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PRINT ADVERTISING: Basic Elements and It's Usage

An Evaluation of Indian and Sri Lankan Print Advertisement

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Guide

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ABSTRACT

The basic objective of any media, be it print or electronic, is to create awareness and build confidence among the target audience in order to motivate them to satisfy the client's advertising goal. Receivers of messages propagated by the media are heterogeneous and their demographics such as age, levels of education, income, language, sex, occupation are different according to the country or society they live in. Thus their levels of understanding messages or images of an advertisement too is different and hence, it is a formidable challenge and a task to use the visual media to propagate something equally among such groups of receivers.

This study explains the basic elements and analyzes the impact of visual elements such as headline, image, body copy, logo, and tagline dividing three major categories as text, color and picture in products advertisement. The study also evaluates advertisements in the two countries of India and Sri Lanka. Dependent variables in this research are the opinion of India and Sri Lanka consumers and independent variables are text (typeface and text concept), image (model, endorser, endorser age, endorser nationality and appeal), and color (colorful and black & white). According to the general research design, the study analyzes how a change in the design elements affects the opinion of consumers in India and Sri Lanka about the print advertisement. The sample was three kinds of print advertisements such as cosmetic, clothing and jewelry and the targeted people for knowing their perceptions about the print advertisement. The main reason for selecting the consumer products was because of their uniqueness in comparing same products with other products for satisfying their psychological needs. The media analyzed in the study were mostly visual advertisements as newspaper, magazine, posters and billboards.

Theoretical investigation was the data collection through secondary sources such as library reference, reading articles and books related to the subject of print advertisement. The primary data collection was done through the researcher's own experience of cultural differences and interview with advertisers in both countries and finally the study to the consumers. For this study, variety of ads were selected in terms of their design elements

and its impact in attracting the attention of consumers. Also 80 girls ranged in age group 20 to 30 years of age (40 Sri Lankan girls and 40 Indian girls) were selected conveniently. The respondents were asked to choose an ad that mostly attract their attention and to give their perception on the same ad. This research report covers the purpose of this research and the research problem, theoretical insights into print advertisement, its elements and usage, the research questions and relevant hypothesis, and finally comes to the analysis, result and conclusion of entire study.

Based on the result of the research, in Print advertisement text and picture were very competitive in attracting the attention of the consumers to the ad of cosmetic product. Advertisement can be more effective in both countries if there is use of an endorser instead of the product image. Endorsers are most likely to be celebrities, in the age of below 30 and from a mix of nationalities, ads are most likely to be colorful and use the Serif typefaces. In designing the ads for the aesthetic products in India it is more effective to use the sex appeal while in Sri Lanka it is more effective to use the slice of life appeal. Finally consumers in India are more attracted to the ad by the impression of the text concept comparing to Sri Lanka.