



SMALL BUSINESSES PREFER PRINT ADVERTISING: A COMPARATIVE ANALYSIS OF VARIOUS ADVERTISING MEDIA IN AJMER CITY, RAJASTHAN.

DR. PARDEEP BALHARA

OPJS UNIVERSITY, CHURU, RAJASTHAN

NEETU BHARGAVA

FACULTY: JOURNALISM & MASS COMMUNICATION OPJS UNIVERSITY CHURU, RAJASTHAN.

ABSTRACT

This paper extends research linking various print media forms in advertising small businesses in small cities like Ajmer, with the help of field survey.

Following the view that the small businesses are creating a solid substratum for developing Indian economy, their advertising patterns need a greater and deeper analytical study. Moreover, the small businesses concern print media as an effective and priority medium for promoting their businesses. This medium so draws attention as it is highly Tangible, Portable and Moldable. Also the new age print media tools (posters, display boards, hoardings, etc.) are setting up the milestones in the field of advertisements by providing enormous results to the advertisers end. Overall, this paper explains how and why print media and its new age forms are being used abundantly and how effective they are proving at both advertisers and consumers end, and outta both which is earning more importance and influencing people.

KEYWORDS

Print media, Modern Print Media, Advertising, advertising tools, small scale businesses.

INTRODUCTION

According to American Marketing Association “Advertising is a non paid, non personal promotion of ideas, goods and services from an identified sponsor using mass media to persuade the audience.”. It targets the specific audiences the business actually wants to reach. Recently, however, more and more businesses have started looking beyond simply selling their products and services. They in effect, sell themselves, i.e. indulging in more of institutional advertising.

Promoting business is an important aspect of ensuring business's long term growth. Advertising do the job of promoting the business by creating awareness, interest and excitement about a particular product or service. The small business and startup owners also know that advertising can bring more customers, but it's simply not in budget. In such scenario, print media is serving as the most credible advertising vector. The fair qualities of print media like its diversity, permanence, sustainability, engagement, cost effectiveness, personal appeal, and many more are holding advertisers and customers trust. The print advertising offers the opportunity to target different readership with effective advertising cost. Besides this it proves very ideal due to its some special features like, its personal feel, door drop quality, enviable reach **and local nature**.

LITERATURE REVIEW

Advertising is far more than just a tool for selling goods and services. It promote by informing and creating awareness. It even focuses on image building. To highlight all the important issues regarding advertising in promoting the businesses and as a tool of powerful persuasion in context to print media majorly, following studies have been reviewed:

1. Geetika Sharma, “**INDIAN Newspaper Industry**”, <http://EzineArticles.com/>, 2009.

The author describes about the changes in the Indian newspaper Industry with the time. According to author newspaper continues to grow and be a dominant ad medium globally with 42% market share. The newspaper industry earns its profitability from circulation as major of its costs are fixed. Advertising being its major revenue source even relates and depends on circulation.

The Indian newspaper industry has been historically a very profitable industry once the brand is established. While in UK, US

the circulation of newspaper has decreased, the INI has experienced dramatic growth during 2000- 2005. The key drivers behind this growth are the

- Expanding middle class segment
- Improving literacy rates
- Marginal internet penetration.

The growth of Indian print media is also expected by KPMG-FICCI report at around 9% over 4-5years. Despite various turns of advertisers to other advertising media, the print is more favorite for advertisers and in rural areas, where increasing literacy rate is opening up the doors for print. Moreover the increasing benefits from development schemes of government are also opening up opportunities for Indian publishers.

2. James F. Kelly: In his article “ Traditional Advertising: why companies need it”(2010), mentioned important and a variety of roles advertising plays. It mentions the yields of the advertisements to advertisers and the affectivity of print in reaching out to the large mass of potential segment.

3. www.printpower.eu: The article “Why Print Media?” discusses the major range of print channels which are available at the advertisers end for marketing its products and services. Besides, it describes and focuses on certain aspects of print media which highlights its affectivity in business promotion. These aspects are:
a) Print= Sensory media experience.

The preference to print over any other media channel is mainly because of the feel of touch it provides to human senses. It has a direct impact on human behavior.

b) Engagement: The print media is highly engaging at its end. It holds the consumers attention and due to its creative influence it proves more eye catcher at the consumers end.

c.) The article even highlights a neurological research conducted recently to gauge the impact of information delivered to them via. Print media and screen channel. The result revealed was in favor of print. It showed that information imparted through print is received at the consumer end with more concentration.

4. Vladimir Gendelman: In his article “Print's not dead: Print marketing will thrive in 2014 and beyond”, he clearly states the

development and growth of print media in this new world of enormous technology. It refers that 43% of the share of local retail advertising to direct mail advertising technique. The article focuses on the effectivity of print media tools because of its certain characteristics like variable printing, personalisation of print, attractiveness, feasibility, less investment and creativity. It even discusses the new face of print media which extends beyond the paper print. This side includes various promotional gifts like, keychains, cups, magnets, etc. these hold the consumers to a variety of extent by promoting the brand image even without letting them aware of it. Besides, this the article states the most important feature of print media, i.e. its less Cost per Impression(CPI), which attracts more and more small businesses and startups to turn to this media.

5. Scott Young: In his writing " A Campaign for Improvement-Getting more from Print Advertising", he focuses on the tests conducted by the advertisers before and after using print ads to refine and improve shortcomings(if any) to get desired results. The article even states various guidelines which can prove effective in the field of print advertising. The main aim behind it is to enhance the affectivity and results of print advertisements on the consumers. The guidelines include:

- Print ads are effective if they meet up/convey the message at both levels i.e. conveying the main notion of promotion.
- Print ads should contain such visuals that they appeal to readers senses and deliver every single information regarding the product advertised rather than just concentrating on the attractiveness of the visual.
- They should be designed such that they itself create self explanatory image in readers minds.
- Print ads should work on the principle of simplicity.

Thus the article is very helpful to the advertisers in enhancing their gains by guiding them with proper advertising skills.

6. Shareena Patel : In her article in Print Power Magazine(21/5/2015) she stated that the media planners still direct their clients to use print to gain profits and effectiveness from their campaigns.

OBJECTIVES OF THE STUDY

- To examine the various advertising media operating in city and advertisers attitude towards them.
- To examine the response of the consumers towards various media
- To examine which media form working effectively from both the advertisers and consumers perspective.

RESEARCH METHODOLOGY

1. Coverage of Study:

The study covers small businesses like garments retail shops, boutiques, handicraft stores, retail shops, hobby classes, bakeries, play school and coaching institutes, salons, small restaurants.

2. Data Sources:

a. Primary Sources: The data collected involved field survey using questionnaires, personal interviews & visits to shops on random sample basis.

b. Secondary Sources: The data collected involved published sources, like newspaper, research studies, websites, research journals, books, magazines.

3. Sample size:

The sample size was 75. Questionnaires were prepared and distributed to the study field, keeping the objectives in mind.

4. Data Analysis:

The critical analysis of data was done as per the information and data collected from primary and secondary sources.

- a. Media operating in city as per advertisers preference
- Print media: 33%
 - Television: 26%

- FM: 12%
- Internet: 7%
- Mixed: 20%

b. Consumers response toward various advertising media

- Print: 42%
- Television: 12%
- FM: 20%
- Internet: 12%

c. Advertisers feedback on media efficiency after use:

- Print: 29%
- TV: 7%
- FM: 13%
- Internet: 3%
- Print and TV: 7%
- Print and FM: 19%
- Print and Internet: 12%
- TV and FM: 5%
- TV and Internet: 2%
- FM and Internet: 3%

CONCLUSIONS AND RECOMMENDATIONS:

Conclusions:

- Print Advertising was considered most preferable for advertising by the advertisers.
- Print advertising forms were seen as most cost effective so they easily fit into the promotional strategy of small business advertisers.
- Being local in nature the advertisers turning more towards print as they served the information to consumers at an ease.
- Consumers referred print ads as the most reliable ones.
- Out of all print forms newspapers, hoardings and handouts were considered most effective.
- Other than newspapers, hoardings, banners, signboards, pamphlets and handouts were considered most effective by the advertisers in the city.
- Television advertising was considered least preferable in the city Because of minimised no. of local channels available in the city to advertise. Moreover the on air cost was not in the budget of all small business owners and startup owners.
- The TV advertising served the lowest segment in city, standing after print and FM.
- Fm stand just after Print in city on advertisers' preference but on the same hand was considered costly because of limited channels availability and time slot charges. Moreover the timeliness of the ad was a matter of concern.
- Internet was seen a the most cheapest medium of advertising in the city via social sites but its consumer access was considered least.
- More consumers turned towards the promotional offers advertised via print media rather than any other media.
- Consumers think the information served via print was more credible, trustworthy than any other form.
- "Awareness of Products & Varieties" was considered as the first and prior choice for advertising information, awareness, followed by the discount and best deals ad information.
- Advertisers who used media mix found combination of print And FM as most effective one rather than any other form.

Recommendations:

- Print advertisements as media have high credibility. So they should be so that they appeal to endorsements and work better on reviews. They should not be misleading.
- Consumers feel that print ads are more readily and easily available so the stand should be maintained well
- Newspaper audience engagement is found to be higher than any other media so the campaign must be planned so that it should be easily available to consumers at ease.
- The ads should be so that they portray the information clearly rather than just focusing on the visualization of the ads.
- The Print media should motivate the consumers to turn for other media tools like web advertising too to gain more live experience.

- Print advertising can be very effective to build up experience and credence image of products and services advertised.

REFERENCES:

1. Shefali Walia, : Comparative study of effectiveness of various mediums of advertising”
2. Hemant CR Patna “Advertising Effectiveness”
3. Prithvi B.J.; Mihir Dash: “ Comparative effectiveness of Radio, Print & Web Advertising”
4. Statt .D.(1977), Understanding the Consumers ,A Psychological Approach, London: Macmillan Press
5. Advertising in India: Trends and Impact by Oma Gupta.
6. Philip Kotler, Marketing Management, Millennium Edition, Tenth Edition, 2000, Prentice-Hall Inc.
7. R.K.Agarwal, “Advertising Management,” Himalaya Publishing House, New Delhi, 1997.
8. “Advertising as Communication”, Dyer Gillian, Methuen & Co. Ltd, London: 2003.
9. Kepphan Helmut, “Handbook of Print Media: Technologies and Production Methods,” Springer, Berlin: 2001.
10. Kruti Shah , “Advertising and Promotion- an IMC perspective” Tata Mc-Graw Hill Publishing company, New Delhi 2009.
11. C.N.Sonatakki, “Advertising”, Kalyani Publishers, New Delhi, 2001.
12. Arun Chaudhari, “Indian Advertising:1780-1950”, Tata Mc-Graw Hill Publishing company, New delhi 2007.
13. Advertising,S.Y.B.A.,/S.Y.B.Com, Institute of Distance and Open Learning, University of Mumbai (Under Distance Education Council Grant) by Dr. R.R.Khan, Dr. S.R. Kamble, Prof. Rita Khatri and Dr. Suryakant Lasune.
14. S.A. Chunawalla, “Advertising, Sales and Promotion Management,” Himalaya Publishing House, New Delhi: 2002.
15. www.printpower.eu
16. IMPACT, weekly advertising and marketing news, articles “Indian audiences are open to Print-Digital model of newspapers”, “Be it Urban or Rural, Print is significant to any Brand”.
17. Why Direct Marketing is on the Increase for small business”, on camérons.ne.
18. www.marketingprof.com
19. “Traditional Advertising: Why companies need it”, James F.Kelly., www. Forbes.com