



A STUDY ON VARIATION IN SELECTED PRINT MEDIA ASPECTS WITH RESPECT TO VARIOUS BRANDS OF PARTICULAR CONSUMER DURABLE

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ABSTRACT

It is really very important for any advertising media to see how well it is doing in communicating itself to the customers. Ad effectiveness helps the advertiser to understand the lacuna and overcoming it, thereby enhancing the effectiveness of the print media. The present research paper deals with the study of effectiveness of print media ads in case of the various brands of the refrigerator. The evaluation has been done on the basis of a few selected aspects. The analytical section shows variation in the effectiveness between these aspects with respect to the personal variables. The findings suggest that significant variations at a given level of significance is observed. A suggested model is given at the end.

INTRODUCTION

The word 'Advertising' has its origin from a Latin word 'Adventure' which means to turn to. The dictionary meaning of the word is 'to announce publicity or to give public concerned to a specific thing which has been announced by the advertiser publicity in order to inform and influence them with the ideas which the advertisement carries. In business world the terms in mainly used with reference to selling the product of the concern.

The advertising, as Jones defines it is "a sort of machine made mass production method of selling which supplements the voice and personality of the individual salesman, such as manufacturing the machine supplements the hands of the craftsman." It is thus a process of buying/sponsor/identified media space or time in order to promote a product or an idea.

There is not an iota of doubt in the fact that the advertising media helps the advertiser to see the accurate position of its products in the modern customer market. The evaluation of the advertisements in the market against the competitors helps the advertiser to move comfortably in the market, retaining its position in the market and make appropriate changes as per the demand of the time.

Advertising has the power to persuade, the power to influence the mind and shape destiny. It has the power to change markets and improve profit margins. Advertising has short-term power (conveying new information, building awareness, enhancing credibility, etc.) And long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.). The potential and the promise are too great. The companies that master the creative guidance and the testing systems to consistently develop and deploy great advertising will own the future and the fortunes that go with it. Great advertising is a cloak of invincibility.

It has been rightly suggested that "Advertising is the only continuous function of a business that is almost universally delegated outside the company". Advertising gives a product a distinct form and contributes to the success of a brand. The perception of the product and the

brand in the minds of the consumers shape product's personality and popularity. The real value of advertising lies in its credibility appeal. More credible an advertisement sounds to the customers; the greater is its appeal. The ads make the customers conscious enough to differentiate between the different brands. There are numerous factors that contribute to the success of products. Effective advertising is one of the most important factors in the success and failure of the products. A product is said to be successful when it reaches the maximum number of consumers and retains them for a longer period of time. Advertising plays a vital role in communicating the product features to the customers in an effective manner. The real success of the ad lies when the message conveyed by the ad is effective enough to arouse the desire of the customer to buy the product. So, to make an ad effective, the utmost care should be taken in drafting the message, choosing the appropriate languages and using the most effective medium of communication. Ads are tested before or after they have run through the media. The former process is referred to as pre-testing and the latter one as post-testing. The present study is based on post-testing method of evaluation of the print media ads.

REVIEW OF LITERATURE

The literature review has revealed that there is dearth of literature in brand wise study of variation in ad effectiveness. This has been evaluated on the basis of a few selected brands of a particular consumer durable namely refrigerator. Through the analysis the variation in the effectiveness between various brands with respect to personal variables is determined. The findings suggest that there occurs a significant variation at a given level of significance. A few suggestions are given at the end.

METHODOLOGY

The right to carry out an ideal research it is important to have an organized approach and a proper methodology. In

this regard the following aspects are considered in this section:

OBJECTIVES

Following are the objectives of the study—

- (i) Testing the significance of variation between selected aspects and personal variables.
- (ii) Suggesting a model for the enhancing the ad effectiveness of the print media for the selected consumer durable.

UNIVERSE

The Universe selected for the collection of responses in this work is the the city of Ujjain. Ujjain lies in the Southern-Western part of Malwa and is situated on the eastern bank of Shipra river. The area of ujjain is 6091 Sq. Km. The study is confined to the ujjain city .It includes a sample of 300 respondents, comprising Personal variables like-age, sex, education and occupation. The population density per Sq. Km is 281. The sex ratio is 940.The literacy percentage indicates that total male literates are 83.60% and total female literates are 57.9% and in urban area the literacy percentage is 88.9% and 72.3% respectively. There are 202 Higher Secondary Schools in which there are 26,495 students whereas there are 29 colleges including the professional colleges having 30,582 students. There are approx. 30,000 businessmen , approx. 15,000 professionals and approx. 30,000 servicemen.

Ad aspects

For determining the effectiveness of the print media, seven advertising aspects like message, price, brand name, quality, facility, distributor center, and color/model have been chosen with respect to three brands of the refrigerator.

Questionnaire

A closed end structured questionnaire is used for the purpose .Age contained a class interval-15-28, 28-55 and

55& above yrs .Sex factor contained males and females for cross gender study. Education includes two divisions of respondents-up to 12th standard and Graduate/P.G. Occupation includes-students, businessmen/professionals and servicemen.

Sample Size

The sample size of 100 respondents for each category was chosen (business, professional and service class).The study uses stratified sampling technique. The data for the study is collected through questionnaires. In order to study the effectiveness of print media the variation between the ad aspects have been determined by recording the responses of the respondents using the recall method. The responses have been obtained by showing a file of ads of the three brands of referigrator .A few hypotheses were formulated and tested by applying One-Way

Analysis and Interpretation

In this case one-way ANOVA has been determined by applying the F-Test. Through this the variation between the samples has been tried to determine with respect to the personal variables. In this 7 aspects - message, colour/model, price, facility, quality, brand name & distributor centre have been chosen and then variation between the samples with respect to age, sex, education and occupation has been analyzed and interpreted at 5% level of significance with respect to various brands of the refrigerator like Kelvinator, Samsung and Godrej. A few hypotheses have been formulated and tested.

The broad hypothesis formulated is—

H₀—There is no significant difference between the recall of selected print media aspects with respect to personal variables.

Various sub-hypotheses have been also formulated and tested for each personal variable.

TABLE: 1

Testing the significance level of variation of selected print media aspects with respect to age

	Message	colour/model	Price	Facility	Quality	Brands	Dist.centre
Age	1.16	2.242	0.455	6.893*	4.369*	7.678*	1.646

The above values have been obtained from One-Way ANOVA

*Significant Level of Significance=5%

The table depicts that there is significant variation in case of facility, quality and distributor centre with respect to the age of the respondents, but no significant variation has

been found with respect to the message, colour/model and price. This shows that considerable focus is required with respect to the aspects showing significant variation.

TABLE: 2

Testing the significance level of variation of selected print media aspects with respect to Sex

	Message	colour/model	Price	Facility	Quality	Brands	Dist.centre
Sex	4.844*	0.224	1.438	0.693	8.289*	4.685*	1.417

The above values have been obtained from One-Way ANOVA

*Significant Level of Significance=5%

From above we can infer that there is significant variation in case of message, quality and brands with respect to the sex of the respondents, but no significant variation has been found with respect to the colour/model and price, facility and distributor centre. Thus more attention is

required with respect to the aspects like message, quality and the brands with respect to the gender where the variation is found so that the ad effectiveness can be enhanced.

TABLE: 3

Testing the significance level of variation of selected print media aspects with respect to Education

	Message	colour/model	Price	Facility	Quality	Brands	Dist. centre
Education	0.677	6.972*	0.092	3.011*	0.898	1.068	0.063

The above values have been obtained from One-Way ANOVA

*Significant Level of Significance=5%

From the above information it is observed that people having different educational background shows significant variation in case of color/model, facility but no significant variation has been found with respect to the other aspects.

Thus by paying more attention on the aspects showing significant variation effectiveness of the ads can be enhanced in case of the print media.

TABLE: 4

Testing the significance level of variation of selected print media aspects with respect to Occupation

	Message	colour/model	Price	Facility	Quality	Brands	Dist. centre
Occupation	0.750	2.312	3522*	2.621	0.852	3.490*	3.394*

The above values have been obtained from One-Way ANOVA

*Significant Level of Significance=5%

The table reflects that people belonging to various occupational background shows significant variation within themselves while recalling the ads with respect to the aspects like price and distributor centre. Thus no

significant difference is found with respect to other aspects. Hence it can be concluded that while framing the ads more attention to be with respect to the price and distributor centre.

SUGGESTED MODEL

To improve the ad effectiveness a model can be suggested. The following is the suggested model—

Exhibit: 1

Suggested Model for Various Brands of refrigerator

	M	C/M	P	F	Q	B	DC
Age		—	—			—	—
Sex							
Education							
Occupation			**				

**** Requires specific consideration**

M=Message, C/M=Colour/Model, P=Price, F=Facility, Q=Quality, B=Brand name, DC=Distributor center

The model suggests that in the advertisements of various models of refrigerator message should be given consideration for the people pursuing different occupation whereas in case of colour/model aspect, only age of the people requires careful thought. Similarly, for the price aspect, age & education of the people must be kept in mind and occupation-wise specific consideration is required for the brands of refrigerator. For the facility aspect educational level of the people should be

considered and for the brand name age and education of the people must be focused upon at the time of designing ads for the refrigerator. With respect to the distributor center the various age groups requires the consideration.

Thus, it can be said that by focusing on the significant aspects the effectiveness of the advertisements can be enhanced. This would definitely help the advertiser to give special attention to the significant aspects while making the advertisements and thereby improving its

effectiveness and helping people to recall it to the most possible extent.

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