

Cognitive Analysis of E-Paper Advertising with Special Reference to Times of India Chennai Edition

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Abstract

Purpose: The main purpose of this study is to analyse the advertising trend of Times of India e-paper, Chennai edition.

Design/methodology/approach: Findings are revealed based on the secondary data collected from TOI e-papers. MS EXCEL is used for the purpose of analysis. Pivot table is created to give multi-dimensional findings.

Findings: The result of the study shows that service sector advertisements were more followed by real estate sector and other sector advertisements. Generally ads are more in festival season but it is not applicable for all sectors. Education sector is an exemption as its ads will be displayed more in new academic year. Sector analysis, ad size and position wise analysis will give impact to advertisers to advertise more strategically in future.

Research limitations/Implication: The research was conducted on small scale and data was collected only from one e-paper. The research would be more useful if it is conducted for all other e-papers available in Chennai. The study suggests that advertisers

must do advertising research on e-papers about competitor's method and mode of advertising and also should analyse the e-reader's behaviour towards advertisement and then advertise effectively in e-papers.

Key words: advertise strategically, e-paper advertising, trend analysis, e-reader's behaviour

1.Introduction:

Advertising all over the world has come up as social and economic phenomenon of vast scope in the recent year. Advertising is an instrument of information and persuasion. In today's aggressive and quickly changing business landscape, advertising symbolizes an imperative mode by which organizations keep in touch with their existing and prospective consumers. Despite important changes in media consumption in recent years, consumers continue to have most trust in advertising in magazines and newspapers. Babalola (2002) described the newspaper as useful tools for promoting literate communities because of their invaluable functions of informing, educating, entertaining and constructively

bringing the activities of the government nearer to the people. The advertisements in a newspaper are full of knowledge in respect to what is going on in a state or community than the editorial columns are. Constantly upgrading technologies has forced the modern marketers to look for inventive and latest media channels to lure customers. The introduction of online editions of newspapers has modified most of the newspaper reader as e-paper readers. The advent of electronic newspapers has really offered a great opportunity for making a swift review of day to day events and things happening around globally almost at a wink. E-newspaper is a self-contained, reusable and refreshable version of a traditional newspaper that acquires and holds information electronically. The main advantage of switching content to electronic medium is fast access and more updates compared to printed versions. Digital form of advertising is increasing due to the appeal and response towards the advertising. As interactive elements like music, video, image, graphics and animation can be included in the digital form of advertising, response towards those advertisements are higher. And so it becomes necessary for newspaper advertisers to advertise in e-paper also to influence e-readers buying behaviour.

1.1 Statement of the problem

According to comscore's (media metric service) report, among the Indian news websites, Times of India continues to be the clear leader in the category maintaining its No.1 position since 2013 with more than 12.7 million unique visitors since August, 2013. Flavian and Gurrea (2009) insisted the significance of electronic medium in the work places and particularly for the newspaper business and analyzed the user behaviour towards the digital process. So it becomes necessary for the advertisers who are advertising in print medium to increase their advertising in e-papers also to get better results.

The main research problem can be defined as "A trend analysis of advertising in Times of India publication". Following sub questions are based on the main problem and are also being covered in this study:

- What types of advertisements are usually displayed in e-paper?
- What are the available opportunities for advertisers to advertise in TOI publication Chennai edition? Which sectors have advertised most?
- Where the competitors are advertising?

The main research question aims to outline the needs that advertisers should consider in the future while developing the advertisements for Times of India e-paper to get better response. The purpose of the first sub question is to

identify the type of advertisements given during a year. The second sub question focus on the available opportunities to advertise in one particular edition. With the answers to this question, information is acquired regarding the advertising trend of Times of India publication

2. Literature review

The Newspaper is considered the most widely-read periodicals that are available and accessible to the vast majority of people of all ages and walks of life in any community. Every category of reader can find some important, current and interesting information in newspapers. Today's newspapers use design elements that make information easily accessible to the reader. The introduction of digital paper has considerably reduced the circulation of newspapers. People still believe in print advertisements than any other type of advertisements. Advertising refers to the communication between advertisers and consumers Ducoffe (1996). Generally, newspapers have certain beneficial features like making messages placed in most preferred position so that it will be very convenient for readers to read at leisure without a real-time mental constraint Oyekunle and Tiamiyu (2010). Consumers respond too much of the advertising on the Internet in the same ways as they respond to advertising in traditional media, at least with respect to traditional measures of advertising effectiveness. Internet

and other interactive media like television have been more powerful, responsive, and customizable than traditional media Novak and Hoffman (1996). Chrystal Szeto and Luis Jimenez (2005) states that new media offer consumers a wide array of choices to access, disseminate and display all forms of information. Historically, new media complemented rather than eliminating the older media. Sundar et al. (1998) in his study found out that print medium is superior to the online medium in memory measures, ascribing the effect to the novelty of online advertisement, the delivery mechanism and users' expectations. Every advertiser wants to advertise effectively than competitors to grab the attention of consumers. Advertising effectiveness depends on users' receptiveness towards an ad and on their attitude towards advertising. Mehta (2000) says that when we consider the recalling factor, respondents with more favourable attitudes towards advertising recalled a higher number of advertisements the day after exposure.

2.1 Newspaper advertising

A newspaper is a periodical publication containing news of current events, informative articles, diverse features, editorials and advertising. Advertisements in a newspaper are fuller knowledge in respect to what is going on in a state or community than the editorial columns McLoughlin (1970). Ihlstrom and

Henfridsson (2005) says that most newspaper companies have evolved into media houses during the last decade, publishing in multiple channels. They started by publishing digitally on the web in the mid-nineties and online newspapers have since then found their own form and content to attract both audience and advertisers. Rahman (2014) implies that print media is the only medium which provide to their readers a big platform for advertising and promotion of products or services. As a result, mass people easily know about that particular information. In a society print media play an important role to increase market awareness among people. Every advertiser wants to advertise in a medium where he can derive maximum benefit (reader's attention). Narasimha Rao (2006) states that press continue to grow from time to time. Press adds 34 million consumers in the last 2 years over the last 3 years the number of consumers of dailies and magazines put together among those aged 15 years and above had grown from 179mn to 200mn growth of 4% every years. So it becomes necessary for every advertiser to focus on advertising in print as well as e-paper advertising which reaches the potential readers.

Newspaper or e-paper advertising, advertiser has to focus on basic features like where, when, what and how to advertise. T. Patterson and P. Richards (2000) developed a

structural latent variable model to determine the effect of newspaper advertisement characteristics viz. size, colour and logos on consumer preferences. Advertisement size and colours were found to influence apple sales significantly while use of a logo had no impact on apple sales as indicated by the study. Groenhaug et al (1991) examined influence of variety of factors such as size of an advertisement, number of colors used, the product advertised and characteristics of the audience on recall and recognition of advertisements. It was found that advertisement readership is positively related to ad size, use of multiple colors and presence or model while negatively related with time of the advertisement. Gabszewicz, et al. (2009) implies that advertisers care only about the size and *not* the profile of the readership of each newspaper. This assumption is different from our setting, where advertisers wish to target audiences that are receptive to their advertising messages. So advertiser must focus on both strategies of advertisement as well as effectiveness of the same.

3.Methodology

Research methodology is a strategy that guides a research in providing answers to research questions and for this, research survey is being done. The accuracy of the study depends on the systematic application of the method. And for this purpose, in present study qualitative

data is used by the researcher. To achieve the desired result secondary data is collected from “Times of India” e-paper Chennai edition. Advertisements in this particular edition are tracked for research purpose. Advertisements related to products and services are tracked. Advertisements related to a shop, retail chains, service centre ads are also have been tracked. Advertisements related to business bids, tenders are not tracked. Informative/ awareness ads given by government are not tracked. Classified ads are also not tracked. Advertisements are collected for a period of 12 months i.e. one year from April 2016 to March 2017.

3.1 Procedure for tracking of advertisements

For every advertisement in e-paper, more than ten attributes are captured and analyzed. Attributes like date, day, publication genre, sector, product name, brand name, page number, page side where the ad is displayed, size of the advertisement, ad position, page title, page genre, competitor presence, etc. are recorded for every single ad in e-paper. Those attributes are then compared and analyzed to give better knowledge to the advertisers to advertise in future.

4. Analysis and results

To analyse the collected data pivot table is created in MS EXCEL to do cognitive analysis. Analysis is done to provide month

wise, quarter wise, day wise, sector wise, page wise, size wise and position wise report.

4.1 Month - wise analysis

➤ October is the month having more (11%) number of advertisement followed by April month where ad count is more (10%). August month advertisements were 9% during the year. May, June and March advertisements were 8% and December, January and February advertisements amounts to 7% and finally September month has least number of ads with 6.5%. As it was a festival season (diwali and dussera) ad count is generally more.

➤ October month ads were more. Sectors like service, online, personal accessories and durable sector ads were more because of festival season. Navrathri is the festival celebrated by Hindus all over the country. Consumers' shows interest in buying durables, household goods as it was a festival season. And it is a month of Diwali too. Likewise April month ads were more because of Tamil New Year. It is a state festival celebrated by tamilians. A consumer shows interest to buy automobiles, houses and durables during this season. Education ads were equally more because of admission season. In the month of December, service sector ads were more because most of the hotels advertise for yearend parties and offers associated with their hotels. Then yearend sale and other promos

will be given by automobiles, real estate and durable sectors. Online ads are also more because of year end sale in textile sector. Next comes January month which has another festival called pongal. So ad count is generally more.

4.2 Quarter wise analysis

➤ Second quarter (April-June) have more number of ads (26.93%) followed by fourth quarter (October-December) with 25.20% of advertisements, followed by third quarter (July-September) with 24.41% of advertisements. First quarter (January-March) have lesser number of ads with 23.46% comparatively. More or less percentage of ads for all quarters remains same and there are no wide fluctuations in numbers of ads.

➤ Real estate sector and education sector ads were more in Q1 as it was an admission time in various institutions. Durables, online, banking and investment sector and textile sector ads were more in Q3. Service sector advertisements were more in Q4. There is no such change in automobile sector advertising and building materials & equipment sector advertising.

Sector wise analysis

➤ Most (23%) of the advertisements pertains to service sector followed by real estate sector advertisements with 20%. Durable advertisements amounts to 11.75%, online and educational advertisements pertain

to 10%. Remaining 37% advertisements are done by other sectors with a minimum percentage of .75 by retail chain sector.

➤ Generally advertisements will be more in festival season. But this is not applicable to all sectors. Education sector ads will be more at the beginning of the academic year and hence, an ad for education is more in the month of April and May. Durables, personal accessories, food and beverages, automobiles, textile, online sector advertisements were more in the month of October as it was a festival (Diwali and navrathri) season. Banking sector ads were more in the month of September. Building/material ads were more in November. Miscellaneous ads were more in the month of April. As it was an election season on April 2016 advertisements were more. Service sector ads were almost equal in all months.

Page title wise analysis

Total ads for the year in e-paper are 14148. Out of it 5672 ads were found in Chennai times supplement followed by 2639 ads in times city page, 1270 in times property, 1239 ads were in Master page of times of India e-paper, 1121 ads in times sports. Times nation and Sunday times page have 530 ads each. Remaining ads are displayed in other pages like times region, times trends and times business.

Position wise sector wise analysis

Automobile sector advertises more in bottom right position. ads were rarely found in top, top right, top left and centre left position. Full page ads were also more. Banking sector and building/material sector also advertises more in bottom right position. It also advertises more in top right position. Ads are found less in centre, centre right, left. Durables ads are mostly found in bottom right and top right of the page. Full page advertising is more in this sector. Education sector ads are almost found in all position. Food and beverages ads are mostly found in top right, bottom right and left of a page. Online ads are found mostly in all position except centre, centre right and centre left. Full page ads are more. Personal accessories ads are mostly found in bottom right, left and top right. It is rarely found in centre, top left. Real estate ads are found in all position. Full page ads are more. Service sector ads are more. They are mostly advertised in all positions. Textile ads are mostly advertised in bottom right position. Full page ads are also made.

Advertisement size – wise analysis

Banner size ads (4%) were mostly given by online sector followed by banking sector with few ads. Full page ads(12%) are always given by retail sectors followed by other sectors like durables, real estate and online. Half page ads (9%) mostly given by durables, personal accessories, textiles, etc.

Automobile sectors mostly advertise with the size of half page. Quarter page ads (17%) were given by all the sectors without much difference. Small size ads (36%) were given by all the sectors. Very small ads amounts to 7% and ads in single line are amounted to 6% which were given by real estate, service and education sectors, building/materials sector.

Competitor presence analysis

Automobile sector ads have more competitor presence in the same paper. 56% of automobile ads have competitors in same paper throughout the year. 8% of ads have competitor ads present in the same page. Followed by real estate sector ads, 79% of ads have competitor presence in the same page and 8% of competitor ads will be there in some other pages and only 3% of real estate ads doesn't have competitor ads at all throughout the year. Likewise durable sector have competitor ads in the same paper but not in same page. Building/materials, banking sector, food and beverages sector have competitor ads rarely in the same day paper. Half of the textile ads have competitor presence. Only one-third of the ads relating to online sector, service and personal accessories sector have competitor ads in same paper.

Conclusion

An analysis of the trends of advertising in TOI publication Chennai edition provide some understanding of developments of

advertising by existing and emerging competitors in all sectors. This study will be useful for a policy and decision makers as it helps them to develop appropriate frameworks or policy to advertise their product or services in the same paper effectively than their competitors. In addition, the outcome of this study also helps the advertisers to advertise strategically in e-papers but in this modern competitive environment, it is recommended for the advertisers that they should employ the use of other media such as web ads, internet banner ads, social media ads to get their product/services across different users. Local ads have positive impact on readers than other ads. So it is recommended for advertisers to advertise in other media too.

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