



Evaluation of Print as a Medium of Advertisement with Respect to Consumer and Advertisers

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Abstract: *Advertisement influences consumer purchase behavior in their day to day life. It shows some facts as well as a rosy picture about the product but it helps to convey the information regarding the product. The advertising arena is witnessing a change from conventional to advance domain. Print media advertising is exactly what it says---advertising in a print media arena. The two most common forms of print advertising are newspapers and magazines. However, print media advertising also includes yellow pages, brochures, and pamphlets, ads in phone books or directories and direct mail. The main purpose of doing this study is to performance evaluation of print as a medium of advertisement with respect to consumer and advertiser. I have also studied different factors that may add up to attractiveness of advertisement. Consumer preferences for newspaper, TV, Internet etc also covered. I have also found that whether the customers are satisfied with the advertisement which is given in the particular media and also have find out the different factors on the basis of which consumer is choosing to read particular print media. So many people are using print media as their advertising factor, but their purchasing behavior is not influenced by that media.*

Keywords: *Advertisement, Print, Consumer, Advertiser, Ahmedabad.*

I. INTRODUCTION

Printing is a process for reproducing text and image, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process, and is an essential part of publishing and transaction printing.

The development of printing was preceded by the use of cylinder seals in Mesopotamia developed in 3500 BC, and other related stamp seals. The earliest form of printing was woodblock printing, with existing examples from China dating to before 220 AD and Egypt to the 4th century. Later developments in printing include the movable type, first developed by Bi Sheng in China, and the printing press, a more efficient printing process developed by Johannes Gutenberg in the 15th century.

The topic is Print media as a medium of advertising with respect to consumers and advertisers is one of the best topics, which focuses on the print media sector as one of the means of providing services to the society that carries the idea or message of the marketer to the masses. Print media is the most popular and effective media for both publishing and publicity in the form of advertising, today. Newspapers and magazines have become a part of the culture and political life of people today.

Media, as we know, is a very important component of advertising that carries the idea or message of the marketer or advertiser to the masses. It is therefore necessary to plan and formulate the marketing strategies for establishing the print media.

After a rather quiet 2009, the Indian advertising industry bounced back this year by clocking 22% growth which was largely driven by the gains made by traditional advertising media like print and television.

According to GroupM estimates, while television raked in Rs 11,854 crore, the print medium—still the biggest earner—made Rs 13,199 crore. On the other hand, a small but rapidly growing digital medium drew Rs 1,165 crore. "We saw an overall increase with old and new sectors contributing to the revival this year. Next year, with the big cricketing properties coming up, we expect a continued robust growth," said Gowthaman Ragothaman, leader, South Asia, MindShare.

Print advertising has fallen in each of the past five years, dramatically shrinking newspaper publishers' main source of income. Even as the economy has gradually improved since 2009, newspapers are still bringing in less revenue as advertisers embrace free or cheaper Internet alternatives that aim to deliver the messages to people most likely to be interested in the products being pitched. The shift has accelerated in recent years as more readers abandoned newspapers' print editions for the Web.

Government of India in June 2002 had decided to allow 26 per cent foreign direct investment (FDI) in news and current affairs print media. Technical and medical publications have been allowed a higher FDI of 74 per cent. The decision, taken by the Union Cabinet, reverses the 1955 Cabinet resolution prohibiting any foreign investment in print media.

A survey commissioned by a group of large New Delhi newspapers, showed that 34 out of 50 newspapers across the country were opposed to foreign investment. Only 16 newspapers with a circulation share of 23.7 per cent favored the proposal. In India



while there is wide readership of daily newspapers in Indian languages, the English press is taken more seriously by the government.

II. RESEARCH METHODOLOGY

Objectives of the Study:

- To evaluate the effectiveness of print as a medium of advertising from consumers as well as advertisers perspective
- To study the print media industry
- To measure the effectiveness of advertisements in print media

Scope of the Study:

The study of Evaluation of Print as a medium of advertising with respect to consumer & advertisement has a wide scope. In the market all the companies are adopting innovative strategy to advertise their product. It also helps in finding out the customer's opinions and their perception regarding the print media sector companies. However our research was conducted on a sample of 200 (Consumers) and 50 (Advertisers) and geographic area is limited to Ahmedabad.

Research Design: Descriptive type of research design is used to conduct their search

Data Sources:

1. Primary Sources

Primary Sources of data include questionnaire which is administered to the consumers and Advertisers.

2. Secondary Sources

Secondary sources include newspapers (i.e. The Times of India, The Hindu), Marketing journals (i.e. Indian Journal of Marketing) and research papers available via internet

Sampling Plan:

1. **Population:** Population includes consumer preferring different restaurants in the city of Ahmedabad.
2. **Sampling Unit:** Consumers and Advertisers of Ahmedabad City.
3. **Sampling Technique:** Convenience Sampling is used for the study
4. **Sample Size:** 200 Consumers and 50 Advertisers.

Hypothesis:

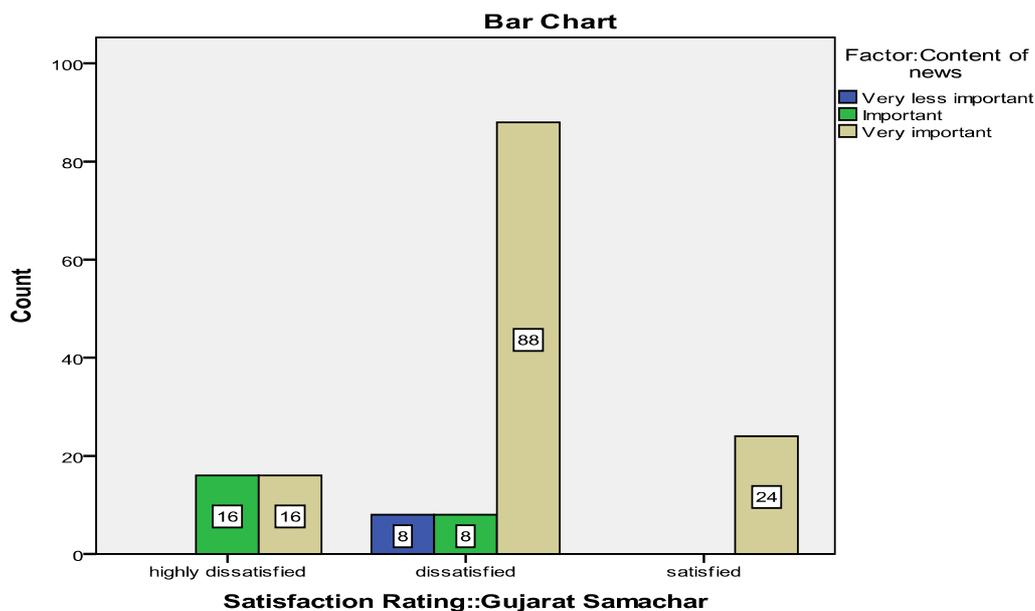
1. H0: There is no correlation between Satisfaction rates of Gujarat Samachar readers with content of News
2. H0: There is no correlation between Satisfaction rate of Gujarat Samachar readership with gift coupons published
3. H0: There is no correlation between Satisfaction rate of Divya Bhaskar readers with the paper quality
4. H0: There is no correlation between Satisfaction of Times of India readers with gift coupons published
5. H0: There is no correlation between Satisfaction rate of Times of India and Language

III. ANALYSIS

1. H0: There is no correlation between Satisfaction rates of Gujarat Samachar readers with content of News

		Satisfaction Rating::Gujarat Samachar	Factor: Content of news
Satisfaction Rating::Gujarat Samachar	Pearson Correlation	1	.167*
	Sig. (1-tailed)		.017
	N	160	160
Factor: Content of news	Pearson Correlation	.167*	1
	Sig. (1-tailed)	.017	
	N	160	200

*. Correlation is significant at the 0.05 level (1-tailed).

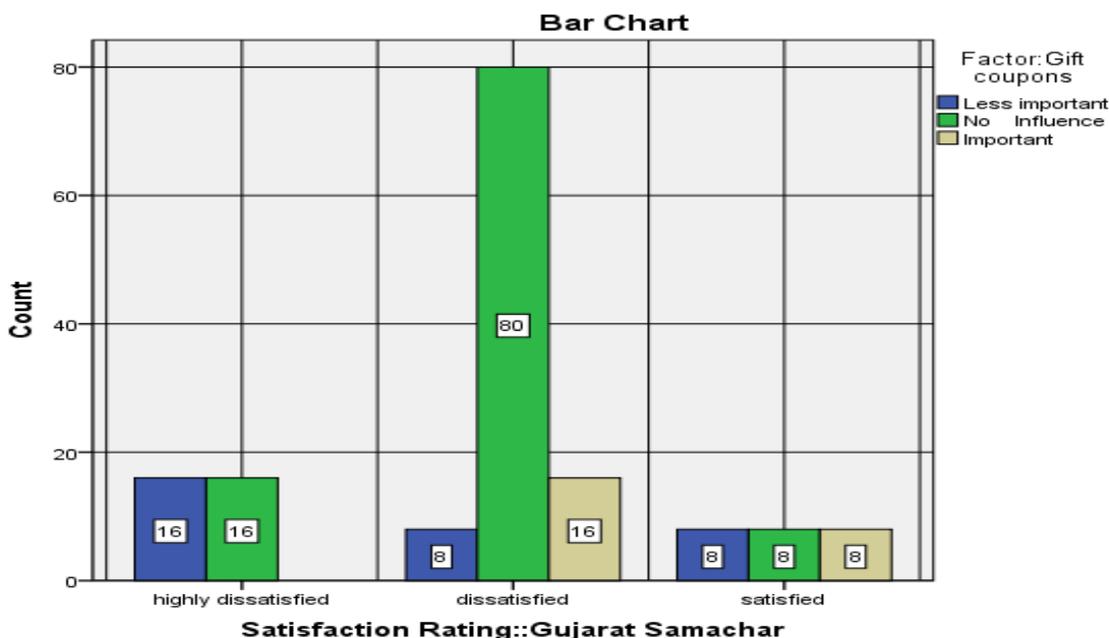


Here, significance value is 0.017 which is less than 0.05, so H₀ is rejected and H₁ accepted. So there is a correlation between Satisfaction rates with Gujarat Samachar readers with content of News. Content of news is important factor for satisfaction with Gujarat Samachar and the readers find that news content is good.

2. H₀: There is no correlation between Satisfaction rate of Gujarat Samachar readership with gift coupons published

		Satisfaction Rating::Gujarat Samachar	Factor: Gift coupons
Satisfaction Rating::Gujarat Samachar	Pearson Correlation	1	.200**
	Sig. (1-tailed)		.006
	N	160	160
Factor: Gift coupons	Pearson Correlation	.200**	1
	Sig. (1-tailed)	.006	
	N	160	200

** . Correlation is significant at the 0.01 level (1-tailed).

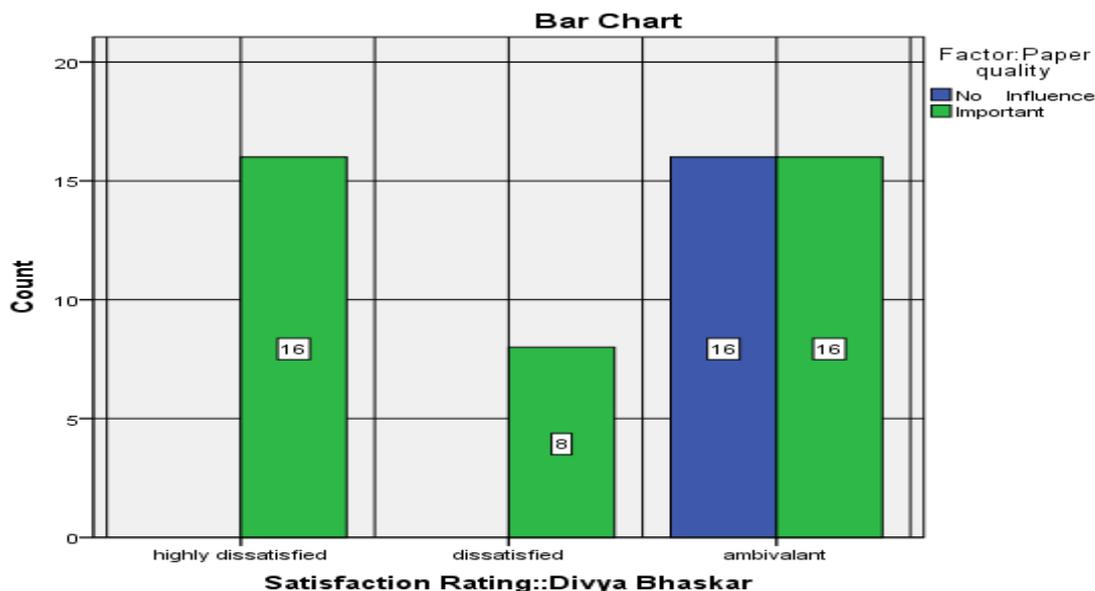


Here, significance value is 0.006 which is less than 0.05, so H₀ is rejected and H₁ accepted. So there is a correlation between Satisfaction rate with Gujarat Samachar and Factor for readership as gift coupons. Gift coupons are important factor for satisfaction with Gujarat Samachar. It suggests that readers one of the factors that make readers choose Gujarat Samachar is the gift coupons published in it.

3. H0: There is no correlation between Satisfaction rate of Divya Bhaskar readers with the paper quality

		Satisfaction Rating::Divya Bhaskar	Factor: Paper quality
Satisfaction Rating::Divya Bhaskar	Pearson Correlation	1	-.513**
	Sig. (1-tailed)		.000
	N	56	56
Factor: Paper quality	Pearson Correlation	-.513**	1
	Sig. (1-tailed)	.000	
	N	56	200

** . Correlation is significant at the 0.01 level (1-tailed).

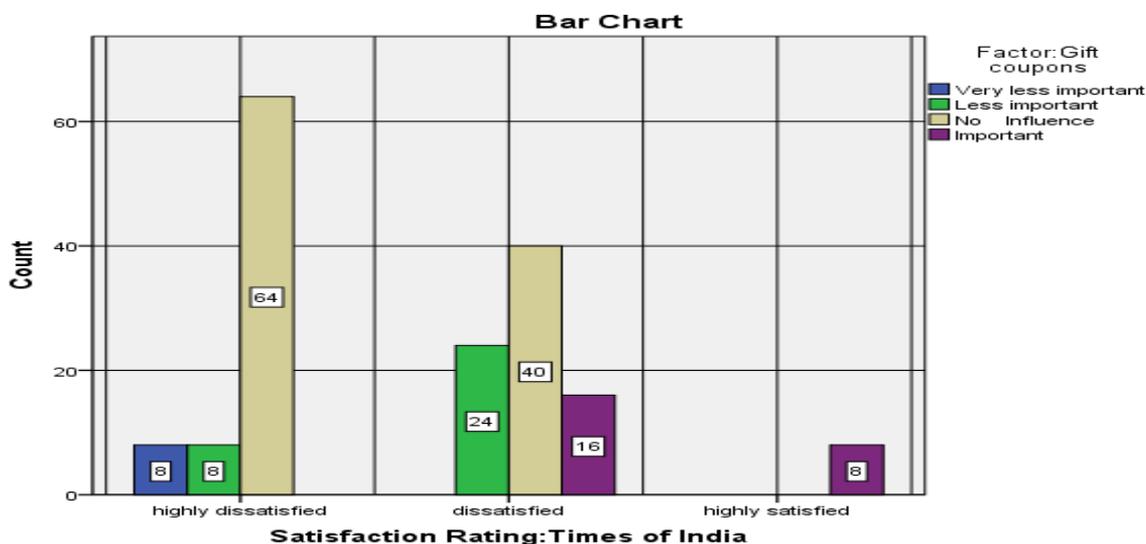


Here, significance value is 0.000 which is less than 0.05, so H0 is rejected and H1 accepted. There is a correlation between Satisfaction rate with Divya Bhaskar and Factor for readership as paper quality. Paper quality is an important factor for satisfaction with Divya Bhaskar. Readers appreciate the paper quality of Divya Bhaskar.

4. H0: There is no correlation between Satisfaction of Times of India readers with gift coupons published

		Satisfaction Rating: Times of India	Factor: Gift coupons
Satisfaction Rating: Times of India	Pearson Correlation	1	.377**
	Sig. (1-tailed)		.000
	N	168	168
Factor: Gift coupons	Pearson Correlation	.377**	1
	Sig. (1-tailed)	.000	
	N	168	200

** . Correlation is significant at the 0.01 level (1-tailed).

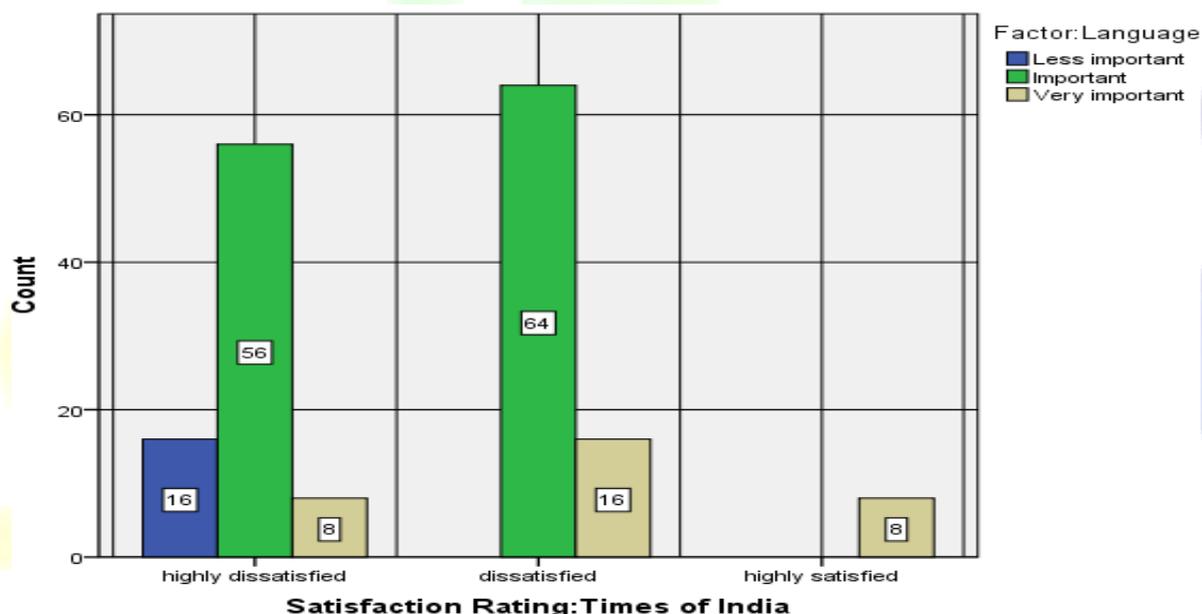


Here, significance value is 0.000 which is less than 0.05, so H0 is rejected and H1 accepted. There is a correlation between Satisfaction rate with Times of India and Factor for readership as gift coupons. So gift coupons are important factor for satisfaction with Times of India.

5. H0: There is no correlation between Satisfaction rate of Times of India and Language

		Satisfaction Rating: Times of India	Factor: Language
Satisfaction Rating: Times of India	Pearson Correlation	1	.424**
	Sig. (1-tailed)		.000
	N	168	168
Factor: Language	Pearson Correlation	.424**	1
	Sig. (1-tailed)	.000	
	N	168	200

**. Correlation is significant at the 0.01 level (1-tailed).



Here, significance value is 0.00 which is less than 0.01 @ 99 % confidence level. So, H0 is rejected and H1 is accepted. There is a correlation between Satisfaction rate with Times of India and Factor for readership as Language. So Language is important factor for satisfaction with Times of India.

IV. FINDINGS

- ❖ On an average people have reading habit of average 30 to 60 minutes per day and most of the time they are giving to read newspapers.
- ❖ While reading the newspaper majority readers are looking for information followed by advertisement which is comparatively lower than information but higher than the rest.
- ❖ Write that majority respondents have the habit of reading news papers for more than 3 years and reading magazine for more than 2 year.
- ❖ People prefer to read Gujarati news paper more than the any other language that is Hindi or English etc. Gujarati comes out to be the most preferred language for reading, something that can be of interest to the advertisers. And in Gujarati language news paper Gujarat Samachar has the highest readership in the market. While in English news paper TOI has the highest readership. And people are also satisfied with the kind of advertisement given in particular news paper.
- ❖ Internet media, Print media and TV are the factor which is most likely to influence the buying behavior of an Individual.
- ❖ Out of 200 respondents, 40% respondents said that their purchasing behavior is influenced by any advertisements, where 60% said that their purchasing behavior is not influenced by any advertisements although it covers effective advertisement in particular media but not influence purchase decision.
- ❖ In this people are mainly looking Property related deals followed by the consumer durable related items.
- ❖ And those who are reading the magazines in that they are mainly prefer to read business magazine followed by trade magazine.
- ❖ Most of the people are highly satisfied with kind of advertisement which is given in the Gujarat Samachar news paper followed by TOI.
- ❖ In case of advertisers they are mostly prefer medium of advertisement is Print media, TV and Internet.



- ❖ While in Print media advertiser's most preferred instruments is Newspaper. Generally, advertiser use newspaper to advertise their product.
- ❖ While deciding upon particular print media the advertiser check the readership and accordingly they advertise.

V. CONCLUSION AND SUGGESTIONS

Print media industry can be an effective way of advertising in the future but it has some threat that internet users are also increasing day by day so it may happen that the internet can take place against print media for advertisement hence print media can explore how Internet can become an added advantage rather than a threat. In today's scenario customer wants more and detailed information about the product from the advertisement so the Print media industry will have to identify the innovative strategy and have to implement that in to the market which helps in attracting the more no. of customer.

Now days the print media is increasing day by day and the buyer's behavior sometimes may be influenced by the advertisement which is given in particular media.

- ❖ Local advertisers can make the most of the print media as this is more cost effective than the electronic media and reaches the target audience. Within print media also the vernacular dailies would be a better option. However if high cost is a consideration than the supplementary published with the main edition can be considered by the advertisers.
- ❖ Weekend contests, gift coupons etc. attract readers and consumers alike. Hence print media and brands can explore tie-ups that are mutually beneficial (such as food vouchers, movie tickets etc.)
- ❖ Since today's generation in technology savvy and spends a lot of time online, dailies can offer combination packages for advertising to the advertisers on their physical as well as online editions.

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