ANALYZING THE IMPACT OF THE PRINT ADVERTISING ON CONSUMER PURCHASE INTENTION

Project Report

Submitted by

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Under the guidance of

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In partial fulfilment of the requirements for award of the degree of

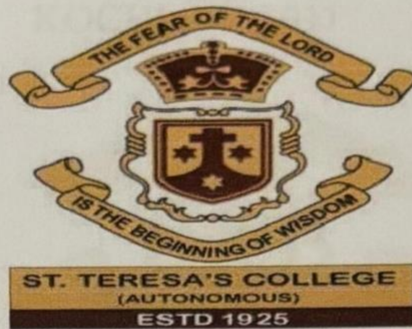**Bachelor of Management Studies (International Business)**

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI – 682011

CERTIFICATE

This is to certify that the project report entitled, "Analyzing the impact of print advertising on consumer purchase intention", has been successfully completed by Ms. Aasiya Mahin Muhammed, Reg. No.SB21BMS001 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.

DATE: **Dr. ALPHONSA VIAJAYA JOSEPH**

PRINCIPAL

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CERTIFICATE

This is to certify that the project report entitled, "*Analyzing the impact of print advertising on consumer purchase intention*", has been successfully completed by Ms. Aasiya Mahin Muhammed, Reg. No.SB21BMS001 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.
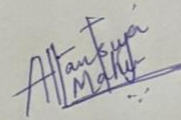
DATE:

Dr. **MINU MARY JOSEPH**

INTERNAL FACULTY GUIDE

DECLARATION

I, Aasiya Mahin Muhammed, Reg. No.SB21BMS001, hereby declare that this project work entitled "Analyzing the impact of print advertising on consumer purchase intention" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Aasiya Mahin Muhammed

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Print advertising remains a formidable force in marketing strategies, exerting a significant impact on consumer purchase intention through its ability to engage cognitively, enhance brand perception, target specific demographics effectively, evoke emotions, complement digital efforts, and cater to diverse consumer preferences. Marketers can leverage these strengths by integrating print ads strategically within their campaigns, investing in creative design, adopting a targeted approach, and implementing robust measurement and analytics strategies to optimize impact and drive desired consumer behavior. This research focuses on studying the impact of print advertising on consumer purchase intention. Data was collected using primary data collection tools like questionnaires and secondary data tools like articles and already published research papers, during the period February 1st to March 1, 2023. The sampling method used was convenience sampling and 53 responses were collected through social media platforms like WhatsApp, Instagram, LinkedIn etc. Data was analyzed using SPSS and tools used are Percentage analysis, correlation. Overall, it was found that print advertising does slightly influence purchase intention. It was discovered that people gets influenced by print advertising. Analysis incorporating correlation and percentage findings indicates a notably low correlation between print advertising and consumer purchase intention. Recent data-driven studies consistently show that exposure to print ads has a minimal direct impact on consumers' intentions to purchase. This low correlation is attributed to several factors, including changing consumer behavior favoring digital media consumption and reduced engagement levels with traditional print materials among certain demographics.

Percentage analysis of consumer responses underscores these trends. A significant percentage of respondents, while acknowledging exposure to print ads, report that such exposure has limited influence on their purchasing decisions. Instead, they cite online reviews, social media recommendations, and interactive digital experiences as more influential factors shaping their buying behavior.

These insights highlight the need for marketers to recalibrate their strategies. While print advertising remains a valuable component for brand visibility, particularly among specific demographics or niche markets, its role in directly driving purchase intention is limited. Marketers are encouraged to integrate print ads with robust digital marketing initiatives that leverage online platforms' interactive and personalized features, thus aligning more closely with consumers' evolving preferences and behavior patterns. Additionally, exploring innovative print ad formats or targeting strategies may help optimize the impact of print campaigns within an integrated marketing framework.

CHAPTER-1

INTRODUCTION

INTRODUCTION TO STUDY

Advertising has long been recognized as a critical component of marketing strategies aimed at influencing consumer behavior and driving purchase decisions. In today's ever-evolving marketplace, where consumers are inundated with information from various channels, the role of advertising in capturing attention, creating brand awareness, and ultimately influencing purchase intention cannot be overstated. While digital advertising platforms have garnered significant attention and investment due to their reach and targeting capabilities, traditional forms of advertising, such as print advertising, continue to hold a prominent place in the marketing mix.

Print advertising, encompassing mediums such as newspapers, magazines, brochures, and direct mail, offers a distinct set of advantages that complement digital strategies. The tactile nature of print materials provides a sensory experience that digital mediums often lack, fostering a sense of credibility and trust among consumers. Furthermore, print ads can be strategically placed in relevant publications or locations to target specific demographics or geographic areas, maximizing their impact and relevance to the intended audience. Despite the growing popularity of digital platforms, print advertising remains a valuable and viable option for marketers seeking to engage with consumers in meaningful ways.

Consumer purchase intention represents the predisposition or likelihood of a consumer purchasing a particular product or service. It is influenced by a multitude of factors, including but not limited to advertising messages, brand perceptions, product quality, price considerations, and individual preferences. Understanding the intricate interplay between these factors and how they shape consumer decision-making processes is paramount for businesses looking to design effective marketing campaigns and drive desired consumer actions.

The relationship between print advertising and consumer purchase intention has been a topic of interest and debate in marketing research. Numerous studies have explored the effectiveness of print ads in capturing attention, generating brand recall, and ultimately impacting consumer behavior. However, as consumer preferences and media consumption habits evolve, it is essential

to continually reassess and analyze the impact of print advertising on modern consumers' purchase intentions.

This study aims to contribute to the existing body of knowledge by conducting a detailed analysis of the impact of print advertising on consumer purchase intention. By delving into the nuances of print ad content, message effectiveness, brand perception, and their influence on consumer decision-making, this research seeks to uncover insights that can inform strategic advertising and marketing practices.

1.1. STATEMENT OF PROBLEM

The study seeks to explore the impact of print advertising on consumers' purchase intentions amidst the evolving landscape of marketing channels. It aims to understand the effectiveness of print advertisements in comparison to digital marketing avenues, discerning how consumers perceive print ads' credibility, relevance, and appeal in relation to their purchasing decisions. Furthermore, the study intends to analyze the influence of advertisement content, design elements, and placement strategies on shaping consumers' purchase intentions. By conducting a comparative analysis with digital advertising methods across various demographic segments, the research aims to provide valuable insights into the changing dynamics of consumer behavior and market trends. Ultimately, the study endeavors to offer practical recommendations for marketers to optimize their print advertising strategies and enhance consumer engagement and purchase intention outcomes.

1.2 LITERATURE REVIEW

1.3.1 ADVERTISING

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated

through one or more media and is paid for by an identified sponsor." Out of the total cost of a product, 34 per cent is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve high top of the mind recall (Singh, 2012). Hence, advertisements are a critical part of the marketing strategy, especially in business-to-consumer contexts. Kotler, Keller, Koshy, and Jha (2009) stated that the consumer passes through different stages before making a final PUR. This was explained with the help of different models like attention, INT, desire & action (AIDA), attention, INT, desire, CON & action (AIDCA), hierarchy of effects model, innovation adoption model and information processing model. Ehrenberg (1992) posited that an advertisement first creates AWR and INT resulting in product PUR. The research conducted by Rai (2013) established the effects of advertisements on attitude formation and CB.

1.3.2 PRINT ADVERTISING

Most of the organizations used marketing to represent their products or brands with the help of print advertising. Print advertising is broadly used to identify the characteristics of products and brands to fulfil their customer's needs (Pennock & Lawrence, 2001). Many researchers have identified or influence the process of marketing explaining the effective and efficient ways promote their brands with advertising (Baker & Churchill, 2001). Consumers preferred to buy those brands and products which are endorsed by celebrities due to emotional reasons. Change their lifestyle; for quality brands, brand conciseness, feels that these brands are more reliable than other brands, consumer behavior, graphical designing of brands, status symbols etc. Most of the organizations are using marketing strategies that they can develop different characters themselves and also trying to fit these brands according to the target audience (Bass & Robert, 1983).Its show that marketing shaped by organization were more efficient and effective ways to create a link between the products and brands, which are advertised through newspaper, billboards, internet and many other sources (Webb & Peter , 2000). All these results explained the consumers buying behavior and switching of brands from one and other (Little, 2007). Social media advertising and print advertising plays a vital role for switching of brands, it's essentially the online service, where millions of people build contents, share their views. and ideas on social media advertisement (Cappo, J, 2003). In today world, most of the local and international organization can use social media advertising and print advertising to sell their brands, products, or services (Bhatnagar,

Misra, & Raghav, 2000) and give tough time to their competitor by using this kind of tools (Scissors, Jack, & Baron, 2002). Print advertising has very high adjustments of the information, views and ideas about the products or services, which float in the market through billboards, journals, newspapers, and many other related activities.

This print advertisement links all of them on one network, where most of important information and data can easily be shared on social media networks. Print advertising (Bernardo, Huberman, & Fang, 2009) are very rapidly associated with public, companies, information technology industries, which generate the atmosphere using the social media network to advertise their brand switching in the market. In other words, social media's purpose is to construct a platform of cooperative wisdom (Raymond & Thomas, 2008). It's used to explore its features, information about the brands, products and services, and power to forecast all over the world outcome (Daneshgar & Rennae, 2000). In recent years, Facebook has become one of the smart social media advertising networks where millions of people are globally associated with each other, most of the companies or organization groups are also linked on Facebook (Giles, 2001). They are playing the role of their brands, products and services advertised with the help of virtual marketing for brand switching, regarding social media advertising web services so much research has been already done. Facebook, Myspace, and Twitter etc., is enhancing the use by latest news of these companies or organizations to screen news updates through the community. Several businesses and different organizations are using print advertising services to advertise the brands, products and services for brand switching and their feedback information delivered to stakeholders or owner of the organization or company. (Jansen, Zhang, & Sobel,2009). The relationship among these variables is considered positive. The concept of this study is based on brand image in the mind of consumer while purchasing their brands through print advertising, change and switching of brands reflect consumer behavior through print advertising and effectively utilization of graphical. designing of brands to attract more consumers with the help of print advertising. The research study was about to analyses the image formation process using marketing various. techniques for increasing their sales, values and worth in the market (Gartner & William, 2010). In this study, the researcher's emphases were on different techniques of image formation processes entered in the market and fulfilling the customers' needs and demands in accordance with brands image. The role of brand image attracts existing and new customers to again and again visit, pass favorable information to

other people about durability, reliability and quality of brands ensure about availability in the market. This is considered as one of the most key components.

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Normally smart companies used for increasing their worth in the market and gaining high competition in the market. This process of image formation works under the strong consideration of print advertising for approaching the exact target audience (Baker & Churchill, 2001). The formation of image process highly influences on entwined destination for selected process. It is observed that various formation of image process is used for developing image consistent through placements of ads in high line of audience traffic. This study is revolving around to determine the present typology using different image formation associated with agents and approaches the right customers for more developing the good well of the company.

1.3.3. PURCHASE INTENTION

Purchase intention, a fundamental concept in consumer behavior research, represents the psychological state or predisposition of individuals towards purchasing specific products or services within a given period. This construct is crucial for businesses and marketers as it serves as a precursor to actual purchase behavior, providing valuable insights into consumer decision-making processes. Several interconnected factors influence purchase intentions, creating a complex web of determinants that marketers must understand and leverage. Product and service attributes such as perceived quality, price sensitivity, and brand image play significant roles in shaping consumers' purchase intentions (Laroche et al., 2005; Monroe & Krishnan, 1985; Yoo & Donthu, 2001). For instance, consumers are more likely to intend to purchase products they perceive as high quality, affordable, and associated with reputable brands. Furthermore, consumer characteristics including demographics (e.g., age, income) and personality traits (e.g., risk propensity, innovativeness) contribute to variations in purchase intentions across different consumer segments (Sirgy et al., 1997; Mowen & Minor, 1998).

Psychological factors such as perceived risk and trust also heavily influence purchase intentions. Consumers tend to hesitate in making purchases when they perceive high levels of risk, whether financial, performance-related, or social (Bauer, 1960). Building trust and credibility through

transparent communication and consistent product/service delivery can mitigate perceived risks, positively impacting purchase intentions (Mayer et al., 1995). Moreover, social, and cultural influences shape consumer behavior, impacting purchase intentions through reference groups, cultural values, and norms (Solomon et al., 2019; Hofstede, 1980). Marketers must understand the cultural nuances and social dynamics influencing their target markets to effectively influence purchase intentions.

Marketing strategies and environmental factors also play pivotal roles in shaping purchase intentions. Effective advertising, promotions, and online reviews can sway consumer perceptions and intentions to buy (Tellis, 2004; Chevalier & Mayzlin, 2006). Leveraging digital marketing channels, harnessing the power of influencers, and managing online reputation are essential strategies in today's interconnected digital landscape. Understanding these multifaceted factors and their interactions empowers marketers to tailor strategies that resonate with consumers' needs, preferences, and decision-making processes, ultimately driving purchase intentions and fostering long-term customer relationships.

1.3.4 ADVERTISEMENT CONTENT

Crafting effective advertisement content requires a deep understanding of consumer psychology, market dynamics, and persuasive communication strategies. Advertisers must tap into consumer motivations and intentions, drawing from theories like Maslow's hierarchy of needs (Maslow, 1943) and the theory of planned behavior (Ajzen, 1991) to create messages that resonate with their target audience. Market research plays a crucial role in uncovering consumer demographics, behaviors, and preferences, guiding advertisers in tailoring their content to specific audience segments (Kotler & Keller, 2016). Persuasive techniques such as storytelling, social proof, scarcity, humor, fear appeal, and celebrity endorsements (Cialdini, 2009; Petty & Cacioppo, 1986) are employed to capture attention, evoke emotions, and influence purchase intentions. Visual and audio elements complement persuasive messaging, enhancing brand recall and message retention (Meyers-Levy & Peracchio, 1995). A well-crafted call-to-action (CTA) prompts consumers to take desired actions, guiding them through the purchasing journey (Fennis & Stroebe, 2010). By integrating these elements seamlessly, advertisers can create impactful

campaigns that resonate with consumers, drive engagement, and ultimately lead to desired conversions.

1.3.5 PRINT AD DESIGN

The design of a print ad plays a crucial role in capturing audience attention, conveying brand messages effectively, and influencing consumer perceptions. Taking the example of a luxury watch print ad, the visual elements are meticulously curated to showcase the product's elegance and craftsmanship prominently. This includes high-resolution images highlighting the intricate details of the watch, such as its polished finish, luxurious materials, and sophisticated design (Belk, 2013). The color scheme of gold and black is strategically chosen to evoke feelings of luxury, exclusivity, and timelessness among the target audience (Labrecque et al., 2013). Gold symbolizes wealth and prestige, aligning with the luxury brand image, while black signifies sophistication and elegance, reinforcing the product's high-end positioning. Typography in the ad follows a modern and clean style, enhancing readability and brand perception. The layout is minimalist yet impactful, allowing key elements such as the watch image, brand logo, and tagline to stand out without visual clutter (Moran & Sussman, 2013). These design choices collectively create a cohesive and visually appealing narrative of luxury and quality, effectively resonating with the audience's aspirational lifestyle and influencing their perceptions and purchase intentions.

1.3.6 BRAND AWARENESS

Brand awareness in print ads refers to the ability of consumers to recognize and recall a brand based on its presence and messaging in printed media. The effectiveness of print ads in building brand awareness relies on several key factors. Firstly, visual elements such as logos, colors, and design play a crucial role in creating brand recognition (Keller, 1993). Consistent use of these visual cues across print ads helps reinforce brand identity and familiarity among consumers. Additionally, maintaining message consistency in print ads, aligning with the brand's values and positioning, contributes to brand recall and recognition (Aaker, 1996). Strategic placement of print ads in relevant publications or contexts increases brand exposure and visibility, influencing consumer perceptions and awareness (Keller, 1993). Furthermore, interactive print ads that encourage engagement through QR codes or digital elements can enhance brand interaction and

recall (Ducoffe, 1996). Measuring brand awareness through metrics like aided and unaided recall, recognition, and association studies provides insights into the effectiveness of print ads in achieving brand awareness objectives (Keller, 1993). By leveraging these strategies, print ads can effectively enhance brand awareness, shaping consumer perceptions and purchase intention.

1.4 SIGNIFICANCE OF STUDY

Studying the impact of print advertisement on consumer purchase intention is significant for marketers and advertisers seeking to understand the effectiveness of traditional advertising in today's digital age. It helps businesses allocate resources wisely, tailor advertising strategies to different demographics, optimize multichannel marketing efforts, build brand perception, and stay competitive in the evolving advertising landscape. Insights gained from this study can data-driven decisions, enhance ROI, and provide a deeper understanding of consumer behavior and preferences across various advertising mediums.

1.5 SCOPE OF STUDY

Analyzing the impact of printing advertisements on consumer purchase intention involves examining factors such as advertisement content, consumer demographics, psychological appeals, print media platforms, comparative effectiveness with digital ads, brand perception, market segmentation, and long-term effects. By exploring these dimensions, researchers can gain valuable insights into how print ads influence consumer behavior, brand perception, and ultimately, purchase decisions. This research scope helps marketers and advertisers tailor strategies, allocate resources effectively, and enhance overall advertising effectiveness in reaching target audiences and driving desired consumer actions.

1.6 OBJECTIVE OF STUDY

I.   To identify the influence of print advertisement on purchase intention

II.   Evaluate the effectiveness of print ad content, design, and messaging strategies.

III.   Identify the specific impact of different print media platforms (newspapers, magazines, flyers) on consumer purchase intention.

IV.   Compare the effectiveness of print ads with digital ads in influencing consumer purchase intention.

1.7 CONCEPTUAL MODEL

A conceptual model in research represents the theoretical framework or structure that guides the study by illustrating the relationships between key variables and concepts. Here's the conceptual model for studying the impact of print advertising on consumer purchase intention.

Figure 1.7.1 Conceptual framework

BRAND AWARENESS

PRINT ADVERTISING

ADVERTISMENT CONTENT

PURCHASE INTENTION

PRINT AD DESIGN
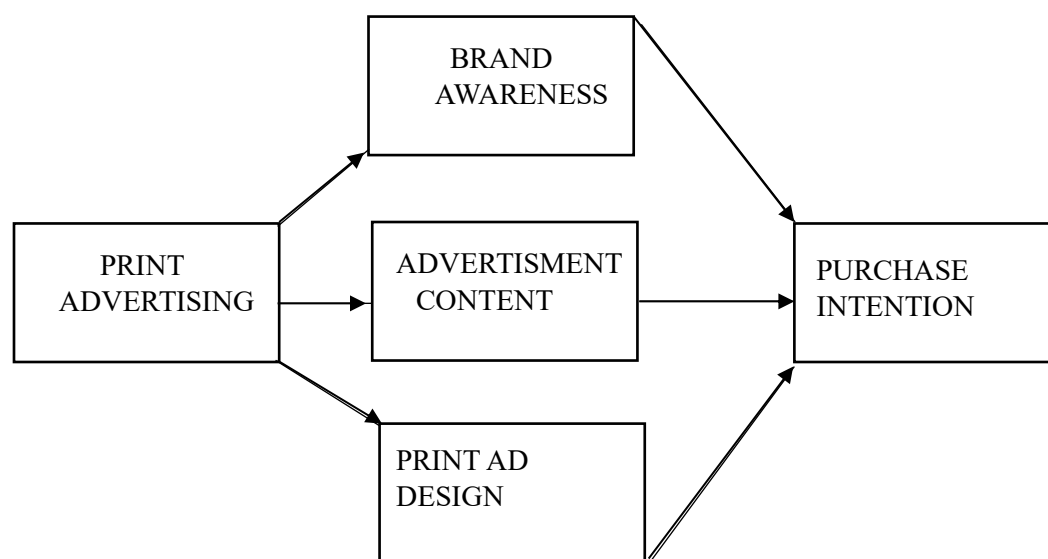
1.8 RESEARCH HYPOTHESIS

I. H_0: There is no association between brand awareness and consumers' purchase intention.

H_1: There is a significant effect of brand awareness on consumers purchase intention.

II. H_0: Advertisement content has no effect on consumers purchase intention.

H_1; Advertisement content has significant effect on consumers purchase intention

III. H_0; Print ad design has no effect on consumer purchase intention.

H_1: Print ad design has significant effect on consumer purchase intention.

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

Data collection or Data gathering is the systematic process of collecting and measuring information related to specific variables within a defined system. This process enables researchers to address pertinent questions and evaluate outcomes effectively. Data collection typically involves several stages: identifying the research question or problem, selecting suitable data sources and methodologies, designing data collection tools, gathering data, and organizing and analyzing it. Successful data collection requires thorough planning, attention to detail, and a clear understanding of research objectives. Accuracy, reliability, and relevance of collected data are paramount, along with adherence to ethical guidelines such as obtaining informed consent and safeguarding participant privacy and confidentiality.

When considering data collection, researchers commonly utilize two methods: primary data collection methods and secondary data collection methods. Primary data collection methods encompass observation, interviews, questionnaires, case studies, projective techniques, and schedules. On the other hand, secondary data refers to pre-existing data that can be obtained from published or unpublished sources. Published sources include government publications, public records, bank records, etc., while unpublished sources consist of letters, diaries, unpublished biographies, and similar materials.

In this study, questionnaire was used for the purpose of primary data collection.

Secondary data was about the industry profile and relevant literature pertaining to the study were sourced from published research papers and websites.

1.9.2 SAMPLING

1.9.2.1 *Population*

A population is a group of elements that share some or all of their characteristics. The population size is determined by the number of elements in the population. In this study, the population comprised of customers of print media who reside in different parts of Kerala.

1.9.2.2 *Sample Size*

The sample size of the study was 54.

1.9.2.3 *Sampling Technique*

Sampling techniques are broadly categorized into two types: probability sampling techniques and nonprobability sampling techniques. Probability sampling methods utilize randomization to ensure that every element in the population has an equal chance of being included in the sample. Techniques such as simple random, systematic, stratified random, cluster, and multi-stage sampling fall under this category. On the other hand, nonprobability sampling relies more on the researcher's discretion in selecting sample elements. Results from nonprobability sampling may be susceptible to bias, making it challenging to generalize findings to the entire population. Nonprobability sampling techniques include convenience, purposive, quota, and snowball sampling.

The study used convenience sampling technique to select respondents for data collection.

1.9.3 TOOLS USED FOR DATA COLLECTION

The questionnaire was carefully designed by the researcher to meet the research requirements. The questionnaire was divided into three sections. The first section concentrated on the respondent's demographics. The second section included questions about print advertising, and the third section included questions about variables pertaining to the study.

A rating scale was used to find the effectiveness of print advertisement. The responses mainly comprised of Likert scales with following values:

1 – Strongly Disagree,

2 – Disagree,

3 – Neutral,

4 – Agree,

5 – Strongly Agree.

1.9.4 DATA ANALYSIS TECHNIQUES

The collected data was analyzed by using SPSS (version 20) software. The tools used for analysis were as follows:

1. Frequency Distribution
2. Correlation

1.10 LIMITATIONS OF STUDY

- Time constraint.
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CHAPTER-2
INDUSRTY, COMPANY AND PRODUCT PROFILE

2.1. INDUSTRY PROFILE

2.1.1 Media Industry- An Introduction

The media industry plays a pivotal role in shaping society's perceptions, disseminating information, and influencing consumer behavior across various sectors. From traditional print media to digital platforms, the media industry encompasses a wide range of channels that cater to diverse audiences worldwide. This introduction will provide an overview of the media industry, detailing its types and highlighting key aspects essential for understanding the industry's profile in research.

Types of Media in the Industry:

- Print Media: Print media includes newspapers, magazines, journals, and printed materials distributed to audiences on a regular basis. Despite the digital revolution, print media remains a significant player in the industry, offering in-depth coverage, analysis, and editorial content on various topics.

- Broadcast Media: Broadcast media encompasses television and radio platforms that deliver audiovisual content to mass audiences. Television networks air news programs, entertainment shows, documentaries, and commercials, while radio stations broadcast music, talk shows, news updates, and advertisements.

- Digital Media: Digital media has emerged as a dominant force in the media industry, leveraging internet technologies to deliver content across online platforms. This category includes websites, social media platforms, streaming services, podcasts, and mobile applications, providing interactive and on-demand content to users globally.

- Out-of-Home (OOH) Media: Out-of-home media refers to advertising and promotional materials displayed in public spaces, such as billboards, transit ads, digital screens in malls, airports, and transit stations. OOH media targets audiences during their daily commute or outdoor activities, enhancing brand visibility and message retention.

- Social media: Social media platforms have revolutionized communication and content distribution, allowing users to create, share, and engage with multimedia content in real-time. Social media networks like Facebook, Twitter, Instagram, LinkedIn, and TikTok

enable brands, influencers, and organizations to reach targeted audiences through targeted campaigns and user-generated content**.**

2.1.2 Print Industry

The print industry, a diverse and dynamic sector, encompasses a range of activities involved in printing, copying, and related services across various segments. One crucial segment is commercial printing, which caters to businesses' marketing needs through the production of materials like brochures, flyers, posters, and business cards. This segment thrives on delivering high-quality printed materials in bulk for advertising, promotions, and informational purposes. Another vital aspect is packaging printing, serving industries such as food and beverage, pharmaceuticals, cosmetics, and consumer goods by creating labels, boxes, cartons, and flexible packaging. Packaging printers must navigate color management, substrate compatibility, and regulatory standards to meet client requirements effectively. Additionally, publishing printing plays a pivotal role in producing books, newspapers, magazines, and periodicals, evolving with digital printing technologies to offer on-demand printing, personalized editions, and shorter print runs. Moreover, the promotional and specialty printing segment focuses on printing on various items like apparel, promotional products, signage, and novelty items, catering to niche markets and customization needs. Technological advancements have significantly influenced the industry, with traditional methods like offset printing coexisting alongside digital printing technologies that enable quick turnarounds, variable data printing, and cost-effective short runs. Sustainability has become a focal point, leading to the adoption of eco-friendly practices such as using recycled materials, vegetable-based inks, and energy-efficient equipment. Despite facing challenges from digital media and online content consumption trends, the print industry continues to innovate with smart packaging integrating printed electronics and interactive elements, augmented reality printing for enhanced consumer engagement, and AI-driven automation for workflow optimization and quality control. Regional dynamics, market trends, regulatory landscapes, and technological innovations collectively shape the industry's trajectory, highlighting the importance of ongoing research, strategic planning, and collaboration for sustainable growth and competitiveness in the global print market.

2.1.3. Print Industry in India

The print industry in India represents a dynamic and diverse landscape catering to a wide range of sectors such as media, publishing, packaging, and advertising. The publishing segment is characterized by a rich variety of newspapers, magazines, books, and periodicals published in multiple languages to cater to the country's diverse linguistic and cultural demographics. Alongside, packaging printing has witnessed significant growth driven by the expanding consumer goods, pharmaceuticals, and food industries, leading to a surge in demand for labels, cartons, flexible packaging, and corrugated boxes. Commercial printing services play a vital role in supporting businesses across industries by providing marketing materials, business forms, stationery, and promotional items tailored to client requirements. The industry is experiencing a digital transformation with increased adoption of digital printing technologies for enhanced flexibility, shorter print runs, customization options, and faster turnaround times. Challenges such as digital disruption impacting traditional print revenues, maintaining quality standards, and addressing environmental concerns are being navigated through strategic adaptations, technological innovations, and sustainable practices. The future outlook for the print industry in India remains promising with opportunities in e-commerce packaging, digital printing expansion, government support initiatives, and a competitive landscape driven by technological advancements and market diversification strategies among key players. Collaboration, innovation, and sustainability will continue to be key drivers shaping the growth and evolution of the print industry in India.

2.1.4 History of print industry in India

The print industry in India boasts a rich and diverse history that has evolved over centuries. Beginning with ancient forms of manuscript production, the industry witnessed a significant transformation during the colonial era with the introduction of modern printing presses by European colonizers. The emergence of vernacular newspapers and publications in the 19th century played a pivotal role in promoting regional languages, fostering cultural identity, and fueling nationalist movements during the struggle for independence. Post-independence, the industry experienced rapid growth with the establishment of major publishing houses, newspapers, and advancements in printing technology. The digital era further revolutionized the

industry, leading to the adoption of digital printing, online platforms, and integrated multimedia solutions. Today, the print industry in India continues to thrive, offering a wide range of print materials, packaging solutions, and digital printing services while navigating challenges posed by digital media, sustainability concerns, and evolving market trends.

2.1.5 Major Players in Indian Print Industry

- Bennett, Coleman & Co. Ltd. (Times Group)
- Hindustan Times Group
- The Hindu Group
- Manipal Technologies Limited
- Vakil & Sons Pvt. Ltd. (V&S Publishers)
- S Chand Group
- Xerox India Limited
- Canon India Pvt. Ltd.
- HP Inc. India

2.1.6 SWOT Analysis

SWOT analysis is a strategic planning tool used to identify an industry's strengths, weaknesses, opportunities, and threats. The analysis has been curated by a thorough study. Here is a SWOT analysis of India's print industry.

Swot analysis (Fig. 2.1.6

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
Rich cultural diversity	*Digital disruption*	*E-commerce packaging*	*Digital competition*
Established publishing houses	*Infrastructure challenges*	*Digital transformation*	*Regulatory changes*
Growing literacy rate	*Quality control*	*Regional language publications*	*Supply chain disruption*

Innovation and Adaptability	Environmental concern	Integrated media platform	Changing consumer behavior

CHAPTER-3
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

3.1 PERCENTAGE ANALYSIS.

3.1.1 Demographic details of the respondents

VARIABLE		FREQUENCY	PERCENT
Gender	Male	10	18.9
	Female	43	81.1
Total		53	100
Age	<18	5	9.4
	18-25	34	64.2
	26-33	9	17.0
	33-41	3	5.7
	41-49	2	3.8
Total		53	100

	Freelancer	2	3.8
	Home maker	4	7.5
Occupation	Working professional	8	15.1
	Student	37	69.8
	Others	2	3.8

 GENDER AND AGE: To understand the demographic details of the respondent's gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards print advertising than males. The percentage shows 81.1% are females and 11.9% males. In the age category people that come under the category of (18-25) show more interest in print advertising followed by people who are under the category of (26-33).

OCCUPATION: Occupation was also taken into consideration and from the data obtained it is evident that students are more with a percentage of 69.8%.

3.1.2 Brand awareness and purchase intention.

Table 3.1.2:Brand awareness

Awareness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	54.7	54.7	54.7
	no	7	13.2	13.2	67.9
	can't remember	17	32.1	32.1	100.0
	Total	53	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent	**BRAND**
Valid	Not likely at all	10	18.9	18.9	18.9	
	Somewhat likely	17	32.1	32.1	50.9	
	Very likely	26	49.1	49.1	100.0	
	Total	53	100.0	100.0		

AWARENESS: A yes or no scale was used to find the consumers awareness about a product with the influence of print advertising.54.7 respondents were able to agree with the statement ,13.2% respondents disagree and 32.1% cannot remember.

3.1.3 Print advertising design and purchase intention.

Table 3.1.3 -   (print advertising) Importance of design and layout of print ad

PRINT ADVERTISING DESIGN: A scale of very important, somewhat important and no important was used to determine the importance of print ad designs and layout. From the responses of respondents 42.6% states that print ad design is important ,51.9%states that it's not that relevant and the remaining percentage states that it is somewhat important.

3.1.4 Print advertisement content and purchase intention

3.1.4. -Table (print advertisement)

Print advertisement contain more info than others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	58.5	58.5	58.5
	No	21	39.6	39.6	98.1
	Maybe	1	1.9	1.9	100.0
	Total	53	100.0	100.0	

PRINT ADVERTISING CONTENT: The frequency table shows that58.5%people agree that print advertisement contains more information and content than any other form of advertising.39.6% disagree with the statement.

3.1.5 Purchase intention and print advertising.

3.1.5. -Table (purchase intention)

Purchase intention rate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	20.8	20.8	20.8
	disagree	7	13.2	13.2	34.0

neutral	21	39.6	39.6	73.6
agree	7	13.2	13.2	86.8
strongly agree	7	13.2	13.2	100.0
Total	53	100.0	100.0	

PURCHASE INTENTION: Purchase intention describes the extent to which customers are willing and inclined to buy a product or a service with the influence of print advertising. In this frequency table 39.6%respondent states that print advertising may or may not affect the purchase intention of the customer.

3.2. CORRELATION

Correlation refers to a statistical measure that describes the extent to which two or more variables change together. In other words, it quantifies the relationship between two variables. There are 2 main correlation, namely positive and negative.

Positive correlation: This occurs when an increase in one variable is associated with an Increase in the other variable, and a decrease in one variable is associated with a decrease in the other variable. The correlation coefficient for a positive correlation range from 0 to +1 with +1 indicating a perfect positive correlation
Negative correlation: This occurs when an increase in one variable is associated with a decrease in the other variable, and vice versa. The correlation coefficient for a negative correlation range from 1 to 0, with-1 indicating a perfect negative correlation.

3.2.1 CORRELATION BETWEEN BRAND AWARENESS AND CUSTOMER PURCHASE INTENTION

When customers are aware of a print advertising of a brand or service, they tend to have a positive attitude towards purchasing the product of the service. They use products which are well known to them. To purchase products people are more interested in and attracted to print advertising like posters etc.

H_0=There is no association between brand awareness and purchase intention

H_1=There is a significant relationship between brand awareness and purchase intention.

Table 3.2.1: Correlation between Brand Awareness and Purchase Intention

		Brand awareness	purchase intention
Brand awareness	Pearson Correlation	1	.272*
	Sig. (2-tailed)		.049
	N	53	53
purchase intention	Pearson Correlation	.272*	1
	Sig. (2-tailed)	.049	
	N	53	53
*. Correlation is significant at the 0.05 level (2-tailed).			

To check the correlation between brand awareness and purchase intention, a correlation analysis was conducted using SPSS and the output table is displayed below (3.3.1). From the table it is evident that there is a significant correlation between brand awareness and purchase intention.

The Pearson correlation coefficient between Brand awareness and Purchase intention is 0.272. This value indicates a low positive relationship between the two variables. Since the correlation coefficient is positive (0.272), it means that as brand awareness increases, Purchase Intention also tends to increase. Similarly, as brand awareness decreases, Purchase Intention tends to decrease. The correlation is statistically significant at the 0.05 level (2-tailed), which means that the likelihood of observing such a moderate relationship between brand awareness and Purchase Intention by random chance is very low. This suggests that the relationship is likely to be a true reflection of the underlying population. Based on these results, we can conclude that there is a moderate positive relationship between brand awareness and Purchase Intention. This means that individuals who perceive a product or brand which is aware are more likely to have a higher intention to purchase.

3.2.2 CORRELATION BETWEEN PRINT AD DESIGN AND PURCHASE INTENTION.

Effective print ad designs and layouts play a crucial role in influencing purchase intention. By combining captivating visuals, compelling headlines, clear messaging, strong calls to action, and consistent brand identity, advertisers can create ads that resonate with their target audience. Tailoring the ad content to address audience needs, incorporating social proof, and offering incentives further enhances the ad's impact. Continuous testing and optimization based on analytics ensure that ads remain relevant and compelling, ultimately driving desired consumer actions and contributing to overall marketing success.

H_0: Print ad design has no effect on consumer purchase intention.
H_1: Print ad design has significant effect on consumer purchase intention.

To check the correlation between print ad design and purchase intention, a correlation analysis was conducted using SPSS and the output table is displayed below (3.3.2). From the table it is evident that there is a significant correlation between print ad design and purchase intention.

		purchase intention	Print ad design
purchase intention	Pearson Correlation	1	.518*
	Sig. (2-tailed)		.000
	N	53	53
Print ad design	Pearson Correlation	.518*	1
	Sig. (2-tailed)	.000	
	N	53	53
*. Correlation is significant at the 0.01 level (2-tailed).			

Table 3.2.2 Correlation Between Print Ad Design and Purchase Intention

The Pearson correlation coefficient between print ad design and Purchase intention is 0.518. This value indicates a moderate positive relationship between the two variables. Since the correlation coefficient is positive (0.518), it means that as print ad design increases, Purchase Intention also tends to increase. The correlation is statistically significant at the 0.01 level (2-tailed), which means that the likelihood of observing such a moderate relationship between print ad design and Purchase Intention by random chance is very low. This suggests that the relationship is likely to be a true reflection of the underlying population. Based on these results, we can conclude that there is a moderate positive relationship between print ad design and Purchase Intention.

3.2.3 CORRELATION BETWEEN PRINT ADVERTISEMENT CONTENT AND PURCHASE INTENTION.

Effective print advertising content significantly influences purchase intentions by providing detailed product information, shaping brand perception, evoking emotions, building trust through credibility elements like testimonials, guiding with clear calls to action, tailoring messages to target audiences, and ensuring consistent brand recognition. By strategically combining these elements, print ads can capture consumers' attention, create positive associations with the brand,

and prompt them to take the desired action, whether it's visiting a store or making a purchase, thus driving overall sales and marketing success.

H_0: Advertisement content has no effect on consumers purchase intention.

H_1; Advertisement content has significant effect on consumers purchase intention.

To check the correlation between print advertisement content and purchase intention, a correlation analysis was conducted using SPSS and the output table is displayed below (3.3.3). From the table it is evident that there is no significant correlation between print advertisement content and purchase intention.

Table 3.2.3 Correlation between Advertisement Content and Purchase Intention		purchase intention	advertisement content
purchase intention	Pearson Correlation	1	-.253
	Sig. (2-tailed)		.067
	N	53	53
advertisement content	Pearson Correlation	-.253	1
	Sig. (2-tailed)	.067	
	N	53	53

The Pearson correlation coefficient between print advertisement content and Purchase intention is -0.253. This value indicates there is a negative relationship between the two variables.

3.2.4 Regression between brand awareness print advertising design print advertisement content and purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342[a]	.117	.063	.49495

a. Predictors: (Constant), print ad design, Brand awareness, advertisement content

To check the regression between brand awareness, print advertising design, print advertisement content and purchase intention a regression analysis was conducted using SPSS and the output table is displayed above (3.3.3). From the table it is evident that there is a significant regression between brand awareness, print advertising design, print advertisement content and purchase intention. The regression model shows a strong fit to the data, with an R-squared value of 0.63 indicating that 63% of the variance in the dependent variable is explained by the independent variables included in the model.

CHAPTER-4

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

SUMMARY OF FINDINGS

4.1 LIST OF FINDINGS

i.   The study shows that out of 100% of respondents 81.9% of respondents were female and 11.9% were male. This shows that majority of crowd who are influenced by print advertising are women.

ii. Occupation is also taken into consideration and from the data obtained it is evident that students are more responded with 69.8%.

iii.   Brand awareness and purchase intention: it was found that out of 100% of respondents,54.7% were able to know about a brand or product with the influence of print advertising.

iv.   print advertising and purchase intention: it was found that out of 100% of respondents,42.6% of respondent's states that print advertising design and layout is much essential for a print advertising. Sometimes people get attracted to the design and have the tendency to purchase the product.

v.   58.5% people states that advertisement content also influences purchase intention. Advertisement content like product information, price information, offers etc. can make people to buy the product.

vi.   Only 39.6% respondents' states that print advertising can impact on the purchase intention of a consumer.

vii.   To shows the relationship between brand awareness and customer purchase intention correlation analysis was done. it was found out that there is a low positive relationship between brand awareness and customer purchase intention. people who get aware of a product by the influence of print advertising is very low. it was inferred that people of all age group and gender are not highly influenced by the print advertising to purchase.

viii.   To shows the relationship between print advertising designs and customer purchase intention correlation analysis was done. it was found out that there is a moderate positive relationship between brand awareness and customer purchase intention. People gets influenced by advertisement designs. it was inferred that people of all age group and gender are slightly influenced by the print advertising designs and layout.

ix.   To shows the relationship between print advertising content and customer purchase intention correlation analysis was done. it was found out that there is a negative relationship between

brand awareness and customer purchase intention. Print advertisement doesn't have any influence on consumer purchase intention. it was inferred that people of all age group and gender are not influenced by the print advertising designs and layout.

x.   From all the analysis it was found that print advertisement will not highly impact the consumer purchase intention.as per the analysis only slight relation was found with dependent variable and independent variable. Variables of print advertising like brand awareness, print advertising design and layout will slightly influence the purchase intention of the consumer.

4.2 SUGGESTIONS

i. Invest in high-quality visual elements such as compelling imagery, color schemes, and layout designs that capture attention and communicate brand identity effectively.
.

ii. Conduct thorough market segmentation to identify niche consumer segments with specific needs and preferences.

iii. Craft clear and concise messaging in print ads that communicates product features, benefits, and unique selling propositions (USPs) prominently.

iv. Incorporate persuasive CTAs that encourage immediate action or engagement, such as visiting a website, redeeming an offer, or contacting for more information.

v. Continuously gather and analyze consumer insights through surveys, focus groups, and analytics tools to understand evolving preferences and behavior.

vi. Ensure ethical advertising practices by providing accurate product information, avoiding misleading claims, and respecting consumer privacy and consent.

vii. Transparently communicate any sponsored content or endorsements in compliance with advertising regulations and industry standards.

viii. More factors should also be made part of the study to get a clearer picture.

4.3 CONCLUSION

Print advertising continues to hold significant influence over consumer behavior despite the rise of digital media. Print media such as newspapers, magazines, and direct mail still reach a large portion of the population and can effectively target specific demographics, leading to enhanced brand awareness and recall.

The study aimed at deepening the current understanding of what factors of print advertising contribute to the customer purchase intention among men and women and how often they purchase these products. This study was also focused on finding out the proportion of people who are influenced by print advertisement while purchasing a product or a service.

The collected data was analyzed, and the results confirmed that some factors such as brand awareness, print advertising design slightly effect the purchase intention, but variables such as print advertisement content does not affect the consumers' purchase intention. Statistical tools such as correlation and frequency distribution were used, which showed that some factors of print advertisement affect the purchase intention towards a particular product. The customer gets attracted towards the print advertisement and tend to buy the product.

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ANNEXURE

QUESTIONNAIRE

1. Name

   …………………………………………………………………

2. Age group
- <18
- 18-25
- 26-33
- 34-41
- 42-49
- >50

3. Gender
- Male
- Female
- Prefer not to say.

4. Occupation
- Student
- Working professional
- Freelancer
- Homemaker
- Other

5. How often do you read print advertisements?
- Rarely
- Sometimes

- Frequently

6. Which category of product advertisements do you recollect seeing in print media (Newspaper, Magazine, Brochure etc.)
  ▪ Clothing
  ▪ Electronics
  ▪ Food and beverages
  ▪ Automobiles
  ▪ Health and beauty products

7. When compared with Ads on TV, Radio, Cinemas, Do you think print ads provide more information?
  - Yes
  - No

8. How likely are you to consider purchasing a product after seeing a print advertisement for it?
  - Very likely
  - Somewhat likely
  - Not likely at all

9. What factors influence your decision to purchase a product after seeing a print advertisement? (Select all that apply)
  - Price
  - Brand reputation
  - Product features
  - Discount or promotion.
  - Word of mouth recommendations

10. How important is the design and layout of a print advertisement in capturing your attention?
  - Very likely
  - Not likely at all
  - Somewhat likely

11. Which elements of a print advertisement do you find most appealing? (Select all that apply)

- Visual imagery
- Slogan or tagline
- Product description
- Call to action.
- Celebrity endorsement

12. Do you believe print advertisements influence your purchasing decisions?

o Strongly agree.

o Agree

o Neutral

o Disagree

o Strongly disagree.

13. How likely are you to visit a store or website after seeing a print advertisement for a product?

- Very likely
- Somewhat likely
- Not likely at all

14. How important is the design and layout of a print advertisement in capturing your attention.

- Very important
- Somewhat important
- Not important

15. Have print ads created awareness about a product/service that you did not know about earlier.

- Yes

- No
- Can't remember.

16. Has the print ad about the product created enough interest in you to seek more information?
- Yes
- No
- Not sure

17. (Rate the below statements from 1 strongly disagree to 5 Strongly agree)

   I like print ads because:

   They are useful.

   They are trustworthy.

   They are required.

   They are desirable.

1	2	3	4	5
○	○	○	○	○

18. Has the print ad created enough interest in you, about the company making the product?
- Yes
- No
- not sure

19. Has the print ad created an interest in you to think about buying the product?
- Yes
- No

20. In your opinion, how effective are print advertisements compared to other forms of advertising (e.g. TV commercials, online ads)?

- Highly effective
- Less effective

21. What types of print advertisements do you find most memorable? (Select all that apply)

- Full page ads
- Half page ads
- Inserts/flyers
- Coupon ads
- Interactive ads

22. Which print advertising campaigns do you remember the most? (Select all that apply)

- Super bowl ads
- Holiday season ads
- Charity ads
- Political campaign ads

23. What improvements would you suggest for print advertisements to be more effective in influencing consumer purchase intention?

………………………………………………………………………………………….