

Creativity of Educational Advertisements in Vernacular Newspaper and Human Psychology

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Abstract

Advertisements are the backbone of any business. Advertising welcomes your intended interest group to assess how your item or administration measures facing your rivals, says Gerard Tellis, author of "Effective Advertising: Understanding When, How, and Why Advertising Works. Advertising in simple terms is a means of communication usually adopted by product manufacturers for promotion or creating awareness among potential customers regarding the benefits of their respective products. Advertising in itself is a very vast subject and ever growing. Advertising strategies and market scenarios have changed over the years and it is almost impossible to predict how to go about with an advertising strategy without completely understanding psychology of advertising.

The psychology of advertising includes many different elements such as visual appeal and message, but one of the major factors to keep in mind while creating an advertisement is perception. Perception in advertising relates to a consumer's impression of a particular product or service that may not be rooted in truth. Without perception in advertising, businesses may find it harder to make their products appeal to consumers. Vernacular newspaper publishers work hard to create positive relationships with members of the community to build a loyal customer base. As a publisher's reputation grows, community members begin to trust the company for providing timely and accurate information and often begin to believe that a trusted local publisher won't do business with companies that are untrustworthy. By advertising with a trusted local newspaper that has a loyal customer base, you can build a positive reputation in the community simply through this association.

But, so far vernacular newspapers have not yet started working on the creative elements of the advertisements. If we narrow down to our study area to the education segment's advertisements, these are more informative in a much cluttered manner and effects human psychology.

Keywords : Human Psychology, Vernacular Newspapers, Creativity , effectiveness

Introduction

Creativity means innovation, new thinking or out of the box thinking". In advertising context, creativity is defined as "the ability to produce useful ideas, originality, and imagination of the capacity of joining two or more elements to form a new unity or purpose." The impact of educational advertisements in vernacular newspapers depend upon the creativity of the ads Creativity or designing depends upon copy design or layout, colours used in advertisement, themes, appeals & USP or the central idea of advertisement. Creativity in a message determines what to say & how to say.

In the words of Alfred Politz "Advertising creativity has to follow rules which are guided by well defined purpose, by an analysis of thoughts supplied by imagination, by selection of the useful once which meet the purpose."

"The success of advertising and its effect on human psychology depends upon the quality of the message or copy of advertisement creativity. One of the most important components of developing & effective ad campaign is the advertising message. Message generation & creation is an inevitable activity for developing good advertisement" . It is the beginning of creativity. Underline all these messages are a creative strategy that involves determining what the advertising message will say or communicate & creative tactics dealing with how the message strategy will be implemented or executed.

Advertisement messages should be designed in proper & psychological manner in order to influence the prospective customer. The message should contain & appeal for creating human interest & it must arouse attention in the first place to the target audience. Creative approaches & messages tactics are very important in creating a copy of an advertisement as they give new dimension to it.

The new approach of innovation management is the cornerstone of a successful campaign and it is the trademark of an imperative advertisement. The business structure is changing and talented human resource is in the demand for high future prospects. "The most important function of an agency is designing creative ads" (Tellis, 1998: 93). Creativity means something prominent to change

the mindset of the viewers and thoughts which create value for the advertising agencies.

Even though the perception of creativity depends on the culture and the individual, creativity has been considered just as critical in its own right (Koslow, Sasser, & Riordan, 2003; Smith & Yang, 2004; White & Smith, 2001). Stone, Besser, and Lewis (2000) showed that people prefer advertisements that are creative by analyzing memorability, recall, and likeability as advertising effects Smith et al.: Modeling the Determinants and Effects of Creativity in Advertising

The Parts That Makeup an Ad

An ad is constructed from a number of specific elements, or parts. While there are an infinite number of variations on how these parts can be assembled, the basic ingredients rarely change. In a lot of ways, it's not that different from how homes are designed and built.

Each part of an ad has a specific job to do. The creative challenge is to develop the parts and then put them together in the most effective way. Here's what each part does.

Headline : "It is the most important part of the ad, because almost no one will read the ad without first looking at the headline. We read newspapers and magazines by quickly "scanning" each page."

Headlines : "It act as the hook that catches our attention and draws us into the ad. It is the single most important part of the ad – if it doesn't work, our ad fails because no one reads it. The secret of an effective headline is to appeal to the reader's curiosity, self-interest or sense of humor."

Body copy : "It explains the headline, provides details and lets you elaborate on what you are offering customers. The content of a newspaper ad should be simple, straightforward and clear. Body copy expands benefits offered in the headline. Awareness and image-building ads tend to rely more heavily on body copy – people want & expect some details. Make sure that the body copy in your ads is consistent with the headline and includes all the main facts you want prospective customers to know. At the same time, body copy needs to be very clear, to the point and as brief as possible."

Logo or visual identity : "It should always be

prominent. Not only does this communicate that you are a professional, over time it builds increased awareness of the company. If company logo is distinctive and strong, people who have seen it in the newspaper will soon notice it."

Tag line or Slogan : "It is used to close out ad effectively. Think of the tag line as a written version of logo—it says something important about your company and should be used wherever your logo appears. Tag lines are also important because if you advertise on radio, your tag line will take the place of your logo. These few words need to be chosen carefully and should not be changed once you have settled on them."

Illustrations : "It creates interest and help to communicate your central message. If you include illustrations or photographs in your ads, make sure the images are consistent with your message. People pay more initial attention to pictures than words (Austin)."

Layout, by effective use of different size type, bold type and color make it more impeccable. To withdraw the attention from other sections of the newspaper, rather than relying on readers who intentionally browse ads. Combine large, clear formatting with succinctness and ad will maybe become the first or only ad readers notice. (A.Blake)

Vernacular Newspaper Educational Advertisements and their Appearance

The structure of the Indian Newspaper industry continues to be highly fragmented and regional dominant. According to IRS (Indian Readership Survey) of the total print publications in the country, around 90 percent consists of Hindi and other Vernacular languages. Regional dominance is not typical of only vernacular papers; even English news dailies have managed to gain dominance only in specific pockets. Large print media players like HT Media, Jagran Prakashan, Dainik Bhaskar, Eenadu or Deccan Chronicle have region-specific reach.

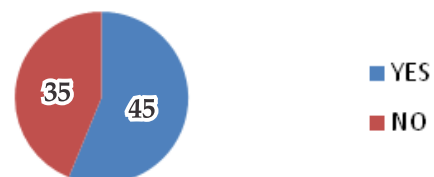
Newspapers are a time-honored place for traditional advertising, still effective in the 21st

century. Creating advertisements for newspapers requires a different set of tactics than other traditional media. Newspapers present unique benefits and drawbacks to advertisers from the relatively limited creative options newspaper ads provide. Seeking a bit of advice before creating a newspaper advertisement can boost your ad's effectiveness. (David Ingram) . A local newspaper will have a smaller circulation than the regional one, but it may target your market better. It is also generally cheaper to place a newspaper ad in the local paper.

Research Methodology

The main objective of the study is to evaluate the effect of creative advertising in education segment's on human psychology The primary survey was conducted to know the effect of creative advertising in education segment's on human psychology by selecting a sample of 80 students who took admission in the college after graduation. These students were asked about the effect of creative ads on selection of educational institutes by them. The results of the survey are discussed below:

Chart 1: Satisfaction of Respondents



Source : Primary Data

Interpretation:

Above chart shows that 45% of the respondents are saying that they are satisfied and 35% respondents are not satisfied by available advertisements

Hypothesis Testing

H_{01} :Creative advertising in education segment's have no effect on students decision to select college for higher studies.

Table 1: Rating of Respondents

Statements	Excellent	Good	Average	Poor	Total
Helps in selection of college	25	9	13	12	59
Gives true and correct information	8	2	5	6	21
Total	33	11	18	18	80

Source : Primary Data

Table 2 : Chi-squense Test Ads Effect on Student Decision

S. No.	Observed .freq.	Expected. Freq.	O - E	(Obs-exp)^2	(Obs-exp)^2/Expected freq
1	25	24.3375	0.6625	0.43890625	0.018034155
2	9	8.1125	0.8875	0.78765625	0.09709168
3	13	13.275	-0.275	0.075625	0.005696798
4	12	13.275	-1.275	1.625625	0.122457627
5	8	8.6625	-0.6625	0.43890625	0.050667388
6	2	2.8875	-0.8875	0.78765625	0.272781385
7	5	4.725	0.275	0.075625	0.016005291
8	6	4.725	1.275	1.625625	0.344047619
Total	80	80	0	5.855625	0.995924788

Source : Primary Data

$$\chi^2 = \frac{\sum (O-E)^2}{E} = 0.995294$$

$$V = (c-1)(r-1) = (4-1)(2-1) = 3 \times 1 = 3$$

Calculated value = 0.995294

Tabular value = 7.815

Level of significance 5%

The calculated value 0.995294 is less than the tabulated value, so, Hypothesis H_0 is accepted that interprets creative advertising in education segment's have no effect on students decision to select college for higher studies

Conclusion

It's the time of cut throat competition in advertising world. To succeed in this type of competition and capture a place to market, every business and industrial enterprise needs to have effective advertising and publicity for their products and services.

Effectiveness should be measured in terms of a dependent variable. The ultimate criterion of ad's effectiveness is increased sales. Sale is an ultimate action and besides a change in consumer awareness, his knowledge of a product or a change in his attitude or the development of certain motivating factors are the considerations of ad's

effectiveness. Creativity in advertising means different things to different people. Further an ad as a whole cannot be tested with a target sample for the response. To know the advertisement effect on the targeted clients, it should be able to communicate desired information and develop favorable attitude towards the product.

Every ad must gain the exposure i.e. the readers must see the organization message set in the ad. Without exposure, ad is bound to failure. So marketers need to collect information through different media types about the target audience exposure to a particular ad. Then they can review and improve on their strategy accordingly.

Attention value in any ad is important for an ad copy without which they are not effective. Now a days market belong to consumers, they are the new GOD of advertisers. Marketers need to impress and influence the consumers to increase their sales or profits. "The current study focuses on the impact of informational content on consumer behavior. Its impact can be assessed from the fact that advertisements with more informational content were found to influence more customers than advertisements with less informational content". (Gupta, 2014) This means being able to communicate with prospective clients. Advertisers need to design the ad of their products & services according to the need of customers and not as per their own likings. They must attract the target audience attention. A reader should be well informed about the product & brand. When one is able to grasp the message and understand it completely the ad we consider is effective.

Effective advertising especially in print media newspapers leverage the strengths of the advertising medium and communication of basic idea. There are unlimited chances to make promotions topical. The news is crisp each day and the promoting can be also. Advertisements should engage perusers, since papers are a perusing medium and their persues are data searchers.

Advertisers aim is to influence the reader's mind and force them to buy the product or services after looking at the ad. This involves the measurement of attitude of the customers towards the product, service or organization in question both before and after the ad is released. Ad must lead to stimulate action or behavior of the consumer.

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