

A Study on the Effectiveness of Promotional and Communication Strategy in Print Media Industry

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Abstract

The paper titled “A study on the effectiveness of promotional and communication strategy in Print Media Industry”. Print media forms are newspaper, magazines, scholarly journals, weekly, monthlies, flyers, posters. Due to the heavy competition in the market various promotion and communication strategies are adopted by print media organization. This paper attempts to determine the effectiveness of promotional and communication strategy adopted by print media and to determine the impact of Promotion and Communication strategy on Effectiveness. Descriptive research design is used in this study. The sample size is 100 and selected based on convenience technique. The collected sample is analyses using percentage analysis, mean analysis and regression analysis from SPSS package. From the determinants of communication and promotion tools like Advertising, Direct marketing, Sales promotion and Personal selling and Public relation the effectiveness is significantly influenced by Direct Marketing which is proved based on regression analysis.

Keywords: *Advertising, Direct marketing, Sales promotion and Personal selling and Public relation, Print Media*

Introduction

Print media is one of the primogenital and basic forms of communication. It includes newspapers, newsletters, weeklies, magazines, scholarly journals, monthlies, banners & graphics, posters, flyers, and other forms of printed material. The contribution of print media in providing information and transfer of knowledge is remarkable.

Role of print media in this modern era is enhancing day by day. Print Media has created cognizance among the people regarding their privileges and obligations and it is labelled as fourth estate by summary monger. They are dominant vehicle for publicity. Any normal man finds the greeneries of thought form newspapers so that they can develop their ideas, feelings and verdict about the issues that existing governmental, fiscal and community scenario. Print media associate the between the people and government. The public views there alike, disliking, demands is builded by the latest policies of the government from the print media. Even though after the arrival of electronic media, print media has not loosens its attraction.In

this competitive world, marketing and promotional tools are very significant aspect to success in market.(Kaynek and whitely,1999)

The sales Advertising is associate audio or graphical style of promoting communication that employs associate brazenly supported, nonperson message to promote or sell a product, service, or idea. The determination of advertising is to influence customers that a company's services are the best, point out and form a need for products or services, announce new products and programs, enticement customers to the business, and clamp surviving customers. There has been a growing awareness in the problem of responsible profit maximizing advertising strategies by both specialists and researchers. Many isolated and differential game models are constructed to investigate advertising in recent years. A two-dimensional map is proposed to describe a market where there are two quantity-setting firms producing regular goods. A separated market share attraction model, where agents or circumscribed rational, is introduced to reflect multistep ability and path dependence. Related to discrete models by the theory of nonlinear dynamics, the authors embed multiproduct structure dynamic system concepts are integrated into the market strategic decisions over give the time period. Sales Promotion is one of the fundamentals of the promotional mix.

The primary essentials in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Sales promotion practices both media and non-media marketing communications for a pre-determined, for the time limit to increase consumer demand and their preference. Sales promotions can be focused with the customer, sales staff, or distribution channel members. Sales promotion is targeting customer for satisfied their preference are called consumer sales promotions. Sales promotions are targeting the retailers and wholesale are called trade sales promotions.

Sales promotion includes various communications activities that to provide extra value encouragements for the consumers, wholesalers, retailers, or other organizational customers to motivate abrupt sales. These efforts will commit to stimulate product interest, trial, or purchase. A sales promotion which includes coupons, samples, premiums, point-of-purchase (POP).Sales promotion is realised to attract new customers, to hold present customers, to frustrate opposition, and to take advantage of breaks that are discovered by market research. It is made up of activities, both outside and inside of the activities, to

increase company sales. Outside activities in the sales promotion which may include advertising, publicity, public relations activities, and special events. Inside activities sales promotion which may include window displays, product and promotional material display and promotional programs. The type of savings and its location can affect the way consumer's life in the product and affect their purchase decision. The two commonest discounts are worth discounts "on sale items" and bonus packs "bulk items". Price discounts are the decrease of an original sale by a certain ratio while bonus packs are deals in which the consumer receives more for the original price.

This paper helps to study the effectiveness of promotional and communication strategy and also to determine the impact of promotion and communication strategy on the effectiveness adopted by print media industry.

Review of Literature

Kitchen and Pelsmacker (2004) has highlighted that, indicative of such a lot of different selling activities, IMC seems to be outlined by those that square measure implementing it. Kaye (1999) argued that the widely accepted definition of IMC is self-limiting as a result of its focus is on external, impersonal communications: Advertising, publicity, info and marketing and interactive media. There square measure such a lot of totally different definitions and ideas of what IMC is regarding and what it entails, during to its implementation. Thus, the conceptualization of IMC remains obscure and unsure. Yet, despite doubts and misgivings, IMC has become the dominant mode or paradigm for explaining however selling communications works.

Tripp C (1997) has examined that the services advertising has been studied heavily, analysers concur that programmatic research with a strategic stress continues to be required on it topic. Such efforts could also be hampered while not a comprehensive outline of the overall findings across studies. Therefore, to assess this state of services advertising analysis and to encourage further investigations, the author offers an abstract review of the services advertising literature from 1980 to 1995. Those fifteen years parallel the last 2 biological process stages of dramatic growth normally services research.

Stewart D, Pavlou P (2002) has conducted the study on ancient measures of the effectiveness selling of promoting communications recommend a particular method by that marketing actions influence shoppers. This text offers a broader philosophical perspective on mensuration the effectiveness of promoting communications that focuses on interaction because the unit of study, instead of the behaviour of either the vendor or the patron. Structuration theory is mentioned and offered as a viable foundation for the identification, selection, associate analysis of recent measures of effectiveness in an interactive context among active, goal-driven shoppers and marketers. Structuration theory focuses on the emergence and evolution of the structure of interaction, that is posited as an important consider fashioning, selecting, and evaluating new measures of the effectiveness of promoting communications. This browse broadens the potential set of measures of effectiveness of interactive commercialism communications, implying various meanings for measures below completely different interaction structures and combos of goal states.

Delvecchio, D., Henard (2006) examines commercials is that they induce alternative. However, this profit could also be offset by undermining preference for the complete once it's now not promoted. Despite the actual fact that commercials have long been utilized in selling observe & researched academically, a transparent understanding of the impact of marketing on post-promotion complete preference continues to evade complete managers and selling students alike. This manuscript triesto produce insight on the consequences of commercials on complete preference by integration results from fifty one studies on the topic. Our meta-analysis suggests that, on average, commercials don't have an effect on post-promotion complete preference. However, relying upon characteristic of the marketing and therefore the promoted product, promotions will either increase or decrease preference for a complete. The empirical results offer insights for crafting promotion strategy and for understanding the method by that promotions influence complete preference

Blattberg, R. C., &Neslin, S. A. (1989). This study presents a framework for organizing and discussing however publicity affects sales and the way to use this framework to delineate major generalizations and to spot problems in want of resolution. This framework consists of knowledge wont to live the sales impact of promotions and therefore the timeframe of that impact.

Clarke, D. G. (1973). Has highlighted the mensuration of the result of 1 whole's advertising on the sales of another brand is accomplished victimization improved estimation procedures. The interpretation of parameter estimates is increased through transformation into sales-advertising elasticity. Normative implications of the model square measure investigated.

Chandon, P., Wansink, B., & Laurent, G. (2000). Area unit financial savings the sole clarification for client response to a sales promotion? If not, however do the various client edges of a marketing influence its effectiveness to deal with the primary question, this analysis builds a framework of the multiple client edges of a marketing. Through a series of measure studies, the authors notice that financial and nonmonetary promotions offer customers with completely different levels of 3 epicurean edges (opportunities for price expression, amusement, and exploration) and 3 utilitarian edges (savings, higher product quality, and improved searching convenience). To deal with the second question, the authors develop a profit congruency framework that argues that a sales promotion's effectiveness is set by the utilitarian or epicurean nature of the advantages. It delivers and also the harmony these benefits have with the promoted product. Among different results, 2 alternative experiments show that, as foreseen for high-equity brands, financial promotions area unit simpler for utilitarian merchandise than for epicurean merchandise. The authors then discuss the implications of the multi benefit and also the profit congruency frameworks for understanding client responses to advertisements, re-examining the worth of everyday-low-price policies, and planning simpler advertisements.

Sadeh,f (2012). High volume domestic and international trade and business and their risks, force corporations and business individuals to use monetary services like banks and insurance corporations rather more than ever. However, serious competition during this business impels monetary service managers to figure laborious on their selling methods and plans. Promotion and communication tools are one in every of the foremost vital components of every selling campaign however they're sometimes terribly expensive and selling managers need to realize and use simpler techniques to manage their budget limitation. Today monetary service selling is extremely vital attributable to the serious competition during this market thus promotion and communication methods are important tools for achievement. The other drawback is budget limitation; it forces the marketers to look for more practical promotion tools supported target market and products or service life cycle stage however there is very little research in

this area. The purpose of this study is to spot the foremost vital promotional and communication methods in monetary services business and to analyse their effectiveness for a few demographic segments. We started with associate degree beta analysis on monetary services selling to get promotional methods adopted by them. The study gradually shifted from exploratory research to quantitative research. The analysis is applied, and survey technique is employed for information gathering. In addition to descriptive statistics, rabbit test is employed for locating the order of importance of the known methods. After prioritizing promotion and communication tools and techniques we have a tendency to investigated a lot of careful results by demographic and business kind classes and supply the rank orders and introduce the foremost effective promotion and communication methods for informing, persuading and reminding monetary service customers.

Abcrnethy, Avery M. and Butler (1993) had conducted Employs content analysis of advertisements for both products and services in 13 major newspapers. To find and understand how advertising information on service providers is integrated into service advertising strategy. Result of the study suggests service advertising is far more likely than product advertising to contain information about contact people. Offers ways of improving the advertising strategy of service marketers.

Kim.P,(1992) has highlighted the effectiveness of advertising in the light of the shift of marketing budgets in favour of promotions. The Study is about the reasons for this shift and summarizes studies which show that advertising does work, especially during recessions. The finding of the study is advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term.

RESERCH METHODS:

Descriptive research design is used in this study. The primary data is collected based on the scale developed by Sadeh, F., Birj, R. H., & Miremadi, A. (2012) in Times of India. The sample size used is 100 & technique adopted was convenience technique. The tools used for analysis is Frequency Analysis, Mean Analysis, Regression.

DATA ANALYSIS AND INTERPRETATION:

TABLE NO 1: Demographic Profile of the Customer

GENDER	FREQUENCY	PERCENT
Male	51	51.0
Female	49	49.0
Total	100	100.0
AGE	FREQUENCY	PERCENT
Less than 20	20	20.0
21-30	29	29.0
31-40	23	23.0
41-50	15	15.0
Above 50	13	13.0
EDUCATION	FREQUENCY	PERCENT
HSC	1	1.0
UG	54	54.0
P.G	45	45.0
TOTAL	100	100.0
INCOME LEVEL	FREQUENCY	PERCENT
10000-20000	29	29.0
20000-30000	36	36.0
Above 30000	35	35.0

TOTAL	100	100.0
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Table 1 provide the demographic information of the print media customers. Commonly both male and female customers are using the print media as a tool to gather the information. The age level of the customer are predominantly is from 21-30 and 31-40. Majority of the customers are graduates and post graduates. The level of income is from Rs 20000-30000, Rs 10,000-20,000 and more than Rs 30,000.

MEAN ANALYSIS

Analysis of Advertisement

TABLE NO 2: ADVERTISEMENT

S.NO	ADVERTISEMENT	MEAN	RANK
1	Tv& Radio	2.0600	6
2	Print ads	2.1100	5
3	Brochures	2.9100	2
4	Indoor posters	2.2100	4
5	Billboards	2.3600	3
6	Internet ads	3.2100	1

INTERPRETATION

Table no 2 shows the mean analysis of awareness about advertisement strategy. It is clear from the table the highest mean value of Internet ads (3.2100), followed by brochures (2.9100), Billboards (2.3600), Indoor posters (2.2100), Print ads (2.1100), TV & Radio (2.0600)

Analysis of Direct Marketing

TABLE NO 3: DIRECT MARKETING

S.NO	DIRECT MARKETING	MEAN	RANK
1	Post ads	2.4300	3
2	Telemarketing	3.9300	2
3	E-mail marketing	4.1200	1

INTERPRETATION

Table no 3 shows the mean analysis of awareness about direct marketing strategy. It's clear that the highest mean value is E-mail marketing (4.1200), followed by Telemarketing (3.9300), Post ads (2.4300).

Analysis of Sales Promotion**TABLE NO 4: SALES PROMOTION**

S.NO	SALES PROMOTION	MEAN	RANK
1	Trade shows	3.7400	3
2	Gifts	4.0800	2
3	Contests	2.6800	4
4	Price offs	4.2800	1

INTERPRETATION

Table no 4 shows the mean analysis of awareness about sales promotion strategy. It is clear that the highest mean value is Price offs (4.2800), followed by Gifts (4.0800), Trade shows (3.7400), Contests (2.6800).

Analysis of Personal selling

TABLE NO 5: PERSONAL SELLING

S.NO	PERSONAL SELLING	MEAN	RANK
1	Cross selling	2.0300	3
2	Seminars	2.3900	2
3	Customer sites	2.6900	1

INTERPRETATION

Table no 5 shows the mean analysis of awareness about personal selling strategy. It is clear that the highest mean value is Customer sites (2.6900), followed by Seminars (2.3900), Cross selling (2.0300).

Analysis of Public relation**TABLE NO 6: PUBLIC RELATION**

S.NO	PUBLICITY & PR	MEAN	RANK
1	News release	2.7800	7
2	Sponsoring	3.9700	3
3	Donation	4.3200	2
4	Press conferences	3.600	5
5	Company magazine	4.3400	1
6	Opinion leaders	3.3700	6
7	Business press	3.9400	4

INTERPRETATION

Table no 6 shows the mean analysis of awareness about Public relation strategy. It is clear from the table has highest mean value is Company magazine (4.3400), followed by Donation

(4.3200), Sponsoring (3.9700), Business press (3.9400), Press conferences (3.600), Opinion leader (3.3700), News release (2.7800).

Analysis of Effectiveness of Promotion & Communication Strategy

TABLE NO 6: Effectiveness Of Promotion & Communication Strategy

S.NO	Effectiveness Of Promotion & Communication Strategy	MEAN	RANK
1	Communication & promotional strategies provide detail information about Print Media	4.4400	2
2	Communication & promotional strategies motivates customers to buy Print Media	4.4400	2
3	Communication & promotional strategies remind the customer about Print Media	4.800	1

Interpretation

Table no 6 shows the mean analysis of awareness about Effective of promotion & communication strategy. It is clear that highest mean value is Communication & promotional strategies remind the customer about Print media (4.800), followed by Communication & promotional strategies motivates customers to buy Print Media (4.4400), Communication & promotional strategies provide detail information about Print Media (4.4400).

Analysis of Communication & Promotional Strategy

TABLE NO 7: Mean Analysis of Communication and Promotion tools

S.NO	Communication and Promotion tools	MEAN	RANK
1	Advertisement	2.4767	4
2	Direct marketing	3.4933	3
3	Sales promotion	3.6950	2
4	Personal selling	2.3700	5

5	Public relation	3.7600	1
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Interpretation

Table no 7 shows the mean analysis of awareness about sales strategy. It is clear from the table has highest mean value is Public relation (3.7600), followed by sales promotion (3.6950), Direct marketing (3.4933), Advertisement (2.4767), Personal selling (2.3700).

Regression Analysis**Analysis of Regression Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340	.116	.069	.48282

Table No 8: Regression Analysis

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2.869	5	.574	2.461	.038
Residual	21.913	94	.233		
Total	24.782	99			

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.974	.302		13.147	.000
Advertisement	.024	.047	.056	.511	.611
Direct Marketing	.237	.070	.372	3.374	.001***
Sales Promotion	-.051	.111	-.070	-.457	.649
Personal Selling	-.075	.068	-.130	-1.114	.268
Public Relation	-.011	.101	-.017	-.112	.911

Interpretation

R is the correlation, its value is 0.340 and R square is degree of determination, its value is 0.116. The degree of determination shows the extent to which Advertisement, Direct Marketing, Sales Promotion, Personal Selling and Public relation influences the Effectiveness of Promotion and Communication Strategy. Here the Effectiveness of Promotion and Communication Strategy is determined to an extent of 11.6 % by Advertisement, Direct Marketing, Sales Promotion, Personal Selling and Public relation. Table 8 shows the values of beta and the significant value. It is clear that variables such as Direct Marketing have the significant value of less than 0.05. It is inferred from the table that the Independent variable Direct Marketing are influencing the Effectiveness of Promotion and Communication Strategy.

Conclusions

In Advertisement and Direct Marketing promotion strategies play easy of promoting through Internet ads & E-mail Marketing which is get connected with the online marketing strategy.

Similarly the peoples like to price reduction for their products where they will get satisfy and easy way to promotion techniques from it were they contact with Sales Promotion. From the Regression Analysis the Direct Marketing is influencing the Effectiveness of Promotional & Communication Strategy compares to Advertisement, Sales Promotion, and Personal Selling & Public relation. Since the significance value is less than 0.05.

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