

A Study on Students Perception towards Advertisements in Newspapers

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ABSTRACT

Advertising today is the fastest growing industry in India. Imagining a business without advertising is unreal. Apart from print advertising, advertisers have other options of advertising i.e. outdoor advertising, online advertising etc. but print advertising is the oldest of all & still has an effective place of its own in the advertising field. This study is an attempt to find out readership of newspapers as well as readership of advertisements in these newspapers. Descriptive survey method was used for this study. 200 post grad students of MDU were taken on the basis purposive sampling techniques. The findings of the study revealed that Hindi newspapers have more readership among students. Maximum are occasional readers/viewers in newspapers & prefer product ads devoting up to 15 minutes to newspaper reading for information purpose only.

Key words: Advertisement, newspapers, readers

INTRODUCTION

“One picture is worth a thousand words. Yes, but only if you look at the picture and say or think the thousand words” --- William Saroyan

Today advertising has become one of the most important aspects of all business processes. The term advertising is taken from the Latin word “a dvertere” which means to turn the mind. In other words, we can say that advertising diverts the attention of the people towards a product or service. Broadly it is the paid form of communication. Advertising is a tool of marketing communication because it carries a large quantity of messages or variety of information about many products. According to American Marketing Association, “Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor is advertising.”

In communication, advertising involves a process of transmission of information by the advertiser or a seller to the potential customers. It affects the buying behavior of the customers also. According to Russel H. Colley (1961), “The goal of advertising is to achieve a specific communication among a defined to a given degree in a given time period. Advertising was quite simple a few decades ago because at that time the technology was not as advanced as we have today. That time a limited advertisement choice was there i.e., print advertisements, television, radio advertisements. Today we have so many advertising options which are more effective as well as affordable like online advertising, outdoor advertising and transit advertising etc.

Now-a-days the design of advertisement is also different and attractive from the earlier designs of advertisements. In contemporary advertising visuals and new signs and symbols are used very frequently. Research shows that communication through visuals is more effective and have more recall value than communication without visual element, so sometimes visual symbols are used in place of words to express an idea. Visual images are becoming the prominent form of communication, not only in television advertisements but also in print advertisements. Readers of newspaper even read the text of advertisement by scanning the shape of groups of letters.

REVIEW OF LITERATURE

Shiffman and Kanuk (2004) explained the meaning of “consumer behavior” as the behavior that consumer behave in the shape of acquiring, buying, using, evaluating, or consuming product, service and idea to fulfill his own need, and be the study of the decision making of consumer in spending his own resources i.e. money ,time and power for consuming products and services that includes; what to buy, how to buy, why to buy, where to buy, when to buy, and how often to buy.

Nabi and Raut (1990) found that T.V. was rated by the respondents as the most popular as well as most effective media for advertisement in television sets; the weighted average of it remained as high as 43.5%. Magazines come next in importance with a weight of 38.14% followed by newspapers, (weighted average 36.28%). It was evident that despite the rise of television as formidable force in the media scenario, print media

still continues to be the largest single medium. The study also revealed that an overwhelming 46.77% of the male respondents considered TV as the best medium for advertisement of television. After TV, male respondents preferred newspaper (with share of 23.91%) to be the next important media for advertisement followed by magazines (21.73%). Whereas magazines with share of 25.8 % mostly affect female respondents followed by newspaper 22.58%.

Regarding exposure to farm advertisements, **Elangovan (1994)** found that 6.52 percent of farmers were listening to radio for advertisements. It was very less when compared with television where 81.97% of people were viewing television for advertisements. He also reported that the percentage of people reading newspaper for farm advertisements were very less 6.02%. He also found that 9.57% were hearing radio farm advertisements, 28.57% in television and 28.5% in newspapers for farm improvement purpose.

Zielske (1969) reported that advertising would be quickly forgotten if the consumer is not continuously exposed to it, and without repeated advertising the number or recall decrease overtime, which in turns affect the purchase decision of audience.

Hunumantha Rao (1984) conducted a study on Impact of Television in Hyderabad. He pointed out that television affected interaction with neighbours, friends and even within the members of the family. The personal habits of the individual in the house have been greatly altered. Reading habits have changed to suit TV viewing at prime hours of the day.

STATEMENT OF THE PROBLEM

“VISUAL ANALYSIS OF PRINT ADVERTISEMENT IN CONTEMPORARY INDIA” OBJECTIVES OF THE STUDY

1. Which newspaper has more readerships?
2. What is the objective behind reading newspaper?
3. How much time is given to newspaper reading?
4. How often the advertisements are see/read by people?
5. Which form of advertisement is read/see more?

RESEARCH METHODOLOGY

Descriptive Survey Method has been used in the present study.

Sample

A sample 200 PG students of M.D. University, Rohtak has been taken on the basis of purposive sampling technique.

TOOL USED

Data has been collected through questionnaires made by the investigator herself.

FINDINGS

1. Most readers prefer reading Hindi newspapers with Dainik Bhaskar having maximum readership followed by Dainik Jagran. In English newspapers TOI is the leading newspaper followed by HT.
2. Maximum readers devoted upto 15 mins to newspaper reading & the number is 85. The respondents who devoted 15-30 minutes was 77. The no of respondents who devoted 30-60 minutes was 28. Only 10 respondents devoted more than 1 hour to newspaper reading.
3. The main objective behind newspaper reading was information for 102 respondents. Knowledge purpose was primary objective behind newspaper reading for 71 respondents. Entrainment was the objective behind newspaper reading for 27 respondents.

4. Maximum respondents were occasional readers of advertisements in newspapers, i.e., 82. Regular readers were 74. Only 44 respondents were there who rarely read advertisements in newspapers.
5. Product advertisement was the choice of 78 respondents followed by service advertisements by 57 respondents. Whereas social advertisements was preferred by 54 respondents. Only 11 respondents responded that they liked political advertisements.