

# Efficacy of Newspaper Advertisements in Selecting Better College for Higher Education

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## ABSTRACT

Advertisements play a vital role in communicating messages to the consumers regarding all products and even generating awareness about the latest technology and trends. This is basically a marketing strategy through which the companies, various institutions, Universities try to influence people and make people convince that they are better than their competitors. Though in the present scenario there are various forms of advertisements but the most effective form of advertisement is the print media on which people relies on and has trust on it. Print media is used to create brand awareness, brand building, promotion of products and the best part of advertisement to change the mind set of people. This research paper is based on survey for effectiveness of newspaper print ads and also compared to some extent with other medium of advertisement.

**Keywords :** Brand Awareness, Advertisement, Efficacy, Higher Education

## INTRODUCTION

The advertisements in India are used widely to promote the products and to enhance the business to reap the benefit and to increase the sales. Everyone knows this is possible when the awareness of the products is generated at a large scale and widely polished to the audience that is the end users. Through publicity people come to know about the numerous products available, they are able to compare the products in terms of their quality, quantity and also ingredients to judge about the products. Advertisements are generally used to popularize a specific product or services; it is a method of creating awareness and a part of non-personal communication who tells about the organization, company and services.

According to Henry Ward Beecher, the need for advertising cannot be denied by any businessmen as this is the need of every businessman to make a reach to all consumers for their own benefits. It provides a platform to the businessmen to spread the news and can interact directly to the end users to increase and build their brand and can develop good relationship with the customers.

As per Steuart Henderson Britt, we need to spread message in the mass as whatever we do is not known to anyone. The need for the advertisement is a must as it fill the gap between the consumers and the business, this communication is advertisement.

The process of spreading news about products and services was started a long back, approximately in 1440. When German Goldsmith Johannes Gutenberg invented printing press and thereafter in the 19th and 20th century, the print means of communication has become popular to communicate the consumers through newspapers, magazines, pamphlets, posters, hoardings etc. And from then the process of advertising newly launched products, medicines, discoveries, are sent across the country. The political campaign has also started to popularize people and to send their messages at one time across the country and has become the easiest way of communication.

## OBJECTIVES OF THE STUDY

- To study the effectiveness of advertisements in newspapers

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- To study the impact of advertisements on selecting colleges for higher education
- To study the preference of language of advertisement that spreads message clearly.

**RESEARCH METHODOLOGY**

The primary survey was done in Udaipur city to explore the Efficacy of Newspaper Advertisements in selecting better college for higher education. A sample of 100 respondents was selected through purposive sampling

**DEMOGRAPHIC PROFILE OF RESPONDENTS**

**Table 1: Respondents Profile**

Gender	Respondents %
Male	72%
Female	28%
Total	100%
Stream of Education	Respondents %
Commerce	70%
Arts	10%
Science	20%
Total	100%
Status	Respondents %
Below graduation	30%
Post Graduation	4%
Graduation	10%
Professional	56%
Total	100%

**INFERENCE**

The above graph clearly shows that 72% respondents are Male and 28% respondents are Female.

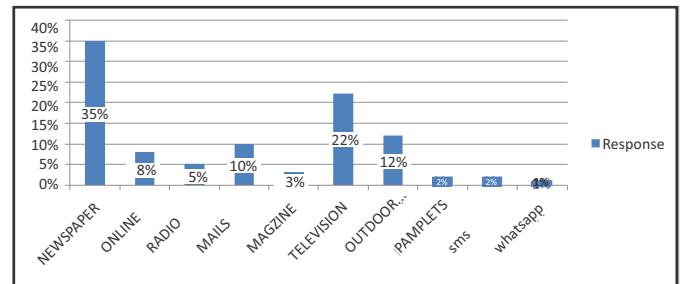
70% respondents are from Commerce stream of education, 20% respondents are from Science and 10% respondents are from Arts background. The current

educational status of the units under study which depicts that 56% respondents are studying in Professional course, 30% respondents are currently studying in school , 10% respondents are pursuing graduation and 4% respondents are in post graduate courses.

**NEWSPAPER ADVERTISEMENTS**

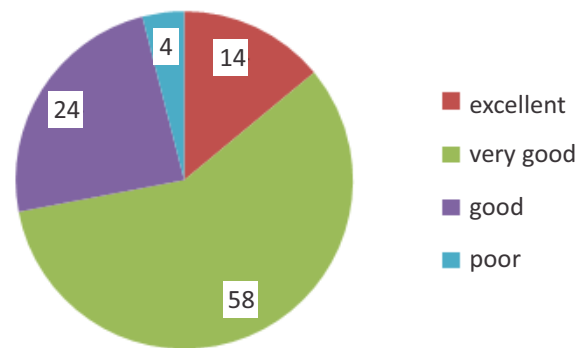
The response was taken for the most effective medium of advertisement and the results are shown in the below chart.

**Chart 1 : Effective Medium of Advertisement**



**Inference :** 35% respondents perceive that newspaper is the most effective medium of advertisement and it has lasting effect on the selection of the college for higher education. second most important and effective medium is television followed by information through mails and online advertisements

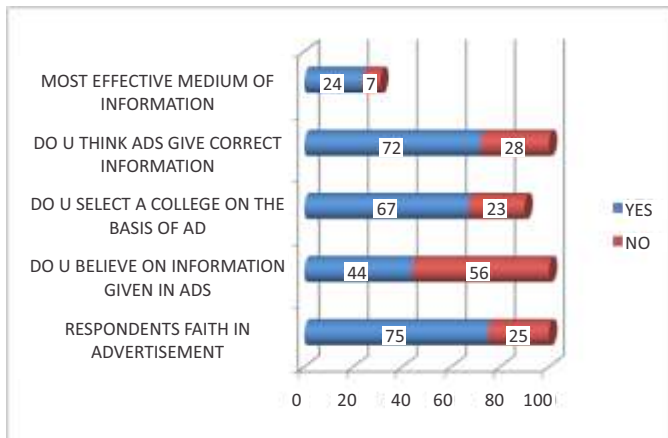
**Chart 2: Rating of Newspaper Advertisements**



Rating for newspaper advertisement for selection of college for higher education was conducted and the results show that

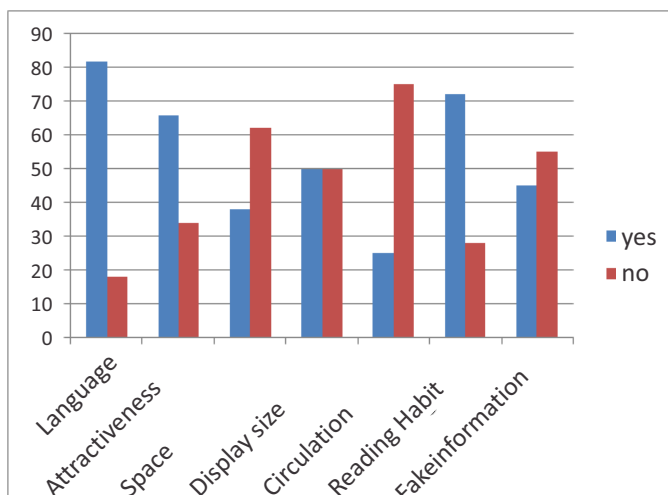
- 14 % consider it to be excellent
- 58% rated it as very good
- 24% said it is good and only 4 % rated it as poor.

**Chart 3: Effectiveness of Advertisements in Newspapers**



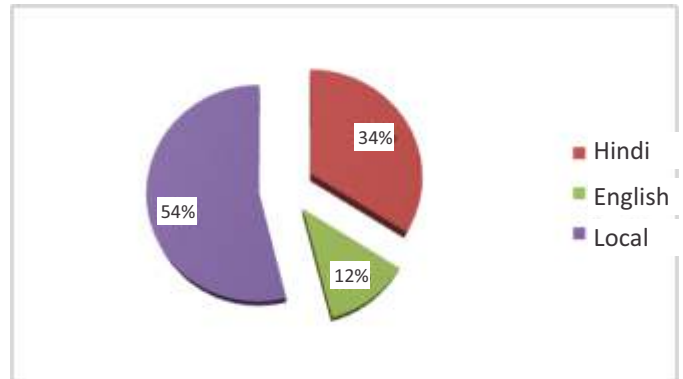
The responses for effectiveness of advertisements in newspapers is shown in the above graph which say that 72% respondents prefer it as the most informative advertisements and 67% agree that they select or will select the college on the basis of newspaper advertisements. Three fourth of the respondents have faith in the information given in newspaper advertisements and so we can say that it is a reliable source of information which helps students to select college for higher studies.

**Chart 4: Barriers in Newspaper Advertisement**



The most common barriers in newspaper advertisement is language, attractiveness, reading habit among people and display size of the advertisement.

**Chart 5: Preference of Language**



It was found that 54% respondents prefer local language while purchasing a newspaper.

**HYPOTHESIS TESTING**

**Hypothesis :** There is no impact of newspaper advertisements on selection of college for higher education

**Table 2: Impact of Advertisements**

Impact of advertisements on selecting colleges for higher education	Yes	No	Total
Satisfied	42	8	50
Dissatisfied	32	18	50
<b>Total</b>	<b>74</b>	<b>26</b>	<b>100</b>

Chi square test is applied to test the hypothesis. Calculated value of chi square at 1 degree of freedom and 95% level of significance is 0.1835 and tabular value is 3.84. Since the calculated value is less than tabular value we accept the hypothesis and conclude that there is no impact of newspaper advertisements on selection of college for higher education.

**FINDINGS AND CONCLUSION**

The research based on the study extracted the findings that –

- The print media impacts the minds of people in taking decision.

- People find the advertisements trustworthy.
- The advertisements are eye catching.
- The newspaper advertisement provides complete information about the products and services.
- Newspaper advertisements are more reliable than the advertisements printed in other sources.

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