

Effect of Newspaper Advertisements on the Readership of the Voice Newspaper, Abakaliki, Nigeria

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ABSTRACT: *This study investigated the effect of Newspaper advertisements on the readership of Newspaper with reference to The Voice Newspaper, Abakaliki. Survey research design was used. The population was two hundred (200) based on responses from ninety (90) readers of The Voice Newspaper Abakaliki, and one hundred and ten (110) staff of The Voice Newspaper drawn from the editorial, business and production departments. This work was anchored on affective response theory and persuasive response theory which maintained that consumers form their preferences based on pleasure, feelings or emotions arising from exposure to the message. However, it concluded that Newspapers advertisements have improved the The Voice Newspaper because the adverts attract reader's attention, and also editors of The Voice Newspaper believe that their adverts will be read on their Newspapers and even when assigning stories to their Newspapers. Finally, it recommended that The Voice Newspaper should improve more by taking full advantages of new technologies in all phase of newspaper adverts, reporting and production.*

KEYWORDS: *The Voice Newspaper, advertisements, readership, newspaper, effect.*

INTRODUCTION

Universally, and overtime, newspapers have continued to play indispensable roles in modern society. By conveying local, regional, national and international news to readers, newspapers

are vehicles of information and channels of communication across societal strata (Bankole & Babalola, 2015). They help in forming, developing and shaping public opinion as well as act as mirror of society (John, 2013).

Besides acting as a medium of education and entertainment to readers as well as promotion of businesses, newspapers also spearhead the fight for socio- political justice. From mounting irrepressible opposition against colonialism in the 1920s-1960s to exposing the Watergate Scandal in the United States that led to the resignation of President Richard Nixon in 1974 (Rodman, 2006); from reporting the economic fraud that led to the conviction of Tafa Balogun as Inspector General of Nigeria Police in 2005, to exposing the house refurbishment scam that led to the resignation of Mrs. Patricia Etteh as Speaker of the Nigerian House of Representatives in 2007 (Alawode, 2008), and unmasking the \$6.8billion fuel subsidy scam in 2012, it is obvious that across the world, newspapers act as the watchdog of the society (Adisa, 2009). Indeed, the mass media fulfills the vital role of the fourth estate of the realm and defender of public interest (Underwood, 2012).

Given these central roles of newspapers in modern societies, there have been unprecedented investments in the print media industry in Nigeria. Thus, from the publication of the first newspaper Iwe Orihon in 1859 at Abeokuta by Reverend Henry Townsend to the emergence of a strong and vibrant indigenous press in Nigeria from 1914 to 1960 and beyond, both government and private individuals have invested in newspaper publication in Nigeria. Sobowale (1985) notes that one of the factors that spurred the rapid growth of the press in Nigeria included not only increased literacy levels among Nigerians, but also the consciousness of intellectuals whose interest in socio-political and economic matters fuelled the quest to contribute to national discourse through the mass media.

Owolabi and O'neil (2013) found that between 1880 and 1937 there were 51 newspapers; between 1937 and 1960, 39 newspapers were established and between 1960 and 2008, 168 newspapers and 48 magazines were in circulation in Nigeria. The period between 1971 and 1984 saw the expansion of government and private press such that more licences were granted to private individuals: The Punch (1973), ThisDay (1975); The National Concord (1980), The Guardian (1983), and Vanguard (1984) (Maringues, 2001).

New printing technologies also encouraged a surge in production. As times went by, these newspapers posted large profit margins and wide daily national circulation going into hundreds of thousands of copies. In fact, The Tide which was established in 1971 recorded a circulation of thousands of copies per day while Daily Times in 1980 had a daily circulation of 500,000. But since then, times have changed.

Since the turn of the 21st century, newspapers across the country have recorded a sharp decline in revenue and drop in production and circulation. According to a 2010 study by the Advertisers Association of Nigeria (ADVAN), the daily sales figures of all the newspapers in Nigeria were less than 300,000 copies. This meant that only one out of 470 Nigerians buy newspapers daily, and according to Popoola (2014) this implies that all the newspapers in Nigeria combined had a daily circulation less than Daily Times' 500,000 in 1980 when Nigeria's population was far less than what it is today. Abdulraheem et al (2016) opines that the foregoing is supported by mounting stockpiles of unsold copies of newspapers in the circulation departments of print

media organizations in Nigeria. Ige (2019) even urged Nigerian newspapers to go into "total newspapering" which goes beyond the traditional functions of the print media as a survival strategy, while James (2017) recommended "entrepreneurial strategies" to remain in business. While scholars and practitioners in the print media industry point to global economic crises in recent times (which reduced the purchasing powers of readers) as one of the reasons behind the universal decline in newspaper circulation across the United States, Europe, Asia and Africa, they however agree that the newspaper advertisement in recent times is the primary cause of the decline on the Newspaper readership (Samman et al., 2011).

The advertisement of Newspaper has engineered readership of newspapers across Nigeria, reducing the number of hard copies that goes into daily circulation. This is because of the numerous features and benefits of newspapers adverts over the print editions: it is cheap, convenient, portable, interactive, spontaneous, and on-the-go (Talabi, 2011). Newspaper adverts has affected the newspaper revenue in terms of revenue from advertising and sale of print copies (Kirchhoff, 2010) as well as impacted on all stages of the newspaper production routines and processes (Rogel et al., 2015).

In pursuance of the foregoing therefore, this study seeks to examine the effect of newspaper adverts on readership of newspaper, with particular emphasis on Ebonyi Voice Newspaper, Ebonyi State.

Objectives of the Study

The purpose of this study is to examine the effect of newspaper advert on readership of newspaper, with *The Voice* Newspaper Abakaliki as a case study. In specific terms, the study aims to:

1. Determine the impact of newspaper adverts on newsgathering and editing in *The Voice* Newspaper Abakaliki.
2. Examine the impact of newspaper advert on the number of hard copies of *The Voice* Newspaper Abakaliki.
3. Determine the significant of newspaper advert on readership of *The Voice* Newspaper Abakaliki, Ebonyi State.

Research Questions

This study will be undertaken to answer the following research questions

1. Does newspaper advert impact newsgathering and editing in *The Voice* Newspaper Abakaliki?
2. Does newspaper advert impact the number of print copies in *The Voice* Abakaliki?
3. Does newspaper advert has significant impact on readership of *The Voice* Newspaper Abakaliki, Ebonyi State?

Research Hypotheses

H₁: Newspaper advert impact on newsgathering and editing in *The Voice* Newspaper Abakaliki?

H₀: Newspaper advert does not impact on newsgathering and editing in *The Voice* Newspaper Abakaliki.

H₂: Newspaper advert impact the number of print copies in *The Voice* Abakaliki.

H₀: Newspaper advert does not impact the number of print copies in *The Voice* Abakaliki.

H₃: Newspaper advert has significant impact on readership of *The Voice* Newspaper Abakaliki, Ebonyi State.

H₀: Newspaper advert does not have significant impact on readership of *The Voice* Newspaper Abakaliki, Ebonyi State.

REVIEW OF RELATED LITERATURE

The Concept of Advertising

According to Morden (1991), advertising may be used to push a simple cognizance of the products or services into the brain of the probable customer, or to help develop deeper knowledge of it. As adoption of media increased, the overall performance of advertising, as against traditional press, was first dwindling. Marketers are trying to find newer and presumably significantly less cluttered media to advertise their brands. Digital media offers choices to both opt in and opt out of marketing messages to the customer, and also advertising. Folks are gaining stronger control of what they want and when they want it. (Newell & Merier, 2007). As a promotional move, marketing helps in establishing product awareness and conditioning the human brain of a probable customer to consider the final purchase decision. The main objective of the advertiser is usually to attract customers and influence their attitudes and purchase tendencies (Ayanwale et al., 2005 and Adelaar et al., 2003).

Ayanwale et al. (2005) studied the advertisements of Bournvita, which they discovered had a substantial influence on purchasers' collection of the meals beverage. Adelaar et al. (2003) completed an evaluation of on-line CD buying patterns of consumers prompted by emotional advertisements. Advertising could be paid and non-personal, where suggestions, ideas, services or products, and information, will become promoted through the press (noticeable, verbal, and text) by a credible sponsor to persuade or affect behavior (Ayanwale et al. 2005, and Bovee et al. 1995).

Advertising is a form of communication to convince an audience to take some action like purchase. Abideen and Saleem investigated the relationship between independent variables (environmental & emotional response) and attitudinal and behavioral aspects of consumer buying behavior. They reported that emotional response of consumer behavior is the variable that results into strong association with the consumer buying behavior. Consumers purchase those brands with which they are emotionally attached. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader.

In line with this study, Newspaper readership is a result of emotional response, which is affected by three independent factors: Pleasure (the state in which person feel good, happy, or joyful in a particular situation), Arousal (the state of feeling that is varying from person to person in different situations i.e. feeling of excitement, active, bored or sleepy), and Dominance (this defines individual feelings, which are in control of or free to act in a particular situation). Welsh studied the con' reaction to newspaper advertisements by food stores in terms of shopping habits, appraisal of advertising, use of and benefits derived from advertisements. The study indicated that a substantial proportion of consumers are somewhat critical of advertising and their complaints concern repetition, cluttered advertising items with regular prices as being specials, small print, the lack of imagination and creativity and the ads are dull and uninteresting. Consumers like neat, attractive, large advertisements in color that are not

cluttered. This study indicates that the majority of the consumers want advertising to primarily provide them information on specials and prices. Non price advertising takes a secondary role to the shoppers' preferences for low prices and convenience. But advertising should do more than just inform the consumers about prices and specials. Bankole & Babalola, (2015) suggested that a combination of newspaper adverts and print advertising is more effective than only internet with regard to brand attitude. Banner performed worse than print advertisements with regard to recall and brand attitude.

The print medium is superior to the online medium in memory measures. Advertising effectiveness depends on user's receptiveness towards an ad and their attitude towards advertising. For print advertisement respondents with more favorable attitudes towards advertising recalled a higher number of advertisements the day after exposure. A print reader will more likely be exposed to an ad, even if it is only by skimming through a magazine. On the contrary, an internet user directly clicks to an article of interest and will easily skip undesired information, resulting in less advertising exposure and thus less effective advertising (Underwood, 2012).

Shyam et.al (1998) stated that, "Print subjects remembered significantly more ad material than online subjects. Individuals exposed to new stories and ads in the print medium tend to remember significantly more of the ad content than comparable individuals exposed to identical stories and ads in the online medium. Furthermore, according to Resnik, and Stern (1977) newspaper adverts are defined into two basic categories such as informative and transformative newspaper advertisements. Informative advertisement is one which provides readers with actual facts (i.e. price, quantity, etc) and other brand details in a logical manner such that a reader can have greater confidence in assessing the merits of buying the newspaper. Transformative newspaper advertisement is one which uses various psychological characteristics to differentiate it from the experience of using other form. Albernethy in his study showed that newspaper advertisements contain more informational content than other media advertisement.

Newspaper Advertising

According to Ige (2019) newspaper advert is print ads that are periodical publications, and it has long been a potent way to promote a business. With this depending on how many subscribers or readers the publications have, it is a potential investment for an entrepreneur. It is reported that there are 34% of consumers trust print advertisements Stacy Zolnikov, January 15, 2020. You can easily see the chance from this statistic to promote sales by using newspaper advertising. Moreover, the goal of your advertising is adjustable since you just need to pick the publishers having the number of readers you target to.

Newspaper advertising: The print media has long been the main source of news, and hence advertising. Newspapers include different types of advertisements- local advertisements, national advertisements, classified advertisements and inserts and special supplements. Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Also, newspaper advertising does not depend on the target audience having a television or radio on at a certain time in order to receive the message of the advertisement (Ige, 2019).

Newspaper advertising comes in two major divisions: display or classified. Newspaper ads considered display ads are those that span multiple columns horizontally and often include graphics and borders. Classified newspaper advertising is in-column advertising that follows the natural flow of the column down the page vertically. Ekhareafo, et al., (2013) classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section.

Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or full page. In some cases, the ad may take up two facing pages; those ads are rare in newspaper advertising simply because of the cost. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper (Ekhareafo, et al., 2013). In many cases, newspaper offer services to advertisers to help them design effective display pieces. In all cases, the advertiser has the right to refuse or accept this service. In some cases, the newspaper may choose not to publish an ad that it deems offensive or libelous. However, newspaper may be careful when rejecting ads and often work with the advertiser to revise the ads so it is suitable for publication (Popoola, 2014).

Effective newspaper advertising is all about weighing the cost of ad versus the expected draw on the audience. Some of the best tips for creating unique, attention grabbing newspaper ads are to use color wisely and to show photograph of the item or service being promoted. It can also be helpful to avoid overpaying for placement and instead focus on the content of the ad. People are instinctively drawn to color, especially when reading a newspaper as a large amount of it is in black and white. In general, papers typically offer three different color options when placing an ad: black and white, two colors and four color. Black and white tends to blend in, and it can be difficult to draw a reader from other ads or content. Two colors tend to be only slightly less expensive than four colour, yet it typically draws only slight more of an audience than black and white. In most cases, four color ads can provide enough visual impact for effective newspaper advertising.

Popoola (2014) one of the most important parts about advertising any product or service is to provide potential customer with a good idea of what is being offered. Photographs are ideal in doing this, especially when promoting an item. Illustrations can have a similar effect, although it can cause concern in discerning customers as to why an actual photo of the item is not shown. When an advertisement is for a service, showing a photograph of the storefront or the people providing the service can help to sell the deal to potential customers.

Popoola (2014) newspapers have experienced declining circulation figures and declining advertising revenues for several years. In particular, declining advertising figures put a threat on newspapers. On the advertising side many companies have expanded their advertising expenditure towards online. Consequently, there are concerns about online advertising substituting newspaper advertising- in the same way, as it has been feared for many years for the readership side. Both possible effects might put a threat on the further existence of (print)

newspapers. However, though the internet- compared to newspapers- offers a variety of advantages for advertising companies, substitution tendencies cannot be generalized. In particular, we argue that newspaper advertising offers great benefits for the retailing industry. Consequently, we believe that retail advertising offers a niche for regional and local newspapers that can be expected to represent a sustainable segment of complementarities within the otherwise predominantly substitution advertising market. No complete substitution between newspaper and on-line advertising can be expected to take place on the advertising side in the foreseeable future.

Reading newspaper is a leisure activity, and for many, an intrinsic part of the daily routine. During the weekends, people usually relax with a newspaper and the accompanying magazine supplement to catch up with not only the latest news, but the latest trends and events. The interest generated by the content spills on to the advertisement to an extent where the line separating the two are dulled so that the ads and the content become a natural extension of each other (Ekeng, 2010).

This is then the power of newspaper and magazine advertising. They signify quality. The result may or may not be instantaneous but the message lingers in the minds for a longer periods. Newspaper and magazine advertisements, therefore, have a greater impact and a greater recall value. The reader may not directly perform a call to action as specified in the ad, but in all probability, will do so when the need arises. Indeed, the emotional connect between newspaper content and the ads are so strong that people actually cut them out and store away the clippings for future news.

Types of Newspaper Advertising

Display Ads: Display Ads or, in other words, box ads, this is probably the dominant kind of newspaper advertising. They are a one-eighth size of a page to a page box appearing randomly at any page or part of the newspaper. Commonly, display Ads contain daily stuff like cosmetics, goods, and electronic devices.

Insert: Direct mail is a smart marketing tactic; however, the cost to pull the trigger might be a concern for the business. Here the insert ad, which is a full-page ad added into the newspaper and can be removed to be a single page, might be the optimum alternative. With this type of ad, you can easily attract readers with the good design of the ads.

Classified Ads: With this type of advertisement, the audiences will be able to find what they are looking for by reading the right ads in its category. For example, you are looking for a pet you can easily reach by searching in the Pets for sale. This type of advertisement can appear in both print and digital versions.

Coupons: By attaching the coupons to the newspaper, you can draw new customers or loyalty buyers to your online or physical store. This type of newspaper advertising has long been an effective way to increase sales. Giving customers the feeling of having a good deal, they might purchase more than normally. Moreover, this can measure the outcome of your marketing campaign since customers need to redeem coupons to receive the offer.

Positive Impact of Newspaper Adverts

Trust: More than half of consumers (56%) find print marketing (i.e., newspapers and magazines) to be the most trustworthy type of marketing in general, but that number jumps to

82% when looking at which channels consumers trust when they want to make a purchase decision. That makes it the most trusted format, even over TV (80%), radio (71%) and online video or social ads (47% and 43% respectively). That means that despite the cons, when newspaper readers are actually exposed to newspaper ads, those ads are extremely likely to be influential.

Consumer Usage: We mentioned that 63% of adults read the newspaper, but of those, 63% will pay specific attention to the ads as they read. That's probably why 80% of adults will take action on newspaper ads, including visiting a brick-and-mortar location or discussing the content of the ad with friends and family (40% each). What's more, 52% of adults use newspapers to plan for their shopping, and 70% of couponers will turn to newspapers to get their coupons. In fact, even 15% of those that don't otherwise read the newspaper will use one to check on local sales.

Heritage: Long before digital and TV, and even before radio, newspapers have been a format for sharing news and advertising, the first in America is largely considered to be from 1704, advertising an estate for sale. This heritage has left an indelible imprint on the consumer psyche, and that means that even as digital is on the rise, they'll turn to newspapers to do things like compare automotive prices, check out local fliers, and turn to the Classifieds section.

Digital Extensions: Of course, newspapers aren't relying on that heritage to carry people into the future, and successful newspapers aren't content to be relegated to the physical format. Like radio, newspapers now have a digital extension that can carry advertisements as well. In fact, digital readership has outstripped physical readership by 78 times since 2015. Digital has also opened new avenues entirely: some newspapers have gone online-only, while others have turned to Twitter or other social outlets to publish.

Multiple Options: Newspapers also offer a variety of display options for the ads themselves. Some are cost-effective and minimalist, like a Classified ad or "business card" ad, while others are more expensive and elaborate, like a spotlight ad or display ad that takes up a significant portion of the page. Once you include the circular, which is often actually handled by a third party and distributed with the newspaper, you realize that there's ads that can meet almost any budget or creative need.

Targeting: Just selecting a newspaper to advertise with is a basic form of targeting: they're distributed to a certain geographic area and are already targeted at particular demographic and psychographic segments. Generally speaking, you're equally likely to reach men and women (just over half for each), and more likely to reach the well educated.

Negative Impact of Newspaper Adverts

Decreasing Readership: Print isn't dead, but newspapers do seem to be diminishing. Where the combined circulation of dailies in 2005 was 54.6 million, that number had fallen more than 14 million to 40.4 million in 2015.

Short Shelf Life: Newspapers strive to be as up-to-date as their medium allows, and that means a newspaper is released almost every day. Some papers are published once weekly, which offers a little more life, but the simple fact is, if the audience didn't pick up the Newspaper on the day the ad was present, the reader will miss the newspaper adverts.

Limited Audience: Especially when considering the print format in particular, there are some pretty serious limitations on the type of audiences the newspaper is probably going to reach. It is not just more likely to reach affluent audiences, it is unlikely to reach poorer audiences. It also very unlikely to reach younger generations: only about 6% of adults 18 to 24 receive daily newspapers, and only reach about 10% of adults 25 to 45.

Cost per Reader: Looking at the price per ad based on space (usually for the most expensive type, display ads), the cost doesn't seem unreasonable. And paying for the newspaper is not just for space, it is paying to reach a particular audience. And also how much of that audience are these newspapers actually reaching when paying for an advert. Given the low readership the proportionate cost works out to a lot more risk for the business than other forms of advertising.

Weak for Branding: Between the same page clutter and the fact that readers rarely go through the entire newspaper, branding can be extremely weak for this format. Furthermore, the ads are non-intrusive, which means the impact is largely on readers who are already looking for these ads, and decreasing circulation hurts the frequency necessary to improve that impact for passive readers.

Empirical Review

Biju et al., (2019) conducted a research on the impact of Newspaper advertisements on consumer awareness. This research targets the result of newspaper advertisement on the customers' behavior. It explores the components that will be influenced by such advertisements, and finally influence the search. The sampling proportion of the evaluation was limited to 100 respondents. The relevant information has been collected from both primary and secondary sources. Primary information was gathered through responses of employees to questionnaires. The influence of informational content is certainly found to be more for durable goods, and minimal for items like apparels, where in consumers are more inclined to the psychological charm of the promotional material. The volume of information presented in advertisements was found to be independent of their specifications. Advertisements linked to electronic products are more factual compared to the ones linked to apparels, which are mainly transformational. The study suggested that Newspaper advertisements that denigrate rivals may gain interest, but simultaneously they mostly lead to a positive sense. An excessive amount of negative assessments creates extreme dislike towards the sponsored company. Thus, marketers must display caution and prevent denigration of competition while targeting customers. The study differs from the present study, it covered the impact of Newspaper advertisements on consumer awareness while the present study focused on the effect of Newspaper advert on readership of Newspaper with reference to *The Voice Newspaper*.

Rashmi (2016) carried a research on impact of Newspaper advertisements on consumer purchase behaviour. The study attempts to gauge the impact that newspaper advertisements have on the purchase decisions and behavior of consumers. A comparative evaluation between various advertising media, such as newspapers, radio, TV and internet, based on the trustworthiness of their advertisement content, impact etc. is also done. While analyzing newspaper advertisements, their location in the newspaper and other factors of influence are also studied. To the study, a random sample of the population was made up of 98 respondents who were mostly young people. The literature on consumer psychology claimed that print media is associated with more memory retention. The result of the study demonstrates that the sample cannot vividly recall newspaper advertisements. The result also shows that the consumers do not ignore newspaper advertising; it actually influences them to buy new brand or product. But the study further show that other media like TV and internet are more influencing than newspaper advertisements. The study covered impact of Newspaper advertisements on consumer purchase behaviour, while the present study focused on the effect of Newspaper advert on readership of Newspaper with reference to *The Voice Newspaper*.

Adima (2010) conducted a research on impact of online newspaper readership on newspaper production process: a study of The Tide. This study investigated the impact of online newspaper readership on newspaper production process in Nigeria using The Tide Newspaper of Port Harcourt, Rivers State, Nigeria, as a case study. The study used a sample of 110 members of staff of The Tide drawn through the stratified random sampling. Data was collected from respondents by means of a questionnaire which was responded. Three research questions were presented and answered by means of simple percentage. The study recommended that Nigerian newspaper organizations should take full advantage of the internet technologies in all phases of newspaper production as well as develop a business model that will compensate for the free readership of online news on newspaper websites. The study covered impact of online newspaper readership on newspaper production process: a study of The Tide, while the present study focused on the effect of Newspaper advert on readership of Newspaper with reference to *The Voice Newspaper*.

Theoretical Framework

This work is anchored on affective response theory and persuasive response theory: Affective Response Theory was propounded by Ulrich (1983). Affective response theory is a different approach from that previously shown by the fact that it focuses on the emotional response that advertisement can generate (Holbrook and O`Shaughnessy, 1984). According to this theory, consumers form their preferences based on pleasure, feelings or emotions arising from exposure to the message, the objective characteristics of the product playing a less important role in this direction (Gardner, 1985). It is also required repeated exposure to the advertisement to determine the desired effects, but this repeated exposure can lose effectiveness when the frequency exceeds a certain level (wear in - wear out effect). This affective response takes into account, on the one hand, the promoted brand and, on the other hand, the advertisement itself. The creative concept may be largely based on melody, whose emotional effects are recognized. The problem with this theory is the impossibility of separating the affective effect from the cognitive ones. Although it is undeniable that advertising induces affective effects, they cannot however be detached by the cognitive ones.

Persuasive theory was first proposed by Anthony Greenwald in 1968. Persuasive theory assumed that in order to influence sales advertising should generate a number of effects on the consumer. Such effects are generated in a particular order, the first being considered as preconditions and at the same time, being the most important. It is believed that these effects are: cognitive effects, emotional effects and behavioral effects. Also occur, a number of factors with mediating role: the degree of involvement and attitude toward message. Involvement has been an object of intense study addressed in the literature. It can be defined as the personal degree of importance given to a product or situation, including the perceived risk in the purchase (Reed and Ewing, 2004). The degree of involvement usually varies from high to low, without considering, however, that it can be addressed simply by this dichotomy. In fact, the degree of variation is constant from one end to the other. According to this theory, there were a number of models. Elaboration Likelihood Model was proposed by Richard E. Petty and John T. Cacioppo, they considering that consumer response is cognitive one that can take two directions, one related to the evaluation of product attributes and the other referring to the execution of the message (Lee and Schumann, 2004). Both directions follow the cognitive-affective response. Another model aimed at intermediate effects that advertising generate, is that proposed by Deborah MacInnis and Bernard J. Jaworski C. (Smith and Yang, 2004).

According to them, at the consumer level occurs six levels of mental processing, which are the following: 1. Analysis of the characteristics which have the effect of affective mood 2. Primary classification with affective transfer effects 3. Analysis of meanings, whose effect is an heuristic analyze 4. Integration of information, with primary persuasive effects 5. Assuming the roles with persuasive effects of empathic nature 6. Processes of construction with effects of self-persuasion.

Research Design

In carrying out this study, a survey research design was employed to elicit the effect of newspaper advertisements on readership of newspaper. Hence according to Osuala (1993) such research design specifies the nature of a given phenomenon for a full understanding and making wide range of policy decisions. The method proved the most appropriate. The reason being that it enabled the researcher to collect direct data and objective information from the respondent.

Population of the Study

Okoye (2006) defines population as the total number of elements with a given environment which a research is set to study. The population was based on responses from ninety (90) readers of *The Voice Newspaper* Abakaliki, Ebonyi State, a leading regional daily of *The Voice Newspaper*. And one hundred and ten (110) staff of *The Voice Newspaper* drawn from the editorial, business and production departments. Therefore, the total population of for the study is two hundred (200) which serve as the population for the study.

Determination of Sample Size

The sample for this study will be determined using the Taro Yamane's formula for drawing sample (Nwankwo, 2006), the formula is thus:

$$n = \frac{N}{1 + N(e)^2}$$

n - The sample size, N - The population, e - The margin error, I - Constant

So, to determine the sample size.

$$n = \frac{200}{1+0.9675} = 133.3$$

Sampling Techniques

A sampling technique is the name or other identification of the specific process by the entities of the sample that has been selected. The study used the probability sampling technique. Probability sampling technique gives all respondent equal opportunities of being selected. One hundred thirty-three (133) respondents were selected from the readers of *The Voice Newspaper* Abakaliki, Ebonyi State. Thus the 133 respondents is the sample size.

Instrument for Data Collection

This survey was conducted using the questionnaire as the main instrument for data collection. According to Okoro (2001), "the questionnaire is a vital instrument for gathering information from people about their opinions, attitudes, behaviours and perceptions on a given phenomenon". The questionnaire uses a Likert scale to analyze the responses of respondents on a scale ranging from strongly agree to strongly disagree. About 10 open and close ended questions were asked from the respondents. Thus, the instrument was administered to the respondents to elicit the respondents' views and feeling about the issue under investigation. A

total of one hundred thirty-three (133) questionnaires were distributed to readers of *The Voice Newspaper* Abakaliki, Ebonyi State.

Method of Data collection

The method of data collection of this research work was face to face administration of questionnaire. The researcher seeks the consent of the selected respondents and distributes the questionnaires for immediate or latter collection depending on respondent's disposition.

Method of Data Analysis

Data for this study was analyzed by the use of frequency distribution table and simple percentage (%). The formulated hypothesis will be tested using chi-square statistical tools.

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

Where: \sum = summation, O = Observed frequency, E = Expected frequency

Data presentation

The researcher administered the questionnaires personally on the respondents. Out of the 133 questionnaires distributed, 105 were completed and returned. The data from the research is presented as follows:

Table 1: Gender of Respondents

Age	Frequency	Percentage (%)
Female	28	26.66
Male	77	73.33
Total	105	100

Source: Field Work, 2022

Table above shows that 28 (26.66%) of the respondents were females while 77 (73.33%) were males.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage (%)
15-25	0	0
26-35	23	21.90
36-45	45	42.82
46-55	37	35.23
56 and above	0	0
Total	105	100

Source: Field Work, 2022

Table above shows that are none of the respondents come within the age ranges of 15 -25yrs and 56 above years, while 23 (21.90%) fall within 26-35 years and 45 (42.85%) fall within the age of 36 – 45yrs. 37 (35.23%) respondents fall within the age of 46– 55 years.

Table 3: Level of education of respondents

Qualification	Frequency	Percentage (%)
SSCE	9	8.57
ND	22	20.95
NCE	9	8.57
HND	27	25.71
BA/B.Sc	35	33.33
MA- and above	3	2.85
Total	105	100

Source: Field Work, 2022

From table above, it is evident that 9 (8.57%) of the respondents have Senior School Certificate Examination (SSCE) qualification, while 22 (20.95%) have National Diploma (ND) Certificate. Similarly, while another 9 (8.57%) of the respondents have National Certificate of Education (NCE), 27 (25.71%) have Higher National Diploma, 35 (33.33%) of the respondents were Bachelor Degree (BA/B.Sc) holders, while 3 (2.85%) were holders of post-graduate degrees (MA-above).

Table 4: Department of respondents

Department	Frequency	Percentage (%)
Reporters	23	21.90
Editors	21	20.00
Production	41	39.04
Business	20	19.04
Total	105	100

Source: Field Work, 2022

Table above shows that the respondents come from the editorial, production and business departments thus: 23 reporters (21.90%), 21 editors (20%), 41 (39.04%) from the production department, and 20 (19.04%) from the business department.

Analysis of Research Questions

Table 5: In newsgathering and filing reports, reporters are particularly mindful that their advert attracts reader's attention to their reports on *The Voice* Newspaper.

Response	Frequency	Percentage (%)
Yes	105	100
No	0	0
Not aware	0	0
Total	105	100

Source: Field Work, 2022

Table above shows that 105 representing 100% of the reporters agree in newsgathering and filing reports, reporters are particularly mindful that their adverts and reports will be read on *The Voice* Newspaper.

Table 6: Editors consider that their adverts will be read on *The Voice* Newspaper and even when assigning stories to their Newspapers.

Response	Frequency	Percentage (%)
Yes	105	100
No	0	0
Not aware	0	0
Total	105	100

Source: Field Work, 2022

The table above indicates that 105 representing 100% of the editors agree that their adverts will be read on The Voice Newspaper and even when assigning stories to their Newspapers

Table 7: Adverts responses, comments, feedbacks etc from readers of *The Voice* Newspaper are sources of information in newsgathering.

Response	Frequency	Percentage (%)
Yes	40	38.1
No	65	61.9
Not aware	0	0
Total	105	100

Source: Field Work, 2022

The table above indicates that 40 respondents representing 38.1% of the agree that adverts responses, comments, feedbacks etc from readers of The Voice Newspaper are sources of information in newsgathering, while 65 (61.9%) of respondents disagreed that Adverts responses, comments, feedbacks etc from readers of *The Voice* Newspaper are sources of information in newsgathering

Table 8: That people read *The Voice* Newspaper adverts is a reason why *The Voice* publishes its print edition daily in a week.

Response	Frequency	Percentage (%)
Yes	100	95.2
No	5	4.8
Not aware	0	0
Total	105	100

Source: Field Work, 2022

The table above shows 100 (95.2%) agree that people read *The Voice* Newspaper adverts is a reason why The Voice publishes its print edition daily in a week, while 5 respondents representing 4.8% disagree.

Table 9: Newspaper adverts and readership will make print production more necessary in the near future.

Response	Frequency	Percentage (%)
Yes	54	51
No	40	38.1
Not aware	9	8.6
Total	105	100

Source: Field Work, 2022

The table above shows 54 (51%) agree that Newspaper adverts and readership will make print production more necessary in the near future. 40 (38.1%) disagree, while 9 (8.6%) is not aware.

Table 10: That people read *The Voice* Newspaper adverts has reduced the amount of money advertisers are willing to pay for other media advertisement like Radio and Television.

Response	Frequency	Percentage (%)
Yes	40	38.1
No	54	51
Not aware	9	8.6
Total	105	100

Source: Field Work, 2022

The table above shows 40 (38.1%) agree that people read *The Voice* Newspaper adverts has reduced the amount of money advertisers are willing to pay for other media advertisement like Radio and Television. 54 (51%) disagree, while 9 (8.6%) is not aware.

DISCUSSION OF FINDINGS

Table 1 shows that 28 (26.66%) of the respondents were females while 77 (73.33%) were males. Table 2 shows that none of the respondents come within the age ranges of 15 -25yrs and 56 above years, while 23 (21.90%) fall within 26-35 years and 45 (42.85%) fall within the age of 36 – 45yrs. 37 (35.23%) respondents fall within the age of 46– 55 years. Table 3 indicates that 9 (8.57%) of the respondents have Senior School Certificate Examination (SSCE) qualification, while 22 (20.95%) have National Diploma (ND) Certificate. Similarly, while another 9 (8.57%) of the respondents have National Certificate of Education (NCE), 27 (25.71%) have Higher National Diploma, 35 (33.33%) of the respondents were Bachelor Degree (BA/B.Sc) holders, while 3 (2.85%) were holders of post-graduate degrees (MA-above). Table 4 shows that the respondents come from the editorial, production and business departments thus: 23 reporters (21.90%), 21 editors (20%), 41 (39.04%) from the production department, and 20 (19.04%) from the business department.

Research question 1: Does newspaper advert impact newsgathering and editing in *The Voice* Newspaper Abakaliki?

From table 5, it was discovered that 105 representing 100% respondents agreed that in newsgathering and filing reports, reporters are particularly mindful that their adverts attracts readers attention to their reports on *The Voice* Newspaper. This was supported by the table 6 which all the respondents representing 100% agreed that editors believe their adverts will be read on *The Voice* Newspaper and even when assigning stories to their Newspapers.

Research question 2: Does newspaper advert impact the number of print copies in *The Voice* Abakaliki?

It was discovered in table 8 that 100 respondents representing 95.2% agreed that people read *The Voice* Newspaper adverts is one of the reason why *The Voice* publishes its print edition daily in a week, while 5 respondents representing 4.8% disagree. This implies that majority of the respondents agreed that people read *The Voice* Newspaper adverts is one of the reason why *The Voice* publishes its print edition daily in a week.

Research question 3: Does newspaper advert has significant impact on readership of *The Voice* Newspaper Abakaliki, Ebonyi State?

From table 9 above shows that 54 (51%) agreed that Newspaper adverts and readership will make print production more necessary in the near future. 40 (38.1%) disagree, while 9 (8.6%) is not aware. Therefore, from the finding, it has been discovered that majority of the respondents agreed that newspaper adverts and readership will make print production more necessary in the near future.

SUMMARY OF FINDINGS

The purpose of this study is to examine the effect of newspaper advert on readership of newspaper, with *The Voice* Newspaper Abakaliki as a case study. It sought to determine the impact of newspaper adverts on newsgathering and editing in *The Voice* Newspaper Abakaliki; Examine the impact of newspaper advert on the number of hard copies of *The Voice* Newspaper Abakaliki and; Determine the significant of newspaper advert on readership of *The Voice* Newspaper Abakaliki, Ebonyi State.

Therefore, from the findings, it was discovered that Newspaper adverts impact news editing in *The Voice* Newspaper because all the respondents are on the view that in newsgathering and filing reports, reporters are particularly mindful that their adverts attracts readers attention to their reports on *The Voice* Newspaper. Also editors believe that their adverts will be read on *The Voice* Newspaper and even when assigning stories to their Newspapers.

Also, it was discovered that people read *The Voice* Newspaper adverts is one of the reason why *The Vice* publishes its print edition daily in a week. It was discovered from the findings that majority of the respondents agreed that people read *The Voice* Newspaper adverts is one of the reason why *The Voice* publishes its print edition daily in a week.

Finally, in terms of whether newspaper advert has significant impact on readership of *The Voice* Newspaper Abakaliki, Ebonyi State. The findings disclosed that Newspaper adverts and readership will make print production more necessary in the near future. This was discovered from the findings that majority of the respondents agreed that newspaper adverts and readership will make print production more necessary in the near future.

CONCLUSION

From the findings of the study, it can be concluded that: Newspapers advert has improved the *The Voice* Newspaper because the adverts attracts readers attention to their reports and editors believe that their adverts will be read on their Newspapers and even when assigning stories to their Newspapers. Due to this, the newspaper adverts require reporters to report suitable news reading nor shorten or rewrite stories in a way that people can easily understand. Furthermore, from the study, when people read newspapers advert it leads to increase maybe in buying and this in other hand increase the number of hard copies printed daily by *The Voice newspapers* and also increase the number of print copies that goes into daily circulation. Finally, In line with this, newspaper advert has significant impact on readership of *The Voice newspaper* because it make print production more necessary now and in the near future.

Recommendations

1. *The Voice Newspaper* should improve more by taking full advantages of new technologies in all phase of newspaper adverts, reporting and production.
2. Nigerian newspapers with reference to *The Voice* should make effort to ensure that adverts and articles to be published are edited to make it suitable for readers having regard to the accepted difference between newspaper adverts and other media adverts.
3. Nigerian newspaper organizations should ensure that they develop a business model that will compensate for the free readership of news on newspaper website.
4. Newspapers in Nigeria such as *The Voice Newspaper* should make effort to take full advantage of online advertizing that is on the rise in recent times.

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