



Role Of Newspaper Advertisement On Consumer Buying Behavior

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Abstract

The current study of the newspaper analyzes the psychological impact on a consumer and helps us to effectiveness of the advertisement. The main aspects found to affect consumer behavior are psychological and perception. It ranges from products to services to be used for advertisements. This study revealed 26% were perceived and 40% advertisements were informative by the use of consumers in the year 2013.

Keywords: consumer behavior, impact of newspaper advertisement and content analysis.

1. Introduction

Advertising plays an important role in the buying and selling of goods and services as its exposure is much more. By advertising consumers become aware about products and services which are being manufactured by the business firm. Marketing mix has four components i.e. product, place, price and promotion and advertising is also one, which is used to create awareness about product and services. It shows a significant role in inspiring consumers to either usage a particular brand or to growth their consumption of that product.

2. Review of literature

Gorn have investigated that product is totally depending on advertisements; because of the cut throat competition in the market.it is very difficult to change the behavior of the consumers. (1). Raina and khajuria have studied behind the purchase of a product, which is newspaper advertisement. So that customers become satisfactory to invest in a product after watching the advertising. (2). Maheswari have presented various reviews about advertisement measures and which helps to provide the best possible service.(3).Chan and Chan conducted a survey to discover the informational

content happening it by using television advertisements.(4). Albernethy in his reading showed that magazine announcements contain extra television advertisement. Olson and that how role of advertising content works. Bashir and Malik (2009) determined in their study “effect of advertisement on consumer behavior of university students” that it is the advertisement which motivates the consumer to buy the products once Reynolds (5), Mitchell (6), Edell and Staelin (7), Khan and Khan (8), in their study showed in a life time.

3. Methodology

The study on research was done 1017 diverse advertisements from English papers with a number of readers. No duplicate advertisement was selected for the study which results to duplication. The products selected for the study includes durable products ,health, cosmetics and services as well.it takes 6 weeks to collect a varied variety of announcements and then were given a different number, so that they might be identified

Research is the systematic investigation into existing or new knowledge. It i used to establish or confirm facts and result of previous work and to solve them to new into existing problems. It is a careful inquiry or investigation. According to Creswell (2008) “research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue.” As per the oxford Dictionary of a English, “A careful investigation or inquiry especially through search for new facts in any branch of knowledge”. Research methodology is a systematic process to solve the problems. In research methodology steps are followed by one by one to study research problems and logic behind them. It is very important for any researcher to know research along with methodology.

4. Results

After analysis of the advertisement’s it was found 77.58% controlled information about the accessibility of product by the advertisement. 93.58% limited at least one cue and 83.5 advertisements contained at least 2 cues.

Table 1: Type of information in Newspaper Advertisement

Type of information	No of commercial Ads containing the Cue	% of sample
Price of value	255	25.07%
Quality	512	50.34%
Performance	130	12.78%
Components and contents	412	40.51%
Availability	789	77.58%

special offers	310	30.48%
Taste	16	1.5%
Packaging or shape	105	10.32%
Guarantees or warranties	130	12.78%
Safety	18	1.7%
Nutrition	15	1.47%
Independent research	62	9.04%
Company sponsored research	11	1.08%

Table 2: impact of informative advertisement on consumer behavior

Category	Total no of ads	No of informative adds	No of informative ads according to consumer	No of ads influencing the consumer	No of informative ads influencing the customer	Percentage correlation between influence and informative ads
Durables	360	220	145	255	185	84.09%
Pharma	25	17	12	21	14	82.3%
Foods and beverages	42	11	10	35	9	81.8%
Service	210	82	51	110	52	63.41%
Cosmetic apparels and footwear	280	44	28	195	12	27.3%
Miscellaneous	100	34	19	52	21	61.76%

After analysis of table 2 it was establish that 40% of the advertisement was informative as compared to other. And correlation between advertisements were highest about 84.09% which were influencing consumers towards newspapers. After

analyzing the above data it remained also found that the information had an impact on consumer behavior.

5. Conclusion

The current study” Role of newspaper advertisement on consumer behavior focuses on the impact or role of informational was satisfied on consumer behavior. In this study we found that if we advertisement more than it influences more customers as well as less announcements with less informational gratified. In this study the electronic and durable goods were liked by the consumer with the help of informational content. The people were also influenced by emotional appeal. 2.7 cues per advertisements were found quite informational. According to the findings, the more attractive the suggestive ads are, the more likely consumers are to buy them. Additionally, ads must not only look attractive, but also be informative, educational, and entertaining. Additionally, the ad must be innovative and competitive with challengers. Repeated viewing of a particular product will entice consumers to purchase that product. In this competitive time, to attain goal and profits, the companies used advertisement as an essential tool.

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