



## Perception on advertising media: The case of newspaper advertising

Mohammad Toufiqur Rahman

Assistant Professor, Department of Business Administration, International Islamic University Chittagong, Bangladesh

### Abstract

Advertising is an effective way to let the customers know about a product or service and Newspaper is considered to be the most authentic and easy source of advertising. This study has been conducted to identify the perceptions regarding newspaper advertising. The data have been collected through a self-structured questionnaire ( $\alpha = .695$ ) from 82 respondents that have been randomly chosen from most of the areas of Chattogram city, Bangladesh from the month of January to February, 2019. From the correlation analysis, it has been found that age ( $r = .264$ ) has weak positive relationship with the habit of reading newspaper and ( $r = .255$ ) their attention given to newspaper advertising while Education has moderate ( $r = .329$ ) & ( $r = .318$ ) positive relationship. This study also revealed that all the respondents either male or female have very good perceptions towards newspaper advertising though few of them have negative perception. About 49% respondents thought that newspaper advertising not present a true picture of the product being advertised and 39% respondents don't feel safe to trust the information conveyed in newspaper advertising. Initiatives like presenting the true pictures and provide real information regarding product or services through newspaper advertising will positively change the perceptions of respondents. This study is expected to aid in perceptions on newspaper advertising in Chattogram city only and as well as the prospects for future direction for the development of newspaper advertising.

**Keywords:** newspaper, advertising, respondents, newspaper advertising, perception

### 1. Introduction

Advertising is an effective way to let the customers know about a product or service to increase the sales and their revenue. Perception is the major factor among other elements of advertising such as visual appeal and message. Perception is to understand the customer's needs for a product or service. The brand image can describe the quality of product or service to the customers. The reality of perception in advertising can relate to consumer's impression. The products are made appealing to consumers due to perception in advertising. It should satisfy the consumer's taste, need and wants. The consumers can feel special by using a specific product that is influenced by perception as a tool of advertising. Advertising comes to us in our environment through newspaper, television, social media, internet, etc.

Newspaper is considered to be the most authentic and easy source of advertising. It contains informative news for the audience in comparison to other sources of media. In a study it is considered that newspaper contains the daily up to date news and information that perceive the local readers to know about the local news through newspaper (Larkin, Ernest, and Grotta, 1976) [6].

Second section of this paper presents the relevant literatures, third section is methodology, fourth section is related with findings and analysis and the last section conclude with conclusion.

### 2. Literature Review

American Association of Advertising Agencies states that the public's favorite source of medium of advertisement is newspaper. In another study by Grotta, Gerald, Ernest,

Larkin, and Barbara (1977) [6] it is said that newspaper serves their news in small towns. But due to the expenditure for advertising through television, newspaper advertisement is losing its popularity (Eriksson, Kalling, Akesson and Fredberg, 2008) [4]. A research was carried out by Larkin *et al.* (1976) [10] before 1979 on consumer perception on media through newspaper, TV, radio and magazine. It shows that consumers are more pleased with newspaper compared to TV, radio and magazine. Because they believe newspaper is a truthful and reliable source of news, information, entertainment and advertisement.

Maxwell and Wanta (2001) [11] say that newspaper is a primary source of media and others are secondary media sources for advertisement. It is considered to be the most inexpensive media for communicating with mass audiences (Essays, 2018) [5]. Television advertising promotes the ads and images of advertising, whereas newspaper can cover a large population of all classes such as young, old, rich, poor, etc (Reid and King, 2003) [13]. Moreover Bovee and Arens (1995) [3]; Shimp (2003) [15]; Russel and Lane (2002) [14] said that the newspaper readers can take time to read as much as they want to know about the company advertisement in details and can read it again later.

In the study of Jaradat, Jaradat and Yassine (2011) [9] newspaper is found to be the most effective tool for promotional strategies and objectives. Newspaper is most widely used medium for advertisement. About 27% of the advertisement expenditure is covered by newspaper. It is available for every type of readers in the local market to read every day. It contains other news along with advertisement. It is reported that readers find more comfort in reading newspaper because they can take their time and

speed to read or stop reading news whenever they want. They can also re-read or store a particular news if they want. But watching television or listening to radio is not as flexible as reading the newspaper advertisement (Wells, Moriarty and Burnett- 2006) [18]. According to Becker, Martino, and Towers (1976) [21] newspaper was perceived to be the most credible advertising medium for two categories of audiences demography, that is age and media use. Newspaper is considered to be more informative and other media such as television and radio is considered less informative (Bauer and Greyser 1968 [1]; Larkin *et al.* [6], 1976). Print ads are more preferred and enjoyable to read for the readers, whereas the commercials of the television and radio seems annoying and undesired to the audiences (Haller, 1974; Somasundaran and Light, 1991) [8, 17].

**3. Methodology**

**3.1 Instrument**

This study has been done by questionnaire survey method. The questionnaire has been revised and moderated from Soh (2006) to analyze the perception of customers regarding newspaper advertising. The questionnaire has been divided by three parts: first one is for demographic analysis contain 5 questions regarding respondents gender, age, income level, profession and educational levels; second part contains 3 questions regarding respondents reading, purchasing and attention behavior to newspaper advertisement; last part covers 14 questions regarding perceptions of newspaper advertising of the respondents. In this survey respondents are ask to give their level of agreement for each statement on a five point likert scale from strongly agree to strongly disagree. To check the validity of the questionnaire a panel of 5 experts has been asked where two are professors and rests of them are academicians and researchers. According their guidelines and suggestions questionnaire has been modified.

**3.2 Sample Selection**

Target population has been selected the respondents from Chattogram city the second largest populated city in Bangladesh. So different types of people from various districts will also it covers. The sample size was 82 that have been randomly selected from most of the areas of Chattogram city. Data has been collected from the month of January to February 2019 and the graduates from marketing major students have been assigned to collect the data.

**4.2 Correlation Analysis**

**Table 3: Correlation Analysis**

Correlations					
		Age	Education	How often do you read newspaper?	Do you give attention to advertising on newspaper?
Age	Pearson Correlation	1			
Education	Pearson Correlation	.023	1		
How often do you read newspaper?	Pearson Correlation	.264*	.329**	1	
Do you give attention to advertising on newspaper?	Pearson Correlation	.255*	.318**	.643**	1

\*. Correlation is significant at the 0.05 level (2-tailed). \*\*. Correlation is significant at the 0.01 level (2-tailed).

According to Pallant (2007) [12], if the value of Pearson correlation is more than 0.70, it means there is a very strong relationship among the constructs; if the value is in between 0.50 to 0.70, it indicates the strong relationship among the constructs; if from 0.30 to 0.50 is moderate relationship and

**3.3 Reliability Analysis**

**Table 1: Reliability Analysis Reliability Statistics**

Cronbach's Alpha	N of Items
.695	17

Cronbach's Alpha is used to assess the reliability of the scale measurement. According to Hair, Black, Babin, & Anderson (2010) [7], if the Cronbach's Alpha value is 0.70 or above then it assumed that the items of the scale are highly reliable. In this study the Alpha value is 0.695, that is almost 0.70 which indicate that all the items in the questionnaire is reliable and internal consistency is justified.

**4. Analysis**

**4.1 Descriptive Analysis**

**Table 2: Descriptive Analysis**

		Frequency	Percent
Gender	Male	60	73.2
	Female	22	26.8
Age	Less than 25 years	4	4.9
	26-45 years	31	37.8
	More than 45 years	47	57.3
Education	HSC	4	4.9
	Bachelor's degree	16	19.5
	Master's degree	62	75.6
Profession	Service holder	49	59.7
	Business man	14	17.1
	House wife	8	9.8
	Students	11	13.4
Income Level	Less than Tk 15000per month	8	9.8
	Tk 15001 to 30000 per month	16	19.5
	Tk 30001 to 45000 per month	30	36.6
	Tk 45001 to 60000 per month	16	19.5
	More than Tk 60000 per month	12	14.6
	Total	82	100.0

From the descriptive analysis it has been seen that about 73% respondents was male and rest of 27% was female. Most of the respondents' (57.3%) age level was more than 45 years of age and most of the respondent hold master's degree (75.6%). Analysis also shows that most surveyed respondent's profession was service holder (59.7%) and income level is in between Tk. 30001 to Tk. 45000 per month.

if the value is below than 0.30 then there is a weak relationship among them. From the table 3, result shows that "age level" has the weak but positive relationship (r=.264) with the reading of newspaper and the attention paying (r=.255) to the

newspaper advertisement. It indicates that all types of different age level pay attention to the newspaper advertisement.

Education level shows the moderate positive relationship ( $r=.329$ ) with the nature of reading newspaper and it

indicates that different types of educational qualification has different nature of reading newspaper like daily or 2/3 times per week or sometimes. In case of paying attention to the newspaper advertising there is also moderate positive relationship ( $r=.318$ ) with the education levels.

### 4.3 Perception of Respondents

**Table 4:** Perception of Respondents

Newspaper Advertising	Mean Value	SA	A	N	D	SD
Advertising is essential	1.71	43.9	48.8	0.0	7.3	0.0
Most advertising insults the intelligence of the average person	2.80	9.8	31.7	31.7	22.0	4.9
Advertising often persuades people to buy things they shouldn't buy	2.37	4.9	68.3	12.2	14.6	0.0
In general, advertisements present a true picture of the product being advertised	3.17	2.4	36.6	12.2	39.0	9.8
Advertising helps raise our standard of living	2.41	12.2	46.3	29.3	12.2	0.0
Advertising results in better products for the public	2.54	14.6	39.0	26.8	17.1	2.4
Advertising's aim is to inform the consumer	1.68	43.9	43.9	12.2	0.0	0.0
Advertising is informative	2.29	22.0	46.3	14.6	14.6	2.4
Advertising is a reliable source of information about the quality and performance of products	2.76	9.8	39.0	26.8	14.6	9.8
I've been accurately informed after viewing most advertisements	2.73	9.8	34.1	31.7	22.0	2.4
Most advertising provides consumers with essential information	2.93	4.9	36.6	31.7	14.6	12.2
It is safe to trust the information conveyed in newspaper advertising	3.12	9.8	19.5	31.7	26.8	12.2
Make important purchase related decisions based on the information conveyed in newspaper advertising	2.78	4.9	41.5	29.3	19.5	4.9
Recommend the product or service that I have seen in newspaper advertising to my friends or family.	2.71	9.8	43.9	14.6	29.3	2.4

(Here, SA=Strongly Agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree)

From the table-4, we see that almost maximum number of respondents' agree with all the statements regarding perception of newspaper advertising. About 93 % of respondent agree that newspaper advertising is essential. About 41% respondents agree that most advertising insults the intelligence of the average person, 31.7% respondents have respond in neutral, and 26.9 % respondents disagree with the statement. In respond to the question that advertising often persuades people to buy things they shouldn't buy, about 73.2% respondents are agree with the statement and few of them (14.6%) respond negatively. Maximum number of respondent (48.8%) doesn't believe that advertising present a true picture of a product while 39% of respondent react positively. Maximum number of respondents (58.5%) believes that advertising will help to raise the standard of living while 29.3% of respondents react nothing.

43.6% respondent think that advertising will help to improve the products for the public, 26.8% said nothing and rest of 19.5% respondent don't think so. A large portion of respondent (87.8%) think that advertising's aim is to inform the consumer regarding company's offers or products or services. About 68.3% of respondents believe that advertising is informative while 17% don't believe. Regarding the quality and performance of the products about 48.8% of respondent think advertising is a reliable source of information, 26.8% react nothing and rest of 24.4% don't think so. While check out either the advertising accurately informed or not after viewing the most advertisements, 43.9% of respondents are agree, 31.7% are neutral and 24.4 % are disagree with the statement.

While the respondents are asked whether most advertising provides consumers with essential information or not, about 41.5% respondents said yes while 31.7% react nothing and 24.4% said no. 39% of respondent react negatively that it is not safe to trust the information that conveyed in newspaper advertising, 31.7% react neutral and 29.3% react positively.46.4% respondent make the purchase related

decisions based on the information conveyed in newspaper advertising while 24.4% doesn't make the purchase decision. About 53.7% of respondent said that they will recommend the product or service to their friends and family that they have seen in newspaper advertising while 31.7% respondent will not recommend.

### 5. Conclusion

The paper aims to find out the perception of respondents regarding newspaper advertising. For this regard 82 respondents has been surveyed and the findings shows that most of the respondent's perception is positive regarding newspaper advertisement. But in some cases respondent react negatively. Some respondent think that newspaper advertising are insulting their intelligence and it is not present the true picture and information of the product and this is why some of the respondent does not want to recommend their friends and family members of that respective product or services that has been advertised in the newspaper. If the company presents the true pictures and provides real information regarding product or services through newspaper advertising then the respondents' perception will also positively change and ultimate it will bound the respondents to recommend regarding advertised product or service to their friends and family members. This paper did not cover or represent the whole country as it is based on Chattogram city only. So further research may also be done on this issue.

### 6. Reference

1. Bauer RA, Greyser SA. *Advertising in America: The consumer view*. MA Thesis, Harvard University Graduate School of Business Administration, Division of Research, 1968.
2. Becker LB, Martino RA, Towers WM. *Media advertising credibility*. Journalism & Mass Communication Quarterly. 1976; 53(2):216-222.
3. Bovee CL, Arens WF. *Contemporary Advertising*, (3rd

- edition), Homewood, IL Irwin, 1995.
4. Eriksson CH, Kalling T, Akesson M., and Fredberg, T. *Business models for M-Services: Exploring the e-newspaper case from a consumer view*. Journal of Electronic Commerce in Organizations. 2008; 6(3):29.
  5. Essays, UK. Marketing management is an art or science, 2019, 5(3). Retrieved from <https://www.ukessays.com/essays/marketing/marketing-management-is-an-art-or-science.php?vref=1> as on
  6. Grotta Gerald L, Ernest F, Larkin. Barbara D. *Hometown Daily Newspaper Means 'Local' to Readers*. Oklahoma Journalism Reports. 1977; 5(1):1-4.
  7. Hair JF, Black WC, Babin BJ, Anderson RE. *Multivariate Data Analysis, Seventh Edition*. Prentice Hall, Upper Saddle River, New Jersey, 2010.
  8. Haller TF. *What students think of advertising*. Journal of Advertising Research. 1974; 14: 33-38.
  9. Jaradat AAS, Jaradat M, Yassine FLA. *Promotional Objectives Strategies and Tools*. Interdisciplinary Journal of Contemporary Research in Business. 2011; 3(2):1682-1693.
  10. Larkin, Ernest F., and Gerald L.G. *Consumer Attitudes Toward and Use of Advertising Content of a Small Daily Newspaper*. Journal of Advertising. 1976; 5(1): 28-31.
  11. Maxwell A, Wanta W. *Advertising agencies reduces reliance on newspaper ads*. Newspaper Research Journal, 2001; 22(2):15.
  12. Pallant J. *SPSS survival manual-A step by step guide to data analysis using SPSS for windows (3rd ed.)*, Maidenhead: Open University Press, 2007.
  13. Reid LN, King KW. *Agency creative like TV advertising best*. Newspaper Research Journal. 2003; 24(3):6.
  14. Russel T. Lane WR. *Kleppner's advertising Procedure*, Upper Saddle River, NJ. Prentice Hall, 2002.
  15. Shimp TA. *Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications*, Thomson South-Western, Edition 6, 2003.
  16. Soh H. *Measuring Trust in Advertising: Development and Validation of the Adtrust Scale*, the University of Georgia, Athens, Georgia, 2006.
  17. Somasundaran TN, Light CD. *A cross-cultural and media specific analysis of student attitudes toward advertising*. In Proceedings of the American Marketing Association's Educators ' Conference. 1991; 2:667-669.
  18. Wells W, Moriarty S, Burnett J. *Advertising Principles and Practice, (7<sup>th</sup> Edition)*, Prentice-Hall, Englewood Cliffs, NJ, 2006.