

A Study on Consumer Awareness, Preference and An Effectiveness Of News Paper And Television Advertisements Towards Consumer Products

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Abstract:

The study which explained the level of consumer preferences for various news. However these studies have related to the comparison of the consumers preference for newspaper and television media. Newspaper has become a part of any modern society. This is one of the most importance consumer products of our daily life. Like all other consumer good newspaper industry requires some special marketing efforts. The study regarding respondent's effectiveness after advertising creating created a deep in sigh about the market conditions which is really helpful for the mediums to further concentrate on this field.

Keywords: Advertisement, Press, Media, Newspaper, Magazines.

INTRODUCTION

Advertisement is a powerful communication force and a vital marketing tool, helping to sell goods, services images and ideas through channels of information and persuasion. The function of advertising can be viewed in two basic ways as a tool of marketing and as a means communication.

According to the **American marketing Association (AMA)** 'Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor'.

"Paid Form ": When products or services are mentioned favorable in the media-newspaper, magazines radio or televisions the item appears because it is presumed to provide information or entrainment for the audience. This is publicity and no payment is made by the benefited organization.

"Non Personal Presentation": Personal selling takes place when a personal face to face presentation in made. Although advertising complements or may substitute for personal selling. It is done in non-personal manner through intermediates or media.

"Ideas Goods and Services": Advertising is concerned with much more than the promotion of tangible goods. Although most advertising is designed to help sell goods and services it is been used increasingly to further public interest goods.

"An Identified Sponsor"-this phase distinguishes from propaganda attempts to present opinions and ideas in order to influence attitude and actions. So does advertising. Often the propagandist remains anonymous and the source of the idea is unknown a condition that makes

evaluation difficult. Advertising on the other hand disclose or identified the source of the opinions and idea it presents.

EFFECTIVENESS OF ADVERTISING

- i. To introduce a new product in the market.
- ii. Advertising helps an established product to retain its position.
- iii. It helps to secure sales lead.
- iv. It helps to demark a product.
- v. It helps promote a public cause.
- vi. It helps to maintain competition.
- vii. Advertising encourages economic growth.
- viii. It help to create primary demand for a product.
- ix. It helps to sustain the market for a product.
- x. It induces buyers to buy and there by increases the sales volume.
- xi. It helps and supports the sales man in selling the product.
- xii. It helps the consumers to save their time in purchase.

IMPORTANCE OF THE STUDY

The study which explained the level of consumer preferences for various news. However these studies have related to them comparison of the consumers preference for newspaper and television media. Newspaper has become a part of any modern society. This is one of the most importance consumer products of our daily life. Like all other consumer good newspaper industry requires some special marketing efforts.

Television appears to have had a greater influence on the structure of daily life, that any other innovation. This compelling new medium, with its capability of sound action and color simultaneously has broadened the base of the number of peoples exposed to the information presented in a medium. The coming of home communication system provides computerized access to current news at any hour on the TV set advertisement.

OBJECTIVES OF THE STUDY

- i. To find out the socio- economic factors of the respondents.
- ii. To assess the awareness about newspaper and television advertisement.
- iii. To assess the effectiveness about newspaper and television.
- iv. To compare the present status of the newspaper and television advertisements in the market.
- v. To contribute suggestions to improve the promotional aspects in the near future.

METHODOLOGY OF THE STUDY

Source of Data

Both primary and secondary data were collected for this study.

Primary Data

The objective of the study has been accomplished with help of primary data collected from 200 respondents.

The pre-decided number of sample has been selected based on the convenience sample method. The selected samples are met in person and the required data have collected with the help of pre-tested questionnaire, which included the information like age, sex, occupation, income

awareness about the advertisement medium, preference of the medium of advertisement, level of satisfaction, etc.,

Secondary Data

Book on marketing management, journals magazines and websites, are the secondary source of information.

Tools and Techniques

In this study convenience sampling method is used to collect data from the respondents, the collected data were edited, analyzed and presented in the form of table. Further the statistical tools like tables, diagrams, percentage, chi-square test and F-test and Anova are extensively used.

Profile of the Study

People use the media for many reasons: they seek inspiration, amusement, instruction and a sense of participation in the great events of the time. But about all else the media experience is a past time, and activity that people engage in at certain hours of the day when they have nothing of overriding importance to do, and when they simply want to relax from chores or evade boredom.

LIMITATIONS OF THE STUDY

- a) The study is limited to the geographical area based at Warangal.
- b) The survey includes all the limitations inherent in the questionnaire.
- c) The conclusion derived from the study cannot be generalized, since the consumer trend would differ in different areas.
- d) As the societal taste change from time to time the findings cannot be finalized.

TELEVISION AS A MEDIUM OF COMMUNICATION

Television, serving as a medium of communication inculcates values, reinforces habits and creates expectations in the minds of the people. It appeals to people in all strata of society and at various levels of mind – emotions, cognitions, altitude etc. Comparing the medium with the other media reveals the fact that Television disseminates information more effectively and convincingly, demanding the least effort from its audience. In India more than 65% of the population hangs on the Television. It is a medium which peculiarly blends both fantasy and reality. It invites both emotion and cognition offers pleasures and enlightenment Television being a cold medium expects immediate feedback. It calls for instant reaction and the effect is not linear.

Advertisement is a form of communication that appeals to all, the young and the old. Television claims and edge over other media because of its audio and appeals advertisers. Therefore enjoy and opportunities of making their messages appear more rewarding.

NEWSPAPER INDUSTRY

A newspaper is a regularly published print product containing information vital to the function of the market it serves. Definition become more important as traditional newspaper companies move from single product manager (newspaper) to Multi-Product Manager-often under the company's brand, typically the title of the newspaper. What newspaper companies are learning is that the value of what they produce is not the ink on paper, but the content, depth, segmentation choices credibility and emotional attributes that are delivered in any distribution channel they choose.

REVIEW OF LITERATURE

Panchanatham, C., (2003), conducted a study, on “Beyond creating awareness – Advertising to solve consumers problems”. With the objective of knowing the opinion of consumers about advertisement in television media on the effects of viewing advertisement. He suggested that the information of advertisement should communicated to the buyer how the product or service will satisfy a need or solve problem.

A.K. Mohideen., (2009) Advertising is one of the most powerful marketing tools which entrances communication by connecting the company with the customers moral and ethical standards were proposed to restrict the range of products, services and practices that can be advertised. Nevertheless, the problem still persist. One of the questions discussed while analyzing the ethical aspects of advertising is the use of fear appeals and threat to popularize a certain product concept etc, or to boost up the sales.

A firm’s primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm’s goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications. This involves the study of consumer behaviour (Arens, 1996).

Proctor et al. (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select.

Consumer behaviour analysis helps to determine the direction that a consumer’s behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc. Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control and this factor interprets the product or service not only in physical terms, but also according to their social and psychological makeup. Incorporation of this knowledge in any firm’s decision will ensure a greater satisfaction of the firm’s objective.

Most views have cropped up as to maintaining a sustained profit and it is when firms adopt to the new order of making consumers a part of their daily decision, other than just selling products to them, will firms achieve this target. Firms in achieving this state have a greater gain in advertising their products.

The Indian Buying Behaviour

The Indian consumer buying behaviour has seen tremendous growth over the past years. This can be attributed to the high growth in the middle class in the country. This increase in the middle class has resulted in increased demand for luxury and personal care products. Many foreign firms and entrepreneurs have noted the increase in the demand for goods and have ensured increasing supply of these goods to consumers. A lot of foreign companies moved into the Indian market after the liberalisation of trade and there have been massive increase in job opportunities and income resulting in high demand for goods and services.

The rise of companies after trade and liberalisation in the 1990s, saw most cosmetic firms enter India with local ones gaining grounds from partnerships. Consumers have since then increase their demand for products of these cosmetic firms. It is in this steady growth that the Associated Chambers of Commerce and Industry in India, ASSOCHAM (2013) estimated the Indian cosmetic market to be valued at \$50 billion. The high demand in cosmetic products has been a great deal for firms and the Indian market has also benefitted from the products provided by these firms.

ASSOCHAM has also found out that, there is increase in the buying behaviour among the youth in India especially with regard to personal care products. They attributed the increase in female spending on cosmetic products to an increase in female employability and females being bread winners in their families. They also found out that, men on average spend more on cosmetic products than women, with the men spending averagely about Rs.1000 - Rs.5000 on cosmetic products monthly. This, they attributed to men's demand for decent hair care, deodorants and razor blades. The high increase in the spending on cosmetic products is as a result of the youth in India being conscious of their bodies and looking for products to enhance their physical appearance.

With an increase in the level of literacy and the influence of the media, there has been a greater influence on the spending of males in particular (ASSOCHAM, 2013) This high growth in demand for cosmetic products, makes it worthwhile researching this area to know the motives behind consumers purchase and factors associated with their purchase.

Empirical Review

Finding the relationship between advertising and buying behaviour empirically, Ekelund and Gramm (1969) in studying "A Reconsideration of Advertising Expenditures, Aggregate Demand and Stabilization" concluded that, there is no positive relationship between advertising and aggregate consumption.

Taylor and Weiserbs (1972) in studying the relationship between advertising expenditure and aggregate consumption using Houtakker-Taylor model revealed that, there is a simultaneous relationship between advertising and consumption but not a unidirectional. Thus, advertising and consumption seem to work on each other. Dr. Abey P. Philip (2007) in his study of "The Relationship between Advertising and Consumption in India: An Analysis of Causality" made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure. Sharma and Sharma (2009), using Fixed Effect Model of Panel Data Analysis for 134 companies, found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company.

Dr. Naveen Kumar et al. (2011), using mean and standard deviation, in their study of advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good. Banerjee et al (2012) found evidence of cointegration between marketing communication and sales in the personal care industry in India.

Bin Junaid A. et al (2013) found in their study of female buying behaviour of cosmetic products in New Delhi and NCR that, as income of females increase, their purchase of cosmetic products also increase. They also, added that, this increase in expenses on cosmetic product is made possible by the advertisement made on them.

ASSOCHAM (2013) in a survey of 2000 youth in major cities in India found that, there is a high increase in the consumption of cosmetic goods among the youth. They added that, men on average spend more on cosmetic products than their female counterparts and attributed this increase to the awareness created on the products.

Research Gap

From literatures reviewed, we can say that, indeed advertising has a positive effect on the purchase of consumers and it positively influences the sales of companies. We found that most work done in the subject, found out the effects of advertising on companies' sales using various econometric tools. Little can be said of work done on the consumers' side using econometric analysis. Also, most reviewed literature made use of descriptive statistics thus, measures of central tendency and dispersion which didn't give any empirical evidence as to how much effects advertising has on consumer buying behaviour. It is therefore a necessity to have this research done.

DATA ANALYSIS AND INTERPRETATION

The idea of using fear to advertise a certain product is viewed as unethical if the solutions that are advertised cannot eliminate the treat presented. This holds true as long as advertisers show the consequences of the not paying need to the recommendations offered in the advertisement.

Respondents Preferred for National Press Media of Advertisement

Press Media	Numbers of Respondents	Percentage
The Hindu	75	38
The Indian express	71	35
Both	54	27
Total	200	100

Source: Compiled from primary data

Table Show that 38% of the respondents prefer Hindu as the national press medium of advertisement and 35% preferred. 'The Indian express' and 27% of the respondents preferred both. 38% of the respondents prefer Hindu as the national press medium of advertisement.

Respondents Preferred for Regional Press Media of Advertisement

Press Media	Number of Respondents	Percentage
Namaste Telangana	62	30
Eenadu	63	31
Andhra Jyothi	26	13
Others	49	26
Total	200	100

Source: Compiled from primary data

Table indicates that 31% of the respondents Eenadu 30% of the respondents preferred Namaste Telangana as their medium of advertisement, 26% of the respondents prefer others (Vaartha,

Andhra Bhoomi, Andhra Prabha, Etc.,) and 13% of the respondents preferred Andhra Jyothi. 31% of the respondents preferred Eenadu.

Respondents Preferred for National and International Channels of Advertisement

National Channel	Number of	Percentage
Doordharshan	54	27
Star TV network	75	38
Others	71	35
Total	200	100

Source: Compiled from Primary Data

Table explain that 38% of the respondent preferred star TV network, and 27% of the respondent preferred Doordharshan 38% of the respondent preferred star TV network.

Respondents Preferred for Regional Channels of Advertisement

Regional Channels	Number of Respondents	Percentage
Gemini TV	65	32
Maa TV	40	20
Etv	45	23
Zee TV	30	15
Others	20	10
Total	200	100

Source: Compiled from Primary Data

Table indicates that 32% of the respondents prefer Gemini TV as their regional channel for advertisement, and 20% of the respondents prefer Maa Tv. 32% of the respondents prefer Gemini TV as their regional channel for advertisement.

SUMMARY

38% of the respondents prefer Hindu as the national press medium of advertisement. 31% of the respondents preferred Eenadu News Paper. 38% of the respondent preferred star TV network. 32% of the respondents prefer Gemini TV as their regional channel for advertisement. Advertising influence reach a lot of people through different media. Out of the 70% of respondents influenced by advertising, 48% encounter advertising messages on television, 14% from the internet and 8% through the print media. Effective use of these media will ensure increase in the sales revenue of firms. When we consider the age group of the respondents, advertising has a stronger influence on the purchase of the working group; those within the range of 25-35 years. Thus, 50% of respondents who are influenced by advertising fall in this group, with 48.6% from the age range 15-25 years. This shows that, most people in the working group are responsible for most purchase of cosmetic products. But it should also be noted that, those within the age range 15-25 years should also be factored in the manufacturing of cosmetic products and advertising on them. As to whether the respondents were satisfied using the product they purchased or not, 61% out of the 70% of those influenced by advertising on a cosmetic products asserted that, they were satisfied with them with the remaining 9% not satisfied using the product. Most of those who were satisfied after using the product added that, their expectations on the products were met and the advertising did really inform them about the product. The remaining 9% who were not satisfied after purchasing the product via the

advertises on them added that, the advertisement exaggerated and the products did not meet their expectations as was informed via the advertisements.

SUGGESTIONS

One thing also found in the study was that, consumers like to factor in discounted prices when purchasing consumer products. It is therefore required of firms to make their prices affordable for consumers. TV and Newspapers Advertising satisfy the needs of the firm as well as the wishes of consumers. Its role can never be replaced by any other means in this dynamic world of ours. It is therefore a must for firms to strategize and know when and where they should advertise to gain maximum returns. The consumers should be considered as a 'factor of production', they need to be informed about products and until that is done, the products of firms will still be in stores with no demand for them.

It can be seen from the study that, on average, advertising does have influence on the purchase of products and it is a must for consumer product firms to continue TV and Newspaper advertising on their products if they require maximum sales. Also, we found out that, though newspaper advertising does influence the purchase of consumers, other factors like income and others' recommendation do play a role in one's purchase. In our study, we had wanted to estimate the effect of advertising on firms' sales as well, but no access to data was the reason why this was not achieved. Again, we were constrained by time and the resources at our disposal. We will suggest to others to increase the sample size and the study area to know the effect of tv advertising on consumers' buying behaviour. From the study, the following recommendations were suggested.

TV and Newspaper advertising works and affects consumers' purchase in the long run. It is required of firms to increase their TV advertising budget and make advertising lively for consumers to associate with. This will definitely have an impact on the sales of cosmetic firms. Advertising in the long run tend to make demand for consumer goods inelastic and this according to Robinson (1933) and Chamberlin (1933) will persuade consumers to be attached to a particular brand. Effectiveness of advertisement can be improved by making the advertisement catchy both in newspaper and in television. The executives of the Medias and advertising agencies should be very much exposed to the rapid developments taking place especially in the electronic media in other parts of country and even abroad. Cost factors shall be reduced for more business class people to log their presence in the advertisement field and command their business effectively in all aspects. As on day-to-day utility product like newspapers and televisions where a search is required for each and every aspect of information, the public awareness is required more. It is suggested that advertisements through local popular television channels and local news mediums will increase awareness. Through effective product demonstration by the representatives regarding "Easy reach and gathering information made easy" concept, less service charges and no hidden costs should be made for the respondents to publicize their product and survive with ease and effective in the market. Reducing the price for a stipulated period can also help to increase advertisement activities and reach the public faster.

CONCLUSION

The research study was an interesting one it has given a real exposure to the researcher regarding various aspects that are being focused in observing awareness among public between both the medias (Newspaper and Television) and its advertisement effectiveness. The study regarding respondent's effectiveness after advertising creating created a deep in sigh

about the market conditions which is really helpful for the mediums to further concentrate on this field. As the study is directly involved with the respondents it is identified various areas to be concentrated to make aware among the mass. Further the study shall be extended to other areas where the requirement for advertising field involved and the awareness among the public can be studied as the medium is an ever changing (updating) and ever growing concept.

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