



iJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 8

Issue: IV

Month of publication: April 2020

DOI:

www.ijraset.com

Call:  08813907089

E-mail ID: ijraset@gmail.com

A Study on Consumer Influence on Print Advertising of Cashew Day

Aniket Bhavsar¹, Mr. Dharmaraj Solanki²

¹Student of B. V. Patel Institute of Management, Uka Tarsadia University, Bardoli, Gujarat.

²Teaching Assistant, B.V. Patel Institute of Management, UkaTarsadia University, Bardoli, Gujarat

Abstract: *Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. Aim of this research paper is to analysis the effect of print advertising on consumer of cashew day and identify the sources of information on consumer about cashew day. Primary data were collected through questionnaire from 100 respondents from the population of Bardoli city. And descriptive research design was used in the study. As per above study we get to know that cashew day is still lacking behind in advertisement. As most of the respondent doesn't know about cashew day print advertisement in Bardoli city. Those respondents who has known about cashew day are mostly know through social media and reference.*

Keywords: *Print Advertisement*

I. INTRODUCTION

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. The proliferation of digital media has led to a decline in advertising expenditure in traditional print media, but print isn't dead. Advertisers can choose from a wide range of different types of newspapers, including local, regional or national titles published in daily, evening, weekly or Sunday editions. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national or world news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

Magazines offer advertisers extensive choices of readership and frequency. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics. Many business and trade magazines provide coverage of specific industries, such as finance or electronics. Others cover cross-industry topics, such as communications or human resources, while still others focus on job-specific areas, such as publications for executives, marketing professionals or engineers. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or colour.

II. REVIEW OF LITERATURE

Rashmikhatri (2016) Impact of Newspaper advertisements on consumer purchase behaviour. objective of the research wereto understand effectiveness of newspaper advertisements on consumer purchase. To understand the trust factor associated with different advertising media. To have a comparative analysis of advertising media on consumer purchase intent. Questionnaire Design: The questionnaire uses a Likert scale to analyze the responses of respondents on a scale ranging from strongly agree to strongly disagree For Analysis of the research they had used ANOVAs, t-test technique. Researcher was used 100 sample size. Finding of the study was the study found out the attribute of advertisements which consumer looks for in newspaper advertisements. This research showed that consumers look for price, brand, discount percentage, ease of getting the product, celebrity etc. Size of the ad does not help to influence the consumers. Major finding of this study is that newspaper is still one of the primary media for checking advertisements along other media like TV and internet.

Rajeev batra(1991) Consumer responses to advertising: the effects of ad content, emotions and attitude towards the ad on viewing time. The objective of the study was The ads studied represent a sample of commercials aired during prime-time broadcasts, and the effects are analyzed across the ads rather than across people. Researcher were used Research design Exploratory, correlation, regression and Simple random sampling. Researcher was used sample size 146 out of 150 respondents. The study was found encouraging because the tasks that respondents completed to collect the measures of zipping and zapping were fairly lengthy, we feared that any signal contained therein might be swamped by fatigue effects and other types of noise or error.

Aziz ahmedchaudhry, fuawad basher awan and syedshawarhussain(2017) Impact of print advertising on brand image and consumer buying behaviour. Objective of the study were to analyse and investigate the impact of print advertisement on enhancing the brand image and to identify and examine the influence of print advertisement on consumer buying behaviour. Researcher was used Correlation analysis, multiple regression analysis model and chi square test model. Collect data through questionnaires and simple random sampling. the sample size was used 161 respondents. The study was found Consumer buying intentions are always influenced through strongly relay on culture, changes their social aspects, fulfilled the requirements of personal and effect psychological characteristics as well.

Daniel heinrich and colinCampbell(2012) Is an advertising worth the paper it’s printed on? The impact of premium print advertising on consumer perception. Objective of the study was the effect of premium-print advertising techniques on the key constructs of advertising impact and consumer behaviour through a field experiment using participants drawn from the general population. Researcher were used Research design Exploratory and correlation Simple random sampling. Researcher was used 357 sample size. The study was found tested advertisements employing premium-print technologies convey a greater sense of uniqueness and prestige than conventional advertising, boost consumer attitudes toward an advertisement as well as to ward the brand, and enjoy higher ratings on measures of willingness to buy, positive word of mouth, and consumer willingness to pay a price premium.

Mohitbansal and shubhamgupta (2014) Impact of newspaper advertisement on consumer behaviour. Objective of the study was The objective is to psychological impact of the newspaper advertisement on a consumer and that his assessment of the Effectiveness of the advertisement. Technique was used correlation. Sample size was 1017. A finding of the study was its impact can be accessed from the fact that advertisements with more informational content were found to influence more customers than advertisements with less informational content. The impact of informational content and its probability of being liked by a consumer were greatest for electronics and durable goods.

Ludmlacabyova, peter krajcovic. (2017). the influence of selected factors on the effectiveness of print media advertising. Objective of the study was they compare the effect of the size and position of advertising, the reasons for recall and they also focus on the influence of buying intention and the stage of the buying process on Advertising effectiveness. Technique was used Rank order and observation Simple random and judgment. Sample size The survey involved 30 respondents. Finding of the study was the results suggest that the internet and TV had the biggest influence on choosing and buying products and services. On the contrary, radio and newspapers had the smallest influence.

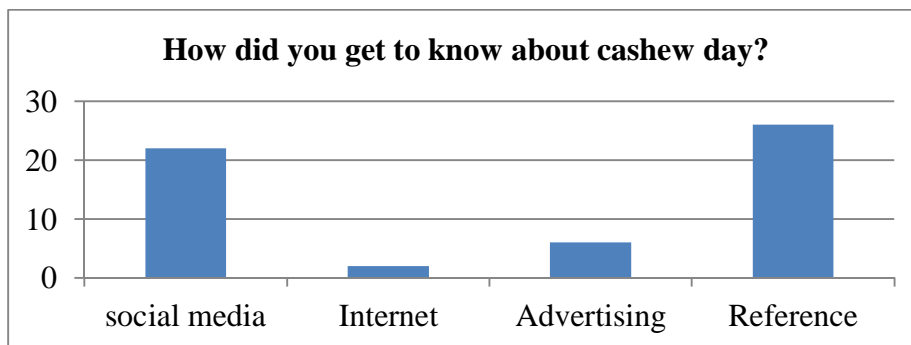
III. RESEARCH METHODOLOGY

Aim of this research paper is to analysis the effect of print advertising on consumer of cashew day and identify the sources of information on consumer about cashew day. Primary data were collected through questionnaire, 100 Sample were taken through convenience sampling technique in this study.

IV. DATA ANALYSIS & INTERPRETATION

How did you get to know about cashew day?

Sources	Frequency	Percent
Social media	22	39.3%
Internet	2	3.6%
Advertising	6	10.7%
Reference	26	46.4%



1) *Interpretation:* From the table we get to know that 39.3% of the respondents that social media helps in know about cashew day, 3.6% of the respondents that internet helps to know about cashew day, 10.7% of the respondent that advertising helps to know about cashew day, and last 46.4% of the respondents that reference helps to know about cashew day.

A. *To measure the Effect of Print Advertising on Consumer of Cashew Day*

- 1) *H0:* I does not pay attention to majority of newspaper that exist.
- 2) *H0:* Consumer influenced does not influenced by front page advertisements
- 3) *H0:* Other advertising media have not more impact than printed ads.
- 4) *H0:* I am not influenced by front page advertisements.
- 5) *H0:* I am not influenced by back page advertisements.
- 6) *H0:* I am not influenced by innovative advertisement.
- 7) *H0:* Newspaper ads not inform me about the products/services that exist, but do not persuade me to buy them.
- 8) *H0:* Newspaper ads are not associated with more trust than online ads on internet.
- 9) *H0:* It is not possible for me to recall most of the newspaper ads that I have seen this week
- 10) *H0:* Online ads are more influencing than printed ads.

Sr. No.	Particular	t-test	Remarks
1	I pay attention to majority of newspaper ads that exist	.000	Fail to accept
2	Newspaper ads persuade me to buy products	.028	Fail to accept
3	Other advertising media have more impact than printed ads	.914	Accepted
4	I am influenced by front page advertisements	.132	Accepted
5	I am influenced by back page advertisements	.129	Accepted
6	I am influenced by innovative advertisements	.001	Fail to accept
7	Newspaper ads inform me about the products/services that exist, but do not persuade me to buy them	.002	Fail to accept
8	Newspaper ads are associated with more trust than online ads on internet	.838	Accepted
9	It is not possible for me to recall most of the newspaper ads that I have seen this week	.373	Accepted
10	Online ads are more influencing than printed ads	.000	Fail to accept

V. FINDINGS

In this study 43% respondents are aware about cashew day, and 57% respondents are not aware apart from that 46.4% of the respondents that reference know about cashew day. 3.6% of the respondents that internet 29% respondents are aware about print advertisement, 11% respondents are not aware about print advertisement Consumers feels that newspaper ads does persuade them to buy products. Other advertising media have less impact than printed ads. Consumer influenced does not influenced by front page advertisements. Consumer influenced does not influenced by back page advertisements. Consumer influenced does influenced by innovative page advertisements. Newspaper ads inform me about the product/service that exist, but do not persuade me to buy them. Newspaper ads are associated with less trust than online ads on internet. It is not possible for me to recall most of the newspaper ads that i have seen this week. Online ads are more influencing than printed ads.

VI. CONCLUSIONS

As per above study we get to know that cashew day is still lacking behind in advertisement. As most of the respondent doesn't know about cashew day print advertisement in Bardoli city. Those respondents who have known about cashew day are mostly know through social media and reference. And those respondents who are aware about cashew day are overall satisfied. But Atlas cashew day need to recognize that to grow the market share in Bardoli, they need to create huge awareness about their products and that will done through mostly advertisements such as pamphlet banners hoardings and etc.

REFERENCE

- [1] Khatri, R. (2016). Impact Of Newspaper Advertisements On Consumer Purchase Behavior. *Integrated Journal Of Social Sciences*, 3(1), 1-8.
- [2] Olney, T. J., Holbrook, M. B., &Batra, R. (1991). Consumer Responses To Advertising: The Effects Of Ad Content, Emotions, And Attitude Toward The Ad On Viewing Time. *Journal Of Consumer Research*, 17(4), 440-453.
- [3] Chaudhry, A. A., Awan, F. B., &Hussain, S. S. Impact Of Print Advertising On Brand Image And Consumer Buying Behaviour.
- [4] Hampel, S., Heinrich, D., &Campbell, C. (2012). Is An Advertisement Worth The Paper It's Printed On?: The Impact Of Premium Print Advertising On Consumer Perceptions. *Journal Of Advertising Research*, 52(1), 118-127.
- [5] Bansal, M., &Gupta, S. (2014). Impact Of Newspaper Advertisement On Consumer Behavior. *Global Journal Of Finance And Management*, 6(7), 669-674.
- [6] Huml, J., Čerkasov, J., Margarisová, K., Kala, Š.,Vokáčová, L., &Kulhánek, P. (2015). Influence Of Printed Leaflets On Consumer Purchase Behavior. *ActaUniversitatisAgriculaeEtSilviculturaemendelianaebrunensis*, 63(6), 1905-1911.
- [7] Owusu, D., &Nyarku, K. M. (2014). Influence Of Print Advertising On The Decisions Of Tertiary Students To Purchase Telecom Products In The Cape Coast Metropolis: The Moderating Role Of Price And Service Quality Delivery. *International Journal Of Academic Research In Business And Social Sciences*, 4(10), 314.
- [8] Cabyova, L. (2017). The Influence Of Selected Factors On The Effectiveness Of Print Media Advertising.
- [9] Martin, B. A., Wentzel, D., &Tomczak, T. (2008). Effects Of Susceptibility To Normative Influence And Type Of Testimonial On Attitudes Toward Print Advertising. *Journal Of Advertising*, 37(1), 29-43.
- [10] Dehghani, M., Niaki, M. K., Ramezani, I., &Sali, R. (2016). Evaluating The Influence Of Youtube Advertising For Attraction Of Young Customers. *Computers In Human Behavior*, 59, 165-172.
- [11] Iqbal, R., &Batool, S. (2016). Impact Of Billboard Advertisement On Customer Buying Behavior: A Study On Islamia University Of Bahawalpur (IUB). *International Interdisciplinary Journal Of Scholarly Research*, 2(1), 9-15.
- [12] Ayanwale, A. B., Alimi, T., &Ayanbimipe, M. A. (2005). The Influence Of Advertising On Consumer Brand Preference. *Journal Of Social Sciences*, 10(1), 9-16.
- [13] Saleem, S., &Abideen, Z. (2011). Effective Advertising And Its Influence On Consumer Buying Behavior. *European Journal Of Business And Management*, 3(3), 55-67.
- [14] Mathew, J., Ogedebe, P. M., &Ogedebe, S. M. (2013). Influence Of Web Advertising On Consumer Behaviour In Maiduguri Metropolis, Nigeria. *Asian Journal Of Social Sciences &Humanities*, 2(2), 548-557.
- [15] Rai, N. (2013). Impact Of Advertising On Consumer Behaviour And Attitude With Reference To Consumer Durables. *International Journal Of Management Research And Business Strategy*, 2(2), 74-79.
- [16] Xu, D. J. (2006). The Influence Of Personalization In Affecting Consumer Attitudes Toward Mobile Advertising In China. *Journal Of Computer Information Systems*, 47(2), 9-19.
- [17] Vveinhardt, J., &Janulienė, I. (2006). Influence Of Advertising As A Means Of Information Transmission Towards Consumer: Theoretical Aspect. *Business: Theory And Practice*, 7(4), 222-231.
- [18] Bruce, N. I., &Foutz, N. Z. (2007). Dynamic Effectiveness Of Advertising And Word-Of-Mouth In The Sequential Distribution Of Short Lifecycle Products. Working Paper.
- [19] KS, H., &Kurup, S. K. (2014). Effectiveness Of Television Advertisement On Purchase Intention'. *International Journal Of Innovative Research In Science, Engineering And Technology*, 3(2).
- [20] Zhang, P. (2011). What Consumers Think, Feel, And Do Toward Digital Ads: A Multi-Phase Study.
- [21] Usman, M., Ilyas, S., Hussain, M. F., &Qureshi, T. M. (2010). General Attitude Towards Advertising: Cultural Influence In Pakistan. *International Journal Of Marketing Studies*, 2(2), 124.
- [22] Awan, A. G., Ismail, M., Majeed, F., &Ghazal, F. (2015). Effects Of Advertisement On Consumer's Buying Behaviour With References To Fmcgs In Southern Punjab-Pakistan. *Journal Of Marketing And Consumer Research*, 19, 22-30.
- [23] Arshad, H. M., Noor, M., Noor, N., Ahmad, W., &Javed, S. (2014). Impact Of Effective Advertising On Consumer Buying Behavior: A Study Of Mobile Phone Purchasers In Pakistan. *Journal Of Basic And Applied Scientific Research*, 4(3), 224-231.
- [24] Sunderaraj, R. IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN SIVAKASI.



10.22214/IJRASET



45.98



IMPACT FACTOR:
7.129



IMPACT FACTOR:
7.429



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24*7 Support on Whatsapp)