
Advertisement is a Cost-Effective Solution For Increasing Sales through Print and Online Media

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Introduction

The present study would help the advertisers to understand the preference of consumers towards print and online advertising. This study will attempt to study how advertisers can use these mediums to make their products popular among consumers.

This study will also be beneficial to analyze as to how consumers perceive the online advertisements and print advertisements and what are their parameters for making buying decisions.

Everyday young person are exposed to information of various products and services through advertisements. This utmost amount of media in our regular lives cannot be side lined and it has impact on all those exposed to it. It is expression of the society of which we are a part and is a mirror-image for all practical purposes and has a large influence on the social, cultural and moral values of the youth. Advertisements start with carry the customer due to the new benefits that the Product promises to deliver to the customer. Many marketers have either increased their spending on the online media, or have switched from the print media as they online media/ is more promising and cheaper in terms of revenue generation. This does not necessarily mean that print media will decline. Many studies have indicated that digital advertising works in conjunction with TV, print, and other traditional media to generate the greater increase in marketing effectiveness [1]. Today's youth are very exposed to information than they had a couple of years back. The development of technology has brought about large change in the style of youth. The kind of involvement these youths have towards online media makes one believe the degree of impact these advertisements have on youth's representation. Online media is becoming one of the best ways of smooth communication. Youth spends maximum time on internet to gather information. Through advertisements from different media one gets know how of different lifestyles and cultures. There are numerous advertisements which are influencing the purchase decisions of youth. Nearly everyone grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet [2]. Different forms of advertising plays pivotal role in updating people's preferences of products and services. New media, largely the internet, has apparently become an essential source of information today. Advertisers all over the world eye covetously at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets [3]. Online advertising expenditure, including web ads, is continuously on the rise, especially due to its power of collaboration with television and print advertisements. With the increased adoption of ad fission of the internet, World Wide Web is becoming gradually a typical advertisement platform. The web is offering business advertisements world with rich media tool, interactive series and global reach [4]. It is fascinating to study that where so much of research has been conducted regarding future of online advertising and the consumer behaviour towards it, less emphasis has been given to online advertisements and their layouts that are carried on the homepages of different websites. Though people enjoy looking at internet advertisements, its formativeness and utility for making behavioral purchasing decisions also plays a key role [5].

1. Objectives

- ✓ To study the “effect of print advertisement on sale”
- ✓ To compare print and online advertising with reference to buying behavior of consumers.

2. Hypothesis of Study

- Advertisement is cost effective solution for increasing sale in print media.

3. Data Analysis

Based on survey data collected, following analysis have been done:

Do you think advertisement is a cost effective solution for increasing sales in print media?

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Response	No of Respondents	Percent %
Yes	132	88 %
No	18	12 %
Total	150	100 %

Hence, we conclude that, the proportion of advertisement is a cost effective solution for increasing sales in print media.

The data collected is presented in the form of graph given below (Figure 1).

Graph 13.2: Advertisement is a Cost Effective Solution for Increasing Sales

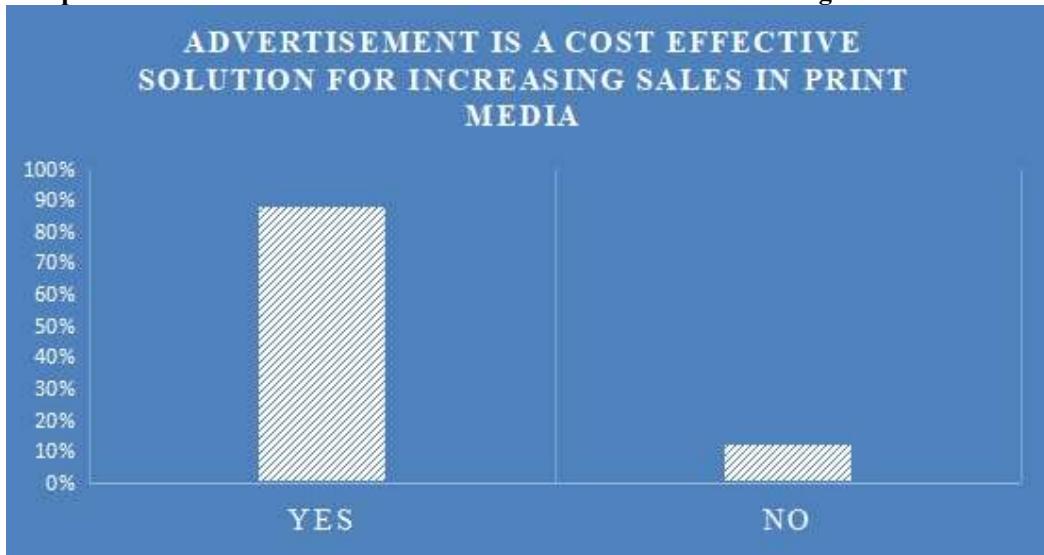


Figure 1: Data collected from content analysis to study the response of the advertisers

Advertising Majorly focus on the Sales. The buying behaviour of the customers differs from person to person, place to place and time to time. The print advertisement shows the major impact in the buying behaviour of the Readers in response to the advertisements.

From the above Table it shows the details about the Advertisement is the cost effective solution for increasing sales through print media. The data is been taken out of 150 readers most of them i.e 132 (88%) readers preferred that the advertisement is the cost effective solution for increasing the sale, while 18 (12%) readers rejects the response of the advertisement in respect to sale.

4. Discussion

4.1 Print Advertising

One strength of traditional newspapers is the ability to deliver informative advertising, despite the presence of online competition. Specifically printed newspapers remain attractive for informational advertising for four reasons:

- Informative environment,
- Reputation for trustworthiness,
- Fit with presentation limitations, and
- Comparatively low intrusiveness.

7.2 Online Advertising

No other communication medium is like the internet because of its skill to combine several of the exclusive qualities of each and every medium (that is, print, sound, and visual) into one, while permitting

for interactive communication between advertiser and customer. This vast arrangement of traits makes the internet attractive as the new communication tool of the future and one that seems already to be catching the eyes of customers and advertisers alike.

Consumers' attitudes toward advertising have been considered important to track because they likely influence consumers' exposure, attention, and reaction to individual ads [6] through a variety of cognitive and affective processes [7]. With many forms of internet advertising, however, the consumer has a great deal of control over advertising exposure. The company may request the consumers' attention but the interactive nature on online advertisements gives users more control over the exposure.

7.3 Comparison between Print and Online Advertising

When we compare print and online advertising, results have been ambiguous. As per the study by Sundar et al. [8], in terms of memory measures, print medium is superior to online medium, attributing the effect to the innovation of online advertisement, the delivery mechanism and users' expectations. Foster, and Parsons (2001) and Gallagher in their study used advertising hyper-linked to a related text and concluded that both the mediums of advertising are equally effective. Effectiveness of the advertising depends on the users' receptiveness and attitude towards an advertisement. Metha [9] found that respondents who have more positive attitude towards advertising have greater day-after recall value of the advertisements. In online advertising, it is frequent that advertising is done with forced level of exposure [10]. In internet advertising, higher intrusiveness leads to ad avoidance and irritation [11], which leads to a less favorable attitude among consumers. Another aspect of comparison between both forms of advertising is the control over advertising exposure. In print medium advertising consumer has relatively inactive role in exposure to advertisements.

7.4 Nature of Advertising

7.4.1 Definition of Advertising

Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors (Bovee, 1992).

The standard definition of advertising includes seven main elements:

1. Paid form of communication.
2. The presence of an identified sponsor.
3. Distribution through the media.
4. The presence of a specific audience for treatment.
5. Lack of penalization of distributed information.
6. Aimed action.

From this it follows that advertising is usually a non-personalized form of communication, paid by an special sponsor, implemented in a special way through the some media and other legal means and aimed to familiarize with some products and its further acquisition by possibly large number of customers.

Advertisement is the information distributed in any way, in any form or by any means, addressed to an uncertain number of people and aimed at attracting attention to the subject of advertising, the organization or maintenance of interest in it and its promotion on the market.

8. Functions of Advertising

There are four main functions of advertising:

8.1 Economical function

The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the advertisement, the better it is for the economy and the economic well-being of society (Kotler, 2002).

8.2 Social function

Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations causes consumer instincts, encouraging people to improve their financial state improves the culture of

consumption. Comparing different products and services, the consumer, in any case, tends to get really the best (Kotler, 2002).

8.3 Marketing function

Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services (Kotler, 2002).

8.4 Communicating function

Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels (Kotler, 2002).

9. Planning & Organizing of an Advertising Campaign

Advertising campaign is the set of promotional activities, developed in accordance with the marketing program and aimed at consumers, representing appropriate market segments, in order to cause their reaction and find a solution for the strategic or tactical objectives of a company. (Evans & Berman, 1995). Specification of apart activities during the advertising campaigns depends mainly on the marketing strategy which are been expressed, for example, by capturing the complete market, its share or segment; introduction into a new niche; keeping of previously captured market positions. Human and technical resources, marketing infrastructure, established level of communication and information supply are all worth considering.

Manufacturer can count on the high efficiency of advertising campaigns only if: firstly, they are prepared and carried out on the basis of preliminary studies, taking into account the dynamic nature of the market. **Secondly**, promotional products are reasonably created, memorable and properly acting on a pee-selected consumer audience. **Thirdly**, a sufficiently broad publication is provided by advertising means that are most appropriate for the task. **Fourthly**, the events in different places and at different levels of sales activity are coordinated. (Hopkins, 1966)

10. Research Methodology

To study the objectives of present research, survey was conducted on the advertisers of Aurangabad City which exposed to print newspaper media. Sample size of 150 was taken comprising. Questionnaire was administered to them which comprised of close ended questions. The options in the questionnaire are based on the data collected from content analysis to study the response towards them.

11. Results

The study highlights the fact that advertising is indeed the most effective medium for increasing the sale. The advertisers should fully explore the potential of advertising medium. The advertisers should update the latest technology in such a way that two or more media can be combined. This will enhance the sale moreover. Since the credibility and persuasive nature of print media is high so advertisers should come up with a marketing mix which focuses on both newspaper and digital media. Hence, we conclude that, the proportion of advertisement is a cost effective solution for increasing sales in print media.

12. Conclusion

Advertisers must focus their attention on famous print media including competitive newspapers. but also on the mediums which are adopted in the market. Though the quality of print medium has not declined, we cannot ignore the growing usage of online media for day to day activities. Today's customers are more attracted to online media as compared to print media. In bulk of cases appropriate and comprehensive media mix gives the best results. The study concluded that effective print advertising will increase the sale. Target customers can be targeted through the proper media -mix with major emphasis on print advertising. Print advertising will increase the brand of the advertisements product. In today's scenario focus on both print as well as digital media is important. Blend of both the mediums will be effective in targeting as per their preferences and desires.

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