

A Research on the Impact of Newspaper Advertisements on Consumer Awareness

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Abstract--- Advertisements can be an essential element within the overall marketing strategy. It takes on an exceptionally significant component in inspiring clients to either utilize a particular product or to boost the company. Newspaper is an effective type of medium in a manufacturing country such as India, especially in the cities, where its reach will be to just about any household. Advertisements are divided into two fundamental categories, beneficial and transformative. Informative advertisements present buyers with real information (i.e. price, amount, etc.) and extra information on an organization in a logical method. Therefore, the consumer is rewarded with greater self-self-confidence in assessing the merits of searching for the producer. Transformational advertisements associate the data of using (consuming) the advertised unit with a unique group of mental features that cannot preferably be from the brand without connection with the advertisement. This research targets the result of newspaper advertisement on the customers' behavior. It explores the components that will be influenced by such advertisements, and finally influence the search. The sampling proportion of the evaluation was limited to 100 respondents. The relevant information has been collected from both primary and secondary sources. Primary information was gathered through responses of employees to questionnaires. The influence of informational content is certainly found to be more for durable goods, and minimal for items like apparels, where in consumers are more inclined to the psychological charm of the promotional material. The volume of information presented in advertisements was found to be independent of their specifications. Advertisements linked to electronic products are more factual compared to the ones linked to apparels, which are mainly transformational. Commercials of diverse products employ distinct ways of influencing the clients, and the data from them could be leveraged to gauge their effect on the clients, not merely for newspaper advertisements, but also for all forms of promotion.

I. INTRODUCTION

According to a recent annual report of the Registrar of Newspapers in India (RNI), India tops the world in newspaper circulation, with 330 million newspapers circulated daily.

Similarly, Zenith has predicted that the expenditure on newspaper advertisements in India will rise to INR 25,408.5 crore from INR 22,341.1 crore, and on magazine advertisements will grow to INR 954.7 crore from INR 934.7 crore during 2018-2021.

The purpose of this study is to understand the part played by beneficial articles in influencing clients' buying pattern, and their perception and mindset about the business.

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Statement of the Problem

Transformative advertisements make use of various psychological features to differentiate between brands. The most important questions considered in the study are: just how do newspaper advertisements create consciousness among consumers? How does performance of newspaper advertisements build perceptions in the thoughts of consumers' buying behavior? How do consumer recognition and perception affect the buying design?

Research Objectives

- To examine the effect of newspaper advertisements on consumer awareness
- To evaluate the importance of newspaper advertisements in developing consumer perception
- To study the impact of consumer awareness about e-advertisement.

Significance of the Study

This study showcases the importance of newspaper advertisements on consumers' buying behavior. It explores the elements that advertisements influence and eventually impact the buying behaviour of consumers. The study can help entrepreneurs and other enthusiasts to comprehend consumer habit while purchasing particular products, in order to devise best-suited marketing approaches for their products.

Scope of the Study

The conclusions have been derived from the analysis of precise responses to questionnaires distributed to consumers of specific products. This research will certainly be useful in obtaining an insight into the perception of customers on numerous advertisements and their effect on their shopping behavior.

II. RESEARCH METHODOLOGY

The analysis was based on responses from 100 readers of Kerala Koumudi, a leading regional daily of Kerala.

Sampling Units and Size

The sampling unit includes readers of the Kerala Koumudi. The sampling proportion of the analysis was limited to 100 respondents, both male and female workers.

Sampling Design

Basic random sampling was first utilized, wherein each component had equal possibility of getting chosen to become a sample.



Sampling Technique

Straightforward random sampling approach was first used, wherein each respondent on the complete population gets the same potential for being contained in the sample. Respondents will be randomly approached because of this study.

Sources of Data

The relevant information for this research was gathered from both main and secondary resources. Primary information was collected by using responses to a questionnaire circulated among the workers. Secondary information was collected from newspapers, publications, websites, etc.

Tools for Data Analysis

Data analysis is the computation of certain steps looking for routine relationships which exist among information groups. Basic percentage analysis, chi-square research and weight typical method were applied for the examination of information in this review.

Percentage Analysis Method

In percentage analysis technique, classification and tabulation of the effect from the questionnaire is performed first. Then the percentage of respondents for every query in the questionnaire is usually calculated, and the email address details are represented as diagrams. Following the analysis, the total effects are interpreted.

Simple percentage approach = $\frac{\text{Zero. Of Respondents}}{\text{Sample Size}} \times 100$

Correlation Analysis

The word correlation identifies the partnership between two variables. When two variables together move, they are correlated. The three essential choices of correlation happen to be:

- a) Negative and positive correlation
- b) Simple, multiple and partial correlation
- c) Linear and nonlinear correlation

Karl Pearson's Coefficient Correlation

It's the commonly used way for measuring correlation.

The numerical expression can be used to calculate the path of the partnership between linear related variables. The worthiness of r is based on between +1 and - 1.

Chi-Square Method

Chi-square test is known as the simplest as well as the hottest nonparametric test in figures. The X² check was primarily utilized by Karl Pearson in the entire year 1990. The number X² describes the magnitude of the discrepancy between theory and observation. It is thought as:

$$X^2 = \frac{(O-E)^2}{E}$$

Questionnaire Administration

The questionnaire for this study was prepared after proper consultation from the faculty guide and external guide. Responses to the questionnaire are arranged on a five-point scale which ranges from 'highly agree, disagree strongly, agree, neutral and disagree'.

III. LITERATURE REVIEW

According to Morden (1991), advertising may be used to push a simple cognizance of the products or services into the brain of the probable customer, or to help develop deeper knowledge of it. As adoption of media increased, the overall performance of advertising, as against traditional press, was first dwindling. Marketers are trying to find newer and presumably significantly less cluttered media to advertise their brands. Digital media offers choices to both opt in and opt out of marketing messages to the customer, and also advertising. Folks are gaining stronger control of what they want and when they want it. (Newell & Merier, 2007; Kondo & Nakahara, 2007). As a promotional move, marketing helps in establishing product awareness and conditioning the human brain of a probable customer to consider the final purchase decision. The main objective of the advertiser is usually to attract customers and influence their attitudes and purchase tendencies (Ayanwale et al., 2005 and Adelaar et al., 2003).

Ayanwale et al. (2005) studied the advertisements of Bournvita, which they discovered had a substantial influence on purchasers' collection of the meals beverage. Adelaar et al. (2003) completed an evaluation of on-line CD buying patterns of consumers prompted by emotional advertisements. Advertising could be paid and non-personal, where suggestions, ideas, services or products, and information, will become promoted through the press (noticeable, verbal, and text) by a credible sponsor to persuade or affect behavior (Ayanwale et al. 2005, and Bovee et al. 1995).

Television promotion helps promote items, services, organizations, recommendations, etc. Leveraging this medium, entrepreneurs can reach a wider variety of individuals (Abideen et al., 2011). Over the years, several variations have been discussed in marketing literature, particularly with the objective of wanting to comprehend the procedures employed by people to create such an organization or item evaluations, if they are in fact put through advertisements (Muehling et al., 1993).

This research has examined the ties among responses to the business, advertisement, producer attitudes, and purchase behavior. Evaluation of the prevailing literature helps discover that press and marketing similarly make details regarding utilization and the worth of material products obtainable (Abideen et al., 2011). O'Guinn and Faber (1989) pointed out that after buying behavior is developed, the average individual faces difficulties in controlling itentirely. (Etzel, Walker and Stanton 1997) Going by the definitions of advertisement, this is an interpersonal advertising, economic procedure and, in addition, communication, information or perhaps method and persuasion process.

Advertisers' priority is certainly to attract probable customers and motivate their shopping for tendencies and enhance awareness. They dedicate surplus money to maintain purchasers' focus on their things.



Their major goal is to obtain sufficient information on all the buyers for assembling profiles, and to discover the precise group of individuals for communication. So, every one of these profiles is perfect for the research of the customer habit, as well as physical and mental attitudes towards varied items which gratify their wishes and needs. (Arens 1996).

Advertising through all mediums are considered an essential component in influencing people, yet, in our tradition television could be the major channel where ads persuade not only lifecycle but also attitudes, behaviors and perhaps culture of the region (Abideen1, Farooq and Latif 2011).

More often than not ads are effective in establishing consumer mindset and changing their views about products. Consumer habits certainly may be the attitude of customers concerning any products. Organisations need to analyze this behavior because they are significant sources of data about the success of their products. Analyses of customer tendencies may be used to regulate how buyers behave in special circumstances.

This will be closely associated with different elements affecting consumers' habits - with regards to social, economic and mental perspectives - that determine the reason for choosing the marketing mix. In the marketing progression, consumer behavior is an imperative variable that will not just explain the tangible characteristics of a product or service but also create an image with respect to psychological and social composition of individual behavior.

Investigation of consumer behavior may be used to test various conversation strategies, and improve manufactured products (Proctor and Rock. 1982). Many analyses have illustrated the result of advertisements on the tendencies of shoppers.

Bolatito (2012) has analysed how advertisement is important in company assortment and how clients give decision to a particular brand within the telecommunication marketplace. The scholarly review used top quality, availability, advertising and price as variables influencing unit preference among unique businesses in Nigeria. Both females and males were undoubtedly influenced by advertisements.

Some specialists studied the purchase of on-collection compact disk (CDs) and how people had been influenced by the internet ad choices. Impulsive and mental purchasing behaviors of potential customers for diverse disks have been analyzed, which were experiencing different media systems. Findings revealed that displayed lyrics text had more effect on impulse buying attitude than others.

Therefore, numerous forms of media produced emotive responses and motivated potential buyers to perform online purchase (ADELAAR, et al. 2003). Various authors have analyzed the habits of consumers in the telecom sector, experiencing effective marketing.

Outcomes mentioned that individuals would be influenced by both environmental and mental variables. Nonetheless they mainly help to make final alternatives regarding their emotions (Abideen and Saleem n.d.).

Hypotheses Testing

Null hypothesis: There is goodness of fit between respondents' opinion about newspaper advertisements that create confidence in the minds of people.

Null hypothesis: There is no goodness of fit between respondents' opinion about newspaper advertisements that create confidence in the minds of people.

Observed Frequency

Category	Observed Frequency	Expected Frequency	Chi-Contributio n
Strongly Agree	32	20	7.2
Agree	46	20	33.8
Neutral	1	20	18.05
Disagree	5	20	11.25
Strongly Disagree	16	20	0.8

Analysis

From the above chi-square analysis p-value is less than alpha value (.05), so the null hypothesis is rejected and therefore there is no goodness of fit between respondents' opinion that newspaper advertisements create confidence in the minds of people.

Correlation

Null hypothesis: There is association between respondents' opinion that newspaper advertisements create confidence in the minds of people and that newspaper advertisement adds value to the product.

Null hypothesis: There is association between respondents' opinion that newspaper advertisements create confidence in the minds of people, and that newspaper advertisements add value to the product.

Correlations

		Newspaper ads create confidence in the minds of people	Newspaper ads add value to the product
Newspaper ads create confidence in the minds of people	Pearson Correlation	1	.909(*)
	Sig. (2-tailed)		.032
	N	5	5
Newspaper ads add value to the product	Pearson Correlation	.909(*)	1
	Sig. (2-tailed)	.032	
	N	5	5

*Correlation is significant at the 0.05 level (2-tailed).

Analysis

From the above correlation matrix, it is evident that newspaper advertisements creating confidence in the minds of people, and newspaper advertisements adding value to

the product are positively correlated, which means that these two variables are directly related.

IV. FINDINGS & RESULTS

1. Correlation between newspaper advertisements creating confidence in the minds of people and newspaper advertisements adding value to the product are positively correlated.
2. There is no goodness of fit between respondents' opinion that newspaper advertisements create confidence in the minds of people.

V. SUGGESTIONS

1. Newspaper advertisements that denigrate rivals may gain interest, but simultaneously they mostly lead to a positive sense. An excessive amount of negative assessments creates extreme dislike towards the sponsored company. Thus, marketers must display caution and prevent denigration of competition while targeting customers.
2. In newspaper advertising for durables, the vocabulary used becomes unintelligible sometimes. The usage of technical terminology must be avoided.
3. Quoting of accreditation companies in the advertisement to substantiate the statements made would improve the reach of the advertisements.
4. Study done before shows that the sponsoring manufacturer may very well be perceived much like an evaluation brand. Thus, marketers should be mindful of the probability of the sponsoring model being perceived much like that of the assessment brands when it comes to attributes not pointed out in the advertisement.
5. By examining the outcome, effective marketing may be the major resource to create sensations in buyers which motivate them to get various products.
6. Analyses reveal that psychological responses create emotions such as joy and dominance after viewing newspaper ads. In reliability evaluation, every item has the highest inner consistency meaning that the responses will be authentic because of this research.

VI. CONCLUSION

This study targets the impact of informational content on consumer behavior. Its impact could be assessed from the actual fact that advertisements with an increase of informational content material were identified to impact more clients than people having less informational content material. The effect of informational content material and its possibility of being well-liked by a customer were even more for a few goods like consumer electronics and durable products. It was found to end up being much less for items like apparels, where individuals were additionally influenced by their emotional appeal. The volume of information present in advertisements was found to be independent of their size. It was discovered that advertisements linked to electronic products were extra

factual than those linked to apparels which were primarily transformational. Commercials of diverse products employed distinct ways of influencing their consumers, and such information was a good idea in obtaining their effect on the clients - not merely for newspaper advertisements, but also for all other types of advertisements.

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