CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

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1.1 INTRODUCTION

Communication and transportation have made the earth a very small planet to live in. The process of social change has produced the societies that are highly dependent on mass communication. It is natural that mass communication is possible only through mass media. Newspaper is one among the mass media available and probably the most distinct and important achievement for the society. The newspaper acts as the agency of “information and education”. It is also an instrument of democracy. The role of newspaper during the independence struggle was significant. The newspaper has not lost its importance with the rapid development of the other media, which can be seen from the increasing circulation of various newspapers. Newspapers have become the food for upgrading knowledge overcoming fear and gaining information about current affairs around the world, nation, region etc., this is the same for a student, business man, government or private employee or a housewife who has the important task, if educating and bringing up tomorrow’s citizens of the world.1 Advertising helps to make the product appealing to a person’s basic motives, and influences their behavior and attitude towards the product. Advertising should be designed to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people. Such type of advertisements as ethical advertisements which contributes to a good corporate reputation, heighten morale and, thus increases the business for the advertised product.2
1.1.1 Media in India

India being the largest democracy in the world has got the freedom of expression as its fundamental right in the constitution and the mass media with great influence has evolved through time. India has a rich history and diversity and is being ruled by various empires and colonial rulers. The current foundations of media in the country had been laid during the British rule. The tools and practices of the colonial period transformed the pre-existing forms that were most oral and that included theatre, music, dance, art, literature and poetry. The media played an indispensable role in the struggle. Especially, the print media was played an important role in fighting against the British and attaining freedom. The legacy of the colonial period in forms of laws and regulations, systems of governance, types of media ownership and control continued in India after the independence of India.

The media after the independence was considered to play an important role in national building. At present, the media is considered as a key institution for providing information and a key concern in identifying, values and interests that the public culture of the media. Media is a powerful tool which helps in sustaining democracy and also brings light to the errors and functioning of the government into the public domain. It can create arrays of thought and denotation that can motivate choice, institute rules of conduct and helps in justifying the actions. The Indian politics including electoral politics is being transformed by the media and media has long played a significant role in states like Andhra Pradesh and Tamil Nadu where movie stars became chief
ministers. At present, the media is owned by different stakeholders from various fields like businessmen, corporate, politicians and individuals apart from the government.  

1.1.2 Print Media

Print advertising includes printed advertisements in newspapers, magazines, brochures, and other printed surfaces, such as posters and outdoor boards. Readers find that reading a publication is more flexible than watching or listening to broadcast because they can stop and reread, read sections out of order or move through the publication at their own speed. Since the print message format is less fleeting than broadcast and more concrete, people tend to spend more time with print and absorb its messages more thoroughly. Print provides more detailed information, rich imagery, and a longer message life. That’s why advertisers try to reach an audience of adult women with an ad about food or health and they may find magazines such as county home or family circle to be useful.

1.1.3 Newspapers

Newspapers are used by advertisers trying to reach a local market because most newspapers, other than USA Today, are identified by the city or region they serve. Newspapers’ primary function is to carry news, which means that advertisers with news to announce, such as a special sale or sale price, to find them a comfortable environment. Studies have consistently found that people consider ads-commercial information- to be news, too, and they read newspapers as much for the ads as for the news stories. Although newspapers
go to a mass audience, they do have market selectivity and that allows them to target specific consumer groups using these methods. They are market selectivity, special interest newspapers, special interest sections (business, sports, lifestyle) and advertising inserts delivered only to particular zip codes or zones.

1.1.4 The structure of the newspaper industry

Newspapers can be classified by three factors: frequency of publication (daily, weekly, and so on) format and size and circulation. Each factor helps the media planner to better fit newspapers into the overall media mix.

1.1.4.1 Frequency of Publication

Most newspapers are published either daily or weekly. Daily newspapers usually are found in cities and have morning editions, evening editions, or all-day editions. Daily papers printed in the morning deliver a record of the previous day’s events, including detailed reports on local and national news and on business, financial, and sports events. Some daily newspapers also have morning editions, as well as editions that come out later in the day. Evening papers follow up the news of the day and provide early reports of the events of the following day. Evening papers tend to depend more on entertainment and information features than do morning papers. A few of the weeklies also publish a Sunday edition. Sunday newspapers are usually much thicker and contain a great deal of news, advertising and special features. For a media planner, matching the timing of the advertising message with the time the target audience available is crucial. Weekly papers appear in towns,
suburbs and smaller cities, where the volume of hard news and advertising are insufficient to support a daily newspaper. These papers emphasize the news of a restricted area: they report local news in depth but tend to ignore national news, sports and similar subjects. Business, trade, and organizational newspapers, such as advertising age, may be published weekly, monthly or on some other schedule such as quarterly, bimonthly (every other month) or fortnightly (twice a month).

1.1.4.2 Format and size

The size and publishing schedule of a newspaper, advertisers pay close attention to newspapers’ require advertisement format. Until 1980s, national advertisers shied away from using newspapers because each paper had its own size guidelines for advertisements, making it impossible to prepare one ad that would fit every newspaper. In the early 1980s, however the American newspaper publishers association and the newspaper advertising bureau introduced the Standard Advertising Unit (SAU) system to solve this problem.

1.1.4.3 Circulation

For the most part, newspapers are local mass media and their primary advertising revenue comes from local retail advertising and classified advertising. The word circulation refers to the number of copies of a newspaper sells and the primary way the newspapers’ reach is measured and compared with the reach of other media.
1.1.5 Magazine advertising

By their nature, magazines must fill a niche with unique editorial content to satisfy specific group of readers. Readers also tend to spend more time for reading a magazine than they do reading a newspaper. So there is a better opportunity to provide in–depth information. Quality of reproduction is one of the biggest strengths of magazine advertising because it allows the advertiser’s products to be presented in a format superior to newspaper. While deciding in which magazines to place ads, advertisers need to consider factors such as format and technology.

1.1.5.1 Format

Although the format may vary from magazine to magazine, all magazines share some format characteristics. For example, the inside and back cover pages are the most costly for advertisers because, they have the highest level of exposure compared to all the other pages in a magazine. The inside back cover is also a premium position. Normally, the largest unit of ad space that magazines sell is the double-page spread, in which two ad pages face each other. A double-page advertisement design must bridge or jump the gutter, the white space (needed in the printing process) running between the inside edges of the pages, meaning that no headline words can run through the gutter and that all body text is on one side of the spread or the other. A page without outside margins, in which the color extends to the edge of the page, is called a bleed page. Magazines can sometimes offer more than two connected pages (four is the most common number) that fold on themselves. This kind of ad is
called a gatefold. Car manufactures often use four-to-six-panel gatefolds inside the front cover of major magazines. The use of multiple pages that provide photo essays is really an extension of the gatefold concept. Another popular format for advertisers is a special advertising page or section that looks like regular editorial page but is identified by the word “advertisement” at the top. The content is usually an article about a company, product, or brand that is written by the advertiser. The idea is to mimic the editorial look in order to acquire the credibility of the publication’s articles.4

1.2 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. Advertising is to be resolved
academically. It is an accepted fact that all advertisements do not work and are
not equally effective. But the reasons or factors responsible for success or
failure of the advertisements are not clearly known to the interested groups.
Hence, the researcher has proposed to study “A Study on Print Advertisement
in Madurai City”.

1.3 SCOPE OF THE STUDY

As the study is confined to the print advertisements of service sector, the
initial step is to identify the print advertisements for the study. There are
different forms of print advertisements but only newspaper and magazine
advertisements related to various services are considered. Therefore, different
newspapers and magazines are regularly gone through over a period of time
and the advertisements related to different services are concentrated on. Some
of the prominent Tamil and English daily newspapers in wide circulation in
India are as follow: Dailythanthi, Dinamalar, Dinakaran, Malaimalar,
Malaimurasu, Dinamani, The Hindu, New Indian Express and The Times of
India. Some of the prominent Tamil and English magazines in wide circulation
in India are as follow: Ananda Vikatan, Kunkumam, Junior Vikatan,
The present study covers only the marketing aspects of the print media
advertisement, various newspapers, magazines and journals etc. in Madurai
city. The study does not cover the marketing aspects of direct mail,
flexography, posters, pamphlets, banners and the like. Madurai city is the geographical area. In this study, it covers the 100 wards under four zones of Madurai corporation limits.

1.4 OBJECTIVES OF THE STUDY

➢ To study the growth and development of press and print media.
➢ To trace out the overview of the print media.
➢ To analyse the nature and composition of the print media.
➢ To examine the views of customers’ attitudes of print media advertisement in the area of the study.
➢ To analyse the role of the advertisers of various media characteristics associated with the print media and their impact on the advertisement there in.
➢ To offer suitable summary of findings and suggestions.

1.5 HYPOTHESES OF THE STUDY

In order to achieve the objectives of the study, an analysis is made to understand the opinions of customer and advertisers on various amenities and the following hypotheses have been formulated and tested for this purpose. The socio-economic factors like marital status, educational qualification, monthly income, type of family and family expenditure have not influenced the opinion of the respondents provided by print advertisement.
The hypotheses framed for the study are:

- There is no significant relationship between marital status and level of satisfaction towards the print advertisement.
- There is no relationship between educational qualification and level of satisfaction towards the print advertisement.
- There is no significant relationship between family monthly income and level of satisfaction towards the print advertisement.
- There is no significant relationship between nature of the family and level of satisfaction towards the print advertisement.
- There is no significant relationship between family monthly expenditure and level of satisfaction towards the print advertisement.

1.6 OPERATIONAL DEFINITIONS

Advertising

Advertising means persuasive communication that uses non-personal mass media as well as other forms of interactive communication to reach broad audiences and to connect an identified sponsor with a target audience.

Advertiser

Advertising begins with the advertiser, the person or organization that uses advertising to send out a message about its products.

Print media

The newspaper is the most popular media in the print category. Today, reading newspapers is habitual activity for the educated people all over the
world. Message appearing in the newspapers are normally talked about and discussed. It plays a very important part in advertising. The other Print medias are magazines, trade journals and direct mail and the like.

**Magazine**

Magazine advertising is used to provide publicity to the name of the firms and brands. It creates goodwill for the firm and prestige for a product. There are several magazines which are being circulated with varied purposes and interests. They also cover wider area like newspapers. These are published monthly, weekly, bi-annually or annually. Magazines are read during leisure time and they are used for several days. Advertisements in specialised magazines sometimes produce better results. The readers of magazines are generally well qualified and well informed. Magazines cover various areas of reading.

**1.7 LIMITATIONS OF THE STUDY**

The following are some of the difficulties faced by the researcher at the time of data collection.

- The study is restricted to the print media of advertisements and hence other Medias like TV advertisement hoardings etc. are not included.
- The respondents are from Madurai city only. Therefore, the findings may or may not be applicable to other regions or cities.
- The sample may not be the representative of more general population. This is a factor that limits the generalization of results.
1.8 METHODOLOGY

The study is an empirical research based on the survey method. The primary data are collected directly from the users of customers and advertisers through an interview schedule. The secondary data and the tertiary data have been collected from dealers, books, websites and journals.

1.9 DATA

Field work for this study was conducted from the month of December 2012 to March 2013. The researcher has collected the data directly from the users of print media advertisement. 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.

1.10 SAMPLING DESIGN

The researcher has contacted various readers and users of print media advertisement. Convenience sampling has been adopted for the present study with Madurai city. The sample size is determined as 377 for the customers and 173 for the advertisers from the population. The population for the study consists of all those living in Madurai city. As per census 2011, the population of Madurai is 1462420 of which male constitute 732861 and female constitute 729559. Considering the time and cost, it has been decided by the researcher to collect the data directly from the customers and advertisers of print media.
Madurai city has 100 wards within the jurisdiction of four zones. Information is collected from 550 respondents through an interview schedule. The interview is conducted in such a way to extract the relevant information to the study.

1.11 FRAME WORK OF ANALYSIS

The general plan of analysis ranges from simple percentage tables to advanced statistical tools. For the purpose of testing various hypotheses, Chi-Square Test, Likert Scale, Factor Analysis, Garrett Ranking and Kruskal Wallis Test have been applied.

Chi-Square Test

The Chi-Square Test is one of the simplest and most widely used non-parametric tests in statistical work. The Chi-Square Test can be used to test the independence of two variables each having at least two categories. The test makes use of contingency tables referred as cross tabs with the cells corresponding to a cross classification of attributes or events. In order to examine the relationship between the level of satisfaction and the profile variables of the customers, the Chi-square test has been used. It is calculated by adopting the following formula.

\[ \text{Chi-square} = \sum \frac{(O-E)^2}{E} \text{ with (r-1) (c-1) degree of freedom} \]

Where, \( O \) – observed frequency

\( E \) – Expected frequency
Row total $\times$ Column total

\[
E = \text{Grand total}
\]

\[
c = \text{Number of columns in a contingency table}
\]

\[
r = \text{Number of rows in a contingency table.}
\]

**Likert Scale**

In Likert scale, the respondent is asked to respond to each attribute or statement in terms of several degrees, usually five degrees of agreement or disagreement. The level of satisfaction of the customers towards the print advertisement through newspapers and magazines has been determined by the score values calculated for 23 statements, which are related to the satisfaction of the customers in Madurai city by adopting a scaling technique namely the Likert-Five Point Scale. To secure the total score, the statements are allotted in the order by 5 for ‘Strongly Agree’; 4 for ‘Agree’; 3 for ‘Neutral; 2 for ‘Disagree’ and 1 for ‘Strongly Disagree’. This has enabled the respondents to record their responses with proper understanding of the statements.

**Factor Analysis**

Factor Analysis is a statistical technique to study the inter-relationship among a large number of variables by finding a new set of factors, smaller in number than the original variables so that the factors are common among the original variables. Factor analysis is used to uncover the latent structure of a set of variables. It reduces the attribute space from a larger number of variables to a smaller number of factors and is a non-dependent procedure. The detection of structure in the relationships between variables helps the classification of
variables. In the present study, the principal factor analysis method with the Orthogonal Varimax Rotation is used to identify the factors influencing the satisfaction of customers towards the print advertisement. The principal component factor analysis method is applied to the inter correlation matrix of the twenty dimensions of the satisfaction scale and the results are rotated using the Kaiser Varimax criteria. The data validity for factor analysis has been examined with the help of the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and the Bartlett test of Sphericity. The KMO measure of 0.7814 at the zero level significance of Chi-Square satisfies the validity of data for factor analysis. The factor analysis results in five factors.

**Garrett Ranking**

Garrett’s ranking table is used to find out the reasons for choosing a particular newspaper according to their rank basis. The ranks are classified into eight categories. The customers are asked about the various reasons according to their priority preferences. The following formula has been used to convert the order of the reasons into ranks.

\[
\text{Present position} = \frac{100 (R_{ij} - 0.5)}{N_j}
\]

\(R_{ij}\) = Rank given by the \(i^{th}\) factor, and

\(N_j\) = Number of factors ranked by the \(j^{th}\) individual,

Thus, the per cent position of each rank is obtained and it is converted into scores using Garrett’s rank table. After that, the scores of the individual
respondents for each of the factors are added and then divided by the total number of respondents who has responded. The mean score is the rank in the descending order of magnitude.

**Kruskal Wallis Test**

This test has been applied to find out the relationship between perceptions of advertisers.

The test (H) is worked out as under

\[
H = \frac{12}{N(N+1)} \sum_{i=1}^{K} \frac{R_i}{n_i} - 3(N+1)
\]

\[V = (K-1) \text{ Degree of freedom}\]

Where \(n\) = number of observations

\(r\) = sum of the ranks

**1.12 SCHEME OF THE REPORT**

This thesis is presented in seven chapters including the present one.

The **First Chapter** entitled “Introduction and design of the study” includes Introduction, Statement of the Problem, Scope of the Study, Objectives of the Study, Hypotheses of the Study, Operational Definitions, Limitation of the Study, Methodology, Data, Sampling Design, Framework of Analysis and Scheme of the Report.

The **Second Chapter** “Review of related literature” makes a brief review of findings of earlier studies related to print advertisements.
The **Third Chapter** captioned as “Profile of the Print Media” includes Introduction, Advertising regulation, Role of advertising, Ethics of advertising, Types of print media, Components of print advertisement, Registrar of newspapers for India, Press council of India and Profile of the Madurai district.

The **Fourth Chapter** “Customers’ Attitude towards the Print Advertisement in Madurai City” covers various aspects such as the age, the gender, the educational status, the marital status, occupation, type of family and the monthly income of the customers.

Opinions of customers on the print advertisements are discussed in the **Fifth Chapter**.

The **Sixth Chapter**, “Role of Advertisers and their Attitude towards the Print Advertisement in Madurai City” is devoted to analyse the opinions of advertisers in print advertisement.

The **Seventh Chapter** offers summary of findings and suitable suggestions.
Footnotes


