CHAPTER - 7
Advertising: How it changed in India

Advertising is simply an aid for selling. The immediate object of the advertisement is to sell products. It also builds up image for large companies, as they can afford big budget for advertising. Advertising is the quickest possible way to communicate the people about the product. It is a two way traffic. It helps the people who wants to sell as well as who wants to buy. Therefore advertising acts as a bridge between buyers and sellers. It has educational value too. Advertising is a dynamic activity and constantly changing along with the national and international business scenario.

Objectives of Study

The main objective of this study was to examine the changing pattern of advertising over a period of time. More specifically,
(a) to examine changes in the advertising copy appearing in different English Newspapers;
(b) to note the changes in headline, illustration and text; and
(c) to study the changes in purpose of the advertisement.

Review of the past Research

In this area, many researches were conducted. Anastasi (1964)
and Daniel Starch (1954-1961) exhibited that irrelevant, bizarre or
arty illustrations in advertisements may attract a good deal
of attention but may not associate the illustration with the
product name. In 1969, Lee Bogard examined that the
advertising may not be effective in projecting its message
because of the incongruency between the illustration and the
copy or the type of product. Such incongruency seems to be
present in many advertisements with sexual overtones and may
be a factor of low recall. In 1961, Stephan Baker concluded
that sexual illustrations could draw high attention and sex as
an element in advertisement, would make immediate in roads
of interest among both men and women. In 1947, Rudolph observed
that advertisements featuring pictures of women were more
often read by women and that those with pictures of men were
more often read by men. Major Steadman showed "Brand names
associated with sexual illustrations were less easily recalled
than were brand names with non-sexual illustrations." Grass
(1969), Grass and Wallace (1969), and Grass, Winters and
Wallace (1969) revealed that successful communication of an ad
is related directly to how much of his attention it draws from
a reader. Grass (1969) and Grass and Wallace (1969) presented
the results of a series of laboratory and field experiments
which demonstrated that, with repeated exposures,
as advertisements first appear to gain effectiveness after which
it begins to wear out. A Politz Survey (1969) for Look found
that incremental registration of message decreases with the
number of magazine advertisements. The first insertion produced an increment of 3.7 million readers. The second insertion brought an increment of 3.2 million readers and the third produced 2.1 million only.

Hypotheses

On the basis of the broad objectives, following hypotheses were developed.

$H_{01}$: The frequency of publication of a particular advertising copy does not change in different newspaper over a period of time.

$H_{02}$: The subject matter does not change over a period of time in different newspaper.

$H_{03}$: The importance of straight selling copies have not changed over a period of time, compared to institutional and reminder copy.

$H_{04}$: The use of colour does not change over a period of time.

$H_{05}$: The size of advertising copy has not changed over a period of time.

$H_{06}$: There is no seasonal effect on the appearance of advertising copy.
Research Methodology

In order to analyse the changing pattern of advertising, advertisements related to consumer durables goods viz. wrist watch, tyre, sewing machine, dress material, cigarette, television, shoe, refrigerator, L.I.C., Two-in-one and cassette recorder, toothpaste, tea and which appeared in five leading newspapers over a period of twenty years period from 1970 to 1990, were selected for the purpose of study.

For this analysis, these five newspapers were selected, are as follows:

The statesman, The Hindu, Times of India, Indian Express and Hindusthan Times. As it is not possible to go through all the issues of these five newspapers of twenty years, it was decided to study the variation for every ten years. For this reason, three particular years' issues (i.e., 1970, 1980 and 1990) were selected for the study. Further, in order to observe the seasonal effects, rather the influence of seasons on consumer durables. - April - May of summer and November - December of winter are taken into consideration.

The first seven and last seven issues of these five newspapers of 1970, 1980 and 1990 for the month of April - May and November - December were taken for the study. Therefore, the
total number of newspapers became 840. In this study, the general procedure was to examine the selected issues of each newspaper to identify the advertisements of consumer durables. All the details of the advertisements were noted down. In this case, no specific sampling method was taken and all the advertisements were considered for study. The total number of advertising copies were drawn from all issues of five newspapers for twenty years numbering 167. The last twenty years were analysed to examine the recent changes in newspaper ad copy. The details are given in Table 3.1

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Statesman</td>
<td>11</td>
<td>13</td>
<td>14</td>
<td>37</td>
</tr>
<tr>
<td>The Hindu</td>
<td>8</td>
<td>11</td>
<td>10</td>
<td>29</td>
</tr>
<tr>
<td>Times of India</td>
<td>9</td>
<td>15</td>
<td>17</td>
<td>41</td>
</tr>
<tr>
<td>Indian Express</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td>33</td>
</tr>
<tr>
<td>Hindusthan Times</td>
<td>6</td>
<td>11</td>
<td>9</td>
<td>27</td>
</tr>
</tbody>
</table>

This is illustrated by Bar Diagram No. 3.1
Distribution of Advertisements in Different Newspapers.
The Hindu: It was founded in 1878. This is a morning publication in English. The total circulation is 426,400. It is published from Madras, Bangalore, Coimbatore, Hyderabad, Gurgaon, Visakhapatnam and Madurai and Delhi.

The Indian Express: A daily English newspaper founded in 1940 and published from Bombay and Pune. It also published from Chandigarh, Cochin, Bangalore, Ahmedabad, Madras, Madurai, Hyderabad, Vizianagaram, Vijayawada, and Delhi. The combined circulation is 636,200.

The Hindustan Times: It was founded in 1924. It is a morning English publication. It is published from New Delhi and Patna. It has a leadership position in the capital of India regarding circulation. The total circulation is 323,700.

The Times of India: It was founded in 1838. It is a morning English publication. It is published from New Delhi, Bombay, Jaipur, Bangalore, Ahmedabad, Lucknow and Patna. The circulation is 543,350.

The Statesman: It was founded in 1875 and a daily English publication. It is published from Calcutta and New Delhi. It has a leadership in Calcutta regarding circulation. The combined circulation is 155,900.

Results and Discussions of the Study

The different hypothesis are tested in this study.

1. The repetition of advertising and coverage.

Advertising is the tantalising technique of popularising a product. The advertisers including individual and organisations are ready to send the advertising message to the intended and interested parties. The business advertisers can be classified as manufacturers and dealers who are keenly interested in disseminating the information about their products, services or ideas with the purpose of popularising their points of sale or offer. There are various types of information like the availability in the products in a particular store, product specialities, special offers of the products, the terms and conditions of sale, the aristocracy of the product and so on. Repetition of the advertising copy is necessary to establish favourable attitude towards the company and to communicate information as well as to stimulate sales of a particular product or goodwill of the company. Repetition of the advertisement is also essential for selling a good name or goodwill of the organisation behind the product or service. Frequent advertisement establishes the image of the company or of the product. For these reasons the some advertisement are often repeated.

Advertising coverage can be viewed from different angles by
the different people engaged in this vast area of advertising. The basis of classifications are Geographic, Audience, Demand, Action, Target and Medium.

Therefore, the main purpose of the advertising copy is to remind the customers and inspire them. It is difficult to ascertain that how much area should be covered by an advertisement and how many times it should appear in the same newspaper. An advertisement which appeared repeatedly in a particular newspaper gives exposure to selective consumers, but the same advertisement appeared in some other newspaper covers a wide range of consumers.

A large number of researchers opined that repetition of an advertisement in a magazine increases exposure of audience to advertisement and ultimately leads to better retention. Others are of the opinion that the same advertisement appearing in different magazines covers even a larger number of audience. This controversy still exists in the case of magazines. In this study, the discussion is regarding the advertising copies in various newspapers.

In order to arrive at a right decision, this controversy has been examined by formulating the null hypothesis that the frequency of advertising copy does not change in different newspapers over a period.

<table>
<thead>
<tr>
<th></th>
<th>HMT</th>
<th>DUNLOP</th>
<th>USHA SEWING MACHINE</th>
<th>BOMBAY DYEING</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Statesman</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>The Hindu</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Times of India</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Indian Express</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Hindusthan Times</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FILTER WILLS</th>
<th>WESTON</th>
<th>BATA</th>
<th>KELVINATOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Statesman</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>The Hindu</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Times of India</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Indian Express</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hindusthan Times</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>LIC</td>
<td>PHILIPS</td>
<td>COLGATE</td>
<td>LIPTON TEA</td>
</tr>
<tr>
<td>--------------</td>
<td>-----</td>
<td>---------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>1970</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1980</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>1990</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>13</td>
</tr>
</tbody>
</table>

This is illustrated by Bar Diagram No.3.2

Table 3.2 reflects that the advertisement copies of H.M.T. appeared in the Statesman and in The Hindu in 1970, and the advertisement was repeated in the Hindu. The advertisement of H.M.T. appeared in The Statesman, The Hindu, The Times of India and in Hindusthan Times in 1980. In 1990, the ad of HMT appeared three times in Hindu in the stipulated period and once in the Statesman and once in Indian Express.

The advertisement of Dunlop appeared once in the Statesman and once in the Hindusthan Times in 1970 and once in the Hindu and Indian Express in 1980. In 1990, the advertisement appeared in The Statesman once and twice in the Times of India and in the
USHA SEWING MACHINE

3.2C  □□  1970  □□  1980  □□□  1990
FILTER WILLS

3.2e  [ ] 1970  [ ] 1980  [ ] 1990
WESTON

3.2.1  1970  1980  1990
KELVINATOR

3.2h 1970 1980 1990
LIC

3.2

PHILIPS

3.2j  1970  1980  1990
: 447 :

COLGATE

3.2k  ■ 1970  □  1980  ■■  1990
Indian Express, whereas once in Hindusthan Times. The same advertisement copy was repeated in the Times of India and in the Indian Express.

In the case of Usha Sewing Machine the advertisement appeared once in the Statesman and once in the Hindusthan Times in 1970 and the ad was seen once in The Times of India and twice in The Hindusthan Times in 1980, the same ad was repeated in The Hindusthan Times. In 1990, the ad was published once in The Hindu, The Indian Express and The Hindusthan Times and twice in The Times of India.

In 1970 the advertisement of Bombay Dyeing published once in The Statesman and in The Times of India. The ad was published twice in Indian Express and once in The Hindusthan Times in 1980. In 1990, the ad came out once in The Statesman, in The Hindu, in The Times of India and in The Indian Express.

The Advertisement of Filter Wills was published twice in The Times of India and once in the Indian Express in 1970. Moreover, in 1980, the ad of Filter Wills was published once in The Statesman and The Hindu, while the same ad was repeated twice in The Times of India and in the Indian Express within the stipulated period. Whereas the ad was published once in The Statesman, in the Times of India and in the Indian Express in 1990.

The Weston T.V. advertised once in the Times of India and once
in the Indian Express in 1970. But in 1980, the advertisement copy was repeated twice in The Statesman, The Hindu and The Times of India. The same ad was illustrated once in The Indian Express and once in The Hindusthan Times in the same year. Furthermore, the ad was published thrice in 1990 in The Statesman, twice in The Times of India and once each in The Hindu, Indian Express and Hindusthan Times.

In 1970, the advertisement of Bata was published twice in The Statesman and in The Hindu. The same ad was published once in The Times of India, Indian Express and Hindusthan Times. But in 1980, the ad of Bata appeared in The Statesman thrice and twice each in The Hindu, The Times of India and The Hindusthan Times, while once in the Indian Express. In 1990, the ad of Bata was published once each in The Hindu, Times of India, Indian Express and Hindusthan Times.

The ad copy of Kelvinator appeared once in The Hindu, Indian Express and Hindusthan Times in 1970. In 1980, the ad of Kelvinator appeared once each in The Statesman and Times of India and in 1990, the ad was visible once in The Statesman and Indian Express, but twice in The Times of India.

The advertisement of LIC appeared once in The Hindu and Hindusthan Times in 1970. The ad copy was published twice in The Statesman and once each in The Hindu, the Times of India and the Indian Express in 1980. But in 1990, the ad copy
appeared twice in The Statesman and thrice in The Times of India and once each in The Hindu, Indian Express and Hindusthan Times.

The advertisement of Philips Stereo and Twc-in-One was published thrice in The Statesman, twice in the Times of India and once in Indian Express and Hindusthan Times, in 1970. Moreover, in 1980, the ad was published thrice in The Times of India and Hindusthan Times, and twice each in The Statesman, The Hindu and Indian Express. In 1990, the ad of Philips appeared thrice in The Statesman and Indian Express and twice each in The Hindu, Times of India and Hindusthan Times.

The ad of Colgate Toothpaste appeared twice each in The Statesman, The Hindu and Times of India in 1970. The ad appeared once each time in The Times of India, Indian Express and Hindusthan Times in 1980. But in 1990, the ad was found once in Indian Express and Hindusthan Times.

In 1970, the ad of Lipton Tea appeared once in Indian Express, once in Times of India in 1980 and once each in The Statesman, Times of India, Indian Express and Hindusthan Times in 1990.

The figure in Table : 3.2 shows that the hypothesis, i.e., the frequency of advertising copies do not change in different newspapers over a period of time, can be rejected. Various types of advertisement copies of Weston T.V., Bata and Philips appeared in the different newspaper at the same period and different ad copies were used in the same paper during the
specific period of study. This may be due to introduction of new products, for which different ad copies were used in the same time. Therefore it can be concluded that the advertisement copies can be changed in different newspapers over a period of time.

Table: 3.3 Distribution of Advertisement under various consumer Products Heads.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HMT</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Dunlop</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Usha Sewing Machine</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Bombay Dyeing</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Filter Wills</td>
<td>3</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Weston T.V.</td>
<td>2</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Bata</td>
<td>7</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Kelvinator</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>L.I.C.</td>
<td>2</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Philips Stereo, Two-in-One</td>
<td>7</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Colgate Toothpaste</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Lipton Tea</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>12 Products</td>
<td>41</td>
<td>61</td>
<td>65</td>
</tr>
</tbody>
</table>

This is illustrated by Bar Diagram No. 3.3.

The Table: 3.3 shows that the frequencies of the appearance of advertisements of different consumer durables over the years also proved that the frequencies of ad copies are changed.
3.3. Distribution of Advertisement under various consumer Product Head.
It is evident from this analysis that the number of advertisements of different products vary from year to year and the frequency of their appearance is also not uniform in all these years.


One of the important factors of an advertisement copy is its subject matter. The subject matter has an efficacious role to influence, persuade and attract the consumers. It consists of headline, illustration and text. In this analysis, the null hypothesis is that the subject matter of advertising copies does not change over a period of time is tested. In the process of testing this hypothesis, the headline, illustration and text are also tested.

Ad Copy headline is the main door of the advertising building. Mr. Loyd Herald in his book "Advertising Copy" defined headline as the "name given to the display line which appears at the top or near top of the advertisement and acts as a sign-post in stopping the reader and impelling him to read the message." The headline stands out in the copy for size of the type, style of the type, prominence of its location and white space around it. Headline is a due or signal or essence of ad message. It is not mere a caption of ad message. Headline is a word, phrase or a sentence printed in large sized letters implying the underlying message of the
importance of head line: head line is the head in the body of ad. It is so important that it makes clear distinction between the success or failure of an ad. It is a single most important element in the ad. The role of headline is clear from its functions.

functions of head line:

1. To inveigle the attention of the readers. The headline is the more widely read chunk of the ad. It links the advertiser and the consumer by way of striking the attention. Its shape, size and unused size makes the reader curious and interested in it.

2. To entice the readers to read the text. By looking at the headline the reader decides whether to read or not to read the ad in detail. A good head line pulls the reader to read the subject matter of an ad. It converts reader's attention, create interest to learn more and impels the readers to browse through the lines or scripts.

3. To give selling message in short. The Head Line gives the root of message and communicates the gist of the message in a condensed form of the advertisement. It is concise message reduced to a sentence, a phrase or a
word. The consumers, who have neither time nor patience to read the entire text, they remember the headline and read the text at leisure.

Copy Head Lines are classified into content and form. The contents of headlines can be of four types, namely, identification, a vainglorious statement, news and benefits. The form is also of four types, such as, question, command, curiosity and selective. In this case, the null hypothesis is that the headline has not changed over a period. The Table 3.4 depicts the frequency distribution of headlines in different years.

Table : 3.4 Distribution of Headlines in Different Years.

<table>
<thead>
<tr>
<th>Headline</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>25 (60.97)</td>
<td>58 (86.88)</td>
<td>62 (95.38)</td>
<td>145</td>
</tr>
<tr>
<td>Middle</td>
<td>10 (24.39)</td>
<td>16 (1.63)</td>
<td>2 (3.08)</td>
<td>13</td>
</tr>
<tr>
<td>Bottom</td>
<td>6 (14.63)</td>
<td>2 (3.28)</td>
<td>1 (1.54)</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>61</td>
<td>65</td>
<td>167</td>
</tr>
</tbody>
</table>

Note : Figures in parentheses are percentages.

This is further illustrated by Bar Diagram No.3.4.
3.4. Distribution of Headlines in Different Years.
From the analysis of the Table, it is visible that the headlines had been appearing at the top of the advertisement over a period of ten years and ascertained an increasing trend. This is mainly due to the fact that the prime function of the headline is to allure the consumer's attention and rouse their interest to have it immediately. A good headline attracts more readers and appeals directly to the prospective customers. The second function is to attract the consumer's attention and influence him to read the body copy. Mainly due to these reasons, the headlines are always on top of the ad copy.

This can also be statistically analysed in the following manner.

The null hypothesis is there are no significant differences in the advertisement headline from 1970 to 1990.

The alternative hypothesis is that there is significant
differences in the advertisement headline from 1970 to 1990.

The null hypothesis $H_0$, will be rejected, if

$$n \left( \sum_{i=1}^{k} \left( \frac{j}{n_i} \right)^2 - 1 \right) > \chi^2, \quad (k-1)(1-1)$$

Here $k = 3, \quad 1 = 3$

$n = 167; \quad n_1 = 41; \quad n_2 = 61; \quad n_3 = 65$

$$T = 167 \left[ \frac{1}{41} \left( \frac{25^2}{145} + \frac{10^2}{13} + \frac{6^2}{9} \right) + \frac{1}{61} \left( \frac{58^2}{145} + \frac{12^2}{13} + \frac{2^2}{9} \right) \right]$$

$$+ \frac{1}{65} \left[ \frac{62^2}{145} + \frac{2^2}{13} + \frac{2^2}{9} \right] - 1\right]$$

$$= 167 \left[ \frac{1}{41} \left( 4.31 + 7.69 + 4 \right) + \frac{1}{61} \left( 23.2 + .07 + .44 \right) \right]$$

$$+ \frac{1}{65} \left( 26.51 + .30 + .11 \right) - 1\right]$$

$$= 167 \left[ \frac{1}{41} \times 16 + \frac{1}{61} \times 23.71 + \frac{1}{65} \times 26.92 - 1 \right]$$

$$= 167 \left[ .39 + .38 + .41 - 1 \right]$$

$$= 167 \left[ 1.18 - 1 \right]$$

$$= 167 \times .18$$

$$= 30.06$$

$$\chi^2 = 30.06 > \chi^2_{4, .05} = 9.488$$

$$= 30.06 > \chi^2_{4, .01} = 13.277$$

Hence $T > \chi^2_{4, .05}$

$\therefore H_0$ is rejected.

$\therefore H_1$ is accepted.
As the calculated value is greater than the Table value, the null hypothesis is rejected. Therefore the alternative hypothesis is accepted that the headlines of advertisement copies has changed over a period of time from 1970 to 1990.

In this case the null hypothesis is that the context may not have changed over a period. This null hypothesis has been tested in Table : 3.5.

<table>
<thead>
<tr>
<th>Table : 3.5 Types of Headlines of Advertising Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Form</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Note : Figures in parentheses are percentages.

This is further illustrated by Bar Diagram No.3.5

From this table, it is revealed that during the last twenty years the trend regarding content in the headline has not changed. This Table also confirmed that the use of content type of headlines is more frequent than that of form type. This content type of headline includes information relating to the brand name of the product, price, features of product and explains the usefulness of product to the consumer, realising his need and desire. This content and news
3.5 Types of Headlines of Advertising Copy.
headlines are much effective in drawing attention and promoting sales. The headline being with the word announcing, or the words which have announcing qualities like introducing, presenting etc. are generally used to present new products and to tell about new uses and new improvements of all products which influence the readers. The headlines begin with new, now, at last, just, with a date and price. Either the headline features reduced price or features a special merchandising offer, which are most effective as headlines.

This can also be statistically analysed.

The null hypothesis is that the content may not have changed over a period of time.

The alternative hypothesis is that the content of ad copy have changed over a period of time.

\[ K = 2, \quad L = 3 \]
\[ n_1 = 41; \quad n_2 = 61; \quad n = 167 \]
\[ T = 167 \left[ \frac{1}{41} \left\{ \frac{15^2}{37} + \frac{26^2}{130} \right\} + \frac{1}{61} \left\{ \frac{11^2}{37} + \frac{50^2}{130} \right\} + \frac{1}{65} \left\{ \frac{11^2}{37} + \frac{54^2}{130} \right\} - 1 \right] \]
\[ 167 \left[ \frac{1}{41} \left\{ 6.081081 + 5.2 \right\} + \frac{1}{61} \left\{ 3.2702702 + 19.230769 \right\} + \frac{1}{65} \left\{ 3.2702702 + 22.430769 \right\} - 1 \right] \]
\[ 463 : \]

\[ = 167 \left[ \frac{1}{41} \times 11.281091 + \frac{1}{61} \times 22.501039 + \frac{1}{65} \times 25.701039 - 1 \right] \]

\[ = 167 \left[ 0.2751485 + 0.3688694 + 0.3954006 - 1 \right] \]

\[ = 167 \left[ 1.0394185 - 1 \right] \]

\[ = 167 \times 0.0394185 \]

\[ = 6.5828895 \]

\[ \chi^2 > \chi^2_{2, 0.05} = 5.991 \]

\[ \therefore H_0 \text{ is rejected.} \]

\[ H_1 \text{ is accepted.} \]

In this statistical analysis, as the calculated value is greater than the table value of \( \chi^2 \), therefore the null hypothesis which is that the ad content may not have changed over a period of time is rejected. And the alternative hypothesis which is that the content of ad copy have changed over a period of time is accepted.

(b) Illustration.

Illustration is a picture, it may be a drawing, a photograph, a chart, a diagram or a painting which is used to gain attention and comprehension of the reader. Pictures convey more than what words cannot. The significance of picture in commercial advertisement has become so popular that 85 percent of the ads use illustration. Therefore illustration has definite and secured post in advertising which is quite envious. The illustration attracts the readers by way of creating interest and curiosity through realism, sentiment,
adventure, humour and maturity. It stimulates the audience with the picture which is closer to our self. All pictures do not attract the readers. The subject matter of a picture is dependent on the consumer's interest, i.e., how much they identify themselves with the picture. Some pictures are favoured by males, some are liked only by females and some by both. Further the selection of audience is not only depends on sex but also dependent on age, education, status, personal taste, philosophy etc. Illustration creates definite moods and stimulates feelings. Therefore, illustration has a powerful influence in an advertisement. The consumers can understand the description, suggestion, emphasis and remember through the illustrations.

The null hypothesis is that, illustrations of advertisement appearing in different newspapers do not remain same. The hypothesis is tested in Table: 3.6.

Table: 3.6 Illustration of Advertising Copy in Different Years.

<table>
<thead>
<tr>
<th>Illustration (associated with)</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product itself</td>
<td>26(63.41)</td>
<td>35(57.38)</td>
<td>24(36.92)</td>
<td>85</td>
</tr>
<tr>
<td>Product and a sexually attractive female</td>
<td>10(24.39)</td>
<td>18(29.51)</td>
<td>33(50.77)</td>
<td>61</td>
</tr>
<tr>
<td>Modern Art</td>
<td>5(12.19)</td>
<td>8(13.11)</td>
<td>8(12.30)</td>
<td>21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41</strong></td>
<td><strong>61</strong></td>
<td><strong>65</strong></td>
<td><strong>167</strong></td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages.
This is further illustrated by Bar Diagram No.3.6
3.6 Illustration of Advertising Copy in Different Years.
In this analysis, the illustration associated with sexually attractive female exhibited an increasing trend compared to illustrations associated with the product.

It has been observed that the advertisers use sexually attractive female in the ads of consumer durable products like watches, sewing machine, dress materials, Cigerettes, television, refrigerators, stereo cassette recorders, toothpaste, tea and other appliances. It appears that sexual advertisements with attractive females draw more attention than those with non-sexual illustrations.

This can also be statistically analysed in the following way.

The null hypothesis is that illustration of advertisement appearing in different newspapers do not remain same over a period of time from 1970 to 1990. The alternative hypothesis is that illustration of advertisement has remain same, over a period of time from 1970 to 1990.

Here $k = 3, \lambda = 3$

\[ T = 167 \left( \frac{1}{41} \left\{ \frac{26^2}{85} + \frac{10^2}{61} + \frac{5^2}{21} \right\} + \frac{1}{61} \left\{ \frac{35^2}{85} + \frac{18^2}{61} + \frac{8^2}{61} \right\} + \frac{1}{65} \left\{ \frac{24^2}{85} + \frac{33^2}{61} + \frac{8^2}{21} \right\} - 1 \right) \]

\[ = 167 \left( \frac{1}{41} \left\{ 7.95+1.63+1.19 \right\} + \frac{1}{61} \left\{ 14.41+5.31+1.04 \right\} + \frac{1}{65} \left\{ 6.77+17.85+3.04 \right\} - 1 \right) \]
= 167 \left[ \left( \frac{1}{41} \times 10.77 \right) + \left( \frac{1}{61} \times 20.76 \right) + \left( \frac{1}{65} \times 27.66 \right) - 1 \right] \\
= 167 \left[ .26 + .34 + .42 - 1 \right] \\
= 167 \left[ 1.02 - 1 \right] \\
= 167 \times .02 \\
= 3.34 \\
\chi^2 < \chi^2_{4, .05} = 9.488 \\
\chi^2_{4, .01} = 13.277 \\
\therefore H_0 \text{ is accepted.} \\
As the calculated value of T is less than the Table value of \chi^2, therefore, the null hypothesis is accepted. It \text{ means that the illustration of ad has changed over a period of time and the rate of ad illustration of a product with a sexually attractive women has increased.} \\
(c) \text{ Body Text.} \\
The body of the advertisement copy is the textual matter. It explains and develops the ideas hidden in the headline. If the headline attracts the reader's attention, the text matter is meant to convert that interest into product interest. It is one that converts more interest to know about the product or service. The body text contains information regarding price, quality, specialisation, functional aspect and other salient features of the product. In this case, the null
hypothesis is that the text does not change over a time period. This has been tested in Table 3.7.

Table 3.7 Text of Advertisements in Different Years

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>7 (17.07)</td>
<td>11 (18.03)</td>
<td>17 (26.15)</td>
</tr>
<tr>
<td>Convenience and Handling</td>
<td>13 (31.70)</td>
<td>14 (22.95)</td>
<td>16 (24.61)</td>
</tr>
<tr>
<td>Outlook and size</td>
<td>6 (14.63)</td>
<td>5 (8.20)</td>
<td>9 (13.85)</td>
</tr>
<tr>
<td>Prominent features</td>
<td>4 (9.75)</td>
<td>10 (16.39)</td>
<td>6 (9.23)</td>
</tr>
<tr>
<td>Durability</td>
<td>1 (2.43)</td>
<td>3 (4.91)</td>
<td>4 (6.15)</td>
</tr>
<tr>
<td>Retail outlets</td>
<td>1 (2.43)</td>
<td>2 (3.28)</td>
<td>5 (7.69)</td>
</tr>
<tr>
<td>After-sale-service</td>
<td>2 (4.87)</td>
<td>3 (4.91)</td>
<td>2 (3.08)</td>
</tr>
<tr>
<td>Guarantee</td>
<td>2 (4.87)</td>
<td>5 (8.20)</td>
<td>2 (3.08)</td>
</tr>
<tr>
<td>Product Specification</td>
<td>2 (4.87)</td>
<td>5 (8.20)</td>
<td>2 (3.08)</td>
</tr>
<tr>
<td>Price</td>
<td>4 (9.75)</td>
<td>4 (6.55)</td>
<td>1 (1.53)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41</strong></td>
<td><strong>61</strong></td>
<td><strong>65</strong></td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages.

This is illustrated by Bar Diagram No. 3.7

This Table 3.7 analyses the body text. One important feature is that one advertisement copy may include more than one text. Therefore only the first paragraph of the important texts has been considered here. In 1970, the more emphasis was given in text in respect of convenience and handling aspect of product (31.70%) and the next was on quality of product (17.07%) followed by outlook and size of the product (14.63%).
3.7. Text of Advertisements in Different years.
An important observation is that in 1970, the prominent features and price aspect of the products used to get equal importance, i.e., 9.75% each. The importance of product quality increased from 18.03% in 1980 to 26.15% in 1990. It is relevant that more importance was given on outlook and size in 1990, which was 13.85% during last ten years, whereas in 1980, it was 8.20% and in 1970, it was 14.63%. The information on retail outlets have increased from 2.43% in 1970, 3.28% in 1980 and 7.69 in 1990. Another important feature regarding the text of the advertisement copy is that the price has shown a declining trend over a period of ten years, which is an important factor in the advertisement copy of consumer durable goods.

It is clear from the Table that the consumers are more interested to read the text which includes information regarding the product quality and retail outlets. After introduction of television advertisements, the consumers became less interested in salient features. They visualise the product in television, and get to know about the salient features and product quality. As a result more information is provided about product quality, in the body of the ad copy. They visualise the product, as they do not have much time to go through the whole ad so the information in product quality has been increasing, not the salient features. It implies that consumers donot like to read lengthy informative ad.
Even then, some products include salient features viz. L.I.C., Refrigerators and sewing machines etc. which advertise featuring their special advantages.

(3) Types of advertising copies

The main aim of advertising copy is to promote and increase sales volume. Professor H.K. Nixon, in his title "Principles of Advertising", states that "an effective advertising copy is one that arrests, informs, impresses and impells the reader."

The straight selling copy offers the reason why he or she is expected to buy or go in for a product or a service of advertiser. It emphasizes on the product's construction, working features and its uses. It becomes an important feature that by stressing the points of difference and superiority of the product, it endeavours to convince and persuade the reader compare to those of rivals. In this case, the copy appeals straight to the intellect or the judgement of an individual rather than emotions and impulses. It tries to prove the superiority of the product by means of evidence in the forms of performance test, records, testimonials, guarantees, data etc. It appeals to the rational motives of the consumers.

Institutional copy sells not the product nor the service but
the name of the business organisation or the advertiser. The aim of such advertisement copy is to build up an image of the company or to establish goodwill of the business house or its departments. It communicates the consumer about the company's goodwill. It also informs the consumers about the policies, customer services, conveniences and superiority of the organisation over the rivals. Such copies are projected in a way that the people will remember the name of the company with a favourable attitude and orientation. It is more a public relation advertising copy by nature.

Reminder copy is that which reminds the people about the product, service or idea. Sometimes advertisements of popular products are on a regular basis. This is called reminder copy. In reminder copy, the organisation wants to build up the goodwill or image of the company through the ages. The 'brand name' is the main theme of reminder copy. The people remember the 'brand name' from last fifty years.

The sales increase by straight selling copies than the institutional or reminder copies. In this case, the null hypothesis is that the importance of straight selling copies have not changed over a period of time, compared to institutional and reminder copies. Table 3.8 depicts the information and the hypothesis has been tested.
Table: 3.8 Copy of Advertising in Different Years.

<table>
<thead>
<tr>
<th>Type of Copy</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Straight Selling Copy</td>
<td>32(78.05)</td>
<td>51(83.60)</td>
<td>58(89.23)</td>
<td>141</td>
</tr>
<tr>
<td>Institutional Copy</td>
<td>1(2.43)</td>
<td>1(1.63)</td>
<td>1(1.53)</td>
<td>3</td>
</tr>
<tr>
<td>Reminder Copy</td>
<td>8(19.51)</td>
<td>9(14.75)</td>
<td>6(9.23)</td>
<td>23</td>
</tr>
<tr>
<td>Total:</td>
<td>41</td>
<td>61</td>
<td>65</td>
<td>167</td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages.

This is further illustrated by Bar Diagram No. 3.8

This analysis determines that the advertisers are mainly interested in promoting sales, that's why they are more interested in straight selling copies than institutional and reminder copies. They are not much interested in building the image of a company or of a product.

This can be analysed with the statistical methods in the following way:

The null hypothesis is that the importance of straight selling copies has not changed over a period of time, compared to institutional and reminder copy. The alternative hypothesis is that the importance of straight selling copies has changed over a period of time.

The $H_0$ will be rejected if

$$n \left( \sum_{i=1}^{k} \sum_{j=1}^{l} \frac{\hat{x}_{ij}^2}{f_{ij}n_j} - 1 \right) \chi^2 (k-1)(l-1)$$

Here $k=3$, $l=3$, $n_1=41$, $n_2=61$, $n_3=65$ and $n=167$
3.8 Copy of Advertising in Different Years.
In this analysis, the null hypothesis is accepted means the importance of straight selling copies has not changed over a period of time, compared to institutional and reminder copy.


Colour is a significant element of life and living. It is colour that adds attractiveness, warmth, coolness, formality,
spirit and life to those we see and consume. Colour is symbolic in giving message. Advertisers are interested in conveying messages in a life-like way, so colour has a definite role to play in the ad business. The main function of colour ads are to attract the attention, to help interpretation, to add life to the advertisement and to highlight the symbols or the trade mark.

Use of Colour in advertisements increased every year. It influences the behaviour of individuals and may vary over a period of time. The null hypothesis is that the use of colour does not change over a period of time and the alternative hypothesis is that the use of colour in the advertisement copy has changed over a period of time.

Table : 3.9 Colour of Advertising Copy.

<table>
<thead>
<tr>
<th>Colour</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and White</td>
<td>39(95.12)</td>
<td>37(60.65)</td>
<td>17(26.15)</td>
<td>93</td>
</tr>
<tr>
<td>Two Colours</td>
<td>1(2.43)</td>
<td>5(8.20)</td>
<td>3(4.61)</td>
<td>9</td>
</tr>
<tr>
<td>More than two</td>
<td>1(2.43)</td>
<td>19(31.14)</td>
<td>45(69.23)</td>
<td>65</td>
</tr>
<tr>
<td>colours</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>61</td>
<td>65</td>
<td>167</td>
</tr>
</tbody>
</table>

Note : Figures in parentheses are percentages.

This is further illustrated by Bar Diagram No.3.9

From this table, it is revealed that the increasing rate of colour
3.9 Colour of Advertising Copy...
ads during the period from 1970 to 1990. More and more people are interested in colour ads than black and white, as colour strikes faster and with greater depth. Colours stimulate the interest and desire of the consumers. This is also statistically analysed in the following way.

The null hypothesis is that the use of colour does not change over a period of time. The alternative hypothesis is that the colour advertisement has increased during the last twenty years.

The $H_0$ will be rejected if

\[ n \left( \sum_{i=1}^{k} \frac{1}{n_{ij}} \frac{f_{ij}^2}{\mu_{ij}} - 1 \right) \chi^2_{(k-1)(l-1)} \]

Here $k=3, l=3; n_1 = 41; n_2 = 61; n_3 = 65; n = 167.$

\[ T = 167 \left[ \frac{1}{41} \left( \frac{39^2}{93} + \frac{12^2}{65} \right) + \frac{1}{61} \left( \frac{37^2}{93} + \frac{5^2}{9} + \frac{19^2}{65} \right) + \frac{1}{65} \left( \frac{17^2}{93} + \frac{3^2}{9} + \frac{45^2}{65} \right) - 1 \right] \]

\[ = 167 \left[ \frac{1}{41} \left( 16.35 + .11 + .01 \right) + \frac{1}{61} \left( 14.72 + 2.77 + 5.55 \right) + \frac{1}{65} \left( 3.10 + 31.15 \right) - 1 \right] \]

\[ = 167 \left[ 16.47 + \frac{1}{61} x 23.04 + \frac{1}{65} x 35.25 - 1 \right] \]

\[ = 167 \left[ .40 + .37 + .54 - 1 \right] \]

\[ = 167 \left[ 1.31 - 1 \right] \]

\[ = 167 \times .31 \]

\[ = 51.77 \]

\[ \chi^2 \]

Here $\chi^2$:

\[ 4, .05 = 9.488 \]

\[ .01 = 13.277 \]
Here $T > \chi^2_{4,.05}$. Therefore, $H_0$ is rejected.

This is further illustrated by the table and bar diagram.

From this statistical analysis the calculated value of $T$ is greater than the Table value of $\chi^2$, hence the null hypothesis which is the use of colour does not change over a period of time is rejected.

And the alternative hypothesis is accepted that the colour advertisements has increased over a period of time from 1970 to 1990.

(5) Size of Advertising Copy.

The size of the advertisement copy has lasting influence on the consumers. In this case the null hypothesis is that the size of advertising copy has not changed over a period of time, which is tested in Table 3.10.

<table>
<thead>
<tr>
<th>Size</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>7(17.07)</td>
<td>31(50.81)</td>
<td>27(41.54)</td>
<td>65</td>
</tr>
<tr>
<td>Half Page</td>
<td>25(60.97)</td>
<td>26(42.62)</td>
<td>37(56.92)</td>
<td>88</td>
</tr>
<tr>
<td>One Page</td>
<td>9(21.95)</td>
<td>4(6.55)</td>
<td>1(1.54)</td>
<td>14</td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages

This is further illustrated by Bar Diagram No.3.10.
3.10 Size of Advertising Copy.
From this table, it is visible that there has been a remarkable change in the size of advertising copy. The recent trend is half page and quarter page advertisements. One page advertisement is rare, as the ad rate has gone up higher than before. The half page advertisement has increased because it gives more information about product specification and salient features of the products. Illustration of half page ad is much more attractive than the quarter page ad.

This is further analysed by the statistical methods.

The null hypothesis is that the size of advertising copy has not changed over a period of time.

The alternative hypothesis is that the size of ad copy has changed from 1970 to 1990.

The $H_0$ will be rejected if $n \left( \sum_{i=1}^{k} \frac{1}{j} \frac{f_{ij}}{n_{ij}} - 1 \right) > \chi^2_{(k-1)(1-1)}$

Here $k=3$, $l=3$, $n_1=41$; $n_2=61$; $n_3=65$; and $n=167$

$$T = 167 \left[ \frac{1}{41} \left\{ \frac{7^2}{65} + \frac{25^2}{88} + \frac{9^2}{14} \right\} + \frac{1}{61} \left\{ \frac{31^2}{65} + \frac{26^2}{88} + \frac{4^2}{14} \right\} + \frac{1}{65} \left\{ \frac{27^2}{65} + \frac{37^2}{88} + \frac{1^2}{14} \right\} - 1 \right]$$

$$= 167 \left[ \frac{1}{41} \left\{ .75 + 7.10 + 5.78 \right\} + \frac{1}{61} \left\{ 14.78 + 7.68 + 1.14 \right\} + \frac{1}{65} \left\{ 11.21 + 15.55 + .07 \right\} - 1 \right]$$

$$= 167 \left[ \frac{1}{41} \times 13.63 + \frac{1}{63} \times 23.6 + \frac{1}{65} \times 26.83 - 1 \right]$$
\[
\begin{align*}
&= 167 \left[ .33 + .38 + .41 - 1 \right] \\
&= 167 \left[ 1.12 - 1 \right] \\
&= 167 \times .12 \\
&= 20.04 \\
\end{align*}
\]

\[
\chi^2
\]

Here

\[
\begin{align*}
4.05 &= 9.488 \\
.01 &= 13.277
\end{align*}
\]

\[
\begin{align*}
&\therefore T > \chi^2 \\
&\therefore H_0 \text{ is rejected} \\
&H_1 \text{ is accepted.}
\end{align*}
\]

In this case the calculated value of \( T \) is greater than the table value of \( \chi^2 \), therefore the null hypothesis is rejected.

On the other hand, the alternative hypothesis is accepted that the size of the advertising copy has changed over a period of time.

(6) Seasonal Impact on Appearance of Advertising.

In case of advertisement, the timing is very much important, and have an edge over untimely advertisements. There are some opinions that seasonal effect has no importance on the appearance of advertisement. To test this the null hypothesis is that there is no seasonal effect on the appearance of advertising copy.

The alternative hypothesis is that there are seasonal effects on advertising.
Table 3.11 Seasonal Impact on Appearance of Advertisement.

<table>
<thead>
<tr>
<th>Month</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>12(29.27)</td>
<td>17(27.87)</td>
<td>18(27.69)</td>
<td>47</td>
</tr>
<tr>
<td>May</td>
<td>10(24.39)</td>
<td>15(24.59)</td>
<td>16(24.61)</td>
<td>41</td>
</tr>
<tr>
<td>November</td>
<td>9(21.95)</td>
<td>14(22.95)</td>
<td>15(23.07)</td>
<td>38</td>
</tr>
<tr>
<td>December</td>
<td>10(24.39)</td>
<td>15(24.59)</td>
<td>16(24.61)</td>
<td>41</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41</strong></td>
<td><strong>61</strong></td>
<td><strong>65</strong></td>
<td><strong>167</strong></td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages.

This is further illustrated by Bar Diagram No.3.11.

It appears from the Table that the advertisements of consumer goods are found throughout the year. Therefore, there are no seasonal effect and the buyer's purchasing decisions depend on their buying capacity not by the season. But it is important that during the festive season there are more advertisements as people get their bonus to spend at that point of time.

Seasonal Impact on appearance of advertising is further statistically analysed in this way.

The null hypothesis is that there is no seasonal effect on appearance of advertising copy.

The alternative hypothesis is that the ad copies are influenced by the seasons.

The \( H_0 \) will be rejected if 

\[
\chi^2(n - k - 1)(1 - 1) \geq \chi^2(k-1(1-1)) \]
3.11 Seasonal Impact on Appearance of Advertisements.
Here k=4, 1 =3, n^=h-l ; 0^2=61 ; 0^=65 and n=>167

\[ T = 167 \left[ \frac{1}{41} \left( \frac{12^2}{47} + \frac{10^2}{41} + \frac{9^2}{38} + \frac{10^2}{41} \right) + \frac{1}{61} \left( \frac{17^2}{47} + \frac{15^2}{38} + \frac{15^2}{41} \right) \right] \\
= 167 \left[ \frac{.245694 + .3652858 + .3892688 - 1}{1.0002486 - 1} \right] \\
= 167 \left[ .0002486 \right] \\
= .167 x .2486 \\
= .0415162 \\
\chi^2 = 6, .05 = 12.592 \\
.01 = 16.812 \\
\therefore T < \chi^2 \cdot .05, 6 \\
\therefore H_0 is accepted.

Here the calculated value of T is less than Table Value \chi^2, therefore, the null hypothesis is accepted, which means there is no seasonal effect on advertisement copy over a period of time from 1970 to 1990.

Conclusion.

This analysis ascertain some observations. It appears from the study that during a particular period, advertisements
appeared more in 1990 than in 1980 and 1970 in some selected English newspapers. While analysing the development of copies it was observed that headline appeared at the top was 60.97 per cent cases in 1970 and 86.88 per cent in 1980 and 95.38 per cent in 1990, showing an increasing trend. In evaluating the ad copy, it becomes visible that headline of the ad appearing at the top is an uprising situation. Another important observation is that the content type headline is used more. This trend confirms that people want more information in the headline itself.

This is an another interesting finding about the use of sexually attractive female in advertising copies which was increasing remarkable and was common for consumer durable goods, even for those items which were not at all used by the females.

Another important analysis is that during 1990 the text of the advertising copy was associated mainly with product quality, outlook and size and retail outlet. Quality of the product occupied top position in 1990. It is interesting that the text of the advertising had undergone a changed from 1980. The advertisers intended to emphasize on quality of product in 1990. The outlook and size of the advertisement had also changed and it received more importance in 1990. The advertisers were also interested to display pictures of retail outlets. Convenience and handling of the product also
received an important position in the advertisement text, after the quality of the products. This convenience and handling ranked second position in an advertisement.

The significance of straight selling copy has increased in 1990 compared to 1980 and 1970.

It can be elucidated from the study that use of more than two colours in the advertising copy has increased. Colour ads increased in English newspapers as it became 69.23 per cent in 1990, while the black and white ads were only 26.15 per cent. It is an important trend in newspaper advertisement that colour ad was taking place of black and white ad.

There is a trend of half page advertising followed by quarter page. This is a new change in the advertising copies. This influenced the illustration as well.

It is noticed that advertisements of consumer goods were found throughout the year and there was no seasonal effect on the appearance of advertising copy in different English newspapers in different months. But it is found that during the festival seasons the advertisers give a few more insertions.

All the products which are studied in this analysis like Refrigerators, colour televisions, stereo and two-in-One, sewing machine are costly and not regularly purchased by the
consumers. Advertisers of such products chose different newspapers and different timing. The interesting feature is 'price reduction' which influenced the consumers purchasing behaviour and quick buying decisions. The rate of colour advertising was lowered to capture the advertising market, as the multicolour advertisements were more eye catching than that of the black and white.

In this analysis, the newspapers are taken from 1970, 1980 and 1990, because the body of the advertisements, before seventies, were quite different from 1990. Further most of the products which were available between 1947 to 1969 are no longer used in modern days. So to analyse a comparative study regarding the trend of advertising copies, the advertisements of 1970 to 1990 have been considered. Recent changes would not have been manifested, unless the year 1990 has been analysed in the light of 1970 and 1980. Proper analysis of ads published in 1990 recorded the recent trend effectively. So, it was absolutely a necessity to incorporate 1990 in this study. It is concluded, that there are changes in the recent trend of advertisement in Indian English newspapers.
Changes: Pattern of Advertising in India.

Selected References:


