

**COMPARISON OF PRINT AND ONLINE MARKETING STRATEGIES ON  
CONSUMER BEHAVIOUR WITH REGARD TO FASHION INDUSTRY**

**Project Report**

Submitted by

**SAIRA SUSAN VARGHESE (SM23JMC012)**

Under the guidance of

**SUJITHA SHAJI**

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

*Of Master of Arts*

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade Affiliated to

**MAHATMA GANDHI UNIVERSITY**

**Kottayam-686560**

**March 2025**

## **CERTIFICATE**

I hereby certify that this project entitled "**COMPARISON OF PRINT AND ONLINE MARKETING STRATEGIES ON CONSUMER BEHAVIOUR WITH REGARD TO FASHION INDUSTRY**" by **SAIRA SUSAN VARGHESE** is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam

Date: 25-03-2025



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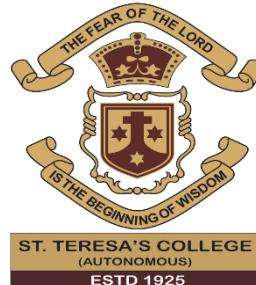
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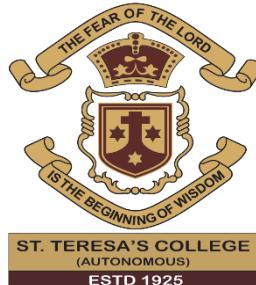
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March 2025

## **DECLARATION**

I do affirm that the project "**COMPARISON OF PRINT AND ONLINE MARKETING STRATEGIES ON CONSUMER BEHAVIOUR WITH REGARD TO FASHION INDUSTRY**" submitted in partial fulfilment of the requirement for the award of the **Master of Arts degree in Journalism and Mass Communication** has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

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**SAIRA SUSAN VARGHESE**

MARCH 2025

**SM23JMC012**

MA Journalism and Mass Communication

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## **CERTIFICATE**

I hereby certify that this project entitled "**COMPARISON OF PRINT AND ONLINE MARKETING STRATEGIES ON CONSUMER BEHAVIOUR WITH REGARD TO FASHION INDUSTRY**" by SAIRA SUSAN VARGHESE is a record of bonafide work carried out by her under my supervision and guidance.

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**SUJITHA SHAJI**

Date.

Department of Communicative English

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## ABSTRACT

Fashion is a fast evolving industry. It is important to understand how brands in the industry take their initiative to be active in fashion space specially understanding their consumer preferences. Additionally, consumer attention turning to purchasing behaviour is the ultimate motive for any and every brand. This study is conducted to understand the working of print and online media and its role in consumer behaviour. Brands have the freedom to choose how they can utilise a particular medium to its maximum potential. With the advent of digital media, the opportunities for more brands increase, naturally gaining attention to it. A quantitative method is used for studying consumer preferences of the media. The responses from the samples would allow the research to study further on the working of media. The survey revolves around the perception, trust, reliability and impact consumers would have of the medium. However, the response has a major leaning towards online media due to its great features like accessibility, engagement and personalisation. It is also essential to note that print media can always be relied upon for the credibility it carries as a source. Being a traditional media, print helps consumers to understand the weight of a brand when it is featured on print. Ultimately, it depends on the brand and the product that is in the market. Print and online media are two distinct spaces that help brands in their way to identify their target audience.

Keywords : Consumer behaviour, Print media, online media.

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## **CHAPTER 1**

### **INTRODUCTION**

Fashion Industry acquires great importance in the present era. Competition between different brands to gain the attention of the consumers is increasing day by day. So it is essential to find out what attracts the crowd. Media play an important role in this aspect. Print media has a vital part in attracting the public towards the various new products available in the market. Online media, though, evolved recently influence people very much.

Fashion Industry is the focus of this study. To reach the public, different marketing strategies are used by the various brands belonging to the Fashion Industry. Marketing through influencers is yet another trend commonly seen in this field in the recent times.

Time has changed and people make use of their opportunities to explore the variety of options that are available virtually. Though online media flourish day by day, people still have their trust in Print media. Quite genuinely they get influenced by the catchy advertisements they see in the colourful magazines, newspapers, brochures etc.

Another very effective strategy is to establish an interaction with the consumers. Through this interaction, a clear cut idea regarding the requirements of the consumers can be achieved.

More than all this, the reliability of the product and the trust acquired by the consumers are the most important factors that influence the purchase of a product.

## 1.1 THEORY

### **Engel-Kollat-Blackwell (EKB) Model of Consumer Behavior**

This model was originally developed by James F. Engel, David T. Kollat and Roger D. Blackwell. This is to understand the affect and influence on consumer behaviour. Consumers first retain the information from different media. This information is then processed. From this consumers take thei decisions. These decsions would likely be of a purchase.

However, consumers behaviour can be influenced by both internal and external factors. Consumer collect all information regarding the product. They intend to buy and based on their research on different brands, they come to a decision on what brand is selected.

## 1.2 OBJECTIVES OF THE STUDY

1. Analysing the shift to digital marketing.
2. Comparison of print and online mediums to consumer behaviour.
3. Impact of online marketing to consumer perception of the brand.
4. To evaluate the long term efficiency of print and online media.

## 1.3 STATEMENT OF THE RESEARCH

This study of comparison focuses on the influence of the Fashion industry and its marketing methods on consumers, mainly from print and online mediums. The engagement, perceptions and brand loyalty are other nuances that can be studied and evaluated through this. Moreover, fashion brands can also identify the different strategies that can be opted to reach the target audience in a better and efficient manner. Establishing a close connection between the fashion industry and their

marketing brands with the consumers is essential and has to be the driving force even while planning and finalizing the agenda of the various ways to reach consumers.

#### **1.4 NEED OF THE RESEARCH**

The need of the research is to understand consumers. It helps brands to reach them.

Accordingly, they can bring methods to reach consumers better. Consumers can also understand which medium to rely on as to make decisions. Utilising every medium to the maximum profit is a brand's profit. Brands maintain targets. The medium they choose can help them plan better. This is done by identifying their audience through every medium they use.

#### **1.5 SCOPE OF THE RESEARCH**

1. Industry focus : The fashion industry is studied and also recommended to take significant steps for the betterment of the industry.
  
2. Marketing mediums : The mediums are analysed and can be used by the brands as well according to what increases their attention towards the brand.
  
3. Consumer behaviour : The consumer behaviour is also analysed as to take informed decisions by the brand accordingly.
  
4. Target audience : This is a group or a niche that helps the brands to recognise the needs of the consumers. Target audience and an engagement with this group will only elevate the brand's purpose.

## **1.6 LIMITATIONS OF THE RESEARCH**

1. The study was conducted within a short period. Time constraints was one of the limitations faced during the research.
2. The study was conducted and analysed with the help of an online survey. Because of the online method, the digital gap is a shortcoming for the study.
3. The study focuses on the print and online media. However, the research is not specialised in a particular medium, rather a generic opinion of both print and online media were considered.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

Consumer behaviour and marketing go hand in hand. It is important to understand how it can impact consumers, their attitude towards a brand and ultimately their purchasing decisions as well. However, in the case of the fashion industry, it is essential to note how it can affect their daily fashion decisions from any marketing strategy they come across. Consumers in the current era need to be properly studied on what they prefer. It also depends on the amount of effort brands take to maintain a platform for engagement to understand the particular audience required. Hence, this chapter will identify the different studies done for understanding the working of marketing strategies on consumer behaviour particularly, print and online media with regard to the fashion industry.

#### **2.1 Consumer Buying Behaviour**

A primary factor for every brand to consider is to understand their consumer behaviour. It is the need for them to market accordingly. Consumer behavior has various factors that affect it. However, these must be kept in mind. As marketing increase, the behavior naturally modifies. They would naturally also do a quick research on the brand, image and ultimately the use and advantages of it (Foret and Prochazka, 2007). These can be due to past experiences, opinions made, geographical and cultural factors, religious factors and so on. (Ramya, 2016). Consumers behavior depends on their needs as well. It is essential for brands to understand consumers preferences. A model on consumer behaviour depends on interaction. This takes place between market and consumer. Like the model, the information is processed by the

consumer. It would either act psychologically and in turn help consumers. Consumers can take their decision on purchase after this. This is Schiff Man and Kanuk's Model of consumer decision (Suja, 2010). The purchasing decision of consumers in next model. A purchase is considered according to level of involvement, Assaells consumer decision making model. Consumers exposed to marketing and other brands is 'consumer black box model' . that is they are free to choose from what is offered. They can take their decision.

## **2.2 Online advertisements**

Online advertisements play a huge role in marketing strategies (Khraiwish, 2022). As such, it is a groundbreaking field for a deeper understanding of the subconscious and unconscious consumer responses. Consequently, by managing and reducing task conflict, marketing and advertising executives have relied on this technology to increase creativity and success in these fields.

Since online advertising can be easily tracked, it has become a more reliable medium in the case of understanding and learning consumer decisions. Moreover, with its own growing benefits small brands have also adapted to gaining more viewership and consumer engagement through online advertisements. Adverts are most effective with interactivity as the comprehension and persuasion can be focused upon easily (Brajnik, 2012)

### **2.3 Social Media Advertising in relation to Fashion industry**

The very reliable medium that is social media has overtaken traditional media, which includes television advertising and radio advertising. This in turn contributes to marketing campaigns as well. In the case of Fashion, every brand has realised its need to be present on social media. (Bandara, 2021) Unlike traditional media, the purpose is to not just reach the audience but to also establish strong consumer engagement. Social media advertisements are tailored in a way that reaches an audience and gains more interaction with a particular brand. Moreover, with social media brands can easily learn and figure out what the public require and desire. Accordingly, brands can also tailor content according to their target audience.

In social media, the target audience does not refer to those who are active in their purchase of the brand products. It also implies that these are the public that are active on social media specifically in the context of interacting with the brand on media. In turn, these are the audience that help increase engagement and naturally spread the word around. This is the ultimate intention when active on social media with regard to a brand (Williams, 2014).

However, it is important to note the consumer behaviour as well in connection with what goes out to the public. Recent studies have proved that both purchasing and consumer behaviour are driven by the online media and engagement. This includes communication, online searching attitudes and so on. Ultimately, Instagram and Facebook had a great influence on consumers and their decisions as they could interact and discuss about the product or brand online and share their opinions (Ioanas, 2014). Hence, it is important for the brands on media to understand how the

demographic receives information and the most applicable marketing message that is appealing to the public (Johnson, 2014)

## **2.4 Marketing Strategies on Consumer behaviour**

Considering the fast fashion industry and including every single brand, the key factors that keep them running are strategic marketing and consumer behaviour.(Fadel, 2024). This in turn means that there is a great parallel connection between the two factors. However, different brands adopt their own style of influencing their customers. Brands have to conduct their own study to understand which turns out to be more efficient to make a consumer reach a purchasing decision. In a study on analyzing Zara's marketing strategies, particularly in Cyprus. The main factors were marketing and advertising campaigns, social media promotions and special offers (Konis, 2024). Online advertisements, Search Engine Optimization and email marketing play a very significant role in bringing more online attention.

## **2.5 Fashion Marketing**

People turn to different media to get the best of what they desire. (Rathore, 2018). There is a different approach towards marketing digitally as well. Content and influence are the key factors today. With content, preferably innovative and different themes come the whole picture of the brand that resonates with consumers. The key is to make it relatable that would make others feel included as well. For this, PR packages are sent and there is a cost for every influence that sells.

Such is the need for influencer marketing as well as celebrity endorsements. Because of their broad fan reach, it is easy to get more attention towards any particular promotion. It is also important to remember the ethical aspect in every manner as

well. Their presence along with the brand in the media goes a long way. However, it is now debatable on who can access more influence in the subject of celebrities and influencers since both play a significant role in reaching consumers. As long as it is online, every person is viewed equally since it is through a platform.

Secondly, the whole game of purchasing has changed drastically considering fashion. Beauty products are being widely available online. Although it is best to purchase a dress in person for a dress, online shopping makes it convenient and better in every aspect. Naturally, the need to be available online is a necessity. Hence every effort to be readily accessible digitally is the expectation of every consumer. To increase loyalty, brands have also adopted different methods like a refund and return policy. This in turn creates and establishes trust in consumers during online shopping.

## **2.6 Print Marketing**

Print marketing has been established from the beginning of time to reach consumers. This was the only way they could share and convey to the public. Although a traditional medium, there have been several brands that have been established purely through print and traditional media. Considering Fashion, print is a necessity as people would always have an eye preferring to witness it. When on paper, there is no change in its reliability. However, print marketing also is very essential as it helps in magazine selling. Even now consumers still have the perspective that every credible source is on paper. This has only increased the brand value.

Broadly speaking, print advertising is used to determine the qualities of companies and items that meet the needs of their customers (Pennock and Lawrence, 2001). in yet another study, the use of print advertisements and promotions of goods and products were more credible and efficient ways to create a link (Webb and Peter,

2000). However, it is essential to note that consumers would naturally shift their opinion on a particular brand after a print marketing strategy. Along with what online media offers, print media can definitely add on to the picture of a brand in a single consumer. What is seen on different print areas can be linked into one single network that is media online. This is the primary difference of print and online marketing. Consumers are also given the option to choose wisely from the many different marketing strategies that are open to them. The key is to understand how to reach consumers in a favourable manner to those who offer to consumers as well.

No brand can stick with a single platform to advertise or create a marketing space. Print advertising is closely related with the public, information technology industries that are responsible for generating advertisements online as well (Bernardo, Huberman & Fang, 2009). Social media offers a space to have a cooperative learning and understanding on a myriad of subjects (Raymond & Thomas, 2008). It brings an opportunity to explore further upon different features, brand information, products and services hence an overall outcome (Daneshvary & Rennae, 2000).

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This research will be making use of a quantitative method. Surveys with a set of questions are sent for the data to be collected. The purpose is to analyse the consumer behaviour and understand the grass root level impact. The impact is of different marketing strategies In print and online media. Participants have the freedom to choose the option that suits them the most. The objective mainly concentrates on their preference of medium.

#### **3.1 VARIABLES USED IN THE STUDY**

##### **3.1.1 Independent variables and its distribution**

| <b>Sl No.</b> | <b>Independent variables</b>                 | <b>Levels</b>              |
|---------------|----------------------------------------------|----------------------------|
| <b>1.</b>     | <b>Gender</b>                                | <b>Male, female, other</b> |
| <b>2.</b>     | <b>Print and online marketing strategies</b> |                            |

##### **3.1.2 Dependent Variables**

| <b>Sl No.</b> | <b>Dependent Variables</b>                    |
|---------------|-----------------------------------------------|
| <b>1.</b>     | <b>Consumer behaviour/Consumer engagement</b> |
| <b>2.</b>     | <b>Purchasing decisions</b>                   |

### **3.2 SAMPLE SELECTION**

165 respondents were selected from the age group of 18 and above. The study was conducted with the help of a survey. For the same, the platform of Google forms was used and the study was further conducted. Participants were informed of the confidentiality that would be maintained throughout the survey. However, the age group was extended so that every person of a different age group could share their insights on the mediums that they depend on. Fashion is an industry that includes every person as every person relies on fashion to a large extent. Hence, it was necessary to include more people to understand how print and online mediums affect their purchasing decisions and consumer engagement.

### **3.3 DATA COLLECTION TOOL**

Following the time frame, an online platform for efficiency as well as to reach a larger audience. The anonymity was maintained as to respect privacy of the samples. The questions are structured in a way that the samples can choose and answer from the options provided for each question. The survey also was convenient for the samples to fill their data at their own pace.

### **3.4 INSTRUMENTS USED FOR THE STUDY**

The platform used for the survey is through a Google form. 20 questions are structured in a way the samples can enter their data. Questions are meant to study how consumers behave and respond to different marketing strategies in connection with fashion. Different questions were asked to analyse deeply. Analysis was on print and

online mediums and how they help to understand the brand or product in fashion industry.

Consumers' perspective towards purchase depends on their buying behaviour. It depends on brand reputation. So the survey aimed at bringing an idea regarding the current status of consumer attitude. As it is an online survey, participants had the freedom to fill forms at their own pace

### **3.5 DISTRIBUTION OF SAMPLES**

For the study, 165 responses from the samples were recorded. They were distributed based on demographic variables such as 'Age' and 'Gender'.

#### **3.5.1 Frequency distribution based on Age**

| <b>Age</b>          | <b>Number of samples</b> | <b>Percentage</b> |
|---------------------|--------------------------|-------------------|
| <b>18-24</b>        | <b>56</b>                | <b>33.9%</b>      |
| <b>25-34</b>        | <b>55</b>                | <b>33.3%</b>      |
| <b>35 and above</b> | <b>54</b>                | <b>32.7%</b>      |

#### **3.5.2 Frequency distribution based on Gender**

| <b>Gender</b> | <b>Number of samples</b> | <b>Percentage</b> |
|---------------|--------------------------|-------------------|
| <b>Male</b>   | <b>76</b>                | <b>46.1%</b>      |
| <b>Female</b> | <b>89</b>                | <b>53.9%</b>      |

### **3.6 RESEARCH QUESTIONS**

1. How do consumers perceive print marketing compared to online marketing in the context of fashion trends?
2. Do consumers trust information about fashion trends more when presented through print media or online platforms?
3. Which marketing medium—print or online—has a greater impact on influencing consumers' purchasing decisions in fashion?
4. Which medium would be more reliable?

## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

#### 4.1 DATA ANALYSIS AND FINDINGS

The research on “Comparison of Print and online marketing strategies on consumer behaviour with regard to fashion industry” was further conducted with the help of a survey.

The Google survey received 165 responses and a study was conducted based on it.

The responses were kept confidential . The questions were set based on the following three sections.

1. Perception of medium
2. Trust and reliability
3. Impact of medium

Participants had the freedom to choose their appropriate options.

The Age category were as follows along with the number and percent of participation.

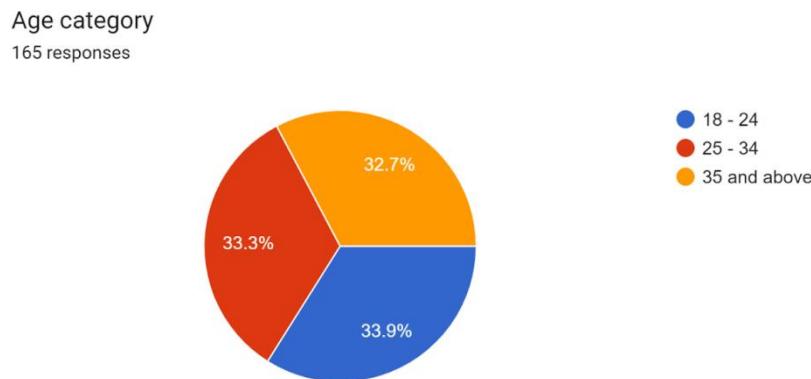


Figure 4.1

| Age          | Number of samples | Percentage |
|--------------|-------------------|------------|
| 18-24        | 56                | 33.9%      |
| 25-34        | 55                | 33.3%      |
| 35 and above | 54                | 32.7%      |

The Gender as follows

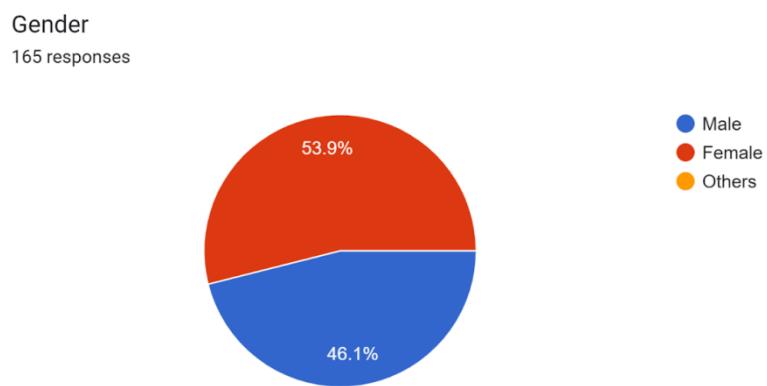


Figure 4.2

| Gender | Number of samples | Percentage |
|--------|-------------------|------------|
| Male   | 76                | 46.1%      |
| Female | 89                | 53.9%      |

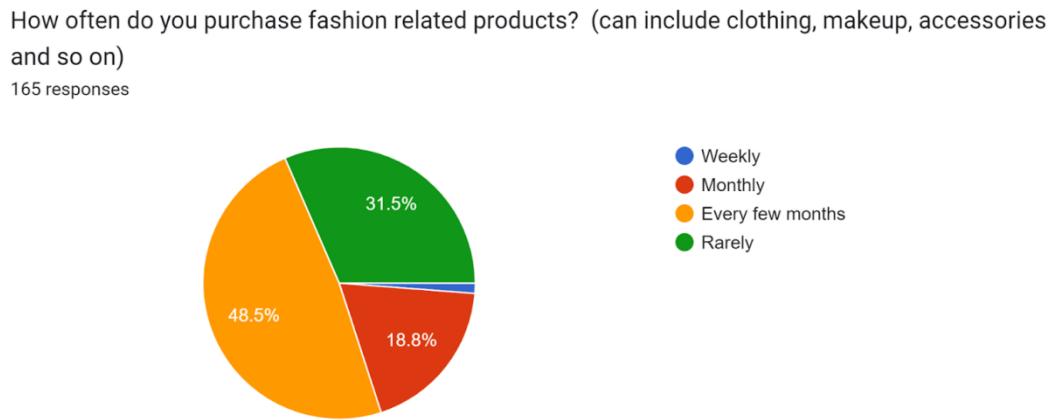


Figure 4.3

In order to gain an understanding of the frequency of purchase of fashion products, the question was imposed to record the time frame. From the responses, the results were as follows.

48.5% (80 samples) purchase fashion related products every few months. 31.5% (52) do rarely. 18.8% (31) comes across a purchase monthly and 1.2% (2) weekly.

From these results, it is analysed that the samples have a knowledge of fashion with the frequency of their purchases.

On the gender basis, women purchase fashion products relatively more than men. 41 women and 39 men opted every few months, while 23 women and 8 men purchase monthly. The samples chosen were on a random basis hence, the responses come to the conclusion that women are certainly more enthusiastic for purchase of fashion related products than men. 29 men purchase rarely which once again proves the above mentioned statement.

Men and women may have different reasons to shop on a regular basis. However, according to the sample responses received, it is the women that tend to get more updates and likely shop for the same.

#### 4.1.1 Perception of medium

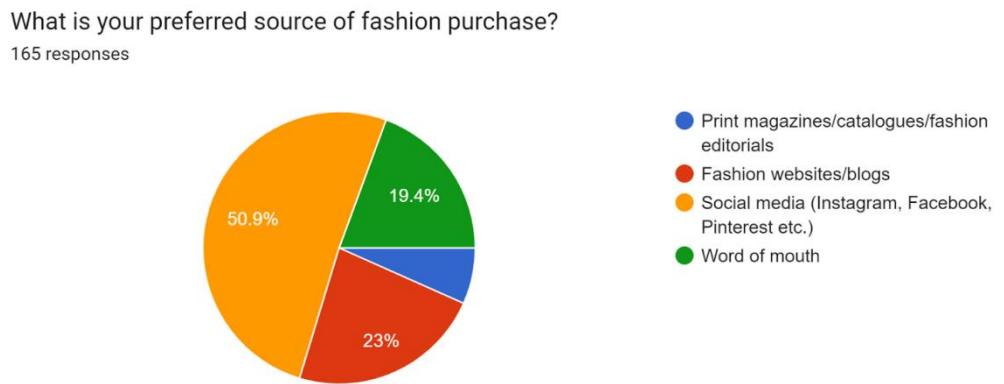


Figure 4.4

For the next section, the first question was to understand the preferred source of fashion purchase of the samples. 50.9% (84 samples) prefer Social media that includes Instagram, Facebook, Pinterest and so on. 23% (38) prefer fashion websites and blogs. 19.4% (32) rely on word of mouth and the balance of 6.7% (11) belong to the category of print magazines, catalogues, fashion editorials etc.

It has come to the conclusion that most rely on Social media majorly when in comparison with print. However, word of mouth has also taken a space that brings an influence towards purchase of fashion products.

Both men and women are on the majority of choosing Social media over other media. Both genders are also on the equal number on fashion websites and blogs although that happens to be the next referred source of medium after social media. Very few women and some men have opted for print magazines and catalogues. Word of mouth also seems to be a reliable medium for a few.

Rate the factors which influence your trust in a medium for a fashion related information. Please rate according to the scale of 1 to 5. (1=least influential and 5=most influential)

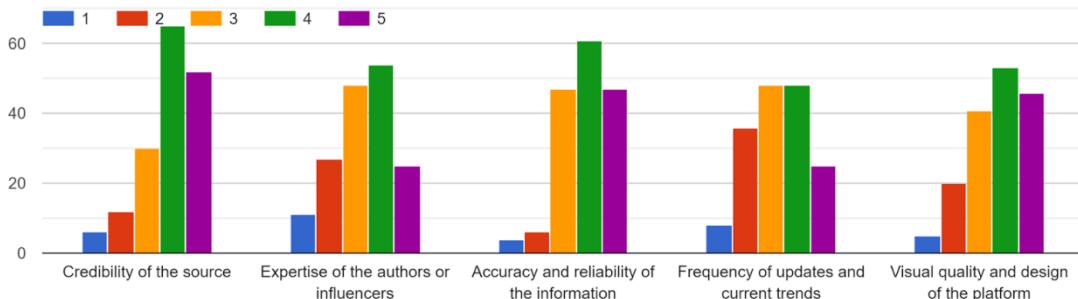


Figure 4.5

Further, the samples were asked to rate from a scale of 1-5 where 1 is least influential and 5 is most influential. The options were as follows :

- a) Credibility of the source : 4 was rated the most by 65 samples. The next highest was 5 by 52 samples.
- b) Expertise of the authors or influencers : 4 was rated the most by 54 samples. The next highest was 3 by 48 samples.
- c) Accuracy and reliability of the information : 4 was rated the most by 61 samples. The next highest was 3 and 5 by 47 samples.
- d) Frequency of updates and current trends : 3 and 4 was rated the most by 48 samples. The next highest was 2 by 36 samples.
- e) Visual quality and design of the platform : 4 was rated the most by 53 samples. The next highest was 5 by 46 samples.

It has come to the understanding that the credibility of the source is relied upon the most. Although other factors easily influence the perception of a medium it depends on the weight it carries as a medium as well as its messages to the audience.

How often do you engage with print fashion ads? (Magazines/catalogues)

165 responses

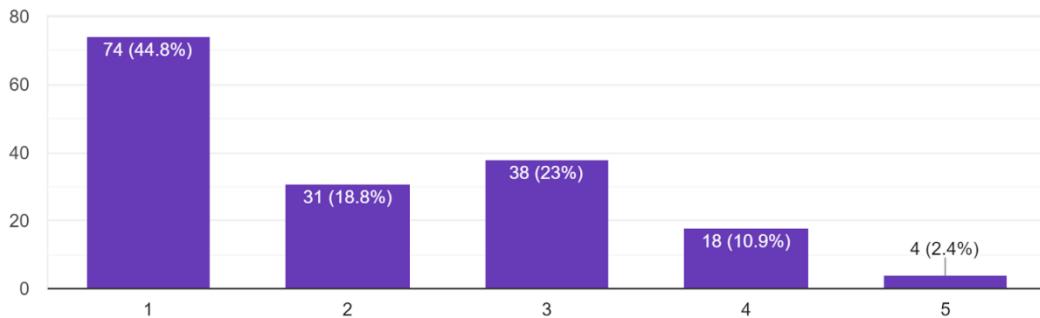


Figure 4.6

The samples were then asked to rate their engagement towards print fashion ads from 1 to 5. 1 being rarely to 5, very often. 44.8% (74 samples) rated 1. 23% (38) rated for 3 which can be understood as neutral. 18.8% (31) rated for 2. 10.9% (18) rated for 4 and 2.4% (4) rated for 5 being very often.

How often do you engage with online fashion ads? (Social media, websites, emails etc.)

165 responses

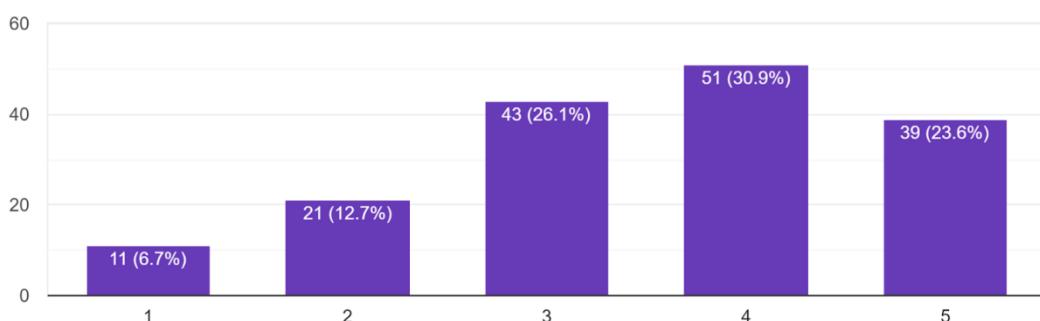


Figure 4.7

The next question served as the definite counter for the above. They were asked to rate their engagement with online fashion ads from 1 to 5. 30.9% (51 samples) rated

4. 26.1% (43) rated for 3 which can be understood as neutral. 23.6% (39) rated for 5. 12.7% (21) rated for 2 and 6.7% (11) rated for 1, being rare.

From the results, the findings made are that the samples engage better with online ads than print ads. However, there still remains a number that actively participate in both print as well as online ads. As per the majority and in concern to the statistics collected of the responses of the samples, online ads turn out to have better engagement.

Both genders also have a similar say on the data. However, men are slightly more towards noticing print ads while women find online ads much better than print.

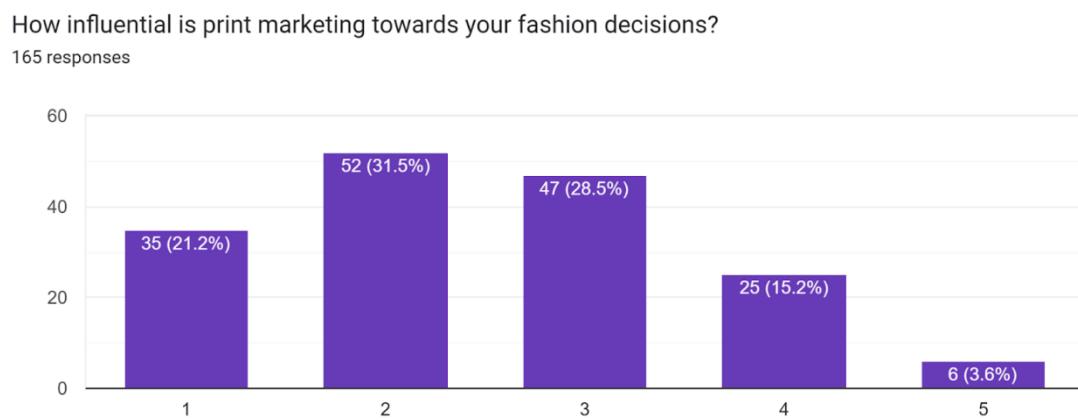


Figure 4.8

The next question was towards the influence on fashion decisions. This was also using a likert scale from 1 to 5. 1 being least influential to 5, most influential. As for print marketing, 31.5% (52 samples) rated for 2, close to least influential although slightly better. 28.5% (47) for 3, neutral. 21.2% (35) for 1, least influential. 15.2% (25) rated 4 while 3.6% (6 samples) rated for 5, most influential.

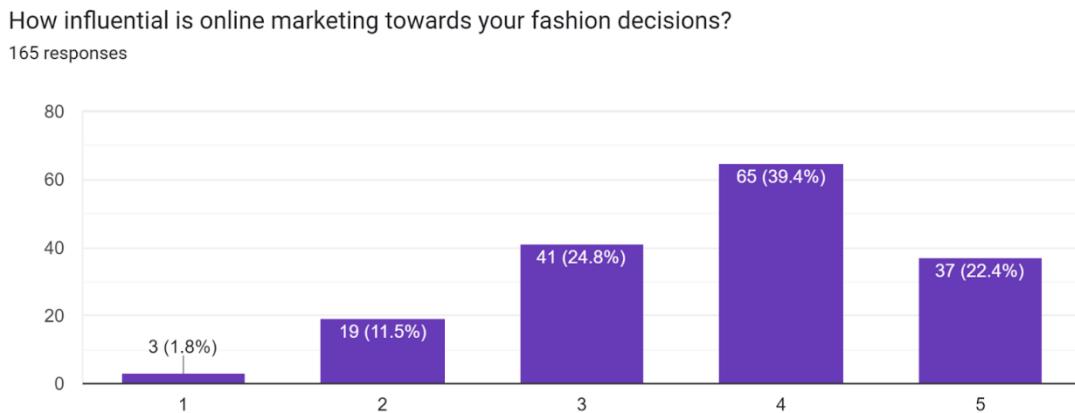


Figure 4.9

As for online marketing, 39.4% (65 samples) rated for 4, close to most influential. 24.8% (41) for 3, neutral. 22.4% (37) for 5, most influential. 11.5% (19) rated 2 while 1.8% (3 samples) rated for 1, least influential.

Yet again, online marketing comes ahead with influence as well. The statistical analysis of the influence of each medium reveals contrasting results. While one medium emerged as the most influential based on the highest number of votes, the other was rated as the least influential.

More men and women are influenced easily by online ads as it is designed to be curated and noticed faster than print ads.

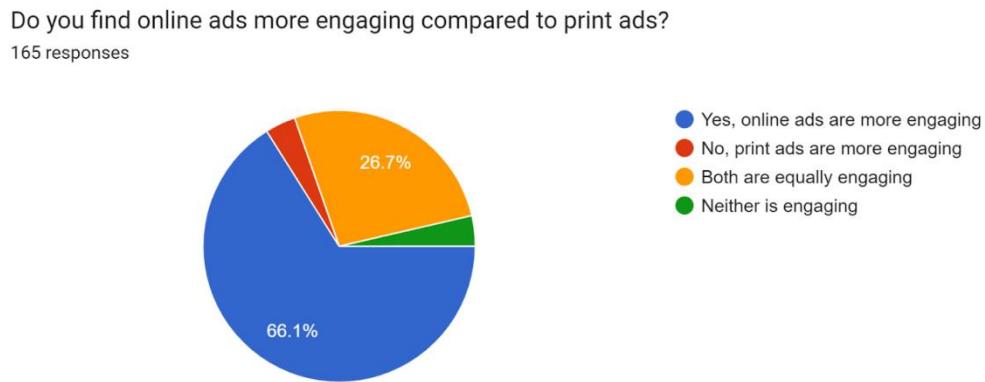


Figure 4.10

The next question was straightforward yet one that would easily bring an analysis towards the comparison of engagement of both mediums. 66.1% (109 samples) agreed that online ads are more engaging, while only 3.6% (6) agree that print ads are more engaging. However, 26.7% (44) have claimed that both are equally engaging and 3.6% have chosen the option that none are engaging.

A majority of the samples have agreed that online ads are more engaging while only a small portion of the samples rely on print ads. Less than half of the samples also have mentioned that both are equally engaging and again a very small number, same as of print claiming that none bring engagement.

#### 4.1.2 Trust and Reliability

Which medium do you trust more for fashion related information?

165 responses

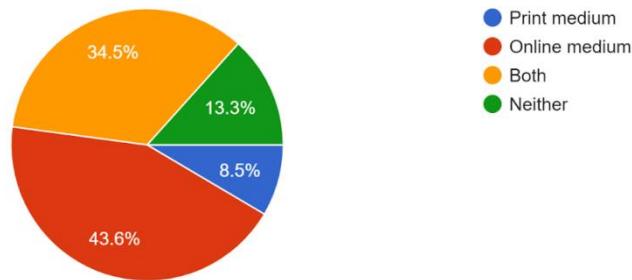


Figure 4.11

The question was directed towards understanding the samples' preferred medium on the basis of trust. Out of 165 samples, 43.6% (72 samples) chose an online medium. 34.5% (57) trust both print and online mediums. 8.5% (14) trust print medium and 13.3% (22) prefer none for a trusted medium.

When we analyse the above results, we understand that people trust online medium more than print medium.

The open ended question aimed to understand the personal opinion. There are a good number of responses where participants rely on both online and print mediums.

Though online is trusted more, a push from the side of print would definitely enhance their reliability. Some responses point to the fact that both medium are to be considered their brand and product. This is a very valid statement as consumers would naturally refer other sources according to where they would find more information on the particular product.

This question also strengthened my survey and its responses as the samples were allowed to openly express how they feel of the medium that they prefer. Most samples are updated because of the time they already spend on media and the internet. Hence, in a very open platform it is important to note how brands can work to gain more attention to their products and ultimately their brand.

However, it is important to note that some samples have mentioned the significant responsibility that both mediums carry. According to a response, whether print or online, the way the message is conveyed is what matters to the sample.

Choose according to your agreement. Print magazines, catalogues, billboards provide more authentic and credible source of fashion content.

165 responses

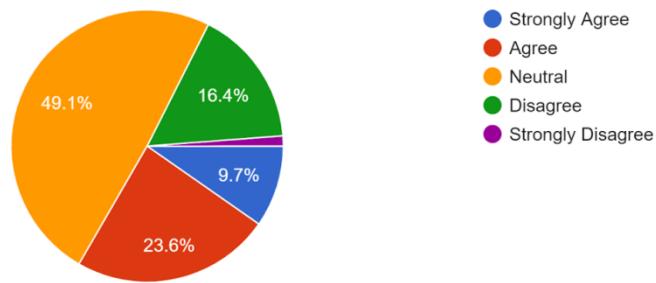


Figure 4.12

The samples were asked to choose according to their agreement with the above statement. 49.1% (81 samples) are on a neutral ground. 23.6% (39) agree to the statement. 16.4% (27) disagree. 9.7% (16) strongly agree to the statement.

Online ads offer more real time updates and a wider arena of fashion trends  
165 responses

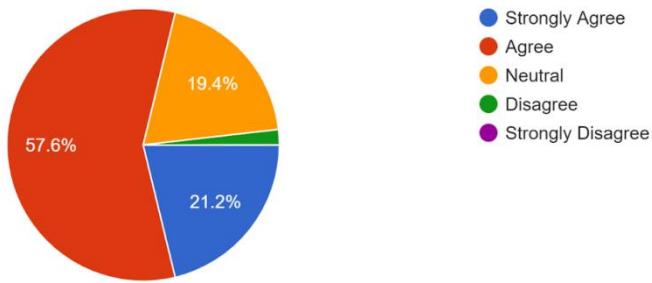


Figure 4.13

57.6% (95 samples) agree to the statement. 21.2% (35) strongly agree while 19.4% (32) are on a neutral ground.

Comparing the two statements and the responses of the samples, the conclusion is that online ads are more dependable for the consumers to stay in time and take decisions according to the current standards. However, Print ads also bring a credible ground as is the neutral statement for the majority of samples.

#### 4.1.3 Impact of medium

Have you purchased a fashion product after noticing it through print ads?  
165 responses

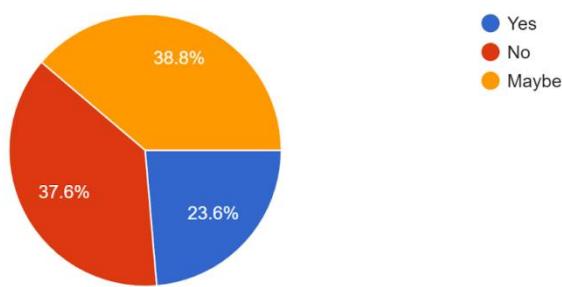


Figure 4.14

38.8% (64 samples) have chosen maybe. 37.6% (62) chose no and 23.6% (39) chose yes. The samples may have purchased and with the response received the conclusion is that print medium brings a slow effect on purchasing behaviour of consumers. Although it can be termed as one of the most credible sources and mediums, it may not likely bring a difference to consumer decisions especially if it is not aimed towards it. Consumers may have an inclination towards having a different attitude or perception of a brand after noticing it through print but as mentioned above, it may not necessarily bring a shift in purchasing decisions.

Have you purchased a fashion product after noticing it through online ads?  
165 responses

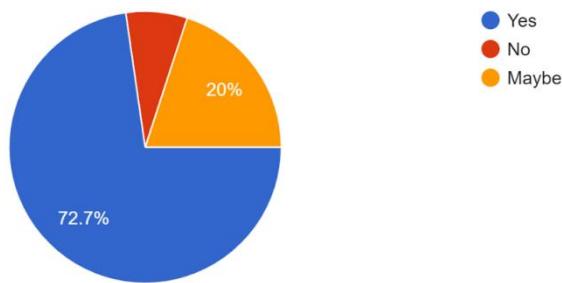


Figure 4.15

72.7% (120 samples) have purchased a fashion product after noticing it through online ads. 20% (33) may have purchased and 7.3% (12) have not.

With the responses, the majority of samples have purchased after noticing digitally. This also proves that online ads and digital presence of a brand can easily influence the purchasing decisions of consumers more than just changing their attitude and perception towards a brand. Online ads also help people to reach a purchasing platform as well since online shopping is active and on trend now. Hence, the samples are able to track their purchases when done online and naturally be able to give a confirmed response for the form.

Most of the women have opted positively to the question. Men have also chosen that online ads make a significant difference to the point it brings a purchasing decision in them.

Do you think print advertisements are tailored more to your age group and gender?  
165 responses

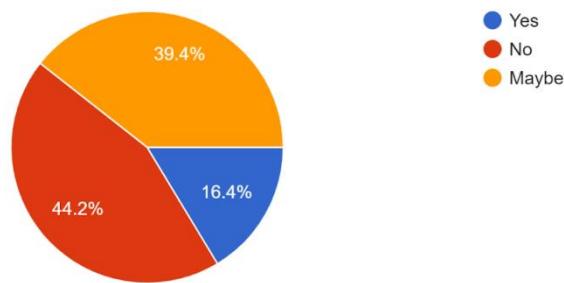


Figure 4.16

39.4% (65 samples) have chosen whether print advertisements are tailored towards the age group and gender. 44.2% (73) do not think so and 16.4% (27) receive appropriate ads to refer to. This is a rising concern for print media as consumers would naturally prefer other sources to receive ads according to their age and gender. Credibility of a brand is not just sufficient but it is also the ability to reach consumers according to some relatability. Hence, it is necessary to curate ads according to their needs.

Print advertisements are mainly made for attention. As mentioned, print advertisements serve to be a credible source and naturally help people to maintain a distinct idea of the brand when it is featured on print. Men and women easily notice brands and the information retention of these names tend to have a stronger

Do you think online advertisements are tailored more to your age group and gender?  
165 responses

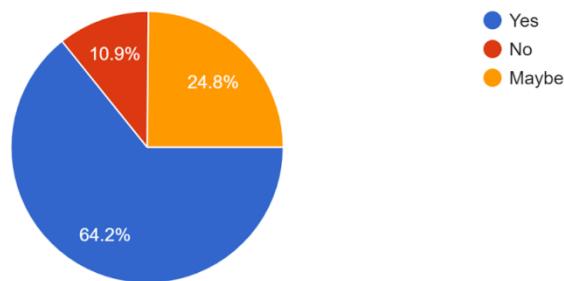


Figure 4.17

64.2% (106 samples) receive ads online tailored for their age group and gender. 24.8% (41) may receive and 10.9% (18) do not receive. Online ads design their presence in a way it reaches the crowd with the intention of gaining more attention towards the brand. However, with the advent of digital media, any growing brand is able to make their presence with the most accurate way of reaching audience. The best way is tailoring content according to the age and gender. This not only includes the consumers but their perception of a new brand can be determined through the way they make content. Naturally, being a credible source would also affect their behaviour naturally leading to purchasing decisions.

What factors make you more likely to purchase a fashion product advertised online? (Select all that apply)

165 responses

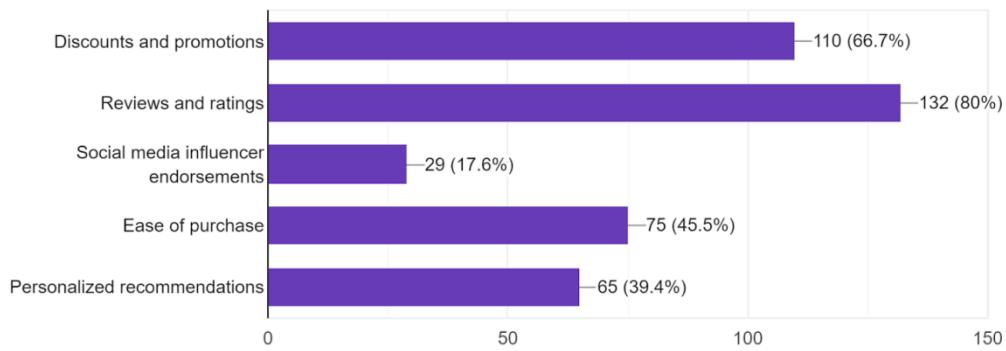


Figure 4.18

This question discovers what drives consumers to be making a purchase after noticing it online. 80% (132 samples chose reviews and ratings. 66.7% (110) are driven by discounts and promotions. 45.5% (75) chose ease of purchase. 39.4% (65) chose personalized recommendations and 17.6% (29) are driven by social media influencer endorsements.

With the responses received, it goes unsaid that digital ads bring better information about a product with reviews and ratings. It is essential to understand the ease of scams on an online platform. Therefore, reviews and ratings easily help more people to get a better and honest idea of the product and hence make a purchase accordingly. Discounts and promotions are yet another aspect that drives most people to make a purchase. Once again, the reason becomes the same. Digital grounds bring an ease of accessibility of the product or brand and the next concern is of bringing a purchasing behaviour. With lower costs comes the benefit for the brand to gain more consumers to buy their products. Ease of purchase and personalised recommendations are a given

with digital marketing. It provides the platform to easily purchase with online shopping.

What factors make you more likely to purchase a fashion product advertised in print media? (Select all that apply)  
165 responses

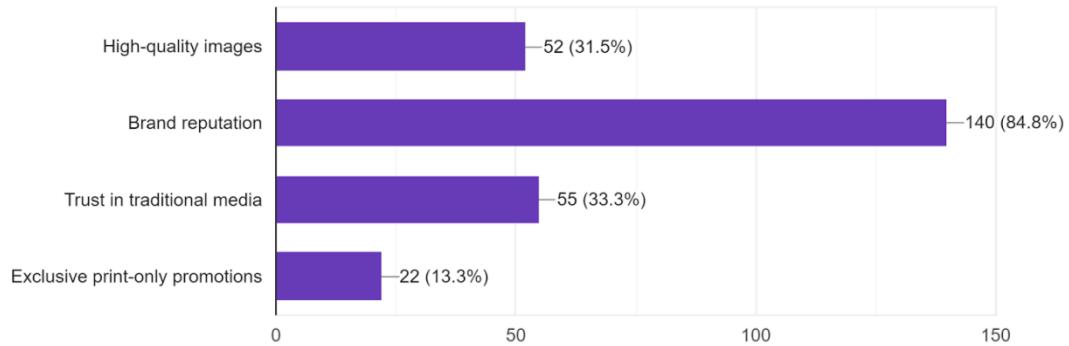


Figure 4.19

Brand Reputation was rated the highest with 84.8% (140 samples). 33.3% (55) chose trust in traditional media. 31.5% (52) rated high quality images and 13.3% (22) chose exclusive print only promotions.

Analysing the responses, it is understood that reliability is more on print due to its credibility. Brand reputation is achieved if brnd gets featured on print. Moreover reaching media has become more important than reaching the consumer.

## 4.2 DISCUSSION

Consumers can always choose their type of medium. The choice would depend on timely updates and so on. Credibility of medium will help audience to trust better.

Print and online provide a wide arena. How people turn their attention to purchasing decision is important to understand.

From the theory, consumers decide from the information. The information is what they receive on media. Consumers would take extra effort to understand the brand or product. Hence, they need to be sure of the purchase and naturally, would take extra effort on understanding the brand or product.

### 4.2.1 Accessibility

This is a major element of a medium that makes consumers rely on it better.

Considering both mediums, it is important to understand how this factor can easily affect their decisions of the brand. More than learning of the brand, it is the quick attention that reaches them. Both print and online media are easily accessible.

However, it also depends on the brand to take extra effort on bringing attention to the brand when media happens to be extremely accessible.

Although print and online media can be easily compared, it is necessary to understand that one can always overpower the other. Most respondents felt online was better mainly because a mobile gadget helps them access online media. In comparison to print media, online media is more referred to and most of them have an account digitally to come across any updates better. Therefore, online media as an entity serves to be more accessible than print.

#### **4.2.2 Audience Engagement**

This is yet another factor that plays an important role in the current scenario. For a long time, print fashion magazines were on trend. It helped several to be on track with the fashion updates. However, with time and the rise of digital media, it gave a space for consumers to have a say. Consumers feel happy when an extra effort is taken. This is to know their opinion regarding the brand. Consumers rely on media based on its credibility. People generally consider print media as more credible than online media

## **CHAPTER 5**

### **CONCLUSION**

The research conducted brought a further understanding on how consumer behaviour is affected by both print and online mediums. As online media has become more significant, brands have realised the importance of digital marketing. Marketing strategies influence one's purchasing decision.

As per this survey, online media is more trusted and relied on by the people. A medium is essential to build a relationship with the audience. This applies for every brand to help them flourish. Any brand that does continuous marketing through print is easily recognised by the consumers. Marketing is equally important for the brand to gain attention.

This study gave a good opportunity to study further on the marketing standards and its impact on consumers. In order to understand what drives the consumers, the right method and medium must be considered. It should also be noted that online media cannot remove print media completely. As mentioned, print holds credibility as it is the old and traditional media and hence also brings the audience to a better perception of the brand.

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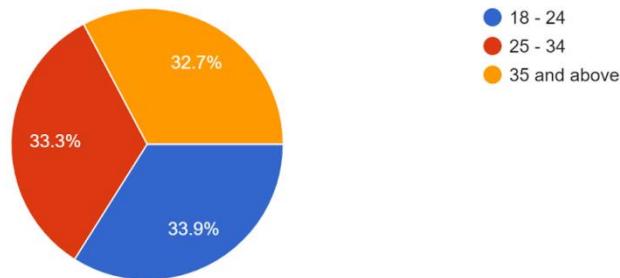
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<https://www.scayle.com/library/blog/fashion-industry-trends/>

## APPENDIX

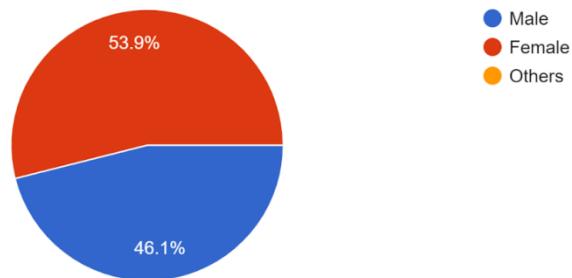
### Age category

165 responses



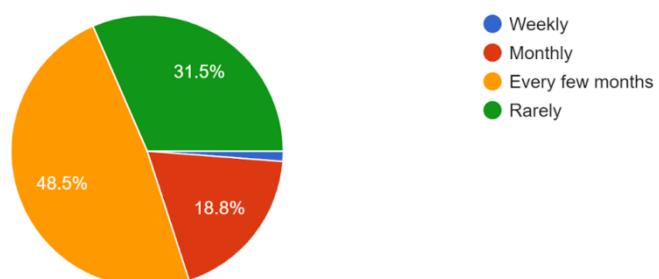
### Gender

165 responses



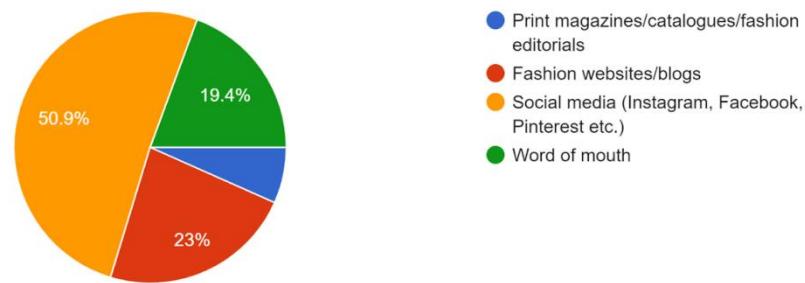
### How often do you purchase fashion related products? (can include clothing, makeup, accessories and so on)

165 responses

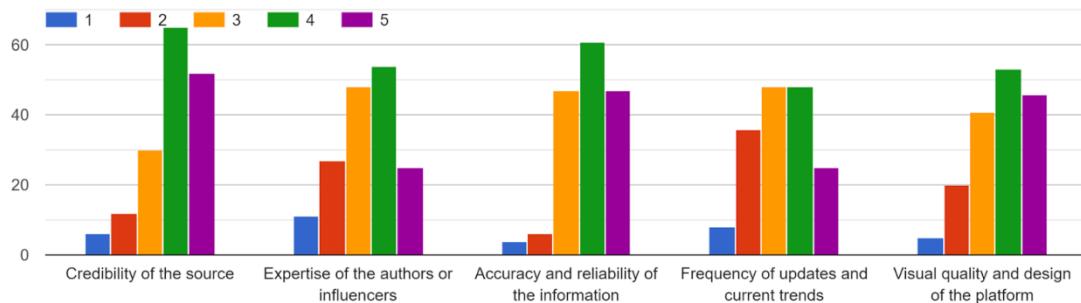


### What is your preferred source of fashion purchase?

165 responses

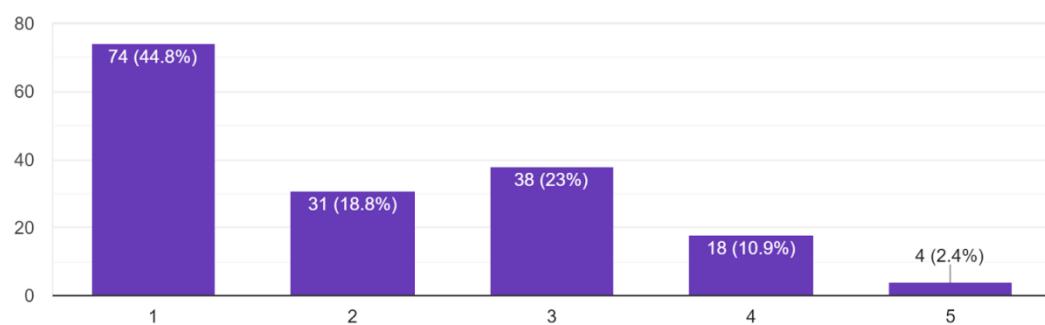


Rate the factors which influence your trust in a medium for a fashion related information. Please rate according to the scale of 1 to 5. (1=least influential and 5=most influential)



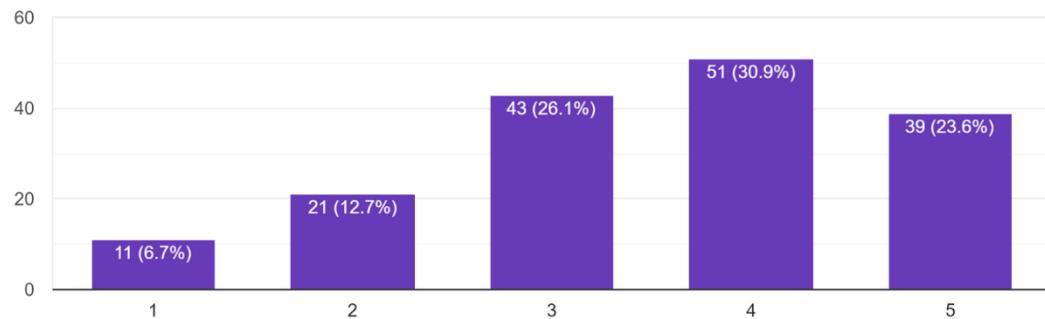
### How often do you engage with print fashion ads? (Magazines/catalogues)

165 responses



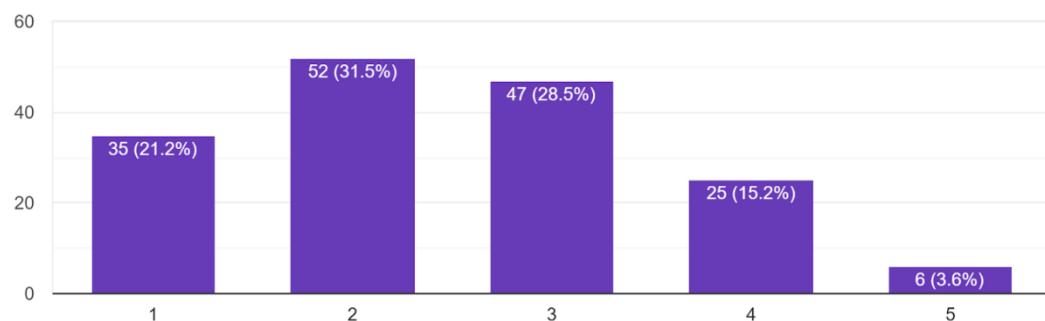
How often do you engage with online fashion ads? (Social media, websites, emails etc.)

165 responses



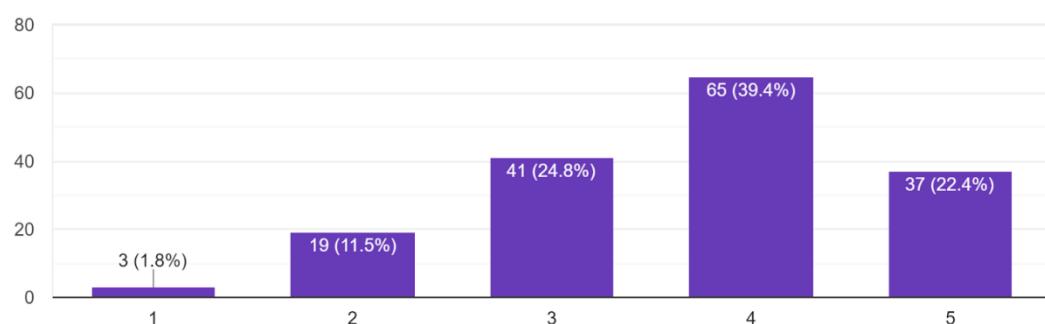
How influential is print marketing towards your fashion decisions?

165 responses



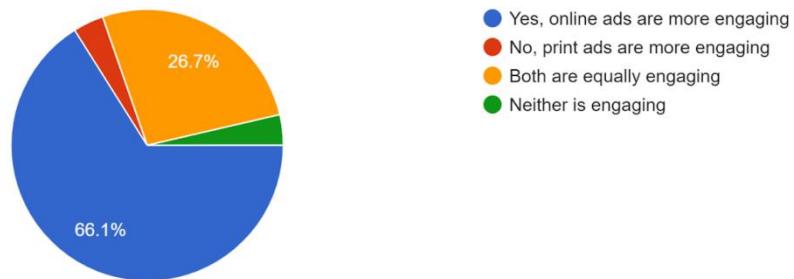
How influential is online marketing towards your fashion decisions?

165 responses



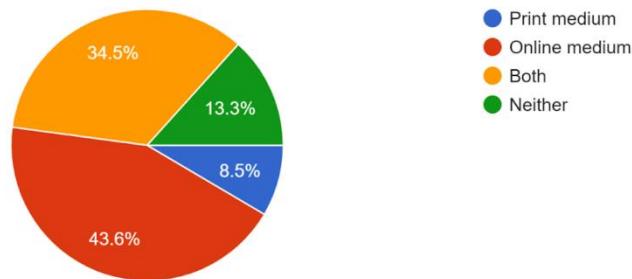
Do you find online ads more engaging compared to print ads?

165 responses



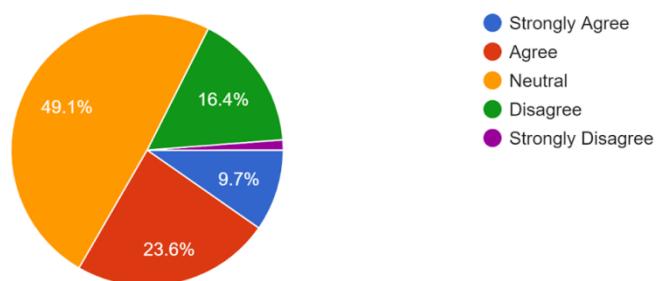
Which medium do you trust more for fashion related information?

165 responses



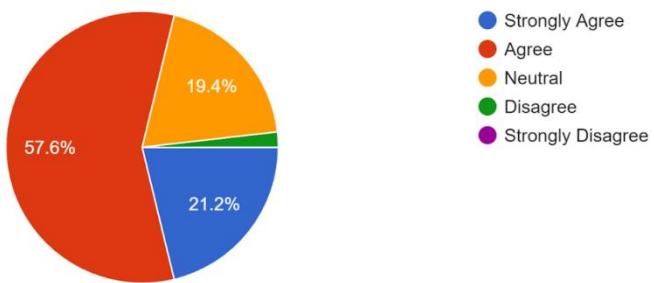
Choose according to your agreement. Print magazines, catalogues, billboards provide more authentic and credible source of fashion content.

165 responses



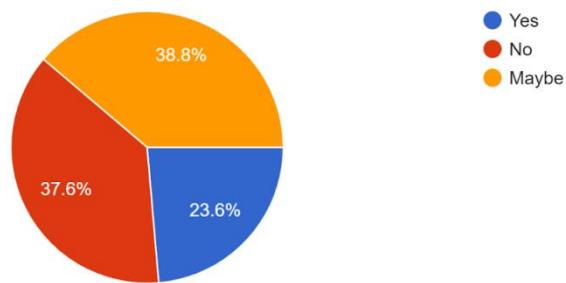
Online ads offer more real time updates and a wider arena of fashion trends

165 responses



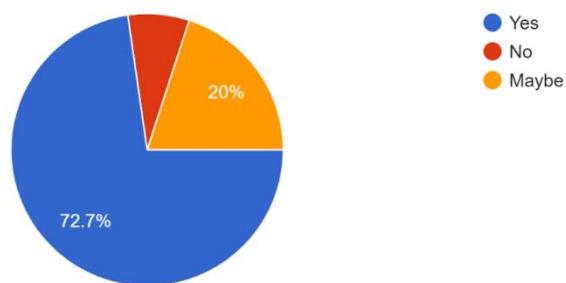
Have you purchased a fashion product after noticing it through print ads?

165 responses



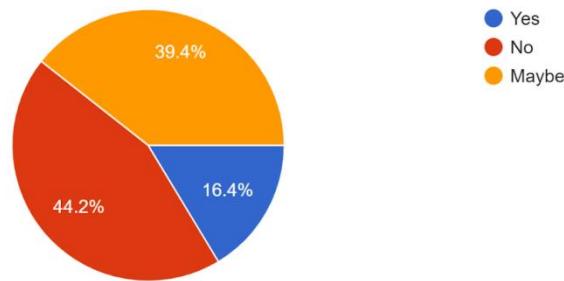
Have you purchased a fashion product after noticing it through online ads?

165 responses



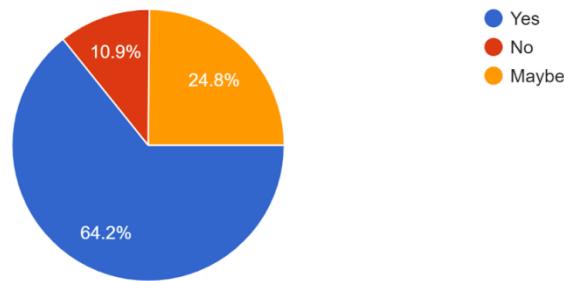
Do you think print advertisements are tailored more to your age group and gender?

165 responses



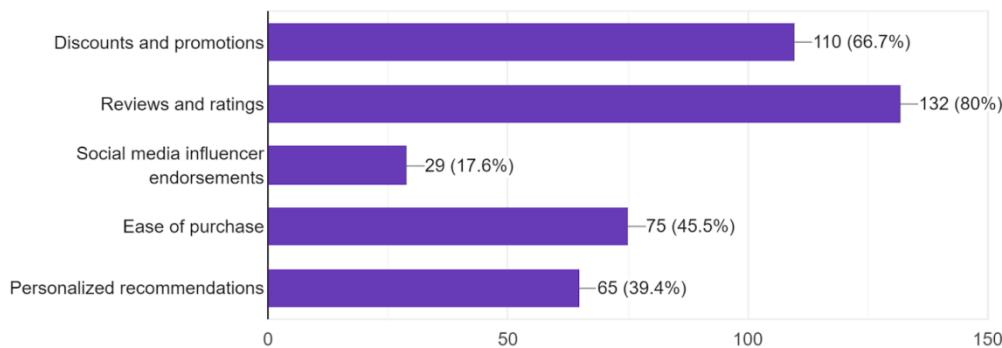
Do you think online advertisements are tailored more to your age group and gender?

165 responses



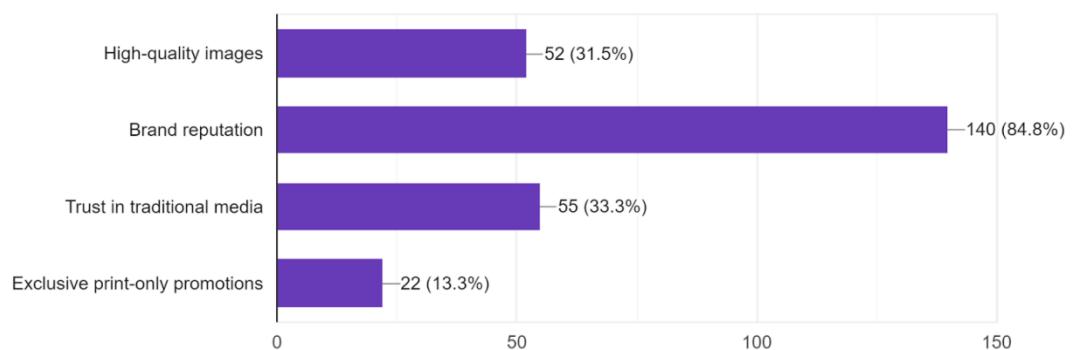
What factors make you more likely to purchase a fashion product advertised online? (Select all that apply)

165 responses



What factors make you more likely to purchase a fashion product advertised in print media? (Select all that apply)

165 responses



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