

IMPACT OF ADVERTISEMENTS THROUGH NEWSPAPER INSERTS WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract:

Comparing mass-advertising to co-operative advertising is like comparing shotgun buckshot to sniper fire. In the interactive environment time is occupied to take aim and really penetrate the customer. Ideally, you want someone to spend 20 minutes drilling down into product information. We can't do that when they are channel surfing or flipping the pages of a magazine". In contrast to the traditional approach in which the company "pushes" its product, in an interactive marketing situation the company creates forces that entice customers to "pull" down the information that they are interested in. The goal is to educate and provide utility to the customer rather than to confuse.

Key Words: Mass-advertising, Environment, Customer, Product Information, Traditional

Introduction:

Advertising is a process of reaching the customer using a broadcast or direct mail campaign orchestrated to influence purchasing behaviour. Advertising plans are conceived within restrict or parameters set by a marketing plan. With the advent of e-commerce, a new type of interactive advertising is emerging whereby customers can choose the information they wish to access. Usually, mass and direct advertising have aimed at broadcasting a message to a large number of customers. Most business continues to operate under the classic broadcast approach-"Come by this great product we have created for us or this fantastic service we are offering". Interactive advertising, on the other hand, aims at allowing customers to browse, explore, compare, question, and even custom design the product configuration.

It said that," comparing mass-advertising to cooperative advertising is like comparing shotgun buckshot to sniper fire. In the interactive environment time is occupied to take aim and really penetrate the customer. Ideally, you want someone to spend 20 minutes drilling down into product information. We can't do that when they are channel surfing or flipping the pages of a magazine". In contrast to the traditional approach in which the company "pushes" its product, in an interactive marketing situation the company creates forces that entice customers to "pull" down the information that they are interested in. The goal is to educate and provide service to the customer rather than to confuse.

STATEMENT OF THE PROBLEM

Although today's technology allows consumers to be flooded with information, yet many business organisations still feel it very hard to gain access to the minds of the consumers, they are always working out various tools and techniques to have a solid footing in the market. One such tool is the print media. Advertising through print media has its own advantages and disadvantages, newspaper inserts being one among the print media advertisement tool, it combines the advantage of newspaper and independent advertising. This study looks at the impact of advertisement through newspaper inserts and its related aspects.

NEED FOR THE STUDY

This report is an ending of an "Impact of Advertisements through newspaper inserts with special reference to Chennai City." The main objective are to study the opinion of the newspaper subscribers regarding the impact of advertisements through newspaper inserts.

OBJECTIVES OF THE STUDY

- To analyse the preference of newspaper read, the type of newspaper inserts.
- To study the type of advertisements the respondents frequently come across in the advertisements through newspaper inserts.
- To find out the perception of the newspaper subscribers regarding the usefulness of the advertisements through newspaper inserts
- To find out whether the advertisements through newspaper inserts have satisfied with it returns.

SCOPE OF THE STUDY

- A large sample size can be taken for the Study.
- A large Geographical Area can be taken for the Study
- A study on the preference of the type of newspaper inserts of various segments of the respondents individually can be undertaken.

METHODOLOGY OF THE STUDY**Research Design:**

Design regarding what, where, when, how much, by what means concerning an inquiry or a research study constitutes a Research Design.

Collection of data: The data is collected through two ways:

1. Primary data
2. Secondary data

Primary data:

Primary data is the data, which is collected first time or first-hand information. Questionnaires were used and subsequent discussions with people involved in the distribution of newspaper inserts were carried out to collect the information. The questionnaires were administered to the selected 210 newspaper subscribers.

Secondary data:

Secondary data is collected from the various records of people involved in the distribution of newspaper inserts, various periodicals, magazines, books and web sites.

Techniques of data collection:

A questionnaire has been designed and used to collect the needed primary data. Totally 29 questions classified under 25 Questions were administered to the respondents.

Respondents unit:

The unit taken for the study was “The General Public” i.e., the newspaper subscribers Chennai city.

Sample size:

The total number of participants for the sample size is 210.

Sampling:

Sampling may be defined as the selection of some part of aggregate on the basis of which judgement or influence about the aggregate is made the sampling technique is used.

Sampling Technique:

The technique adopted was the simple random sampling. A simple random sampling is a sample taken from the universe that every possible sample of a given size will be selected with known and equal probability. This method was found to be the best suitable one. Sample sizes of 210 respondents were interviewed and necessary data were collected from them through questionnaires.

Area of the study:

The area of study refers to Chennai city.

Analytical tools:

To analyse the data obtained from the questionnaire. Tools like,

- a. Percentage analysis and
- b. Chi-square tests are used to express the relationship between the data and findings of the study.

LIMITATIONS OF THE STUDY

- The study is restricted to Chennai city.
- All the findings and observations made in this study are purely based on respondents' answers. The respondents may vary due to personal factors.
- If the study is conducted in a different time origin it may have different outcome.

REVIEW OF LITERATURE

Rajendra Nath Datta, 2021 **Rajendra Nath Datta** in this study is on customer satisfaction towards Anandabazar Patrika, the main objective of the study is to discover the effects of demographic variable on the customer satisfaction of Anandabazar Patrika. The quality of information, advertisement, paper

inserts and price are the major factors that influenced the customer's behaviour towards the newspaper purchasing power of Anandabazar Patrika. Also demographic factors such as Age, Occupation, Education Qualification and Marital status influence reader's perception of news paper inserts.

Vishal Rajput, Irshad Ahmad Ansari, Millie Pant, 2020 This research largely focus on the comparison between Hindustan Times and India Today on different aspects of news publishing frequency, also concerning mindsets of people as well as media houses. Political news seems to be more dictating over any other area.

Dr. R. Arul, Dr. G. Suresh, 2017 in this study on customer preference towards The Hindu newspaper inserts and its supplement in Tiruchirappalli Corporation; they also recommend ways to enhance customer's preference towards The Hindu newspaper inserts. As per their study with respect to 100 respondents, 39% customer's finds information provided by The Hindu newspaper inserts useful and reliable and 47% customers prefer to read Metro Plus supplement as compared to other supplements.

G. Purushothaman & K. Krishnamurthy (2015) in their study- "a study on consumer satisfaction towards "the Hindu" newspapers (with special reference to kanchipuram district)" Customer satisfaction is the main thing for promoting the sales because the customer is the king of every business concerns. As per their study with respect to 120 respondents, 52% customer's finds information provided by The Hindu newspaper inserts positive.

Mrs. Ruchita Ramani, Mr Sagar Dhabade (2013) in their study- "The Study of Consumer Behaviour with Special Reference to Business Standard Newspaper inserts" Our research paper is based on the study of overall consumer behaviour towards assortment of financial newspaper inserts with special reference to Business Standard Newspaper in Pune. The study of consumer behaviour helps organizations in development of their marketing approach by understanding the consumer's psychology while evaluating different alternatives and selecting the best one available.

The study also highlights on environmental factors influencing the buying decision. This study helps the firms to know about the customer’s needs & Wants and provide customized products as desired by the customer’s thereby leading to customer satisfaction and boost in the sales.

Prof. SANDAGE (1975) has said that “Advertising has itself the task of interpreting the qualities of a product in terms of consumers’ needs and wants.” Briefly stated advertising is the art of influencing human action, the emerging of the desire to possess one’s creation. It is a mass persuasion and it is any form of publicity given to products or services at the expenses of the person who want such publicity for bringing his products and services to the notice of the universal.

WINTER (1973) studies on “A Laboratory experiment of individual attitude response to advertising exposures” with objective of examining the influence of advertising exposures on individual brand attitude change. The conclusion derived from the study suggested that the more familiar a consumer with a brand, the less are the chance of any possible attitude change and that only prior negative attitude may turn positive as a result of advertising exposures.

ANALYSIS AND INTERPRETATIONS

Table showing the Analysis of source of income of the respondents.

Source of Income	No of respondent	Percentage
Salary	133	63.3
Business	55	26.2
Agriculture	6	2.9
Pension	7	3.3
Others	9	4.3
Total	210	100

Reveal that almost 2/3rd of the total respondents have salary as their same of income, 26.2% of the respondents have business income as the source of income. Respondent’s income though agriculture, pension, others occupy 2.9%,.3%, 4.3%.

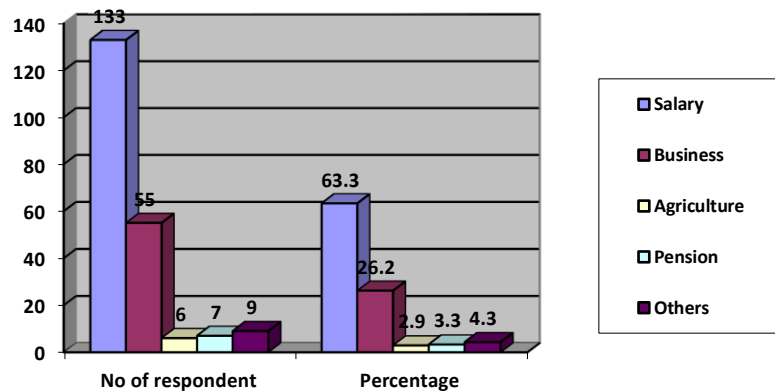


Table showing the Analysis of language of newspaper preferred by the respondent.

Language	No of respondent	Percentage
Tamil	82	39
English	85	40.5
Both	43	20.5
Total	210	100

CHI- SQUARE TEST:

The Chi- square test is one of the several tests of significance improved by statisticians. It is a statistical measure used in the context of sampling analysis for comparing a variance to an academic variance. The value of chi-square is used to study the divergence of actual and exact frequencies and for

this value coefficient of contingency is calculated to find out if there is any association between the attributes in question. Thus, chi-square is a measure of actual difference of the observed and expected frequencies. The chi-square test is applicable to a large number of problems. With the use of this technique, the researchers are benefited in the following ways:

1. Test the goodness of the study
2. Test the significance of association between two attributes.
3. Test the homogeneity or the significance of population variance.

Chi- square test is used to assessment the independence of two attributes. In other words this analysis is used to test the significance of one factor or the other. For this purpose the factors in the study are classified under two groups the first group contains personal information factors and the second group contains study information factors. The Chi-square test is applied between each factor of two groups with suitable hypothesis and interpretation. All the tests are carried out at 5% level of significance.

Analysis as to whether there is any significant relationship between education and the habit reading of newspaper regularly

Table used to analyse as to whether there is any significant relationship between education and the habit reading of newspaper regularly.

Education	Read Newspaper Regularly		Total
	Yes	No	
Higher Secondary	43	7	50
Diploma	35	4	39
Graduate	58	2	60
Post Graduate	43	0	43
Professional	16	2	18
Total	195	15	210

Null Hypothesis: There is no significant relationship between education and the habit reading of newspaper regularly.

Computation of Test Statistic: The computed value of chi is 1.310.

Degrees of freedom (DF): $(r-1) \times (c-1) = (5-1) \times (2-1) = 4$

Inference: At 5% level of significance the table value of chi is 9.488 for 4 degree of freedom. Since the computed value of chi (1.310) is less than the table value of chi (9.488); it falls in accept region, it is inferred that there is no significant relationship between education and the habit reading of newspaper regularly. Hence the null hypothesis is accepted.

Analysis as to whether there is any significant relationship between Newspaper carrying Inserts and the selection of the Language of Newspaper

Table used for analysing whether there is any significant relationship between Newspaper carrying Inserts and the selection of the Language of Newspaper

	Language			
Newspaper carry inserts	Tamil	English	Both	Total
Yes	77	60	42	179
No	5	25	1	31
Total	82	85	43	210

Null Hypothesis: There is no significant relationship between Newspaper carrying Inserts and the selection of the Language of Newspaper

Computation of Test Statistic: The computed value of chi is 24.675.

Degrees of freedom (DF): $(r-1) \times (c-1) = (2-1) \times (3-1) = 2$

Inference: At 5% level of significance the table value of chi is 5.991 for 2 degree of freedom. Since the computed value of chi (24.675) is greater than the table value of chi (5.991); it falls in rejection region and it is inferred that there is significant relationship between Newspaper carrying Inserts and the selection of the Language of Newspaper. Hence the null hypothesis is rejected.

Correlation

Null hypothesis: There is association between respondents' opinion that newspaper advertisement inserts create confidence in the minds of people and that newspaper advertisement inserts add value to the product.

Correlation		Newspaper advertisement inserts create confidence in the minds of people	Newspaper advertisement inserts add value to the product
Newspaper advertisement inserts create confidence in the minds of people	Pearson Correlation	1.	.909(*)
	Sig. (2 tailed)		.032
	N	5	5
Newspaper advertisement inserts 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 From the above correlation matrix, it is evident that newspaper advertisement inserts creating confidence in the minds of people, and newspaper advertisement inserts adding value to the product are positively correlated, which means that these two variables are directly related.

FINDINGS & SUGGESTIONS

- ✓ Majority 63.67% of the respondents are Female.
- ✓ Majority 45.56% of the respondents are 31 years - 40 years.
- ✓ Majority 70.17% of the respondents are Married.
- ✓ Majority 60.5 % of the respondent Educational Qualification is Degree level.
- ✓ Majority 75.85% of the respondents are Collect Newspaper.
- ✓ Correlation between newspaper advertisements inserts creating confidence in the minds of people and newspaper advertisement inserts adding value to the product are positively correlated.

CONCLUSION

The study on the Impact of Advertisements through newspaper inserts with special reference to Chennai City has given a good insight on the attitude of the newspaper subscribers towards the advertisement through newspaper inserts. The newspaper subscribers view advertisement through newspaper inserts by the local firms in targeting local prospects is more suitable method. They feel that it is cost effective medium of advertising. They also feel that it is well suited for limited geographical area. On the whole the respondents feel that newspaper inserts elicit more benefits for the respondents than other form or advertisements.

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