ABSTRACT

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 customers. Constantly upgrading technology has forced modern marketers to look for inventive and latest media channels to lure customers. It has also led to rapid proliferation of internet, mobile phones, movies and video games as emerging media alternatives. Despite of all this, traditional media option such as print is as effective as it used to be in earlier days. An important element of promotional mix for any company, print advertisements have their own prominent share in a company’s marketing budget.

Consumers are more engaged while reading printed material, unlike websites, which are often skimmed in as little as a 15 second visit. The Indian newspaper industry is expected to grow strongly for another decade due to mounting literacy. Aam Aadmi (The Common Man) in India is neither a global citizen nor a netizen who has easy access to information that empowers him. Thus, print in India is an uncomplicated means of individual empowerment. Print is local and a tangible means of common man’s empowerment. It is evident that print media has its own significant role to play in context of Indian advertising scenario and therefore measuring its effectiveness is essential. An understanding of advertising effectiveness would contribute significantly to the productivity of advertisers in terms of effective allocation of their marketing budgets.

Thus, the present research attempts to understand the concept of advertisement effectiveness and identifies varied advertisement effectiveness dimensions in context of different media forms. In addition, it also aims to find out the product specific dimensions of print advertisement effectiveness esp. newspaper and to develop the interrelationships among these dimensions. The following broad research objectives are taken into consideration for present research work:

- To understand the concept of advertisement effectiveness and its measures for a variety of media in Indian context.
- To identify product specific measures of advertisement effectiveness in context of print media.
- To understand and define the interrelationships or linkages among different advertisement effectiveness measures with reference to a specific product category.
The research methodology for the present research work is modified and developed from various researches. The methodology adopted for present study is a judicious mix of both qualitative and quantitative methods and demonstrates successful implementation of conventional research techniques in advertising context. An in-depth and extensive review of literature was carried out which resulted in the identification of research gaps. Subsequent discussions with academicians and industry experts resulted in the formulation of research problem and research objectives. It also helped in the identification of advertisement effectiveness dimensions which differed with a product/service category in consideration even for a specific media in context.

Therefore, detailed analysis of newspaper content was carried out which led to the selection of prominently advertised products for which advertisement effectiveness is to be studied. Further, in order to finalize the advertisement effectiveness measures for selected products identified through content analysis, three Delphi integrations were carried out with the panel of experts to reach to a consensus. Once the product specific dimensions of advertisement effectiveness are finalized; Interpretive Structural Modeling (ISM) was implemented which identified the hierarchy through which advertisement effectiveness can be achieved. The major contributions of the research work may be summarized as:

- The comprehensive review of literature has helped to provide a meaningful literature classification which is expected to give directions to future researches.

- The research methodology adopted for present study is expected to provide a validated support to researchers to explore the area of advertisement effectiveness further in their own research context.

- Detailed analysis of newspaper content has resulted in the identification of prominently advertised product categories viz. *Hair Care Products, Automobiles and Mobiles* and has helped in the examination of newspaper content under various critical parameters.

- Implementation of Delphi technique led to the refinement of a variety of advertisement effectiveness measures from a total of 32 dimensions to 13, 13 and 14 dimensions for *Hair Care Products, Automobiles and Mobiles* respectively.
Implementation of Interpretive Structural Modeling (ISM) has helped to explore the interrelationships and linkages among various advertisement effectiveness measures specific to selected product categories. It will be of great assistance to advertising agencies and practitioners to develop and carry out product specific advertising in print context strategically.

To conclude, the present research has explored the expansive research domain of advertisement effectiveness in context of Indian print media based on the gaps identified through literature review. The work has implemented well established and well proven research tools and techniques to dig into the confusing and complex research area of advertisement effectiveness. The insights gained through this scholarly work have rich and valuable academic and managerial implications. At last, the findings and outcomes of this research study is just a step further towards the immense and boundless filed of advertising and measuring its effectiveness.