



Comparative Analysis of Different Income Classes of Consumers Using the Different Medias of Advertisement in Howrah and Kolkata

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Abstract:

This article aims to analyze the two important metropolitan cities of West Bengal i.e. Kolkata and Howrah in terms of the consumer behavior. There are a lot of factors which play an important role on Consumer's buying behavior. In this aspect the income factor has been shown as a significant factor which influences the consumer to buy Fast Moving Consumer Goods. It has been analyzed that whether it is Kolkata or Howrah, consumers with different income react to different media. A consumer with different class of income shows preference to different media of advertisement to buy variety of fast moving consumer goods. A questionnaire has been prepared to evaluate the impact of advertisement. It has been computed through the help of Chi-Square analysis that the relation between traditional media chosen by the consumers is very much significant on the level of income. The analysis shows that the value of Chi-Square is < 0.001 which shows that the hypothesis taken here is relevant. This Media technology has changed our lives giving us the freedom to perform activities from the comfort of our homes. The sample data has been collected from the various categories of consumers to show the impact of different category on different Medias. These results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior.

Keywords: Consumer behavior, Effectiveness, Income factor, Traditional Media

1. Introduction

Traditional media, refer to channels of communication that involve transmitting information in some way, shape or form to large numbers of people. A mass medium (such as television) is generally classified as 'one-to-many' communication - 'one' communicates to many people (the audience) "at the same time" in a way that is largely impersonal; that is, the communication is one-way, in the sense that those communicating a message to an audience don't receive simultaneous feedback from that audience. Dutton et al (1998) suggest that, traditionally the traditional media has been differentiated from other types of communication (such as interpersonal communication that occurs on a one-to-one basis) in terms of four essential characteristics: 1. Distance, 2. Technology 3. Scale: 4. Commodity. Media plays a crucial role in connecting the world of individuals. It has the ability to reach wide audiences with strong and influential messages which impact upon society. Television, Radio, Newspaper and Hoarding have been influential on people's daily lives and routines, affecting the content and times that audiences watch, listen and see. The mass media has at least three important roles to play: to inform, to educate and to influence opinion. These distinctive features of traditional media have been challenged by new media, which is changing the participation habits of the audiences. Advertising is the most important tool of promotion in the business. It has been used for promotion of products, services and corporate image. It could achieve its objectives very effectively in past and present too. Due to competition it is undergoing tremendous changes. In future more creativity and innovation is likely to take place due to advance technology. The companies are spending huge amount on advertisement and there is still scope for development in India with the development of economy. Media or mass media encompasses a wide range of media technologies such as television, radio, film, newspapers, magazines and the internet to name a few. These media are a means of reaching a large audience in order to relay information, news or entertainment. We live in the

information age where every individual has easy and quick access to a variety of information sources. All types of media have several varieties and ways to influence and impact the world and its society that contributes to the media. Newspapers, magazines, television, music, art, electronics, fashion, religion, sports, etc., are all types of media that contribute to our culture and media in society.

A lot of literature exists on the role and functions of the media, focusing primarily on the notions of forms of media ownership and how particular media practices invariably set particular agendas. The current 21st century newspaper model which is targeted at a mass audience is quite recent. It developed between the mid – late nineteenth century. Before this, the model was based on targeting specialized audiences. According to Picard (2002), the first 100-150 years of American newspapers were spent serving about 15-25 percent of the population. The Marxist tradition sees the media as following the ideological interest of the dominant class in society; the media becomes integrated into the existing economic and political elites and is not free from their control (Bottomore and Maximilien, (ed.) 1961) This leads to William's conclusion that "the approach emphasizes analysis of the media as industries and businesses. It focuses on their organization, the way in which they operate and what they produce is shaped and determined by economic considerations and their attendant political aspects" (ibid: 56). Media is the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation (Wells, Burnett & Moriarty, 2000).

Curran and Gurevitch (1996), Bagdikian, (2000), Murdock, and Golding, (1973) argue that the mass media are first and foremost industrial and commercial organizations which produce and distribute commodities. Murdock and Golding (1973) state that the most important aspect of the operation of media as business is that, the production is geared toward the making of profit. What sells most and realizes the greatest profit is the major determinant of what is produced. Thus the starting point of political economy is the economic and industrial organization of the media. They believe that the economic base of the media is a necessary and sufficient explanation of the cultural and ideological effects of the media (Cited in Williams (2003: 56) .Doyle (2002: 2) notes that "media economics combines the study of economics with the study of media. It is also the study of the changing market forces that direct and constrain the choices of managers, practitioners and other decision makers across the media industry". Media products are different from other products we consume, what makes the media unique is that it deals in 'dual products'. This Picard (1989) notes is selling content to the audience while also selling the audience to the advertiser. All media firms are involved in the production and distribution of media products 'one thing they all have in common'. According to Kellner (1995), media images often help shape our view of the world and provide a foundation for creating values and morals. "The new medium did not wipe out the old. People who listened to news broadcasts on the radio would still buy a newspaper" (Winston, 1998). The "old" media have kept on

Prospering because of unique attributes which satisfy different audience needs (Coffee and Stipp, 1997).

2. Rationale of the Study

The entire study has been taken up after seeing the importance of Advertisement both for the Industries and the Consumers. The Mass media or the Traditional media influences the consumers very easily. In this study it will be seen that consumers staying in Kolkata and Howrah almost prefer the same media to buy different FMCG .Consumers major liking for the media which has been analyzed is income factor of the individual consumers.

3. Objective of the Study

- To study the impact of the advertisements on consumers behavior of consumers in Kolkata and Howrah.
- To find out the preference regarding the most effective media for advertisement for different income classes of consumers.

4. Scope of the Study

This study helps in understanding the importance of traditional media and the buying behaviors of the consumers. The entire economy for the study has been classified into three sectors .The income group of consumers having income from Rs 25000-Rs 100000 has been termed as lower income group, from Rs 100000 –Rs 200000 has been termed as middle income group and from Rs 200000 and above has been termed as higher income group This present study helps in exploring the impact of advertisement media on customer behavior, it is understood that one major factor which influences the buyer to buy the fast moving consumer goods are the various media. The liking of the consumer depends on his level of income and not the metropolitan city where he lives.

5. Research Methodology

- **Sources of Data:** Primary data have been collected from the consumers from various malls. All kinds of consumers were given the questionnaire in Kolkata and big malls of Howrah to give their preferences for different kinds of media.
- **Instruments for Data Collection:** Questionnaire was made by keeping important points in mind so that it would be easier for the general consumers to give the true and correct picture of their liking and disliking
- **Sampling Method:** Howrah and Kolkata malls were selected in various regions (ii) **Sample Size:** To represent every segment of the universe the sample size included sufficient in number. For higher accuracy of the data very small and large sample sizes are avoided. The sample size selected is 60 for the metropolitan cities. Data have been analyzed and tested with the help of tables, charts, diagrams, percentage, and chi- square test.

5.1. Hypothesis Formulation

- Null: - There is no difference in the consumer preference regarding the most effective media for Advertisements according to their income.
- Alternative: - There is a difference in the consumer preference regarding the most effective media for Advertisements according to their income.

6. Research Findings

CITY			Income						Total
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac	2.5 lac and above	
HOWRAH	TV	Count	0	0	0	0	6	8	14
		% within Income	0.00%	0.00%	0.00%	0.00%	66.70%	100.00%	23.30%
	RADIO	Count	0	0	11	11	0	0	22
		% within Income	0.00%	0.00%	100.00%	100.00%	0.00%	0.00%	36.70%
	Newspaper	Count	11	10	0	0	3	0	24
		% within Income	100.00%	100.00%	0.00%	0.00%	33.30%	0.00%	40.00%
		Count	11	10	11	11	9	8	60
		% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
KOLKATA	TV	Count	0	0	3	4	3	11	21
		% within Income	0.00%	0.00%	27.30%	50.00%	30.00%	100.00%	35.00%
	RADIO	Count	0	4	4	4	7	0	19
		% within Income	0.00%	33.30%	36.40%	50.00%	70.00%	0.00%	31.70%
	Newspaper	Count	8	8	4	0	0	0	20
		% within Income	100.00%	66.70%	36.40%	0.00%	0.00%	0.00%	33.30%
		Count	8	12	11	8	10	11	60
		% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 1: Comparative analysis between media maximum used in Kolkata and Howrah according to income

CITY			Income						Total
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac	2.5 lac and above	
HOWRAH	TV	Count	1	1	1	2	1	1	7
		% within Income	9.10%	10.00%	9.10%	18.20%	11.10%	12.50%	11.70%
	Radio	Count	0	0	0	0	5	7	12
		% within Income	0.00%	0.00%	0.00%	0.00%	55.60%	87.50%	20.00%
	Newspaper	Count	0	0	10	9	0	0	19
		% within Income	0.00%	0.00%	90.90%	81.80%	0.00%	0.00%	31.70%
	Hoardings	Count	10	9	0	0	3	0	22
		% within Income	90.90%	90.00%	0.00%	0.00%	33.30%	0.00%	36.70%
	Count	11	10	11	11	9	8	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
KOLKATA	TV	Count	1	0	3	1	1	1	7
		% within Income	12.50%	0.00%	27.30%	12.50%	10.00%	9.10%	11.70%
	Radio	Count	0	0	2	3	3	10	18
		% within Income	0.00%	0.00%	18.20%	37.50%	30.00%	90.90%	30.00%
	Newspaper	Count	0	4	3	4	6	0	17
		% within Income	0.00%	33.30%	27.30%	50.00%	60.00%	0.00%	28.30%
	Hoardings	Count	7	8	3	0	0	0	18
		% within Income	87.50%	66.70%	27.30%	0.00%	0.00%	0.00%	30.00%
	Count	8	12	11	8	10	11	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Table 2: Comparative analysis between media of advertisements which creates a greater impact in Howrah and Kolkata

CITY			Income						Total
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac	2.5 lac and above	
HOWRAH	Excellent Media	Count	4	4	0	1	0	2	11
		% within Income	36.40%	40.00%	0.00%	9.10%	0.00%	25.00%	18.30%
	Good Media	Count	4	5	1	0	6	3	19
		% within Income	36.40%	50.00%	9.10%	0.00%	66.70%	37.50%	31.70%
	No difference as to other Media	Count	3	1	0	1	3	3	11
		% within Income	27.30%	10.00%	0.00%	9.10%	33.30%	37.50%	18.30%
	Bad media	Count	0	0	4	4	0	0	8
		% within Income	0.00%	0.00%	36.40%	36.40%	0.00%	0.00%	13.30%
	Brings negativity in the environment	Count	0	0	6	5	0	0	11
		% within Income	0.00%	0.00%	54.50%	45.50%	0.00%	0.00%	18.30%
	Count	11	10	11	11	9	8	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
KOLKATA	Excellent Media	Count	3	3	2	0	1	6	15
		% within Income	37.50%	25.00%	18.20%	0.00%	10.00%	54.50%	25.00%
	Good Media	Count	1	3	6	1	1	2	14
		% within Income	12.50%	25.00%	54.50%	12.50%	10.00%	18.20%	23.30%
	No difference as to other Media	Count	4	2	0	3	2	3	14
		% within Income	50.00%	16.70%	0.00%	37.50%	20.00%	27.30%	23.30%
	Bad media	Count	0	2	0	0	3	0	5
		% within Income	0.00%	16.70%	0.00%	0.00%	30.00%	0.00%	8.30%
	Brings negativity in the environment	Count	0	2	3	4	3	0	12
		% within Income	0.00%	16.70%	27.30%	50.00%	30.00%	0.00%	20.00%
	Count	8	12	11	8	10	11	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Table 3: Comparative analysis between rating of the TV advertisement in Howrah and Kolkata

CITY			Income					Total	
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac		2.5 lac and above
HOWRAH	Excellent Media	Count	4	5	4	5	2	0	20
		% within Income	36.40%	50.00%	36.40%	45.50%	22.20%	0.00%	33.30%
	Good Media	Count	5	4	5	4	1	1	20
		% within Income	45.50%	40.00%	45.50%	36.40%	11.10%	12.50%	33.30%
	No difference as to other Media	Count	2	1	2	2	1	0	8
		% within Income	18.20%	10.00%	18.20%	18.20%	11.10%	0.00%	13.30%
	Bad media	Count	0	0	0	0	3	4	7
		% within Income	0.00%	0.00%	0.00%	0.00%	33.30%	50.00%	11.70%
	Brings negativity in the environment	Count	0	0	0	0	2	3	5
		% within Income	0.00%	0.00%	0.00%	0.00%	22.20%	37.50%	8.30%
	Count	11	10	11	11	9	8	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
KOLKATA	Excellent Media	Count	3	3	1	3	2	0	12
		% within Income	37.50%	25.00%	9.10%	37.50%	20.00%	0.00%	20.00%
	Good Media	Count	3	6	7	1	3	0	20
		% within Income	37.50%	50.00%	63.60%	12.50%	30.00%	0.00%	33.30%
	No difference as to other Media	Count	2	3	1	1	2	1	10
		% within Income	25.00%	25.00%	9.10%	12.50%	20.00%	9.10%	16.70%
	Bad media	Count	0	0	1	1	2	5	9
		% within Income	0.00%	0.00%	9.10%	12.50%	20.00%	45.50%	15.00%
	Brings negativity in the environment	Count	0	0	1	2	1	5	9
		% within Income	0.00%	0.00%	9.10%	25.00%	10.00%	45.50%	15.00%
	Count	8	12	11	8	10	11	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Table 4: Comparative analysis between rating of the Newspaper advertisement in Howrah and Kolkata

CITY			Income					Total	
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac		2.5 lac and above
HOWRAH	Excellent Media	Count	4	4	4	3	3	3	21
		% within Income	36.40%	40.00%	36.40%	27.30%	33.30%	37.50%	35.00%
	Good Media	Count	5	3	3	4	3	3	21
		% within Income	45.50%	30.00%	27.30%	36.40%	33.30%	37.50%	35.00%
	No difference as to other Media	Count	1	2	3	2	2	1	11
		% within Income	9.10%	20.00%	27.30%	18.20%	22.20%	12.50%	18.30%
	Bad media	Count	0	0	1	1	0	0	2
		% within Income	0.00%	0.00%	9.10%	9.10%	0.00%	0.00%	3.30%
	Brings negativity in the environment	Count	1	1	0	1	1	1	5
		% within Income	9.10%	10.00%	0.00%	9.10%	11.10%	12.50%	8.30%
	Count	11	10	11	11	9	8	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
KOLKATA	Excellent Media	Count	2	6	2	3	3	3	19
		% within Income	25.00%	50.00%	18.20%	37.50%	30.00%	27.30%	31.70%
	Good Media	Count	1	5	3	3	3	4	19
		% within Income	12.50%	41.70%	27.30%	37.50%	30.00%	36.40%	31.70%
	No difference as to other Media	Count	4	1	3	1	3	3	15
		% within Income	50.00%	8.30%	27.30%	12.50%	30.00%	27.30%	25.00%
	Bad media	Count	1	0	1	0	1	1	4
		% within Income	12.50%	0.00%	9.10%	0.00%	10.00%	9.10%	6.70%
	Brings negativity in the environment	Count	0	0	2	1	0	0	3
		% within Income	0.00%	0.00%	18.20%	12.50%	0.00%	0.00%	5.00%
	Count	8	12	11	8	10	11	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Table 5: Comparative analysis between rating the Hoarding advertisement in Howrah and Kolkata

CITY			Income						Total
			25000-50000	50000-1 lac	1 lac-1.5 lac	1.5lac-2lac	2 lac - 2.5 lac	2.5 lac and above	
HOWRAH	Excellent Media	Count	0	0	4	3	2	2	11
		% within Income	0.00%	0.00%	36.40%	27.30%	22.20%	25.00%	18.30%
	Good Media	Count	1	1	6	7	2	5	22
		% within Income	9.10%	10.00%	54.50%	63.60%	22.20%	62.50%	36.70%
	No difference as to other Media	Count	0	0	1	1	2	1	5
		% within Income	0.00%	0.00%	9.10%	9.10%	22.20%	12.50%	8.30%
	Bad media	Count	4	2	0	0	1	0	7
		% within Income	36.40%	20.00%	0.00%	0.00%	11.10%	0.00%	11.70%
	Brings negativity in the environment	Count	6	7	0	0	2	0	15
		% within Income	54.50%	70.00%	0.00%	0.00%	22.20%	0.00%	25.00%
	Count	11	10	11	11	9	8	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
KOLKATA	Excellent Media	Count	0	1	2	4	1	4	12
		% within Income	0.00%	8.30%	18.20%	50.00%	10.00%	36.40%	20.00%
	Good Media	Count	0	2	6	3	7	5	23
		% within Income	0.00%	16.70%	54.50%	37.50%	70.00%	45.50%	38.30%
	No difference as to other Media	Count	1	1	0	0	2	2	6
		% within Income	12.50%	8.30%	0.00%	0.00%	20.00%	18.20%	10.00%
	Bad media	Count	2	3	1	1	0	0	7
		% within Income	25.00%	25.00%	9.10%	12.50%	0.00%	0.00%	11.70%
	Brings negativity in the environment	Count	5	5	2	0	0	0	12
		% within Income	62.50%	41.70%	18.20%	0.00%	0.00%	0.00%	20.00%
	Count	8	12	11	8	10	11	60	
	% within Income	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	

Table 6: Comparative analysis between rating the Radio advertisement in Howrah and Kolkata

The entire data was computed through questionnaire of 60 consumers each from areas of Howrah and Kolkata malls where FMCG goods are more available. The data was collected analyzed and Chi-Square was computed .It clearly showed that Chi-Square was less than 0.001 in case of the factor income. It was quite evident that consumers like all the media which were common.

- Table 1: This table shows a relationship between the usage of different Medias used at home and the different class of income. Low income group of consumers like the media Newspaper and generally use this media at home, Middle class group of consumers like the media Radio whereas the higher income group of consumers like TV. This was common for the consumers both in Howrah and Kolkata.

- Table 2: This table shows a relationship between the usage of different Medias used at home and the different class of income. Low income group of consumers like the media Hoarding and generally use this media at home, Middle class group of consumers like the media Newspaper whereas the higher income group of consumers like Radio. This was common for the consumers both in Howrah and Kolkata.
- Table 3: Table shows a comparative study on the media TV between the two metropolitan cities Kolkata and Howrah. It is clear from the table the consumers of Howrah Lower income category and higher income category of both Kolkata and Howrah thinks it is a good Media but the Middle class feels it is a Media which brings negativity, this even the middle class of Kolkata feels .But the Lower level class is indifferent to this kind of media .The same response was analyzed and computed of the consumers staying in Kolkata.
- Table 4: Table shows a comparative study on the media Newspaper between the two metropolitan cities Kolkata and Howrah. It is clear from the table the consumers of Howrah Lower income category and Middle income category thinks it is an excellent and Good Media but the higher class feels it is a bad media. The same response was analyzed and computed of the consumers staying in Kolkata.
- Table 5: Table shows a comparative study on the media hoarding between the two metropolitan cities Kolkata and Howrah. It is clear from the table the consumers of Howrah Lower income category thinks it is an excellent media but the other two categories of consumers i.e. Middle class and higher class feels it is a good media. The same response was analyzed and computed of the consumers staying in Kolkata.
- Table 6: Table shows a comparative study on the media Radio between the two metropolitan cities Kolkata and Howrah. It is clear from the table the consumers of Howrah Lower income category thinks it brings negativity to the environment but the other two categories of consumer's i.e. Middle class and higher class feels it is a good media. The same response was analyzed and computed of the consumers staying in Kolkata.

7. Conclusion

The advertising business is going through rapid changes due to consolidation and globalization. Meanwhile, advertisers, more than ever before, want to create a seamless global brand—they need the services of multinational agencies and consultants who can help them in dozens of Countries worldwide. Campaigns and branding, regardless of scale, must be consistent and cost-effective. Advertising is booming. Advertisers of all types have learned that targeted ads are now highly productive. Newspapers, magazines, radio and television are trying to adapt and evolve to changes in audiences and technology. In last few decades the advertising industry has been affected by rapidly changing business environment .The fact which has been taken up still shows that the traditional media was liked by consumers from before though the new forms are coming and it is quite clear from the concluding table consumers with different level of income still goes with traditional modes but different modes. The fact is not where consumers stay is more important the fact that which media with the level of income is playing a different role with consumers in Kolkata or Howrah. In this study it shows three different classes of consumers in two different metropolitan cities with similar behavior towards traditional media.

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