

NEWSPAPER ADVERTISEMENTS A TOOL FOR PURCHASING DECISION- A CASE STUDY OF ENGLISH DAILIES IN BANGALORE CITY

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Abstract:

Development communication is a communication used for the development of human beings. Print media and electronic media both play a significant role in the development communication of any country. In India, the Government uses print media to secure wide coverage of messages through various newspapers and journals. Print media as a traditional media plays a significant role in the development communication. In India, print media strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. Today various modern and sophisticated technologies are using by the print media in both developed and under-developed countries and they also face stiff competition from electronic media. This article studies the circulation trends of the print media: newspaper and magazines in India and other few countries and also discussed how the role of print media in the development communication is changing in recent era. It also concentrates on what is the impact of new electronic media on the print media.

KEYWORDS:

Newspaper Advertisements , English Dailies , communication , social emancipation.

INTRODUCTION:

In order to communicate with each other human being is using means of verbal and non-verbal for centuries. Communication is used as an empowerment tool for developing society. In other words, communication is used as a tool to facilitate the participation of people in development activities. Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life. In development communication there are two words development and communication'. The meaning of these two words is: - communication is a message understood or sharing of experience. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress. When we refer to development communication, it is about such communication that can be used for development. It is about using communication to change or improve something. The messages which are designed to transform the behavior of people or for improving their quality of life can be termed as development communication and these messages used to change the socio-economic condition of people. Therefore, development communication can be defined as the use of communication to promote development. Media like print media and electronic media plays a significant role in development communication of country. Even after the advent of electronic media-like radio and television, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader with more in-depth reporting and analysis.

The contribution of print media in providing information and transfer of knowledge is remarkable.

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Now-a-days, print media is faster than all ever before due to amazing advances in technologies in recent years. Technical breakthroughs alter the way we perceive the universe and manner in which we communicate with one another. So it's become important to study recent trends of print media-newspaper, magazines, booklet etc in the development communication of country and worldwide.

Development Communication Using Print Media

Especially, print media as a traditional media of development communication is the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective. As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programs and how the people could make use of them. They cover about farming and related subjects and information about weather, market rates, availability of improved seeds and implements. The scientific and technological advancements have brought about steady fast development in the media world. New media are coming up while the old ones are being improved upon and in this process their availability has increased manifolds. They are now conquering even the remote and distant regions of the world. This multifaceted development has brought about a lot more variety than could be imagined. There has been growing multiplicity between the media and this process is still continuing. As a result the Indian people are facing plenty of choices. Print medium was the first to be used as mass media for communicating the information. Till today print media is one of the powerful media among the rural people.

Print Media in India

History of print media and written communication follows the progress of civilization which in turn moves in response to changing cultural technologies. The transfer of complex information, ideas and concepts from one individual to another, or to a group, underwent extreme evolution since pre historic times.

In India, whilst newspapers came much later as opposed to Europe or America, it has a rich pedigree of being a witness and a catalyst to the birth and growth of the nation. The first newspaper published in India was the Bengal Gazette started by James Augustus Hickey in 1780. Although the paper was rather frivolous in nature as it mostly only published gossip and advertisements, the thriving media industry owes its existence to James Augustus Hickey and his Gazette. Soon after, papers such as Bombay Herald and the Bombay Courier were started in the country. Interestingly, the Bombay Courier later merged with the Times of India newspaper. In 1818, the first regional language newspaper Samachar Darpan was published in Bengali. The Bombay Samachar started in 1822, remains to this day the oldest newspaper in Asia. In the pre independence era, newspapers had one agenda in their minds – to further their ideology

Trends of Print Media

Today, due to the changing and advanced technology used in printing and communication media, print media get huge importance in mind of people. So it's become important to study how the trend and role of print media is changing in development communication. This research shows the circulation trends in print media especially newspaper in India for pre-independence and independence era and also a comparative trend with other countries.

Newspaper Advertisements

Newspaper display advertising is a form of [newspaper](#) advertisement - where the advertisement appears alongside regular editorial content. Display ads are generally used by businesses and corporations towards promotion of their goods and services and are generally for larger budget clients. Newspaper display ads are different than the regular "[display ads](#)" terminology, which is commonly referred to as advertisements placed on the internet in banner and other rich media format.

These ads can span across multiple columns - and can even cover full page, half page, quarter page or other custom sizes. They are designed in high resolution coloured and black/white formats providing higher visibility for the mass audiences of newspapers. For many major newspapers in developing markets, display ads play a significant role in subsidizing the cost of the published newspaper.

The Advertisement Revenue Trend:

The press is still the dominant medium for advertising in the country, even if television has steadily increased its share. The global story of ad revenue growth for paid-for dailies in 2006 and over five years was somewhat more cheerful. WAN's estimate is that advertising revenues for paid-for dailies went up 3.77 per cent in 2006 and 15.77 per cent from 2009. Daily newspapers took 29.60 per cent of a global

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advertising market in mainstream media valued at \$ 425 billion. Dailies and magazines, with a combined share of 42 per cent, still constituted the largest advertising medium, comfortably ahead of television with its 38 per cent. India As the revenue from newspapers concerned for developing Asia, Chinese dailies won 16 per cent and 58 per cent increases in ad revenues in 2012 and over five years.

Literature Review

Tony Rogers, in his article titled "Have Newspapers been led astray by the False Promise of Digital Advertising" stated that-The problem is this: Most web surfers ignore digital ads, which means they're much less lucrative on average than print ads. That's why, even in the second decade of the 21st century, most newspapers still derive the majority of their revenue from those old-school display ads for department stores and car dealerships. Still, one recent study found that newspapers are losing roughly \$7 in print advertising for every \$1 they gain online.

Mary Nesbitt & Steve Duke in their study on Inside Pages (News and Ads) Study on May 2005 A clear realistic comparison was made between the different types of news and the advertisement that appeared in the newspaper in which most of the respondents came with the responses over the old and new types of advertisement is more interesting it Makes them feel as if they learned something and it Would cause them to mention something to family/friends it Seems to look out for their interests it was also found out that It can be stored in the internal memory since it has got a visual appealing which Makes it easier to get information with in the short period of time.

Objectives of the Study:

To know whether Readers believe in advertisements appear in the Newspaper.
To understand the influence of Newspaper ads on purchasing decision of Individuals.

Hypothesis:

(H0): There is no significant relationship between the newspaper ads and purchasing decision.
(H1): There is a significant relationship between the newspaper ads and purchasing decision.

Methodology:

Exploratory Type of research was implemented for the study with the sample size of 100 readers of English newspaper. The sample includes only those respondents who are 18 years and above. The sampling procedure used for the Study will be convenience sampling as in questionnaires are administered at places like residences /buildings, Apartments, up market, shopping centers, eating joints at Bangalore and at different companies in Bangalore.

Sampling: The study includes the Convenience sampling process in which most of the Respondents are Students, professionals like software engineers, college professors and Corporate Employees.

Sample Size: The study is conducted with help of 100 samples from Bangalore City only.

Primary data:

The primary data is generated by structured questionnaires for respondents with face to face interviews. Primary data will be collected through extensive use of questionnaire for survey. Survey will be conducted in Bangalore. Later the data collected will be used for the purpose of analysis.

Secondary Data:

The secondary data will be collected from the news papers and journals, publications brought out by research institutions university library as well as those published on internet or website.

Tools for analysis:

In order to analyze the consumer preference of respondents, the following tables of analysis were used to obtain the various objectives of the study.

Percentage analysis

Percentage refers to a special kind of ratio percentages are used in making comparing between preferences, awareness and satisfaction with various other factors.

Chi – square Test: A family of probability distribution, differentiated by this degree of freedom is used to test a member of different hypothesis about variances, proportions, and distributional goodness of fit.

ANALYSIS & INTERPRETATION

Cross Tabulation between Gender & Age Group

		Age				Total
		Below 18	18-30	30-40	40 & Above	
Gender	Male	9	36	14	8	67
	Female	1	14	11	7	33
Total		10	50	25	15	100

Cross Tabulation between the Age Group & Occupation

		Occupation				Total
		Student	Business	House wife	Govt/Private Employee	
Age	Below 18	10	0	0	0	10
	18-30	42	8	0	0	50
	30-40	0	2	13	10	25
	40 & Above	0	0	0	15	15
Total		52	10	13	25	100

Cross Tabulation between the Age Group & Attention towards Newspaper Ads

		Very Sure	Likely	Not sure	Unlikely	Not likely at All
Age	Below 18	10	0	0	0	0
	18-30	46	4	0	0	0
	30-40	0	10	3	12	0
	40 & Above	0	0	0	0	15
Total		56	14	3	12	15

Chi-Square Tests

	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	184.2857143	12	.000

Inference: : It is observed from the above table Chi square test shows statistical significance at 1% los, that is the P- value of chi-square is less than to 1 % level of significance. Hence the null hypothesis is rejected.

Cross Tabulation between the Occupation & Attention towards Newspaper Ads

		Very Sure	Likely	Not sure	Unlikely	Not likely at All
Occupation	Student	52	0	0	0	0
	Business	4	6	0	0	0
	House wife	0	8	3	2	0
	Govt/Private	0	0	0	10	15
	Employee					
Total		56	14	3	12	15

Chi-Square Tests			
	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	175.567766	12	.000

Inference: : It is observed from the above table Chi square test shows statistical significance at 1% los, that is the P- value of chi-square is less than to 1% level of significance. Hence the null hypothesis is rejected.

Cross Tabulation between the Occupation & Believability of Newspaper Ads

		Strongly Believe	Somewhat Believe	Don't Believe	Never Believe at all	TOTAL
Occupation	Student	52	0	0	0	52
	Business	10	0	0	0	10
	House wife	1	12	0	0	13
	Govt/Private	1	9	10	5	25
	Employee					
Total		64	21	10	5	100

Chi-Square Tests			
	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	125.2335165	9	.000

Inference: : It is observed from the above table Chi square test shows statistical significance at 1% los, that is the P- value of chi-square is less than to 1 % level of significance. Hence the null hypothesis is rejected.

Cross Tabulation between the Gender & Believability of Newspaper Ads

		Strongly Believe	Somewhat Believe	Don't Believe	Never Believe at all	Total
Gender	Male	46	13	6	2	67
	Female	18	8	4	3	33
Total		64	21	10	5	100

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Chi-Square Tests			
	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	2.80469446	3	0.423

Inference: It is observed from the above table Chi square test shows statistical significance at 5% los, that is the P- value of chi-square is less than or equal to 5 %level of significance.

Cross Tabulation between the Gender & Purchasing of Advertised products in Newspaper

		Always	Sometimes	Not always	Never	Can't Say	Total
Gender	Male	42	11	8	4	2	67
	Female	13	13	4	3	0	33
Total		55	24	12	7	2	100

Chi-Square Tests			
	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	8.337592	4	.080

Inference: It is observed from the above table Chi square test shows statistical significance at 5% los, that is the P- value of chi-square is less than or equal to 5 %level of significance.

Cross Tabulation between the Occupation & Purchasing of Advertised products in Newspaper

		Always	Sometimes	Not always	Never	Can't Say	Total
Occupation	Student	52	0	0	0	0	52
	Business	3	7	0	0	0	10
	House wife	0	13	0	0	0	13
	Govt/Private Employee	0	4	12	7	2	25
Total		55	24	12	7	2	100

Chi-Square Tests			
	Table Value	Degree of Freedom	Significance
Pearson Chi-Square	157.4318	12	.000

Inference: It is observed from the above table Chi square test shows statistical significance at 1% los, that is the P- value of chi-square is less than or equal to 1 %level of significance.

CONCLUSION:

Most of the people say that Print media losing its charm in the industry. But still evidences proves that Newspaper is considered to be one of the believable sources for readers to make their purchasing decisions on a routine basis for their daily needs and consumer durable products and even the luxury goods.

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Newspaper is one such media where the identified sponsors would like to give their advertisements because it is the one of the traditional media which will give more exposure compared to other media and newspaper concentrate on the educated segment and newspaper as a media gives detailed information within the advertised space including the features of the product, benefits or advantages of the products or services, price details, channel details etc... Which will help the customers to gain more knowledge about the product or services and they also consider the newspaper ads as the reliable source of information. This has made the advertisers or the identified sponsors to go with newspaper ads which will appeal more to the customers and persuade them to buy the products that are advertised in the Newspaper.

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