

## **EFFECTIVENESS of PRINT & TELEVISION ADVERTISEMENTS, A COMPARATIVE STUDY of THE SAME BRAND on DIFFERENT MEDIA VEHICLES**

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### **ABSTRACT**

In the age where technology has made things easy and convenient there are some things that have become complicated but necessary, same are the case with advertising. For the advertising companies, reaching to their target audience has become a complicated task. A significant shift from print media to electronic media has been observed in the recent past years. Taking this as the starting point, the study aims at the three main objectives **first** to explore the most effective medium for advertising, **second** to examine which media is contributing more towards consumers level of awareness and **third** brand having high recall value in print and electronic media. In the present study electronic media includes television and print media includes newspapers and survey has been conducted on the FMCG products. Lastly, the study will be significant in showing the importance of multiplatform advertising in the near future.

**Keywords:** Print v/s Electronic media, media effectiveness and brand.

### **INTRODUCTION**

#### **Print versus Electronic media**

From the time immemorial it has been evident that print media has made its existence and presence quite effectively. But it gained its importance during the Independence of India. It was effectively used for rousing patriotism and opinions against British rule. But as the time passed, the beginning of new technologies changed the perception of both the sender and the receiver.

In 1959, when Television started in India, consumers got the pleasure of both watching and listening together. This became the biggest reason for the hike and

popularity of television in India. Television has always appealed both the literate and illiterate masses of the nation, thus, a better has a better reach over the consumers.

### **Media Effectiveness**

Newspaper earlier was and is still considered a thing for elite and literate class but television played an important role in educating the illiterate, farmers and unskilled people. For example: Krishi Darshan on DOORDARSHAN provides every bit of information about agriculture, which proves to be very helpful for farmers as they can learn basics of farming by seeing and listening both. After all “word of mouth is a force of nature”. In today’s world when there is so much of advancement in different fields, people’s expectations and demands have also increased. Television has been able to reach the heart and mind of the customers. Media uses the users and gratification theory.

### **Brand**

“A brand is story that is being told”- Scott Bedbury. Brand is the “name, term, design, symbol, or any other feature that identifies one seller's product as distinct from those of other sellers.” For example: Hyundai, Renault, Adidas, Gucci, Samsung, Nestle etc. Advertising companies advertise their products with the aim of high brand recognition and high brand recall value. This is possible only when they use multiplatform or cross-platform advertising. By this term “multiplatform advertising” we mean, promoting a brand on various media vehicles frequently. It is rightly said by Jim Morrison “Whoever controls media, controls the mind” and advertising companies, in present day, actually controls the mind of the consumers through multiplatform advertising. Advertising companies usually endorse celebrities or any other famous personalities to promote their product which attracts the masses a lot. It is used in business-marketing and advertising. The study intends to examine the effect of print media electronic media (television).

### **HYPOTHESIS**

The study started with null hypothesis i.e. there is no effect of print advertisements and electronic advertisement.

### **OBJECTIVES**

The objectives of the study are as follows:

1. To find out frequently recalled brand in print and television.
2. To know which is the most effective medium print or television.
3. To find out which media vehicle is contributing more towards consumer's level of awareness of the product.

## **REVIEW of LITERATURE**

“Effectiveness of print and television advertisements, a comparative study of the same brands on different media vehicles.”

1. “Effectiveness of Print & Electronic Media Advertisements”

**Upadhyay & Indu Bal Krishna, 2014, Varanasi, India.**

Summary of the work

The study is based around Varanasi. The survey was conducted followed by an interview among the youngsters. The study was completed in a span of 1year. The sample size was 50. The study included newspaper for print and television for electronic media. It intends to know the favorable medium for watching ads and to know which medium contributes more in generating awareness about a product.

Conclusion by the author

The study found that 93.75% of the respondents find television advertisements to be very informative.

Learning from the work

It presented that television is the most favorable medium for youngsters.

2. “The Impact of TV Advertising on Youth Buying Behavior”

**Grishma Patel & Dr. Rajendra Jain, Indore, India.**

Summary of work

In today's world television has a great impact on the youngsters. We believe more on what we see. Television advertisements have co-native effect on its users. This research was conducted with a view to study the impact of TV advertising on the buying behavior of the young generation who are pursuing studies in Indore. The study aimed to understand the liking of today's youth for TV ads and their emotional

and motivational response towards buying the product. Almost 42 youngsters were surveyed. The study was conducted on students, between 18-21 of age group who visits shopping mall but do not buy TV advertised products if they do not require those brands.

#### Conclusion by the author

He concluded that TV advertising has enhanced their involvement in product selection and purchase. They prefer to buy and experiment with new products. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements.

#### Learning from the work

The study showed that people seek television as a better and reliable source of information.

### RESEARCH METHODOLOGY

The study proceeded with three fold objectives that were directed to know the frequently recalled brand in both, print and television medium, the most effective medium for advertisements either print or television and lastly which media vehicle is increasing the consumer's level of awareness.

To suit the present study, Survey was conducted. A sample of 120 respondents was selected for the study. The respondents belonged to Noida. The sample belonged to various educational backgrounds either studying or completed their UG or PG level. Apart from their names, the sample selection criteria also included age and gender factor. The sample included both male and female and it was ensured that the respondents fall in the age group ranging from 20-40. The questionnaire consisted of 10 close-ended questions in order to get precise and authenticated results.

The study determines the effectiveness of print and electronic media advertisements a comparative study of the same brands on different media vehicles 10 measures were employed in the present research study:

- Preferable medium for watching ads
- Liking towards watching ads
- Brand recall value

- Co native dimension
- Media Influence
- Informative content
- Trustworthiness of the content
- Decency of content
- Appealing television advertisement
- Appealing newspaper advertisement.

The above mentioned measures will contribute to the study. The data collected were summarized using descriptive statistics such as frequency, percentage, mean, standard deviation and mode.

## **RESULTS & DISCUSSION**

### **1. Preferable medium for watching ads**

The responses of the measure have a mean of 30 (SD= 26). The mode for this statement is 2. The question was designed to test which is the preferable medium for watching advertisements. The results showed that television (58.3%) is their most preferable medium for watching ads.

### **2. Liking towards watching ads**

The responses of this measure have a mean of 40 (SD= 16). The mode for this statement is 1. The question was designed to test whether the respondents like watching ads. The results showed that half (50%) of the participants have an affinity for watching ads.

### **3. Brand recall value**

The responses of the measure have a mean of 60 (SD= 32). The mode for this statement is 1. The question was designed to test whether watching ads of various brands increases their recall value. The results showed that majority (76.7%) of the respondents have a good brand recall value.

### **4. Co-native dimension**

The responses of this measure have a mean of 64 (SD= 4). The mode for this statement is 2. The question was designed to test whether watching ads of the same brand on different media vehicles change their buying behaviour for the product. The results showed that 53.3% of that respondent believes that watching ads of the same brand on different media vehicles does not change their buying behaviour.

### **5. Media Influence**

The responses of the measure have a mean of 30 (SD= 17). The mode of the statement is 2. The question was designed to test which media vehicle influences their customers to buy that product. The results showed that around 48.3% of the respondents get influenced to buy a product by watching television ads.

### **6. Informative content**

The responses of this measure have a mean of 30 (SD= 20). The mode of the statement is 2. The question was designed to test which media provides sufficient and satisfactory information about a brand via advertising. The results showed that television (51.7%) is considered to be the medium providing satisfactory information about a brand.

### **7. Trustworthiness of the content**

The responses of the measure have a mean of 30 (SD=20). The mode of the statement is 4. The question was designed to test which media vehicle shows a trustworthy advertising content. The results showed that 49.2% of the respondents believe that none of the media vehicles show a trustworthy advertising media content.

### **8. Decency of content**

The responses of this measure have a mean of 30 (SD= 15). The mode of this statement is 4. The question was designed to test which media vehicle displays indecent or undesirable advertising content. The results showed that 55% of the participants think that advertising content on different media vehicles is decent and desirable.

### **9. Appealing television advertisement**

The responses of the measure have a mean of 24 (SD= 14). The mode of the statement is 5. The question was designed to find out which brand's television ad is most appealing to the participants. The results showed that Dairy Milk's television ad (38.3%) is mostly liked by the respondents.

### **10. Appealing newspaper advertisement**

The responses of this measure have a mean of 24 (SD= 15). The mode of the statement is 4. The question was designed to find out which brand's newspaper ad is

most appealing to the participants. The results showed that Amul's newspaper ad (43.3%) is mostly liked by the respondent.

## CONCLUSION

The results of the present research study showed the involvement and importance of different media vehicles in the lives of the respondents. It also showed the interest level of the participants in watching advertisements on their preferable media vehicle. It showed which the most appealing brand's ad both in print, newspaper in particular, and electronic, television specifically. It also concluded that showing ads on different media vehicles contribute towards creating brand awareness among the respondents.

Recall value of any brand depends on its timely and repetitive exposure to the customers. It is also one of the major factors contributing in the success of a product. But there are certain features that lead to higher recall value of a product like appealing visual content, the body of the ad etc. the frequently recalled brand in print media is Amul because of its advertorials that are not only visually enhanced but are informative also. Similarly, Dairy Milk's television advertisement has high affinity among the youngsters because of its tempting ad appeal.

People believe more on what they see than words or what they hear. Therefore, Television is the more effective medium, because of its audio-visual USP, television has a better impact on the consumers and also the advertising content was break.

Television is clearly the most effective medium because of the above mentioned reasons.

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