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Print Media Advertising Targeted for Senior Citizens

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Abstract:
The aim of the advertisement is to communicate business information to the present and prospective customers and drive them towards a specific product by showing its effectiveness and importance. Advertising messages are given about products, services and ideas to potential buyers, who are known as the audience.
Processing of message conveyed by an advertisement is critical for successful advertising communication to the audience. The advertisements which are designed to target general audience may not necessarily appeal to senior citizen and therefore analysis of factors that makes the advertising successful for required target audience is very important. This paper attempts to find out the attributes of print advertisement that appeal to senior citizen and it attempts to find difference in perception of male and female senior citizen.

Keywords: Advertising, age, Layout, Target Audience

1. Introduction

Effective Advertisements are designed to make the target audience aware of the product and encourage them to purchase the advertised product. The message is conveyed to the target audience through various advertising media that appeal to the target audience. Some traditional media of advertising are television, radio, print, Print media such as local and national newspaper, magazines have become the primary focus of many organization's advertising efforts (Brassington and Pettitt). We focus on a specific target audience; the generation of older consumers or senior citizens. Marketing and advertising campaigns currently are focused on young consumers because the elderly segment is stereotyped as a segment of low net-worth individuals dependent on their children's income (Bivins et al, 1984; Allan, 1981). But the number and purchasing power of senior citizens in society is becoming significant day by day. Currently senior citizens are the target audience only for products like medicines, insurance cover, banking services, etc. It is expected to become the wealthiest group of consumers in India making the elderly in India an increasingly important segment of the population in the coming years. A lot of effort is needed to identify the media and methods with appeal to that senior citizen; So that, it conveys a message that offers the right buying persuasion and appeals to emotional needs of senior citizen. Another unexplored area is difference in opinion of male and female senior citizen; since in certain key aspects of behaviour, men and women behaviour patterns are poles apart. This is due to fundamental differences in how members of each gender perceive themselves. This paper aims to identify the attributes of print advertisement that appeal to senior citizen and it further attempts to find difference in perception of male and female senior citizen towards a particular advertising strategy. The paper is organized as follows section II provides the background, section III details the data collection and research methodology, section IV discusses the salient points in analysis

2. Background

Senior citizens these days have access to the Internet and read print media. Researchers define the elderly market as people of 55 years or more who are consumers of products and services specifically aimed for senior citizens (Kim et al 2003). Currently, there is also only very little reliable data material on advertising design appropriate to older consumers , there have only been few attempts to create advertising aimed primarily at older people. Further previous research mainly focuses on TV advertising where quickly moving images and the fact that several senses are involved at the same time can also often be difficult for older people. Generally older people require more time to absorb and process information (Hupp, 2000; Moschis, G.P. (1992)). There have been little efforts to find the media preferred by older people. It is expected that senior citizen will clearly prefer media that allows for information to be absorbed according to individual needs and at the slow pacemaking it clearer and more easily understandable. The present situation demonstrates that print media advertising for older generations has not been researched sufficiently and thus it requires further research efforts.

3. Materials and Methods

The primary data had been collected with the help of questionnaires designed to identify the attributes of print advertisement that appeal to senior citizen. For the data collection a total 100 questionnaires were sent to senior citizen older than 60 years. Questionnaire had five advertisements and based on these ads opinion of respondents was sought. We designed our questionnaire; some of the selected people were very helpful and they filled the questionnaire properly answering all the questions. While for the remaining people extensively efforts were made to make them understand the purpose of the research and assure them that the information so provided will be used only for academic research. Information was finally gathered through questionnaire was reviewed. Not all the distributed questionnaires were returned to us and out of total received questionnaire some were discarded due to incomplete information. Only 48 filled in questionnaires were processed for data analysis from senior citizen. In case of the senior citizens, residing in Lucknow, U.P., India, the majority of the senior citizens surveyed were males (72.5%) and females were (27.5%). We can see that 67.5% senior citizens belong to 60-69 age group. 87.5% of the respondents belong to Hindu religion, 7.5% of the respondents belong to Islam religion, and 5.0% of the respondents belong to Sikh religion. 92.5% respondents were married. Majority of the respondents were graduates and post graduates. Occupation of 62.5% respondents was business.

4. Results and Analysis

Data collection process resulted in generation of raw data. Data processing techniques are used to convert this raw data into a form suitable for data analysis. The analysis of data involves using statistical techniques to obtain answers to the research questions formulated during the research process. In this research work we have chosen to work with SPSS (Statistical Package for the Social Sciences) which is a versatile statistical package that allows many different types of analyses and it more than adequately serves our purposes. Coding of variables in quantitative research is critical for better interpretation of results. The questions and responses were coded and entered in the computer using Microsoft Excel 2010 software. Required analysis was done with the aid of Statistical Package for Social Sciences Version20. Same advertisement is shown to male and female senior citizens and in order to find out difference in perception of male and female respondents T test Analysis is performed.

4.1. Analysis: Gender Based Difference in Perception of Senior Citizens: AD-1.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Funny_AD1	Male	29	.28	.455	.084
	Female	11	.27	.467	.141
Emotional_AD1	Male	29	.07	.258	.048
	Female	11	.18	.405	.122
Creative_AD1	Male	29	.17	.384	.071
	Female	11	.09	.302	.091
irritating_AD1	Male	29	.14	.351	.065
	Female	11	.00	.000	.000
Sincere_AD1	Male	29	.10	.310	.058
	Female	11	.18	.405	.122
original_AD1	Male	29	.28	.455	.084
	Female	11	.18	.405	.122
Pleasant_AD1	Male	29	.28	.455	.084
	Female	11	.18	.405	.122
Unique_AD1	Male	29	.10	.310	.058
	Female	11	.09	.302	.091
Memorable_AD1	Male	29	.10	.310	.058
	Female	11	.09	.302	.091
Enticing_AD1	Male	29	.07	.258	.048
	Female	11	.09	.302	.091
Boring_AD1	Male	29	.00	.000[a]	.000
	Female	11	.00	.000[a]	.000
Appealing_AD1	Male	29	.31	.471	.087
	Female	11	.09	.302	.091
Believable_AD1	Male	29	.34	.484	.090
	Female	11	.36	.505	.152
Direct & Clear_AD1	Male	29	.14	.351	.065
	Female	11	.18	.405	.122
Deceiving_AD1	Male	29	.10	.310	.058
	Female	11	.18	.405	.122
Attractive_AD1	Male	29	.17	.384	.071
	Female	11	.36	.505	.152
Persuasive_AD1	Male	29	.14	.351	.065
	Female	11	.09	.302	.091
Offensive_AD1	Male	29	.03	.186	.034
	Female	11	.09	.302	.091

Table 1: Group Statistics

	Levene's Test for Equality of Variances		t-test for Equality of Means						
Independent Samples Test									
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Funny_AD1	.002	.969	.019	38	**.985**	.003	.162	-.325	.332
Emotional_AD1	4.235	.047	-1.050	38	**.300**	-.113	.107	-.330	.105
Creative_AD1	1.833	.184	.632	38	**.531**	.082	.129	-.180	.343
rritating_AD1	9.478	.004	2.117	28.000	**.043**	.138	.065	.004	.271
Sincere_AD1	1.615	.211	-.656	38	**.516**	-.078	.119	-.320	.164
original_AD1	1.726	.197	.601	38	**.552**	.094	.157	-.223	.411
Pleasant_AD1	1.726	.197	.601	38	**.552**	.094	.157	-.223	.411
Unique_AD1	.054	.818	.115	38	**.909**	.013	.109	-.208	.233
Memorable_AD1	.054	.818	.115	38	**.909**	.013	.109	-.208	.233
Enticing_AD1	.207	.652	-.229	38	**.820**	-.022	.096	-.216	.172
Appealing_AD1	13.936	.001	1.432	38	**.160**	.219	.153	-.091	.530
			1.740	28.382	**.093**	.219	.126	-.039	.478
Believable_AD1	.044	.834	-.109	38	**.914**	-.019	.173	-.370	.332
Direct & Clear_AD1	.437	.512	-.339	38	**.737**	-.044	.130	-.306	.218
Deceiving_AD1	1.615	.211	-.656	38	**.516**	-.078	.119	-.320	.164
Attractive_AD1	4.854	.034	-1.288	38	**.206**	-.191	.149	-.492	.109
Persuasive_AD1	.660	.422	.392	38	**.697**	.047	.120	-.196	.290
Offensive_AD1	2.042	.161	-.717	38	**.477**	-.056	.079	-.216	.103
			-.580	12.989	**.572**	-.056	.097	-.266	.154

Table 2: Independent Samples Test

From the above table :2 we can see that all the values are greater than 0.05 which indicate that there is no significant difference between the perceptions of male senior citizens and female senior citizens regarding the 18 attributes of Ad-1. Hence, statistically, it can be said that, between male senior citizens and female senior citizens there is no difference while describing the AD-1.

4.2. Analysis: Gender Based Difference in Perception of Senior Citizens: AD-2.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Funny_AD2	Male	29	.03	.186	.034
	Female	11	.09	.302	.091
Emotional_AD2	Male	29	.55	.506	.094
	Female	11	.64	.505	.152
Creative_AD2	Male	29	.17	.384	.071
	Female	11	.00	.000	.000
rritating_AD2	Male	29	.07	.258	.048
	Female	11	.18	.405	.122
Sincere_AD2	Male	29	.31	.471	.087
	Female	11	.36	.505	.152
original_AD2	Male	29	.28	.455	.084
	Female	11	.27	.467	.141
Pleasant_AD2	Male	29	.31	.471	.087
	Female	11	.27	.467	.141
Unique_AD2	Male	29	.21	.412	.077
	Female	11	.18	.405	.122
Memorable_AD2	Male	29	.17	.384	.071
	Female	11	.36	.505	.152
Enticing_AD2	Male	29	.07	.258	.048
	Female	11	.09	.302	.091
Boring_AD2	Male	29	.07	.258	.048
	Female	11	.18	.405	.122
Appealing_AD2	Male	29	.31	.471	.087
	Female	11	.09	.302	.091
Believable_AD2	Male	29	.24	.435	.081
	Female	11	.18	.405	.122
Direct & Clear_AD2	Male	29	.17	.384	.071
	Female	11	.18	.405	.122
Deceiving_AD2	Male	29	.07	.258	.048
	Female	11	.09	.302	.091
Attractive_AD2	Male	29	.07	.258	.048
	Female	11	.00	.000	.000
Persuasive_AD2	Male	29	.14	.351	.065
	Female	11	.18	.405	.122
Offensive_AD2	Male	29	.00	.000	.000
	Female	11	.27	.467	.141

Table 3: Group Statistics

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Lower
Funny_AD2	2.042	.161	-.717	38	**.477**	-.056	.079	-.216	.103
			-.580	12.989	**.572**	-.056	.097	-.266	.154
Emotional_AD2	1.155	.289	-.473	38	**.639**	-.085	.179	-.447	.278
			-.473	18.147	**.642**	-.085	.179	-.460	.291
Creative_AD2	13.895	.001	1.475	38	**.148**	.172	.117	-.064	.409
rritating_AD2	4.235	.047	-1.050	38	**.300**	-.113	.107	-.330	.105
Sincere_AD2	.338	.564	-.314	38	**.756**	-.053	.170	-.397	.291
original_AD2	.002	.969	.019	38	**.985**	.003	.162	-.325	.332
Pleasant_AD2	.222	.640	.226	38	**.822**	.038	.166	-.299	.374
Unique_AD2	.124	.727	.173	38	**.864**	.025	.145	-.269	.319
Memorable_AD2	4.854	.034	-1.288	38	**.206**	-.191	.149	-.492	.109
Enticing_AD2	.207	.652	-.229	38	**.820**	-.022	.096	-.216	.172
Boring_AD2	4.235	.047	-1.050	38	**.300**	-.113	.107	-.330	.105
Appealing_AD2	13.936	.001	1.432	38	**.160**	.219	.153	-.091	.530
Believable_AD2	.687	.412	.393	38	**.696**	.060	.151	-.247	.366
Direct & Clear_AD2	.018	.893	-.068	38	**.946**	-.009	.138	-.289	.270
Deceiving_AD2	.207	.652	-.229	38	**.820**	-.022	.096	-.216	.172
Attractive_AD2	3.612	.065	.880	38	**.384**	.069	.078	-.090	.228
Persuasive_AD2	.437	.512	-.339	38	**.737**	-.044	.130	-.306	.218
Offensive_AD2	105.792	.000	-3.214	38	**.003**	-.273	.085	-.444	-.101

Table 4: Independent Samples Test

From the above table :4 we can see that all the 17 values are greater than 0.05 which indicate that there is no significant difference between the perceptions of male senior citizens and female senior citizens regarding the 17 attributes of Ad-2. Hence, statistically, it can be said that, between male senior citizens and female senior citizens there is no difference while describing the AD-2.But, in case of attribute 'Offensive', there is significant difference as the value is lesser than 0.05. So, it can be said that there is a difference of perception between male senior citizens and female senior citizens.

4.3. Analysis: Gender Based Difference in Perception of Senior Citizens: AD-3.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Funny_AD3	Male	29	.17	.384	.071
	Female	11	.00	.000	.000
Emotional_AD3	Male	29	.14	.351	.065
	Female	11	.27	.467	.141
Creative_AD3	Male	29	.21	.412	.077
	Female	11	.09	.302	.091
rritating_AD3	Male	29	.07	.258	.048
	Female	11	.18	.405	.122
Sincere_AD3	Male	29	.28	.455	.084
	Female	11	.09	.302	.091
original_AD3	Male	29	.24	.435	.081
	Female	11	.09	.302	.091
Pleasant_AD3	Male	29	.17	.384	.071
	Female	11	.27	.467	.141
Unique_AD3	Male	29	.10	.310	.058
	Female	11	.18	.405	.122
Memorable_AD3	Male	29	.21	.412	.077
	Female	11	.18	.405	.122
Enticing_AD3	Male	29	.17	.384	.071
	Female	11	.18	.405	.122
Boring_AD3	Male	29	.10	.310	.058
	Female	11	.00	.000	.000
Appealing_AD3	Male	29	.21	.412	.077
	Female	11	.36	.505	.152
Believable_AD3	Male	29	.21	.412	.077
	Female	11	.09	.302	.091
Direct & Clear_AD3	Male	29	.14	.351	.065
	Female	11	.18	.405	.122
Deceiving_AD3	Male	29	.07	.258	.048
	Female	11	.00	.000	.000
Attractive_AD3	Male	29	.17	.384	.071
	Female	11	.36	.505	.152
Persuasive_AD3	Male	29	.24	.435	.081
	Female	11	.27	.467	.141
Offensive_AD3	Male	29	.03	.186	.034
	Female	11	.18	.405	.122

Table 5: Group Statistics

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Funny_AD3	13.895	.001	1.475	38	**.148**	.172	.117	-.064	.409
Emotional_AD3	3.387	.074	-.989	38	**.329**	-.135	.136	-.411	.141
Creative_AD3	3.584	.066	.848	38	**.402**	.116	.137	-.161	.393
rritating_AD3	4.235	.047	-1.050	38	**.300**	-.113	.107	-.330	.105
Sincere_AD3	9.380	.004	1.244	38	**.221**	.185	.149	-.116	.486
original_AD3	6.030	.019	1.050	38	**.300**	.150	.143	-.140	.440
Pleasant_AD3	1.686	.202	-.695	38	**.491**	-.100	.144	-.393	.192
Unique_AD3	1.615	.211	-.656	38	**.516**	-.078	.119	-.320	.164
Memorable_AD3	.124	.727	.173	38	**.864**	.025	.145	-.269	.319
Enticing_AD3	.018	.893	-.068	38	**.946**	-.009	.138	-.289	.270
Boring_AD3	6.163	.018	1.098	38	**.279**	.103	.094	-.087	.294
Appealing_AD3	3.010	.091	-1.010	38	**.319**	-.157	.155	-.471	.158
Believable_AD3	3.584	.066	.848	38	**.402**	.116	.137	-.161	.393
Direct & Clear_AD3	.437	.512	-.339	38	**.737**	-.044	.130	-.306	.218
Deceiving_AD3	3.612	.065	.880	38	**.384**	.069	.078	-.090	.228
Attractive_AD3	4.854	.034	-1.288	38	**.206**	-.191	.149	-.492	.109
Persuasive_AD3	.150	.700	-.199	38	**.843**	-.031	.157	-.350	.287
Offensive_AD3	10.777	.002	-1.590	38	**.120**	-.147	.093	-.335	.040

Table 6: Independent Samples Test

From the above table 6 we can see that all the values are greater than 0.05 which indicate that there is no significant difference between the perceptions of male senior citizens and female senior citizens regarding the 18 attributes of Ad-3. Hence, statistically, it can be said that, between male senior citizens and female senior citizens there is no difference while describing the AD-3.

4.4. Analysis: Gender Based Difference in Perception of Senior Citizens: AD-4.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Funny_AD4	Male	29	.07	.258	.048
	Female	11	.09	.302	.091
Emotional_AD4	Male	29	.28	.455	.084
	Female	11	.27	.467	.141
Creative_AD4	Male	29	.28	.455	.084
	Female	11	.18	.405	.122
rritating_AD4	Male	29	.21	.412	.077
	Female	11	.09	.302	.091
Sincere_AD4	Male	29	.34	.484	.090
	Female	11	.36	.505	.152
original_AD4	Male	29	.24	.435	.081
	Female	11	.27	.467	.141
Pleasant_AD4	Male	29	.10	.310	.058
	Female	11	.36	.505	.152
Unique_AD4	Male	29	.24	.435	.081
	Female	11	.27	.467	.141
Memorable_AD4	Male	29	.14	.351	.065
	Female	11	.18	.405	.122
Enticing_AD4	Male	29	.17	.384	.071
	Female	11	.18	.405	.122
Boring_AD4	Male	29	.17	.384	.071
	Female	11	.00	.000	.000
Appealing_AD4	Male	29	.14	.351	.065
	Female	11	.09	.302	.091
Believable_AD4	Male	29	.03	.186	.034
	Female	11	.18	.405	.122
Direct & Clear_AD4	Male	29	.03	.186	.034
	Female	11	.36	.505	.152
Deceiving_AD4	Male	29	.14	.351	.065
	Female	11	.09	.302	.091
Attractive_AD4	Male	29	.00	.000	.000
	Female	11	.18	.405	.122
Persuasive_AD4	Male	29	.17	.384	.071
	Female	11	.00	.000	.000
Offensive_AD4	Male	29	.07	.258	.048
	Female	11	.00	.000	.000

Table 7: Group Statistics

		Levene's Test for Equality of Variances		t-test for Equality of Means						
Independent Samples Test										
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Funny_AD4		.207	.652	-.229	38	.820	-.022	.096	-.216	.172
Emotional_AD4		.002	.969	.019	38	.985	.003	.162	-.325	.332
Creative_AD4		1.726	.197	.601	38	.552	.094	.157	-.223	.411
rritating_AD4		3.584	.066	.848	38	.402	.116	.137	-.161	.393
Sincere_AD4		.044	.834	-.109	38	.914	-.019	.173	-.370	.332
original_AD4		.150	.700	-.199	38	.843	-.031	.157	-.350	.287
Pleasant_AD4		12.389	.001	-1.980	38	.055	-.260	.131	-.526	.006
Unique_AD4		.150	.700	-.199	38	.843	-.031	.157	-.350	.287
Memorable_AD4		.437	.512	-.339	38	.737	-.044	.130	-.306	.218
Enticing_AD4		.018	.893	-.068	38	.946	-.009	.138	-.289	.270
Boring_AD4		13.895	.001	2.415	28.000	**.023**	.172	.071	.026	.319
Appealing_AD4		.660	.422	.392	38	.697	.047	.120	-.196	.290
Believable_AD4		10.777	.002	-1.590	38	.120	-.147	.093	-.335	.040
Direct & Clear_AD4		46.359	.000	-3.058	38	**.004**	-.329	.108	-.547	-.111
Deceiving_AD4		.660	.422	.392	38	.697	.047	.120	-.196	.290
Attractive_AD4		40.482	.000	-2.474	38	.018	-.182	.073	-.331	-.033
Persuasive_AD4		13.895	.001	2.415	28.000	**.023**	.172	.071	.026	.319
Offensive_AD4		3.612	.065	.880	38	.384	.069	.078	-.090	.228

Table 8: Independent Samples Test

From the above table 8 we can see that all the 15 values are greater than 0.05 which indicate that there is no significant difference between the perceptions of male senior citizens and female senior citizens regarding the 15 attributes of Ad-4. Hence, statistically, it can be said that, between male senior citizens and female senior citizens there is no difference while describing the AD-4.But, in case of 3 attributes 'Boring, Direct & Clear & Persuasive', there is significant difference as the value is lesser than 0.05. So, it can be said that there is a difference of perception between male senior citizens and female senior citizens for the 3 attributes.

4.5. Analysis: Gender Based Difference in Perception of Senior Citizens: AD-5.

Group Statistics						
	Gender	N	Mean	Std. Deviation	Std. Error Mean	
Funny_AD5	Male	29	.14	.351	.065	
	Female	11	.18	.405	.122	
Emotional_AD5	Male	29	.03	.186	.034	
	Female	11	.00	.000	.000	
Creative_AD5	Male	29	.28	.455	.084	
	Female	11	.18	.405	.122	
rritating_AD5	Male	29	.14	.351	.065	
	Female	11	.27	.467	.141	
Sincere_AD5	Male	29	.07	.258	.048	
	Female	11	.09	.302	.091	
original_AD5	Male	29	.10	.310	.058	
	Female	11	.18	.405	.122	
Pleasant_AD5	Male	29	.10	.310	.058	
	Female	11	.09	.302	.091	
Unique_AD5	Male	29	.24	.435	.081	
	Female	11	.09	.302	.091	
Memorable_AD5	Male	29	.14	.351	.065	
	Female	11	.00	.000	.000	
Enticing_AD5	Male	29	.03	.186	.034	
	Female	11	.09	.302	.091	
Boring_AD5	Male	29	.03	.186	.034	
	Female	11	.36	.505	.152	
Appealing_AD5	Male	29	.21	.412	.077	
	Female	11	.09	.302	.091	
Believable_AD5	Male	29	.17	.384	.071	
	Female	11	.18	.405	.122	
Direct & Clear_AD5	Male	29	.14	.351	.065	
	Female	11	.00	.000	.000	
Deceiving_AD5	Male	29	.14	.351	.065	
	Female	11	.27	.467	.141	
Attractive_AD5	Male	29	.07	.258	.048	
	Female	11	.27	.467	.141	
Persuasive_AD5	Male	29	.03	.186	.034	
	Female	11	.18	.405	.122	
Offensive_AD5	Male	29	.10	.310	.058	
	Female	11	.00	.000	.000	
a. t cannot be computed because the standard deviations of both groups are 0.						

Table 9: Group Statistics

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
Independent Samples Test									
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Funny_AD5	.437	.512	-.339	38	.737	-.044	.130	-.306	.218
Emotional_AD5	1.605	.213	.611	38	.545	.034	.056	-.080	.149
Creative_AD5	1.726	.197	.601	38	.552	.094	.157	-.223	.411
rritating_AD5	3.387	.074	-.989	38	.329	-.135	.136	-.411	.141
Sincere_AD5	.207	.652	-.229	38	.820	-.022	.096	-.216	.172
original_AD5	1.615	.211	-.656	38	.516	-.078	.119	-.320	.164
Pleasant_AD5	.054	.818	.115	38	.909	.013	.109	-.208	.233
Unique_AD5	6.030	.019	1.050	38	.300	.150	.143	-.140	.440
Memorable_AD5	9.478	.004	2.117	28.000	**.043**	.138	.065	.004	.271
Enticing_AD5	2.042	.161	-.717	38	.477	-.056	.079	-.216	.103
Boring_AD5	46.359	.000	-3.058	38	**.004**	-.329	.108	-.547	-.111
Appealing_AD5	3.584	.066	.848	38	.402	.116	.137	-.161	.393
Believable_AD5	.018	.893	-.068	38	.946	-.009	.138	-.289	.270
Direct & Clear_AD5	9.478	.004	2.117	28.000	**.043**	.138	.065	.004	.271
Deceiving_AD5	3.387	.074	-.989	38	.329	-.135	.136	-.411	.141
Attractive_AD5	11.889	.001	-1.764	38	.086	-.204	.116	-.438	.030
Persuasive_AD5	10.777	.002	-1.590	38	.120	-.147	.093	-.335	.040
Offensive_AD5	6.163	.018	1.098	38	.279	.103	.094	-.087	.294

Table 10: Independent Samples Test

From the above table 10 we can see that all the 15 values are greater than 0.05 which indicate that there is no significant difference between the perceptions of male senior citizens and female senior citizens regarding the **15 attributes** of **Ad-5.** Hence,statistically, it can be said that, between male senior citizens and female senior citizens there is no difference while describing the **AD-5**.But, in case of 3 attributes 'Memorable, Boring & Direct & Clear', there is significant difference as the value is lesser than 0.05. So, it can be said that there is a difference of perception between male senior citizens and female senior citizens for the 3 attributes.

5. Conclusion

This paper explores the attributes in print advertisement that appeal to senior citizen. The primary objective of the study is to understand the effect of age on advertising appeal. Conclusions are drawn based on the analysis of data collected and previous research .One of the Key research issue analysed in print advertising to senior citizen is the identification of the kind of layout that can be used successfully for senior citizen.

Based on the data analysis of senior citizen questionnaire following are main findings, which are based on the perceptions of respondents.

1. Majority of the respondents do not prefer to read magazines but, they read newspapers. Thus on the basis of this we may conclude that preferred advertising media for senior citizen is newspaper.

2. Important attributes that appeal to senior citizen are identified these attributes are

Funny, Emotional, Creative, Irritating, Sincere, Original, Pleasant, Unique, Memorable, Enticing, Boring, Appealing, Believable, Direct, Deceiving, Attractive, Persuasive, Offensive.

3. Based on the result analysed in the previous section, statistically, it can be said that, between male senior citizens and female senior citizens there is no significant difference while describing the major attributes of layout. But, in case of attribute 'Offensive', Memorable, Persuasive Boring & Directthere is significant difference as the value is lesser than 0.05. So, it can be said that there is a difference of perception between male senior citizens and female senior citizens.

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