

**A  
Synopsis  
On**

**Consumer Engagement with various Media & its effects on  
Consumer Behaviour in Gujarat**

**Submitted to Fulfill Partial Requirement for Doctor OF  
Philosophy Degree Programme in Management**

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### **a. 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 was undertaken in the above context, in order to understand wwhich medium/s (TV, Radio, Newspaper, Magazines, Internet) is/are preferred by the consumers at various consumer buying stages for ORAL CARE PRODUCTS such as toothpaste, toothbrush, 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. 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)

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 firms for achieving greater returns on marketing expenditure.

### **b. Description on the state of the art of the research topic**

**Colley (1961)** proposed that for a business communication to be effective and achieve its aim, it must carry the prospective customer through the four levels of awareness, comprehension, conviction and action.

Other writers whose works fall under such flow models as above (and which Chisnall (1975) termed hierarchical models of advertising) include Starch (1966), Rogers (1962), and Lavidge and Steiner(1961).

As presented by Chisnall, Starch outlined “the behavior of advertising” as a flow from advertising’s call to attention and information to people about products and services, through an establishment of preferential link between a need and a brand name such that when a need arises, the brand will receive a favourable consideration over other competing brands. This way, advertising leads to purchase action.

Also, Rogers in his studies of the process of innovation, believes that an effective advertising must be able to engender awareness, interest, evaluation, trial, and adoption or rejection. In their own postulation, Lavidge and Steiner believe that people move up a series of steps driven by the force of advertising. As observed by Chisnall these steps which include awareness, knowledge, liking, preference, conviction and purchase, are similar to steps described by Starch, Colley, Rogers and others.

### **Consumer perception of media and their advertising**

**Larkin (1979)** carried out study keeping in mind various questions about media uses like How do consumers view and use the various media of mass communication when seeking information on national and world affairs, local events, entertainment, and shopping information? How do they perceive the advertising content of the various media in terms of its information? These consumers were asked to respond to eighteen questions concerning their attitudes toward the four major media of mass communication--newspapers, television, radio and magazines-- and toward their advertising content.

This study indicates that consumers have very definite ideas about the media and their advertising content. They believe for example that newspapers are the best source of shopping information and they contain the most useful advertisements of the four media included in this study. They also feel that newspaper advertisements are the most truthful and informative, and would be least willing to give up the advertising content of their newspaper when compared to the other media included in this study.

When it comes to television this group indicates that it spends the greatest amount of its media time with television, and that television is their first choice for entertainment and for world and national news. While this group feels that television advertising is the most annoying, insulting, misleading and most in need of government regulation, they also feel it is the most entertaining and the best source of new product news.

Radio and magazines appear to hold a very secondary position in the mind of the consumer vis-a-vis television and newspapers. While this group indicates that magazines are the medium they spend the least amount of time with, and the medium they could "do without," they are also the medium which provides the best source of information on durable goods in their opinion.

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 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.

"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," said

"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**).

### **Do Measures of Media Engagement Correlate with Product Purchase Likelihood?**

This study by **Kilger and Romer (2007)** analyzed promoting from TV, magazines and the Internet. The broad examination attempted comprised of an aggregate of 29,044 meetings (12,361 from the TV module, 8,813 from the magazine module, 7,870 from the Internet module).

An intriguing part of the study by Kilger and Romer has been the cross-media nature of it. Be that as it may, engagement marks for every media channel, generally, took after one another rather nearly – shockingly, as every medium contains distinctive substance and diverse expressive presentations. By and large, a connection between media engagement and publicizing engagement exists. Additionally, engagement is decidedly identified with the probability of obtaining items that have been publicized inside of the three media vehicles (TV, print, Online). This proposes promoting set inside connecting with media vehicles may build the offers of items that have been highlighted in those advertisements.

Though, competing theories have been developed but these theories tend to coalesce into what Jones (1991) has termed strong and weak theories of advertising. The strong theories of advertising are represented by such models as AIDA and DAGMAR. According to AIDA theory, a person passes through the stages of awareness, interest, desire and action.

**Jobber (2009)** sees AIDA as a powerful and a conversion theory of advertising as it is seen to be capable of persuading and converting non-buyers to become buyers. In customer centric marketing approaches, concept of engagement is a means to capture customer experiences (**Gambetti and Graffigna, 2010**).

These authors report evidence, on the basis of exploratory and systematic content analysis that (1) there are 5 contextual dimensions of engagement (Consume, customer, brand, advertising, and media) (2) however only significant concept in their finding was consumer brand engagement.

Hence, **Gallup (2013)** aims at studying engagement by examining:

Whether advertising recall, message involvement, message believability, attitude toward the message (AM) and attitude toward the advertisement are increases due to higher engagement initiated by contextual relevance. What are the relationships among engagement, message involvement, message believability. Consumers are increasingly insisting to consume media when and where they want, on any platform or device (**Gallop, 2014**). As technology and media industries are obliging consumers they have found new control over their media experiences.

### **Media Engagement Study by Philadelphia Media Network**

The study was completed by Philadelphia Media Network and inspected the Philadelphia, San Francisco/Oakland/San Jose, and Atlanta media markets. The study uncovers that Newspapers remain the best medium at drawing in groups of onlookers and found that daily papers reliably beat radio and TV in key engagement scores, incorporating engagement with publicizing. All the more essentially for sponsors, the study demonstrated the print medium has the most noteworthy Advertising Engagement among the three media measured.

#### **c. Definition of the problem**

Consumer engagement with various media plays a very 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.

The following research questions are considered for the study:

- a) How consumers are using various media (TV, Radio, Newspaper, Magazines and Internet) i.e. time slot, time spent and utility of each media.
- b) What is the impact of advertisements on 5 stages (Awareness, Interest, Conviction, Purchase and post purchase) of consumer behaviour for ORAL CARE products?

#### **d. Objectives & Scope of work**

##### **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, 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, Mouthwash etc.
- 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 stages of Consumer Buying Stages for ORAL CARE Products i.e. Toothpaste, Toothbrush, Mouthwash etc.

#### **Scope of Work**

The study is to understand impact of media in advertising; the research focus is to identify impact of media engagement and advertising at various stages of consumer behaviour for ORAL CARE products in the Population of Gujarat.

By conducting consumer survey in 5 major cities of Gujarat data is collected for a detailed analytical study. In 5 major cities of Gujarat sample survey has been conducted. “Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives” ( **Minh Hou Poh & Adam, 2007**).

In this study, an attempt is made to identify receptivity of different media. The level of attention of target group determines the advertising effectiveness. In course of media selection the basic determinants are quantities measures for each media like reach of television, circulation of newspapers and hits for internet. Media Planning is done to optimize numbers of the target group.

To ensure the right placement of advertising messages, target group is created on the basis of media vehicles programming and content.

An attempt is made to identify qualitative aspects of different consuming groups with media option. 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 quality of intrusiveness which determines the receptivity for advertising communication.
3. Quality of engagement with the media determines reach for exposure to advertisements by quantitative measures for each media vehicles.

#### **e. Original Contribution by thesis**

Theoretically, this research has contributed to the existing body of knowledge pertaining to the media engagement with various media and impact of advertising on five stages of consumer behaviour i.e. awareness, interest, conviction, purchase and post purchase.

This study will help advertiser and marketers' better understanding of media habits of consumer and the effect of advertising on consumer behaviour of oral care products

Thus advertiser can select the best media and formulate the advertising strategy and make necessary changes in the certain media selection for the advertising of oral care products in order to influence consumers at different stages of consumer behaviour.

#### **f. Methodology of Research, Results & Comparisons**

**Research design:** Descriptive & Exploratory research

##### **Sampling design**

From five cities namely Ahmedabad, Vadodara, Surat, Rajkot and Bhavnagar sampling unit sample was collected for the study. These cities are major cities in terms of population and diversified demographic profile.

**Sampling Technique:** Non Probability Convenience Sampling

**Sample Size:** 529 Respondents



Scaling Technique: 5 Point Likert Scale ranging from 1 (= strongly agree) to 5 (=strongly agree) use in the research.

Pilot Study: Pilot study was done with the use of Cronbach Alpha 5 Confidence Interval test.

- ▶ 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.

Statistical Tools Used: Different tools used for the different objectives as below:

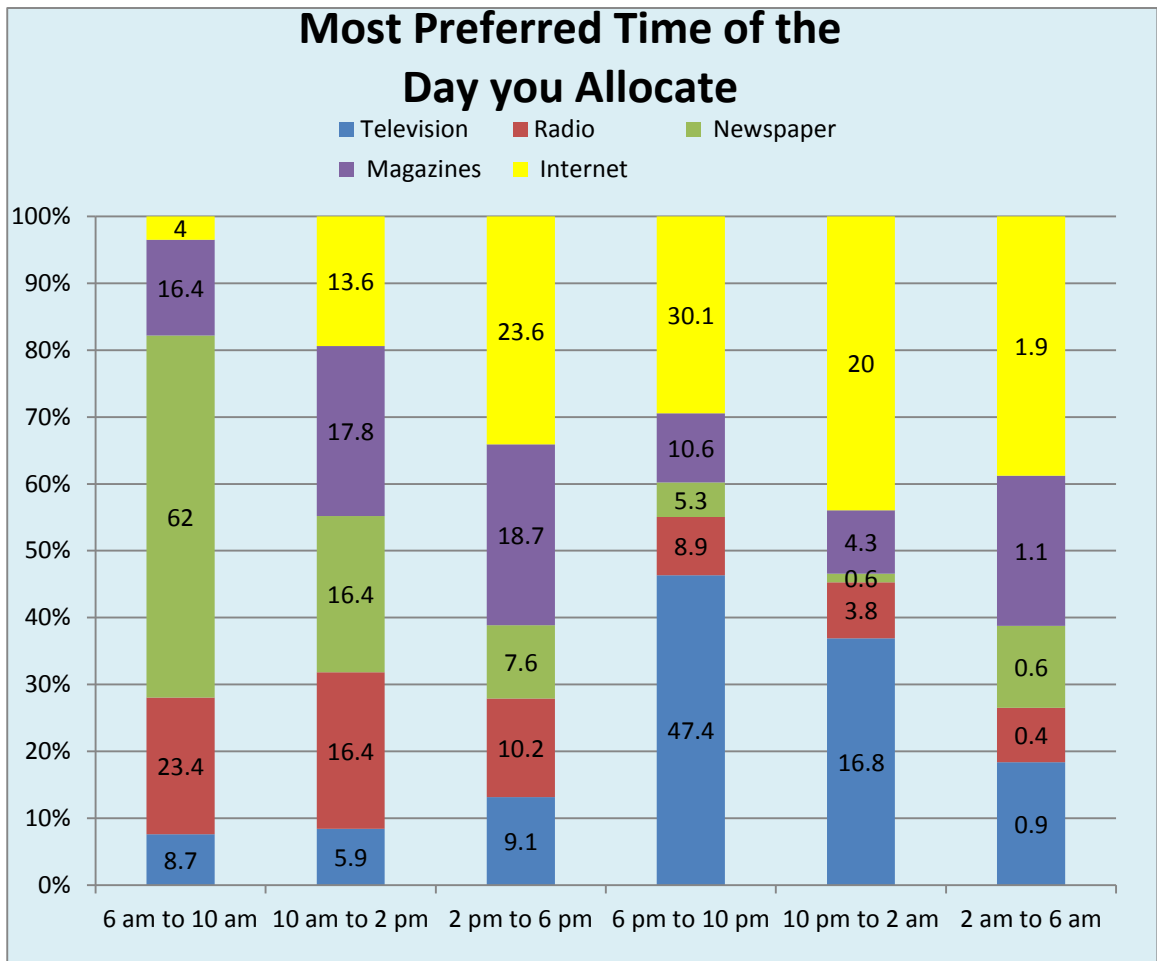
No.	Research Objectives	Statistical Tools used
1	To explore the pattern of media usage habits of buyers of ORAL CARE Products i.e. Toothpaste, Toothbrush, Mouthwash etc.	Cross Tabulation
2	To identify the preference of medium in accordance with the utility of the medium.	Cross Tabulation, Factor analysis,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

### g.Results

**Objective 1:** To explore the pattern of media usage habits of buyers of ORAL CARE Products i.e. Toothpaste, Toothbrush, Mouthwash etc.

To explore pattern of media usage habits various factors like: amount of time spent a day on various media, preferred time slot for each media, preferred language of various media were studied.

Sr. no.	Variable-1	Variable-2	P-value	Null hypothesis Accepted/Rejected
1	Approx time spent reading newspaper in a day	Gender	.017	Rejected
2	Approx time spent browsing internet in a day	Gender	.017	Rejected



People are spending huge amount of time browsing on internet as compare to other media like TV, radio, newspaper & magazines.

Since consumers are spending more time browsing on internet their engagement may be more and it may have very positive impact on consumer behaviour.

**Objective 2:** To identify the preference of medium in accordance with the utility of the medium.

Sr. No.	Variable-1	Variable-2	P-Value	Null hypothesis Accepted/Rejected
1	TV utility for advertisements	Gender	.006	Rejected
2	Radio utility for entertainment	Gender	.001	Rejected
3	Magazines utility for entertainment	Gender	.024	Rejected

Gender factors affects on TV utility for advertisements. Gender factor affects on radio & magazines utility for advertisements.

TV is mostly used for entertainment purpose followed by local news and updates and least preferred for watching advertisements. Most of the people listen to radio for entertainment purpose followed by local news and updates. Newspaper is the most preferred medium for local news and updates. Newspaper is also preferred medium for National/ International News updates. A magazine is the preferred medium for local news/National /International news and business updates and for reading ads. Internet is the most preferred medium for entertainment, career and job opportunity and for ads..

**Objective3:** To understand the role of advertising through different mediums at the various stages of Consumer Buying Stages for ORAL CARE Products i.e. Toothpaste, Toothbrush, Mouthwash.

Sr. No.	Variable-1	Variable-2	P- Value	Null hypothesis Accepted/Rejected
1	Newspaper utility for advertisements	Awareness	.044	Rejected
2	Newspaper utility for reading advertisements	Interest	.023	Rejected
3	Magazines utility for reading advertisements	Conviction	.044	Rejected
4	Magazines utility for reading advertisements	Purchase decision	.009	Rejected
5	Internet utility for reading/watching advertisements	Conviction	.010	Rejected
6	Awareness	Gender	.007	Rejected
7	TV utility for advertisements	Awareness	.007	Rejected
8	Newspaper utility for advertisements	Awareness	.044	Rejected
9	Newspaper utility for advertisements	Interest	.023	Rejected
10	Magazines utility for reading advertisements	Conviction	.044	Rejected
11	Magazines utility for reading advertisements	Purchase	.009	Rejected
12	Internet utility for advertisements	Conviction	.010	Rejected

**Kruskal Wallis Test**

<b>Grouping variable</b>	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 2	REGR factor score 1 for analysis 3	REGR factor score 1 for analysis 4	REGR factor score 1 for analysis 5
<b>TV utility for advertisements</b>	.007	.120	.120	.057	.116
<b>Radio utility for advertisements</b>	.066	.465	.062	.132	.228
<b>Newspaper utility for advertisements</b>	.044	.023	.551	.860	.701
<b>Magazines utility for advertisements</b>	.140	.108	.044	.009	.136
<b>Internet utility for advertisements</b>	.062	.152	.010	.655	.632

To create awareness about oral care products TV is the best medium, for generating interest newspaper is the best media, to convince the consumer for oral care products internet and magazines are best media and to influence the consumer purchase decision magazines is the best medium.

**Test Statistics<sup>a</sup>**

	REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 2	REGR factor score 1 for analysis 3	REGR factor score 1 for analysis 4	REGR factor score 1 for analysis 5
Mann-Whitney U	21196.000	22722.000	23799.500	23034.000	24026.000
Wilcoxon W	103006.000	104532.000	105609.500	104844.000	31901.000
Z	-2.715	-1.694	-.972	-1.497	-.824
Asymp. Sig. (2-tailed)	.007	.090	.331	.134	.410

a. Grouping Variable: Gender

There is significant difference across gender on awareness stage of consumer behaviour for oral care products. Gender factor doesn't affect on interest, conviction, purchase and post purchase decision of consumers of oral care products.

## **h. 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 amount of time browsing on internet as compare to other media like TV, radio, newspaper & magazines. Since consumers are spending more time browsing on internet their engagement may be more and it may have very positive impact on consumer behaviour.

**In the second objective**, utility of the medium was found. TV is mostly used for entertainment purpose followed by local news and Updates and least preferred for watching advertisements. Most of the people listen to radio for entertainment purpose followed by local news and updates. Newspaper is the most preferred medium for local news and updates. Newspaper is also preferred medium for National/ International News updates. Magazine is the preferred medium for local news/National /International news and business updates. It is also a preferred medium for reading ads. Internet is the most preferred medium for entertainment, job opportunities and advertisements. Thus magazines and internet are the most preferred for watching/ reading advertisements as compared to other medium like TV, Radio and Newspaper. 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 best media and to influence purchase decision magazines are very effective media.

**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 one factor was extracted for each stage and then effects of advertisements on awareness, interest, conviction, purchase and post purchase decision of oral care products(toothpaste, toothbrush, mouthwash) was found.

Therefore, for creating awareness among the consumers for oral care products TV and Newspaper are the best mediums. For creating interest of oral care products Newspaper is the best medium as compared to all other media like TV, Radio, Magazines & internet. Magazines and Internet are the best medium for making conviction of the consumers of oral

care products. For influencing the purchase decision of the consumers in oral care products magazines and Internet are the best mediums. Internet is the only medium which has impact on post purchase decision of the consumers.

### **i. Conclusion**

Consumer engagement and its effects on consumer behaviour were studied by different authors and researchers since years. But consumer engagement and advertisements effects on various stages of consumer behaviour were not studied. In this doctoral research, an attempt was made to establish bridges between the media engagement and its effects on consumer behaviour stages awareness, interest, conviction, purchase and post purchase decision of oral care products. For the purpose of research, five major cities of Gujarat were selected and sample were found based on literacy rate of census 2011. Firstly, media habits and utility for various media TV, radio, newspaper, magazines & internet were found through crosstab than factors were extracted through exploratory factor analysis for five stages of consumer behaviour. Demographics of the customers were also taken into the consideration for the purpose of study.

People are spending huge amount of time browsing on internet as compare to other media like TV, radio, newspaper & magazines. Since consumers are spending more time browsing on internet their engagement may be more and it may have very positive impact on consumer behaviour. Therefore, TV, newspaper & Internet are more use by consumers and Radio and Magazines are less used by consumers. The result of the analysis stipulates that to influence purchase decision of consumers in case of oral care products internet and magazines are the most effective media.

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