



INFLUENCE OF PRINT MEDIA ADVERTISEMENT ON SALES GROWTH OF PRODUCTS AND SERVICES IN NAGPUR CITY

Prof Sanjog D Tupe

Associate Professor Dept Of Commerce

Sant Gadge Maharaj Mahavidyalya, Hingna, Nagpur M S

ABSTRACT

Advertising may be a crucial component of the whole marketing plan. It plays a very important role in motivating customers to either use a certain product or to support the business. In a nation that produces goods like India, newspapers are a powerful kind of media, especially in the cities where they can reach nearly every family. The two main sorts of advertisements are constructive and transformational. Informative advertising provides customers with accurate information (such as price, quantity, etc.) and additional information about a company in a logical manner. As a result, the consumer gains more self-assurance while weighing the benefits of finding the producer. Transformational advertising link usage (consumption) statistics for the promoted product with a distinct set of mental attributes that are ideally only available from the brand in conjunction with the advertisement. This study examines how newspaper advertisements affect consumer behavior. It investigates the factors that such adverts will affect, and how they will ultimately affect the search. 100 respondents were the maximum number for the evaluation's sample proportion. Both primary and secondary sources have been consulted to get the pertinent data. Employee questionnaire responses were used to collect primary data. For things like garments, where customers are more prone to the psychological allure of the promotional material, the effect of educational content is definitely less for items like apparel and higher for durable goods. It was discovered that the amount of information given in adverts was unrelated to their criteria. Contrary to advertisements for fashion, which are mostly transformative, those for electrical items are more factual. Data from commercials for various goods might be used to assess their impact on consumers, not just for newspaper advertising but also for all other types of promotion. Different products use different methods to influence consumers.

Keywords: newspaper advertisement, marketing of products and services, Nagpur city, products and services



INTRODUCTION

With 330 million newspapers published daily, India leads the globe in newspaper circulation, according to a recent annual report by the Registrar of Newspapers in India (RNI). Similar to this, Zenith forecasts that between 2018 and 2021, India would spend INR 954.7 crore more on magazine commercials than INR 934.7 crore, and INR 25,408.5 crore more on newspaper advertisements than INR 22,341.1 crore. The goal of this study is to comprehend how useful articles affect consumers' purchasing behavior as well as their attitudes and perceptions of the company.

The research on how advertising affects customer behavior has been crucial in helping businesses connect with a wide range of consumer demographics and win their loyalty via the delivery of high-quality goods and services. Current advertising platforms that are accepted in the corporate world of today utilize digital technologies. As a result, a company's ability to comprehend the preferences of its target customers has greatly benefited from a concentration on social media and the internet market. Since a sizeable portion of the target market views the online marketplace as the most convenient platform to acquire things, the perception of starting a business in a free-market economy necessitates the initiative to spend in digital marketing. Through sales promotions and commercials, the company's marketing and advertising managers must grab customers' attention. Reaching consumers and influencing their opinions, purchasing patterns, and knowledge of certain services or commodities is the major goal of advertisements. The main goal of advertisers is to affect consumers' decisions and the way they make decisions based on marketing and promotional objectives. Advertisers employ a number of ways to connect with customers. The influence of each channel on customer behavior varies. The purpose of advertisements is to contact people and get their opinions on certain goods and services. This input is used by marketers and advertisers to raise the caliber of their goods and services and enhance the aesthetics of their advertising.

The earlier studies fell short of providing definitive evidence on the most workable strategies for attracting the targeted clients to an online platform through marketing. Therefore, this specific study aims to close such knowledge gaps by addressing key ideas in digital marketing that may



help businesses retain clients and appeal to a wide range of market segments. For instance, the study highlights the use of social media platform agents to actively engage clients and address their inquiries about the types of items being supplied by commercial businesses. Given the perceived importance of the research, it is vital to emphasize that advertisers employ a variety of advertising strategies based on how they wish to impact their potential customers, which supports the research's primary focus. But it's important to remember that each strategy aims to persuade customers to acquire its goods and persuade them that a certain product offers greater value than other goods in the same market. The research demonstrates its importance by addressing the numerous marketing that businesses use to attract customers and keep them loyal. For instance, illogical and rational commercials are the two most well-known categories of advertising. Informational commercials that emphasize the qualities of the product are an example of rational advertising. On the other hand, illogical commercials, according to study by Ashraf and Asif (2019), focus on the social consequences and emotions of the customers. Therefore, it can be said with some certainty that knowing how advertising affects consumer behavior is important for enhancing societal well-being and for outlining consumer positions in the marketplace.

LITERATURE REVIEW

Morden (1991) asserts that advertising may be utilized to either help a potential consumer gain a deeper understanding of a product or service or to just drive a simple awareness of it into their brain. The overall performance of advertising in comparison to traditional newspapers was initially declining as media use rose. Marketers are looking for fresh, allegedly much less crowded medium to promote their businesses. Advertising and consumer marketing communications can be opted in to or out of using digital media. People now have more power to decide when and what they want. Kondo and Nakahara (2007); Newell & Merier (2007). As a promotional strategy, marketing aids in creating product awareness and training a potential customer's brain to take the ultimate purchase decision into consideration. According to Ayanwale et al. (2005) and Adelaar et al. (2003), the advertiser's primary goal is often to draw customers and influence their opinions and purchasing inclinations. Ayanwale et al. (2005) examined Bournvita's commercials and found that they had a significant impact on consumers' decisions to purchase the meal beverage. An analysis of customer purchasing habits for CDs



online that were influenced by emotive marketing was done by Adelaar et al. in 2003. When recommendations, ideas, services or goods, and information are pushed through the press (noticeable, verbal, and text) by a reliable sponsor in an effort to persuade or effect behavior, advertising may be paid and impersonal (Ayanwale et al. 2005; Bovee et al. 1995). Promotion on television may be used to market products, services, causes, ideas, etc. By utilizing this platform, business owners may connect with a larger range of people (Abideen et al., 2011). Numerous variants have been explored over the years in marketing literature, particularly with the aim of better understanding the methods used by individuals to develop such organizations or item assessments, whether they are in fact used in ads (Muehling et al., 1993). This study looked at the connections between consumer reactions to the product, advertising, producer attitudes, and purchasing patterns. Analyzing the existing research reveals that journalism and marketing both make information about the use and value of tangible objects accessible (Abideen et al., 2011). O'Guinn and Faber (1989) noted that once a person develops a purchasing behavior, it might be challenging to completely control it. (2007) Etzel, Walker, and Stanton According to the definitions of advertising, this is a sort of interpersonal marketing that involves economics, as well as communication, information, or maybe method, and persuasion. Advertisers' top priorities are to draw in potential consumers, encourage their purchasing behaviors, and raise awareness. They invest extra cash in keeping customers interested in their products.

Their main objectives are to gather enough data on each consumer to build profiles and to identify the precise audience for communication. Therefore, each of these profiles is ideal for studying consumer habits as well as physical and mental attitudes toward a variety of goods that fulfill their wants and requirements. (Arens 1996). However, in our tradition, television may be the main avenue where commercials convince not just lifecycle but also attitudes, behaviors, and maybe even the regional culture (Abideen1, Farooq, and Latif 2011). Advertising across various media is regarded to be a key component in influencing people. Ads are frequently successful in establishing customer attitude and altering their opinions on things. Consumer behavior undoubtedly influences how buyers feel about various items. Because these behaviors are important sources of information regarding the effectiveness of their goods, organizations need to study them. Analysis of consumer behavior trends may be used to control how customers act in unique situations. This will be directly related to many factors influencing customer behavior



in terms of social, economic, and mental perspectives, which establish the basis for selecting the marketing mix. Consumer behavior is a crucial factor in the marketing process because it not only explains the observable qualities of a good or service but also shapes the perception of its psychological and social context. Consumer behavior research may be used to evaluate different conversational gimmicks and enhance produced goods (Proctor and Rock, 1982). Numerous investigations have shown how commercials affect consumer behavior. In the telecommunications sector, Bolatito (2012) has examined how advertisements affect firm selection and how customers choose a certain brand. The academic analysis looked at factors affecting unit preference among distinct firms in Nigeria, including quality, availability, advertising, and pricing. Ads clearly had an impact on both males and girls. Some experts looked at how consumers were affected by online advertisements when buying CDs from their personal collection. Potential buyers of various CDs who were exposed to various media systems have had their impulsive and mental purchase patterns examined. Results showed that presented song text had a greater impact on consumers' attitudes about impulsive purchases than other factors. As a result, a variety of media outlets elicited emotional reactions from viewers and encouraged them to make online purchases (ADELAAR et al. 2003). Numerous academics have examined how effective marketing affects consumer behavior in the telecom industry. Individuals would be impacted by both environmental and mental factors, according to outcomes. However, they mostly assist in helping them come to ultimate decisions on their emotions (Abideen and Saleem n.d.).

RESEARCH METHODOLOGY

100 Nagpur readers' replies served as the basis for the analysis. There were only 100 respondents total in the analyses' sampling fraction, including both male and female employees. Sampling Design Initially, simple random sampling was used, in which each component had an equal chance of being selected as a sample.

Sampling Method

First, a simple random sampling method was employed, in which each responder from the whole population had an equal chance of being included in the sample. Due to this study, respondents will be solicited at random. Data Sources Both primary and secondary sources provided the



pertinent data for this study. Responses to a questionnaire sent among the employees were used to gather primary data. Secondary data was gathered from publications, websites, newspapers, etc.

Description of the Issue

Different psychological traits are used by transformative commercials to distinguish between products. How exactly can newspaper advertising raise consumer awareness is the study's most crucial question. How do newspaper advertising work to shape readers' views and their purchasing decisions? How can consumer perception and recognition impact the purchasing strategy?

Research Purposes

To investigate the influence of consumer awareness about e-advertising, to assess the value of newspaper advertisements in shaping consumer perception, and to research the impact of newspaper advertisements on consumer awareness.

Objectivity of the Study

This study demonstrates how influential newspaper advertising are on customers' purchasing decisions. It looks at the factors that advertising affect and ultimately have an impact on customers' purchasing decisions. The study can assist business owners and other enthusiasts in better understanding customer purchase patterns so they can design the most effective marketing strategies for their goods.

The Study's Purpose

The findings came from the study of specific answers to questionnaires that were given to customers of particular items. This study will be helpful in understanding how consumers perceive different commercials and how those advertisements affect consumers' purchasing decisions.

Data analysis tools

Data analysis is the computing of certain procedures with the goal of discovering regular



correlations between information groupings. Basic percentage analysis, chi-square analysis, and the weighted average approach were used to examine the data in this study.

Method of Percentage Analysis

In the percentage analysis approach, the impact from the questionnaire is first classified and tabulated. The proportion of replies for each question is then typically computed, and the email address information is shown as diagrams. The overall impacts are evaluated after the analysis.

Simple percentage method results in zero. $\text{Sample Size} / \text{Number of Respondents} \times 100$

Analysis of Correlation

The relationship between two variables is described by the term correlation. Two variables are linked when they move in tandem. The three primary correlation options are as follows:

- a) Correlations, both positive and negative
 - b) Partial, complex, and simple correlation
- Correlations that are linear and nonlinear

Karl Pearson's Correlation Coefficient

It is the most typical method for determining correlation. It is possible to determine the direction of the partnership between two linearly connected variables using the numerical equation. R's deservingness is determined by factors between +1 and -1.

Chi-Square Analysis

The chi-square test is regarded as the easiest and most used nonparametric test in statistics. Karl Pearson used the χ^2 check the most during the full year 1990. The size of the disagreement between theory and observation is indicated by the number χ^2 . It is believed that $\chi^2 = (O-E)^2 / E$.

Administration of questionnaires

The academic advisor and external advisor were properly consulted before creating the questionnaire for this study. The questionnaire's responses are categorized on a five-point scale, from "highly agree" to "strongly disagree," "agree," "neutral," and "strongly disagree."



Testing Hypotheses

Regarding newspaper advertising that inspire confidence in people's thoughts, there is good agreement amongst respondents' opinions.

There is no goodness of fit between respondents' perceptions of newspaper advertising' ability to inspire confidence in readers.

Observed Frequency

Category	Observed Frequency	Expected Frequency	Chi-Contributio n
Strongly Agree	32	20	7.2
Agree	46	20	33.8
Neutral	1	20	18.05
Disagree	5	20	11.25
Strongly Disagree	16	20	0.8

Analysis

According to the chi-square analysis shown above, the p-value is smaller than alpha value (.05), the null hypothesis is disproved, and there is no goodness of fit between respondents' perceptions of how newspaper advertising affect people's confidence levels.

Correlation

There is a correlation between respondents' perceptions that newspaper advertising boost consumer confidence and that they provide value to the product, according to the null hypothesis.

There is a correlation between respondents' perceptions that newspaper advertising boost consumer confidence and that they enhance the value of the product.



Correlations

		Newspaper ads create confidence in the minds of people	Newspaper ads add value to the product
Newspaper ads create confidence in the minds of people	Pearson Correlation	1	.909(*)
	Sig. (2-tailed)		.032
	N	5	5
Newspaper ads add value to the product	Pearson Correlation	.909(*)	1
	Sig. (2-tailed)	.032	
	N	5	5

*Correlation is significant at the 0.05 level (2-tailed).

Analysis

Newspaper advertising that boost consumer confidence and those that provide value to the product are positively connected, which indicates that these two factors are inextricably linked, according to the aforementioned correlation matrix.

FINDINGS & RESULTS

1. There is a favorable correlation between newspaper advertising that instill consumer confidence and those that enhance the value of the product.
2. There is no good connection between respondents' perceptions and the notion that newspaper advertising inspire trust in readers.

SUGGESTIONS

1. Newspaper ads that disparage competitors may attract attention, but they also typically provide a pleasant feeling. A disproportionate number of bad reviews fosters intense hostility toward the sponsored firm. Thus, while marketing to clients, caution must be used to avoid disparaging the competitors.
2. The terminology employed in newspaper advertisements for durables occasionally gets incomprehensible. It is necessary to refrain from using technical language.



3. Quoting accrediting organizations in the marketing to support the claims made would increase its effectiveness.
4. Previous research suggests that the sponsoring manufacturer may be seen similarly to an evaluation brand. Therefore, when it comes to features not explicitly mentioned in the commercial, marketers should be aware of the likelihood that the sponsoring model would be seen similarly to that of the assessment brands.
5. Based on the results, efficient marketing may be the main tool for inspiring consumers to purchase a variety of goods.
6. Research shows that psychological reactions lead to feelings of joy and power after seeing newspaper advertisements. Every item in the reliability evaluation has the maximum inner consistency, which indicates that the replies will be genuine as a result of this study.

CONCLUSION

The effect of informative content on customer behavior is the focus of this study. The fact that advertising with more informational content were found to affect more customers than those with less informational content allowed for an assessment of their impact. For other products, such as consumer electronics and durable goods, the impact of informative content and its likelihood of being appreciated by a client were much greater. It was discovered to be significantly less for products like clothing, where people were also affected by their emotional appeal. It was discovered that the amount of information in adverts was independent of their size. Advertising for technological items was found to be more truthful than advertising for garments that was mostly transformative. It was a good idea to know how different goods' commercials influenced their target audiences in different ways since this knowledge was useful for all sorts of advertisements, not only newspaper ads.

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