



## THE ROLE OF PRINT ADVERTISEMENTS IN SHAPING BRAND PREFERENCE AND BUYING BEHAVIOUR AMONG WOMEN CONSUMERS OF HOUSEHOLD APPLIANCES

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### Abstract

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*This study attempts to understand the impact of print advertisements on the formation of brand preference and purchasing behavior of women consumers in the household appliances industry. While the scope of digital media has increased tremendously over the last few years, print advertising remains relevant because of its credibility and the amount of detailed information it can communicate. As women play an important role in making decisions about household products, they are influenced considerably by the type of advertisement they find appealing and worth buying.*

*This study applies both descriptive and analytical methods of research. Primary data was gathered using a structured questionnaire distributed among female consumers and based on Likert scales, while secondary data was collected through academic books and journals. Earlier consumer behavior and advertising literature has also been considered for secondary data collection. Various analytical tools like percentage analysis, mean score analysis, and correlation have been applied.*

*According to the findings, print advertising plays a significant part in building brand awareness, brand trust, and buying intentions. Visual appeal, information readability, and credibility of the medium were noted to influence consumer attitudes. While youth is more reliant on the digital medium, print advertisements are still significant for middle-aged and older females. In conclusion, print advertisements may be considered a very influential mode of communication, particularly when used in conjunction with other forms of communication, especially in molding female consumer attitudes in the field of household appliances.*

*These results confirm that print advertising plays a key role in brand awareness, credibility, and purchase intentions. Factors like visual appeal, informational accuracy, and media credibility have been seen to affect consumer perceptions. Although younger generations tend to depend more on digital platforms, print advertisements still play an important role for middle-aged and older females.*

*The results show that print advertising is an efficient communication channel that can be used together with other media channels to effectively communicate with women consumers in the household appliances industry.*

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**Keywords:** *Print Advertising, Brand Preference, Buying Behaviour, Women Consumers, Household Appliances, Consumer Behaviour, Marketing Communication*

## **1) Introduction**

Advertisement is an important part of marketing that influences perceptions, attitudes, and purchasing decisions of consumers. Of all types of advertisement methods, print advertisement has unique characteristics because it is perceived as credible and offers detailed ways of communicating information to the consumers that might be used during product evaluation.

Women form an important segment in terms of purchasing home appliances such as washing machines, refrigerators, and cooking equipment. They are usually responsible for making the final decision when purchasing any product, and their purchasing behavior is influenced by various factors such as product quality, brand image, and price.

Although new methods of advertisement have gained importance with time, there are still some cases where print advertisements have significant implications. This research aims at analyzing whether print advertisement impacts the brand choice and purchasing decisions of women consumers.

## **2) Objectives of the Study**

- To examine the influence of print advertisements on brand preference among women consumers.
- To analyze the impact of print advertisements on buying behaviour.
- To identify key factors in print advertisements that attract women consumers.
- To study the relationship between advertisement credibility and purchase decisions.
- To compare responses across different age groups

## **3) Literature Review**

The available literature stresses the impact of advertisements on the behaviour of consumers and the perceptions that they have about brands. According to Kotler & Keller (2016), advertisements are crucial in helping build brand recognition and consumer attitude formation. Schiffman & Wisenblit (2019) argue that consumer purchases are influenced by their internal and external environments where advertisements constitute an important part of the latter.

According to Belch & Belch (2018), advertisements in print media are viewed as more credible and informative as opposed to those posted online. The credibility of print media is linked to the physical aspect that makes products memorable according to Solomon (2018).

Ayanwale et al. (2005) reveal that consumer brand preferences can be influenced through advertisements that help communicate information about product features. Consistent advertisements are also essential in the creation of brand equity according to Keller (2001).

Limited studies have been conducted regarding the effects of print advertisements on the purchase decisions made by female consumers in the field of household appliances. This gap informs the current research.

#### **4) Research methodology**

##### 4.1) Research design

The current study is based on a research design which examines and explains the interrelationship among advertisements, preference of brands and buying decisions.

##### 4.2) Data gathering methodology

Primary Data: Collection of primary data involved preparing questionnaires containing both multiple choice and statement questions. Secondary Data: Gathering of secondary data involved using books, journals and articles related to advertisements and consumers' behavior.

Sampling Technique Sampling technique used: Convenience Sampling Target population: Women consumers purchasing home appliances Unit of sampling: Individual Consumers Sampling was done in such a way that the samples had a variation in age, income level and education level. Scale of Measurement Likert Scale: Scale 1-5 from strongly agreeing to strongly disagreeing Data Analysis Tools Percentage Mean Scores Correlation Graphs and Tables

##### 4.3) Scope of the Study

The study focuses on understanding the influence of print advertisements on brand preference and buying behaviour among women consumers in the household appliances market. Limitations of the Study The study is limited to a specific group of respondents Consumer responses may vary based on personal perceptions The study focuses primarily on print media without extensive comparison with digital platforms

#### **5) Results and Discussion**

From analyzing the results, it is clear that print advertisements still have a lot of impact on consumers' decision-making processes. The majority of participants view print advertisements as credible and information-filled. Product descriptions and visuals make brand awareness easier. The use of advertisements in newspapers and magazines proved to have an influence on the choice of brands among customers, which is associated with creating trust in the advertisement and product. It also emerged that informative advertisements play an important part in decision-making during purchasing activities. Differences among age groups were apparent, with middle-aged and elderly participants being more receptive to print media, while younger participants exhibited a greater preference for digital media. Nevertheless, print

advertisements were also used in combination with other types of media in decision-making processes.

## **6) Conclusion**

The study finds out that print advertisement still holds relevance in influencing brand preference and purchase behavior among female customers of household appliances despite increasing use of online media. This is because print advertising holds significance owing to its credibility, clearness, and effective message delivery. The marketers must follow an integrative approach using both print and online media for better targeting of their customers. Special importance should be given to make advertisements informative and appealing to consumers.

## **7) Recommendations**

1. Marketing should incorporate both print and online advertising methods.
2. Adverts need to concentrate on being clear and visually appealing.
3. Print advertisements must be made targeting middle-aged customers.
4. The credibility of brands needs to be improved using credible information.
5. Regional languages should be incorporated in the printing of ads

## **8) Limitation of the study**

Small sample size of 100 participants Conducted among a particular demographic population Results could differ based on individual perception Primarily concentrates on print advertisements with limited exploration of digital advertisements

## **9) Further Research Areas**

Comparison between print and online advertisements Increased sample size and geographic location Analysis of male consumer behavior Future trend and technology research in advertising

## **10) Acknowledgments**

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