individuals with specific oral care needs is offered by Pepsodent. Expert Protection, Germicheck and Clove and Salt are some of the products offered by this reputed brand.

8. DABUR-BABOOL

Dabur Babool is toothpaste formulated with a herbal formula. It comes packed with the healthy benefits of Babool tree. Back in time, Neem and Babool sticks used to be chewed upon by ancient men for cleanliness of the mouth. The Babool plant has properties of preventing swelling and bleeding of gums thus keeping them in healthy condition.

9. AMWAY-GLISTER

Glister, marketed by the Amway group, an internationally acclaimed company, is a renowned toothpaste brand that helps fight decay and prevents cavities from forming in the teeth. Glister ranks at ninth position in the list of best-selling toothpaste brands in India. This toothpaste

contains Sylodent, which cleans the teeth, fights cavities, and eradicates plaque. The mint-flavoured paste also imparts freshness and coolness to the mouth.

10. VICCO

Vicco Vajradanti, based on an Ayurvedic formula is a great blend of herbs that claims to have a positive and healthy effect on teeth and the surrounding gums. Made from a concoction using herbal ingredients like Babul, Bakul, Lavang, Dalchini, Manjishta, Amla, Vajradanti and Maifal, Vicco Vajradanti helps fight diseases related to tooth and gums and also resists plaque formation.

Top Ten Toothbrush Brands India

1. COLGATE TOOTHBRUSH

The oldest and popular brand in India, Colgate has a wide range of tooth brushes such as Sensitive, Slim Soft, 360`, Extra Clean, Zig-Zag and Super Shine. Each toothbrush gives extra benefits as per need. The brand also produces toothbrushes for kids. The brand is best known for its safe and effective products. The Colgate toothbrushes are designed for fresh breath and sensitivity relief.

2. ORAL-B TOOTHBRUSH

A part of Procter and Gamble Company, Oral-B is famous for its dental care products worldwide. The brand offers series like Pro Health and Advantage. The brand produces a toothbrush with best in class technology for healthy and clean mouth. The bristles are soft and gentle on gums and remove plaque with less effort. The Advantage series is specially designed for sensitive teeth which need extra care.

3. PEPSODENT TOOTHBRUSH

The Oral care brand from Hindustan Unilever Ltd., Pepsodent is one the leading brands in the country. Pepsodent offers various toothbrushes for different types of dental problems. The

range of toothbrushes includes Pepsodent Triple Clean, Pepsodent Fighter Toothbrush, Pepsodent Complete 8 Sensitive Toothbrush, Pepsodent Gum Expert, and Pepsodent Expert Protection. There are toothbrushes for kids as well.

4. SENSODYNE TOOTHBRUSH

The bestselling brand worldwide is Sensodyne, which is registered with GSK Group of Companies. Sensodyne toothbrushes are mainly available for sensitive teeth. There are two types of brushes available in the market, Sensodyne Expert Toothbrush and Sensodyne Sensitive Soft Toothbrush. The products are specifically designed with active and soft bristles, providing effective cleaning of teeth and gums.

5. PATANJALI TOOTHBRUSH

The most economic herbal brand in India, Patanjali brings oral care products of higher quality and benefits. The toothbrushes from the brand are designed for healthy, clean and shiny teeth with extra soft bristle and unique design. There are four different types of toothbrushes are available in the market, Soft Toothbrush, Curvy Toothbrush, Triple Action Toothbrush and Active Care Toothbrush. The brand also offers toothbrushes for children and they are very gentle to use.

6. AJANTA TOOTHBRUSH

Ajanta is a pioneer industry and a well established brand of the country. The brand provides a range of toothbrushes for adults as well as children. The toothbrushes are made up with latest

technology and high quality materials. Ajanta Aspire, Ajanta Sensitive, Ajanta Ace, Ajanta Premium, Ajanta Smiley are some of the ranges in toothbrushes.

7. TRISA TOOTHBRUSH

Trisa Group is serving oral care products from many years. The famous multinational brand, presents a comprehensive range of toothbrushes such as Trisa Matrix and Trisa Focus. The brand produces toothbrushes for interdentally cleaning and extra hygiene. The brand offers toothbrushes for all age group as the requirements of dental care is different from age to age.

8. KENT TOOTHBRUSH

Kent is the first handmade brush manufacturer of UK. Now it is a very famous tooth brush brand worldwide. The toothbrushes from Kent are of great quality, durability and

performance. The bristles are made with real nylon and toothbrushes handles are ergonomically designed. The brand has also designed foldable travel toothbrushes which are easy to carry anywhere.

9. CLASSIC TOOHBRUSH

Classic is the Indian brand name of the Sinhal Group. The Classic brand is serving the oral care products since 1987. The toothbrushes from the brand come in a huge range such as Supreme, Supreme Plus, Select, Sumo, Designer, Eco and Regular for adults, while childrens' toothbrushes range include Junior Profile, Junior Young, Soft and Baby. The toothbrushes are designed for easy cleaning of the teeth and healthy gums.

10. ROYAL TOOTHBRUSH

Royal Brushes Pvt. Ltd. is one of the oldest brands of India. The brand is a manufacturer of adult and children toothbrushes. The high quality and soft bristles brush range includes Royal, Siva, Evora, Morning Smile and Nice. The innovative designs of the toothbrushes are highly effective on teeth and gums. They are available in various exciting colours too.

Top Ten Mouthwash Brands-India

One of the things that is needed by everyone daily is a mouthwash. They are good they stop the bad odor and are very useful to a person. Bad odors from the mouth caused by things like garlic become impossible to brush away. Mouthwashes save us from such embarrassments. They are easy to carry and come in small bottles which can be carried along with you easily in your bag as well as pocket. There are many brands of mouthwash available in the market.

1. COLGATE MOUTHWASH

Plax Colgate mouthwash is one of the best brands available in India. This Sensitive mouthwash use alcohol and protect gums and teeth and maintains hygiene this keeps teeth strong and prevents plaque and bacteria.

2. LISTERINE MOUTHWASH

Listerine Mouthwash is the best brand available in India. It is a refreshing mouthwash and which leaves the mouth well fresh. It comes in different sizes and price ranges. It is free of alcohol and is anti-plaque and also refreshes your mouth.

3. PEPSODENT MOUTHWASH

Hindustan Unilever Pepsodent was incorporated in the year 1993 and since then they are manufacturing of the best products in this area. Pepsodent germicheck offers several kinds of mouthwash both of the herbal and fresh germi check variety.

4. ORAL-B MOUTHWASH

Oral B mouthwash is one of the famous brands available in India. Procter & Gamble Company manufactures it. It has a fine smell and refreshes your mouth after use. The different types of alcohol free mouthwash available are Crest, Supporters, Crest Mint and Crest Pro-Health Clinical deep.

5. HIMALAYA MOUTHWASH

Himalaya is a herbal preparation mouthwash in India. The HiOra-K Mouthwash of Himalayas, offers many different kinds of Aquafresh mouthwash with tingling sensation of fresh mint. These good mouthwashes come in different price ranges.

6. SENSODYNE MOUTHWASH

New Sensodyne Mouthwash is formulated to relieve the pain of sensitive teeth when used twice daily, following brushing. It freshens breath while the fluoride strengthens teeth and fights cavities. Sensodyne is best for a person who suffers from sensitivity of teeth. It has strong gums, a fresh feeling and also allows you to eat what you want. This is the best mouthwash brands that are available in India.

7. ACT MOUTHWASH

Act Mouthwash is one of the best brands available in India. It has many features like anti-plaque, anti-bacteria and prevents bad mouth odor.

8. AM PM MOUTHWASH

AM PM Special Dental Rinse Mouth Wash is one of the best mouth fresheners in India. Active ingredients include Triclosan that help fight plaque other oral heath related problems. It also contains fluoride that effectively inhibits cavity formation.

9. SCOPE MOUTHWASH

Scope mouthwash is one of the brands available in India and is one of the best mouthwashes. It prevents mouth bacteria formation and produces fresh and refreshing feeling.

10. BEFRESH MOUTHWASH

Befresh is an Ayurvedic Company which prepares an effective mouthwash. It is filled with herbs and gives a refreshing feeling after use. This is one of the best brands of mouthwash available in India.

APPENDIX-III

Popular Media Advertisements of Toothpastes, Toothbrushes & Mouthwashes

COLGATE TVC

Created by Red Fuse Communications, the TVC continues association with a celebrity, in this case Priyanka Chopra, posing the now well-known question, "Kya aapke toothpaste mien…?"

Colgate-Palmolive India recently launched another toothpaste variant to address the inflammatory gum problem of Pyorrhea – Colgate Active Salt Neem. The toothpaste is a 'Made in India' innovation from Colgate, developed on the strong belief in dental benefits of Neem as an anti-germ, anti-inflammatory, anti-periodontic, and antiseptic solution.

.

Around 95 per cent of Indian adult population suffers from signs of gum problems, as per studies. Pyorrhea is a severe inflammation of gums and tooth sockets, which often leads to loosening of teeth and discharge of pus. The campaign, therefore, introduces Colgate's latest offering – Colgate Active Salt with Neem – that helps keep Pyorrhea at bay and provide healthy tight gums. The product and the campaign encapsulates strong belief in oral care

benefits of Neem. This innovation is rooted in the Indian insight of the Neem plant's therapeutic oral care properties.

The TVC shows the protagonist (a young man) and his wife enjoying a meal at a roadside dhaba. Just when he bites into a radish, he notices blood on the radish, a sign of gum bleeding/ Pyorrhea. Suddenly, Priyanka Chopra lands on to the location from a nearby tree and asks the protagonist, 'Kya apke toothpaste mein namak aur neem hain?' She then goes on to detail the benefit of new Colgate Active Salt with Neem in fighting gum problems and providing healthy gums and hands over the pack to him and disappears, leaving everyone surprised.

"Kya aapke toothpaste mein…?" kind of question stirs a distinct memory of the old Colgate Active Salt ads, where celebrities playing reporters would pose the same question in a dramatic fashion. This question is now one of the iconic, most recalled taglines by consumers.

The ad has been directed by well-known filmmaker Pradeep Sarkar of 'Mardani' and 'Parineeta' fame.

Colgate - *"Kya aapke toothpaste mein namak hai?"*

The answer is, we don't care. But that did not stop Colgate from introducing a solution to a problem we didn't even know existed.

.

To create an exciting TVC for the new Colgate Active Salt Neem variant that brings alive the power of the product and builds back to the core brand equity, Colgate came up with this TVC. Set in an everyday dhaba situation, the TVC has an explosive entry by Lara Datta, asking the iconic question "Kya aapke toothpaste mein namak?"

HIMALAYA TVC

Himalaya unveils new campaign for its toothpaste brand

The Himalaya Drug Company has launched a new TVC in Hindi for Himalaya Complete Care Toothpaste, its variant that promises long term oral care.

The TVC captures the product proposition and promise of 'extending the life of your teeth', which is delivered through 10 potent herbs like Amla and Pomegranate, known for their rich antioxidants. The tag line 'Jeetey Raho' creatively brings to focus the need for long term oral health and hygiene. Well known TV personalities, Ravi Dubey and Nia Sharma, star in the TVC and bring the communication to life in a fun way. Starting with the Hindi speaking markets, the TVC will subsequently be released in other languages too.

"Consumer research findings showed that while consumers are aware of the impact of our fast-paced lifestyle and changing food habits on overall health and wellbeing, they are not

particularly concerned about how it impacts the long term health of our teeth. The TVC used this insight to build on communication."

The Oral Care category has evolved over the years and the Multiple Benefit segment is one of the fastest growing segments. There is also an increasing preference among consumers for natural / herbal propositions providing a long term healthy mouth. This new communication is intended to make consumers rethink their oral Care habits in view of the lifestyle challenges.

"The creative of this TVC taps into the cultural trend of people getting health conscious, which hasn't necessarily translated into conscious oral care that ensures healthy teeth in the long run. Jeetey Raho is a universal Hindi phrase that anyone who's ever been blessed is sure to know. Now re-imagine that phrase in the context of teeth and gum health".

PATANJALI'S TVC

The TVC, created by Patanjali's agency Vermillion Communications accuses "toothpaste selling multinational corporations" of once perpetrating fear about natural products by dubbing their use as harmful and an uncivilised practice. The ad appeals to consumers not to fall for their gimmicks and 'emotional blackmailing' in the name of salt, tulsi, and charcoal variants, Instead, They should choose Dantkanti Advanced.

Patanjali Dantkanti Advanced TVC accusing multinational toothpaste companies of fooling consumers
Click here to play

SACH TOOTHPASTE CAMPAIGN

Say Hello to Sachin Tendulkar-branded toothpaste. You've seen Yuvraj Singh branded merchandise, tested your culinary skills with Sanjeev Kapoor branded cook-books, used Shahnaz Hussain branded herbal and Ayurveda products and probably sprayed on yourself some Amitabh Bachchan branded perfume. Now it’s time to brush your teeth with celebrity branded tooth-paste. Future Group, one of the country's largest retailers has roped in India's biggest sporting icon, Sachin Tendulkar, to co-create 'Sach', toothpaste that will be available at its outlets, viz. Big Bazaar and Food Bazaar amongst others.

The toothpaste brand's baseline is 'Ab Din Ki Shuruvaat Sach Se'. The company says it is the first ever co-created private label in this segment. The Sach brand entered the oral care category with its toothbrush range last year. 'Ab Din Ki Shuruvaat Sach Se' is the brand's core message that is drawn from the basic Indian values of inculcating good habits, and inspired from Sachin as an individual who stands for humility, honesty and integrity. The product also banks on the truth and functionality of brushing teeth every morning. The product has been tested against the best brands in the country.

ORAL-B NEWSPAPER ADVERTISEMENT

The creative rendition of the front page was a part of Oral B's jacket advertisement. The first half of the page had five decades old news while the second half had a doctor holding an unbranded red toothpaste packet and a catch line saying **'You wouldn't want yesterday's newspaper. Why would you want yesterday's toothpaste?'**

The ad showed a red coloured toothpaste packet, clearly attempting a dig at Colgate without mentioning the name.

The creative was published in the Mumbai, Delhi and Gurgaon editions of TOI. The ad was mainly targeted women in urban households.

COLGATE TOOTHBRUSH TVC

Colgate compares Harbhajan Singh's flexible wrist to Super Flexi toothbrush.

Colgate-Palmolive recently announced the re-launch of its toothbrush brand – Colgate Super Flexi. Colgate has signed on Indian off spinner, Harbhajan Singh as brand ambassador and rolled out a TVC for the re-launch. Red Fuse Communications has conceived the new campaign for the product. The film draws an analogy to Singh's talked about flexible bowling in taking down wickets in a game of cricket. It opens with Singh at a dentist's clinic. The dentist tells him that the problem is coming from the edge of the mouth and compares his flexible wrist while bowling to Colgate's 'Super Flexi' tooth brush and urges him to use that. The film ends with a super introduction to the toothbrush. On the film, a spokesperson from Colgate said, "As market leaders, our single-minded focus has been on oral health and towards meeting the evolving needs of the Indian consumer. Innovation has been a cornerstone of our growth strategy and we continue to bring products that are relevant and meet the growing needs of the Indian consumer. The new TVC featuring cricketer Harbhajan Singh, re-launches the product bringing to light the unique feature of flexibility - in a light-hearted and memorable manner." Along with the TVC, the campaign also consists of print and in-store advertisements across retail environments to showcase the flexible neck and deep cleaning properties of the toothbrush.

LISTERINE MOUTHWASH AWARENESS DRIVE

Listerine sets new world record for 'Most People Using Mouthwash Simultaneously'

To create awareness among the public, on the occasion of World Oral Health Day on September 12, 2010 mouthwash brand Listerine conducted an on-ground activity, which called for people to set a new world record and also urged Indians to include mouthwash in their daily oral care regime. A total of 361 people participated in the activity, which took place in Mumbai on the occasion of World Oral Health Day on September 12, 2010

Crowd participation

Johnson & Johnson receiving Guinness World Record from Jack Brockbank

In Nirmal Lifestyle Mall, Mulund, Mumbai, 361 participants used Listerine mouthwash simultaneously for 15 seconds, setting a new Guinness World Record. The event was

anchored by VJ and actor, Cyrus Sahukar, who urged the crowd to sign and take a pledge for complete oral care.

Johnson & Johnson is committed to provide consumers with complete oral health, with their essential oil-based Listerine Mouthwash. The objective of this awareness drive was to increase awareness among consumers to include mouthwash as part of their regime. The activity got an entry into the Guinness Book of World Records as well and went on to win many awards, including a Silver Lion at Cannes 2010.

This is best way to create a good brand image in mind of consumers and simultaneously creating the awareness about brand name.

LISTERINE PRINT AD

The above ad has been placed by Listerine in Times of India dated Sepember 11, 2010 in the Mumbai editiion.

The ad starts with question 'Did you know your toothbrush reaches only 25% of your mouth?' Then it urges the public to take a pledge on World Oral Health Day for a complete healthy mouth. To keep your mouth healthy 'Start using Listerine from today'.

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A study on Factors affecting Consumer Buying Behavior while buying new Cell Phone Connection in Ahmedabad City

Mr. Ramzan Sama[1St]
Research Scholar,
Asst. Professor,
L. J. Institute of Management Studies,
Ahmedabad, Gujarat (India)

Dr B. M. Jani[2nd]
Research Guide & Ex-Director,
Faculty of Management,
Growmore Group of Institutions,
Himmatnagar, Gujarat (India)

Abstract: ***Nowadays, the adoption of cell/mobile phones has been remarkably increasing in many part of the world, and particularly in India where mobile phones are today almost as common as wrist watches. While mobile phone usage is rather an unexamined type in academic literature, the aim of this study is to investigate consumer buying motives in mobile phone markets. To undertake this research, the researcher has surveyed 190 consumers and looks at their motives to buy new cell phones on one hand and on the other hand factors affecting consumer's buying behavior while choosing operator. The result signified that while price and properties were the most influential factors affecting the purchase of a new cell phone, price of the mobile phones, audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. This research paper concludes with a discussion of contributions and proposes ideas for potential research studies in the same field.***

Keywords: Cell Phones, Mobile phones, consumers, operator, factors, purchase

I. INTRODUCTION

The Indian Telecom network growing rapidly since liberalization. The wireless technologies presently in use are Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). There are Nine GSM and five CDMA service operators providing mobile services in 19 telecom circles and 4 metro cities, covering more than 2000 towns across the country. Today mobile is a necessity even for a common everybody and it is very important to exchange their daily information. In the modern world everyone wants to communicate with each other fast. Even while they are on the way travelling or somewhere else they want communication within a fraction of second at quick speed with clear voice, without any disturbance. For doing a simple task like calculation or playing games and running other applications, they are using mobile phones. Mobile phones become back boon for the common man without which the survival of them is almost impossible. It is mandatory for the service provider to satisfy their customers otherwise switching of customer to other service provider is possible through mobile number portability (MNP). Consumer preferences is used mainly to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy their needs or desires. Preferences indicate choices among neutral or more valued options available in the telecom market. The preference of the consumer is the result of their behavior they show during searching, buying and disposing the products. Before business can develop marketing strategies, they must understand what factors affecting consumer's behavior and how they make purchase decisions to satisfy their needs and wants. Buyers are moved by a complex set of deep and subtle emotions. The study in this research paper throws light on the customer behavior towards buying of new cell phone/ mobile connection.

II. OBJECTIVES OF THE STUDY

The main objective of the study is to study the attributes affecting consumer's buying behavior while purchasing mobile phones. This study also aims to study the consumer's buying behavior towards different cellular/mobile service providers. To ascertain the general problems/ issues faced by the consumers while using cell phone services.

III. RESEARCH METHODOLOGY

Research Design: Exploratory Research and Descriptive Research

Research Instrument: Structured Questionnaire

Methods used in collection of data:

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Primary data: Primary data was collected directly from cell phone customers with help of structured questionnaire.
Secondary data: To collect secondary data the researcher has used different journals on consumer buying behavior, web portals, books and other published print and online substances.

Sample size: To undertake this study sample size of 190 consumers has been selected from the population.

Sampling unit: The sampling unit comprises the respondents who are using cell/mobile phones in Ahmedabad city.

Sampling Design: Non-probability convenience sampling has been used to undertake this study.

IV. LIMITATIONS OF THE STUDY

This study is restricted only to the Ahmedabad City. So, the results may not be applicable to other areas of the state or country. As per the population of the study is large, a sample size of 190 sample respondents is only covered in this study. This study is based on the prevailing consumer's satisfaction. But the customer's satisfaction may change time to time or a change in fashion, technology, other facotrs affecting buying behavior, etc.

V. RESULTS AND FINDINGS OF THE STUDY

This study shown that unmarried respondents are using more cell phone connections than married respondents. On the basis of consumer preference, majority of the respondents are preferred Vodafone as a service provider. On the basis of age group, most of the respondents (40%) are using Vodafone connection, which are in the age group above 25 years. On the basis of this research, educational qualification, most of the graduates are using cell/mobile phones connections. Based on occupations, most of the respondents from different companies are using cell/mobile connections. On the basis of family income, 27.36% of the respondents are using cell connections, which are getting less then Rs. 5000.

Many of the respondents are using prepaid cell/mobile phone connections for personal usage. Majority of the peoples are using cell connections for both incoming and outgoing and other Value added services. Based on performance, majority of the respondents are highly satisfied with cellular service provider Vodafone. On the basis of periodical offers, most of the respondents are highly satisfied with Airtel. Most of the respondent's behavior is influenced by their friends for buying cell/ mobile connections.

VI. DATA ANALYSIS AND INTERPRETATIONS OF THE RESEARCH STUDY

TABLE-1
Consumer Preference towards Cell/mobile Phone Service Providers

Sr. No.	Cell Phone Service Providers	No. of Respondents	Percentage of Respondents
1	Idea	26	13.68
2	Vodafone	65	34.21
3	BSNL	17	8.94
4	Airtel	39	20.52
5	Reliance	34	17.89
6	Tata Docomo	9	4.74
Total		190	100

INTERPRETATION:
Majority of the respondents are using Vodafone which are 34.21% and 20.52% of the respondents are using telecom service of Airtel. About 17.89% are using Reliance, while 13.68% are using Idea. List one is Tata Docomo. Others are using different cell phone service provider.

TABLE-2
Consumer's Preference towards Cell/mobile Phone Service Providers on the basis of Age Group of the respondents

Sr. No.	Service Provider	Upto 25 Yrs		25-35 Yrs		35-55 Yrs		More than 55 Yrs		Total Respondents	
		R	%	R	%	R	%	R	%	R	%
1	Idea	11	13.75	6	10	8	18.18	1	16.67	26	13.68
2	Vodafone	32	40	15	25	16	36.36	2	33.33	65	34.21
3	BSNL	11	13.75	4	6.67	2	4.54	0	0	17	8.94
4	Airtel	13	16.25	17	28.33	8	18.18	1	16.67	39	20.52
5	Reliance	7	8.75	15	25	10	22.72	2	33.33	34	17.89
6	Tata Docomo	6	7.5	3	5	0	0	0	0	0	4.74
Total		80	100	60	100	44	100	6	100	190	100

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Note: In the above table R stands for Respondents

INTERPRETATION:

Among respondents up to 25 years of age group, most of them are using Vodafone and rest Airtel users which are 20%. Consumers in the age group of 25 – 35 years 28.33% of respondents mostly prefer Airtel and 25% of the respondents are using Reliance 36.36% of customers, who are in the age group of 35 – 55 years are using Vodafone.

TABLE-3

Table Showing Various Factors influencing to purchase the cell phone Connections

Sr No	Factors Affecting	No. of Respondents	% of respondents
1	Friends	79	41.57
2	Neighbours	9	4.73
3	Relatives	21	11.052
4	Advetisement	16	8.42
5	Dealers	19	10
6	Family members	38	20
7	Other factors	8	4.21
Total		190	100

INTERPRETATION:

On the basis of purchase influence the cell phone connections 41.57% of the respondents are influence by their friends, and neighbors have the least effect on the respondents (4.73%) in inducing them to buy a particular mobile connection.

TABLE-4

Consumer's Preference towards Cell Phone Service Provider on The Basis of Promotional Scheme

Sr. No.	Service Providers	No. of Resp. in Prepaid	No. Resp. in Postpaid
1	Idea	24	2
2	Vodafone	31	8
3	BSNL	16	1
4	Airtel	51	14
5	Reliance	27	7
6	Tata Docomo	9	1
Total		158	32

INTERPRETATION:

In the above table we can conclude that majority of the customers are using Airtel prepaid connections followed by Vodafone.

TABLE-5

Composition of Respondents On The Basis Of Usefulness of Mobile Connections

Sr. No.	Usage	No. of Respondents	Percentage of Resp.
1	Incoming calls	8	4.21
2	Outgoing Calls	7	3.68
3	Both	171	90
4	SMS	4	2.105
Total		190	100

INTERPRETATION:

Majority of the respondents are using cellular services for both incoming and outgoing calls and very few respondents are using it for other services like sms and other value added services.

TABLE-6

Factors Influencing consumer's buying behavior to purchase cell/mobile phones

Sr. No.	Factors	No. of Respondents	Percentage of Resp.
1	Price	24	12.63
2	Service Charges	42	22.10
3	Customer Service	28	14.73
4	Brand Image	88	46.31
5	Availability	8	4.21
Total		190	100

INTERPRETATION:

Out of total 46.31% of respondents are purchasing the particular service by its brand image, and 22.10% of respondents are choosing the particular service provider by their service charges.

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TABLE-7
Consumer's Service Satisfaction Level on the basis of periodical offers and schemes provided by the Service Providers

Sr No	Service Providers	Highly Satisfied		Satisfied		Not Satisfied		Total	Percentage
		NR	PR	NR	PR	NR	PR	NR	PR
1	Vodafone	18	46.15	33	37.07	14	22.58	65	34.21
2	Idea	10	25.64	11	12.35	5	8.06	26	13.68
3	BSNL	5	12.82	11	12.35	18	29.03	34	17.89
4	Airtel	3	7.69	21	23.59	15	24.19	39	20.52
5	Reliance	0	0	9	10.11	8	12.9	17	8.94
6	Tata Docomo	3	7.69	4	4.49	2	3.22	9	4.74
Total		39	100	89	100	62	100	190	100

Note: In the above table-7 NR stands for No. of Respondents while PR is stands for Percentage of Respondents.

INTERPRETATION:

According to the analysis of the above table we can conclude that Vodafone is one of the companies which have highly satisfied customers i.e. 46% of the total highly satisfied customers.

TABLE-8
Consumer's Satisfaction Level basis on Call Charges of the service providers.

Sr No	Service Providers	Highly Satisfied		Satisfied		Not Satisfied		Total	Percentage
		NR	PR	NR	PR	NR	PR	NR	PR
1	Vodafone	15	37.5	28	34.56	22	31.9	65	34.21
2	Idea	8	20	11	13.85	7	10.14	26	13.68
3	Airtel	7	17.5	17	20.98	15	21.73	39	20.52
4.	BSNL	6	15	12	14.81	16	23.18	34	17.89
5	Tata Docomo	3	7.5	4	4.93	2	2.89	9	4.74
6	Reliance	1	2.5	9	11.11	7	10.14	17	8.94
		40	100	81	100	69	100	190	100

Note: In the above table-8 NR stands for No. of Respondents while PR is stands for Percentage of Respondents.

INTERPRETATION:

Vodafone has most customers are highly satisfied which are 37.5 percent of the total highly satisfied customers of the entire service providers. Tata Docomo is lacking in satisfying their customers on the basis of call charges. Tata Docomo has lowest highly satisfied customers.

VII. CONCLUSION

After conducting this study the researcher had come across many factors influencing the buying behavior of the consumers. Since today cell phone is necessity for everybody, the purchaser take into consideration these factors while buying cell phones and selecting best service providers. According the results and interpretation we can say that consumers buying behavior is influence by friends, family members, advertisement. With the development of advanced features in mobile and cell phones consumers buying behavior is not only affected by call charges, network coverage but also the value added services provided the service providers. The research study reveals that the vodafone is one of the better service providers in the City and manjority of the consumers are highly satisfied with it.

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A Study on Buying Behavior of Indian Consumers: A Dynamic View

Mr. Ramzan Sama
Research Scholar,
Assistant Professor,
L. J. Institute of Management Studies,
Ahmedabad Gujarat (India)

Abstract: ***In this dynamic world the behavior of consumers varying day to day. This research study is based on the consumer's perceptions, buying behaviour and satisfaction of the consumers in Indian market. The Indian consumers are known for the high degree of value orientation. India is an attractive market however, the per capita income in India is low and it remains a huge market, even for luxurious products. Consumer behaviour is difficult and very often not considered rational. The recent trends which are found in the Indian market are celebrity influence, online shopping, free gifts and discounts and also for popularity of eco-friendly products.***

Keywords: Dynamic, Behavior, Consumer, per capita, Discount, Eco-friendly

I. INTRODUCTION

With the increased penetration of internet i.e. e-trading, e-shoping, online buying and social media, the buying behaviour of Indian consumers has changed drastically. According to a ***2007 report by McKinsey & Co.***, India is set to grow into the fifth largest consumer market in the world by 2025. In this scenario, creating consumer loyalty is now a biggest challenge. These demographic shifts have also created the need for leaders who can keep pace with change and identify with and predict future products demand. The Indian consumer scenario is one that has caught the attention of the rest of the world. What has emerged in this consumer scenario is the fact that there is much more homogeneity in the market than ever before; for the first time some patterns have begun to emerge in consumer behaviour. The Indian consumer is also maturing fast and is upgrading within product segments at a pace that consumer companies are struggling to keep up with. The mobile phone category is a classic example, where individuals across segments are constantly moving to the next price level as soon as they master the technology of their current cell phone. There is a growing realization today that it is easier to compete in the smaller towns because many of the big brands and their marketing managers and sales teams don't make the effort to travel there. Another shift has been the changing dynamics of rural migration to urban.

II. OBJECTIVES OF THE STUDY

The major purpose of this study is to recognize the different consumer types & communicate accordingly. Studying factors influencing consumer's buying behavior was one of the major objectives. To understand buying behaviour & consumer decision making process and besides these identifying what strategies the marketer can adopt to influence the consumer buying behaviour.

III. RESEARCH METHODOLOGY

This research study is based on the consumer's perceptions, consumer buying behaviour and satisfaction of the consumers in Indian market. It involves the use of "Survey Method" for the collection of quantitative data. The standard structured questionnaire was used to conduct this study. The questionnaire consisting questions measured general consumers' knowledge about different brands, awareness of eco-friendly products, trust in performance of products they buy and their willingness to pay more for those products. The second part of the questionnaire consisted of a 5-point scale, used to explore and assess factors influencing consumer buying behaviour and consumer buying decision process. The survey scale consisted of eleven items. Scores on the scale items varied from a low of 1 i.e. strongly disagree to a high of 5 i.e. strongly agree, with disagree, neutral, and agree as interval points. The questionnaire also included general demographic questions such as age, gender education. The age group of sample from 15 years to 60 years. Sample size was 80, questionnaires were distributed to a conveniently generated sample and 69 total questionnaires were returned with a response rate of 87.25 per cent. The nationality of Sample was Indians, mainly residents of Ahmedabad Gujarat.

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IV. PRESENT TRENDS IN MARKETING STRATEGIES

ONLINE BUYING:

Presently, the most suitable marketing strategies applicable is online marketing through internet because it has been seen that the Indian consumers are purchasing products online through various online vendors for example ; clothes, CDs/VCDs/DVDs, cassettes, books, magazines, medicine and educational material. The popular online shops in India include: www.flipkart.com, www.mitra.com, www.homeshop18.com etc.

IMPACT OF CELEBRITY:

Today increasing the use of the visual media becoming more popular the use of celebrities in the TV media has increased. It is not surprising so that using celebrities in advertisements has become common practice. Consumers like advertisements more if they are admirers of the celebrities in the advertisements. Celebrities may also help reposition products.

QUALITY ORIENTED BRAND STORES:

Indian consumers looking for quality choose expensive brands as they feel that price is an indicator of quality. However, in the absence of well known brands in selected product range, consumers are likely to take cues from well established retail outlets hoping that these outlets carry quality products. Qualitative outlets play an important role in influencing consumer buying behavior.

FREE GIFTS, SAMPLES AND DISCOUNTS:

Indian consumer purchasing behaviour is affected by freebies. Freebies are consumer products given free as gifts for purchasing selected products above a certain value. To increase the sales volume the sellers use these strategies i.e. providing discounts, free other products, guarantees, warranty, discount coupons etc. TVs, washing machines, refrigerators, and readymade clothes are some of the product categories in which freebies are given to Indian consumers.

GREEN PRODUCTS:

The environmental awareness in India has started affecting marketing of products based upon their eco-friendliness or green products. In general, Indian consumers are likely to purchase environmentally responsible products and packs. Consumers in India are taking lead in prompting manufacturers to adopt technologies to produce eco-friendly products or green products.

DYNAMIC LIFE STYLE:

The Indian consumers have become much more open-minded and experimental in their perspective. There is now an exponential growth of western trend reaching the Indian consumer by way of the media and Indians working abroad. Foreign brands have gained wide consumer acceptance in India, they include items such as; Beverages, Packed food, Ready to eat food , Precooked food, Canned food, Personal care products , Audio/video products, Garment and apparel, Footwear , Sportswear, Toys and Gift items .

V. CONSUMER MARKET: A TRENDY VIEW

Now with the changing consumer perceptions and evolution of technology, the seller's market is slowly moving towards becoming the buyers' market. Since, India's economic liberalization policies were initiated in 1991, due to this many new enterprises with new product offerings have entered the Indian market and product variety has also increased manifold. Import licensing restrictions are being eliminated and tariffs significantly reduced and this has led to large range of consumer goods made available in India. Indian consumers have always preferred foreign goods and with the liberalization, they now have a choice of foreign products.

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VI. CONSUMER BEHAVIOR WITH RESPECT TO SPENDING ON BUYING

The way Indian consumers are spending their money on various items has changed in recent time. For urban India, per capita 30 days' consumer expenditure was split up into food, and for non-food. Food expenditure includes cereals and cereal substitutes, milk, milk products, vegetables, edible oil and others. Non-food expenditure included fuel and light, and clothing, footwear and on other non-food expenditure. In India, the higher income group spends more amount of their income on luxury goods and trendy products than fact moving consumer products. The middle income group spends more on consumer expendables than the rich.

VII. FINDINGS AND SUGGESTIONS

Consumers undertake difficult buying behavior when they are highly involved in a purchase and perceive significant differences among brands. Consumers are highly involved when the product is expensive, risky, purchased infrequently, and highly self expressive .Thus consumer will have to pass through a process of learning, first developing beliefs about the product, then attitudes, and then making a thoughtful purchase choice. They need to help consumers learn about product-class attributes and their relative importance, and about what the company's brand offers on the important attributes. They must motivate store personnel and the consumer's associates to influence the final brand choice. After the purchase, consumers might experience post purchase dissonance when they notice certain limitations of the purchased carpet brand or hear favorable things about brands not purchased. To counter such dissonance, the marketer's after-sale communications should provide evidence and support to help consumers feel good about their brand choices. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Marketers can try to convert low-involvement products into higher involvement ones by linking them to some involving issue.

VIII. CONCLUSION

From the view point of market, people of India comprise different segments of consumers, based on class, status, and income. An important and recent development in India's consumerism is the emergence of the rural market and market for eco-friendly products for various consumer goods. India is a beneficial market even though the per capita income in India is low and it remains a huge market, even for luxurious products. The retailers should spend on extensive marketing strategies during recession. They should also indulge in cost cutting, reach their customers, target markets, build long term relationships, available at all hours, low cost for inventory, and increase sales promotion schemes. Lastly, creating value along with delivering delight to the customer is what is most important. We live in a digital era and thus need to keep pace with new trends in the social media. The Internet has become the first medium in history to allow for complex interaction between networks of people via Facebook and YouTube, amongst many more. In a frequently varying society where citizens are more proactive and have better access to information, and where new norms are created over time, many challenges evolve that we need to keep up with for understanding our citizens.

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