

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

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Abstract:

Marriages Are Planned In Heaven But Commence On Earth. Nowadays, Media Is Striving Too Hard To Make Available True Match For Eligible Bachelors. The Researcher Commence A Study Regarding New Trends Emerging In Matrimonial Advertisements Through This Paper. Matrimonial Advertisements Are Skipped By Some And Picked By Others According To The Need, When Felt. The Methodology Used Is Content Analysis Of Matrimonial Advertisements Appearing In “The Times Of India” & “The Tribune”, The Leading Newspaper In India. Surprisingly, The Finding States That Nowadays People Choose Hybrid Matrimonial Advertisements Changing With Extra Effects And Other Opt For Normal Appearance & On The Hand One Can Judge Their Economic Status Through Advertisements Style They Opted For. The Size Of Advertisement Also Adds Here A Lot. The People Are Moving From Simple Matrimonial Classified Advertisements To Hybrid Matrimonial Advertisements To Mark Their Presence Among Clutter Advertisements So That One Can Net & Get.

Keywords : Advertisements, Print Advertisement, Matrimonial Advertisements.

I. Introduction

It Is Truly Said In Hindu Mythology “Shaadi Ka Ladoo Jo Khaye Wo Pachtaye Aur Jo Na Khaye Wo Bhi Pachtaye”. Marriages Are Made In Heaven But Souls Meet On Earth, What People Believe. Society Comprises Of Group Of People Residing Together With Different Wants, Needs, Demands But Common Interest. Society Consists Of Different Region & Religion To Come Together And Share Their Experiences, Problems, Happiness & Sorrows. How To React In Society, One Learns From His/Her Family. We Have Family Members Who Teach And Instruct Us How To Behave In The Society. From Where This Society Begins? It Begins From Home.... Marriage (Also Called **Matrimony** Or **Wedlock**) Is A Bond Which Is Virtually Signed Between Two Souls With Love & Commitment. But To Choose Or Find Someone Whom You Think Is The Best Compatible, Is Quiet Difficult Task. Nowadays The Various Consultancy, Bureaus, Print Media, New Media Etc. Are Striving Their Best In Helping The Bachelors To Find Their Suitable Match. One Can Select Best Groom Or Bride For Oneself In The Available List Provided In The Form Of Matrimonial Ads. You Have Many Options Related To Career, Appearance, Caste, Religion, Region, Economic Status, Education Etc. It Is Exactly Same As Selecting Cosmetic Product Which Suits Your Skin From The Market. One Can Also Move For Window Shopping As This Facility Is Also Provided By Matrimonial Ads. It Provides Options Of Pick & Choose.

II. Print Advertisements & Its Types

Print Media Comprises Of Newspapers, Magazines, Journals, Books, Direct Mail, Etc. Advertisement Carried By Print Media Is Known As Print Advertisements. The Newspaper Being A Vehicle Delivers Messages Along With News, Views, Entertainment, Columns Etc. The Large Group Of Readers Get Interest In Advertising Content Published In The Newspapers Which Varies From Person To Person. A Newspaper Is Typically Either A Daily Or Weekly Publication That Is Regarded, With Some Exceptions, As A Local Advertising Medium. Newspapers Normally Selects Their News, Features And Editorial Subjects With An Eye To The Wants And Needs Of People Within A Particular Community. Newspaper Advertising Can Be Classified As follows: 1) Classified Advertisements 2) Classified Display Advertisements 3) Display Advertisements

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

Such Type Of Advertisements Are Attractive And Eye Pleasant Element Of Newspaper. It Is Placed On News Pages. It Work As A Crown For Front Page. It Carries Glamour Pictures, Multicolor, Illustrations Which Please The Eyes Of The Reader To Go Through. They Are Costly And Generate Huge Revenue For Newspapers. Examples: Commercial Advertisements Of Goods And Services.

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 Case In 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 Times Of India" 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".



Matrimonial Advertisements In Newspaper In India Is A Distinct Departure From Traditional Pattern I.E. Selection Of Partner On The Basis Of Information Personally Gained. Matrimony Advertising Is A Unique Phenomenon Seen In Indians Which Is Usually Opt For Arranged Marriages. The Language Used In Matrimonial Advertisements Is Soothing Paradise Which Is Highlighted Through Words Like Young, Slim, Attractive, Highly Educated, Good Mix Of Eastern & Western Value (The Humour Of Melvin Durai). It Is Stated Be Pchs Serving Diverse Communities That The Institution Of Marriage Is Affected By Various Social, Economic, Cultural & Geographical Issues.

IV. Review Of Literature

"Tridib Kumar Chakarbarti" 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

Of Partner On The Basis Of Information Personally Gained. “Satarupa Dasgupta” States In His Study” *Bride & Prejudice: A Comparative Analysis Of Matrimonial Advertisements Of Indian Women Pblished In Newspaper & Matrimonial Websites*” That Matrimony Advertising Is A Unique Phenomenon Seen In Indians Which Is Usually Opt For Arranged Marriages. The Language Used In Matrimonial Advertisements Is Soothing Paradise Which Is Highlighted Through Words Like Young, Slim, Attractive, Highly Educated, Good Mix Of Eastern & Western Value (*The Humour Of Melvin Durai*). It Is Stated Be *Pchs Serving Diverse Communities* That The Institution Of Marriage Is Affected By Various Social, Economic, Cultural & Geographical Issues.

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

The Researcher Employed Census Method For Data Collection. The Census Method Is Quantitative Approach. Here Content Analysis Is Used As A Tool Of Data Collection. Content Analysis Is A Method Of Studying And Analyzing The Communication In A Systematic, Objective, And Quantitative Manner For The Purpose Of Measuring Variables. Reference Period: The Reference Period For The Study Is The Month Of November & December 2012. In This Period, Sunday Of Every Week Was Considered For Matrimonial Advertisement As They Appears Only On Sundays Of “The Tribune” And “The Times Of India”.

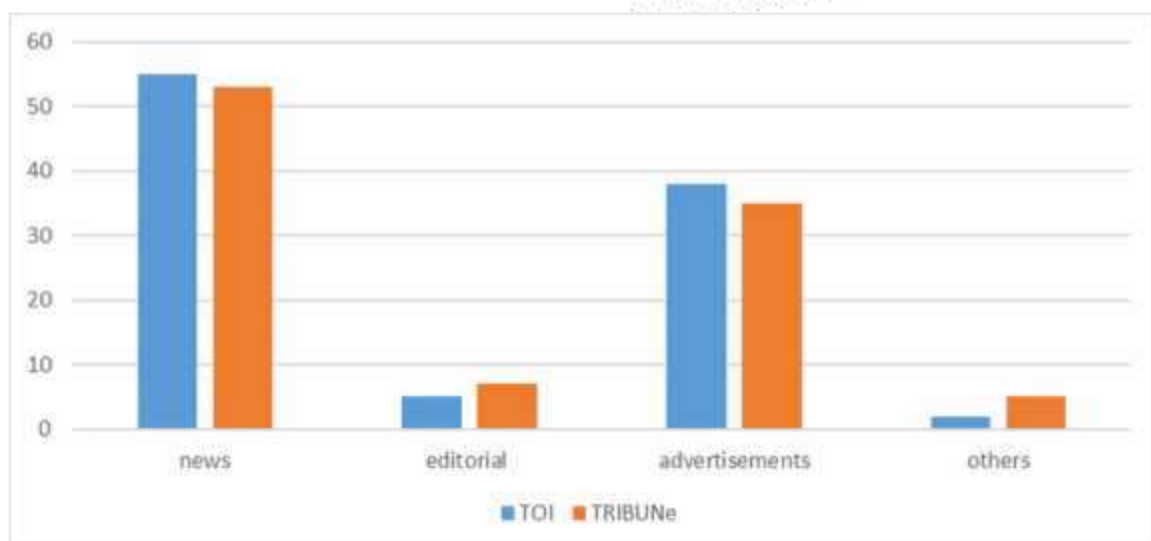
VII. Sample Selection

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:

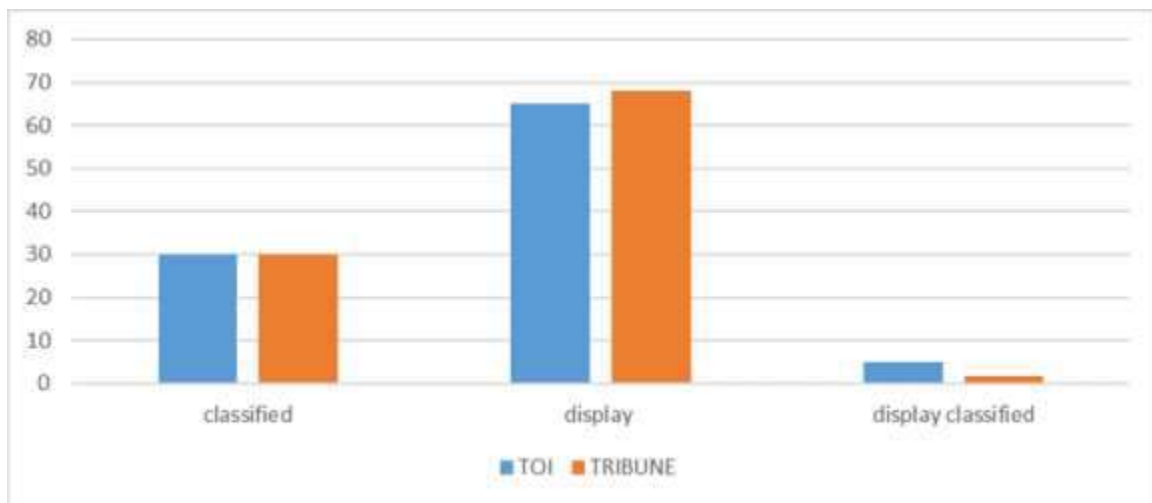
8.1 Content In Newspapers



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

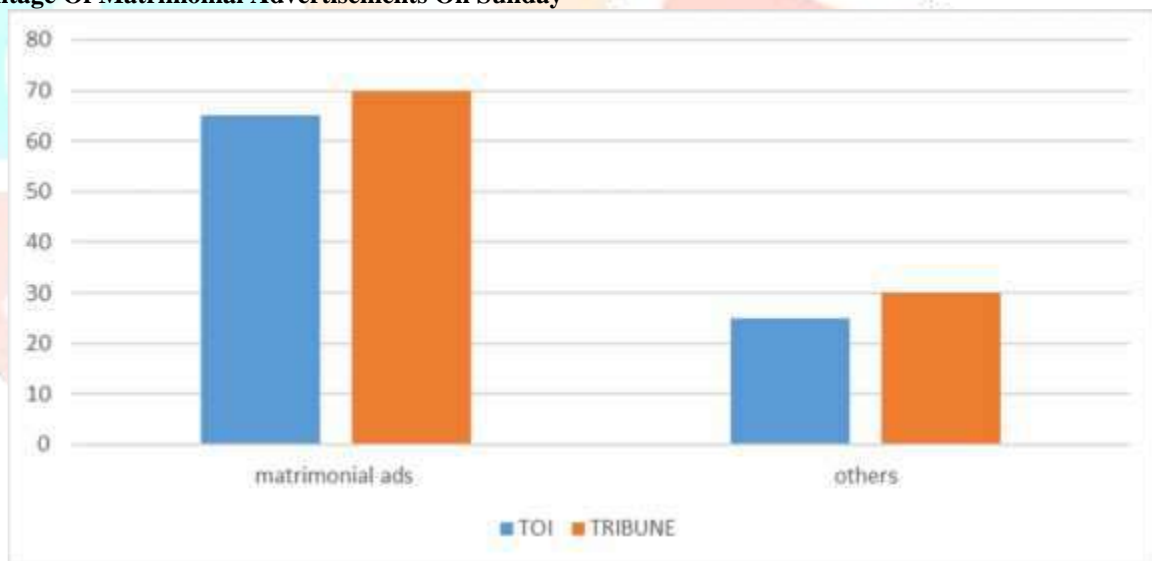
News, 7% Editorial, 35% Advertisements, 5% Other Content In Newspaper.

8.2 Types Of Advertisements



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.

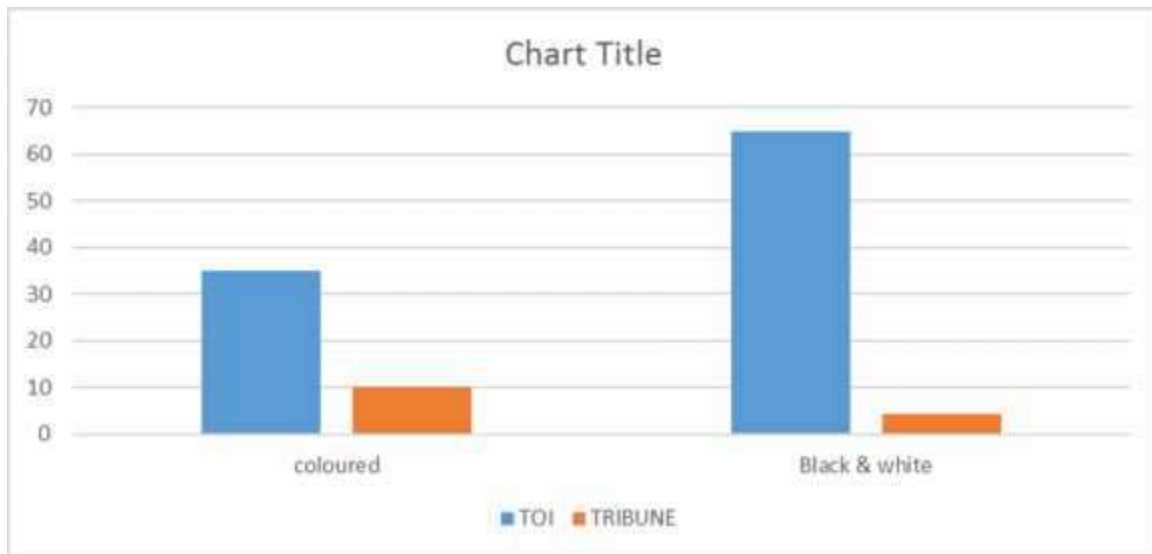
8.3 Percentage Of Matrimonial Advertisements On Sunday



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

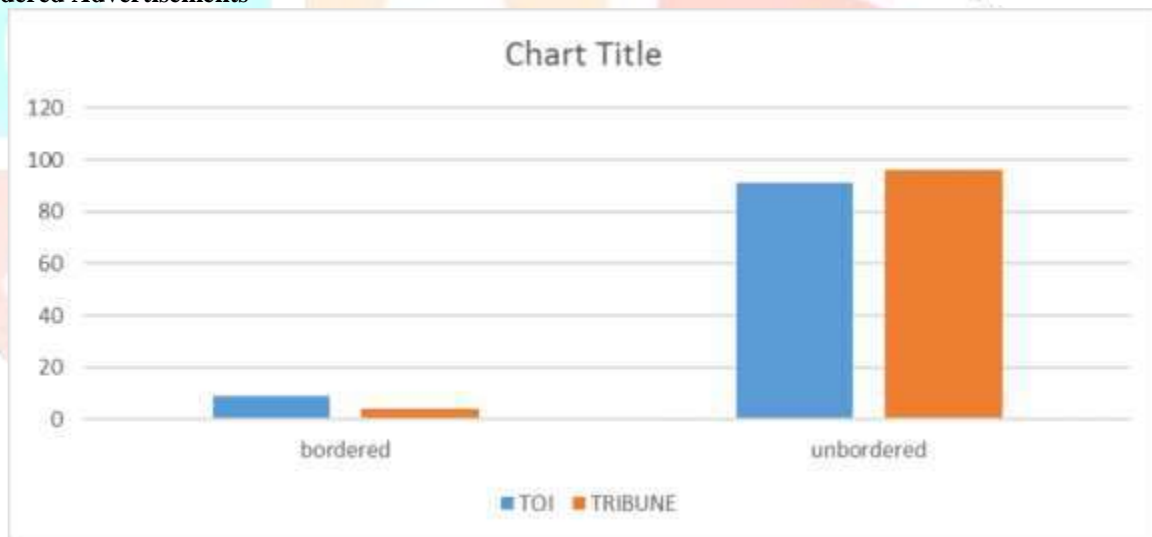
8.4 Appearance Of Matrimonial Advertisements

8.4.1 Color Of Advertisements



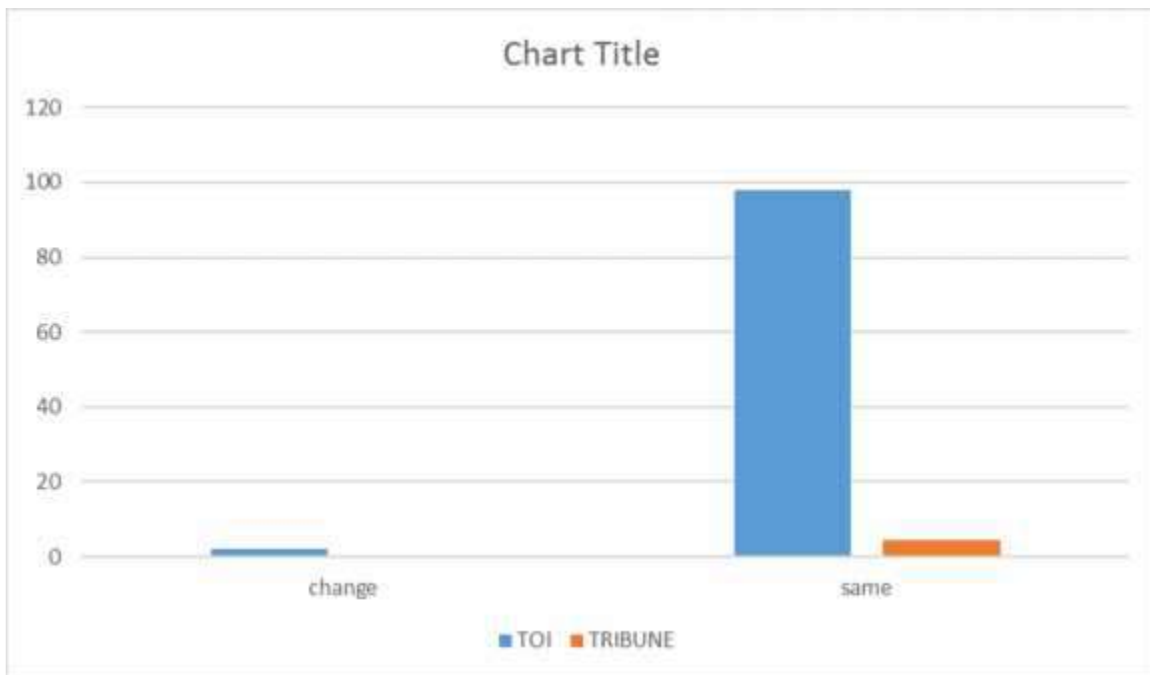
The Table Shows: 35% Colored, 65% Black & White In Toi & In Tribune 10% Colored & 90% Black & White Advertisements Are Published.

8.4.2 Bordered Advertisements



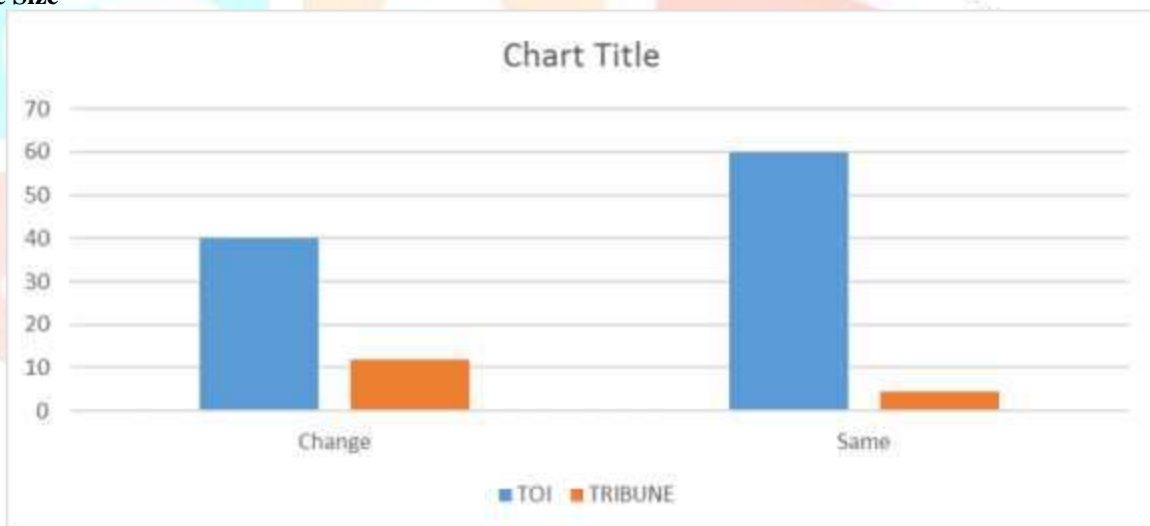
This Table Shows: 9% Bordered Ads & 91% Not Bordered In Toi & In Tribune 4% Bordered & 96% Not Bordered Advertisements Appear In Matrimonial Advertisements.

8.4.3 Font



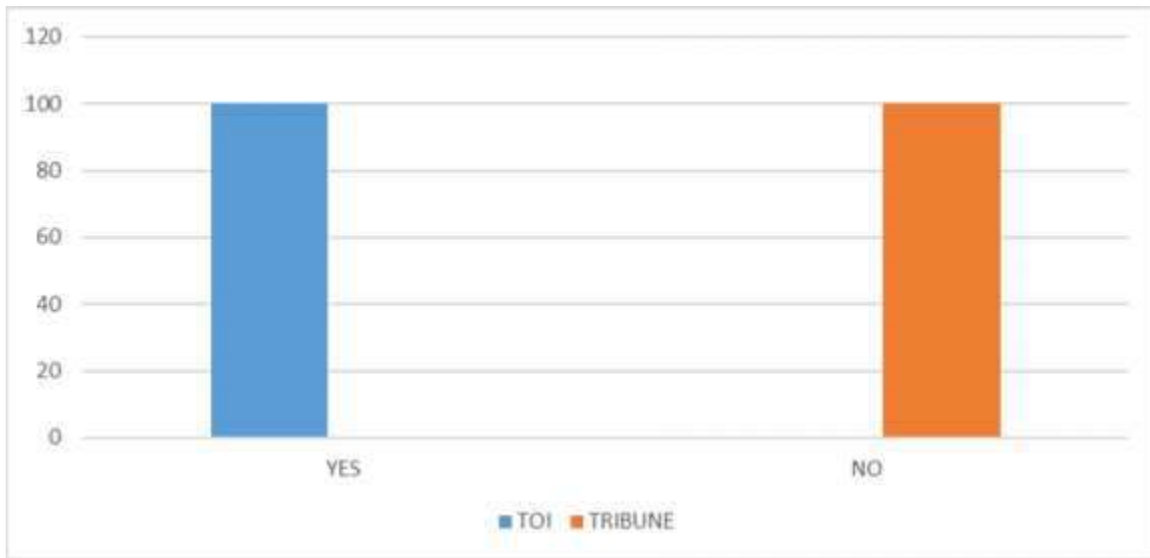
The Table Shows: 2% Font Change, 98% Same In Toi & In Tribune 0.5% Change, 99.5% Same Font Is Used In Matrimonial Advertisements.

8.4.4 Type Size



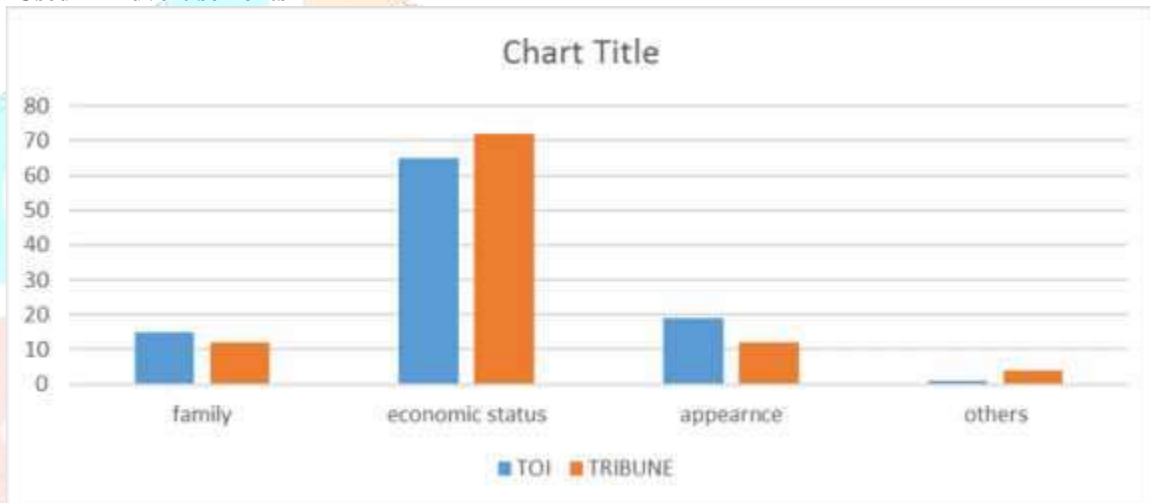
This Table Shows: 40% Change, 60% Same Type Size In Toi & In Tribune 12% Change & 88% Same Type Size In Matrimonial Advertisements.

8.4.5 Pictures Accompanied With Text



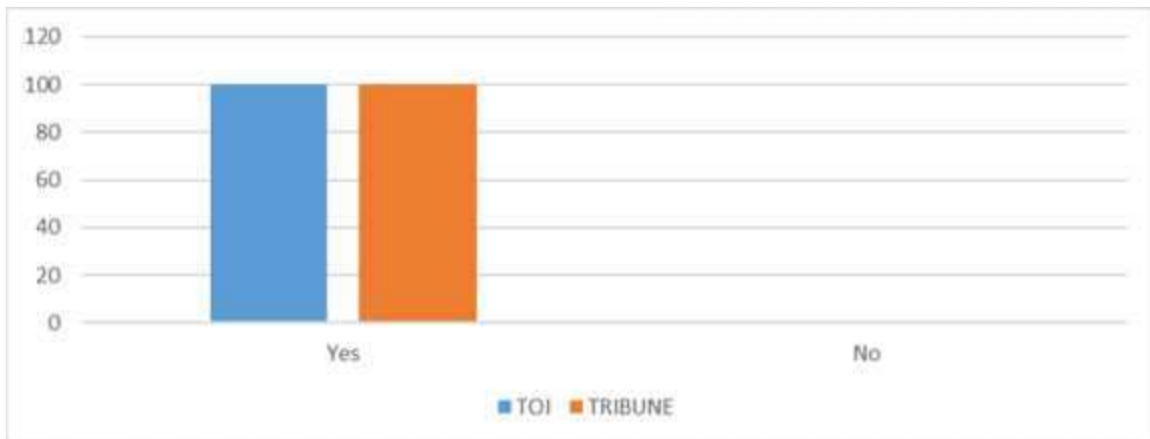
The Table Shows The Pictures Accompanies The Text In The Form Cartoons In Toi But Not In Tribune.

8.5 Appeal Used In Advertisements



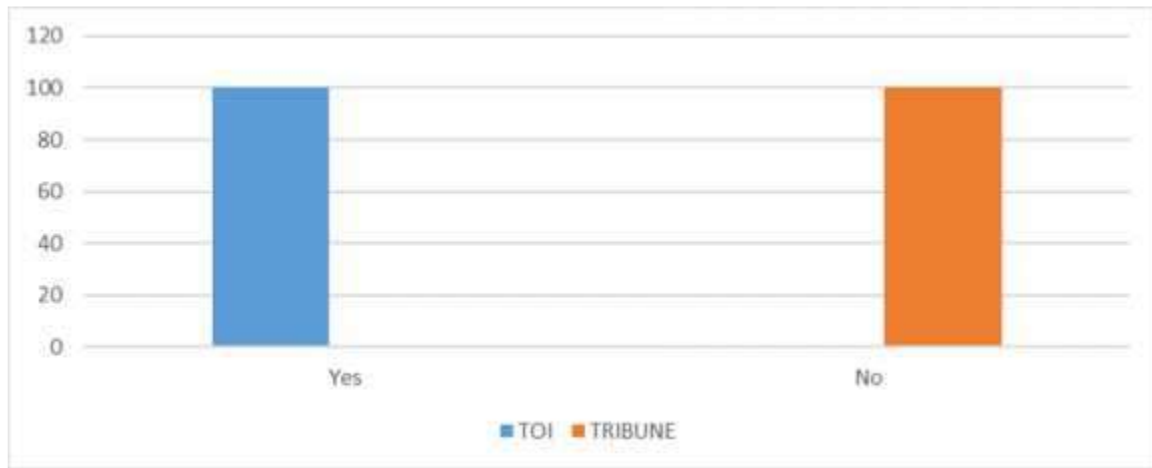
The Table Shows: 15% Family, 65% Economic Status 19 % Appearance,1% Other Appeal Used In Toi & In Tribune 12% Family, 72% Economic Status, 12% Appearance & 4% Other Appeals Are Used In Matrimonial Advertisements For Approach .

8.6 Use Of SMS(Short Message Service) Language



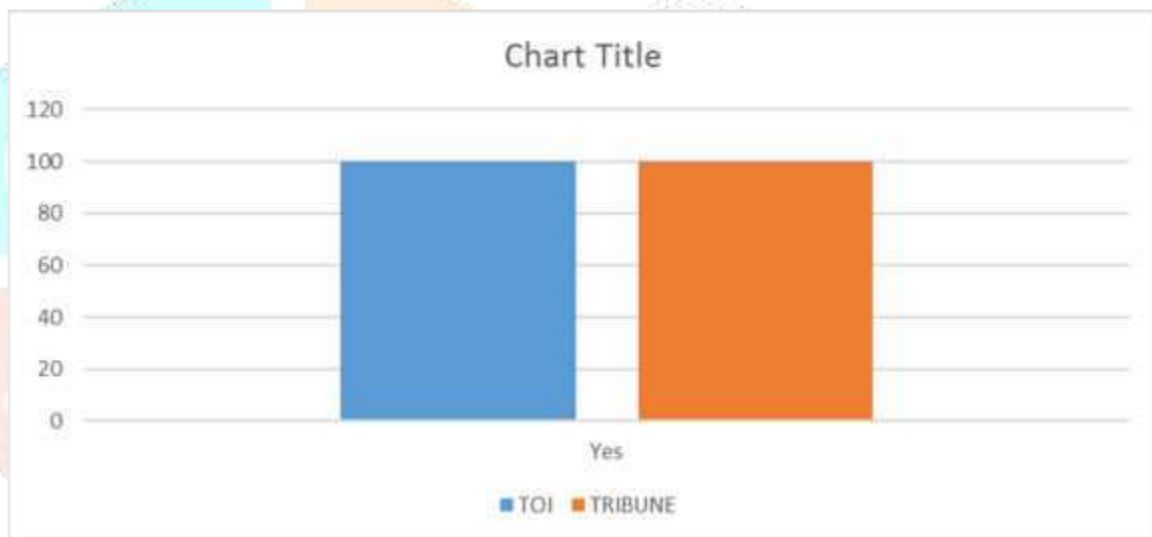
The Table Shows That Both The Leading Newspaper Use SMS Language In Matrimonial Advertisements.

8.7 Use Of Separate Supplement For Matrimonial Advertisements



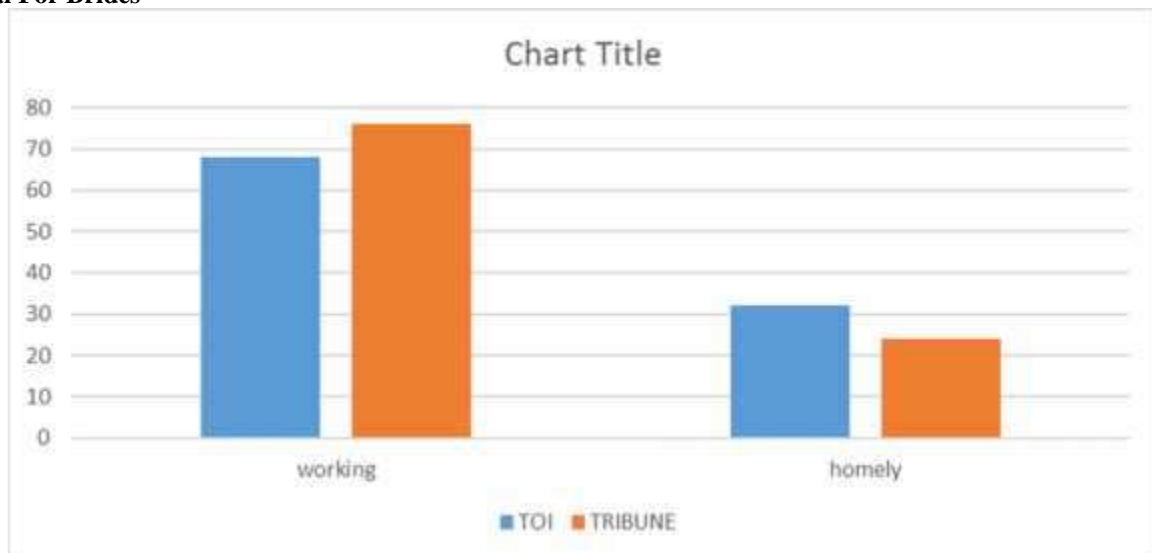
The Table Shows That The Leading Newspaper Toi Contains Special & Separate Supplement For Matrimonial Advertisements And Tribune Don't Have Such Special Supplements.

8.8 Division On The Basis Of Caste/Religion



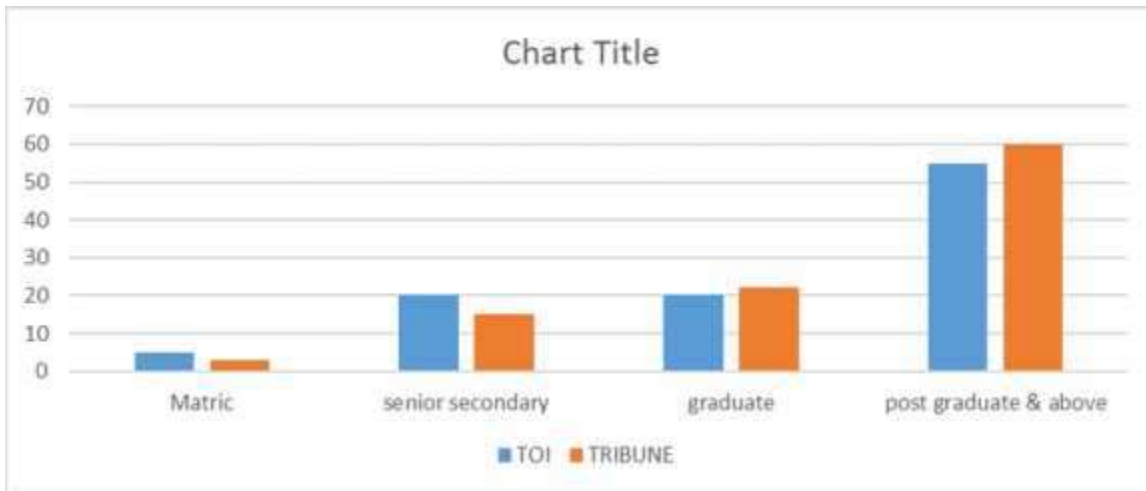
The Table Shows That Matrimonial Advertisements Carry Division On The Basis Of Caste Or Religion E.G. Aggarwal, Arora, Hindu Khatri, Brahmin, Sindhi, Rajput, Yadav Etc. In Both The Leading Newspapers.

8.9 Appeal For Brides



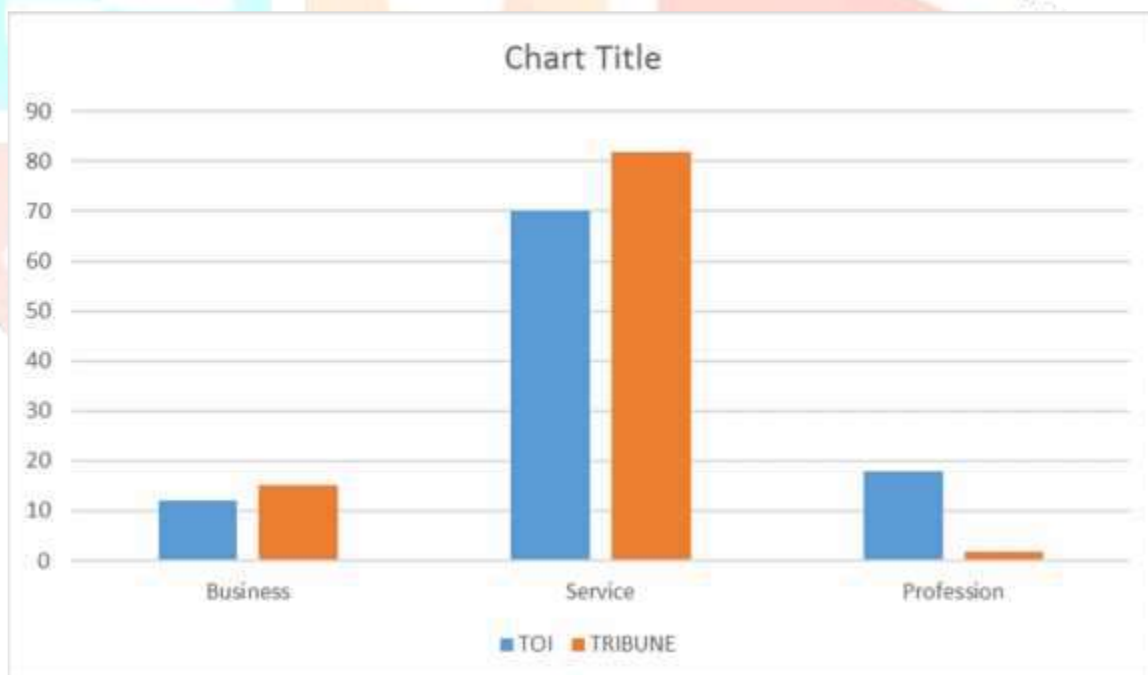
The Table Shows That The Appeal Done From The Groom Side For Bride 68% Working, 32% Homely In Toi & In Tribune 76% Working & 24% Homely

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.