

**A STUDY ON INFLUENCE OF NEWSPAPER ADVERTISEMENT IN PURCHASE
DECISION IN KANYAKUMARI DISTRICT**

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ABSTRACT

The main of the study is to study the influence of newspaper advertisement in purchase decision and study the impact of Newspaper Advertisement in general. The study is an empirical research based on the survey method. The primary data are collected directly from the readers of newspaper through questionnaire. The secondary data have been collected from dealers, books, websites and journals. The researcher has collected the data directly from the readers of newspaper. The interview has been conducted in such a way to extract the relevant information to the study. The present study is based on both primary data and secondary data. Primary data have been collected through the survey method. Secondary data have been collected from various journals, magazines books and internet. It is found that attitude towards the company has changed after my exposure to its advertisement and advertisements make me remember the product while go shopping are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are male. The study highlights that forget the whole deal once the advertisement is over and advertisements induce me to try out a new product or brand are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are female. Newspaper advertisements are effective means to communicate the consumers so it is an important duty for all the companies to display proper and efficient advertisements which meets the needs and interests of the viewers and consumers.

KEY WORDS: Newspaper Advertisement, Purchase Decision, Impact and Attitude

INTRODUCTION

Newspaper is one of the initial communication tools of the society. They have been the most usual and a generally received medium to be used in conveying the local, regional,

international and national news to readers. Ever since the beginning of the society, the newspapers were published to convey the latest happening in different parts worldwide. In this contemporary time the role of newspapers is very significant in the promotion of trade, commerce, and business. Big corporate houses and business houses promote their products by putting in giving roomy ads on papers. Newspaper also play an important part in keeping the people of the world informed about the troubles that might arise in the future, if nothing is done to prevent them from happening.

STATEMENT OF THE PROBLEM

Advertisements fascinate most of the people, as these are perceived and felt in the personal domain. Some advertisements impress instantly leaving people with wonderful images and dreams, while others could do an extent irritate people as well. The same advertisement might evoke different impacts on the same people at different times. The love-hate relationship depends upon the needs of the individuals, context in which the advertisement is viewed and contents of the advertisements. Advertising can play an important role in the society, since it is a one-to-many communication which reaches mass audience in no time. It is also a necessary component of the modern market economics which is not only a tool for marketing an existing product but also introduces a new product in the existing market. Anything, which over exaggerates or misleads the product information, indecency, vulgarity, abusive, annoyance and harmful effects, is unethical and leads to immoral values about the product among the consumers. As a result, the product value is decreased and affects the sustainability of the product in the market. It is thus, the responsibility of the advertisers to follow the ethics in advertising.

OBJECTIVES OF THE STUDY

- (i) To study the influence of newspaper advertisement in purchase decision
- (ii) To study the impact of Newspaper Advertisement in general

METHODOLOGY

The study is an empirical research based on the survey method. The primary data are collected directly from the readers of newspaper through questionnaire. The secondary data have been collected from dealers, books, websites and journals. The researcher has collected the data directly from the readers of newspaper. The interview has been conducted in such a way to extract the relevant information to the study. The present study is based on both primary data and

secondary data. Primary data have been collected through the survey method. Secondary data have been collected from various journals, magazines books and internet.

ANALYSIS AND INTERPRETATION

Influence of newspaper advertisement in purchase decision among different gender group of newspaper readers

An attempt has been made to find out the significant difference in influence of newspaper advertisement in purchase decision among different gender group of newspaper readers, ‘t’ test is used with the null hypothesis as, “**There is no significant difference in influence of newspaper advertisement in purchase decision among different gender group of newspaper readers in Kanyakumari District**”. The result of ‘t’ test is presented in Table 1.

Table 1

Significant difference among Gender group of newspaper readers with respect to the Influence of newspaper advertisement in purchase decision

Influence of newspaper advertisement in purchase decision	Gender group [Mean Score]		T Statistics
	Male	Female	
Advertisements make me remember the product while I go shopping	4.1680	4.0084	2.478*
Advertisements give me the strong urge to pick up the concerned product while shopping	4.0615	3.7809	4.357*
My opinion and belief about the product is altered by the advertisements	4.1588	4.1348	0.532
Advertisements create a better impression in me about a product	3.9877	4.0618	1.216
My attitude towards the company has changed after my exposure to its advertisement	4.2910	4.0955	3.431*
The brand image has taken a shift towards the positive after seeing the advertisement	3.7787	4.0899	4.987*
Advertisements make up my mind to purchase the product immediately	4.0041	4.0674	0.956
Generally it is not the product but the contents of the advertisement remain in my mind afterwards	3.8934	4.0955	3.702*
Impact of an advertisement lasts on me for a very long duration of time	4.0123	3.8624	2.550*
I forget the whole deal once the advertisement is over	4.1107	4.4888	5.956*
Advertisements induce me to try out a new product or brand	4.0492	4.3006	4.159*
Too much of advertisements make me apprehensive about the product or service	4.0123	3.9747	0.556

Source: Primary data

*-Significant at five per cent level

Table 1 portrays that attitude towards the company has changed after my exposure to its advertisement and advertisements make me remember the product while I go shopping are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are male as their mean scores are 4.2910 and 4.1680 respectively. Table further highlights that forget the whole deal once the advertisement is over and advertisements induce me to try out a new product or brand are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are female as their mean scores are 4.4888 and 4.3006 respectively. Regarding the influence of newspaper advertisement in purchase decision among different gender group of newspaper readers, advertisements make me remember the product while I go shopping, advertisements give me the strong urge to pick up the concerned product while shopping, attitude towards the company has changed after my exposure to its advertisement, the brand image has taken a shift towards the positive after seeing the advertisement, generally it is not the product but the contents of the advertisement remain in mind afterwards, impact of an advertisement lasts on me for a very long duration of time, forget the whole deal once the advertisement is over and advertisements induce me to try out a new product or brand are statistically significant at 5 per cent level.

Influence of newspaper advertisement in purchase decision among different marital status of newspaper readers

An attempt has been made to find out the significant difference in influence of newspaper advertisement in purchase decision among different marital status of newspaper readers, 't' test is used with the null hypothesis as, **“There is no significant difference in influence of newspaper advertisement in purchase decision among different marital status of newspaper readers in Kanyakumari District”**. The result of 't' test is presented in Table 2.

Table 2

Significant difference among Marital Status of newspaper readers with respect to the Influence of newspaper advertisement in purchase decision

Influence of newspaper advertisement in purchase decision	Marital Status [Mean Score]		T Statistics
	Married	Unmarried	
Advertisements make me remember the product while I go shopping	4.0904	4.0662	0.347
Advertisements give me the strong urge to pick up the concerned product while shopping	3.9322	3.8794	0.749
My opinion and belief about the product is altered by the advertisements	4.5876	3.9645	8.005*
Advertisements create a better impression in me about a product	3.9040	4.0851	2.774*
My attitude towards the company has changed after my exposure to its advertisement	3.9266	4.2790	5.846*
The brand image has taken a shift towards the positive after seeing the advertisement	3.5085	4.1537	9.188*
Advertisements make up my mind to purchase the product immediately	4.2486	3.9551	4.173*
Generally it is not the product but the contents of the advertisement remain in my mind afterwards	3.7514	4.1229	6.462*
Impact of an advertisement lasts on me for a very long duration of time	3.8362	3.9598	1.948
I forget the whole deal once the advertisement is over	4.2373	4.3759	1.976*
Advertisements induce me to try out a new product or brand	3.9944	4.2837	4.454*
Too much of advertisements make me apprehensive about the product or service	3.6893	4.1158	6.032*

Source: Primary data

*-Significant at five per cent level

Table 2 elucidates that opinion and belief about the product is altered by the advertisements and advertisements make up my mind to purchase the product immediately are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are married as their mean scores are 4.5876 and 4.2486 respectively. Table further indicates that forget the whole deal once the advertisement is over and advertisements induce me to try out a new product or brand are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are unmarried as their mean scores are 4.3759 and 4.2837 respectively. Regarding the influence of newspaper advertisement in purchase decision among different marital status of newspaper readers, opinion and belief about

the product is altered by the advertisements, advertisements create a better impression in me about a product, attitude towards the company has changed after my exposure to its advertisement, the brand image has taken a shift towards the positive after seeing the advertisement, advertisements make up my mind to purchase the product immediately, generally it is not the product but the contents of the advertisement remain in my mind afterwards, forget the whole deal once the advertisement is over, advertisements induce me to try out a new product or brand and too much of advertisements make me apprehensive about the product or service are statistically significant at 5 per cent level.

Influence of newspaper advertisement in purchase decision among different age group of newspaper readers

An attempt has been made to find out the significant difference in influence of newspaper advertisement in purchase decision among different age group of newspaper readers, ‘ANOVA’ test is used with the null hypothesis as, **“There is no significant difference in influence of newspaper advertisement in purchase decision among different age group of newspaper readers in Kanyakumari District”**. The result of ‘ANOVA’ test is presented in Table 3.

Table 3

Significant difference among Age group of newspaper readers with respect to the Influence of newspaper advertisement in purchase decision

Influence of newspaper advertisement in purchase decision	Age Group (Mean Score)						F Statistics
	Up to 20 years	20-30 years	30-40 years	40-50 years	50-60 years	Above 60 years	
Advertisements make me remember the product while I go shopping	4.0000	3.9377	4.0598	4.1667	3.8649	3.9286	8.897*
Advertisements give me the strong urge to pick up the concerned product while shopping	3.5809	3.9214	4.1930	3.8542	3.9189	3.9796	9.395*
My opinion and belief about the product is altered by the advertisements	4.5556	3.8726	4.7544	4.6042	4.5405	4.1483	9.510*
Advertisements create a better impression in me about a product	4.0289	4.1599	3.7258	3.6667	4.0541	4.2857	9.636*
My attitude towards the company has changed after my exposure to its advertisement	4.0219	4.3008	3.7129	4.1250	3.7568	4.3571	10.821*
The brand image has taken a shift towards the positive after seeing the advertisement	4.0989	3.9810	4.0351	3.5938	3.8649	3.9633	9.538*

Advertisements make up my mind to purchase the product immediately	4.1111	4.2276	3.2456	3.6979	4.2703	4.0417	9.306*
Generally it is not the product but the contents of the advertisement remain in my mind afterwards	4.4444	4.1247	3.8070	3.5729	3.9730	4.2143	8.966*
Impact of an advertisement lasts on me for a very long duration of time	4.3869	3.7805	4.2632	4.1667	3.4054	3.9286	9.023*
I forget the whole deal once the advertisement is over	4.3930	4.4737	3.6563	4.7297	4.5714	4.3350	8.370*
Advertisements induce me to try out a new product or brand	3.5556	4.2168	4.5263	4.1042	4.1892	4.2857	7.110*
Too much of advertisements make me apprehensive about the product or service	4.1111	4.0678	3.5639	4.0313	3.5676	4.4286	7.782*

Source: Primary data

*-Significant at five per cent level

Table 3 highlights that belief about the product is altered by the advertisements and generally it is not the product but the contents of the advertisement remain in my mind afterwards are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are in the age group of up to 20 years as their mean scores are 4.5556 and 4.4444 respectively. Table further shows that forget the whole deal once the advertisement is over and attitude towards the company has changed after my exposure to its advertisement are the important influence of newspaper advertisement in purchase decision among the newspaper readers who are in the age group between 20-30 years as their mean scores are 4.4737 and 4.3008 respectively. Table further indicates that opinion and belief about the product is altered by the advertisements and advertisements induce me to try out a new product or brand are the important influence of newspaper advertisement in purchase decision among the newspaper readers who belong to the age group between 30-40 years as their mean scores are 4.7544 and 4.5263 respectively. Table further highlights that forget the whole deal once the advertisement is over and opinion and belief about the product is altered by the advertisements are the important influence of newspaper advertisement in purchase decision among the newspaper readers who belong to the age group between 40-50 years as their mean scores are 4.7297 and 4.6042 respectively. Table further indicates that forget the whole deal once the advertisement is over and opinion and belief about the product is altered by the advertisements are the important influence of newspaper advertisement in purchase decision among the newspaper readers who belong to

the age group between 50-60 years as their mean scores are 4.5714 and 4.5405 respectively. Table further reveals that too much of advertisements make me apprehensive about the product or service and attitude towards the company has changed after my exposure to its advertisement among the newspaper readers who belong to the age group of above 60 years as their mean scores are 4.4286 and 4.3571 respectively. Regarding the influence of newspaper advertisement in purchase decision among different age group of newspaper readers, advertisements make me remember the product while go shopping, advertisements give me the strong urge to pick up the concerned product while shopping, opinion and belief about the product is altered by the advertisements, advertisements create a better impression in me about a product, attitude towards the company has changed after exposure to its advertisement, the brand image has taken a shift towards the positive after seeing the advertisement, advertisements make up mind to purchase the product immediately, generally it is not the product but the contents of the advertisement remain in mind afterwards, impact of an advertisement lasts on me for a very long duration of time, forget the whole deal once the advertisement is over, advertisements induce to try out a new product or brand and too much of advertisements make apprehensive about the product or service are statistically significant at 5 per cent level.

Impact of newspaper advertisement among different occupation of newspaper readers

An attempt has been made to find out the significant difference in impact of newspaper advertisement among different occupation of newspaper readers, 'ANOVA' test is used with the null hypothesis as, **"There is no significant difference in impact of newspaper advertisement among different occupation of newspaper readers in Kanyakumari District"**. The result of 'ANOVA' test for impact of newspaper advertisement among different occupation of newspaper readers is presented in Table 4.

Table 4

Significant difference among different Occupation of newspaper readers with respect to the Impact of newspaper advertisement

Impact of newspaper advertisement	Occupation (Mean Score)							F Statistics
	Business	Professional	Self-employed	Student	Government employees	Private concern	Others	
Advertisements help in enhancing my aesthetic sense	4.3824	4.6750	4.0000	4.5000	3.3699	4.2557	4.1818	9.773*
Advertisements implant subliminal messages in me	2.9559	3.3500	3.8263	3.2593	3.8082	3.6534	3.7273	10.969*
Advertisements keep me in pace with latest fashion and trend	3.8235	4.3895	3.9940	4.0185	3.2055	3.8182	3.8636	15.331*
Advertisements determine my purchase decisions	4.2353	4.3250	4.1557	3.9815	3.9863	4.3580	4.3636	3.210*
Advertisements reinforces purchasing decision	3.9559	4.3479	4.3677	4.2407	3.2055	4.2796	4.2273	8.575*
Advertisements affect the way people feel, think and believe	4.1912	4.0000	4.0898	4.7407	4.0274	4.4034	4.2727	9.834*
Change in life styles is brought in by exposure to advertisement	3.9706	4.3500	3.7665	4.0000	3.9726	4.2443	4.0455	7.056*
Advertisements have an influence on the demand for a product	4.2500	4.0000	3.5090	3.7407	3.7808	3.9943	3.7273	11.436*
Advertisements creates stress due to crave for a product which is not affordable	4.6176	4.0250	3.5868	4.2778	3.8219	3.8466	3.5455	16.976*
Repetitive nature of advertisement makes me develop a sense of hatred	4.5882	4.0000	4.6647	4.4815	3.5616	4.1761	4.6818	7.454*
Advertisements make me annoyed by intruding too much in newspaper programmes	4.3824	4.3258	3.6707	4.2222	3.7945	3.8352	3.9091	9.455*

Source: Primary data

*-Significant at five per cent level

Table 4 highlights that advertisements creates stress due to crave for a product which is not affordable and repetitive nature of advertisement makes me develop a sense of hatred are the important impact of newspaper advertisement among the newspaper readers who are engaged in business as their mean scores are 4.6176 and 4.5882 respectively. Table further shows that advertisements help in enhancing my aesthetic sense and advertisements keep me in pace with latest fashion and trend are the important impact of newspaper advertisement among the newspaper readers who are professionals as their mean scores are 4.6750 and 4.3895 respectively. Table further indicates that repetitive nature of advertisement makes me develop a sense of hatred and advertisements reinforces purchasing decision are the important impact of

newspaper advertisement among the newspaper readers who are self-employed as their mean scores are 4.6647 and 4.3677 respectively. Table further reveals that advertisements affect the way people feel, think and believe and advertisements help in enhancing my aesthetic sense are the important impact of newspaper advertisement among the newspaper readers who are students as their mean scores are 4.7407 and 4.5000 respectively. Table further depicts that advertisements affect the way people feel, think and believe and advertisements determine my purchase decisions are the important impact of newspaper advertisement among the newspaper readers who are government employees as their mean scores are 4.0274 and 3.9863 respectively.

Table further elucidates that advertisements affect the way people feel, think and believe and advertisements determine my purchase decisions are the important impact of newspaper advertisement among the newspaper readers who are working in private concern as their mean scores are 4.4034 and 4.3580 respectively. Table further depicts that repetitive nature of advertisement makes me develop a sense of hatred and advertisements determine my purchase decisions are the important impact of newspaper advertisement among the newspaper readers who are others as their mean scores are 4.6818 and 4.3636 respectively.

Regarding the impact of newspaper advertisement among different occupation of newspaper readers, advertisements help in enhancing my aesthetic sense, advertisements implant subliminal messages in me, advertisements keep me in pace with latest fashion and trend, advertisements determine my purchase decisions, advertisements reinforces purchasing decision, advertisements affect the way people feel, think and believe, change in life styles is brought in by exposure to advertisement, advertisements creates stress due to crave for a product which is not affordable, repetitive nature of advertisement makes me develop a sense of hatred and advertisements make me annoyed by intruding too much in newspaper programmes are statistically significant at 5 per cent level.

SUGGESTIONS

- The newspaper advertising plan should be developed in response to a situation analysis, based on research. Once developed, the advertising plan has to be implemented as an advertising campaign, in the context of social and legal constraints and with the involvement of various facilitating agencies.

- Newspaper advertisements are effective means to communicate the consumers so it is an important duty for all the companies to display proper and efficient advertisements which meets the needs and interests of the viewers and consumers.

CONCLUSION

The most significant outcome of interaction between readers and newspaper is the creation of a mutual learning system. The newspaper gets to know the changing demands and expectations of the readers and the readers learn to accept the way the newspaper reports or comments on crucial issues.

At a deeper level this exercise helps to establish the primacy of principles and to contain or check the influence of other exigencies. In this context, newspapers should try to preserve the space for liberty, plurality, homogeneity, heterogeneity and diversity. Homogeneity should be maintained in moral and ethical values, heterogeneity should be maintained in social, economic, political and cultural values, and diversity should be maintained in news presentation and coverage. In addition newspapers have another great obligation of helping the readers to make informed choices on a range of issues, from domestic politics to international relations, from social affiliations to economic prudence, from sports to arts and literature and from judicial structures to institutional arrangements.

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