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## Impact of Television and Newspapers Advertisement in the Marketing of Consumer Products

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### ABSTRACT:

Advertising plays a pivotal role in shaping consumer preferences and influencing purchasing decisions. Among traditional media, television and newspapers remain two of the most influential channels for promoting consumer products. This study explores the comparative impact of television and newspaper advertisements on consumer behavior and product awareness. It examines how visual appeal, frequency of exposure, credibility, and reach contribute to the effectiveness of these mediums. The findings suggest that while television advertising has a stronger emotional and visual impact, newspaper advertisements offer more detailed information and are perceived as more trustworthy by certain demographic groups. Marketers are advised to integrate both channels strategically to maximize outreach and consumer engagement.

**Keywords:** Television advertisement, Newspaper advertisement, Consumer behavior, Marketing strategy, Traditional media, Product awareness, Advertising effectiveness

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### Introduction:

Advertising is a vital tool through which organizations communicate with current and potential customers. Derived from the Latin word "avertere", meaning to turn attention, advertising aims to inform, persuade, and influence audiences to take action, typically to purchase a product or service. It utilizes various media such as newspapers, magazines, radio, TV, cinema, outdoor ads, and direct mail. As a mass communication tool, it delivers controlled messages to a wide audience efficiently and cost-effectively.

Modern advertising grew significantly after World War II, especially during the economic boom of the 1950s and 1960s. Increased production demanded increased consumer awareness—advertising became the bridge between production and consumption. This study focuses on the impact of television and newspaper advertisements in influencing consumer behavior in Enugu metropolis. These media not only promote products but also shape societal values and identities. Their widespread reach, including into homes and to children, demonstrates the power of advertising in modern marketing.

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### STATEMENT OF THE PROBLEM:

Consumers face several challenges when exposed to television and newspaper advertisements for consumer products. One major issue is misleading advertisements, where exaggerated claims create false expectations, leading to disappointment. Additionally, information overload from excessive ads can make decision-making difficult, while lack of clarity in product details often confuses buyers. Television ads can also be intrusive, interrupting viewing experiences, whereas newspaper ads may clutter pages and reduce readability. Another concern is that high advertising costs are often transferred to consumers, increasing product prices. Furthermore, limited access to these media restricts some consumers from receiving essential product information. Lastly, repetitive and overly persuasive ads can cause frustration and reduce consumer interest. These problems highlight the need for more transparent, informative, and consumer-friendly advertising strategies.

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### OBJECTIVES OF THE STUDY:

- To examine the influence of television and newspaper advertisements on consumer buying behavior.
- To assess the effectiveness of television and newspaper ads in increasing brand awareness.

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## SCOPE OF THE STUDY:

The scope of this study focuses on analyzing the impact of television and newspaper advertisements on the marketing of consumer products. It examines how these advertising mediums influence consumer behavior, brand awareness, and purchasing decisions. The study considers various factors such as demographic differences, product categories, and geographical reach to determine the effectiveness of these advertisements. Additionally, it explores the comparative impact of television and newspaper ads, identifying which medium is more effective in capturing consumer attention and driving sales. By covering a specific time frame, this study aims to understand evolving advertising trends and their role in shaping consumer preferences.

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## REVIEW OF LITERATURE:

**Kumar and Gupta [2015]** concluded that everyone marketing starts with the client. So, the customer could be very vital to a marketer. The consumer decides what to purchase, for whom to purchase, why to purchase, from in which to buy, and what kind of to obtain. To grow to be a successful marketer, he needs to know the liking or disliking of the clients. They have a look at of the customer desire, not handiest specializes in how and why clients make buying choice, but additionally specializes in how and why customers make the desire of the goods they purchase and their evaluation of these goods after use.

**TekluGeremew, DejeneTariku (2015)** Distribution Channel System Functionality: A Look at the Practice of some selected Fast Moving Consumer Goods (FMCG) in South West Ethiopia Studying on Distribution Channel System is eminent as it adds time and place value to customers. Fast moving consumer goods (FMCG) pass through different channel paths and these channel members perform different distribution channel functions. The goods considered in this study are cooking oil, Sugar, and Wheat flour. The study tried to look the network of distribution channel in three different areas the study followed exploratory and descriptive research design.

**Ibitsyo & Tejumaiye. (2015)** They used method of survey research and questionnaire was chosen as data collection instruments. This research was conducted at University of Lagos where students were drawn as population aged between 16 – 26 years. It was concentrated in use of celebrities in advertisements influence their purchase decision, it was yes for majority (78.75%) and 69% of respondents affirmed that it is necessary to use celebrities in advertisements. It was found out from this study that 97% of the students are influenced by advertisement when making purchase celebrity endorsement does have major influence on consumers and this study concluded with use of celebrity in advertisements will deliver premium in terms of impact and memorability.

**Awan et al.[2016]** explain the elements likewise the necessity of advertisement, the pleasure of commercial, dominance of business, logo remember advertisement and stimulation of ad. These are very helpful in developing and shifting the consumer's buying conduct that could be a very fantastic sign for the advertising and marketing and advertising companies. Our effects also proved the model of the examiner which monitor that classified ads have a significant impact on the consumers 'buying behavior and widen their picks. This look at will genuinely be proved beneficial for the marketing and advertising agencies to promote their merchandise inside the light of our empirical consequences.

**Sukhmani Mohit Gupta. (2016).** This study attempted to identify how television advertisements played a role in transforming the life study of rural consumers. Those respondents were aged between 25 – 44 years where their major occupation was farming. These respondents agreed that TV ads were the driving force that made them yearn for improvement in lifestyle. and So, to conclude, this study demonstrates life of rural consumers can be transformed as a result of viewing TV ads.

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## Research methodology:

The research methodology for this study is designed to explore and analyze the influence of television and newspaper advertisements on consumer behavior and product marketing. A descriptive research design is adopted to understand the perception, awareness, and buying decisions of consumers influenced by these traditional media. The study involves the collection of both primary and secondary data. Primary data is gathered through structured questionnaires and personal interviews conducted with a diverse group of respondents from different age groups, professions, and locations. A sample size of approximately 100–200 participants is selected using stratified random sampling to ensure representativeness. Secondary data is sourced from company reports, industry journals, market research studies, and media rating agencies such as BARC (for television) and IRS (for newspapers). The data collected is analyzed using descriptive statistics, graphs, and comparative analysis to draw meaningful conclusions. While the study aims to provide insights into consumer response to advertisements in print and electronic media, it is limited by factors such as sample size, time constraints, and the growing influence of digital platforms which are not considered in the scope of this research.

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## LIMITATIONS:

- The information was gathered from the versatile clients of Coimbatore City. In this way, the discoveries of the examination may not be considered for other regions
- The Sample size is restricted to 150 respondents as were.

- The review and preference of the respondents may change from time to time, so the result of the project may not be applicable in the long run

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## ANALYSIS AND INTERPRETATION OF DATA:

TABLE 4.1

TABLE SHOWING AGE OF THE RESPONDENTS

AGE	RESPONSE	PERCENTAGE
10-20	22	14.2%
20-30	94	60.6%
30-40	29	18.7%
ABOVE-40	10	6.5%
<b>TOTAL</b>	<b>155</b>	<b>100</b>

SOURCE: Primary data

**INTERPRETATION:**

The above table indicates that, out of the total respondents taken for study, 14.2% of the respondents are in the age group of 10-20 years, 60.6% of the respondents are in the age group of 20-30 years, 18.7% of the respondents are in the age group of the 30-40 years, 6.5% of the respondents are in the age group of the above – 40 years

TABLE 4.2

TABLE SHOWING REASONS FOR BUYING A NEW PRODUCT THROUGH NEWSPAPER ADVERTISEMENT

REASON	RESPONSES	PERCENTAGE
Message is understandable	43	27.7%
Message is relevant	66	42.6%
Benefits described	46	29.7%
<b>TOTAL</b>	<b>155</b>	<b>100%</b>

SOURCE: Primary data

**INTERPRETATION:**

The above chart shows that 27.7% of the respondents feels newspaper advertisement message is understandable, 42.6% of the respondents feels newspaper advertisement message is relevant and 29.7% of the respondents feels that benefits described in newspapers are believable.

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## FINDINGS:

The objective of the study was to identify the impact of television and newspaper advertisement on consumer product. The study has been analyzed using techniques of percentages analysis and weighted average score analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

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## SUGGESTION:

Television and newspaper advertisements play a significant role in the marketing of consumer products by creating mass awareness and influencing consumer behavior. Television, with its audio-visual appeal, captures attention quickly and effectively conveys brand messages, making it ideal for emotional storytelling and product demonstrations. It reaches a wide audience across different demographics, helping brands establish a strong presence in the market. Newspapers, on the other hand, offer credibility and targeted reach, particularly among literate and informed readers. They are effective for detailed information, promotions, and local advertising. Together, these mediums enhance brand visibility, reinforce trust, and drive consumer decisions, especially when integrated with other marketing strategies.

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**CONCLUSION:**

Newspaper has a general and wide appeal. It is very common method of publicity. Newspaper are flexible and timely repeat advertising is possible. Periodical change in size and content is also easy. Selective advertising to some extent is available. Effectiveness of advertising can be estimated by having keyed advertisements. Newspaper offers promotional assistance. Colored and attractive advertisements are now available even in newspaper. They are the best source of market information.

From this research we came to know that most preferred advertisement among the youth is the Ad which is creative and sensible. Advertisement should be done through all media like newspaper, radio, internet etc. but to increase brand awareness the television media is most preferable media.

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