

A Study on the Impact of Newspaper Advertisement on Consumer Behavior

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Abstract

A study on the impact of newspaper advertisement on consumer behavior is important for several reasons. Firstly, it helps in understanding consumer behavior by examining how newspaper advertisements influence consumer knowledge, perceptions, and decision-making processes. Secondly, it evaluates the effectiveness of newspaper advertising in capturing consumer attention and increasing awareness, especially in comparison to digital platforms. The study provides insights for advertisers and marketers to optimize their advertising strategies and design compelling ads that effectively convey messages. Additionally, it assists in assessing the return on investment for newspaper advertising, allowing businesses to make informed decisions about marketing budgets. Moreover, understanding the impact of newspaper advertisements on consumer awareness helps in evaluating competitive dynamics and gaining a competitive edge in the market. Overall, this study is crucial for businesses and marketers to comprehend the role of newspaper advertising in shaping consumer behavior and to make informed decisions in the evolving media landscape.

Keywords: Consumer behavior, content analysis, impact of newspaper advertisement, Advertisement influence, digital platforms

INTRODUCTION

One of the world's oldest forms of mass communication is the newspaper, a printed media. Newspaper publications are based on frequency such as daily, weekly, and fortnightly. There are often monthly or quarterly releases for newspaper bulletins as well. There may be several releases each day. The newspaper includes news items on a range of subjects, including politics, sports, entertainment, business, education, culture, and more, that come from all around the world. The newspaper also includes editorial and opinion pieces, horoscopes every day, political cartoons, weather forecasts, crossword puzzles, and more.

The first newspapers were distributed in the 17th century. Timelines for the launch of newspaper publication vary per nation. The first actual newspaper was published in England in 1665. In 1690, the "Publick Occurrences Both Foreign and Domestick" newspaper, the first in the United States, appeared. Similarly, for Britain, it all begins in 1702, and in Canada, in 1752, the first newspaper called the Halifax Gazette began to be published. Due to the removal of the stamp fee on newspapers, they were widely available and inexpensive towards the end of the 19th century. But at the beginning of the 20th century, computer technology began to replace the old way of working with printing.

Newspapers are a very powerful medium for spreading information among people. We must be

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Received Date: July 01, 2023

Accepted Date: July 25, 2023

Published Date: August 16, 2023

Citation: Nisha Yadav, Akshay Arora. A Study on the Impact of Newspaper Advertisement on Consumer Behavior. Journal of Law of Torts and Consumer Protection Law. 2023; 6(2): 7-27p.

alert of what is going on around us, thus information is crucial. Awareness of what is happening around us also helps us in better planning and decision-making. Newspapers publish government and other official announcements. The newspaper also publishes government and private sector employment information such as job vacancies and various types of competitive information. Newspapers publish weather forecasts, business news, and all information related to politics, economics, the international world, sports, and entertainment. Newspapers are an ideal source of growing current affairs. Today's society's majority of homes start their mornings by reading the newspaper.

A considerable amount of data is accessible on the Internet in the current age of digitization. Most of the news channels and newspaper publishers have launched their own website and mobile app to cope with the digitization trend. Information spreads instantly through social networks and websites. In this current scenario where information is almost available on the internet in real time, newspapers in their original form seem to be facing a threat to existence. The daily and the weekly, however, continue to be significant in our digital age.

Newspapers are still considered as an authentic source of any information. For young people and schoolchildren to express themselves and show off their talent, most publications also include a particular section. Several quiz articles, essays, short stories, and pictures are published which make the newspaper articles interesting for the students of the school. It also aids in forming the habit of newspaper reading at a young age.

WHAT IS NEWSPAPER ADVERTISING?

Advertising in print or online publications/news simply means that you are marketing your company. One of the earliest and most popular methods of promoting different brands, goods, and services is newspaper advertising.

Newspaper advertising is still a very effective way for businesses to market their brands. People still enjoy reading newspapers in this digital age. According to Stack Zolnikov's analysis from January 15, 2020, 34% of people still believe paper advertisements.

Although newspaper advertising can appear like a straightforward procedure, it is not. As a businessperson, you must understand the many kinds of newspaper ads and how to use them to meet your goals.

Advantages of Newspaper Advertising

Newspaper advertising has a lot of benefits. Here are some benefits of newspaper advertising that are worth mentioning.

Wider and Extended Reach

- The typical consumer of digital advertisements spends nearly 8 seconds on a single ad. In all honesty, you have very little time to leave a lasting impact on your target audience. However, businesses have a better chance of connecting with their target market when they advertise in newspapers. Because most newspaper readers view reading newspapers as a leisure activity, people spend more time with them. Most importantly, approximately more than 50 percent of adults in India read newspapers every month, and that is a huge audience.

Focused Targeting

- Business can more effectively target their audiences through newspaper advertising. For instance, you can get your advertisement printed in a neighborhood newspaper if you want to target a particular neighborhood or city. You can even run an ad for a certain neighborhood. To reach a large audience, you can switch to major newspapers.

Highly Engaging

- Readers are more interested in obtaining trustworthy information from newspapers because of their reputation for credibility. This will inevitably enhance user engagement and improve the likelihood that people will see your advertisement.
- *The element of trust.* Social media and other digital advertising may be the newest craze, but print advertisements still have greater customer trust—34%—than search engine ads.

Action Oriented

- Newspaper ads are a call to action for many consumers. For example, 30 percent of users went online to do more research after reading an ad in a newspaper.

First Users

- Early adopters are very important to start any new business. These early adopters generally have high spending power, and nearly 75 percent of adults with incomes of \$100,000 or more read a newspaper every week, according to research. This means it is easier to target a “wealthy audience”.

Disadvantages of Newspaper Advertising

Low Image Quality

- Newspaper printing companies generally use medium or low quality paper. This means that the image quality of your ads can easily be compromised. We cannot ignore the fact that quality images (for example in magazines) always attract more attention.

Shortened Lifespan

How frequently do you read newspapers that are “old”? Nobody reads “3 day old” newspapers, therefore if you cannot advertise frequently, your newspaper ad has a limited shelf-life.

OBJECTIVE

The objective of this study is to examine the impact of newspaper advertisement on consumer behavior by investigating the extent to which newspaper advertising influences consumer attitudes, perceptions, purchase intentions, and actual purchasing decisions. The study aims to provide insights into the effectiveness of newspaper advertising as a marketing tool and its role in shaping consumer behavior in the context of rapidly evolving modern methods of advertisements.

1. To examine the effect of newspaper advertisements on consumer behavior.
2. Analyze the role that newspaper ads play in shaping customer perception.

LITERATURE REVIEW

1. The purpose of this research was to understand whether consumers give attention to newspaper advertising and to check impacts of different advertising media and effects of newspaper advertising attributes on consumer purchase intent [1]. 98 respondents, the majority of whom were young people, were chosen at random from the population to serve as the study’s sample.
2. According to the research, advertisers’ primary purpose is to affect consumers’ decisions and decision-making processes in order to forward their advertising and marketing objectives [2]. As a result, in order to reach the targeted consumers, advertisers must use a variety of channels based on consumer behavior and preferences. The consideration of digital platforms is still lagging due to the fact that advertisers employ a variety of media to reach their targeted consumers, including magazines, TV, newspapers, and the internet.
3. The effect of informative content on customer behavior is the main topic of the current study. Indicators of its impact can be observed in the advertising campaigns for newspapers [3].
4. Consumer buying decisions on the basis of gender, radio advertisements’ influence on buying decisions based on gender, radio advertisements’ perceptions of influence on buying decisions on the basis of age, and radio advertisements’ influence on buying decisions on the basis of age [4].

5. The results of this study offer important information for marketers and advertising of companies in Fiji who all too frequently believe that simply running an advertisement in the media will magically convince customers to buy their goods [5]. In stark contrast to this, the research findings show how important it is for consumers to perceive advertising as having an impact on their decision to buy or not to buy.
6. The research establishes the trustworthiness of online advertising through recollection and explores the interaction between internet advertising and consumers [6]. It also assesses the efficiency of internet advertising on reach and awareness generation.
7. According to the study's findings, only the newspaper has an effect on each of the five stages of customer behavior [7]. Magazines and newspapers are the most successful mediums for influencing consumers' purchase and post-buy decisions, with TV and the Internet coming in second and third, respectively, as the best medium for raising consumer knowledge, interest, and conviction.
8. In this study, advertisement, media, advertising, and consumer behaviors and psychological perspective of advertising and consumer behaviors were studied [8]. It is studied that consumer gave more consideration when television publicizing medium and television promoting medium are more emotional for the acquisition of restorative results of common use. It has been discovered that advertisement is enticing, yet not sufficiently high so consumers can go straightforwardly and request the promoted sedate.
9. The goal of the survey is to determine consumer knowledge, satisfaction, and recommendations for online advertising [9]. According to the report, the majority of respondents use online advertising for promotion. For discounts, designs, and other offers, the majority of responders use web advertising. The majority of responders concur that the web advertisement is credible. The majority of respondents are influenced by online advertisements to visit specific websites and make purchases. Because of the deals and discounts offered in the advertisement, the majority of respondents make their purchases online.
10. According to the study, advertising substantially impacts sales [10]. Additionally, research demonstrates that Facebook advertising generates higher sales than newspaper advertising. The results of this study indicate that using computer-based technology and internet mediums will improve the future of advertising.
11. This study targets the impacts of informational contents on consumer behavior [11]. Its impact could be accessed from the actual fact that advertisement with an increase of informational content material were identified to impact more clients than people having less informational content material. The effect of informational content material and its possibility of being well liked by a customer were even more for a few good like consumer electronics and durable products. It was discovered to be significantly less for products like clothing, where people were also influenced by their emotional appeal. It was discovered that the amount of information in adverts was independent of their size. Advertising for technological devices was found to be more factual than that for clothes, which was mostly transformational. Commercials of diverse products employed distinct ways of influencing their consumers, and such information was a good idea in obtaining their effects on the clients—not solely for newspaper ads, but for all other kinds of advertisements as well.
12. It is important to comprehend a consumer's purchasing behavior [12]. Advertising in particular is a technique that could affect a consumer's purchasing decisions. In this study, the author sought to understand how consumer behavior affected them. Various studies also reveal that different media of advertisement had effects on the buying behavior of customers of different products.
13. The objective behind doing this study was to find out influences of media advertisements on the Gen Y consumer's decisions taken while their purchasing process [13]. The prime concern of the given study was to help marketer in order to understand the effective reach to gene Y consumers in the privatization and globalization era. This paper examined the relationship between dependent variables 'the Influence of media advertisements in the purchasing decisions of generation Y customers' and the independent variables of 'media advertisement types, product-

quality, customer perception, and personal characteristics'. As a result of the findings, the following conclusions are established in the given study that media advertisements particularly T.V. was very significant while social media, print media, word-of-mouth, and show-room display were positively inclined in the frequency analysis.

14. The purpose of this paper is to explore the connections between customer purchasing behavior and print service advertising, broadcast advertising, and social media advertising [14]. The research was conducted in the context of the Malaysian food and beverage business, focusing on the function of advertising media in boosting customer purchase behavior. The results of this study showed a favorable and significant relationship between customer purchasing behavior and print service advertising, broadcast advertising, and social media advertising. Additionally, it was discovered that the best predictor of customer purchasing behavior was social media advertising. The research's findings help food and beverage entrepreneurs choose the best advertising strategy to grab consumers' attention and subsequently boost their market share.
15. The study provided an explanation of customer preferences for various types of news [15]. These studies, however, compared how much consumers preferred television media over newspapers. Every contemporary civilization now uses newspapers. This is among the most crucial consumer goods in our daily lives. Like any consumer goods, the newspaper sector needs to make some unique marketing efforts. The study on respondent efficacy following advertisement creation produced a profound insight into the market conditions, which is quite valuable for the channels as they continue to focus on this area.
16. The purpose of this study is to determine consumer knowledge of internet advertising, the degree to which consumers have opinions about it, and the factors that influence those opinions [16]. According to the report, the majority of respondents use online advertising for promotion. For discounts, designs, and other offers, the majority of responders use web advertising. The majority of respondents concur that the online advertisement is reliable.
17. This study aims to ascertain the impact of different forms of advertising on Himachal Pradesh consumers' purchasing decisions [17]. The entire Kangra district in Himachal Pradesh was used as the sample for the sampling, evaluation, and measurement of the effects of advertising on consumer purchasing behavior. With the aid of persuasive market advertising, this study assists strategists and marketers in locating new clients.
18. This study uses responses from 200 respondents who used telecommunication services from Rawalpindi, Islamabad, and Lahore (cities in Pakistan) to examine the relationship between independent variables such as environmental response and emotional response with attitudinal and behavioral aspects of consumer buying behavior [18]. The study's main findings show a generally normal correlation between the factors, but a more thorough analysis revealed that the variable that has a substantial association with customer purchase behavior is the emotional response of consumers.
19. The purpose of this study is to examine how various forms of advertising affect consumers' brand awareness as well as how that influence relates to the respondents' sociodemographic profile [19]. The outcomes demonstrated that television had the greatest influence on brand recognition. Internet and billboards come next, with newspapers and radio having the least impact. Results indicate that there are reasons to evaluate the effects of television, radio, newspapers, billboards, and the Internet to consumer awareness of the brand in a different way depending on the gender, age, education, and income of respondents. The writers' recommendations are based on the findings from the thesis, which further highlights its contribution.
20. The study sought to determine the extent of the occurrence of clutter-related effects across advertising media, as well as the extent to which these effects are clutter-related [20]. The findings indicate that the perception of advertising clutter is highest in television and direct mail, while the highest level of advertising-related communication problems was observed in television and magazines.

RESEARCH METHODOLOGY

Objectives

1. This study's goal is to provide insight into the impact of the study how newspaper advertisements affect customer behavior
2. To evaluate the importance of newspaper advertisements in developing consumer perception

Type of Study

Primary research was undertaken whilst taking into consideration the associated limitations.

Questionnaire Design

In order to better understand the impact of research how customer behavior is impacted by newspaper advertisements. About 15 close ended questions were asked from the respondents.

Sampling Technique

The data will be collected using convenience sampling technique

Sample Size

170

Data Collection

Data will be collected from the generation ranging from 18 to 45 years who read newspaper and gets impacted by the advertisement. The data is collected from Delhi region using the survey method (questionnaire).

DATA ANALYSIS

Data Interpretation

From Table 1, and Figure 1 we get to know that out of 170 sample space, 131 people are below the age of 18–25, 23 people are between the age of 26–35, 13 people are between the age of 36–45 and 3 people are above the age of 46 & above.

Table 1. Number of responses from different age groups.

Age	Number of responses
18–25	131
26–35	23
36–45	13
46 and above	3

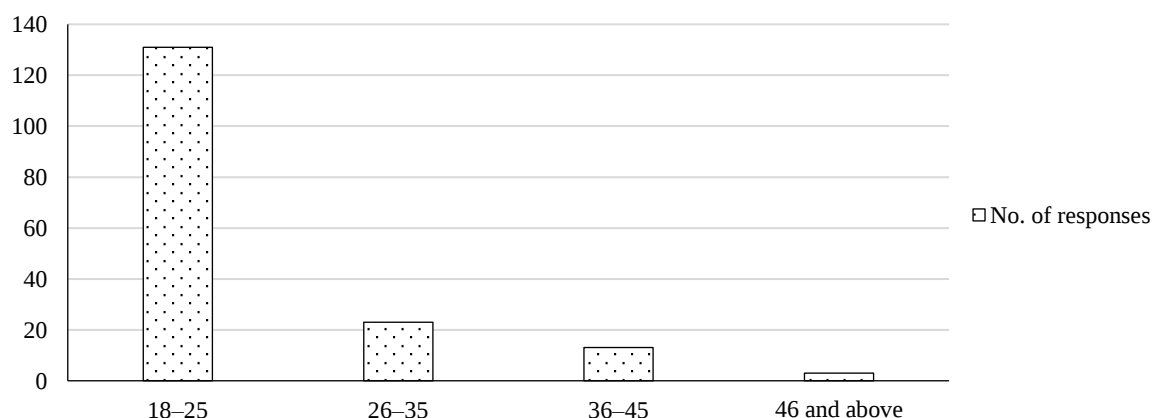


Figure 1. Chart showing responses from different age groups.

Gender

Data Interpretation

From the observation of Table 2, and Figure 2 we get to know the out of 170 sample space, 108 people are male, and 62 people are female.

Table 2. Respondents from different genders.

Male	108
Female	62

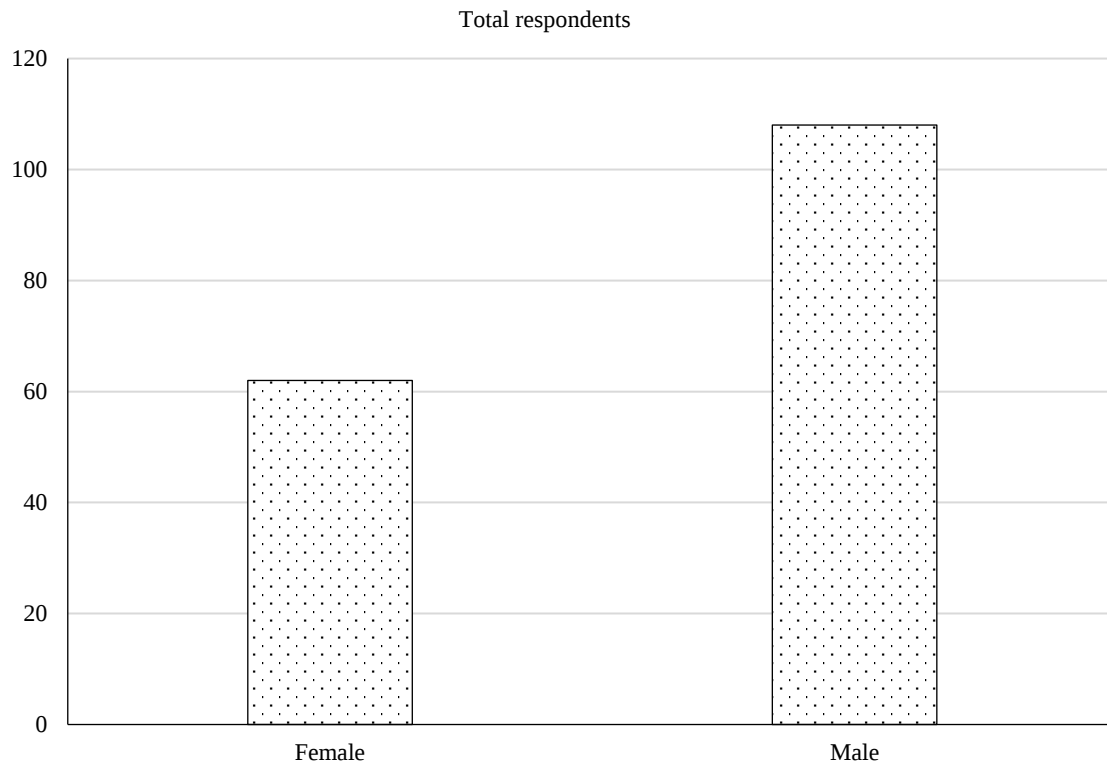


Figure 2. Total respondents from different genders.

Which Newspaper do you Read?

Data Interpretation

From the observation of Table 3 and Figure 3 we get to know the out of 170 sample space, 55 people read Hindustan times, 41 people read economics times, 29 people read Indian express, 14 people read Dainikbhaskar, 1 read the Hindu, 1 people read Amarujala, 1 people read none and 1 people read (-).

Table 3. Which newspaper do you read?

Hindustan Times	55
Economics Times	41
Indian Express	29
Dainik Bhaskar	14
Times of India	27
Amar Ujala	1
The Hindu	1
-	1
None	1

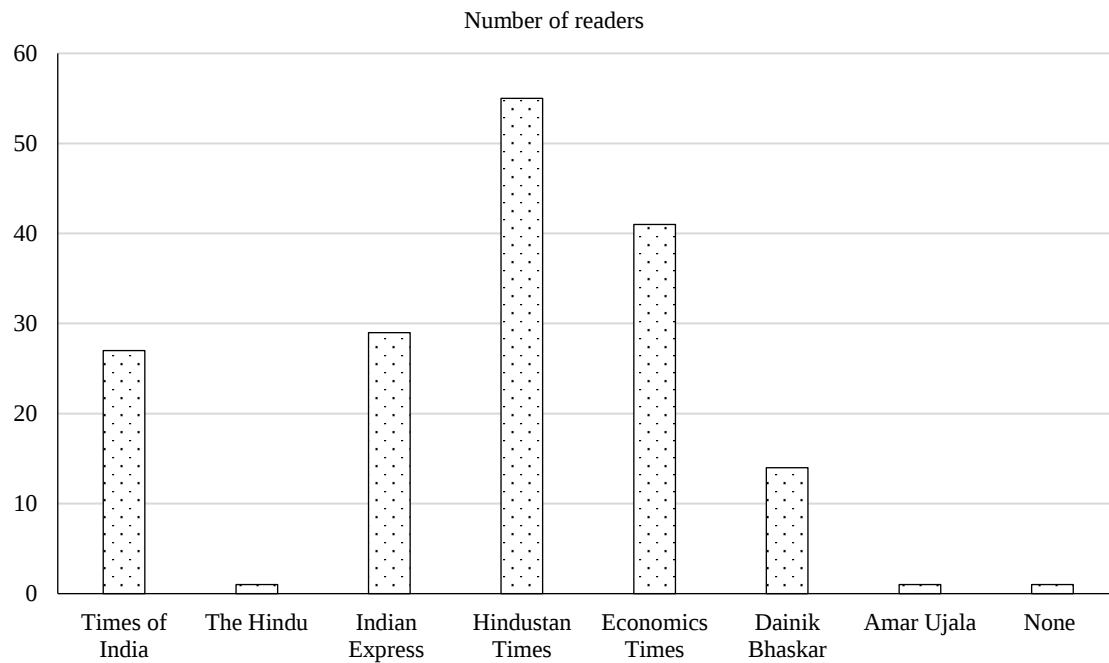


Figure 3. Chart showing number of readers.

Do you think Newspaper Advertisements are Important?

Data Interpretation

From the observation of Table 4, Figure 4 we get to know the out of 170 sample space, 159 people think that newspaper ads are important, and 11 people think that newspaper advertisements are not important.

Table 4. Do you think newspaper advertisements are important?

Yes	159
No	11

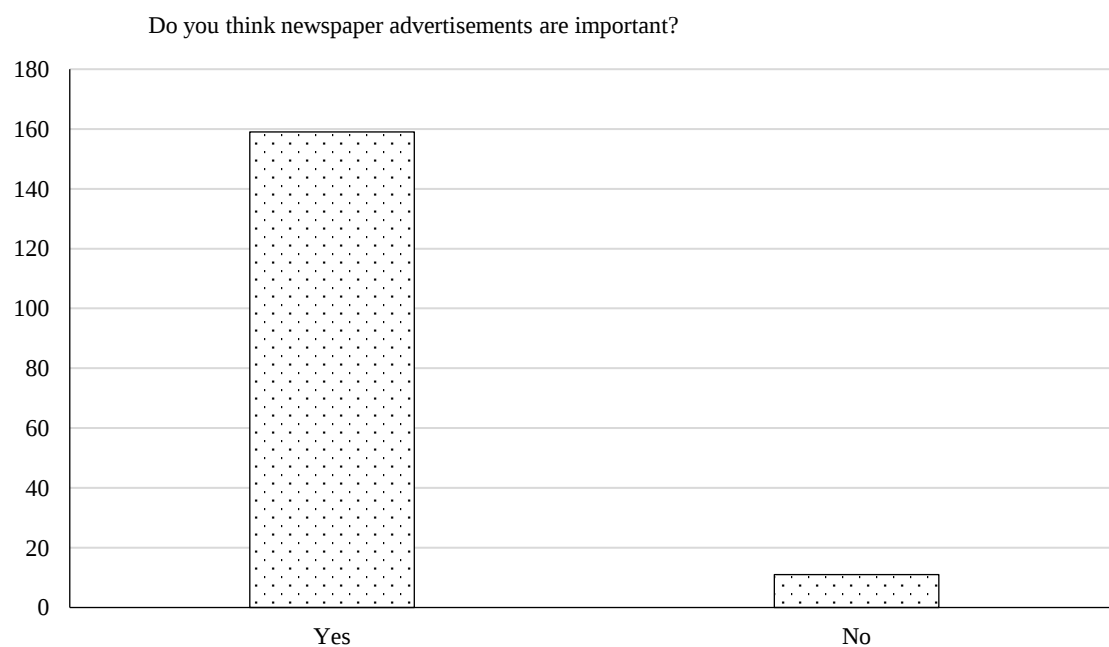


Figure 4. Respondents who think newspaper advertisements are important.

Have You Ever Purchased Anything after Viewing a Newspaper Advertisement?

Data Interpretation

From the observation of Table 5 and Figure 5 we get to know that out of 170 sample space, 136 people are saying “yes” and 34 people are saying “no”.

Table 5. Have you ever purchased anything after viewing a newspaper advertisement?

Yes	136
No	34

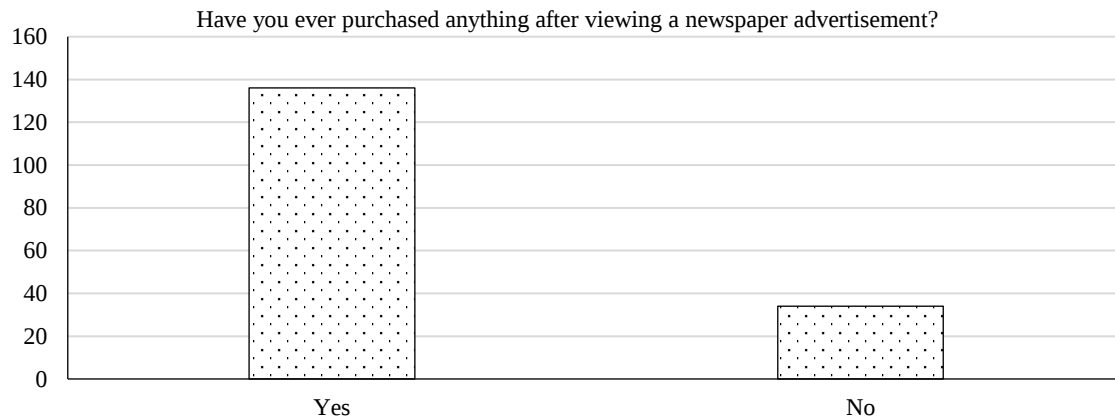


Figure 5. Respondents of ever purchasing anything after viewing a newspaper advertisement.

Newspaper Advertisement is Important to Create New Product Awareness

Data Interpretation

From the observation of Table 6, Figure 6 we get to know that out of 170 sample space, 61 people are strongly agree, 60 people are just agree, 25 people are neutral with this statement, 15 people are disagree with this statement, and 15 people are strongly disagree with this statement.

Table 6. Newspaper advertisement is important to create new product awareness.

Strongly agree	61
Agree	60
Neutral	25
Disagree	15
Strongly disagree	9

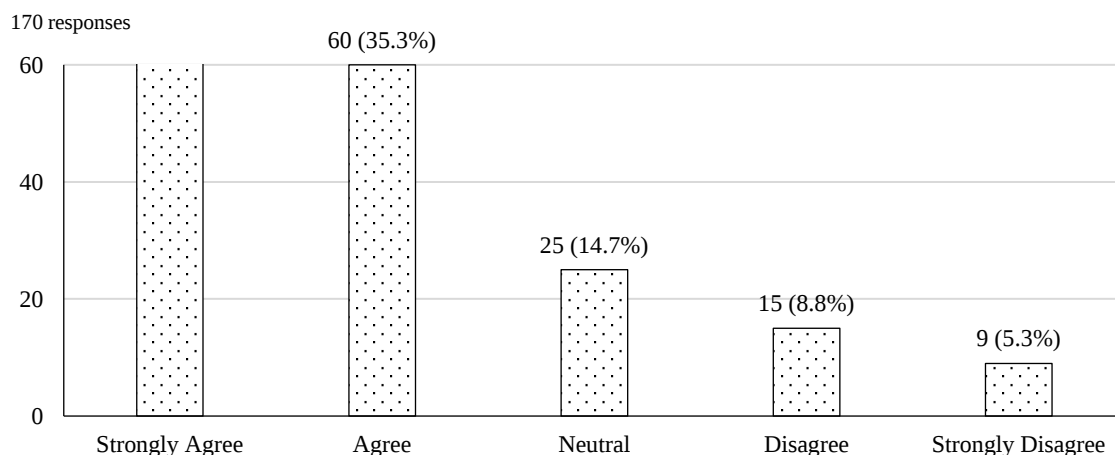


Figure 6. Newspaper advertisement is important to create new product awareness.

I Give Due Attention to the Newspaper Advertisements in the Given Product Category

Data Interpretation

From the observation of Table 7 and Figure 7 we get to know that out of 170 sample space, 40 people are strongly agree, 60 people are just agree, 42 people are neutral with this statement, 16 people are disagree with this statement, and 12 people are strongly disagree with this statement.

Table 7. I give due attention to the newspaper advertisements in the given product category.

Strongly agree	40
Agree	60
Neutral	42
Disagree	16
Strongly disagree	12

170 responses

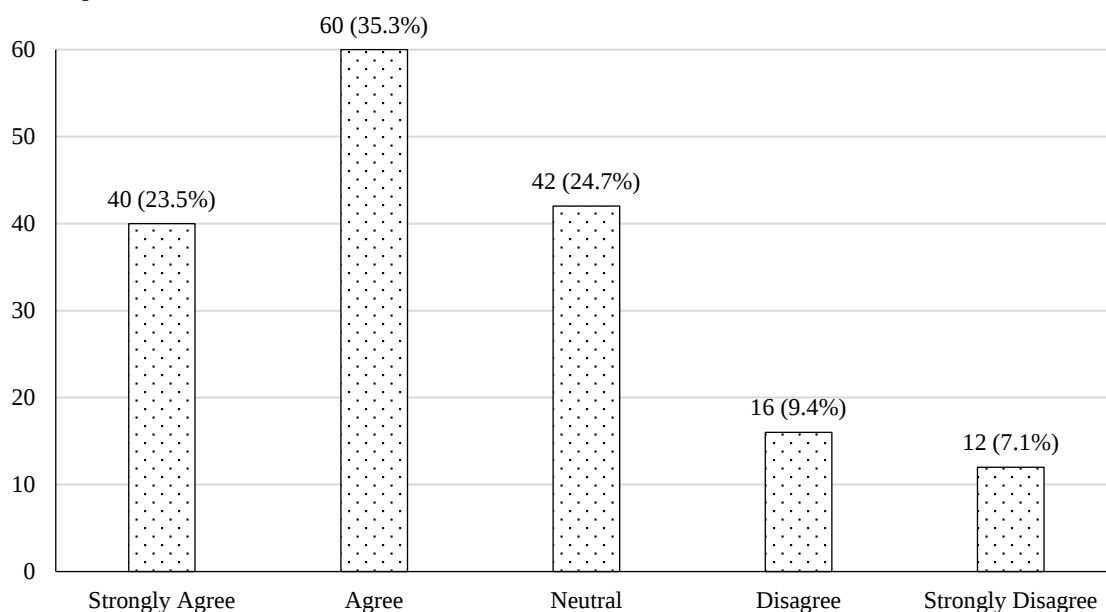


Figure 7. I give due attention to the newspaper advertisements in the given product category.

I Regularly Watch, Read or/and Listen to the Advertisement to Make Myself Updated about the Products/Brands

Data Interpretation

From the observation of Table 8, and Figure 8 we get to know that out of 170 sample space, 39 people are strongly agree, 49 people are just agree, 35 people are neutral with this statement, 34 people are disagree with this statement, and 13 people are strongly disagree with this statement.

Table 8. I regularly watch, read or/and listen to the advertisement to make myself updated about the products/brands.

Strongly agree	39
Agree	49
Neutral	35
Disagree	34
Strongly disagree	13

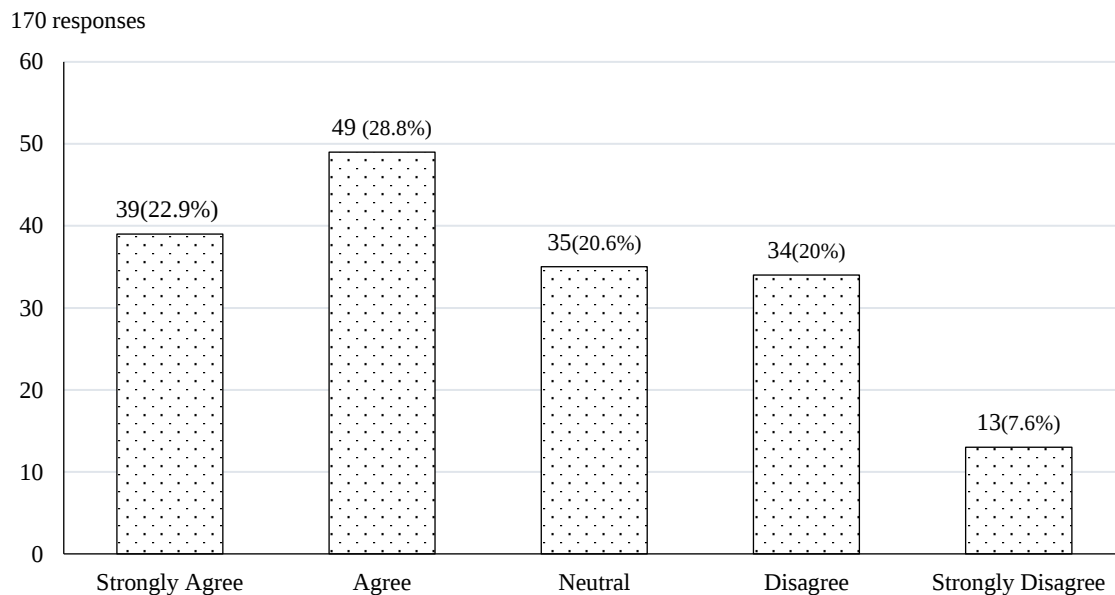


Figure 8. I regularly watch, read or/and listen to the advertisement to make myself updated about the products/brands.

Newspaper Advertisements are Informative and Provide Detailed Description about Products Data Interpretation

From the observation of Table 9 and Figure 9 we get to know that out of 170 sample space, 31 people are strongly agree, 52 people are just agree, 31 people are neutral with this statement, 37 people are disagree with this statement, and 19 people are strongly disagree with this statement.

Table 9. Newspaper advertisements are informative and provides detailed description about products.

Strongly agree	31
Agree	52
Neutral	31
Disagree	37
Strongly disagree	19

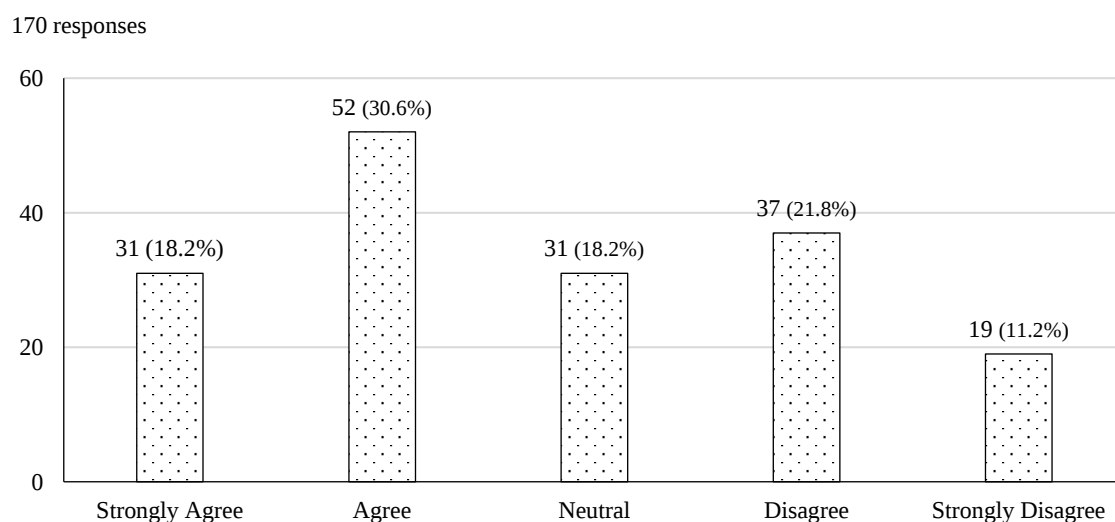


Figure 9. Newspaper advertisements are informative and provide detailed description about products.

Newspaper Advertisements are Necessary to Attract Customers

Data Interpretation

From the observation of Table 10 and Figure 10 we get to know that out of 170 sample space, 29 people are strongly agree, 43 people are just agree, 35 people are neutral with this statement, 35 people are disagree with this statement, and 28 people are strongly disagree with this statement.

Table 10. Newspaper advertisements are necessary to attract customers.

Strongly agree	29
Agree	43
Neutral	35
Disagree	35
Strongly disagree	28

170 responses

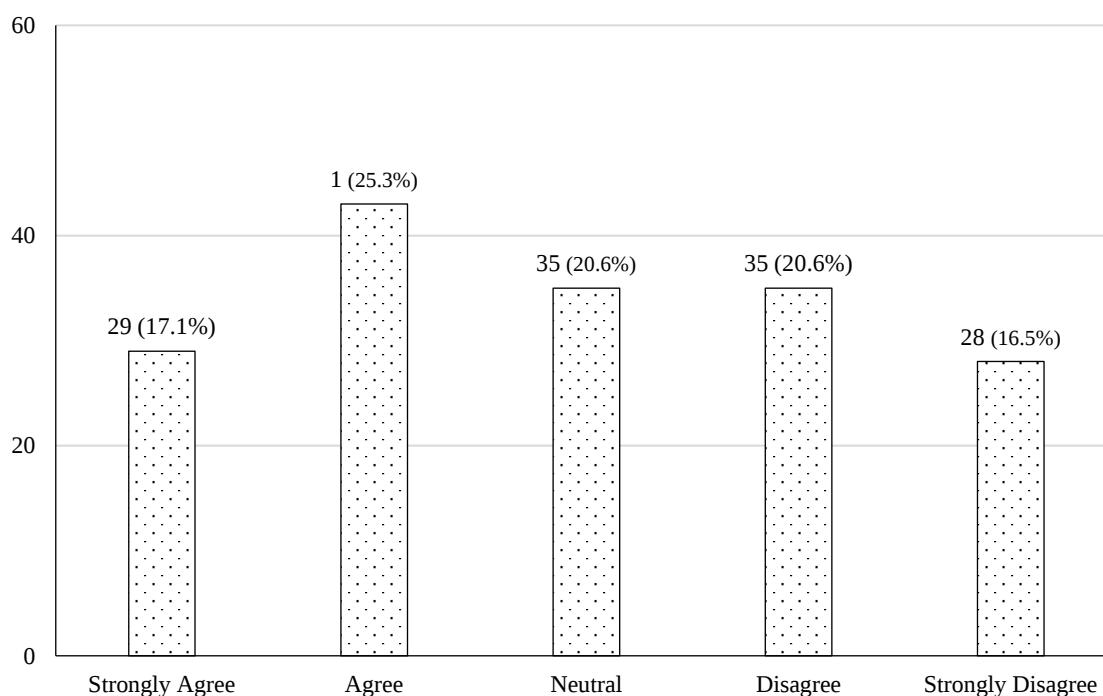


Figure 10. Newspaper advertisements are necessary to attract customers.

Newspaper Advertisement Influences Selection Process for a Particular Good/Service

Data Interpretation

From the observation of Table 11 and Figure 11 we get to know that out of 170 sample space, 38 people are strongly agree, 48 people are just agree, 42 people are neutral with this statement, 28 people are disagree with this statement, and 14 people are strongly disagree with this statement.

Table 11. Newspaper advertisement influences selection process for a particular good/service.

Strongly agree	38
Agree	48
Neutral	42
Disagree	28
Strongly disagree	14

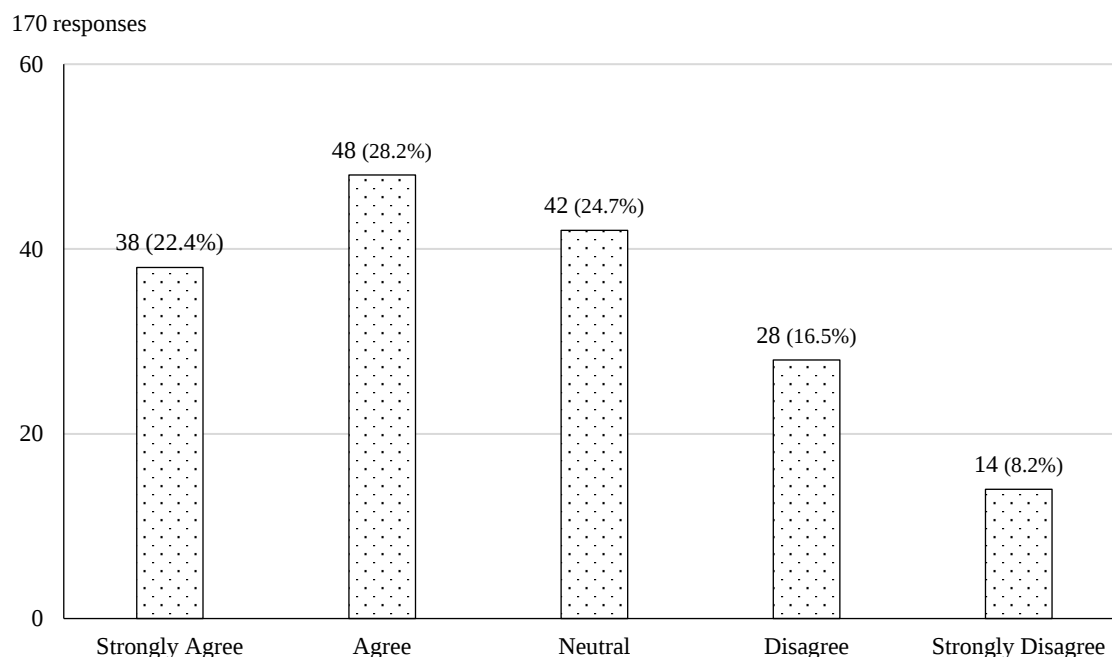


Figure 11. Newspaper advertisement influences selection process for a particular good/service.

Newspaper Advertisements have any Impact on Consumer Buying Decision

Data Interpretation

From the observation of Table 12 and Figure 12 we get to know that out of 170 sample space, 34 people are strongly agree, 47 people are just agree, 38 people are neutral with this statement, 36 people are disagree with this statement, and 15 people are strongly disagree with this statement.

Table 12. Newspaper advertisements have any impact on consumer buying decision.

Strongly agree	34
Agree	47
Neutral	38
Disagree	36
Strongly disagree	15

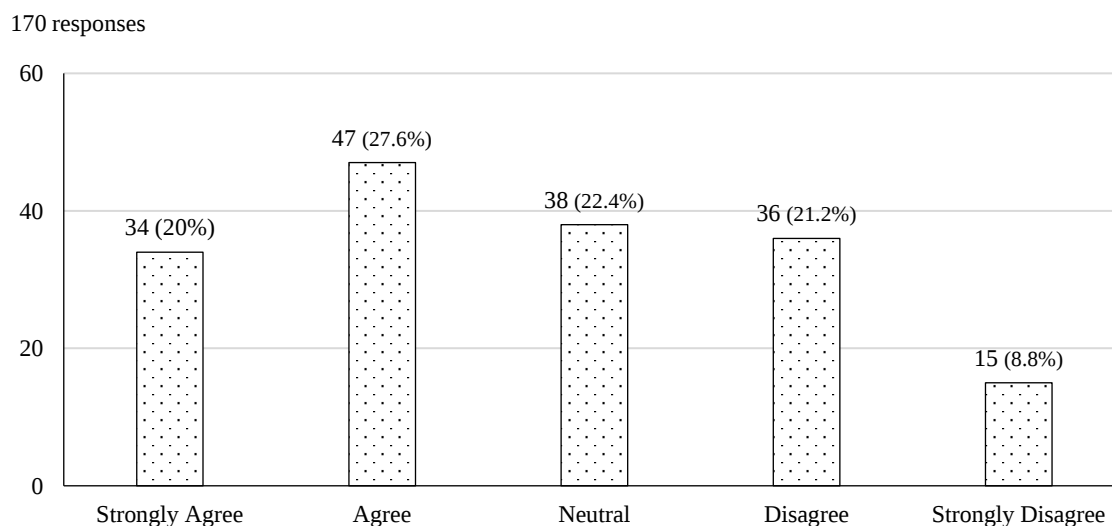


Figure 12. Newspaper advertisements have any impact on consumer buying decision.

Newspaper Advertisements Can Change My Perception Regarding the Products or Brands

Data Interpretation

From the observation of Table 13 and Figure 13 we get to know that out of 170 sample space, 26 people are strongly agree, 41 people are just agree, 42 people are neutral with this statement, 30 people are disagree with this statement, and 31 people are strongly disagree with this statement.

Table 13. Newspaper advertisements can change my perception regarding the products or brands.

Strongly agree	26
Agree	41
Neutral	42
Disagree	30
Strongly disagree	31

170 responses

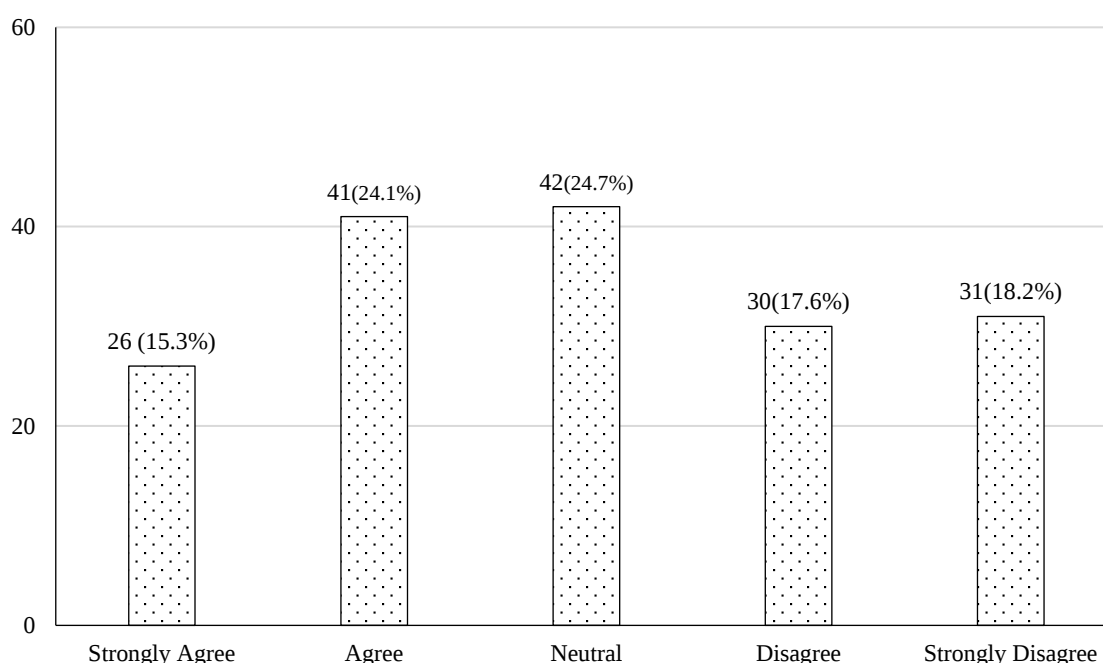


Figure 13. Newspaper advertisements can change my perception regarding the products or brands.

Newspaper Advertisements Make Influence in the Consumer Purchasing Behavior

Data Interpretation

From the observation of Table 14 and Figure 14 we get to know that out of 170 sample space, 33 people are strongly agree, 51 people are just agree, 39 people are neutral with this statement, 28 people are disagree with this statement, and 19 people are strongly disagree with this statement.

Table 14. Newspaper advertisements make influence in the consumer purchasing behavior.

Strongly agree	33
Agree	51
Neutral	39
Disagree	28
Strongly disagree	19

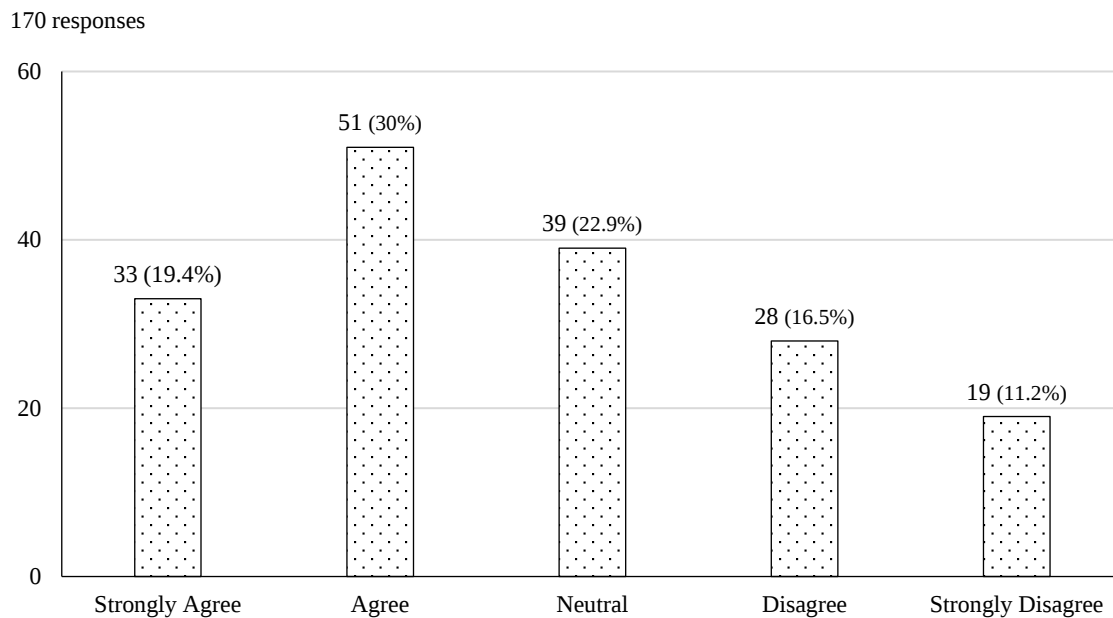


Figure 14. Newspaper advertisements make influence in the consumer purchasing behavior.

Consumer Awareness is Beneficial for Product Purchase Decision

Data Interpretation

From the observation of Table 15 and Figure 15, it becomes evident that out of the total sample size of 170 individuals, 42 people strongly agree with the given statement. 42 people are just agree, 33 people are neutral with this statement, 30 people are disagree with this statement, and 23 people are strongly disagree with this statement.

Table 15. Consumer awareness is beneficial for product purchase decision.

Strongly agree	42
Agree	42
Neutral	33
Disagree	30
Strongly disagree	23

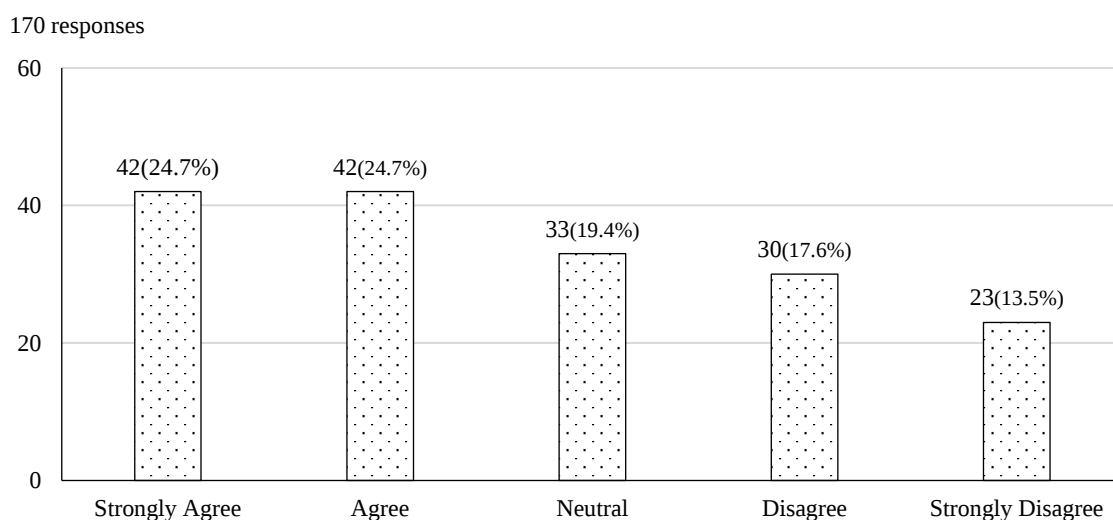


Figure 15. Consumer awareness is beneficial for product purchase decision.

Newspaper Advertisement a Good Source of Information for the Consumers to know about the Products?

Data Interpretation

From the observation of Table 16 and Figure 16, we get to know that out of 170 sample space, 47 people are strongly agree, 46 people are just agree, 29 people are neutral with this statement, 29 people are disagree with this statement, and 19 people are strongly disagree with this statement.

Table 16. Newspaper advertisement a good source of information for the consumers to know about the products?

Strongly agree	47
Agree	46
Neutral	29
Disagree	29
Strongly disagree	19

170 responses

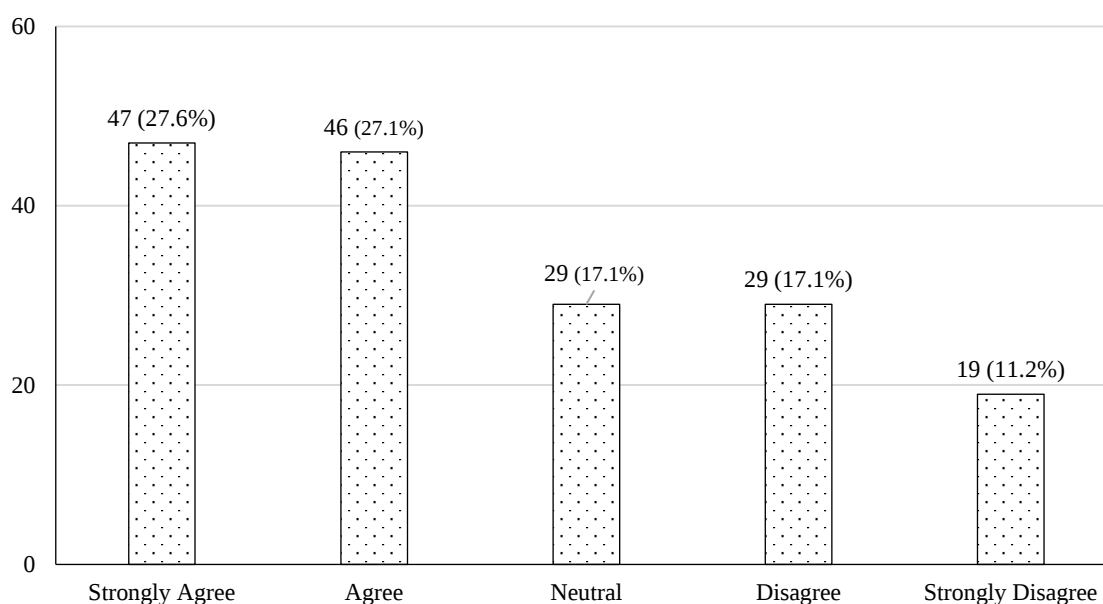


Figure 16. Newspaper advertisement a good source of information for the consumers to know about the products?

I prefer newspaper advertisement to know about a potential product?

Data Interpretation

From the observation of Table 17 and Figure 17, we get to know that, out of 170 sample space, 35 people are strongly agree, 52 people are just agree, 36 people are neutral with this statement, 29 people are disagree with this statement, and 18 people are strongly disagree with this statement.

Table 17. I prefer newspaper advertisement to know about a potential product.

Strongly agree	35
Agree	52
Neutral	36
Disagree	29
Strongly disagree	18

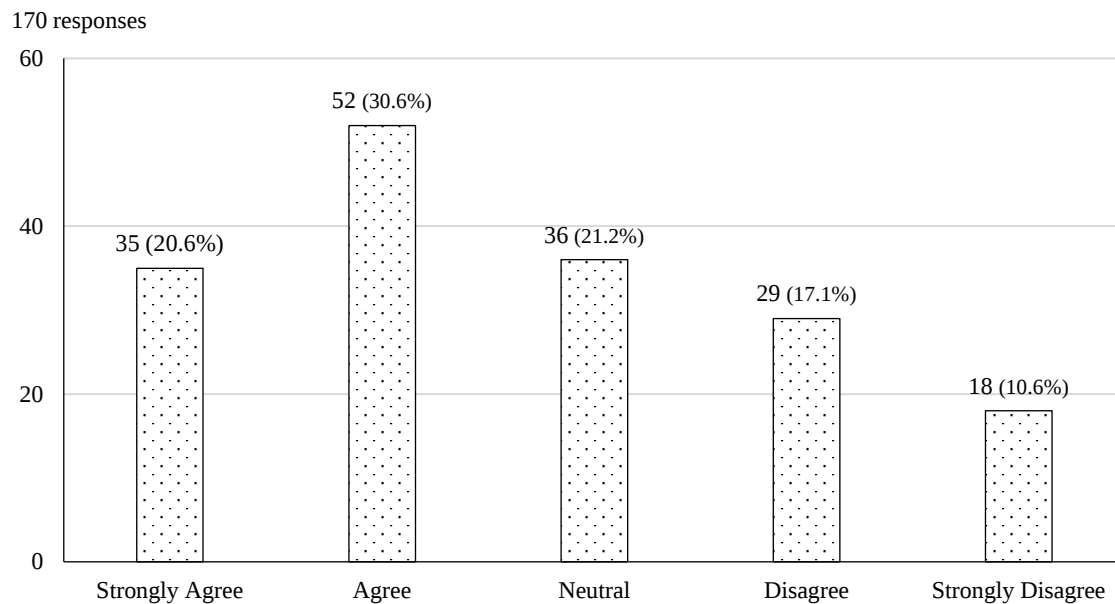


Figure 17. Respondents who agree and disagree to know about a potential product in the newspaper advertisement.

Awareness is the Stimulus for Purchase Decision

Data Interpretation

From the observation of Table 18 and Figure 18, we get to know that, out of 170 sample space, 40 people are strongly agree, 52 people are just agree, 38 people are neutral with this statement, 28 people are disagree with this statement, and 13 people are strongly disagree with this statement.

Table 18. Awareness is the stimulus for purchase decision.

Strongly agree	40
Agree	51
Neutral	38
Disagree	28
Strongly disagree	13

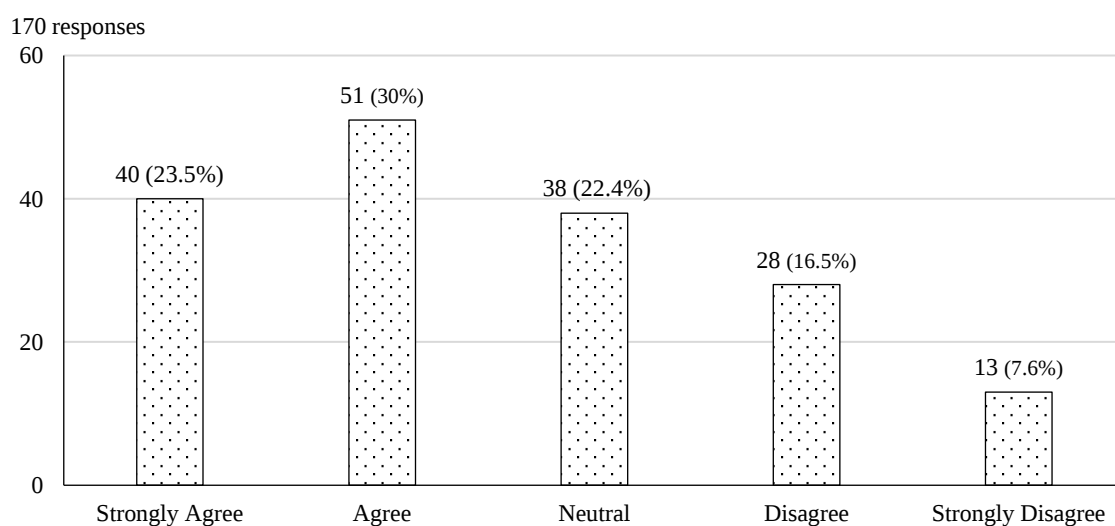


Figure 18. Awareness is the stimulus for purchase decision.

Trend Analysis Newspaper Market in India

As you can see in Figure 19 that:

From the year 2009 to year 2015, the newspaper circulation went up to 610 million (approx.)

From year 2016 to year 2018, the newspaper circulation went down by 190 million (approx.)

The circulation again went up by 90 million but after 2018, it again declined and reached to 386 million in 2020.

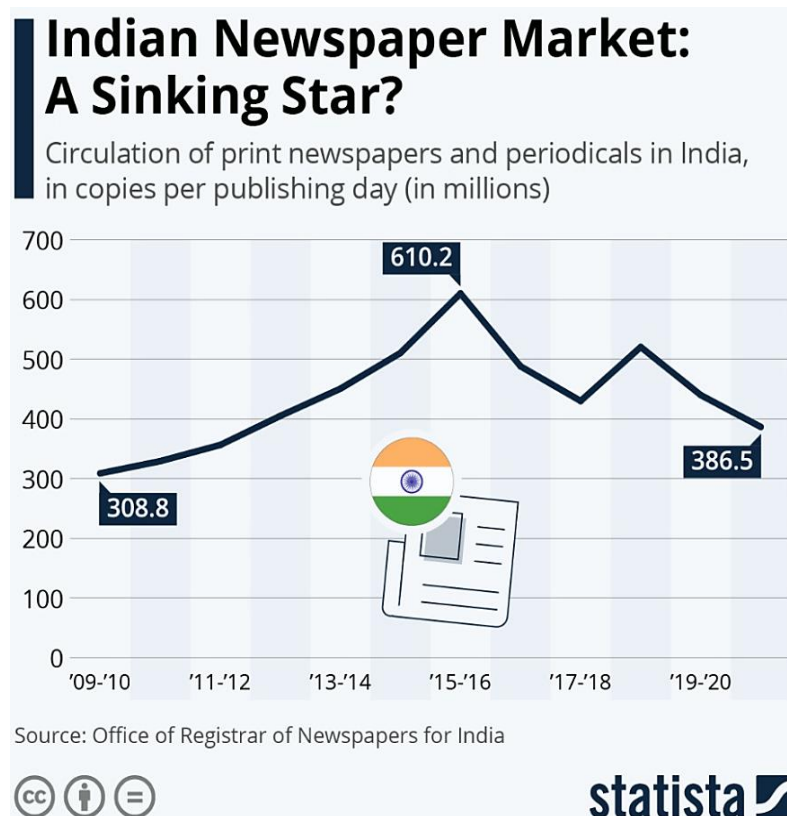


Figure 19. Analysis report of newspaper during past few years.

CONCLUSION

The purpose of this research was to understand whether consumers give attention to newspaper advertising and to check impacts of different advertising media and effects of newspaper advertising attributes on consumer purchase internet. According to the research, advertisers' primary purpose is to affect consumers' decisions and the way they make decisions based on marketing and advertising objectives. As a result, the goal of reaching the targeted customers requires advertisers to use a variety of channels based on the actions and preferences of the consumers. Its impact can be evaluated by looking at the number of consumers that advertisements with more informational content were found to influence over those with less informational content in terms of reach and awareness creation, as well as by establishing the dependability of internet advertising through recall and ascertaining the relationship between internet advertising and consumers. The only medium that affects all five stages of consumer behavior is the newspaper. Then followed by the biggest influence on brand recognition is television. Internet and billboards come next, with newspapers and radio having the least impact. Results indicate that there are reasons to evaluate the effects of television, radio, newspapers, billboards, and the Internet to consumer awareness of the brand in a different way depending on the gender, age, education, and income of respondents.

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ANNEXURE

1. Name: ____
(a) (b)
(c) (d)

-
2. Age
 - (a) 18–25
 - (b) 26–35
 - (c) 36–45
 - (d) 46 and above
 3. Gender
 - (a) Male
 - (b) Female
 4. Which newspaper do you read?
 - (a) Hindustan Times
 - (b) Economics Times
 - (c) Indian Express
 - (d) Dainik Bhaskar
 - (e) Times of India
 - (f) Other
 5. Do you think newspaper advertisements are important?
 - (a) Yes
 - (b) No
 6. Have you ever purchased anything after viewing a newspaper advertisement?
 - (a) Yes
 - (b) No
 7. Kindly rate the statement between 1 and 5?
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 8. Newspaper advertisement is important to create new product awareness?
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 9. I give due attention to the newspaper advertisements in the given product category:
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 10. I regularly watch, read or/and listen to the advertisement to make myself updated about the products/brands
 - (a) Strongly agree
 - (b) Agree
 - (b) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 11. Newspaper advertisements are informative and provide detail description about products
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 12. Newspaper advertisements are necessary to attract customers
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 13. Newspaper advertisement influences selection process for a particular good/service
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 14. Newspaper advertisements have any impact on consumer buying decision
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Strongly disagree
 - (c) Disagree
 15. Newspaper Advertisements can change my perception regarding the products or brands.
 - (a) Strongly agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly disagree
 16. Newspaper advertisement influence in the consumer purchasing behaviour.
 - (a) Strongly agree
-

- (b) Agree (c) Neutral
(d) Disagree (e) Strongly disagree
17. Consumer awareness is beneficial for product purchase decision.
(a) Strongly agree (b) Agree
(c) Neutral (d) Disagree
(e) Strongly disagree
18. Newspaper advertisement is a good source of information for the consumers to know about the products?
(a) Strongly agree (b) Agree
(c) Neutral (d) Disagree
(e) Strongly disagree
19. I prefer newspaper advertisement to know about a potential product
(a) Strongly agree (b) Agree
(c) Neutral (d) Disagree
(e) Strongly disagree
20. Awareness is the stimulus for purchase decision.
(a) Strongly agree (b) Agree
(c) Neutral (d) Disagree
(e) Strongly disagree