CHAPTER 1

NATURE & SCOPE OF THE STUDY
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Introduction:

Advertisement has assumed an important place in today’s business environment and is used in many forms. “Advertisement has found its use in the private as well as public sector so much so that now a days these can not run without advertising any of its important activity. It has got wide acceptance in day-to-day functioning.

Hence we can say that all these necessities have given birth to many advertisement media in which one can make advertisement and can market his products/services. So the changing role of all these media is an accepted fact. The traditional single media advertisement is challenged and hence all the media have changed their style and pattern etc.

The present study aims at the study of profile, position, status, development in print media advertising.

PURPOSE OF THE STUDY:

Evolution and changing patterns and techniques are always there in the media and being used continuously. No doubt sometime these techniques are costly and sometime less costly for the advertising person. So the purpose of study is what types of changes have taken place in print media.

‘Advertisement’ the word itself means “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.” This definitions was given by American Marketing Association.

For making different types of advertisement, an advertiser has to choose the right media for it and he has to decide many or see many fields and then choose or finalize the media, costing him minimum nut reach is maximum.

Print advertising includes advertising in newspaper, magazines, trade Journals as well other media which come out occasionally such as Diwali annuals. A list of various forms of print media available can be stated as under.
A list of print media is as under:

Print Media Advertising:

(i) Newspaper
(ii) Magazines
(iii) Trade Journals and Class Publications
(iv) Miscellaneous/ Annuals etc.
(v) Posters
(vi) Leaflets
(vii) Circulars
(viii) Brochures
(ix) Other direct mail

In selecting proper media for print advertising, the most important consideration is circulation. However, the type of circulation is very important as marketing efforts should be directed at specific market segments.

CHANGING ROLE OF PRINT MEDIA:

As the change is going on everywhere, in every field, the role of print media also getting changed according to the time. Earlier the print media use to print or take some particular type of advertisements only but now it takes all types of advertisement like marriage, education, medicines, transport etc. There are some newspaper which have even started some of its supplementary, devoted for the advertisement only like ‘Time of India.’

There are even magazine like ‘A & M’ which are fully devoted towards advertisement and tell about them. Print Media not only give advertisement for some particular product but sometime also give advertisement just to warn the people against some dangerous disease like ‘AIDS’ etc. and sometime educate the people. So we can say that print media is changing and we can also say that demand of the people or public is forcing the print media to change itself or its role according to their need or requirement.
REASONS FOR CHOOSING THE YEAR i.e. PARTICULARLY

As it is widely known that advertisement was already there before the TV was discovered but was not in so much competition, but after the introduction of TV there has been tremendous fight between Press Media and TV audiovisual media for the advertisement. Apart from this there are other forms of publicity used which include the use of short films, screen slides, messages on the radio and TV. TV advertisement has become popular in India as it is aboard film advertisement has become however caught on in India to a large extent and so how short films presented by many advertisement.

Radio advertisement has been introduced by the ‘All India Radio’ at Bombay from 1st Nov. 1967. This pilot project was started with commercials being put over low Vividh Bharti transmitters at Bombay, Poona and Nagpur. Radio advertisement has also been introduced in Calcutta since Sept.1968 in Delhi and Madras. The main advantage of Radio advertisement is that one can switch off if he is not introduced in that advertisement.

The TV age has now downed on India. It started in Delhi on 15 Sept. 1959. Regular TV was introduced in 1965. The TV was delinked from A.I.R. on 1st April 1976 under its new name ‘Doordarshan’.

So after this, TV as well as radio advertisements description, we can come to conclusion that before these the Print Media was the dominated one but as these two introduced, the keen competition was started and it is still going on. Accordingly as competition is there the patterns of advertising are also changed and changing day-by-day. As Radio advertisement started in 1967 in Bombay whereas that of TV and Radio both over delinked on 1st April 1976. So as these both started in the era of 70’s so one can automatically say that the pattern of changing might have been started after three or four years of these two commencement because at least three to four years are required for setting-up.

So the nature of competition has changed significantly from 1974, and hence the year from 1974 to 1994 has been taken and considered.
RESEARCH PROBLEM ARTICULATED:

No doubt, advertising was first started by Americans just to attract the people and popularise their product in a coloured patterns. Since then the advertising has started and it was only print media which they choose to advertise. Now the pattern of advertising in this media has totally changed. The main features of this study are stated as follows:

1. Whether the advertisement has changed in its style form, copy and message.
2. The purposes of such advertisement campaign.
3. The objectives behind such advertisement in print media.

From this point of view the title of the study is ‘Changing Pattern Of Indian Advertisements In Print Media (1974-1994).’

OBJECTIVES:

This study has following objectives:

(i) To trace the history of advertisement in Print media in general and in India in particular.
(ii) To study the changes that took place during the advertisement in Print Media during the period under study.
(iii) To gauge the impact of other impact viz. audio-visual media and other direct contact media on advertisement in Print media.
(iv) To study the nature and development of advertisements war among Print media.
(v) To study the changing pattern of advertisement in Print media.
(vi) To gauge the impact of advertisement legislation on the advertisement in Print media.

WORKING HYPOTHESIS

In this study the hypothesis laid down can be stated as follows:

"The advertisement pattern in Print media has undergone changes
through recent and decades and assumed the modern shape commencement with technological development of the modern times."

PHASE OF RESEARCH:

The whole research project is divided in following phases:

(i) **Conceptual developments**: Library work was undertaken in this phase to collect necessary conceptual reference.

(ii) **Preparation of questionnaire and testing**: Questionnaire and interview schedule were prepared and reliability was insured.

(iii) **Field work and collection of Data**: Relevant data and information was collected by a circulating the questionnaires among respondents (agencies).

(iv) **Analysis and interpretation of Data**: Data so collected was analysed by using various tools and techniques.

(v) **Report writing**: The research is properly analysed and interpreted for the purpose of providing information to the users and planners. For this a report is prepared, which is classified into the chapters.

METHODOLOGY AND RESEARCH TECHNIQUES:

Major research techniques used for this project are

(i) Basic data from the various sources available like News papers, magazines, Weeklies, etc.

(ii) Primary as well as secondary data is collected and used. It will be classified into different categories and section by using different parameters.

**The major parameters used and classification of sample**

1. Total numbers of Ads collected: 2298 i.e. Two Thousand two hundred and ninety eight only.
2. The ads of different types were tried to collected & their sources are as follows :-

<table>
<thead>
<tr>
<th>Source</th>
<th>Total Ads Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Hindustan Times (News paper)</td>
<td>104</td>
</tr>
<tr>
<td>ii) The Tribune (&quot;-&quot;-</td>
<td>22</td>
</tr>
<tr>
<td>iii) Times of India (&quot;-&quot;-)</td>
<td>18</td>
</tr>
<tr>
<td>iv) Economics Times (&quot;-&quot;-)</td>
<td>94</td>
</tr>
<tr>
<td>v) Illustrated Weekly</td>
<td>152</td>
</tr>
<tr>
<td>vi) Reader Digest</td>
<td>728</td>
</tr>
<tr>
<td>vii) A &amp; M</td>
<td>323</td>
</tr>
<tr>
<td>viii) Femina</td>
<td>201</td>
</tr>
<tr>
<td>ix) Sarita</td>
<td>40</td>
</tr>
<tr>
<td>x) Women's era</td>
<td>94</td>
</tr>
<tr>
<td>xi) Business World</td>
<td>72</td>
</tr>
<tr>
<td>xii) Business India</td>
<td>234</td>
</tr>
<tr>
<td>xiii) Business Today</td>
<td>48</td>
</tr>
<tr>
<td>xiv) India Today</td>
<td>92</td>
</tr>
<tr>
<td>xv) Front Line</td>
<td>16</td>
</tr>
<tr>
<td>xvi) Sport Star</td>
<td>46</td>
</tr>
<tr>
<td>xvii) News Week and</td>
<td>Nil</td>
</tr>
<tr>
<td>xviii) Times International</td>
<td>37</td>
</tr>
</tbody>
</table>

3. Year Wise:

All these sources i.e. news papers and magazines were latter classified in to year wise i.e. all these sources were collected for different different years and latter classified into following :

4. Parameters used for the study.

For the purpose of this study following parameters are used.

1) Ads appearing in various print media.

2) Classification of ads on the basis of years (time period - year of appearance).
3) Product category wise classification of advertisements.

4) Classification of ads on the basis of Head lives.

5) Campaign wise classification of ads.

6) Ads wars and classification companies & their campaigns with comparative advertising as a criteria.

7) Ads with women as symbol & appeal.

8) Ads with corporate image building as a basis of advertisements.

5. Areas Covered:

App. all types of areas where or from which one can come out with the changing of ads are tend to cover and that too in different products like:

i) Food

ii) Consumer goods

iii) Consumer durables

iv) Textiles

v) Interior decors.

vi) Drugs and

vii) Non Profit organisation.