

# Print Media as an Enabler of Business Growth

Dr. Shailesh S. Thakur, Asst. Professor, IBMR-IPSA, Indore (M.P.),  
 Sanju Mahawar, Asst. Professor, IBMR-IPSA, Indore (M.P.)  
 Dr. Prateek Maheshwari, Asst. Professor, IIFT, New Delhi

## Abstract

The present business scenario is highly competitive, dynamic and full of complexities. The customer expectations are constantly rising which is forcing organizations to change dramatically. Companies are under constant pressure to deliver the best to customers. Though, the advent of technology led to the development of modern advertising media options in order to reach out to potential customers; the conventional media such as print still holds a deeper penetration and coverage. Several researchers have explored the area of print advertising and have tried to identify and implement various advertisement effectiveness enablers. This research focuses on identification of select enablers of effective advertising for Indian print context using a comprehensive approach of review of literature and investigative interviews with academicians and experts in the area of advertising.

**Key Words: Print Media, Advertising, Advertisement Effectiveness, Media Mix**

## 1. Introduction

Cut-throat competition, dynamism and business complexities in today's market are due to technological advancements and remarkable enhancement in information availability to the customers (Bovet and Sheffi, 1998). The markets around the world are cluttered and there are only two broad ways through which organizational profitability can be increased: a) By decreasing product's cost and b) By expanding existing market share. Researchers found that though cost reduction is one of the profitable ways but it has its own limits (Akerlof, 1970; Shapiro, 1983). Therefore, increasing market share seems more practical to organizations and there are proven evidences for positive correlation between increased advertising and improved market share. Advertising is defined as non personal, paid form of communication usually pervasive in nature about products, services or ideas and with an identified sponsor (Bovee and William, 1992). As a significant means of market communication; advertising helps organizations to reach out to their customers, both existing and prospective (Bendixen, 1993). Although there are various modern advertising media options available to a marketer; the traditional means of print advertising is still a considerable element of an organization's promotional and media mix in India. The print media offers several advantages as depicted in Fig. 1.

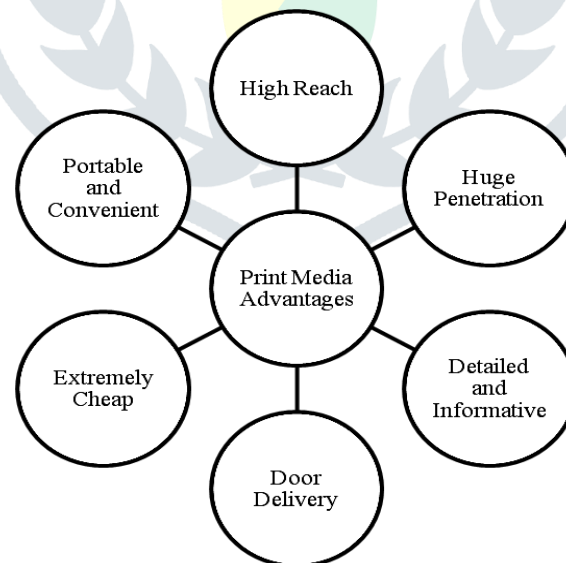


Figure 1: Several Advantages of Print Media

Research suggests that the Indian newspaper industry will grow very fast for next decade and a half due to constantly increasing literacy (Jeffrey, 2012). Being local, newspaper is a tangible mean of individual's empowerment (Raghunath, 2012). While print dailies are struggling worldwide, they are expected to boom in India as shown in Table 1. The table makes it clear that newspapers have major share in Indian print industry and advertising is the key driver of the same. Moreover, print still maintains its stance as a powerful and necessary component of an advertisement campaign.

Table 1: Present and Projected Scenario of Indian Print Industry

INR Billion	2016	2017	2018	2019p	2020p	CAGR (2016-20)
Total Advertising	162	179	200	222	248	10.6%
Total Circulation	79	82	86	89	93	4.5%
<b>Total Industry Size</b>	<b>241</b>	<b>261</b>	<b>285</b>	<b>311</b>	<b>340</b>	<b>8.7%</b>
Total Newspaper Revenue	228	248	272	298	327	9.1%
Total Magazine Revenue	14	14	14	13	14	0.9%
<b>Total Industry Size</b>	<b>241</b>	<b>261</b>	<b>285</b>	<b>311</b>	<b>340</b>	<b>8.7%</b>

Source – KPMG in India Analysis, 2018

### 2. Advertisement Effectiveness and Its Enablers

Advertisement effectiveness refers to how well an organization’s advertisement fulfills the desired (Suttle, 2009). It usually increases over time with many messages or exposures. According to Corvi and Bonera (2010), advertisement effectiveness is the extent to which advertising generates a certain required impact. It is of utmost importance to understand the advertisement effectiveness as it would contribute considerably to the efficiency of advertisers in terms of effective allotment of marketing budgets (Bendixen, 1993). Several researchers have researched the area of advertisement effectiveness with varied viewpoints. A review of available literature suggests that research on advertisement effectiveness can be broadly categorized on the basis of different measures used in variety of advertising media as depicted in Fig. 2. Few researchers have also studied the area of advertisement effectiveness through conceptual frameworks to understand the concept of advertisement effectiveness and how it can be measured.

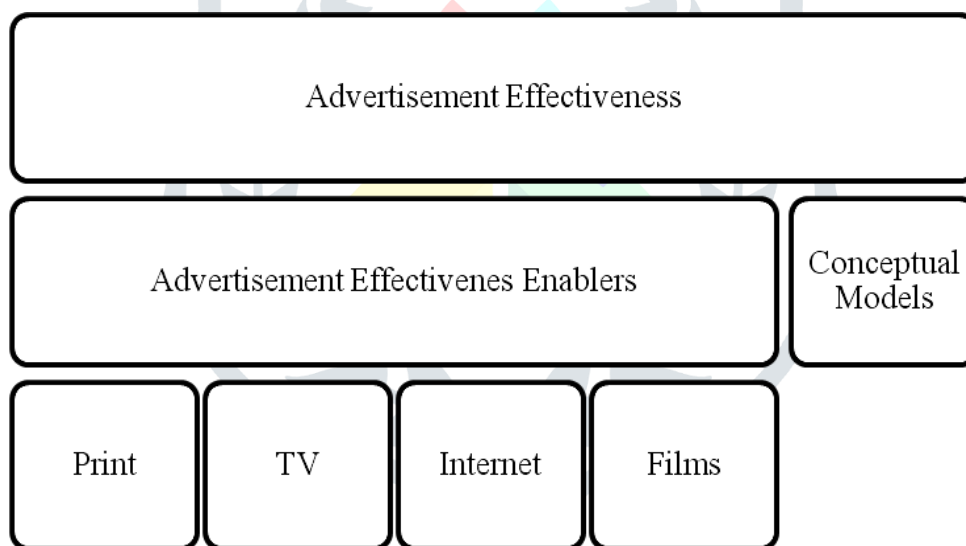


Figure 2: Classification of Advertising Literature

### 3. Select Enablers of Advertisement Effectiveness in Print Media

Several advertisement effectiveness enablers were identified based on the comprehensive review of literature and detailed discussion with subject experts and advertisement practitioners. Table 2 shows the complete list of identified enablers of effective advertising.

Table 2: Enablers of Advertisement Effectiveness Identified Through Literature Review

E. No.	Enabler Name	E. No.	Enabler Name	E. No.	Enabler Name
E1	Impression	E11	Credibility	E21	Conviction
E2	Impression	E12	Demand	E22	Response
E3	Relevance	E13	Excitability	E23	Retention

E4	Persuasion	E14	Action Score	E24	Trustworthiness
E5	Informative	E15	Purchase Intention	E25	Reminder
E6	Liking	E16	Comprehension	E26	Interest
E7	Recognition	E17	Rationality	E27	No. of Inquiries
E8	Believable	E18	Attention	E28	Reliability
E9	Perception	E19	Consumer Preference	E29	Memorable
E10	Correct Brand Identification	E20	Recall	E30	Attitude Measurement

This initial list of advertisement effectiveness enablers was sent to advertisement experts to identify the specific advertisement effectiveness enablers in context of Indian print media. Detailed discussions with the experts led to many changes in the initial list of advertisement effectiveness enablers. These changes were incorporated to finalize the advertisement effectiveness enablers as depicted in Table 3. These enablers are identified for print media in context for Indian advertising scenario.

Table 3: Select Important Enablers of Advertisement Effectiveness

S. No.	Enabler	Reference	S. No.	Enabler	Reference
1.	Attention	Hudson <i>et al.</i> (2002); Wang <i>et al.</i> (2013)	6.	Recall	Law and Braun (2000); Keshari <i>et al.</i> (2013)
2.	Comprehension	Robert and Wallace (1974)	7.	Persuasion	Loken and Pitney (1988); Ranjbarian <i>et al.</i> (2011)
3.	Purchase Intention	Nelson <i>et al.</i> (2004); Samu and Bhatnagar (2008)	8.	Recognition	Devlin and Combs (2010); Wang <i>et al.</i> (2013)
4.	Relevance	Loken and Pitney (1988); Newstead <i>et al.</i> (2009)	9.	Informative	Newstead <i>et al.</i> (2009); Keshari <i>et al.</i> (2013)
5.	Liking	Loken and Pitney (1988); Ching <i>et al.</i> (2013)	10.	Interest	Robert and Wallace (1974); Lee <i>et al.</i> (2011)

These key enablers are described in detail in the following section.

#### a. Attention

Attention is the most essential enabler of advertisement effectiveness in Indian print context. An advertisement can be effective only if it is appealing (Starch, 1964), catchy (Hudson, 2002), easily noticed and generates curiosity in the minds of target audience (Coulter, 2002). An effective advertisement easily grabs attention of its potential audience.

#### b. Relevance

An effective advertisement is appropriate (Starch, 1966), relates itself and communicates clearly about a product or a service (Sheth, 1974). Once an advertisement grab's a customer's attention, it should turn out to be relevant and suits his or her needs.

#### c. Interest

Generating interest and engaging target audience is equally essential and challenging for an advertisement to be effective. Effective advertisements are fascinating (Starch, 1966), alluring (Srivastava, 2010) and must be capable of holding potential customer's attention (Sheth, 1974). Achieving a reader's interest is a deeper process than grabbing their attention.

**d. Informative**

Once a customer finds an advertisement interesting, he or she seeks information about the advertised product or service. Hence, an effective advertisement should be factual (Coulter, 2002), detailed and aware its target audience about products and services (Wang, 2005).

**e. Comprehension**

The information and details which are communicated by an advertisement should be easily understood (Srivastava, 2010) and apprehended (Keshari, 2013) by its target audience. If customer finds it difficult to understand what a product or service is intended for; then such an advertisement is of no use.

**f. Liking**

Once an advertisement is able to communicate the use of a product or service, it is of utmost importance that the customer should start liking it. An advertisement is successful only when it is enjoyed (Sheth, 1974), highly appreciated and strongly attached to its target audience (Hudson, 2002).

**g. Persuasion**

As an important enabler of effective advertising in print context, persuasion encourages trial (Loken and Pitney, 1988) and urges target audience to use the product or service (Alpert *et al.*, 2001).

**h. Recall**

As a technique that explores memory for traces of awareness of an advertisement, recall approaches the memory indirectly (Manville, 1965). Measuring recall is a fairly simple process and can be of aided or unaided nature. An effective advertisement is impressive (Panda, 2004), unforgettable (Panda, 2004) and easy to remember and recollect (Newstead and Romaniuk, 2009). Several researchers have reported that the recall of rational commercials is higher than the recall of emotional ones (Petty, 1983).

**i. Recognition**

An effective advertisement is one which is easily noticeable (Yoo and Pena, 2011), accepted by its target audience (Petty, 1983) and acknowledged without difficulty (Yoo and Pena, 2011). Recognition is a direct technique that attempts to access memory of an advertisement by prompting or trying to access any remembrance of having seen the advertisement before (Patterson and Richards, 2000).

**j. Purchase Intention**

Once an advertisement is remembered by its target audience, it is important to create customer desire (Patterson and Richards, 2000), aspire customers to purchase (Hanssens and Weitz, 1980) and incline target audience towards a product or service (Patterson and Richards, 2000). It is an individual's readiness and willingness to purchase a certain product or service (Mehta and Scott, 2006). According to Long and Ching (2010), purchase intention stands for what we would like to buy in future. It is the decision to act that shows an individual's behavior according to the product (Patterson and Richards, 2000). It represents the possibility for consumers to buy a product or service (Hanssens and Weitz, 1980).

Based on the significance of recognized enablers in print context, a conceptual framework of advertisement effectiveness is considered and represented in Fig. 3. It is clear that effectiveness of an advertisement in context of print media can be achieved only when these select enablers executed in an integrated way with due consideration to lead to association as identified through developed conceptual framework. As it is evident from the conceptual framework, recall and recognition are utmost important to create purchase intentions in the minds of a customer. Further, a potential customer will not remember a product unless and until he or she is fully convinced about the need of the advertised product or service. An advertisement will convince a customer only when he or she likes and understand the advertisement which in turn depends on how detailed and revealing an advertisement is. At last, a customer seeks information about a product or service only when an advertisement is capable of generating interest and grabs his or her attention.

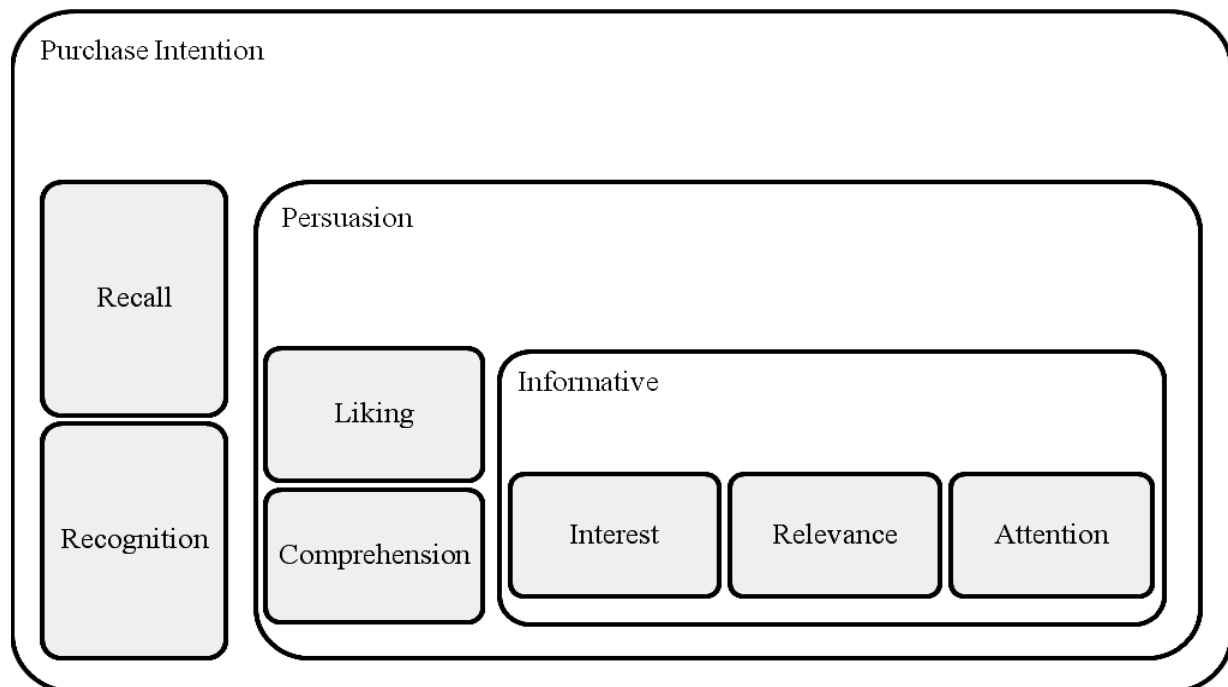


Figure 3: Conceptual Model of Advertisement Effectiveness Enablers for Indian Print Media

#### 4. Conclusion

Judging effectiveness of an advertisement has emerged as one of the important research area in recent times as huge budgets are involved in marketing and promotional activities. Hence, a crystal clear understanding of advertisement effectiveness is needed which will facilitate effective allocation of advertising budgets. This study attempts to identify select enablers of advertisement effectiveness in Indian print context using qualitative approach. Further, it offers a detailed description of these enablers in context of print media. Research also presents a conceptual framework which attempts to explain interrelationships and linkages among identified enablers. These interrelationships can be empirically tested using several modeling techniques viz. Interpretive Structural Modeling (ISM), Structural Equation Modeling (SEM) or Analytic Hierarchy Process (AHP). The framework provides useful insights and implications for practitioners and suggests paying more attention to recognized select enablers before developing an advertisement for print media in Indian context.

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