

# Impact of Mass Media on College Girls towards Hedonic Shopping with Special Reference to Sivakasi, Tamil Nadu

M. Rifaya Meera<sup>1</sup>, R. Padmaja<sup>2</sup> and R. Mohammed Abubakkar Siddique<sup>3</sup>

<sup>1</sup>Assistant Professor, <sup>2,3</sup>Research Scholars,  
Post Graduate and Research Department of Commerce,  
Ayya Nadar Janaki Ammal College, Sivakasi, Tamil Nadu, India  
Email: [siddiquemohammed25@gmail.com](mailto:siddiquemohammed25@gmail.com)

(Received 20 January 2017; Revised 31 January 2017; Accepted 19 February 2017; Available online 25 February 2017)

**Abstract** - Hedonism is among the oldest, simplest, and most widely discussed theories of value theories that tell us what makes the world better or what makes a person's life go better. Hedonism, in a word, is the view that "pleasure is the good." In its most comprehensive form, hedonism about value holds that the only thing that ultimately ever makes the world, or a life, better is its containing more pleasure or less pain. Nowadays the consumer attributes are changing very frequently, so to maintain the profit level or to be in stable position in the market is very important. This study is an attempt to identify the impact on mass media on college going girls towards indulgent shopping. This research gives explanation on how individuals are attending, processing, and selecting the information on mass media before a purchase. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 180 respondents through questionnaire by stratified random sampling technique. The findings of the study can be used by marketers and media planners for effective marketing results.

**Keywords:** Hedonism, Indulgent Shopping, Mass Media, College going girls, Sivakasi, Stratified Random Sampling.

## I. INTRODUCTION

Shopping is the activity of searching, selecting and ultimately purchasing services that fulfill the needs, wants and desires of customers. It involves acquiring the goods at right quality, at right quantity, at right time from a right source and at a right price. A separate purchase department should be established to perform shopping activities.

According to Dr. Murugaiah and Radhika Vishvas "Shopping is increasingly seen as the leisure activity and, as such, fulfills a role in family and social life which goes beyond the traditional shopping activities of buying in provisions and other goods when required. Shopping plays a key role in the women's activity list". The shopping concept may be Traditional and Modern. Traditional shopping is going directly to the physical stores and purchasing the items. To leave home, either walk or take a journey to a particular location in order to buy goods.

In modern shopping people are not required to go to the market to buy goods. Simply they are sitting on the bench or

sitting inside the home to see all the varieties and order the fashioned goods through internet. The causes for shopping are psychological. Generally a person will be having emotions of isolation, depression, and feel out of control in a particular area, and seek to spend money in order to relieve the stress.

The causes of shopping can be:

1. Safe investment.
2. with income-generating potential.
3. Shopping is a way to relieve stress.
4. Shopping is buying things for family, friends and loved ones.

All addictions have the same basic symptoms. Fixation, compulsion, loss of control and continued use in the face of negative consequences are all hallmarks of addiction. People can develop addictions to substances, behaviors or activities. Some of these behaviors or activities may be normal, everyday occurrences such as eating or shopping.<sup>2</sup>

## II. STATEMENT OF THE PROBLEM

Shopping is one of the essential parts of our daily life. We're using different types of shops to buy different kind of things every day. Today we can divide our life into two parts-

1. Physical life.
2. Virtual life.

In physical life, customer meets each other physically. But, in virtual life of the customer using digital technologies like internet to meet each other.

According to Nidhi Kotwal, Neelima Gupta and Arjee Devi published the topic entitled on "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls" The results of the study revealed that the girls viewed T.V. advertisements with interest and found them entertaining and informative. The main reasons for liking an advertisement was the information it provided regarding the discount, special gifts attached, brands and quality of the product. The non informative factors like celebrities, Catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement,

in order of priority. The adolescent girls were of the opinion that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping.<sup>3</sup>

According to Underhill (2009), gender differences exist in shopping behavior, with females spending more in a shopping mall than males. Shopping trips made by men may also be shorter than the ones made by females because men spending less looking, move faster through stores, and have fewer choices. Although women shopped for long periods of time as compared to their male counterparts, they did not spend more money. Women are more likely than men to enjoy shopping, therefore they spend more time doing it. Men do not enjoy shopping, so they do not spend as much time on this activity; however, they may spend more money than women. Men and women both visit shopping malls most frequently.

Today uncounted articles and research studies related to hedonism are published in various journals and magazines like; Indian Journal of Marketing, Journal of International management, Indian Journal of Retail and leisure property, Journal of Research and consumer behavior etc.

Many of them are finished their project or dissertation related to shopping and its impact for the past few years. Till, anybody is not saying about hedonic shopping and its impact through mass media. Hence the researcher is going to make a study on impact of mass media on College going girls towards hedonic shopping.

### III. SCOPE OF THE STUDY

The study covers Sivakasi area only. Shopping mall, Super markets and uncounted shops are located in sivakasi area. Most of the girls are studied in various schools and colleges and they are like to buying the products by getting the impact from media. Some bodies only for entertainment and to spent more.

The present study attempts to examine the Impact of mass media on college going girls towards hedonic shopping (with reference to SIVAKASI). The present study is from the standpoint of the Ayya Nadar Janaki Ammal College, Standard Fireworks Rajarathnam College for women, Sri Kaliswari College and Government Arts & Science College.

### IV. REVIEW OF LITERATURE

Hyun Hee Park, Dong Mo Koo and Elizabeth B. Goldsmith (2009), "The Effect of Shopping Orientation on Cosmetic Attribute Evaluation, Purchase Motivation, and Re-purchase Intention" The Purpose of the current study is to investigate the differences in cosmetics attribute evaluation, purchase motivation, and brand re-purchase intention with respect to shopping orientations of Korean female university students. Questionnaires were distributed to 250 female students at Kyungpook National University and 220 completed

questionnaires were analyzed. The results were as follows. First, shopping orientations and cosmetics attribute evaluation each generated four factor solutions, whereas cosmetics purchase motivations produced three factors. Second, three consumer groups - Efficiency Shopper Group, Indifference Shopper Group Ambivalence Shopper Group - with different shopping orientations were identified. Third, the study found significant differences in consumers' attribute evaluation such as function and price among the groups. The study also revealed a significant difference in contingent purchase motivations and brand re-purchases intention among the groups.

Garima Tiwari (2015), A Study on Factors Influencing Buying Decision of College Going Girls towards Kurti, The result analysis clearly shows that young girls in Jaipur understand their needs and preferences. Young girls cater a large mass of customers who buys kurties from the market keeping fashion and trends in their mind. It is very important for marketers in Jaipur to know the buying trends among young girls to earn profit and to increase sell for their business.

Nidhi Kotwal, Neelima Gupta and Arjee Devi (2008), "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls", Television and advertising together present a lethal combination and has become an integral part of modern society .It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th-12th, to know the impact of T.V. advertisement on their buying pattern. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents .The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.

Deepak Kumar and Meenu Bansal (2013), "Impact of Television Advertisements on Buying Pattern of Adolescent - A Study of Punjab", From the study we can conclude that students spent more time in watching television in weekends but approx half of the students do not like to watch television advertisements. But they agree that

television advertisements create awareness regarding the new product and product usage but they have negative opinion regarding their promise to be fulfilled. They say that frequency of television advertisement increase the product demand but they don't buy the product always by the Influence of television advertisements. We can say that the students see the advertisements just for fun purpose or for enjoyment or for getting information about the product, but by the influence of the product they do not always buy the product but consider this information while making purchasing decision.

Muhammad Shoaib *et al* (2012), "Mass Media and Consumer Purchasing Behaviour: A case study of Lahore, Pakistan", Respondents mostly tend to watch the advertisements during any sort of programs watching on television or watching advertisements on different media outlets. They are watching the Indian movies/dramas and are well familiar with Indian stars. They watch advertisements in which Indian celebrities are seen like ads of Pantene, Sun Silk and Head & Shoulder (shampoo) and Dew (soft drink). Respondents are familiar with these Indian stars through movies whereas other respondents are familiar with these stars because of discussions made with peer group. Respondents also feel good and confident when they use product that is promoted by Indian stars. Respondents think that famous stars are important aspect of ads. Because famous stars elaborate product features in a better way but famous stars must be popular icon, attractive and familiar among people as well. However, appropriate association between celebrity and product is an important thing because it creates a good impact, builds a brand identity and convinces more and more people towards the product. Indian stars to some extent keep refreshing the brand identity, change the interest and style of people. They keep the identity of product refresh in the minds of consumers as well as persuade and encourage them towards the brand while people retain the product that is promoted by Indian stars for long time and they easily recall at the time of shopping as compared to Pakistani stars.

Naveen Rai (2013), "Impact of Advertising on Consumer Behaviour and Attitude with Reference to Consumer Durables", The findings of the present study are that advertisement worldwide influence the behaviour and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

Dr. Helal Alsubagh (2015), "The Impact of Social Networks on Consumers' Behaviors", The Internet is part of the day-to-day life of the vast majority of the world population, and within this environment, a new form of communication has

gained prominence in recent years: social networking sites. It is one of the most effective and significant business development tools in the 21st century because of its ability to connect individuals with others. The main objective of this research was to obtain insight into the impact of social networking on consumer behavior. This research was organized in five chapters and revealed the overall influence of social networking on consumer behavior while recommending ways to further enhance the topic under consideration. Increasingly, consumers are looking at websites, as well as the habits and behaviors of peers before making a decision on a purchase or in selecting a type of entertainment. Social networking breaks down barriers between individuals and builds communities. The methodology adopted in this study was quantitative in order to collect vast data related to the research topic. This methodology also facilitated in collecting numeric data. Survey respondents were males and females who were 18 years old and older. The study was to analyze the influence and effect of online social networks sites such as Face book on the customer's behavior. Internet has proven to be a lucrative communication channel linking the customers and the organizations. As results, for marketers had emerged as a splendid network or channel to interact with consumers through social media tools.

Nufazil Altaf (2014), Impact of Social Media on Consumer's Buying Decisions, On a daily basis in present-day, 100,000 tweets are sent, 684,478 pieces of content are shared on Face book, 2 million search queries are made on Google, 48 hours of video are uploaded to YouTube, 3,600 photos are shared on instagram, and 571 websites are created (James 2012). Social media introduced a new, complex and uncontrollable element in consumer behavior presenting a new challenge both to the academia and the marketers. This study is an attempt to identify their role and describe their impact on consumer buying decision. This research gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 100 respondents through questionnaire by direct survey method. The findings of the study can be used by marketers and media planners for effective marketing results.

Samar Fatima and Samreen Lodhi (2015), "Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City", Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the

consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Nidhi Rani and Dr. Vikas Sharma (2016), "Impact of Television Commercials on Purchasing Behaviour of Masses", the study shows that television commercials play an important role on the buying behaviour of masses. The efforts have also been made to provide workable suggestions to the advertisers and the marketers in this regard. Most of consumers are interested in buying branded products which helps them to improve their lifestyle. It has been observed that annual household income plays an important place in buying decision. Very important to mention is the fact that the television advertising influences the buying decision of earning buyers. Advertising research styles have involved and advanced, partly through the influence of improved technology and access to advanced theories and methods. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

#### **V. OBJECTIVES OF THE STUDY**

1. To understand about the Socio, Economic, Demographic profile of the respondents.
2. To know the Impact of mass media on respondents towards hedonic shopping.
3. To find out the Impact on various aspects of respondents towards hedonic shopping.
4. To measure the Adoption level of hedonic shopping of the respondents
5. To come out with proper suggestion and conclusion based on the findings of the study.

#### **VI. HYPOTHESIS OF THE STUDY**

In order to achieve the objectives of the study, the researcher has framed the following hypotheses.

1. There is no significant association between impacts of Mass media on hedonic shopping among the Residential Status of the respondents.
2. There is no significant association between impacts of mass media on hedonic shopping among the Age categories of the respondents.
3. There is no significant association between impacts of mass media on hedonic shopping among the marital status of the respondents.

#### **VII. METHODOLOGY**

The present study evaluates the Impact of mass media on college going girls towards hedonic shopping (with reference to SIVAKASI). The methodology adopted in the present study includes the research design, the sampling technique, the period of study and tools of analysis. Hypotheses are formulated and tested on the basis of research objectives. The suggestions of the study have emerged from the inferences drawn from the sample survey as well as from the secondary data.

#### **VIII. SOURCES OF DATA**

The required data for the present study are collected both from primary and secondary sources.

##### **A. Primary Data**

The present study is an empirical one based on survey method. Primary data are collected with the help of interview schedule.

##### **B. Secondary Data**

The secondary data are also collected from the various standard research articles, reports, magazines, journals. These have constituted a supportive literature for the purpose of carrying out the research work.

#### **IX. SAMPLING DESIGN**

Stratified random sampling technique is followed for the present study because the population is divided into some groups or classes based on their homogeneity. Samples are drawn from each stratum at random. Four colleges are selected from the Sivakasi namely Ayya Nadar Janaki Ammal College, Standard Fireworks Rajarathnam College for women, Sri Kaliswari College and Government Arts & Science College providing scope for studying Impact of mass media on college going girls towards hedonic shopping. From each College 45 respondents will be interviewed for the present study. The details of sample selected were presented in the following table 1.

TABLE 1 DETAILS OF SAMPLE SIZE

Sample	Total No. of Girls Students	No. of Respondents
Ayya Nadar Janaki Ammal College	2351	45
Standard Fireworks Rajarathnam College for women	3350	45
Sri Kaliswari College	1689	45
Government Arts & Science College	276	45
TOTAL	7666	180

Source: Primary Data

The researcher selected only for 2.5 % from total number of girls students by applying Stratified random sampling. 180 respondents are equally divided to four colleges. Hence 45 respondents interviewed from one college.

### X. FRAMEWORK OF ANALYSIS

Data have been collected through the survey using structured interview schedule were prepared by cleaning, coding and entering them in a computer at the end of each day. The analysis was carried with the help of using popular statistical package SPSS 16.

### XI. RESULTS AND DISCUSSION

#### *Analysis of Impact of Mass Media on Hedonic Shopping*

TABLE 2 AGE-WISE CLASSIFICATION OF RESPONDENTS

Age	No. of Respondents	Percentage
17-19 years	58	32.20
19-21 years	88	48.90
21-23 years	29	16.10
23-26 years	05	2.80
TOTAL	180	100.00

Source: Primary Data

It is evident from the above table 2 that, out of 180 respondents, 88 (48.90 per cent) respondents fall in the age group 19-21 years, 58 (32.20 per cent) respondents are in the age group of 17-19 years, 29 (16.10 per cent) respondents are in the age group of 21-23 years; and 5 (2.80 per cent) respondents are in the age group of 23-26 years.

It is inferred that, most of the respondents 88 (48.90 per cent) are in the age group of 19-21 years.

TABLE 3 MARITAL STATUS OF THE RESPONDENTS

Marital Status	No. of Respondents	Percentage
Married	19	10.60
Unmarried	161	89.40
TOTAL	180	100.00

Source: Primary Data

From the above table it is clear that, out of 180 respondents 161 (89.40 per cent) respondents are under the status of unmarried and 19 (10.60 per cent) respondents are under the status of married.

It is validating from the fact that, majority (89.40%) respondents are under the status of Unmarried category.

TABLE 4 PARENT'S OCCUPATION

Parent's Occupation	No. of Respondents	Percentage
Business men	107	59.40
Government Employee	45	25.00
Professionals	12	6.70
Coolies	16	8.90
TOTAL	180	100.00

Source: Primary Data

The above table reveals that out of 180 respondents, 107 (59.40 per cent) parents of the respondents are doing Business; 45 (25.00 per cent) parents of the respondents are Government employee; 12 (6.70 per cent) parents of the respondents are professionals and remaining 16 (8.90 per cent) parents are Coolies.

It is proved that, majority 107 (59.40 per cent) parents of the respondents are doing Business.

TABLE 5 NAME OF THE COLLEGE

Name of the College	No. of Respondents	Percentage
Ayya Nadar Janaki Ammal College	45	25.00
Standard Fireworks Rajarathnam College for women	45	25.00
Sri Kaliswari College	45	25.00
Government Arts & Science College	45	25.00
TOTAL	180	100.00

Source: Primary Data

It is evident from the table 5 that, out of 180 respondents, 45 (25 per cent) respondents are selected equally from above colleges in Sivakasi.

TABLE 6 TYPE OF THE COLLEGE

Type of the College	No. of Respondents	Percentage
Co-Education	135	75.00
Women's College	45	25.00
TOTAL	180	100.00

Source: Primary Data

It is evident from the table 4.5 that, out of 180 respondents 135 (75 per cent) respondents are studying Co-educational institutions and remaining 45 (25 per cent) respondents are studying in Women's College.

It is conforming that, majority 135 (75 per cent) respondents are studying in Co-Educational institution.

TABLE 7 AREA OF SPECIALIZATION OF THE RESPONDENTS

Area of Specialization	No. of Respondents	Percentage
Science	21	11.70
Arts	159	88.30
TOTAL	180	100.00

Source: Primary Data

From the above table 7 clearly said that, among 180 respondents 159 (88.30 per cent) respondents are studying Arts group and remaining 21 (11.70 per cent) respondents are studying Science group.

It is proved that, majority of the respondents 159 (88.30 per cent) are studying Arts group.

TABLE 8 RESIDENTIAL STATUS OF THE RESPONDENTS

Residential Status	No. of Respondents	Percentage
Day scholars	163	90.60
Hostellers	17	9.40
TOTAL	180	100.00

Source: Primary data

It is found that, out of 180 respondents 163 (90.60 per cent) respondents are Day scholars and remaining 17 (9.40 per cent) respondents status are Hostellers.

It is understood that, majority 163 (90.60 per cent) respondents are day scholars.

TABLE 9 NATURE OF CONVEYANCE OF THE RESPONDENTS

Nature of conveyance	No. of Respondents	Percentage
By walk	2	1.23
Bicycle	18	11.04
Two wheeler	77	47.24
Out bus	31	19.02
College bus	35	21.47
TOTAL	163	100.00

Source: Primary data

It is understood that out of 163 respondents, 77 (47.24 per cent) respondents prefer two wheeler's, 35 (21.47 per cent) respondents are coming by college bus; 31 (19.02 percent) respondents are coming by out bus; 18 (11.04 per cent) respondents are preferring bicycle and remaining 2 (1.23 per cent) respondents coming by walk.

It is conformed that most of the respondents 77 (47.24 per cent) are prefer two wheeler.

TABLE 10 NATURE OF RESIDENCE OF THE RESPONDENTS

Nature of Residents	No. of Respondents	Percentage
Urban	4	23.53
Semi Urban	6	35.29
Rural	7	41.18
TOTAL	17	100.00

Source: Primary data

It is proved that table 10, out of 17 respondents, 7 (41.18 per cent) respondents are coming from rural area; 6 (35.29 per cent) respondents are coming from Semi urban area and remaining 4 (23.53 per cent) respondents are from Urban area.

It is clearly that, most of the respondents 7 (41.18 per cent) are coming from rural area.

TABLE 11 ADDITIONAL COURSES

Additional courses	No. of Respondents	Percentage
Yes	44	24.40
No	136	75.60
TOTAL	180	100

Source: Primary data

From the above Table 11 it is evident that, out of 180 respondents 136 (75.60 per cent) respondents are not studying additional courses for their development and remaining 44 (24.40 per cent) of the respondents are studying additional courses for their future development.

It is proved that majority of the respondents 136 (75.60 per cent) are not studying additional courses for their development.

TABLE 12 NATURES OF COURSES

Nature of courses	No. of Respondents	Percentage
Computer related	24	54.56
Professional related	20	45.44
TOTAL	44	100.00

Source: Primary data

It is analyzed that out of 44 respondents, 24 (54.56 per cent) of the respondents are studying Computer related course; 20

(45.44 per cent) of the respondents are studying professional related course  
 It is clearly points that, majority of the respondents 24 (54.56 per cent) are studying computer related course.

TABLE 13 PART TIME JOB

Part Time Job	No. of Respondents	Percentage
Yes	160	88.90
No	20	11.10
TOTAL	180	100

Source: Primary data

From the table 13 explained that among 180 respondents, 160 (88.90 per cent) of the respondents are doing part time job and remaining 20 (11.10 per cent) of the respondents are not doing part time job.  
 It is concluded that majority of the respondents 160 (88.90) are doing part time job.

TABLE 14 NATURE OF JOB

Nature of Job	No. of Respondents	Percentage
Technical worker	1	5.00
Clerical worker	9	45.00
Professional worker	10	50.00
TOTAL	20	

Source: Primary data

It is understood that out of 20 respondents, 10 (50 per cent) of the respondents are doing professional work; 9 (45 per cent) of the respondents are doing Clerical work and

remaining 1 (5 per cent) of the respondents are doing the job of Technical work.  
 It is interesting that most of the respondents 10 (50 per cent) are doing Professional work.

TABLE 15 ANNUAL INCOME

Annual Income	No. of Respondents	Percentage
Below Rs.5000	7	35.00
Rs.5001 - Rs.10000	5	25.00
Rs.10001 - Rs.20000	4	20.00
Above Rs.20000	4	20.00
TOTAL	20	100

Source: Primary Data

The above enquiry that, 7 (35.00 per cent) of the girls are earned Below-Rs.5000; 5 (25.00 per cent) of the girls are earned Rs.5001-Rs.10000; 4 (20.00 per cent) of the girls are earned Rs.10001-Rs.20000 and same for Above Rs.20000.  
 It is clearly that most of the girls 7 (35.00 per cent) are earned the income level of Below- Rs.5000.

*1) Impact of Mass Media on Hedonic Shopping (Availability)*

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through Six statements. The factor is presented in the following table 16.

TABLE 16 OPINION REGARDING AVAILABILITY OF ADVERTISEMENT

Availability of Advertisement	VH	H	M	L	VL	Total
Availability of Advertisement in TV	115 (63.90)	51 (28.30)	13 (7.20)	1 (0.60)	-- (0)	180
Availability of Advertisement in News paper	26 (14.40)	78 (43.30)	55 (30.60)	18 (10.00)	3 (1.70)	180
Availability of Advertisement in Magazine	24 (13.30)	41 (22.80)	77 (42.80)	35 (19.40)	3 (1.70)	180
Availability of Advertisement in Book	25 (13.90)	31 (17.20)	55 (30.60)	60 (33.30)	9 (5.00)	180
Availability of Advertisement in Bill board	17 (9.40)	37 (20.60)	49 (27.20)	56 (31.10)	21 (11.70)	180
Availability of Advertisement in Radio	18 (10.00)	32 (17.80)	59 (32.80)	39 (21.60)	32 (17.80)	180

Source: Primary Data

From the above table it is found that out of 180 respondents of each variables, 115 (63.90 per cent) respondents are felt that availability of advertisement in TV is Very high, 78 (43.30 per cent) respondents are felt about availability of advertisement in news paper is high, 77 (42.80 per cent), 59

(32.80 per cent) respondents are undergo relates to the availability of advertisement in magazine and radio is medium level respectively, 60 (33.30 per cent), 56 (31.10 per cent) respondents are felt about that the availability of advertisement in Book and Billboard is low respectively.

2) *Impact of Mass Media on Hedonic Shopping (Influence)*

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been

made. For this purpose opinion of the respondents are gathered through six statements. The factor is presented in the following table 17.

TABLE 17 OPINION REGARDING INFLUENCE OF ADVERTISEMENT

Influence of Advertisement	VH	H	M	L	VL	Total
Influenced by TV	102 (56.70)	57 (31.70)	18 (10.00)	3 (1.60)	-- (0)	180
Influenced by News paper	18 (10.00)	71 (39.40)	66 (36.70)	24 (13.30)	1 (0.60)	180
Influenced by Magazine	18 (10.00)	50 (27.80)	54 (30.00)	46 (25.60)	12 (6.60)	180
Influenced by Book	17 (9.40)	39 (21.70)	56 (31.10)	51 (28.40)	17 (9.40)	180
Influenced by Bill board	19 (10.60)	29 (16.10)	62 (34.40)	52 (28.90)	18 (10.00)	180
Influenced by Radio	12 (6.70)	32 (17.80)	60 (33.30)	49 (27.20)	27 (15.00)	180

Source: Primary Data

It is established that out of 180 respondents of each variables, 102 (56.70 per cent) respondents are very highly influenced by TV advertisement, 71 (39.40 per cent) respondents are highly influenced by News paper advertisement, 54 (30.00 per cent), 56 (31.10 per cent), 62 (34.40 per cent), 60 (33.30 per cent) respondents are influenced by Magazine, Book, Bill board and Radio advertisement at medium level respectively.

3) *Impact of Mass Media on Hedonic Shopping (Product Knowledge)*

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through six statements. The factors are presented in the following table 18.

TABLE 18 OPINION REGARDING PRODUCT KNOWLEDGE

Product knowledge	VH	H	M	L	VL	Total
Product knowledge is given by TV	109 (60.50)	48 (26.70)	18 (10.00)	3 (1.70)	2 (1.10)	180
Product knowledge is given by News paper	27 (15.00)	73 (40.50)	48 (26.70)	29 (16.10)	3 (1.70)	180
Product knowledge is given by Magazine	12 (6.70)	52 (28.90)	65 (36.10)	44 (24.40)	7 (3.90)	180
Product knowledge is given by Book	17 (9.40)	37 (20.60)	71 (39.40)	37 (20.60)	18 (10.00)	180
Product knowledge is given by Bill board	10 (5.60)	31 (17.20)	48 (26.70)	66 (36.70)	25 (13.80)	180
Product knowledge is given by Radio	15 (8.30)	34 (18.90)	33 (18.40)	53 (29.40)	45 (25.00)	180

Source: Primary Data

From the above table, it is found that out of 180 respondents of each category, 109 (60.50 per cent) respondents are felt that they have been given the product knowledge very highly by the TV, 73 (40.50 per cent) respondents are getting product knowledge given by news paper is high, 65 (36.10 per cent), 71 (39.40 per cent) respondents got the product knowledge by magazine and Book at medium level respectively and 66 (36.70 per cent), 53 (29.40 per cent) respondents are got the product knowledge given by bill board and radio at low level.

4) *Impact of Mass Media on Hedonic Shopping (Familiarity)*

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through six statements. The factors are presented in the following table 19.



TABLE 19 OPINION REGARDING FAMILIARITY

<b>Familiarity</b>	<b>VH</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>VL</b>	<b>Total</b>
Familiarity created by TV	104 (57.80)	52 (28.90)	21 (11.60)	2 (1.10)	1 (0.60)	180
Familiarity created by News paper	22 (12.20)	79 (43.90)	57 (31.70)	21 (11.60)	1 (0.60)	180
Familiarity created by Magazine	18 (10.00)	47 (26.00)	73 (40.60)	32 (17.80)	10 (5.60)	180
Familiarity created by Book	13 (7.20)	33 (18.30)	71 (39.50)	50 (27.80)	13 (7.20)	180
Familiarity created by Bill board	12 (6.70)	25 (13.90)	52 (28.90)	67 (37.20)	24 (13.30)	180
Familiarity created by Radio	14 (7.80)	34 (18.90)	50 (27.80)	50 (27.80)	32 (17.70)	180

Source: Primary Data

From the above table it is conformed that, out of 180 respondents of each variables 104 (57.80 per cent) respondents are felt that the familiarity created by TV is Very high, 79 (43.90 per cent) respondents are felt about familiarity created by news paper is high, 73 (40.60 per cent) and 71 (39.50 per cent) respondents got awareness about the familiarity of product created by magazine and book at medium level respectively, 67 (37.20 per cent), 50 (27.80 per cent) respondents are felt the familiarity created by bill board and radio at low level.

#### 5) Impact of Mass Media on Hedonic Shopping (Decision Making)

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through six statements. The factors are presented in the following table 20.

TABLE 20 OPINION REGARDING DECISION MAKING

<b>Decision making</b>	<b>VH</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>VL</b>	<b>Total</b>
Impact of TV on decision making	95 (52.80)	59 (32.80)	23 (12.70)	3 (1.70)	-- (0)	180
Impact of News paper on decision making	25 (13.90)	75 (41.70)	53 (29.40)	27 (15.00)	-- (0)	180
Impact of magazine on decision making	21 (11.70)	46 (25.60)	68 (37.80)	40 (22.20)	5 (2.70)	180
Impact of Book on decision making	10 (5.60)	41 (22.80)	61 (33.80)	50 (27.80)	18 (10.00)	180
Impact of Bill board on decision making	11 (6.10)	29 (16.10)	50 (27.80)	65 (36.10)	25 (13.90)	180
Impact of Radio on decision making	9 (5.00)	34 (18.90)	39 (21.70)	63 (35.00)	35 (19.40)	180

Source: Primary Data

From the above table, out of 180 respondents of each variables 95 (52.80 per cent) respondents are felt that they will take the purchase decision through the impact of TV advertisement very highly, 75 (41.70) per cent) respondents are felt that they will take the purchase decision through the impact of news paper advertisement is high ,68 (37.80 per cent) and 61 (33.80 per cent) respondents are felt that they will take the purchase decision through the impact of magazine and book advertisement at medium level , 65 (36.10 per cent) and 63 (35.00 per cent) respondents felt that they will take the purchase decision through the impact

of bill board and radio advertisement at low level respectively.

#### 6) Impact of Mass Media on Hedonic Shopping (Reliability)

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through six statements. The factors are presented in the following table 21.

TABLE 21 OPINION REGARDING RELIABILITY

Reliability	VH	H	M	L	VL	Total
Reliability of the product created by TV	86 (47.80)	60 (33.30)	29 (16.10)	5 (2.80)	-- (0)	180
Reliability of the product created by News paper	25 (13.90)	62 (34.40)	64 (35.60)	27 (15.00)	2 (1.10)	180
Reliability of the product created by Magazine	16 (8.90)	55 (30.60)	64 (35.60)	38 (21.10)	7 (3.80)	180
Reliability of the product created by Book	9 (5.00)	39 (21.70)	68 (37.80)	52 (28.90)	12 (6.60)	180
Reliability of the product created by Bill board	13 (7.20)	24 (13.40)	53 (29.40)	65 (36.10)	25 (13.90)	180
Reliability of the product created by Radio	12 (6.70)	30 (16.70)	50 (27.80)	48 (26.70)	40 (22.10)	180

Source: Primary Data

From the above table it is established that, out of 180 respondents of each variables 86 (47.80 per cent) respondent are felt that they will get the product reliability through TV very highly, 64 (35.60 per cent), 64 (35.60 per cent), 68 (37.80 per cent), 50 (27.80 per cent) respondents are felt that reliability about the product created by news paper, magazine, book, radio at medium level respectively and 65 (36.10 per cent) respondents are felt about reliability about the product created by bill board at low level.

#### 7) Impact of Mass Media on Hedonic Shopping (Clarity of Communication)

To know the respondent's opinion towards impact of mass media on hedonic shopping the following result has been made. For this purpose opinion of the respondents are gathered through six statements. The factors are presented in the following table 22.

TABLE 22 OPINION REGARDING CLARITY OF COMMUNICATION

Clarity of communication	VH	H	M	L	VL	Total
Clarity of communication created by the TV	118 (65.40)	48 (26.70)	10 (5.60)	3 (1.70)	1 (0.60)	180
Clarity of communication created by the News paper	38 (21.10)	78 (43.30)	46 (25.60)	15 (8.30)	3 (1.70)	180
Clarity of communication created by the Magazine	29 (16.10)	40 (22.20)	71 (39.40)	35 (19.40)	5 (2.90)	180
Clarity of communication created by the Book	23 (12.80)	42 (23.30)	56 (31.10)	48 (26.70)	11 (6.10)	180
Clarity of communication created by the Bill board	16 (8.90)	36 (20.00)	58 (32.20)	48 (26.70)	22 (12.20)	180
Clarity of communication created by the Radio	20 (11.10)	32 (17.80)	52 (28.90)	41 (22.80)	35 (19.40)	180

Source: Primary Data

From the above table it is found that, out of 180 respondents of each variables 118 (65.40 per cent) respondents are felt that they will get the clarity of communication through TV at very high level, 78 (43.30 per cent) respondents are receiving the clarity of communication provided by news paper at high level, 71 (39.40 per cent), 56 (31.10 per cent), 58 (32.20 per cent), 52 (28.90 per cent) respondents felt that the clarity of communication provided by Magazine, Book, Bill board, Radio at medium level respectively.

#### 8) Impact of Mass Media on Hedonic Shopping (Overall opinion)

The following table 23 discussed the overall opinion

towards impact of mass media on hedonic shopping.

TABLE 23 OVER ALL OPINION OF IMPACT OF MASS MEDIA ON HEDONIC SHOPPING

Opinion	No of Respondents	Percentage
Very high	70	38.90
High	45	25.00
Medium	32	17.80
Low	22	12.20
Very low	11	06.10
Total	180	100.00

Source: Primary Data

From the above table , it is found that out of 180 respondents, 70 (38.90 per cent) respondents are felt that they will be very highly influenced by impact of mass media on hedonic shopping , 45 (25.00 per cent) respondents are felt that they will be highly influenced by impact of mass media towards hedonic shopping, 32 (17.80 per cent) respondents are felt that they will be influenced by impact of mass media on hedonic shopping at medium level, 22 (12.20 per cent) respondents are felt that they will be influenced by impact of mass media towards hedonic shopping at low level and remaining11 (6.10 per cent) respondents are felt that, they will be very lowly influenced by impact of mass media on hedonic shopping.

It is proved that, 70 (38.90 per cent) respondents are felt that they will be very highly influenced by impact of mass media on hedonic shopping.

## XII. TESTING OF HYPOTHESIS

### *Hypothesis 1:*

*“There is no significant association between impacts of mass media on hedonic shopping among the age categories”*

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

TABLE 24 RESULT OF KRUSKAL-WALLIS TEST-RANKS

Factor	Age	N	Mean Rank
Availability	17-19 years	58	93.42
	19-21 years	88	91.80
	21-23 years	29	85.50
	23-26 years	5	62.80
Influence	17-19 years	58	94.62
	19-21 years	88	88.35
	21-23 years	29	88.81
	23-26 years	5	90.30
Product Knowledge	17-19 years	58	95.41
	19-21 years	88	88.23
	21-23 years	29	86.36
	23-26 years	5	97.50
Familiarity	17-19 years	58	97.47
	19-21 years	88	90.82
	21-23 years	29	72.98
	23-26 years	5	105.70
Decision making	17-19 years	58	98.22
	19-21 years	88	86.24
	21-23 years	29	85.21
	23-26 years	5	106.60
Reliability	17-19 years	58	98.62
	19-21 years	88	87.16
	21-23 years	29	81.50
	23-26 years	5	107.30
Clarity of Communication	17-19 years	58	95.86
	19-21 years	88	86.79
	21-23 years	29	87.12
	23-26 years	5	113.20
<b>Total</b>		<b>180</b>	

Source: Computed Data

From the above table it is found that mean rank for availability factor in the age group of 17-19 years is 93.42, for 19-21 years are 91.80, for 21-23 years are 85.50 and for 23-26 years is 62.80. Influence factor in the age group of 17-19 years is 94.62, for 19-21 years is 88.35, for 21-23 years is 88.81 and for 23-26 years is 90.30. Product knowledge factor in the age group of 17-19 years is 95.41, for 19-21 years are 88.23, for 21-23 years are 86.36 and for 23-26 years are 97.50. Familiarity factor in the age group of 17-19 years is 97.47, for 19-21 years are 90.82, for 21-23 years is 72.98 and for 23-26 years is 105.70. Decision making factor in the age group of 17-19 years is 98.22, for 19-21 years is 86.24, for 21-23 years is 85.21 and for 23-26 years is 106.60. Reliability factor in the age group of 17-19

years is 98.62, for 19-21 years are 87.16, for 21-23 years are 81.50 and for 23-26 years is 107.30. Clarity of communication factor in the age group of 17-19 years is 95.86, for 19-21 years are 86.79, for 21-23 years are 87.12 and for 23-26 years are 113.20. The result of Kruskal-Wallis Test is presented in the following table.

**Hypothesis 2:**

*“There is no significant association between impacts of Mass media on hedonic shopping among the marital status of the respondents”.*

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

TABLE 25 KRUSKAL-WALLIS TEST

Variables	Chi-Square	Df	Asymp. Sig.
Availability	2.480	3	0.479
Influence	0.664	3	0.882
Product knowledge	1.157	3	0.763
Familiarity	6.195	3	0.103
Decision Making	3.366	3	0.339
Reliability	3.957	3	0.266
Clarity of Communication	2.760	3	0.430

Source: Computed Data

From the above result of Kruskal-Wallis Test it is found that the respondents are varied in the Impact of mass media towards Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication when they are classified based on the age.

That is the significance value is more than 0.05. Hence the null hypothesis is accepted and it is concluded that there is no significant association between impacts of Mass media on hedonic shopping among the age categories of the respondents.

TABLE 26 RESULT OF KRUSKAL-WALLIS TEST-RANKS

Factor	Marital Status	N	Mean Rank
Availability	Married	19	78.37
	Un married	161	91.93
Influence	Married	19	84.74
	Un married	161	91.18
Product Knowledge	Married	19	102.74
	Un married	161	89.06
Familiarity	Married	19	99.13
	Un married	161	89.48
Decision making	Married	19	107.45
	Un married	161	88.50
Reliability	Married	19	85.13
	Un married	161	91.13
Clarity of Communication	Married	19	101.37
	Un married	161	89.22

Source: Computed Data

From the above table it is found that mean rank for availability factor in the marital status in the married respondents is 78.37, for un married respondents is 91.93. Influence factor in the marital status in the married respondents is 84.74; for Unmarried respondents is 91.18. Product knowledge factor in the marital status in the married respondents is 102.74, for un married respondents is 89.06. Familiarity factor in the marital status in the married respondents is 99.13; for Unmarried respondents is

89.48. Decision making factor in the marital status in the married respondents is 107.45, for Unmarried respondents is 88.50. Reliability in the marital status in the married respondents is 85.13, for un married respondents is 91.13 and Clarity of communication factor in the marital status in the married respondents is 101.37, for un married respondents is 89.22. The result of Kruskal-Wallis Test is presented in the following table.

TABLE 27 KRUSKAL-WALLIS TEST

Variables	Chi-Square	Df	Asymp. Sig.
Availability	1.490	1	0.222
Influence	0.318	1	0.573
Product knowledge	1.418	1	0.234
Familiarity	0.761	1	0.383
Decision Making	2.87	1	0.090
Reliability	0.283	1	0.595
Clarity of Communication	1.197	1	0.274

Source: Computed Data

From the above result of Kruskal-Wallis Test it is found that the respondents are varied in the Impact of mass media towards Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication when they are classified based on the Marital Status. That is the significance value is more than 0.05. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the impacts of mass media on hedonic shopping among the

marital status of the respondents.

**Hypothesis 3:**

*“There is no significant association between impacts of Mass media on hedonic shopping among the residential status of the respondents”*

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

TABLE 28 RESULT OF KRUSKAL-WALLIS TEST-RANKS

Factor	Residential Status	N	Mean Rank
Availability	Day scholars	163	89.10
	Hostellers	17	103.97
Influence	Day scholars	163	91.56
	Hostellers	17	80.32
Product Knowledge	Day scholars	163	90.01
	Hostellers	17	95.21
Familiarity	Day scholars	163	89.08
	Hostellers	17	104.15
Decision Making	Day scholars	163	88.98
	Hostellers	17	105.03
Reliability	Day scholars	163	90.68
	Hostellers	17	88.74
Clarity of Communication	Day scholars	163	90.33
	Hostellers	17	92.15
Total		180	

Source: Computed Data

From the above table it is found that mean rank for availability factor in the residential status in the day scholars is 89.10, for hostellers is 103.97. Influence factor in the residential status in the day scholars 91.56, for hostellers 80.32. Product knowledge factor in the residential status in the day scholars 90.01, for hosteller is 95.21. Familiarity factor in the residential status in the day scholars 89.08, for

hostellers 104.15. Decision making factor in the residential status in the day scholars 88.98, for hostellers 105.03. Reliability factor in the residential status in the day scholars 90.68, for hostellers 88.74 and Clarity of communication factor in the residential status in the day scholars 90.33, for hostellers 92.15. The result of Kruskal-Wallis Test is presented in the following table.

TABLE 29 KRUSKAL-WALLIS TEST

Variables	Chi-Square	Df	Asymp. Sig.
Availability	1.623	1	0.203
Influence	0.876	1	0.349
Product knowledge	0.185	1	0.667
Familiarity	1.682	1	0.195
Decision Making	1.864	1	0.172
Reliability	0.027	1	0.869
Clarity of Communication	0.024	1	0.876

Source: Computed Data

From the above result of Kruskal-Wallis Test it is found that the respondents are varied in the Impact of mass media towards Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication when they are classified based on the Marital Status. That is the significance value is more than 0.05. Hence the null hypothesis is accepted and it is concluded that there is no significant association between impacts of Mass media on hedonic shopping among the residential status of the respondents.

### XIII. FINDINGS ON DEMOGRAPHIC PROFILE OF THE RESPONDENTS

- It is inferred that, most of the respondents 88 (48.90 per cent) are in the age group of 19-21 years.
- It is validated from the fact that, majority of the respondents (89.40 per cent) is under the status of Unmarried category.
- It is proved that, majority of the respondents parents 107 (59.40 per cent) are doing Business.
- It is conformed that, majority of the respondents 135 (75 per cent) is studying in Co-Ed Colleges
- It is proved that, majority of the respondents 159 (88.30 per cent) are studying Arts group.
- It is understood that, majority of the respondents 163 (90.60 per cent) status are day scholars.
- It is conformed that, most of the students 77 (47.24 per cent) are coming by out bus.
- It is clearly that, most of the respondents 7 (41.18 per cent) are coming from rural area.
- It is proved that, majority of the respondents 136 (75.60 per cent) are not studying additional course for their development.
- It is clearly points that, majority of the girls 24 (54.56 per cent) are studying computer related course.
- It is concluded that, majority of the respondents 160 (88.90 per cent) are doing part time job.
- It is proved that, most of the respondents 9 (45 per cent) are doing the Professional work.
- It is cleared that, most of the girls 7 (35 per cent) are earned the income level of Below Rs.5000.
- It is found that out of 180 respondents of each variables, 115 (63.90 per cent) respondents are felt that availability of advertisement in TV is Very high, 78 (43.30 per cent) respondents are felt about availability of advertisement in news paper is high, 77 (42.80 per cent), 59 (32.80 per cent) respondents are undergo relates to the availability of advertisement in magazine and radio is medium level respectively, 60 (33.30 per cent), 56 (31.10 per cent) respondents are felt about that the availability of advertisement in Book and Billboard is low respectively.
- It is established that out of 180 respondents of each variables, 102 (56.70 per cent) respondents are very highly influenced by TV advertisement, 71 (39.40 per cent) respondents are highly influenced by News paper advertisement, 54 (30.00 per cent), 56 (31.10 per cent), 62 (34.40 per cent), 60 (33.30 per cent) respondents are influenced by Magazine, Book, Bill board and Radio advertisement at medium level respectively.
- It is found that out of 180 respondents of each category, 109 (60.50 per cent) respondents are felt that they have been given the product knowledge very highly by the TV, 73 (40.50 per cent) respondents are getting product knowledge given by news paper is high, 65 (36.10 per cent), 71 (39.40 per cent) respondents got the product knowledge by magazine and Book at medium level respectively and 66 (36.70 per cent), 53 (29.40 per cent) respondents are got the product knowledge given by bill board and radio at low level.

17. Out of 180 respondents of each variables 95 (52.80 per cent) respondents are felt that they will take the purchase decision through the impact of TV advertisement very highly, 75 (41.70) per cent) respondents are felt that they will take the purchase decision through the impact of news paper advertisement is high ,68 (37.80 per cent) and 61 (33.80 per cent) respondents are felt that they will take the purchase decision through the impact of magazine and book advertisement at medium level , 65 (36.10 per cent) and 63 (35.00 per cent) respondents felt that they will take the purchase decision through the impact of bill board and radio advertisement at low level respectively.
18. It is established that, out of 180 respondents of each variables 86 (47.80 per cent) respondent are felt that they will get the product reliability through TV very highly, 64 (35.60 per cent), 64 (35.60 per cent), 68 (37.80 per cent), 50 (27.80 per cent) respondents are felt that reliability about the product created by news paper, magazine, book, radio at medium level respectively and 65 (36.10 per cent) respondents are felt about reliability about the product created by bill board at low level.
19. It is found that, out of 180 respondents of each variables 118 (65.40 per cent) respondents are felt that they will get the clarity of communication through TV at very high level, 78 (43.30 per cent) respondents are receiving the clarity of communication provided by news paper at high level, 71 (39.40 per cent), 56 (31.10 per cent), 58 (32.20 per cent), 52 (28.90 per cent) respondents felt that the clarity of communication provided by Magazine, Book, Bill board, Radio at medium level respectively.
20. It is proved that, 70 (38.90 per cent) respondents are felt that they will be very highly influenced by impact of mass media on hedonic shopping.
21. In order to know the various factors like Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication, the Kruskal Wallis test has been applied. It is found that the respondents are varied in the Impact of mass media based on the age. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the age of the respondents and impact of mass media on hedonic shopping.
22. In order to know the various factors like Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication, the Kruskal Wallis test has been applied. It is found that the respondents are varied in the Impact of mass media based on the marital status. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the marital status of the respondents and impact of mass media on hedonic shopping.
23. In order to know the various factors like Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication, the Kruskal Wallis test has been applied. It is found that the respondents are varied in the Impact of mass media based on the Social status. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the social status of the respondents and impact of mass media on hedonic shopping.
24. In order to know the various factors like Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication, the Kruskal Wallis test has been applied. it is found that the respondents are varied in the Impact of mass media based on the residential status. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the residential of the respondents and impact of mass media on hedonic shopping.
25. Result of Kruskal-Wallis Test it is found that the respondents are varied in the Impact of mass media towards Availability, Influence, Product knowledge, Familiarity, Decision Making, Reliability, Clarity of Communication when they are classified based on the annual income. Hence the null hypothesis is accepted and it is concluded that there is no significant association between the annual income of the respondents and impact of mass media on hedonic shopping.

#### XIV. FINDINGS ON USER'S ADOPTION

- a. It reveals that 58 (32.22 per cent) respondents are giving preference to cloth items.
- b. It is found that, majority 68 (37.80 per cent) respondents are influenced by the media in terms of 50%
- c. It is evident that, most 59 (32.78 per cent) respondents are attracted by the way of Words with visual advertisement.
- d. It is clearly said that, majority 90 (50 per cent) of the respondents are going to shop for Monthly once.
- e. It is inferred that, majority 153 (85 per cent) of the respondents are spent Rs.2000 to Rs.4000 to buy the product.
- f. It is viewed that, most of the respondents prefer purchase undesired things due to the impact of mass media.
- g. It is proved that, most of the respondents prefer Shopping is a good entertainment due to the impact of mass media.
- h. The respondents are asked to rank the responses according to their favorite mass media, the researcher has used Garret's ranking test. The first rank is given to **Television**, second rank is given to News paper, third rank is given to Magazine, fourth rank is given to Book and fifth rank is given to Radio.
- i. It is found that most (94.10 per cent) of the respondents prefer Television for hedonic shopping in the study area.

## XV. SUGGESTIONS

Hedonic shopping is a positive experience when consumers have shopping. It is an experience of emotional related activity. It is possible only for higher income people than the middle classes because higher income people have the ability to purchase frequently and unnecessarily. Thus hedonic shopping may be considered as a tool to extract the money from these kinds of people frequently. So automatically hedonic shopping leads the people to include their fiancé with the national income. Thus the following suggestion carried out to reach the above discussed achievement.

1. The result revealed that the availability of advertisement in bill board at low level (31.10%) in the study area. To watch the TV advertisement we have to switch on it. To watch the advertisement in news paper the respondents needed to buy it. But we can watch the advertisement on bill board while our walking or riding on the road. It can attract the people easily. Hence it is suggested that, the advertiser have to concentrate bill board advertisement. It may be made easily understandable and colorful.
2. The result highlighted that the product knowledge has given by radio at low level (29.40%). Even though the radio advertisement is providing current news, General knowledge, advertisements, Programmes and Songs etc. At present, the radio may be broadcasted through the mobile also. Hence the researcher suggested that the advertisement given by radio in a clarity and attractive manner to get the product knowledge.
3. The result showed that opinion regarding impact of bill board and radio on decision making at low level (36.10%), (35.00%). The researcher already suggested for bill board and radio. Except the above, the impact of magazine and book is in medium level (37.80%), (33.80%) on decision making. The book and magazines are having so many advertisements to influence the respondent's life. Four Colleges are selected in the study area and they provided well equipped library facilities. Their library contains various books and magazines. The various types of advertisements are available in the books and magazines also. Hence the researcher suggested that, the advertiser have to give colorful and useful advertisements to take purchase decision by the respondents.
4. The result highlighted that, the overall opinion of the impact of mass media on hedonic shopping among the respondents at the level for very low (6.10%). Hence the researcher suggested that the advertiser should create greater influence on this type of respondents for getting the impact of mass media on hedonic shopping.
5. Regarding influence of media, the result highlighted that the limited number of respondents are influenced by the media in terms of 100 %. Out of 180 respondents, 20 (11.10 per cent) respondents are influenced by media at 100% and remaining 160 respondents are influenced by media at less than 100%.

Hence the researcher suggested that, the media can take necessary steps to influence the respondents by the way of attractive advertisement, free gifts announcement, innovative offers etc.

6. Regarding form of advertisement, the result indicated that the limited respondents are motivated with "Just in printed words" (3.33%). Hence the researcher suggested that the advertiser who gives advertisement in printed words have to take much effort to attract the respondents.
7. The result showed that book has not made significant impact on respondents in the study area. Even though the book is very useful to the respondents, but it didn't create impact among respondents. Hence it is suggested that, the advertisers must concentrate on wonderful advertisement to attract the respondents.
8. The result showed that radio has not made significant impact on students in the study area. It shows the unwillingness of the respondents in utilize in the radio advertisement. Even though the media "Radio" is cheap and best to the respondents, they didn't want to hear the advertisement broadcasted by it. Hence it is suggested that the advertisers should concentrate on discovering new ideas to impress the respondents in hearing the advertisement of it.

## XVI. CONCLUSION

Shopping is activity of buying anything to satisfy the needs of the people. It is divided into various types, but the researcher focused particularly on hedonic shopping for the study area. Hedonic shopping is viewed to purchase the products frequently and unnecessarily. It creates potential entertainment and emotional value to spend more time in shopping. Now a day's social media is most popular among the educated and at the same time mass media is also familiar in the minds of the people equal to social media, especially the youngsters are induced by the mass media for their desired purchase whether the product is necessary or unnecessary. Hence, hedonic shopping is an entertainment shopping. In addition to the above, the people got refreshment and enjoyment through hedonic shopping. As well as it leads the people to spend their money frequently and unnecessarily. It is used to extract the money from upper class of people. Thus, "Hedonic shopping paves the way for financial inclusion which is needed for our current financial position".

## REFERENCES

- [1] Dr. V. Murugaiah and Radhika Vishvas "Women and shopping- An empirical study of Bangalore city" Indian Journal of Marketing, July-2008 p- 47.
- [2] [www.addictionhelpcenter.com](http://www.addictionhelpcenter.com)
- [3] Nidhi Kotwal, Neelima Gupta and Arjee Devi published the topic entitled on "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls" Journal of Social Science, Vol- 16, No-1, April-2008, PP- 51-55.
- [4] Nidhi Rani and Dr. Vikas Sharma, Impact of Television Commercials on Purchasing Behaviour of Masses, International Journal of Science and Research (IJSR) Volume 5 Issue 1, January 2016, pp.1386-1390.



- [5] Samar Fatima and Samreen Lodhi, Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City, *International Journal of Management Sciences and Business Research*, Oct-2015, Vol-4, Issue 10, pp.125-137.
- [6] Zain-Ul-Abideen and Salman Saleem, Effective advertising and its influence on consumer buying behavior, *European Journal of Business and Management* Vol 3, No.3, pp.55-65.
- [7] Nufazil Altaf, Impact Of Social Media On Consumer's Buying Decisions, *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, Volume 3, Issue 7, July, 2014, pp.1-7.
- [8] Dr. Helal Alsubagh, The Impact of Social Networks on Consumers' Behaviors, *International Journal of Business and Social Science* Vol. 6, No. 1; January 2015, pp. 209-216.
- [9] Naveen Rai, Impact Of Advertising On Consumer Behaviour And Attitude With Reference To Consumer Durables, *International Journal of Management Research & Business Strategy*, 2013, pp.74-79.
- [10] Muhammad Shoaib et al, Mass Media And Consumer Purchasing Behaviour: A Case Study Of Lahore, Pakistan *Academic Research International*, Vol. 2, No. 2, March 2012, pp.641-650.
- [11] Deepak Kumar and Meenu Bansal, Impact of Television Advertisements on Buying Pattern of Adolescent - A Study of Punjab, *International Journal of Computer Science and Communication Engineering "Emerging Trends in Engineering & Management"*, 2013, pp.17-21.
- [12] Nidhi Kotwal, Neelima Gupta and Arjee Devi, Impact of T.V Advertisements on Buying Pattern of Adolescent Girls, *J. Soc. Sci.*, 16(1): 51-55 (2008), pp.51-55.
- [13] Hyun Hee Park, Dong Mo Koo And Elizabeth B. Goldsmith, The Effect of Shopping Orientation on Cosmetic Attribute Evaluation, Purchase Motivation, and Re-purchase Intention, *International Journal of Human Ecology* 10 (December 2009): pp.55-69.
- [14] Kurti Garima Tiwari, A Study on Factors Influencing Buying Decision of College Going Girls Towards, *International Journal of Management & Business Studies*, Vol. 5, Issue 3, July - Sept 2015, pp.15-20.