Advertisement Readability Satisfaction between Digital and Printed Fashion Magazine

Advisor ：Yung-Cheng Hsieh
Students ：Helen Thia, Noel Khoo Tze Chian
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Abstract

Fashion magazine is an essential tool of communication in the fashion industry that connects both internal and external parties of fashion world. It is also the key on the life of fashion and the most powerful pathway of its transmission. However, with the emergence of digital revolution, the media ecology has changed and this brought huge impact to all publication industry, including fashion publication. In order to embrace with digital age, fashion magazine needs to extend to digital field as better way of connecting with readers. This paper examined the factors that influence readers' preference between digital and printed fashion magazines. The objective was based on qualitative and quantitative research. Based on the literature review, the questionnaire was designed to collect data about consumers' attitude toward advertisement, readability (credibility, informativeness, memorability, and time engagement) of advertisement, and demographic data.

1. Introduction

1.1. Statement of Problem

Based on the readability, what are the differences consumer experienced from reading advertisement between printed and digital fashion magazine?

The above statement was answered through series of sub-problems:

1. Which kind of fashion magazine's advertisement brings more credibility to reader?
2. Which kind of fashion magazine's advertisement is more informative to reader?
3. Which kind of fashion magazine's advertisement offers better memory retrieval to reader?
4. Which kind of fashion magazine's advertisement affect readers' time engagement on reading?

1.2. Purpose of Study

The purpose of this study is to find out the key points that lead to consumer satisfaction based on reading advertisement between digital and printed fashion magazine. This research explored about the requirements that consumers are looking for while reading advertisement in digital and printed fashion magazine.

The survey results can be a strategic key for fashion magazine to adopt and develop in their advertisement field for newer and better business models. Futhermore, it helped on the improvement of fashion trend and further implement strategy by bridging on those differences.

1.3. Significance of the Study

Many suggested that the print platform are of fashion magazine are dying out soon. However, according to Todd Krizelman, CEO of MediaRadar (a company expertise in analysis and ad sales), he stated that based on the study, they found that 53 percent more brands ran online ads in September 2015 than in the same time period last year. In fact, fashion's print advertising did shrink slightly, by 2 percent, across 20 print fashion publications. But the top nine publications actually saw a 15 percent increase in fashion brands' ad spend.

This proved that print publication is actually not falling out as quicly as it seems to be. Thus, this might only be brands' strategy on changing their marketing methods, by spreading budget on different scope, such as digital platform.
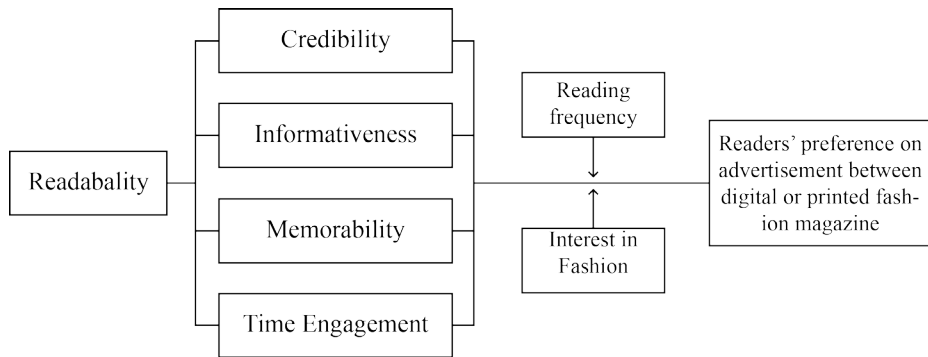
1.4. Research Framework

Figure 1-1 Research Framework

1.5. Definition of Terms

The word 'readability' has general meaning as the ease in which a reader can understand written text, measured by the readability on its complexity of vocabulary, syntax and the typography of content. According to Edgar Dale and Jeanne Chall's, the success is the extent to which they understand it, read it at an optimal speed, and find it interesting. Based on the relevance to this research, 'readability' was measured by the level of credibility, informativeness, memorability and how influential it was towards readers.

1. Credibility

How much does the consumer find the advertisement to be accurate, reputable and trustable. The credibility of an advertisement has the power to change the consumers' attitude and purchase intention.

2. Informative

The ability of how an advertisement delivers its message to public. An informative advertisement contains a wealth of information to target market and to be persuasive enough to stimulate demand.

3. Memorability

The ability of how an advertisement is impressive enough to offer better memory retrieval, and easy to be recalled by consumers.

4. Time engagement

The ability of how an advertisement catches readers' attention, and how it interests readers on staying longer looking at the visual content.

1.6. Delimitation

The term of 'advertisement' explored in this research refers to the traditional paid advertisement, which is usually paid by fashion companies with the purpose of persuading consumers to take some action regarding their products or services.

In this research, the focus was based on readers' standpoint since the purposes are readers' satisfaction and their requirement towards advertisement

2. Literature Review

2.1. Digital Age

Digital age, as defines by Merriam-Webster, is the modern age regarded as a time in which information has become a commodity that is quickly and widely disseminated and easily available especially through the use of computer technology. In 1991, the World Wide Web (WWW) was launched, marking more technology enhancement that accelerates the transmission and processing of information, which pushed the revolution of media ecology during the beginning of the 21st century. People become more conversant to technology and has made it part of their daily life. This correlation turned out to be the result of craving for more instant and accessible information.

However, digital age also brought the privacy issue to all its users where everything has become more transparent. Futhermore, with the capacious database of internet, finding what users are truly looking for will become harder. This perpetual connection has created a certain dependency to fast update, impacting on the quality of the content provided and our approach to integrate information.

2.2. Print vs Digital

Along with the advancing of technology, it is undeniable that people has start transitioning to the digital platform, spending more time online rather than traditional forms on media.

However, there is different case on the consumption between digital and printed magazine (Freeport Press, 2016). With the instant and free accessible of information, people are also enjoying the convenience and portability that are provided by digital media while these two mediums actually bring different reading experience and readers are looking for different reading experience as well.

2.2.1. Reading experience on print and digital

The concept of literacy is undergoing the transformation on the 21st century. Publication has start looking more and more similar to digital rather than just print-based to cater consumers' requirements.

One of the most significant differences between reading printed and digital magazines might be on the content. In the digital platform, we could find that besides from text, a lot of graphic, video and audio are included. Text and word are merely 'accessories'. This method might be a strategy to attract audience, but somehow it might also cause distraction from the core contents.

It is noticeable that most of the reading materials on screen have different textual and content navigation from those on paper. The way people scroll through and swipe between pages while reading on digital devices may change their reading habit and also the purpose of reading.

However, despite all the fancy features offered by digital reading materials, there are still readers who prefer printed over digital, who prefer the traditional way of reading, and the touching of paper that bring them the value of reading and feeling involved with culture.

2.3. Fashion Magazine

2.3.1. Historical Background

The early publication dedicated to fashion was first established on 1972. It was under a French magazine, the Mercure Gallant, which marked the beginning of fashion as something worth reporting and becoming a part of everyday life for many people.

By the 1860s, the first American fashion magazine, Harper's Bazaar was published. Primarily, the content was illustrated, but as the advancement of technology especially in photography, by the early twentieth century, the magazine started to deliver more photographs content over illustrations. On the other hand the first issue of Vogue was established in 1892, and since then it has been the most successful of the hundreds of fashion magazines that have come and gone.

2.3.2. Fashion Magazine and Readership

From big major fashion magazines to indie fashion magazine, targeting different range of readers and dedicate to one same job, to communicate with consumers. Apart from delivering the messages of those fashion houses, fashion magazine provides the latest trends and style to its readers by giving new perspective and interpretation to clothes, presents fascinating visuals,

which also become the way fashion magazine connect and engaged with readers.

As Marian Wolbers (2009) stated, four specific needs are required in fashion, need for achievement, need for affiliation, need for power and need for uniqueness. On the basis of this statement, consumers and readers choose over different fashion magazine to meet different needs as well. Readers with different ages, genders, occupations, have different choices on fashion magazine and even different purpose on buying and reading it.

Fashion magazine satisfy their readers' desire toward fashion by providing the feeling of being involved and engaged with the fashion industry, especially when readers found that they share the same taste with the magazine they purchased. Fashion magazine satisfy their readers' desire toward fashion by providing the feeling of being involved and engaged with the fashion industry, especially when readers found that they share the same taste with the magazine they purchased.

2.4. Fashion Advertisement

2.4.1. Influence of Advertisement in Fashion Firm

Fashion advertising is a sub-division of advertising field in which the purpose is to create promotion for fashion brands (Neikova, 2014), helping to create awareness for public about the object being advertised and trigger their intention of doing purchase.

The impact of the social media nowadays has somehow changed the ways of communication between the brand and consumer. Technology encourages people to Interact with brands and it becomes another important method of fashion advertising. The steps to let the consumer to engage the social media are involvement to engagement, and then recall to stimulating (Dao, 2014).

2.4.2. Influence of Advertisement in Fashion Magazine

Magazine is one of the major sectors for fashion advertising. It is proven to be a successful media that gives opportunity for brands to promote to readers while advertisement also plays crucial role in the existence of fashion magazines especially printed fashion magazine, since it takes cost for the publication. Besides, digital fashion magazine also generate its revenue through banner ads, links, affiliate programs, mailing lists and editorial opportunities

Since magazine advertising target both consumers and brand companies, it can be used as media to attract consumer on making purchase decision, and at the same time it can makes money from featuring brands' products or services in their editorials.

3. Research Methods

3.1. Research Design

The research is to find out what are the difference consumers experienced from printed fashion magazine and digital fashion magazine based on the readability of their advertisements.

This research was conducted under qualitative and quantitative research. To support the qualitative method, literary research was conducted based on integrating several theories, articles, books and papers with the topic of 'digital and printed advertisements'. On the other hand, online questionnaire was designed and administered to group of 400 people.

3.2. Sampling Procedure

This quantitative research was based on the non-random sampling with general population as our target population, administred to groups of 400 people where the survey is conducted on both online and paper questionnaire.

3.3. Experimental Treatments and Procedures

The questions was designed based on the objectives, research question and hypothesis of this research, divided into six sections, ranging from the simple to more complex categories, such as: consumers' attitude towards advertisement, advertisement readbility (credibility, informative, memorable, and time engagement), and the respondents' demographic data.

3.4. Measurement

This survey is used to study respondent's preference between digital and printed advertisement on fashion magazine. Each sections of the questionnaire consist of 8-9 questions. The questions was based on the five-category scale of Likert Response Scale measurement, with 1 assigned to least favorable measurement "strongly disagree" to 5 as the most favourable measurement "strongly agree".

4. Research Findings

4.1. Data Collection

The feedback collected has been organized in the Microsoft Excel spreadsheet and then using the SPSS and Minitab program to measure the data of the survey results. The responses of

each question have been assigned with numerical values for the data analysis.

4.2. Data Analysis

Based on the online questionnaire conducted, feedback from 172 respondents was collected, where 27% (n = 47) were male and 73% (n = 125) were female. Further study on the result was based on the advertisement readability (credibility, informative, memorable and time engagement), frequency of reading fashion magazine and interest toward fashion.

4.2.1. Advertisement Readability Satisfaction

Independent two-sample t test was conducted to measure the advertisement readability based on the level of credibility, informative, memorable and time engagement.

Hypothesis:

H0: The advertisement readability satisfaction between digital and printed fashion magazine is equal ($\mu d = \mu p$)

H1: There is difference on advertisement readability satisfaction between digital and printed fashion magazine ($\mu d \neq \mu p$).

Table 1 Estimation of Difference between Advertisement Readability Satifaction

Difference	95% CI fr Difference
0.23035	(-0.1806, -0.14264)

The result showed p<0.05, which proved that the null hypothesis was rejected and there was statistically significant difference between the advertisement readability satisfaction between digital and printed fashion magazine.

While for the following figure, it showed the data on satisfaction between digital and printed fashion magazine advertisement. Based on the result, the advertisement readability satisfaction level was higher on the advertisement of digital fashion magazine ($\mu d = 3.61738$) compared to the advertisement of printed fashion magazine ($\mu p = 3.38703$).
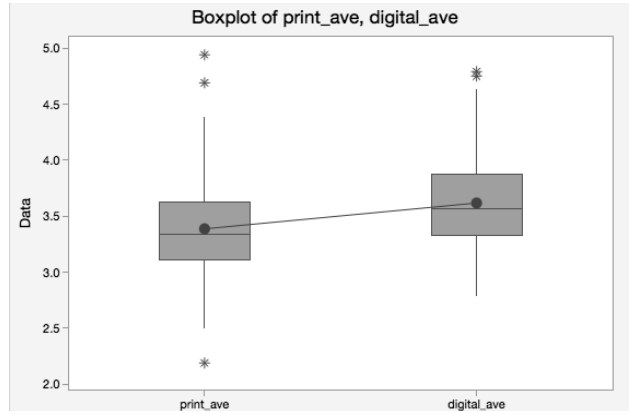
Figure 1 Readability Satisfaction between Digital and Printed Fashion Magazine

4.2.2. Reading Habits Influence toward Advertisement Readability Satisfaction

The one-way ANOVA test was conducted to measure the frequency on reading fashion magazine of respondents, with alpha set at 0.05 and confidence interval (c.i.) at 95%.

For the frequency on reading fashion magazine, respondents were given option of never, rarely (1-2 magazine), and often (>3 magazine), respectively as $\mu 1$, $\mu 2$, and $\mu 3$.

Hypothesis:

H0: The frequency of reading fashion magazine cause no difference on the advertisement readability ($\mu 1=\mu 2=\mu 3$)

H1: The frequency of reading fashion magazine have influenced on the advertisement readability ($\mu 1 \neq \mu 2 \neq \mu 3$)

Table 2 Anova for Frequency in Reading Fashion Magazine

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
digital_ave	never	12	3.4389	.43491	.12555	3.1626	3.7152	2.79	4.26
	rarely (1–2 magazine)	122	3.6301	.39711	.03595	3.5589	3.7012	2.80	4.75
	often (>3 magazine)	38	3.6332	.43619	.07076	3.4899	3.7766	2.87	4.79
	Total	172	3.6174	.40906	.03119	3.5558	3.6790	2.79	4.79
print_ave	never	12	3.1024	.31438	.09075	2.9027	3.3022	2.56	3.69
	rarely (1–2 magazine)	122	3.3772	.40301	.03649	3.3050	3.4495	2.50	4.94
	often (>3 magazine)	38	3.5066	.45005	.07301	3.3587	3.6545	2.19	4.69
	Total	172	3.3866	.41718	.03181	3.3238	3.4494	2.19	4.94

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
digital_ave	.335	2	169	.716
print_ave	.686	2	169	.505

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
digital_ave	Between Groups	.411	2	.206	1.233	.294
	Within Groups	28.202	169	.167		
	Total	28.613	171			
print_ave	Between Groups	1.527	2	.763	4.569	.012
	Within Groups	28.234	169	.167		
	Total	29.761	171			

The result showed that the F obtained for digital was 1.233 and for printed is 4.569. With p for digital was 0.294 (p > 0.05), where the null hypothesis (H0) was not rejected and the advertisement readability satisfaction did not vary significantly by frequency of reading fashion magazine. While for printed, the p obtained was 0.012 (p<0.05) which mean that the null hypothesis (H0) was rejected and the advertisement readability satisfaction did vary significantly by frequency of reading fashion magazine.

4.2.3. Interest of Fashion toward Advertisement Readability Satisfaction

The one-way ANOVA test was also conducted on measuring the frequency on reading fashion magazine of respondents, with alpha set at 0.05 and confidence interval (c.i.) at 95%.

For the interest toward fashion, respondents were also given three options of not interested, somewhat interested, and very interested, respectively as **μ1, μ2, and μ3**.

Hypothesis:

H0: Interest toward fashion causes no difference on the advertisement readability (**μ1=μ2=μ3**)

H1: Interest toward fashion have influenced on the advertisement readability (**μ1 ≠ μ2 ≠ μ3**)

Table 3 ANOVA for Interest in Fashion

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
digital_ave	not interested	23	3.6315	.35407	.07383	3.4784	3.7846	2.79	4.45
	somewhat interested	116	3.5998	.39362	.03655	3.5274	3.6722	2.80	4.63
	very interested	33	3.6694	.49711	.08654	3.4932	3.8457	2.87	4.79
	Total	172	3.6174	.40906	.03119	3.5558	3.6790	2.79	4.79
print_ave	not interested	23	3.1486	.40164	.08375	2.9749	3.3222	2.56	4.25
	somewhat interested	116	3.4043	.37348	.03468	3.3356	3.4730	2.50	4.94
	very interested	33	3.4905	.51463	.08959	3.3081	3.6730	2.19	4.69
	Total	172	3.3866	.41718	.03181	3.3238	3.4494	2.19	4.94

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
digital_ave	2.398	2	169	.094
print_ave	3.408	2	169	.035

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
digital_ave	Between Groups	.130	2	.065	.385	.681
	Within Groups	28.484	169	.169		
	Total	28.613	171			
print_ave	Between Groups	1.696	2	.848	5.107	.007
	Within Groups	28.065	169	.166		
	Total	29.761	171			

The result showed that the F obtained for digital was 0.385 and for printed was 5.107. With p for digital was 0.681 ($p > 0.05$), where the null hypothesis (H0) was not rejected and the advertisement readability satisfaction did not vary significantly by respondents' interest toward fashion. While for printed, the p obtained was 0.007 ($p < 0.05$) which mean that the null hypothesis (H0) was rejected and the advertisement readability satisfaction did vary significantly by respondents' interest toward fashion.

5. Conclusion and Recommendations

5.1. Conclusion

The results of the survey showed that the readability of advertisement on digital fashion magazine has higher satisfaction rate compared to advertisement on printed fashion magazine. This relates to the fact that digital age has brought huge influences to the generation nowadays where their daily life are overwhelmed by technology that lead to the fast pace of living and everything has become more efficient. Futhermore, the convenience that digital offers is also the reason that causes people to migrate. In fact, people are spoiled by technology advancement where information can be free and easily accessed.

This research also studied about readers' desire on advertisement in fashion magazine. It can be concluded that the variety offered by digital media was the basic intention for readers to move forward along with the development of technology. People are now chasing for the most up-to-date information and multimedia features provided by advertisement on digital fashion magazine. This is why respondents' interest toward fashion does not bring any significant difference on the advertisement on digital advertisement, while for the printed advertisement, interest in fashion does matter since people are usually willing to spend money on owning it.

5.2. Recommendations

For readers, with the free and easily accessible information provided by internet these days,

they should be more aware and cautious with the data from digital fashion magazine as well as trusting the digital advertisement. And it is better to look into the printed form of fashion magazine for more actual, concrete and trustable information as well as information of the advertisement.

Digital advertising might downgrade the value of the luxury brand. But it is actually a good way for common brands to advertise and gain popularity. And with the different effects that advertisement might bring, we think that fashion firm should decide wisely on which medium they want to advertise based on the requirement of their markets, either it is for building the brand's image or for gaining profit revenue.

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