



Impact of Newspaper advertisements on consumer purchase behaviour

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ABSTRACT

With marketers increasingly exploring newer media for advertising their products, such as social networks, online platforms, innovative experiential campaign etc., newspaper as a traditional medium of advertisements is facing questions about its relevance and effectiveness. This paper attempts to gauge the impact that newspaper advertisements have on the purchase decisions and behavior of consumers. A comparative evaluation between various advertising media, such as newspapers, radio, TV and internet, based on the trustworthiness of their advertisement content, impact etc. is also done. While analyzing newspaper advertisements, their location in the newspaper and other factors of influence are also studied.

Keywords: Advertisement, Consumer purchase behavior, online advertising

Introduction

The world today is flooded with the mass media e.g. television advertising, films, videos, bill boards, magazines, movies, music, newspapers, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising is a subset of promotion mix which is one of the 4Ps in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision.

Advertising impacts the buying behavior; however, this impact about a brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects. Traditional Hierarchy-of-Effects models of advertising state that advertising exposure leads to cognitions, such as memory about the advertisement, the brand; which in turn leads to attitudes, i.e. product liking and attitude towards purchase; which in the end leads to behaviors, like buying the advertised product.

There are many ways to look at advertising as a business, a

creative communication process, a social phenomenon, and a fundamental ingredient of the organization system. Advertising has existed for decades, and as time goes by, more and more advertising media are discovered where companies can invest to promote their products and hopefully to influence the consumers to purchase their products. Consumers are exposed to thousands of advertising every day and thousands of products, whether advertising achieves in persuading these consumers to purchase their product remains a great mystery. This study examines consumers' perception and attitude towards newspaper advertising.

Newspaper advertising: The print media has long been the main source of news, and hence advertising. Newspapers include different types of advertisements- local advertisements, national advertisements, classified advertisements and inserts and special supplements.

Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Also, newspaper advertising does not depend on the target audience having a television or radio on at a certain time in order to receive the message of the advertisement.

Newspaper advertising comes in two major divisions: display or classified. Newspaper ads considered display ads are those that span multiple columns horizontally and often include graphics and borders. Classified newspaper advertising is in-column advertising that follows the natural flow of the column down the page vertically.

Classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section.

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Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or full page. In some cases, the ad may take up two facing pages; those ads are rare in newspaper advertising simply because of the cost. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper.

In many cases, newspaper offer services to advertisers to help them design effective display pieces. In all cases, the advertiser has the right to refuse or accept this service. In some cases, the newspaper may choose not to publish an ad that it deems offensive or libelous. However, newspaper may be careful when rejecting ads and often work with the advertiser to revise the ads so it is suitable for publication.

Effective newspaper advertising is all about weighing the cost of ad versus the expected draw on the audience. Some of the best tips for creating unique, attention grabbing newspaper ads are to use color wisely and to show photograph of the item or service being promoted. It can also be helpful to avoid overpaying for placement and instead focus on the content of the ad.

People are instinctively drawn to color, especially when reading a newspaper as a large amount of it is in black and white. In general, papers typically offer three different color options when placing an ad: black and white, two colors and four color. Black and white tends to blend in, and it can be difficult to draw a reader from other ads or content. Two colors tend to be only slightly less expensive than four color, yet it typically draws only slight more of an audience than black and white. In most cases, four color ads can provide enough visual impact for effective newspaper advertising.

One of the most important parts about advertising any product or service is to provide potential customer with a good idea of what is being offered. Photographs are ideal in doing this, especially when promoting an item. Illustrations can have a similar effect, although it can cause concern in discerning customers as to why an actual photo of the item is not shown. When an advertisement is for a service, showing a photograph of the storefront or the people providing the service can help to sell the deal to potential customers.

Newspaper Advertising vs. Online Advertising: Newspapers have experienced declining circulation figures and declining advertising revenues for several years. In particular, declining advertising figures put a threat on newspapers. On the advertising side many companies have expanded their advertising expenditure towards online. Consequently, there are concerns about online advertising substituting newspaper advertising- in the same way, as it has been feared for many years for the readership side. Both possible effects might put a threat on the further existence of (print) newspapers. However, though the internet- compared to newspapers- offers a variety of advantages for advertising companies, substitution tendencies cannot be generalized. In particular, we argue that newspaper advertising offers great benefits for the retailing industry. Consequently, we believe that retail advertising offers a niche for regional and local newspapers that can be expected to represent a sustainable segment of complementarities within the otherwise predominantly substitution advertising market. No complete substitution between newspaper and on-line advertising can be expected to take place on the advertising side in the foreseeable future.

Reading newspaper is a leisure activity, and for many, an intrinsic part of the daily routine. During the weekends, people usually relax with a newspaper and the accompanying magazine supplement to catch up with not only the latest news, but the latest trends and events. The interest generated by the content spills on to the advertisement to an extent where the line separating the two are dulled so that the ads and the content become a natural extension of each other.

This is then the power of newspaper and magazine advertising. They signify quality. The result may or may not be instantaneous but the message lingers in the minds for a longer periods. Newspaper and magazine advertisements, therefore, have a greater impact and a greater recall value. The reader may not directly perform a call to action as specified in the ad, but in all probability, will do so when the need arises. Indeed, the emotional connect between newspaper content and the ads are so strong that people actually cut them out and store away the clippings for future news.

Online advertising, on the other hand, works on the principle of instant result. The online advertisement appears in front of the potential client exactly at the moment when they are searching for the product or service in question. The ad will lead to a greater conversion rate.

Then there is the question of the audience. While the broadband has witnessed a significant increase, there are many who still don't have access to the internet. So if a marketer concentrates on on-line advertisements, it will be losing out potential customer whose primary source of information is newspaper and magazine.

There are people who have access to both newspapers and internet. However the people who browse through the internet, and especially when they are at work, focus specifically on what they are looking for. They may not have the time to read the ad properly. The mind is diverted elsewhere so there is a less chance of messages registering and having the required impact. However, if the person is specifically searching for a particular product or service, online advertisement can have a higher conversion rate.

Advantages of newspaper advertising: There are many advantages of newspaper advertising that still make it a valuable marketing tool even in the modern age of multiple advertising channels. Newspapers allow advertisers the flexibility to choose the size and content of their messages and the ability to change the nature of ads from day to day. In addition, newspaper advertising reaches a vast swathe of people in a geographic area who make it a habit to read the local paper. People have time to study the ad for all of its details and can even go back and look at it several times if necessary.

It is extremely difficult for advertisers to stand out in the crowded field of traditional forecast media like radio and television. While, newer technologies like mobile and websites may offer novel opportunities, they are still relatively new channels, which can be difficult for advertisers to manage. Newspaper advertising is one of the oldest methods of advertising available to companies of all sizes and budgets, and it can still be extremely effective when utilized properly.

The reach of newspapers, in terms of the number of people who read them within a given geographic area, is one of the reasons advertising in newspapers can be beneficial. Although newspapers are declining in readership, many people still

either start their day by having newspapers delivered to their residences or by reading evening newspapers after their workday has concluded. A company or business that puts a well-placed ad in a local newspaper can be assured that a broad spectrum of people will review it.

One of the advantages of newspaper advertising as opposed to advertising with broadcast media is that a newspaper advertisement can be viewed many times. Whereas people might miss or ever-change the channels on a radio or television, it is hard for them to ignore a large ad in a newspaper. In addition, people can take their time reading a newspaper ad, making sure to glean all the necessary information. They can even go back and re-read it if they chose.

Newspaper advertising allows the marketers to change the nature of their ads each day with ease. Whereas broadcast media ads take a long time to produce, a newspaper advertisement can be worked up in-house in a short time to be ready for installment in the local paper in a day or two. That capability ensures that newspaper advertisements will keep the message as current as possible.

Disadvantages of newspaper advertising: Some disadvantages of newspaper advertising are a declining readership, close competition with other ads, and newspaper clutter. Newspaper businesses are in a constant struggle to compete with news from other media, and their readership is sometimes quite small. Ads placed on a newspaper are also in competition with others in close quarters, which can be a deal breaker for some advertisers. In addition, newspaper can appear clustered with information and ads, making it less likely for a particular ad to be viewed long enough for profit. Lastly, the disadvantages of newspaper advertising include the inability to incorporate high quality photographs.

A declining readership is one of the most often cited disadvantages of newspaper advertising. Some people no longer wait for the news to be delivered on the door step. Instead, they read an on-line publication for free or a similar fee, which gives them instant access and sometimes a constantly updated source of news. With the number of mobile devices readily available, online newspaper and journalists' blogs can be taken anywhere and fit in a pocket. The portability and release of responsibility from dealing with old newspapers are some benefits that influence people to drop their newspaper subscriptions in favor of the internet.

Another disadvantage is that an advertisement is sometimes placed alongside competing ads. For example, A car dealer might place an ad, but if another car dealer places an ad in a similar spot, those ads are competing for leads. In addition, it can be argued that two car-dealers' ads placed anywhere in one newspaper are competing in a small space. This is one of the major disadvantages of newspaper advertising; potential leads can be so easily attracted to similar advertisements.

Depending on the newspaper layout, clutter can be another problem. Sometimes ads selling certain products are placed on one page or section of a newspaper. The viewer is bombarded with advertisers attempting to sell things and must carefully read the newspaper to find what he/she is looking for. Combines with small print or a leader who is not familiar with the layout, clutter can be disastrous for advertising.

In general, newspapers do not include high quality photos. High quality photos would increase printing cost and time. As some newspapers are already dealing with slow delivery time

and high cost compared to other news media the addition of high quality photos could destroy them.

Objective

The basic objectives of this research are to assess the influence of newspaper advertising on consumer buying behavior and analyze the effect of ad placement in newspaper on consumer purchase intent. This research also studies the trust factor associated with different media of advertising. What consumer looks for in newspaper ads, and which factor will have maximum impact on consumer is also studied as part of this research.

Other objective of this research is to compare impact of different advertising media on consumer purchase. This research also takes consumer's preference in terms of their primary medium for checking advertisements. The objectives of this study are:

To understand effectiveness of newspaper advertisements on consumer purchase.

To understand the trust factor associated with different advertising media.

To have a comparative analysis of advertising media on consumer purchase intent.

Review of Empirical Literature

Advertising is a form of communication to convince an audience to take some action like purchase. Abideen and Saleem investigated the relationship between independent variables (environmental & emotional response) and attitudinal and behavioral aspects of consumer buying behavior. They reported that emotional response of consumer behavior is the variable that results into strong association with the consumer buying behavior. Consumers purchase those brands with which they are emotionally attached. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader.

Consumer behavior is a result of emotional response, which is affected by three independent factors: Pleasure (the state in which person feel good, happy, or joyful in a particular situation), Arousal (the state of feeling that is varying from person to person in different situations i.e. feeling of excitement, active, bored or sleepy), and Dominance (this defines individual feelings, which are in control of or free to act in a particular situation)

Welsh studied the consumers' reaction to newspaper advertisements by food stores in terms of shopping habits, appraisal of advertising, use of and benefits derived from advertisements. The study indicated that a substantial proportion of consumers are somewhat critical of advertising and their complaints concern repetition, cluttered advertising items with regular prices as being specials, small print, the lack of imagination and creativity and the ads are dull and uninteresting. Consumers like neat, attractive, large advertisements in color that are not cluttered. This study indicates that the majority of the consumers want advertising to primarily provide them information on specials and prices. Non price advertising takes a secondary role to the shoppers' preferences for low prices and convenience. But advertising should do more than just inform the consumers about prices and specials.

Numberger and Schwaiger suggested that a combination of internet and print advertising is more effective than only internet with regard to brand attitude. Banner performed worse than print advertisements with regard to recall and brand attitude.

The print medium is superior to the online medium in memory measures. Advertising effectiveness depends on user's receptiveness towards an ad and their attitude towards advertising. For print advertisement respondents with more favorable attitudes towards advertising recalled a higher number of advertisements the day after exposure. A print reader will more likely be exposed to an ad, even if it is only by skimming through a magazine. On the contrary, an internet user directly clicks to an article of interest and will easily skip undesired information, resulting in less advertising exposure and thus less effective advertising.

Shyam et.al (1998) stated that, "Print subjects remembered significantly more ad material than online subjects. Individuals exposed to new stories and ads in the print medium tend to remember significantly more of the ad content than comparable individuals exposed to identical stories and ads in the online medium.

Since online advertisement is relatively new, users of the online medium may be less prone to notice peripheral attributes like advertising. Therefore, consumers show no media based differences in their processing of news content.

In order for web advertising to work, advertisers have to do more to attract readers than they would in the print medium. The image of the internet as free information network and engenders a psychological predisposition to consider all of its content as free floating sharing of information rather than as carefully packaged products of advertising and marketing.

Methodology

Both primary and secondary research was undertaken whilst taking into consideration the associated limitations.

Questionnaire Design: The questionnaire uses a Likert scale to analyze the responses of respondents on a scale ranging from strongly agree to strongly disagree. About 20 close ended questions were asked from the respondents (Appendix 1)

Hypotheses

Ad Placement in newspaper affects purchase decision: Newspaper professionals' placement recommendations addressed positioning of individual ads within each section. It is emphasized that readers regularly scan each section first ad page. Readers also notice the section's back page; especially if the paper is folded so back page ads appear prominently. Advertisement managers frequently prefer a right facing page position. A reader receives a last impression of right facing page ads just before she flips to the next page. Premium advertising positions provide advertisers with additional visibility. Premium position ad generally contains colorful graphics and a simple, hard- hitting message designed to grab a reader's attention. For example, a front -page, bottom-strip car dealer ad appears horizontally across the bottom of the newspaper's front page. Newspaper advertising representatives sell premium-position ad first come, first served and advertisers pay a higher advertising insertion rate for these coveted placement. Advertisers generally must commit to a premium- position ad for a pre-determined period of time. Newspaper advertising effectiveness depends on an

individual ad's appearance, as well as how often the reader views that ad. Advertisers increase visibility by running ads at least once per week in the same section for at least two months. This strategy keeps the advertiser in front of his market and builds credibility with the reading public. The ad should ideally run in the same position, although newspaper do not typically guarantee individual ad placement. The Objective of this hypothesis is to find out whether ad placement in newspaper really affects consumer purchase intent. This was analyzed by taking into consideration the purchase intent of respondents based on different ad placement like front page, back page and inner page.

Other Advertising media like TV and On Line have more impact compared to newspaper advertising: Advertising on a television station generally reaches a broad audience, but does not provide strong penetration within any local demographic group from a single station. The advertising message can be completely told (and understood) using the newspaper without the fear of changing the channel every time the advertisement appears. Consumers are more likely to tell the advertiser they saw the ad on TV than they are to tell them they saw the ad in the newspaper. The people, who browse through the internet, especially when they are at work, focus specifically on what they are looking for. They may not have the time to read the ad properly. The mind is diverted elsewhere so there is a less chance of messages registering and having the required impact. However, if the person is specifically searching for a particular product or service, online advertisement can have a higher conversion rate. So, different kind of advertising media are needed to target different kind of consumers. An effective combination of newspaper, online and TV media is required to achieve the desired result.

Newspaper ads are associated with more trust than online ads: Despite important changes in media consumption in recent years, consumers continue to have most trust in advertising in magazines and newspapers. It seems the power of the printed word still rings true and has great value when evaluating advertising. Advertisers benefit from the leading consumers' trust in print media, as readers more positively evaluate their advertising compared to when it is placed in other media. And at the same time advertisements placed in print media play an important role in purchasing process. Although advertisers are shifting budgets towards digital channels, consumers continue to have the highest trust in print and refer to advertisements in magazines and newspapers as a great source of information to support their purchase decision.

Hypothesis 1: Companies pay lot of premium to get their ad placement in newspaper right like an ad on a front page, etc.

H0: Nature of ad placement in newspaper does not affect purchase decision

H1: Nature of ad placement in newspaper affects purchase decision

Hypothesis 2: As per the literature review TV and Online Ads have more impact on consumers than newspaper Ads.

H0: TV ads do not have more impact compared to newspaper ads.

H1: TV ads have more impact compared to newspaper ads.

Hypothesis 3:

H0: Online ads do not have more impact compared to newspaper ads

H1: Online ads have more impact compared to newspaper ads

Hypothesis 4:

H0: Newspaper ads are not associated with more trust than online ads

H1: Newspaper ads are associated with more trust than online ads

Analysis

98 respondents filled the survey. Out of these 75 were male and 23 were female. Maximum number of respondents was from age group 19 to 25 years. Overall, newspaper advertisements were found to influence majority of respondents to buy new products or brands. Majority of respondents said they are influenced by front page advertisements. An overwhelming majority (63 per cent) supported this and a very few (10 percent) disagreed to it. An overwhelming majority (84 percent) of respondent said they are influenced by innovative advertisements in newspapers. According to survey response, there is no sufficient evidence to say that newspaper ads are associated with more trust than online ads.

Hypothesis 1

Companies pay lot of premium to get their ad placement in newspaper right like an ad on a front page, etc.

H0: Nature of ad placement in newspaper does not affect purchase decision

H1: Nature of ad placement in newspaper affects purchase decision

Position\Influence	Least	Highest					Total
Back page advertisements	4	13	6	9	3		35
Front page advertisements	4	3	4	13	24		48
Inner page advertisements	5	7		3			15
Total	13	23	10	25	27		98

One-way-ANOVA

Descriptives								
10. How influenced you would be to purchase a product based on the location of ad placement?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
1	48	4.04	1.271	0.183	3.67	4.41	1	5
2	35	2.83	1.200	.203	2.42	3.24	1	5
3	15	2.07	1.100	.284	1.46	2.68	1	4
Total	98	3.31	1.432	.145	3.02	3.59	1	5

Where,

1: Front Page Advertisement; 2: Back page advertisements; 3: Inner page advertisements

There were about half (48 respondents) of the respondents who paid maximum attention to front page advertisements, and their mean purchase intent was 4.04, with a standard deviation of 1.271. About 35 percent of the respondents paid maximum attention to back page advertisements, and their mean purchase intent was 2.83, with a standard deviation of 1.2. There were about 15 percent of the respondents who paid maximum attention to front page advertisements, and their mean purchase intent was 2.07 with a standard deviation of 1.1.

ANOVA

10. How influenced you would be to purchase an item based on the above response?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	56.995	2	28.497	19.089	.000
Within Groups	141.821	95	1.493		
Total	198.816	97			

F-Ratio = 19.089, p-value = .000, MS-Error = 1.493, $\alpha = 0.05$. Since $.000 < 0.05$, we can reject the null hypothesis. So, it can be concluded that ad placement in newspapers affect purchase decision with front page advertisement having maximum influence on consumer purchase intent.

Hypothesis 2

As per the literature review TV and Online Ads have more impact on consumers than newspaper Ads.

H0: TV ads do not have more impact compared to newspaper ads.

H1: TV ads have more impact compared to newspaper ads.

Impact (TV>Newspaper)	
Agree	76
Disagree	5
Neutral	17
Total	98

T-Test

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
6. [Newspaper advertising persuade you to buy products:]	2.09	98	.644	.065
6. [TV ads are more influencing than Newspaper ads:]	2.72	98	.552	.056

This gives the descriptive statistics for each of the two groups (as defined by the pair of variables). In this, there are 98 respondents who responded to both the questions on

newspaper and TV media about their influence. Newspapers' influence, on an average was 2.09 with a standard deviation 0.644 and TV's influence, on an average was 2.72 with a standard deviation of 0.552.

Paired Samples test								
Pair 1	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
6. [Newspaper advertising persuade you to buy products:]								
6. [TV ads are more influencing than Newspaper ads:]	.633	.817	.083	-.796	-.469	7.664	97	.000

t-value = 7.664, Two-tailed p-value = .000. As p-value < alpha (.000<.05), The null hypothesis can be rejected.

There is sufficient evidence to conclude that newspaper and TV's influence is different on consumers. As TV's influence mean is more than newspaper's influence mean, we can say that TV ads have more impact as compared to newspapers ads.

Hypothesis 3

H0: Online ads do not have more impact compared to newspaper ads

H1: Online ads have more impact compared to newspaper ads

Impact (Online>Newspaper)	
Agree	46
Disagree	20
Neutral	32
Total	98

T-Test

Paired Samples Statistics				
Pair 1	Mean	N	Std. Deviation	Std. Error Mean
[Newspaper advertising persuade you to buy products:]	2.09	98	.644	.065
[Online ads are more influencing than Newspaper ads:]	2.27	98	.781	.079

This gives the descriptive statistics for each of the two types (as defined by the pair of variables). There are 98 people who responded to both the questions on newspaper and online media about their influence. Newspaper's influence, on an average, was 2.09 with the standard deviation of 0.644 and onlineadvertisements' influence, on average, was 2.27 with a standard deviation of 0.781.

		Paired Differences				t	df	Sig. (2-tailed)	
			Std . Deviation	Std . Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	[Newspaper advertising persuade you to buy products:] [Online ads are more influencing than Newspaper ads:]	Mean							
		-.173	1.055	.107	-.385	.038	-1.627	.107	

t-value = 1.627, Two-tailed p-value = .107

Since p-value>alpha (.107>.05), the null hypothesis cannot be rejected.

There is insufficient evidence to conclude that newspaper and online advertisements have different influence on consumers.

Hypothesis 4

H0: Newspaper ads are not associated with more trust than online ads

H1: Newspaper ads are associated with more trust than online ads

Trust (Newspaper>Online)	
Agree	25
Disagree	26
Neutral	47
Total	98

T-test One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
[Newspaper ads are associated with more trust than online ads]	98	1.99	.725	.073

One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
[Newspaper ads are associated with more trust than online ads]	-.139	97	.889	-.010	-.16	.14

$-0.139 < 1.9847$, hence the null hypothesis cannot be rejected. There is insufficient evidence to conclude that newspaper ads are associated with more trust than online ads.

Conclusion

The purpose of this research was to understand whether consumers give attention to newspaper advertising and to check impacts of different advertising media and effects of newspaper advertising attributes on consumer purchase intent. To study this, a random sample of the population was made up of 98 respondents who were mostly young people.

Although most of the literature dealt with the psychology of consumers, this research directly asked the respondents about the effect of different advertising media on them. The literature on consumer psychology claimed that print media is associated with more memory retention. The result of the study demonstrates that the sample can not vividly recall newspaper advertisements. The result also shows that the consumers do not ignore newspaper advertising; it actually influences them to buy new brand or product. But the study further show that other media like TV and internet are more influencing than newspaper advertisements.

This research demonstrated that ad placement in newspaper plays a major role in influencing consumers' purchase intent. Front page advertisements have highest influence. Purchase intent increases with ad placement in newspaper from inner pages to back page and from back page to front page. Innovative newspaper advertisements can be helpful to influence consumers. This study tried to prove that newspaper ads are associated with more trust than other media but didn't get sufficient evidence to conclude that.

The study also found out the attribute of advertisements which consumer looks for in newspaper advertisements. This research showed that consumers look for price, brand, discount percentage, ease of getting the product, celebrity etc. Size of the ad does not help to influence the consumers.

Major finding of this study is that newspaper is still one of the primary media for checking advertisements along other media like TV and internet.

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APPENDIX 1

Survey questionnaire

- Gender
 - Male
 - Female
- Age Group
 - <18 years
 - 19-25 years
 - 26-35 years
 - 36-50 years
 - 51 years and above
- Occupation
 - Business
 - Salaried
 - Student
- Does advertising urge you to buy a new product/brand?

Disagree	1	2	3	4	5	Agree
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- Please indicate the degree of agreement with below factors:

	Disagree	Neutral	Agree
I pay attention to majority of newspaper ads that exist			
Newspaper ads persuade me to buy products			

Other advertising media have more impact than newspaper ads			
I am influenced by Front page advertisements			
I am influenced by Back page advertisements			
I am influenced by innovative advertisements			
Newspaper ads inform me about the products/services that exist, but do not persuade me to buy them			
Newspaper ads are associated with more trust than online ads on internet			
It is not possible for me to recall most of the newspaper ads that I have seen this week			
Other print ads are more influencing than newspaper ads			
TV ads are more influencing than newspaper ads			
Online ads are more influencing than newspaper ads			

6. What do you look for in newspaper advertisements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price					
Brand					
Discount					
Ease of obtaining the product					
Size of the ad					
Celebrity					

7. What are the primary media from which you access advertisement?
- Newspaper
 - Internet
 - Direct Mail
 - TV
 - Magazines
 - Radio
8. While reading a newspaper, you pay maximum attention to ads on:
- Front page advertisements
 - Back page advertisements
 - Inner page advertisements
9. How influenced would you be to purchase a product based on the location of a newspaper advertisement for your answer in Q.8. above?

Least	1	2	3	4	5	Highest



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