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Comparative Analysis of TV and Newspaper Advertisements: A Case Study of Mysuru City

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Abstract:

Newspaper and television are the most important means of communication in the world today. They are the main pillars of advertising industry. Their chief contribution as advertising media lies in their ability to promote a dynamic expanding economy, by encouraging the development of new products, thus boosting the income. Newspaper advertisements and television advertisements are playing a vital role in today's competitive, globalized and market driven world. This paper aims to make a comparative study of television advertisements and newspaper advertisements, by taking Mysuru city as a case study.

Today, we are all most exposed to media than to any other time in the past. Be it newspapers, radio, television, all are giving information and entertainment for us. There is one thing common we see in all these media and that is advertising. Today, advertising has a prominent place in media and acts as its life blood. It has almost become a part and parcel of our life and an important factor of business.

Advertising as one of the means of mass communication has made mass selling possible. Perhaps it is the best known communication channel today. Marketers and firms engaged in selling their products and services are fully aware of the importance of advertising. As a means of forceful communication, advertising promotes the sale of goods, services images and ideas through information and persuasion.

Every day we see large number of commercial messages in our daily lives. Newspapers and magazines are full of advertisements. radio and television are not far behind in this direction. Not only has the quantity of advertisements has increased, even their quality has improved considerably over the years. Media have contributed a lot to the development of advertising as an industry.

Newspaper and television are the most important means of communication in the world today. They are the main pillars of advertising industry. Their chief contribution as advertising media lies in their ability to promote a dynamic expanding economy, by encouraging the development of new products, thus boosting the income. Newspaper advertisements and television advertisements are playing a vital role in today's competitive, globalized and market driven world.

This paper aims to make a comparative study of television advertisements and newspaper advertisements, by taking Mysuru city as a case study. A sample of 150 respondents were randomly chosen from five different locations within Mysuru city i.e., Saraswathipuram, Kuvempunagar, Kuderemaala, K.G. Koppal, Bannimantap. Apart from the personal details of the respondents, a set of 15 questions were provided with choices. The data obtained by administrating the questionnaire were tabulated and analyzed by percentage analysis. The following are the findings made after a detailed study.

- a) Among the 150 respondents selected for the study, majority of them spend more time in viewing the television than reading a newspaper.
- b) 78.00 percent of the respondents observed television advertisements. Whereas, 37.33 percent of the respondents observed newspaper advertisements.
- c) 82.67 percent of the respondents considered television to be the best source of advertisement. Whereas, 17.33 percent of the respondents considered newspaper to be the best source of advertisement.
- d) 79.33 percent of the respondents considered television advertisements to be more entertaining. 13.33 percent of the respondents considered newspaper advertisements to be more entertaining.
- e) 66.67 percent of the respondents considered television advertisements to be more informative. 25.33 percent of the respondents considered newspaper advertisements to be more informative.

- f) 56.67 percent of the respondents considered television advertisements to be more educative. 37.33 percent of the respondents considered newspaper advertisements to be more educative.
- g) 66.00 percent of the respondents considered television advertisements to be more persuasive. 24.67 percent of the respondents considered newspaper advertisements to be more persuasive.
- h) 58.00 percent of the respondents considered television advertisements to be more credible. 30.67 percent of the respondents considered newspaper advertisements to be more credible.
- i) 74.00 percent of the respondents considered television advertisements to be more creative. 21.33 percent of the respondents considered newspaper advertisements to be more creative.
- j) 64.00 percent of the respondents considered television advertisements to be more understandable. 28.67 percent of the respondents considered newspaper advertisements to be more understandable.
- k) 69.33 percent of the respondents considered television advertisements to be more memorable. 20.67 percent of the respondents considered newspaper advertisements to be more memorable.
- l) 79.33 percent of the respondents feel that celebrities do influence their buying behavior. 16.00 percent of the respondents feel that celebrities don't influence their buying behavior.
- m) 87.33 percent of the respondents observed more number of celebrities in television advertisements. 8.00 percent of the respondents observed more number of celebrities in newspaper advertisements.

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