Trends In Matrimonial Advertisements - A Study Of Matrimonial Advertisement In Newspapers On The Basis Of Content Analysis

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Abstract:

Keywords: Advertisements, Print Advertisement, Matrimonial Advertisements.

I. Introduction


II. Print Advertisements & Its Types


2.1 Classified Advertisements

As The Name Implies, Classified Advertisements Are Placed Under A Specific Heading Called Classified. They Are Dull And Dark Form Of Advertising With No Matter Of Display. These Are Very Cluttered And Cheap In Rates. It Is The Reader Who Put An Eye Of His Interest. Example: Wanted Ads, Sale Purchase Ads, To-Let Ads, Matrimonial Ads, etc.

2.2 Classified Display Advertisements

In These Type Of Advertisements A Little Matter Of Display Is Added To Make The Advertisement Stand Individually From The Cluttered Classified Advertisements. In This Advertisement Display Involves Borders, Larger Types, White Space And Illustrations Are Added. Example: Tender Notice, Government Notices, Legal Notices Etc.
2.3 Display Advertisements


III. Matrimonial Advertisements

Matrimonial Advertisements Fall Under The Category Of Classified Advertisements. These Advertisements Consist Of Short Bio Data Of Groom & Bride And Little Information About Their Families. It Also Consists Of Preferences Of Both. The Print Media Provides Opportunity To Contact Each Other Through E-Mails Or Giving Contact Numbers Also. Earlier These Advertisements Were Just Like Ordinary Classifieds But Nowadays Little Element Of Display Is Added In Form Of Color, Border, Font, Type Size Etc. The Advertisements Are Written In Sms(Short Message Service) Language As It Cost Heavy If Full Words Are Used (E.G. Sm4 (Slim Match For),B’ful(Beautiful) H’some(Handsome),Req (Required)Etc.).

The Matrimonial Advertisements Also Carries Information Regarding Economic Status Of Family (Middle Class, Upper Class, High Profile Family, Highly Sophisticated Family Etc.)Which Clearly States The Economic Conditions Of The Family. Nowadays The Economic Status Can Also Be Judge By The Appearance Of Advertisements. As The Tariff Rates Of Advertisements Are At Height Same Is The Casein Matrimonial Advertisements. It Cost Approximately Rs. 2000 For Giving Matrimonial Advertisement For Once In Newspaper And That Of 2-3 Lines Only. The People Using Advertisements More Decorative Are Sound Enough Economically As It Cost Rupees 5000/-Approximately.

The Following Picture Shows That Matrimonial Advertisements Placed In One Of The Leading Newspaper Known As “The Tribune”

The Following Picture Shows That Matrimonial Advertisements Placed In One Of The Leading Newspaper Known As “The Tribune” But Nowadays We Have Hybrid Style Of Matrimonial Classified Advertisements. The Following Picture Shows The Matrimonial Advertisements Placed In One Of The Leading Newspaper Known As “The Times Of India”.


IV. Review Of Literature

“Tridib Kumar Chakarbari” States In “Attitude Reflected In Matrimonial Advertisements” That Giving Matrimonial Advertisements In Newspaper In India Is A Distinct Departure From Traditional Pattern I.E. Selection

V. Objectives

The Broad Objective Of The Study Is To Know About The Latest Trends In Matrimonial Advertisements. The Specific Objectives Are:

1) What Is Total Coverage Of Matrimonial Advertisements In Newspaper?

2) Whether Sms (Short Message Service) Language Is Used In Advertisements?

3) What Type Of Appeal Are Made In It?

4) What Type Of Looks Of Advertisement Is Preferred?

VI. Research Methodology


VII. Sample Selection

The Sample Selected For The Study Is The 18 Newspaper Of The Tribune & The Times Of India. The Advertisements Appear On Sunday Of Every Week. In The Month Of November (4, 11, 18, And 25) & In December(2, 9, 16, 23, And 30). This Sampling Is Stratification By Week Of The Month And By Day Of Week. (Wimmer &Dominick, 2016)

VIII. Finding And Discussions

The Following Table Carries The Interpretation Of Data Which States That:

8.1 Content In Newspapers

The Following Table Shows: 55% News, 38% Advertisements, 5% Editorial, 2 % Other In Toi & In Tribune 53%
News, 7% Editorial, 35% Advertisements, 5% Other Content In Newspaper.

### 8.2 Types Of Advertisements

![Bar Chart](chart1.png)

The Table Shows That: 30% Classified, 65% Display, 5% Display Classified In Toi & In Tribune. 30% Classified, 68% Display & 2% Display Classified Advertisements Appear In Newspaper.

### 8.3 Percentage Of Matrimonial Advertisements On Sunday

![Bar Chart](chart2.png)

The Table Shows: 65% Matrimonial & 35% Other Advertisements In Toi & In Tribune. 70% Matrimonial & 30% Other Advertisements Appear On Sunday In Newspaper.
8.4 Appearance Of Matrimonial Advertisements

8.4.1 Color Of Advertisements

The Table Shows: 35% Colored, 65% Black & White In Toi & In Tribune 10% Colored & 90% Black & White Advertisements Are Published.

8.4.2 Bordered Advertisements

This Table Shows: 9% Bordered Ads & 91% Not Bordered In Toi & In Tribune 4% Bordered & 96% Not Bordered Advertisements Appear In Matrimonial Advertisements.

8.4.3 Font
The Table Shows: 2% Font Change, 98% Same In Toi & In Tribune 0.5% Change, 99.5% Same Font Is Used In Matrimonial Advertisements.

8.4.4 Type Size

This Table Shows: 40% Change, 60% Same Type Size In Toi & In Tribune 12% Change & 88% Same Type Size In Matrimonial Advertisements.

8.4.5 Pictures Accompanied With Text
The Table Shows The Pictures Accompanies The Text In The Form Cartoons In Toi But Not In Tribune.

8.5 Appeal Used In Advertisements

The Table Shows: 15% Family, 65% Economic Status 19% Appearance, 1% Other Appeal Used In Toi & In Tribune 12% Family, 72% Economic Status, 12% Appearance & 4% Other Appeals Are Used In Matrimonial Advertisements For Approach.

8.6 Use Of SMS( Short Message Service) Language

The Table Shows That Both The Leading Newspaper Use SMS Language In Matrimonial Advertisements.
8.7 Use Of Separate Supplement For Matrimonial Advertisements

The Table Shows That The Leading Newspaper Toi Contains Special & Separate Supplement For Matrimonial Advertisements And Tribune Don’t Have Such Special Supplements.

8.8 Division On The Basis Of Caste/Religion

The Table Shows That Matrimonial Advertisements Carry Division On The Basis Of Caste Or Religion E.G. Aggarwal, Arora, Hindu Khatri, Brahmin; Sindhi, Rajput, Yadav Etc. In Both The Leading Newspapers.

8.9 Appeal For Brides
The Table Shows That The Appeal Done From The Groom Side For Bride 68% Working, 32% Homely In Toi & In Tribune 76% Working & 24% Homely

8.10 Qualification Required

The Table Shows That Qualification Required From Both The Sides Ranges 5% Matric, 20% Senior Secondary, 20% Graduate & 55% Post Graduate In Toi Where As In Tribune For Matric 3%, Senior Secondary 15%, Graduate 22% & Post Graduate And Above 60%.

8.11 Occupation Demanded From Bride Side

The Table Shows The Demand Of Occupation From Bride Side For Preference Of Eligible Groom In Toi 12% Business, 70% Preferring Serviceman And 18% Professionals Where As In Tribune The Businessman Cater 15%, 82% Service & 3% Professionals.
8.12 Mentioning Of Income Status

The Table Shows The Percentage About Income Description Of Grooms & Brides In Toi Its 67% Annually, 33% Monthly And In Tribune Its 54% & 46%.

IX. Conclusion

The Above Study Cleared Up That Media Specially Print Involving In The Life Of Humans So To Choose Compatible Match For Themselves. It Is Providing An Opportunity To Choose The One According To The Preferences By Providing Maximum Information In Just Few Words. Nowadays The Trend Is Shifting From Mere Informing To Glorifying To Attract The Interested Parties By Opting For Hybrid Classified Matrimonial Advertisements. This Not Only Enchants The Looks Of The Advertisement But Also Reflects The Economic Status Of The Family As Such Glorified Advertisements Cost Heavy.