

A STUDY ON IMPACT OF NEWSPAPER ADVERTISEMENT ON CONSUMER BEHAVIOUR IN KANYAKUMARI DISTRICT

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ABSTRACT

The main aim of the study is to study the impact of Newspaper Advertisement on consumer behaviour and identify the positive and negative influence of newspaper advertisements. 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. It was found that correlation between advertisements influencing consumer behaviour was highest for durables with 87.76%. It can be seen that informative content had an influential impact on consumer behaviour. It was found to be the least for apparels where people were more influenced by its emotional appeal. It was found that advertisements related to electronic items were more factual than advertisements related to apparels that were mainly transformational. It can be understood that commercials of different products employ different strategy to influence their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

KEY WORDS: Newspaper Advertisement, Consumer Behaviour, Impact and Advertising

INTRODUCTION

Advertising is a big component in the market economy. It plays a significant role in motivating consumers to either use a particular brand or to increase their consumption of that brand. Newspaper forms an effective form of media in a developing country such as India where its reach is to almost every household. A modern day paper has done miraculous activity in recent years and shown that even in the age of internet and news portal, the radio and television, newspaper can still change the life, the thought and mind of the society. They can still help in creating a common opinion and work as a corporate social responsible tool

and fight for justice if needed. They can change the government or help in punishing a criminal by simply acquiring public support and demanding justice. This is one of the major tools of democracy.

STATEMENT OF THE PROBLEM

The study on the impact of advertisement on consumer behaviour has played an essential role in enabling organizations to reach out to broad and diverse categories of consumers and gain loyalty to the consumers based on the quality of products and services offered in the marketplace. The current advertisement platforms acknowledged in today's business environment embrace the existence of digital technology. Hence, the focus on social media and the online marketplace has played a crucial role in helping an organization understand the preferences of its targeted customers. Given the perception of the significance of the research, it is imperative to note that there are various advertisement approaches that advertisers use depending on how they want to influence their potential consumers, which justifies the focal concern of the research. However, it is essential to note that all the approaches aim to persuade consumers to buy their products and convince them that a particular product provides more value than similar ones in the same market. The research proves quite significant by addressing various advertisements that advertisers apply to maintain loyalty and reach out to consumers in the market.

OBJECTIVES OF THE STUDY

- (i) To study the impact of Newspaper Advertisement on consumer behaviour
- (ii) To identify the positive and negative influence of newspaper advertisements

METHODOLOGY

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. The analysis was based on responses from 100 readers of Kanyakumari district, a leading regional daily of Kanyakumari district. The sampling unit includes readers of the Kanyakumari district. The sampling proportion of the analysis was limited to 100 respondents, both male and female workers. Basic random sampling was first utilized, wherein each component had equal possibility of getting chosen to become a sample. 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.

ANALYSIS AND INTERPRETATION

Table 1

Impact of Informative advertisement on Consumer Behaviour

Category	Total no. of ads	No. of informative ads	No of informative ads according to consumer	No. of Ads Influencing the consumer	No. of Informative ads Influencing the customer	Percentage correlation between influence and informative ads
Durables	258	188	125	194	165	87.76%
Pharma	24	18	13	20	15	83.33%
Foods and beverages	46	32	26	30	26	81.25%
Services	210	102	98	120	69	67.64%
Cosmetic apparels and footwear	270	54	38	185	22	40.74%
Miscellaneous	100	35	20	53	22	62.85%

Source: Computed data

It was found that correlation between advertisements influencing consumer behavior was highest for durables with 87.76%. It can be seen that informative content had an influential impact on consumer behavior. It was found to be the least for apparels where people were more influenced by its emotional appeal. It was found that advertisements related to electronic items were more factual than advertisements related to apparels that were mainly transformational. It can be understood that commercials of different products employ different strategy to influence their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

Positive and negative influence of newspaper advertisements among different marital status of newspaper readers

An attempt has been made to find out the significant difference in positive and negative influence of newspaper advertisements among different marital status of newspaper readers, 't' test is used with the null hypothesis as, **"There is no significant difference in positive and negative influence of newspaper advertisements among different marital status of newspaper readers in Kanyakumari District"**. The result of 't' test for positive and negative influence of newspaper advertisements among different marital status of newspaper readers is presented in Table 2.

Table 2

Significant difference among Marital Status of newspaper readers with respect to the Positive and negative influence of newspaper advertisements

Positive and negative influence of newspaper advertisements	Marital Status [Mean Score]		T Statistics
	Married	Unmarried	
Advertisements have made my purchase decision at ease	3.8305	4.2719	7.585*
Newspaper advertisements help the whole family to take purchasing decision together	4.2373	4.0993	2.141*
Advertisements help me to find the best choice of product	4.2429	4.4752	3.580*
Advertisement gives me a positive post purchase tendency	3.4181	3.9645	7.683*
I am being made a shopaholic due to undue exposure to advertisements	4.0734	4.3783	4.673*
Influence of advertisements have led to a increase in price of products	3.5706	3.9882	6.238*
Advertisements make undue influence on my purchase decision	3.7571	4.2340	7.726*
Advertisements lead to unjustified promotion of the brand image of product	3.9096	3.9882	0.993
Advertisements promotes the feeling that the product is of superior nature	4.3998	4.0402	2.801*

Source: Primary data

*-Significant at five per cent level

Table 5.10 elucidates that advertisements promotes the feeling that the product is of superior nature and advertisements help me to find the best choice of product are the important positive and negative influence of newspaper advertisements among the newspaper readers who are married as their mean scores are 4.3998 and 4.2429 respectively. Table further indicates that advertisements help me to find the best choice of product and I am being made a shopaholic due to undue exposure to advertisements are the important positive and negative influence of newspaper advertisements among the newspaper readers who are unmarried as their mean scores are 4.4752 and 4.3783 respectively. Regarding the positive and negative influence of newspaper advertisements among different marital status of newspaper readers, advertisements have made my purchase decision at ease, newspaper advertisements help the whole family to take purchasing decision together, advertisements help me to find the best choice of product, advertisement gives me a positive post purchase tendency, I am being made a shopaholic due to undue exposure to advertisements, influence of advertisements have led to an increase in price of products, advertisements make undue

influence on my purchase decision and advertisements promotes the feeling that the product is of superior nature are statistically significant at 5 per cent level.

Positive and negative influence of newspaper advertisements among different age group of newspaper readers

An attempt has been made to find out the significant difference in positive and negative influence of newspaper advertisements among different age group of newspaper readers, 'ANOVA' test is used with the null hypothesis as, **"There is no significant difference in positive and negative influence of newspaper advertisements among different age group of newspaper readers in Kanyakumari District"**. The result of 'ANOVA' test for positive and negative influence of newspaper advertisements among different age group of newspaper readers is presented in Table 3.

Table 3

Significant difference among Age group of newspaper readers with respect to the Positive and negative influence of newspaper advertisements

Positive and negative influence of newspaper advertisements	Age Group (Mean Score)						F Statistics
	Upto 20 years	20-30 years	30-40 years	40-50 years	50-60 years	Above 60 years	
Advertisements have made my purchase decision at ease	3.8889	4.2222	4.0289	4.1563	3.6757	4.2143	6.036*
Newspaper advertisements help the whole family to take purchasing decision together	4.1417	4.2358	3.7896	3.9792	4.1622	4.6429	8.149*
Advertisements help me to find the best choice of product	4.4797	3.7544	4.2604	4.7027	4.2143	4.4067	7.672*
Advertisement gives me a positive post purchase tendency	3.8889	3.9675	3.4589	3.6771	3.5676	4.0714	6.848*
I am being made a shopaholic due to undue exposure to advertisements	4.4444	4.3062	4.2632	4.1146	4.5135	4.2143	2.080
Influence of advertisements have led to a increase in price of products	3.4444	3.9837	3.7193	3.7188	3.4865	4.1222	6.929*
Advertisements make undue influence on my purchase decision	4.5296	4.2168	3.5088	3.8542	4.0811	4.0933	5.691*
Advertisements lead to unjustified promotion of the brand image of product	4.5556	4.0921	3.7193	3.2917	4.3243	4.1429	9.032*
Advertisements promotes the feeling that the product is of superior nature	3.8889	4.0461	4.7193	4.1458	3.7568	4.0000	9.331*

Source: Primary data

*-Significant at five per cent level

Table 3 highlights that advertisements lead to unjustified promotion of the brand image of product and advertisements make undue influence on my purchase decision are the important positive and negative influence of newspaper advertisements among the newspaper readers who are in the age group of up to 20 years as their mean scores are 4.5556 and 4.5296 respectively. Table further shows that I am being made a shopaholic due to undue exposure to advertisements and newspaper advertisements help the whole family to take purchasing decision together are the important positive and negative influence of newspaper advertisements among the newspaper readers who are in the age group between 20-30 years as their mean scores are 4.3062 and 4.2358 respectively. Table further indicates that advertisements promotes the feeling that the product is of superior nature and I am being made a shopaholic due to undue exposure to advertisements are the important positive and negative influence of newspaper advertisements among the newspaper readers who belong to the age group between 30-40 years as their mean scores are 4.7193 and 4.2632 respectively. Table further highlights that advertisements help me to find the best choice of product and advertisements have made my purchase decision at ease are the important positive and negative influence of newspaper advertisements among the newspaper readers who belong to the age group between 40-50 years as their mean scores are 4.7027 and 4.1563 respectively. Table further indicates that I am being made a shopaholic due to undue exposure to advertisements and advertisements lead to unjustified promotion of the brand image of product are the important positive and negative influence of newspaper advertisements among the newspaper readers who belong to the age group between 50-60 years as their mean scores are 4.5135 and 4.3243 respectively. Table further reveals that newspaper advertisements help the whole family to take purchasing decision together and advertisements help me to find the best choice of product among the newspaper readers who belong to the age group of above 60 years as their mean scores are 4.6429 and 4.4067 respectively.

Table explicated that the computed 'F' value for the association between age group of newspaper readers and positive and negative influence of newspaper advertisements namely advertisements have made my purchase decision at ease, newspaper advertisements help the whole family to take purchasing decision together, a help me to find the best choice of product, advertisement gives me a positive post purchase tendency, Influence of advertisements have led to an increase in price of products, advertisements make undue influence on my purchase decision, advertisements lead to unjustified promotion of the brand image of product and advertisements promotes the feeling that the product is of superior

nature is significant at 5% level of significance. As such, it is concluded that there is a significant difference between age group of the sample newspaper readers and their positive and negative influence of newspaper advertisements namely advertisements have made my purchase decision at ease, newspaper advertisements help the whole family to take purchasing decision together, a help me to find the best choice of product, advertisement gives me a positive post purchase tendency, Influence of advertisements have led to an increase in price of products, advertisements make undue influence on my purchase decision, advertisements lead to unjustified promotion of the brand image of product and advertisements promotes the feeling that the product is of superior nature.

SUGGESTIONS

- By examining the outcome, effective marketing may be the major resource to create sensations in buyers which motivate them to get various products.
- In newspaper advertising for durables, the vocabulary used becomes unintelligible sometimes. The usage of technical terminology must be avoided.
- 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.

CONCLUSION

The present study focuses on the impact of informational content on consumer behaviour. Its impact can be assessed from the fact that advertisements with more informational content were found to influence more customers than advertisements with less informational content. The impact of informational content and its probability of being liked by a consumer were greatest for electronics and durable goods. It was found to be the least for apparels where people were more influenced by its emotional appeal. It was found that advertisements related to electronic items were more factual than advertisements related to apparels that were mainly transformational. It can be understood that commercials of different products employ different strategy to influence their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

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