

Journal of Global Information and Business Strategy

Year : 2014,

Volume: 6,

Issue: 1

First Page: (19)

Last Page: (29)

Print ISSN: 0976-4925

Exploratory Tendencies towards Magazines – An Empirical Study

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Published on 2014

Abstract

Magazines are going through a rough phase not particularly in India across the globe. This paper determines the factors influencing Exploratory Tendencies of consumers towards magazines and the impact of demographics on identified factors influencing exploratory tendencies of magazines. Data were collected from 875 respondents of Delhi. Seven factors of exploratory tendencies are reported and it is observed that people in the later age groups are keener on exploring various magazines. Graduates have the highest readership also coincides with the fact that people having an average income are more innovative while shopping for magazines. The people with higher income have generally higher disposable income that allows them to take risks while shopping for magazines. Shopping for magazines, however, is unaffected by the marital status as well as occupation of the individuals.

Keywords

Advertisements, Demographics, Exploratory Tendencies, Magazines, Optimum Stimulation Level.