

# “An analysis of Print media advertising and its effect on consumer with special reference to retail sector in Pune.”

Dr. Mrinalini Lad- Khairnar

Assistant Professor, AISSMS Institute of Management, Pune-1

## Abstract:

India is a growing economy & there are huge opportunities for the growth of various industries. Though the global media & entertainment is showing the slow growth in recent years, India is expected to outperform the global growth speed. The advertising industry is one of the most important sectors of the media & entertainment industry with remarkable support from the Government of India. The advertising market of India is 2<sup>nd</sup> largest in the Asia with an expected contribution of 0.45% to the GDP in 2018. It is expected to grow by 12.5% in the coming year. The market sentiments are continuously growing & the advertising expenditure is increasing. There are multiple international consumer brands entering India & they are taking all efforts to reach out to the masses through advertising.

Key words: Print Media, Advertising, Retail advertisers

## Introduction:

The Indian advertising industry is evolved from a small-scale industry to the big scale industry. “Print advertising accounted for the largest market share of nearly 41.2% in 2017, followed by television advertising (38.2%), Online advertising (11%) and rest outdoor, radio and cinema advertising makes up 10%” as per the research of Goldstein Research. The Indian advertising industry is segmented in to different types:

## Advertising Types:

- **Print Advertising**-Print media advertising is the form of advertising in which the physically printed media, such as newspaper, magazines, are use to reach out to the consumers of business customers. The print advertising primarily consists of newspaper advertng. There are various English & other language newspapers in India. As per the data available with the Government, a total of 1,05,443 newspapers/periodicals are registered with the Registrar of Newspapers for India as on 31st March 2015.
  - Newspaper & weeklies
  - Consumer and Industrial magazines

- Posters
- Billboards
- Direct mails such as postcards & letters
- Brochures & books

The print media advertising offers advertisers with the opportunity to target different readers. The advertising cost is based on the circulation figures & the readership data. The socio-economic-class of the readers, the geographical area covered by the newspapers is important in deciding the media. The intermediary channel study these readership patterns & circulation data to negotiate the cost of print advertising.

- **Television Advertising:** The audio-visual medium called as television entered in 1950 in the America and within the next decade spread across the other countries of the world. In India television came in 1959 with experimental transmission from Delhi. The television advertising is also called as television commercial or TVC which is the length of television programming produced and paid for by an organization. There is fixed time for the commercials to be shown during the advertising breaks on television.
- **Outdoor Advertising:** One of the most traditional media is Outdoor media & is also called as Out-of-home or OOH advertising. It is the any advertising done outdoor to publicize the products or services. There are different types of outdoor advertising such as: billboards, hoardings, bus shelters, bus interiors & exteriors, rickshaws & taxis, pole kiosks, outdoor TV screens in the society's offices or lift etc.
- **Radio Advertising:** Radio is audio medium with reach on selected frequency. In India the 'Indian Broadcasting Company' (IBC) gave permission to set-up 2 stations in 1926 viz. Bombay Station & Calcutta Station. With the entry of private players post 1990 gave boost to this industry & FM radio became the popular musical medium along with the Radio Jockey's. However, the All India Radio is the largest radio network in the world, and one of the largest broadcasting organizations in terms of number of language broadcast & variety of programs. The radio works on spot advertising that is buying commercial space on the radio. There are different choices on radio advertising such as regular commercial spot, sponsorship of program, program integration with radio jockey, Advertising Funded Programs (AFP's) etc.
- **Online Advertising:** It is also called as online marketing & is the form of marketing and advertising which uses internet to deliver promotional messages to the user or the consumer. There are different types in online advertising such as Display Advertising, Search Engine

Optimization and Marketing (SEO & SEM), Social Media Advertising, Native Advertising, Pay Per Click & Pay Per Impression (PPM), Video Ads etc.

### Literature Review:

Sundarapandiyan N. et al given a research paper on **“A Research on the Influence of Media Advertisements in the Purchasing Decisions of Generation Y in Penang Malaysia”**, ISSN 2307-4531, (2015) Volume 21, No 1, pp 192-222, in the International Journal of Sciences: Basic and Applied Research (IJSBAR). The objective behind doing this study was to find out influences of media advertisements on the Gen Y consumer’s decisions taken while their purchasing process. The prime concern of the given study was to help marketer in order to understand the effective reach to gene Y consumers in the privatization & globalization era. This paper examined the relationship between dependent variables ‘the Influence of Media Advertisements in the Purchasing Decisions of Generation Y Customers’ and the independent variables of ‘Media Advertisement types, Product-Quality, Customer Perception, and Personal Characteristics’ As a result of the findings the following conclusions are established in the given study that Media Advertisements particularly T.V. was very significant while Social Media, Print Media, Word-of-mouth, and Show-room Display were positively inclined in the frequency analysis.

Rik Pieters & Michel Wedel, give a research on **“Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text Size Effects”**, Journal of Marketing, April 2004, Vol. 68, 36-50. Brand, Pictorial & text are the three key elements of advertisement which are unique and seek an attention towards advertisement. Using these three elements is the common idea in all marketing practices. This one is the prime conclusion of analysis of 1363 print advertisements tested with infrared eye-tracking methodology on more than 3600 consumers. The pictorial is superior in capturing attention, independent of its size. The text element best captures attention in direct proportion to its surface size. The brand element most effectively transfers attention to the other elements. Only increments in the text element's surface size produce a net gain in attention to the advertisement as a whole. The authors discuss how their findings can be used to render more effective decisions in advertising.

**“Effective advertising and its influence on consumer buying behavior”**, by Zain-Ul-Abideen and Salman Saleem given in the European Journal of Business and Management, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online), Vol 3, No.3. This paper investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 200 respondents using telecommunication services from cities of Pakistan. The major findings of the study demonstrate an overall normal association between the variables but in-depth analysis found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior.

It states that it is true that people purchase those brands with which they are emotionally attached. This study reports new evidences in the field of consumer buying behavior of consumers pertaining to the local markets of these cities of Pakistan.

**“Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City”**, International Journal of Management Sciences and Business Research, Oct-2015 ISSN (2226-8235) Vol-4, Issue 10 by Samar Fatima and Samreen Lodhi. The given research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Stafford, Marla Royne;Day, Ellen given a research paper on **“Retail services advertising: The effects of appeal, medium”** in the Journal of Advertising; spring 1995; 24, 1; ABI/INFORM Globalpg. 57. In the given exploratory study, rational and emotional appeals and print and radio media of advertisement were tested to determine whether certain message or media strategies are more appropriate than others for two broad categories of retail services. Researcher were found that for both type of services, a rational appeal generated higher levels of attitude towards the ad than an emotional appeal and radio ads generated higher levels of patronage intention than the print ads. In this additionally the main effect for service type was found two of the dependent variables indicating that more experiential retail services may benefit more, overall, from radio and print advertising than utilitarian offerings.

### **Need for the study:**

In the era of Digital media, when it is booming and getting selected as a measure tool by many of the marketer, print media of advertising has its own role to play into integrated marketing mix. Retail sector is present in the online stores and getting into touch from the same. But in the traditional offline retail market

Print media is one of the mass and direct communications towards potential customers. Also it can be customized according to regional proficiency. Regional proficiency gives the direct connect to major population in the market.

### **Scope & Limitation of study:**

The given study is focused on two categories from organized retail stores/ outlets i.e. apparels and jewelers in Pune city. Consumers of these categories were assessed and impact of print media advertising

on them has been observed and recorded. The study will reveal the frequency of offline retail shopping. Study will also understand the impact of print media advertising on consumers. It will also understand the different factors of print media advertising affecting on consumers. The major contribution of the given study is for marketer and print media houses to take measures to improve effectiveness of print media.

The study will be limited in the area of Pune city from which respondents has been collected.

### **Objectives of the study:**

- 1) To study the frequency of retail shopping among consumers.
- 2) To understand the impact of print media advertising on consumers.
- 3) To understand the factors affecting of Print media advertising to consumers.
- 4) To suggest the measures for improving effectiveness of Print media.

### **Research Methodology:**

To understand the impact of Print media advertising on consumer for Retail sector Descriptive study has been used in the given study. The given study is based on survey among consumers and they have been identified by convenience sampling and sample size is taken as 250 respondents. Data is based on Primary & Secondary data in which structured questionnaire has been prepared by researcher for primary data collection and secondary data has been collected from journals, websites, Magazine & articles. The collected data then has been analyzed by researcher.

### **Findings & Suggestions:**

Based on the findings, the respondents are shopping from retail outlets. However, it differs with the retail items, such as 98% are buying jeweler from jewelers, 92% are buying garments & 90% are buying electronic items from the retail shops. Their purchase frequency also varies with respect to these goods.14% responded that they buy garments almost every month, 53% on quarterly &24% half yearly. Jewelry is not every month purchase of the respondents, however 59% are buying occasionally & without fixed frequency, 23% are buying yearly & 12% half yearly & 7% quarterly.



Figure: 1

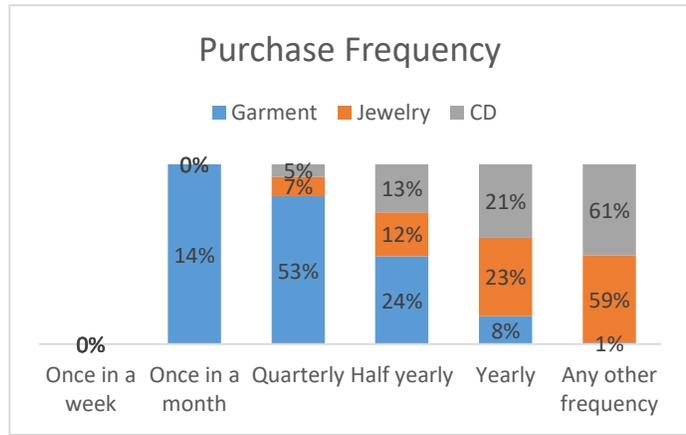
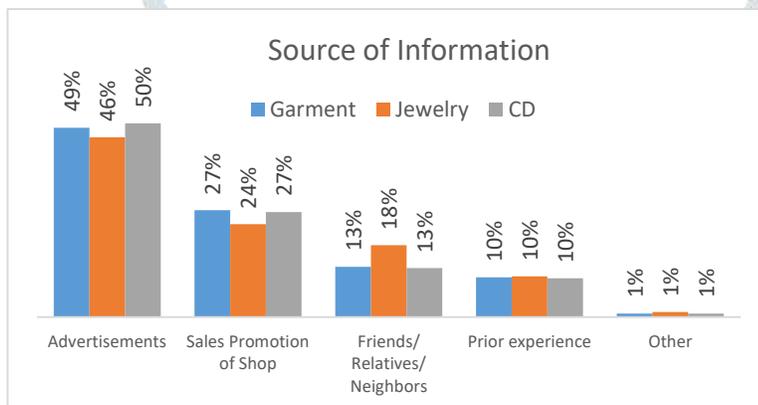


Figure: 2

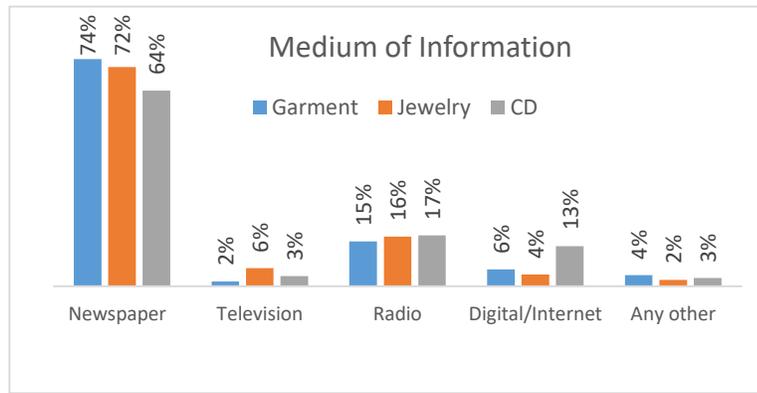
In the era of online offers & free home deliveries electronic item is the first category to take the heat. Though 90% respondents are buying their electronic equipment's & gadgets through retail outlets. 61% are buying it on any frequency & occasionally, 21% yearly, 13% half yearly & 5% quarterly.

Figure: 3



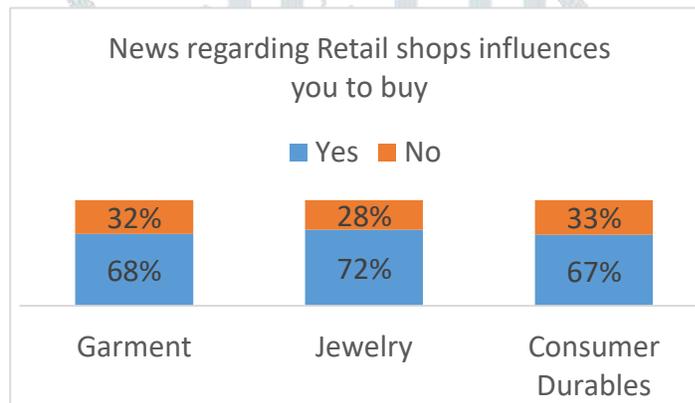
The impact of print media was studied through questions on the source of information about the retailer's schemes, verities information etc. the findings suggests that 50% of the information is came though advertisements, 27% through sales promotion of the shop, 13% through friends, relatives & 10% through prior experience. The advertisements playing important role of information about retail outlets branding, product information, & various fashions or schemes available.

Figure: 4



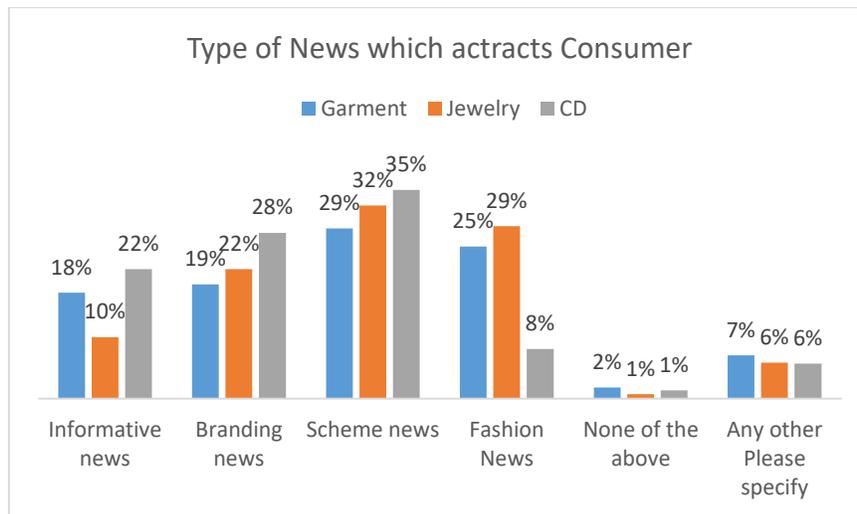
While majority responded that advertisement is prime source, there are more than 70% consumers are getting information through print/newspaper advertisement followed by Radio, digital & television.

Figure: 5



The news of the retail outlet also influences the reader buying behaviour. More than 67% consumers responded that when they read news about the retail shop in the newspaper, magazine, online etc., it influences them to visit the retail shop. The news is informative & it might be written by media house or the advertorial published by the retail shop. Now a days there are bloggers expert in writing the fashion tips & trends. Newspapers are also carrying special columns on the fashion world & they also take the quotes of the retail shop owners, their fashion designers.

Figure: 6



25% consumers responded that they get news about the retailers’ schemes through the news of schemes at the outlet. 28% consumers say that the branding news attracts them to a particular outlet, 22% responded that news gives them information about electronic outlets. Jewellery is also a premium buying & consumers get attracted towards the branding, fashion & scheme news. So, many retailers do advertorials in the newspapers & magazines to disseminate the information.

Figure: 7

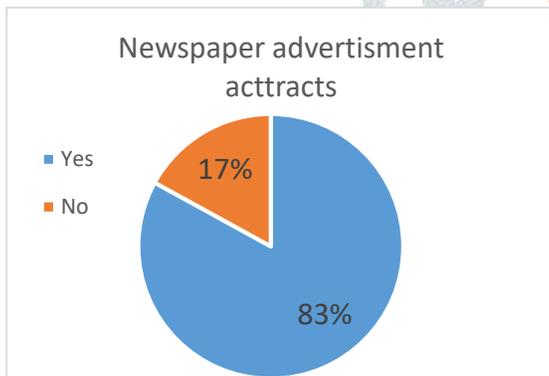
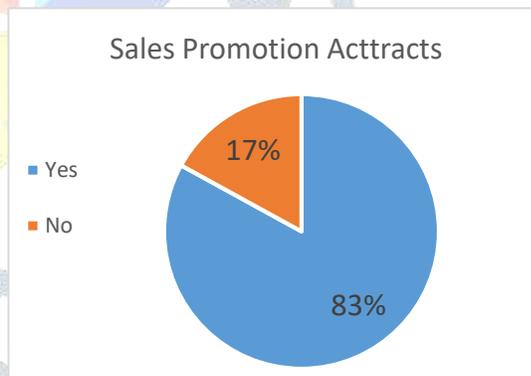
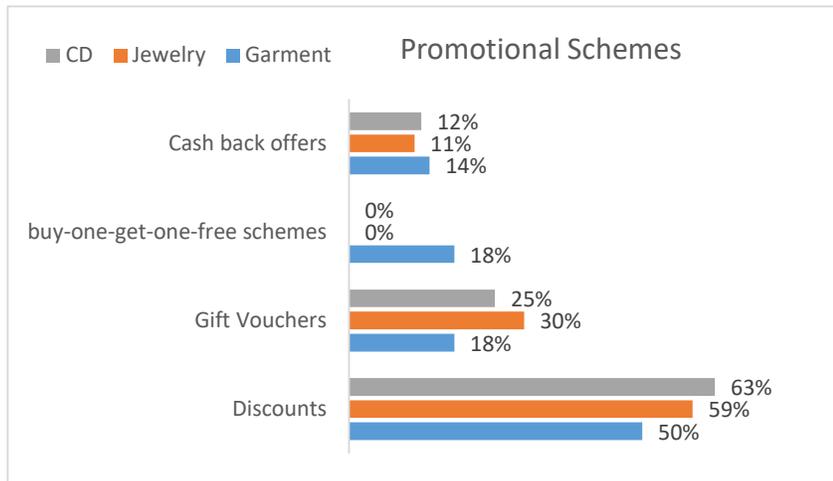


Figure: 8



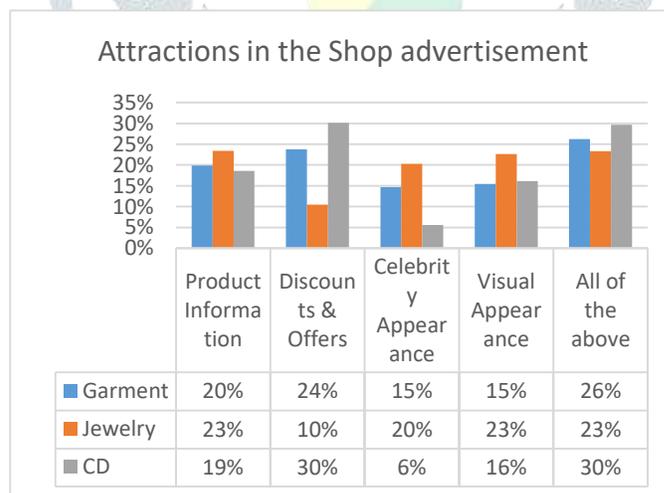
It has been observed that Newspaper and Sales promotion attracts consumer to purchase from retail shop. In fact, sales promotion activities are communicated through newspaper in the local market through which consumers get aware about the sales promotion activities. Majority of consumers i.e. 83% consumers are get attracted through Newspaper & Sales Promotion activities. Consumers are not only attracted but also influenced by Promotional schemes. Newspaper Advertisement attracts & Sales Promotion attracts & influences you to buy from Retail Shop influence to buy Retail shops.

Figure: 9



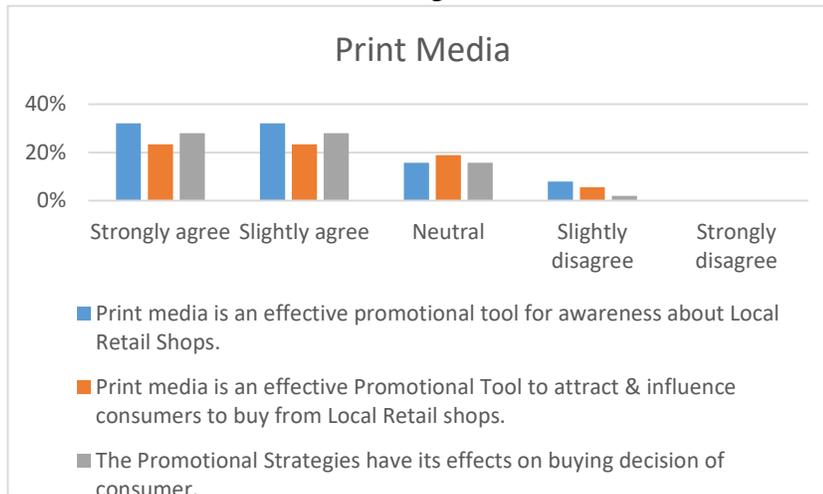
There are some factors of print media advertising which are affecting consumers in their buying decision of retail shopping. For garment category discounts and offers attracts most to the consumers and also product information, celebrity appearance, visual appearance plays an important role to attract consumers towards garment retail shops. In case of jewelry products product information & visual appearance plays the maximum role to attract consumers towards jewelry shopping. In the consumer durable products discounts & offers plays an important role to attract consumers towards its shopping. Celebrity appearance has least importance in consumer durable products.

Figure: 10



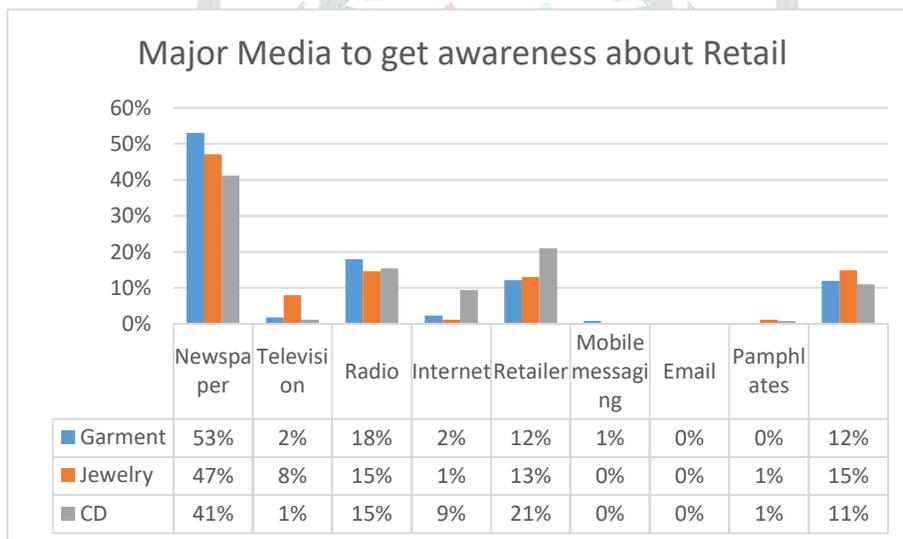
It has been observed that Print media of advertising is an effective promotional tool for awareness about local retail shops and also it influences consumer to buy from retail shops. Simultaneously promotional strategies used by retailers are also an effective tool to attract consumers to buy from retail shops, and these promotional strategies are communicated through print media of advertising.

Figure: 11



Based on the finding and conclusions it has been observed that newspaper of print media of advertising is the major media to communicate about local retail shops to consumers. It creates an awareness, inform about the product and promotional schemes and also remind about their presence in the market.

Figure: 12



**Conclusion:**

Basis of the findings of this study it can be concluded that the print advertising impacts the consumer with respect to the retail sector of Pune city. Pune is the upcoming metro market & there are multiple choices available in the sector of retail shops. The traditional areas such as Laxmi Road, Kumthekar Road, Tilak Road, Tulsi market etc. are the buying hubs for the consumers. The need of promotion is primarily increasing the walk-ins in the outlet, increasing the sales, to sustain in to the competition. However; in last decades these shops are fighting to increase the footfalls in competition with malls. In such circumstances using promotional media is an important decision to opt by the retailers. Also, in the era of

digital world the king consumer has explored their buying capacity beyond imagination and it has become a major challenge faced by local retailers in Pune city. Because of all these condition usages of proper communication channel to attract and influence consumer is a task for local retailers. With the new and innovative marketing strategies use of best promotional media is important. In the give study it has found that newspaper of a print media adverting is an effective, attractive & influential medium for consumer. Consumers are influenced by different factors like discounts & offers, product information, visual appearance and celebrity appearance. Use of such factors in the advertising is useful and beneficiary in terms of attracting & influencing consumers to buy products from retail shops.

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