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**AN INVESTIGATION INTO COMMUNICATIVE EFFECTIVENESS OF
PRINT MEDIA ADVERTISEMENTS ON CONSUMERS WITH
RESPECT TO SELECTED MODELS OF CARS**

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ABSTRACT

Advertising is a form of communication intended to persuade people to purchase or take any action with respect to the products or the services. For print media it is very important to see how well it is doing in communicating itself to the customers. Ad effectiveness helps the advertiser to understand it gives way to make appropriate steps thereby enhancing the effectiveness of the print media. The research paper deals with the study of effectiveness of print media ads .This has been evaluated on the basis of a few brands of a consumer durable. The study is significant to advertisement. The analysis shows significant difference between the various brands of a specific consumer durable with respect to personal variables .The finding suggests that there occurs significant difference at a given level of significance.

METHODOLOGY

The following aspects were considered in this section:

OBJECTIVES

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Following are the objectives of the study--

- (i) Testing the impact of personal variables on the recall of advertisements of various brands.
- (ii) Suggesting appropriate strategies for the various brands of the cars.

The study includes a sample of 300 respondents, comprising personal variables-age, sex, education and occupation .For determining the effectiveness of the print media, selected advertising aspects have been chosen with respect to the consumer durables Car .A closed ended structured questionnaire is used for the purpose .Age contained various class intervals .Sex factor contained males and females for cross gender study. Education includes two divisions. Occupation includes-students, business/professionals and servicemen . The study includes the primary collection of data .In order to study the effectiveness of print media respondent's responses have been determined by recording the responses using the recall method . A five-point likert was used for the purpose .A few hypothesis were formulated and tested by applying Chi-Square test.

ANALYSIS AND INTERPRETATION

In this case Chi-Square has been used. Through this the significant difference between the samples has been tried to determine with respect to the personal variables .In this 7 aspects - have been chosen and then significant difference between the samples with respect to age, sex, education and occupation has been analysed and interpreted at 5% level of significant. A few hypothesis have been formulated and tested.The broad hypothesis formulated is---

H_0 : There is no significant difference between the recall of various brands with respect to the personal variables.

Various sub-hypotheses have been also formulated and tested for each personal variable.

Table:1

Brand-wise Testing of the Significance Level of recall of Ads with respect to Age

	Santro	Indica	Esteem
Age	1.199	3.903	5.753

The Values above have been obtained from Chi-Square Test

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* Significant

Level of significance =5%

From the table it is observed that age-wise no significant difference is found with respect to all the brands of the cars. So this leads to the age-wise acceptance of the null hypothesis.

Table:2

Brand-wise Testing of the Significance Level of recall of Ads with respect to Sex

	Santro	Indica	Esteem
Sex	0.705	5.649*	0.317

The Values above have been obtained from Chi-Square Test

* Significant

Level of significance =5%

The Chi-Square values obtained above shows that sex-wise there is no significant difference in the recall of advertisements of Santro and Esteem brands of the car which leads to the acceptance of the hypothesis. Whereas sex-wise significant difference is found in the recall of advertisements of Indica car leading to the rejection of the hypothesis.

Table:3

Brand-wise Testing of the Significance Level of recall of Ads with respect to Education

	Santro	Indica	Esteem
Education	49.282*	31.416*	0.020

The Values above have been obtained from Chi-Square Test

* Significant

Level of significance =5%

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The table reveals that the value obtained for the Santro and Indica brands of Car indicates that the respondents belonging to the various educational background differ significantly in the recall of the ads whereas no such difference in their recalling ability is found in case of the Esteem car. Thus this leads to the rejection of the hypothesis in the case of Santro and Indica Cars and acceptance in the case of Esteem car.

Table:4

Brand-wise Testing of the Significance Level of recall of Ads with respect to Occupation

	Santro	Indica	Esteem
Occupation	12.624*	0.286	20.387

The Values above have been obtained from Chi-Square Test

* Significant Level of significance =5%

From the above calculation it can be interpreted that occupation-wise significant difference is found in the recall of advertisements in case of the Santro car whereas no such difference is found in case of the Indica and Esteem Cars leading to the acceptance of the hypothesis in case of Santro and rejection with respect to the Indica and Esteem cars.

FINDINGS

Following were the findings of the study--

(1) Age-wise no significant difference is found with respect to all the brands of the cars.

(2) Sex-wise there is no significant difference in the recall of advertisements of Santro and Esteem whereas significant difference is found in the recall of advertisements of Indica car.

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(3) Santro and Indica brands of Car indicates that the respondents belonging to the various educational background differ significantly in the recall but no such difference in their recalling ability is found in case of the Esteem car.

(4) Occupation-wise significant difference is found in the recall of advertisements in case of the Santro car whereas no such difference is found in case of the Indica and Esteem Cars .

STRATEGIES:

Following strategies must be made by the marketers for the different brands of car –

1. With respect to the Indica model of the car gender-wise more focus is required while framing the advertisements.
2. Keeping in mind the various educational backgrounds of the respondents marketers are required to give more focus on the effectiveness of the advertisements in case of the Santro and Indica brands of the car.
3. Change in the ad's effectiveness is required when the respondents of various occupational background are concerned with respect to the Santro brand of the car.

CONCLUSION

Thus the marketers are required to focus appropriately while testing the effectiveness of the advertisements. The marketers should keep in mind the areas having lacuna to rectify them with respect to the personal variables and making appropriate changes in the ads to make them more effective for the recall of the ads and making the job of the advertising more and more better.

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