



A COMPARATIVE STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT IN NEWSPAPER AND TELEVISION MEDIA WITH REFERENCE TO CHIDAMBARAM

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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. News paper 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.

Key Words: 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

- To introduce a new product in the market.
- Advertising helps an established product to retain its position.
- It helps to secure sales lead.
- It helps to demarked a product.
- It helps promote a public cause.
- It helps to maintain competition.
- Advertising encourages economic growth.
- It help to create primary demand for a product.
- It helps to sustain the market for a product.
- It induces buyers to buy and there by increases the sales volume.
- It helps and supports the sales man in selling the product.
- 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 the comparison of the consumers preference for newspaper and television media.

News paper 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, than 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 such 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

- To find out the socio- economic factors of the respondents.
- To assess the awareness about newspaper and television advertisement.
- To assess the effectiveness about newspaper and television.
- To compare the present status of the newspaper and television advertisements in the market.
- 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.

Limitations of the Study

- a) The study is limited to the geographical area based at Chidambaram.
- 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.

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.

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 opportunity 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.,¹ (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,² (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 popularized a certain product concept etc, or to boost up the sales.

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
Dinamalar	62	30
Dinathanthi	63	31
Dinamani	26	13
Others	49	26
Total	200	100

Source: Compiled from primary data

Table Indicates that 31% of the respondents Dinathanthi 30% of the respondents preferred Dinamalar as their medium of advertisement, 26% of the respondents prefer others (Dinakaran, Malaimurasu, Tamil Murasu, MalaiMalar, Etc..) and 13% of the respondents preferred Dinamani. 31% of the respondents preferred Dinathanthi.

Respondents Preferred for National and International Channels of Advertisement

National Channel	Number of Respondents	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
Sun TV	65	32
Jaya TV	40	20
Vijay TV	45	23
Raj TV	30	15
others	20	10
Total	200	100

Source: Compiled from Primary Data

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

Findings

- 38% of the respondents prefer Hindu as the national press medium of advertisement.
- 31% of the respondents preferred Dinathanthi.
- 38% of the respondent preferred star TV network.
- 32% of the respondents prefer Sun TV as their regional channel for advertisement.

Suggestions

- 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 created a deep insight 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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