

## Impact of Newspaper Advertisement on Consumer Behaviour

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### Abstract

Advertising over different media platforms by various companies influences consumer behaviour. Few attempts have been made to explore the impact of advertisements on five stages of consumer behaviour viz, awareness, interest, conviction, purchase and post-purchase. Additionally, every media platform of the advertisement has a different composition that engages the consumer through one or more ways. For example, advertising through TV combines sight and sound compared to the radio which caters to sound appeal only. Hence as an emerging marketing perspective, a deeper understanding of different media platforms and its implication on consumer behaviour needs to be established. In this paper, there searcher studied the impact of TV, radio, newspapers, magazines and internet advertisements on awareness, interest, conviction, purchase and post-purchase behaviour. The study has been based on the descriptive research design method. Statistical tools like Cronbach alpha, exploratory factor analysis, and Kruskal Wallis test were used to arrive at the scientific results. The results of the study revealed that the newspaper is the only medium which has an impact on all the five stages of consumer behaviour. Followed by TV and the Internet as the best medium for creating awareness, interest, and conviction among consumers of which magazines and newspapers are the effective mediums for influencing the purchase and post-purchase decision of the consumers.

### 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.

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.

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 behaviour? How do consumer recognition and perception affect the buying design?

## 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 behaviour. 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 behaviour.

## Literature Review

**According to Morden ( 2004):** 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 newspaper 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 behaviour (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 it entirely. (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, behaviours 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 analyse this behaviour 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.

### **Research Methodology**

The analysis was based on responses from 100 readers of Alva's Education Foundation.

#### **Sampling Units and Size:**

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.

#### **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 Strongly agree, Agree, Neutral, Strongly Disagree and Disagree.

Category	Observed Frequency	Expected Frequency	Chi-Contribution
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

## 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.

## 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.

## 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.

## 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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