



Effectiveness of Newspaper Print Ads

KEYWORDS

Animation, 3 D effect, eye catching, attention grabbing, paperless office, electronic media.

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ABSTRACT Advertising is a form of communication that is meant to drive customers to purchase or consume the goods/brand that is being sold. This is an enhanced form of marketing which convinces the customers and public that the brands they are selling are actually better than the others in competition. With the technological advancement in electronic media and concept of paperless office, new methods of advertising have been developed. These new methods are becoming more effective and commonly used medium of advertisement, but still today the importance newspaper advertisements have not become obsolete. The newspaper print ads still create impact for brand building, promotional activities as well as help consumers in making purchase decision. This research paper is based on survey for effectiveness of newspaper print ads and also compared to some extent with other medium of advertisement.

Introduction

"The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business." (Derby Brown, 1969). The objectives of all business are to make profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon video television or stage that is not paid for by the sponsor.

On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organization and or its products idea service etc. that is transmitted to a target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously.

"The advertisements in a newspaper are more full knowledge in respect to what is going on in a state or community than the editorial columns are." (Henry Ward Beecher, 1970)

The need for advertising cannot be denied by any business because every business needs to reach out to its people in a positive manner so as to build a group of loyal customers to their brand who can further bring profits to their brand. Advertising provides the platform to the business to interact with their customer, increase their visibility and build their brand and developing relations with their customers.

"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody

else does." (Steuart Henderson Britt, 1970)

Need for advertising can in no way be denied, because if there is business, there ought to be customers and if there are customers, Communication is evident. This communication is advertising.

History

Advertising has existed for as long as humans have been trading with each other, from our earliest days, evident in archaeological artefacts found from all parts of the ancient world. In 1440, German Goldsmith Johannes Gutenberg invented the printing press, a mechanism that would allow merchants to duplicate advertisements for their wares. With the advent of mass production in the late 19th and 20th centuries, print advertising became the primary means for companies to communicate with consumers through newspapers, magazines, flyers, posters and billboards. Print advertising has always reflected and evolved in symmetry with societies' cultures and technological advancements.

After the development of the printing press, advertisements began appearing in weekly newspapers and periodical journals in England, notably during the 17th and 18th centuries. These adverts often promoted the publishers' other productions, declared new medicines, or reported the discoveries and inventions of the Enlightenment era. (Tom Walker, 2010)

In some form or another, print advertising has been a part of human commerce since ancient times. The Egyptians wrote sales messages on papyrus scrolls; political campaign messages have been found among the ruins of Pompeii; and lost and found notices were common in Greece and Rome.

Research Methodology

Main objective:-

To study the effectiveness of newspaper print ads.

Sub objective:-

To know which is the most effective medium of advertise-

ment.

To study whether the purchase decision of customers dependent on the ads in newspaper and magazines.

To know which category of products is most trustworthy to buy after watching newspaper advertisements.

To know which medium of advertisement displays its message more perfectly without wasting the time.

To study whether language imposes barrier to the purpose for which advertisement is done.

To study whether the people believe in advertising or not.

Research Method: Descriptive Study

Sample size: 170

Sample Universe: Vapi

Sampling type: Convenience sampling

Research Instrument: Structured Questionnaire

Method for Data Collection

The method used for data collection is survey method and the approach is through Personal Interview.

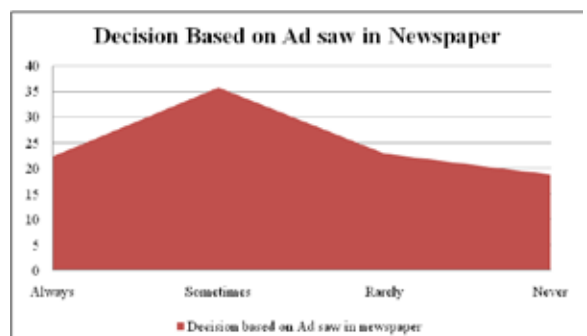
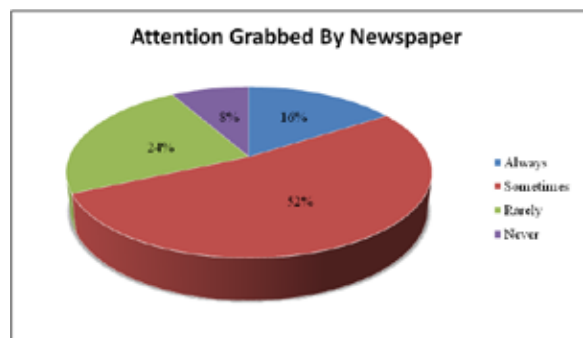
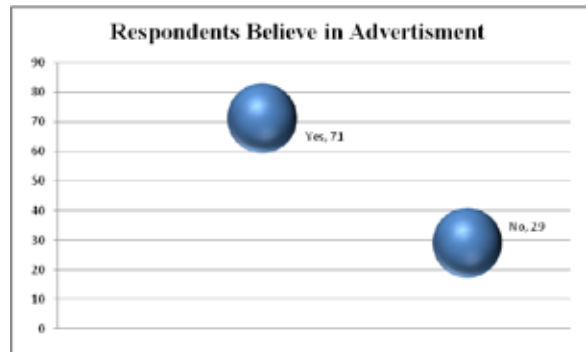
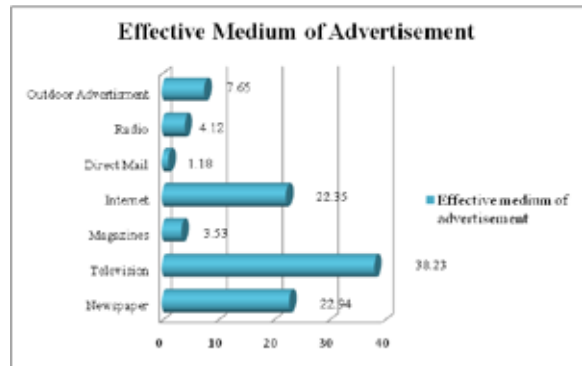
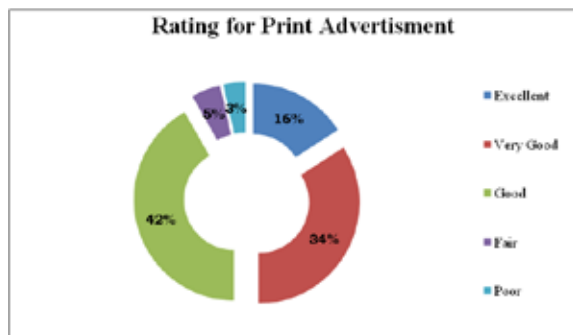
Tools for Data Analysis:

Charts and Graphs, z-test analysis, WAM method.

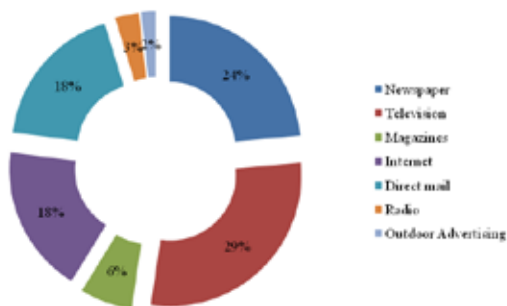
Significance of The Study

The advertising industry is booming and on rapid growth today. Moreover people still prefer reading newspapers in their day to day life. Today we see there has been growth in various medium of advertising. Classical medium of advertising in newspaper is taken over by online, television and other mediums of advertising. The study aims at identifying the extent to which newspaper advertisement is effective. The outcome of the study reveals the effectiveness of printed advertisements rooted in the minds of the customers which could be useful in formulating the strategies in future operations of the company and need to develop more innovative way of printed advertisements, for the attainment of its goals in this competitive scenario.

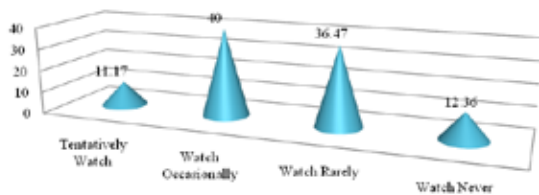
Analysis of the Study



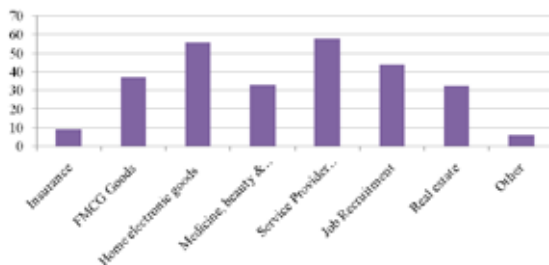
Advertising Medium which Displays it's Message without Wasting Time



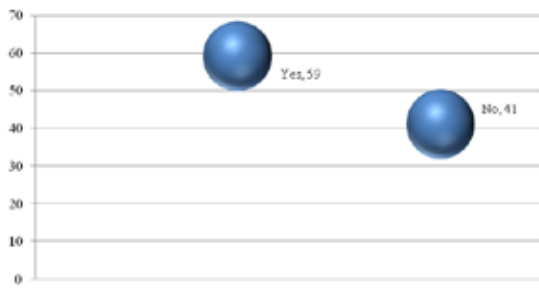
Purchase Decision based on Newspaper Advertisement



Trustworthy to Buy after watching Newspaper Advertisement



Language As Barrier



Findings of the Study

In the analysis, we studied the opinions of people on effectiveness of newspaper print ads, their impact in the minds of customers and their reliability on newspaper print ads while making purchasing decision. Now, to sum up all the analysis with the finding of the study,

The findings of the research are as follows:

It is found that Television is most favored medium of advertisement rather than other medium of advertisement. 37% of the people prefer television of advertisement as majority of the samples are between age group 15 to 20 years.

42% of the people believe that print advertisements are significantly good compared to other medium of advertisements.

38% of the people believe that television is the most effective medium of advertisement in comparison to newspapers and other medium of advertisements as television display can show the animation, 3 D effect and audio profiles also. Due to this television can convey the message for what the advertisement is made without wasting the time.

There is wide scope of advertisement as 71% of people believe in advertising.

36% of the people sometimes decide their purchasing based on newspaper advertisements due to the lack of effectiveness in comparison to television advertisements. 22% of the people only watch the advertisements in newspapers while going for purchasing. This means that there are people that refer to advertisements while going for purchasing but the coverage is not more.

People find mostly the services as trustworthy to buy reading newspaper advertisements rather than other tangible products. The other preference for trust is home appliances and other electronic goods.

59% of the people are sure that language imposes a big barrier if the advertisements are not done in the language that is more preferred by the people. The effect of advertisement decreases if the language of advertisement is convenient.

In comparison to other medium of advertisement, 45% people accept that newspaper advertisements are trustworthy and entertaining.

Though the newspaper advertisements are eye catching and attractive but still they lack in attention grabbing.

Conclusion

In today's competitive business environment, when there are large number of medium of advertisements available and also due advancement in technology, still the preference and reliability of newspaper print advertisements have not been completely declined but still it creates significant impact in the minds of the people. Also creates trust in the minds of people.

Apart from creating trust, newspaper print advertisements helps in providing complete information along with relation building between goods and services provider and the consumer. Also it provides more clear and complete information in comparison to other medium of advertisement.

From the study we can also say that still the effectiveness of newspaper print ads can be increased more by making the ads more attractive and attention grabbing, also the placing of advertisements should be taken care in order

that they create eye-catching impression on the people. The information published in advertisements should be clear, accurate and true which will not waste much time and also the reveal the information more properly without wasting much time of the readers.

Lastly the language of the advertisement also creates barrier for revealing the information which it wants to communicate if not properly taken care of.

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