CHAPTER-6
FINDINGS AND CONCLUSION

This chapter deals with main findings of the research, summary, limitations and suggestions for further research. These are described here in this sequence:

Main Findings

- The study reveals that Dainik Bhaskar is the leading newspaper among students followed by Dainik Jagran. In English newspapers Times of India is leading followed by Hindustan Times. This also shows that Hindi newspapers have more readership.

- From the study we come to know that maximum respondents i.e. 45.24% devoted 15 to 30 minutes to newspaper reading. This finding also shows that the time given to newspaper reading has gone down drastically. The percentage of respondents who devoted more than one hour to newspaper reading is very low.

- As far as purpose of newspaper reading is concerned, information has been considered as the main purpose in both universities. There were 87.50 % respondents as newspaper readers for Information and knowledge purpose. This shows that print media is still very popular and credible media than others. Entertainment is a secondary objective of newspaper reading students.

- It has found that 78.50% respondents read or looked into advertisements regularly or occasionally in newspapers. The percentage of respondents who read/see advertisements in newspaper rarely was 21.50%.

- Product advertisements are liked by maximum percentage of respondents i.e. 35.50%. Social advertisements also have a good percentage of viewers i.e. 29%. This finding shows that people are aware and concerned about society related issues.

- The research reveals that headline was the favourite element of maximum percentage of respondents in a print advertisement that is 41.25%. The second
favorite element was visual (26.50%). The logo was liked by 12% respondents. The percentage of respondents who liked caption most was 10%. The percentage of respondents who considered color, Signs/symbols and other elements as their favourite element was very low.

- Brand is the main element for the popularity of a print advertisement as per 31.50% respondents. Visuals are on second place for the popularity of a print advertisement. The result of the study reveals that brand and visual are two most important elements according to respondents, for popularity of any print advertisement.

- The study shows that 47.75% respondents think that product advertisements use more sign/symbols. The second highest type of advertisement, which use more sign/symbol was social advertisement as per 23% respondents.

- It is observed that ‘headline’ have the most recall value in a print advertisement followed by ‘visuals’.

- Majority of the respondents (62%) agree that advertisements influence their buying behavior whether always or sometimes. This shows that advertisement play a major role in their daily purchase decisions. Whereas the percentage of respondents who never bought any product by just watching/reading its advertisement only, was low.

- The study reveals that the type of product mainly decides the size of an advertisement, which affects student’s buying behaviour. It means if the advertisement is big, it increases its recall value as well as influences their buying behavior.

- Most of the respondents (81.25%) agree that colour plays an important role in representing a particular product/brand in print advertisement.

- The study inhibits that text message in an advertisement invites more attention than any other element. Whereas sign/symbols are on second place in inviting attention of newspaper readers. Result of the research reveals that because of attractiveness of that element reader’s eye draws to that element.

- The study shows that sign/symbols are strong communicator in print advertisement always or sometimes. Now-a-days contemporary print
advertisements use more sign/symbols for communicating their message. But there is high probability that sign and symbols can be misinterpreted by audience, so are used very carefully.

- A different representation of text in an advertisement creates a visual image of a particular product/brand. Some respondents gave example for this like addidas, they can make an image of the logo/brand in their minds by reading the text only.

- The finding of the research reveals that special font/color increases visual impression of any print advertisement which is why ad makers use different and stylish fonts or colors in print advertisements.

- The study reveals that graphical representation is more effective than simple visuals as per majority of the respondents and it is easily visible in print advertisements.

- New and different sign/symbols in each advertisement of an advertising campaign have more recall value than same sign/symbols in every advertisement of an advertising campaign.

- Narrative visuals have more credibility and recall value to influences respondents buying behavior. It shows that advertisements with visuals have more credibility and recall value than advertisements with text only.

- The study inhibits that 41.75% respondents responded that advertisement should use equal amount of visual and verbal. It shows that visuals and verbal have same importance in print advertisements. Only visual or only verbal element in advertisements is not capable to communicate the whole message of the advertisement.

- It was found that placement does have a very important role in an advertisement in a newspaper to create more attention of the viewers. It means, if the advertisement is on front page of newspaper than it gains more attention of readers and viewer than last page or any other page advertisement.

- Cultural and societal norms play an important role in interpretation of an advertisement in a particular way. It means that, while making an advertisement for a specific society their societal norms do matters because an
act/role/word can have different meanings in different societies and there is a high probability of miscommunication of the message of the advertisement.

- Finding of the study shows that visual and image is most important aspect of print advertisements because people don’t want to read text only and visuals and images are easy to understand and consumes less time to understand than text.
- Famous personality in a print advertisement doesn’t affect readers. It doesn’t influence their buying behavior. It shows that they are aware of such advertising/marketing strategies and don’t take the pie.
- The study concluded with the finding that words with visuals create greater impact on respondents. It shows the equal importance of visual and words for creating more impact on viewers.
- The study has found that the impact of an advertisement lasts on viewers for few hours only. This percentage is almost same in both universities. It shows that if an advertisement is creative than its impact would last for a longer time which in turns increases its recall value.

CONCLUSION

On the basis of the findings of the research it can be summarized that newspapers, especially the Hindi newspaper have very good readership among students of Haryana. The research reveals that maximum respondents i.e. 45.24% devoted 15 to 30 minutes to newspaper reading. This shows that the time given to newspaper reading has gone down drastically. There are some respondents who devoted more than one hour to newspaper reading which is very low. Newspapers are read for information and knowledge purpose but there are sizeable readers who read newspapers for entertainment also. Majority of the respondents read or look into the advertisements regularly. The study reveals that product and service advertisements are very popular among students may be because youth is more brand conscious and are concerned about their career that’s why they prefer to read product and service advertisements more. Social advertisements also have a good percentage of viewers. This shows that people are aware and concerned about society related issues.
The research also reveals that headline was the favorite element of maximum percentage of respondents in a print advertisement. The second favorite element was visual followed by logo. Caption was ranked fourth in the favorite list. Signs/symbols and other elements as their favorite element was considerably low. Brand is the main element for the popularity of a print advertisement. Visuals are on second place for the popularity of a print advertisement. Thus the study depicts that brand and visual are two most important elements. It was found that majority of the respondents think that product advertisements use more sign/symbols followed by social advertisement. It is also observed that headline and visuals have the more recall value in a print advertisement than other elements. Most of the respondents (62%) agree that advertisements influence their buying behavior whether always or sometimes. This shows that advertisement play a major role in their daily purchase decisions.

Another important revelation of the research is that the type of product mainly decides the size of an advertisement, which affects viewers buying behaviour. It means if the advertisement is big, it increases its recall value as well as influences their buying behavior. Maximum respondents have the same opinion that colour plays an important role in representing a particular product or brand. The study inhibits that text message in an advertisement invites more attention than any other element of advertisement. However, sign/symbols are on second place in inviting attention of newspaper readers. The study also shows that sign and symbols are strong communicator in print advertisement most of the time. So advertisers use more sign and symbols for communicating their message.

A different representation of text in an advertisement creates a visual image of a particular product/brand. Some respondents gave example for this like Addidas, they can make an image of the logo/brand in their minds by reading the text only. The finding of the research reveals that special font/color increases visual impression of any print advertisement which is why ad makers use different and stylish fonts or colors in print advertisements. The study reveals that graphical representation is more effective than simple visuals as per majority of the respondents and it is easily visible in print advertisements. New and different sign/symbols in each advertisement in an advertising campaign have more recall value than same sign/symbols in every
advertisement of an advertising campaign. Narrative visuals have more credibility and recall value to influences respondents buying behavior. It shows that advertisements with visuals have more credibility and recall value than advertisements with text only. The research study inhibits that majority of the respondents responded that advertisement should use equal amount of visual and verbal. It shows that visuals and verbal have same importance in print advertisements. Only visual or only verbal element in advertisements is not capable to communicate the whole message of the advertisement. It was found that placement does have a very important role in an advertisement in a newspaper to create more attention of the viewers. It means, if the advertisement is on front page of newspaper than it gains more attention of readers and viewer than last page or any other page advertisement. Cultural and societal norms play an important role in interpretation of an advertisement in a particular way. It means that, while making an advertisement for a specific society their societal norms do matters because an act/role/word can have different meanings in different societies and there is a high probability of miscommunication of the message of the advertisements.

Results of the study shows that visual and image is most important aspect of print advertisements because people don’t want to read text only and visuals and images are easy to understand and consumes less time to understand than text. Famous personality in a print advertisement doesn’t affect readers. It doesn’t influence their buying behavior. It shows that they are aware of such advertising/marketing strategies and don’t take the pie. The study concluded with the finding that words with visuals create greater impact on respondents. It shows the equal importance of visual and words for creating more impact on viewers. The study has found that the impact of an advertisement lasts on viewers for few hours only. This percentage is almost same in both universities. It shows that if an advertisement is creative than its impact would last for a longer time which in turns increases its recall value.