

CONSUMER BEHAVIOUR ATTITUDE TOWARDS PRINT MEDIA ADVERTISEMENT WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT

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Abstract : It's an era of high competition, dynamism and complexities which have forced organizations to change dramatically due to rising customer expectations. Marketers are under constant pressure to deliver finest to their customers. With the advent of technology, marketers have identified latest advertising media options to reach out to target audience. But the conventional ways of print advertisements still holds a deeper penetration and coverage. Various researchers and practitioners have studied the area of print media. The problem for the study is "consumer behaviour attitude towards print media advertisement with special reference to Kottayam district. The objective of this paper is to know the consumer behaviour attitude towards print media advertisement. The study aims to know the consumer behaviour in association with variables such as amusement, informativeness, credibility and nuisance. The study also knows the relation between influential variables and consumer behaviour on newspaper advertisement. The study is conducted in readers of Kottayam District. 81 samples were collected with structured questionnaire through google form. Simple random sampling method was adopted for the sample collection. This study is in analytical nature. The study conclude that there is direct positive relation between perceived amusement, informativeness, credibility and consumer behaviour attitude on print media advertisement whereas nuisance has direct negative relation with consumer behaviour And also the influential variables has direct impact on consumer behaviour.

Key words: *Print media advertisement, amusement, informativeness, credibility, nuisance, influential variables*

I. INTRODUCTION

" The print medium had the power of touching the 5 senses and the heart. Touch, feel and smell of print is intoxicating and a habit. " *

Print has traditionally been a strong medium in India. Vodafone has invested in print in specific campaigns, whenever it is relevant to the target audience and the marketing objectives. In India, print growth is primarily driven by regional newspapers which have a strong readership base across smaller town classes. While in larger markets there is a shift in habit from newspapers to news apps and e-newspapers, smaller markets are still newspaper-heavy.

The average number of copies of print media publications in India went up by 2.37 crore between 2006 and 2016, Audit Bureau of Circulations (ABC), a non-profit organisation that has been certifying circulation figures of member publications since 1948, has said. This, ABC reported in a release on Monday, translates into a compound annual growth rate (CAGR) of 4.87% over this 10-year period. The ABC's analysis of the print media industry's growth over the last decade shows average copies per day rose from 3.91 crore in 2006 to 6.28 crore in 2016, with North Zone showing the biggest CAGR spike of 7.83%. ABC said in a statement that the print medium in India "is thriving, growing and expanding" in spite of "stiff competition" from television, radio and digital industries. The growth in print has been powered by Indian languages, the ABC figures show. Hindi grew ¹the fastest

*Ajay Kakar, CMO, Aditya Birla Group Financial Services , The IAA panel discussion during the launch of The Gutenberg Galaxy could give print media owners something to cheer

(CAGR 8.76%) during the 2006-16 decade, a finding that ties in with the fastest circulation growth in the North Zone. Telugu (8.28%), Kannada (6.40%), Tamil (5.51%) and Malayalam (4.11%) followed Hindi. English publications saw a below average growth over the decade, at a mere 2.87%.

Corporate and Brand Image advertising dominated the print media .It was the largest advertiser in both newspapers and magazines. The other common advertisers between newspapers and magazines were automobiles (cars and jeeps), insurance and the travel and tourism industry. These are the findings of the data collated by AdEx India, a division of TAM Media Research. The AdEx analysis, covering more than 450 newspapers and 200 plus magazines that the research agency monitors, shows that other than the categories mentioned above, the top advertisers and brands in newspapers and magazines were distinctly different. In newspapers, two wheelers were the second largest category of advertisers while publications and books grabbed the same spot in magazines. Magazines also score high on liquor and garments advertising. Airlines and jewellery brands are the other major advertising categories in magazines in this quarter. Educational institutes, social campaigns and events used newspapers for publicity as did property and real-estate developers. In the telecom sector, the advertising divide is quite distinct: while the cellular phone services ranked sixth in newspapers, the handset manufacturers focused on the magazines.

Campaigns from the ministry of divestment and the Government of India were seen across newspapers. A host of public issues also made their way into the newspapers in the first quarter. In the top advertiser category, Maruti Udyog Ltd was the biggest advertiser in newspapers.

As far as the predominance of government ads in print is concerned, at least three campaigns -- "Irada Naye Bharat Ka", "Bharat Uday" and "Pulse Polio" -- featured among the Top 10 brands being advertised in newspapers. The Indian National Congress added the political touch and grabbed the eighth spot in this segment.

The top 10 brands advertised in newspapers included Maruti Udyog Ltd, RIM Prepaid, and ONGC. Bajaj Pulsar DTS-I, LG Home Appliances and Thomas Cook Holidays also featured in the list. The top brands in magazines were, once again, different from those in newspapers. Tamil Nadu Tourism has been the largest advertiser in magazines so far this year. There is a strong presence of automobile advertisers too with Ford Endeavor, Maruti Udyog, Bajaj Pulsar DTS-I and TVS Centra VT-I featuring among the top 10 brands to have advertised in magazines. Among the cellular phone brands, Nokia 1100 was a major advertiser in magazines while Emirates Airlines was prominent among airline advertisers. Even as print media is witnessing a slowdown in the developed economies and digital and television have surpassed print in many markets, when it comes to India newspaper command the lion's share of advertising pie. As per the latest report from the Zenith, the ROI agency of the Publicis Group , newspaper will continue to be the most dominant media segment for the next three years

Table No:1

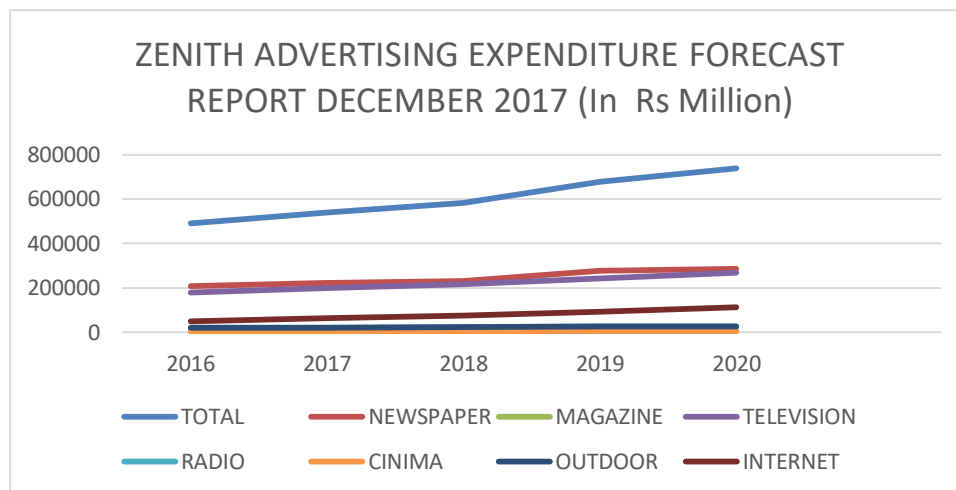
ZENITH ADVERTISING EXPENDITURE FORECAST REPORT DECEMBER 2017

(In Rs Million)

YEAR	TOTAL	NEWSPAPER	MAGAZINE	TELEVISION	RADIO	CINIMA	OUTDOOR	INTERNET
2016	491658	208849	9634	178997	19650	3643	20355	50530
2017	539183	221380	9441	198687	21222	3935	21779	62739
2018	584217	232449	9347	216569	23344	4131	22868	75509
2019	679161	277699	9253	242557	25212	4627	25613	94201
2020	737113	286703	9092	269269	26675	4978	27002	113394

Source: http://economictimes.indiatimes.com/articleshow/61908005.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Figure 1



As per the forecast, by 2020, newspapers will have Rs 28,670 crore, or 38.9% share of the total Advertisement Expenditure even as digital will continue to grow at a faster clip. Digital or internet ad spend will capture 11.6% of the market in 2017, the report highlights.

It forecasts 20.4% growth in internet advertising in India in 2018, compared to 8.4% growth for the market as a whole.

By 2020, internet will account for 15.4% of total ad spend in India, at Rs 11,339 crore. Television will have a 36.5% share in total AdEx at Rs 26,927 crore. Tanmay Mohanty, Group CEO, Zenith India said, “Growing internet penetration accelerated by operators such as Jio will significantly enhance digital ad spends in India and give access to previously untapped markets.” According to Mohanty, India has seen some fluidity in the overall AdEx but remains one of the fastest growing advertising markets globally. “With the dust settling down on demonetisation and GST, we expect a measured recovery on ad spends.

Consumer confidence is on the rise. In 2018, mobile handsets, FMCG, automobiles, BFSI, travel & tourism and political ads will drive up the pace of adspends,” The global report also points out that India is one of the top markets contributing to global adspend. It will be No. 4 in top 10 contributors to global adspend growth from 2017-2020, after US, China and Indonesia in that order. Between 2017 and 2020 Zenith forecasts global advertising expenditure to increase by \$72 billion in total. As per the report, US will contribute 27% to this rise, while China will contribute 20%, followed by Indonesia, India, the UK and Japan, that will contribute 4%. Five of the 10 largest contributors will be rising markets — China, Indonesia, India, Brazil and Russia — and between them they will contribute 33% over the next three years. Overall, the report forecasts rising markets to contribute 54% of additional AdEx between 2017 and 2020, and increase their share of the global market from 37% to 39%.

STATEMENT OF THE PROBLEM

Why does print media advertisement continue to grow in India?

The growth in print as a medium can certainly be ascribed to increasing literacy and aggressive penetration marketing by publishers. The fact that the highest growth has come from the North, which also has had the lowest literacy levels, is testimony to this. Beyond this, it is difficult to generalise without a deeper analysis of this growth and to comment on whether it's due to any change in consumption behaviour. The role of print as an advertising medium has evolved from 'product information' to 'best deals' and 'what's new'. It seems to be most effective, albeit at a pretty high cost, if you are looking at instant awareness and action. In recent times, a lot of marketing spends have been dominated by emerging, new businesses, pushing new products or offers. Print is likely to attract advertising revenue in such situations. Print also benefits combating advertisers, who tend to get more reactive. Hence, this study states that “ A study on consumer behaviour towards print media advertisement with special reference to Kottayam Districts”.

LITERATURE REVIEW

Kwek choon Ling et al (2010) investigated the determinants of consumer's attitude towards advertising among 263 undergraduate students of University in Malaysia. Factor analysis and regression analysis were applied and the findings showed that the factors credibility, informative, pleasure and good for economy positively affect the consumer's attitude towards advertising. Informative was found to be the most important factor. The study suggested that the marketers should ensure the credibility of the advertisement and also to include fun elements in advertisement to attract more consumers and create a positive perception. Md.Usman et al (2010) examined the cultural influence on the attitude of Pakistani people towards advertising from a sample size of 250 respondents. The study applied regression analysis to measure the impact of certain attributes on attitude. The study found that product information, hedonism / pleasure and culture have significant impact on the attitude of people towards advertising. Kotler (2000) states that "an attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea". Elliot and Speck (1998) investigate six major media (TV, broadcasting, magazines, newspapers, yellow pages and direct mail) and found that television and magazines exhibited the highest level of ad related communication problems.

SCOPE AND SIGNIFICANCE OF THE STUDY

As literacy increases in India, which in turn increases in print circulation and readership. 'Print is growing significantly in India'. Circulation is likely to continue its growth in tier II and III towns, which are major consumption markets for sectors like FMCG, retail, e-commerce and automobile. Surely the growth in circulation will encourage advertisers to spend more on print, depending on the strategy. We also need to look at the new publications that are being launched. Currently, tier II and III markets are 'focus consumption centres'. Print continues to grow because of the following factors - expanding reach of FMCG players, automobile companies going rural, growth of online sales, and growth of desktops and smartphones in rural markets. The present study aims to find how consumer's behave in Kottayam Districts in regards to print media advertisement.

OBJECTIVES OF THE STUDY

1. To know the relation between influential variables and consumer behaviour on newspaper advertisement.
2. The study aims to know the consumer behaviour in association with variables such as amusement, informativeness, credibility and nuisance.
3. To put forward the suggestions for the study.

METHODOLOGY OF THE STUDY

The study is conducted in the respondents of Kottayam districts, Kerala who are the readers of newspaper circulated in Kerala. This survey considered only newspaper as print media. Magazine is excluded from the study. Newspaper included as , five Malayalam newspaper namely Malayala Manorama, Mathrubhoomi, Mangalam, Deshabhimani, Rakshtradeepika and four English newspaper namely Economic Times, The Hindu, Times of India and Indian Express.

A structured questionnaire was prepared and send through google forms due to time and money constraints. 81 respondents were filled the same within the time limit. Random sampling method is used for collecting the data. The statistical analysis is done through SPSS, IBM Amos software. For measuring the attitude variables stimulate the behaviour of the customer is evaluated through 5 point Likert scale method. Each variables weighted mean is calculated to know the correlation between its mean value. To test the hypothesis Pearson Correlation, chi square and Anova were used.

HYPOTHESES OF THE STUDY

H01: There is no direct positive relation between perceived amusement, informativeness, credibility and the consumer behaviour attitude on newspaper advertisement

H02: There is no direct negative relation between perceived amusement and the consumer behaviour attitude on newspaper advertisement

H03: There is no mean difference between perceived amusement, informativeness, credibility, nuisance and the consumer behaviour attitude on newspaper advertisement

H04: There is no significant relation between the influential variables and consumer behaviour attitude related to newspaper advertisement.

THEORETICAL REVIEW

Advertising is an indicator of growth of civilisation and a pointer of attempts at the betterment and perfection. Advertising has today become one of the most important parts of our social, cultural, and all business environment and to imagine life without it is almost impossible. Advertising is necessary and important because of its multifunctional activity as it can be used as a best tool for promotion of a product or an idea. It can be very cost effective method to reach large audience. Advertising is used to create image and build symbolic meaning for a campaign or brand. Advertising in India is highly competitive business. Today, with the increasing consumer awareness, no business can survive for long without advertising. With growing business competition, it has become necessary to select right media to reach target audience. Presently, advertising agencies are precisely taking care of consumer needs and provide creative designs with innovative ideas. The major advertising media are newspapers, magazines, posters, billboards, television, radio and internet. The Indian print media is well known for its advertisements, because in India, most of the interior places in villages, there are no facilities of electricity. As a result, the electronic media like television, internet does not reach to the common people. Moreover, in India newspapers and magazines are also printed in different regional languages and hence become popular. Therefore, in some cases print media is preferred more than the electronic media.

In this study, the researcher tries to measure the consumer behaviour towards print media advertisement especially among newspaper readers in Kottayam District, Kerala by using four factors of attitude behaviour of consumers such as, amusement, informativeness, credibility and nuisance.

Amusement

Peoples feeling of enjoyment associated with advertisements plays the greatest role in accounting for their overall attitudes toward them. People tend to give more attention where advertisers use various tools to amuse them. This service can increase customer loyalty and adjoin value for the customer.

Informativeness

The quality of the information placed by a company related to product has a direct influence on the customers perception of the company and the products.

Credibility

It is consumers perception of the genuineness and believability of advertising in general. It has a direct influence on consumer behaviour towards advertisement.

Nuisance

Newspaper is specially full of advertisements which carry content that may annoy, irritate or offend its readers. When advertising employs technique that annoy, offend, insult or are manipulative, consumers are likely to perceive it as unwanted and have irritating influence on behaviour.

Result and Discussions

1. Gender of the respondent

Table II showing Gender of the respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	50	61.7	61.7	61.7
Valid Female	31	38.3	38.3	100.0
Total	81	100.0	100.0	

2. Qualification of the respondent

Table III showing the Qualification of the respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Plus two	3	3.7	3.7	3.7
Undergraduate	16	19.8	19.8	23.5
Valid Post graduate	59	72.8	72.8	96.3
Technical students	3	3.7	3.7	100.0
Total	81	100.0	100.0	

3. Age of the respondent

Table IV showing the Age of the respondent

	N	Minimum	Maximum	Mean	Std. Deviation
Age	81	16	53	29.43	8.185
Valid N (listwise)	81				

4. Occupation of the respondent

Table V showing the Occupation of the respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Private service	55	67.9	67.9	67.9
Govt: Service	6	7.4	7.4	75.3
Valid Business	4	4.9	4.9	80.2
Student	16	19.8	19.8	100.0
Total	81	100.0	100.0	

5. Do you read newspaper regularly

Table VI showing habit of reading newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	56	69.1	69.1	69.1
Valid No	8	9.9	9.9	79.0
May be	17	21.0	21.0	100.0
Total	81	100.0	100.0	

6. Which newspaper do you keep at home

Table VI showing Which Newspaper kept at home

	Frequency	Percent	Valid Percent	Cumulative Percent
Malayalamanorama	54	66.7	66.7	66.7
Mathrubhumi	8	9.9	9.9	76.5
Deshabhimani	1	1.2	1.2	77.8
Rakshtradeepika	1	1.2	1.2	79.0
Valid Times of India	4	4.9	4.9	84.0
The Hindu	7	8.6	8.6	92.6
Economic Times	1	1.2	1.2	93.8
Indian Express	5	6.2	6.2	100.0
Total	81	100.0	100.0	

7. Noticed Advertisement in the newspaper

Table VII showing noticed advertisement in newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	64	79.0	79.0	79.0
No	6	7.4	7.4	86.4
May be	11	13.6	13.6	100.0
Total	81	100.0	100.0	

8. Influenced by the Advertisement in newspaper

Table IX showing influenced by newspaper advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	8	9.9	9.9	9.9
Sometimes	57	70.4	70.4	80.2
Valid Often	15	18.5	18.5	98.8
Very often	1	1.2	1.2	100.0
Total	81	100.0	100.0	

9. Likeliness of Advertisement in newspaper

Table X likeliness of advertisement published in newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	13	16.0	16.0	16.0
Valid Sometimes	38	46.9	46.9	63.0
Often	26	32.1	32.1	95.1
Very often	4	4.9	4.9	100.0

Total	81	100.0	100.0	
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10. Consideration of the recommendation given in the newspaper

Table XI showing consideration of the recommendation given in the newspaper advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	18	22.2	22.2	22.2
Sometime	48	59.3	59.3	81.5
Valid Often	14	17.3	17.3	98.8
Very often	1	1.2	1.2	100.0
Total	81	100.0	100.0	

11. Newspaper promote Vulgarism in the Advertisement

Table XII showing newspapers promote vulgarism in advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	26	32.1	32.1	32.1
Sometimes	32	39.5	39.5	71.6
Valid Often	16	19.8	19.8	91.4
Very often	7	8.6	8.6	100.0
Total	81	100.0	100.0	

12. Mean and S.D of Influential variable

Table XIII showing Mean and S.D of the influential variables

	N	Mean	Std. Deviation
Influential Variables	81	2.0988	.43960
Valid N (listwise)	81		

Testing of hypotheses

H01: There is no direct positive relation between perceived amusement, informativeness, credibility and the consumer behaviour attitude on newspaper advertisement

Table IV- Descriptive Statistics

	Mean	Std. Deviation	N
Attitude Measure	3.0247	.68648	81
Amusement	3.1029	.86545	81
Informativeness	3.4156	.77912	81
Credibility	3.0041	.83416	81

Table XV showing the Correlations between behavior attitude variables with Amusement, informativeness and credibility

		Attitude Measure	Amusement	Informativeness	Credibility
Attitude Measure	Pearson Correlation	1	.588**	.547**	.578**
	Sig. (2-tailed)		.000	.000	.000
Amusement	Pearson Correlation	.588**	1	.572**	.580**
	Sig. (2-tailed)	.000		.000	.000
Informativeness	Pearson Correlation	.547**	.572**	1	.647**
	Sig. (2-tailed)	.000	.000		.000
Credibility	Pearson Correlation	.578**	.580**	.647**	1
	Sig. (2-tailed)	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=81

Inference:

All values are positively related with Attitude measures. A moderate positive relationship. Since the significant value is less than 0.05, the null hypotheses is rejected. Hence there should be direct positive relation between perceived amusement, Informativeness, credibility and the consumer behaviour attitude on the newspaper advertisement

H02: There is no direct negative relation between perceived amusement and the consumer behaviour attitude on newspaper advertisement.

Table XVI- Descriptive Statistics

	Mean	Std. Deviation	N
Attitude Measure	3.0247	.68648	81
Nuisance	3.2510	.77016	81

Table XVII Correlations between behaviour attitude and Nuisance

		Attitude Measure	Nuisance
Attitude Measure	Pearson Correlation	1	-.270*
	Sig. (2-tailed)		.015
Nuisance	Pearson Correlation	-.270*	1
	Sig. (2-tailed)	.015	

*. Correlation is significant at the 0.05 level (2-tailed).

b. Listwise N=81

Inference

Direct negative relationship. Negatively weak relationship. Since the significant value is less than 0.05, the null hypotheses rejected. Hence, there is direct negative relation between Nuisance and the consumer behaviour on the newspaper advertisement.

H03: There is no mean difference between perceived amusement, informativeness, credibility, nuisance and the consumer behaviour attitude on newspaper advertisement

Statistics

		Amusement	Informativeness	Credibility	Nuisance
N	Valid	81	81	81	81
	Missing	0	0	0	0
Mean		3.1029	3.4156	3.0041	3.2510
Std. Deviation		.86545	.77912	.83416	.77016

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Amusement	Between Groups	32.335	13	2.487	6.041	.000
	Within Groups	27.585	67	.412		
	Total	59.920	80			
Informativeness	Between Groups	28.349	13	2.181	7.228	.000
	Within Groups	20.213	67	.302		
	Total	48.562	80			
Credibility	Between Groups	26.645	13	2.050	4.732	.000
	Within Groups	29.020	67	.433		
	Total	55.665	80			
Nuisance	Between Groups	16.556	13	1.274	2.762	.003
	Within Groups	30.895	67	.461		
	Total	47.451	80			

Inference

Since the significant value is less than 0.05 for consumer behaviour attitude on Amusement, credibility and Nuisance, null hypotheses is rejected. Hence there is a significant mean difference between perceived amusement, informativeness, credibility, nuisance and consumer behaviour attitude.

H04: There is no significant relation between the influential variables and consumer behaviour related to newspaper advertisement.

Table XVII showing Test Statistics of influential variables

	Have you ever been influenced by newspaper advertisement	Do you like the advertisement published in your newspaper	Have you ever considered the recommendation given in the newspaper advertisement	In the name of Making it popular among audience, newspapers promote vulgarism in advertisement
Chi-Square	93.765 ^a	32.827 ^a	58.506 ^a	18.012 ^a
Df	3	3	3	3
Asymp. Sig.	.000	.000	.000	.000
Exact Sig.	.000	.000	.000	.000
Point Probability	.000	.000	.000	.000

0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.3.

Since the significant value is less than 0.05, the null hypotheses is rejected. Hence there is significant relation between influential variables and the consumer behaviour toward the newspaper advertisement.

Conclusion

Measuring and understanding the consumer behaviour attitude on print media advertisement is crucial in today's highly dynamic business scenario as huge fund is involved in promotional activities. It will also contribute in allocating advertising budgets in most effective way. Thus, an effort has been made through present research work to know the relationship between influential variable and consumer behaviour attitude on print media advertisement. And also to know the perceived amusement, informativeness, credibility and nuisance towards consumer behaviour on print media advertisement.. The study conclude that there is direct positive relation between perceived amusement, informativeness, credibility and consumer behaviour attitude on print media advertisement whereas nuisance has direct negative relation with consumer behaviour And also the influential variables has direct impact on consumer behaviour. This study also states that there is significant mean difference between the behaviour attitude and the attitude variables taken for the study.

The study on consumer behaviour attitude of individual is not new. Extensive research has been done in this field in the past. However, the present study on consumer behaviour attitude with regard to print media advertisement is very important as this kind of research will help the marketers to make advertisements that have the highest impact on readers and can easily satisfy their target customers.

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