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# Newspaper advertising as a source for the history of Kazan industry in the second half of the XIX century

*Publicidad en periódicos como fuente de la historia de la industria de Kazán en la segunda mitad del siglo XIX*

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### ABSTRACT

The research is based on a combination of quantitative methods allowing to consider newspaper advertising as a specific kind of mass historical source and qualitative approach to observation of individual advertising materials. There were formal features pointed out of the quantitative approach allowing joint separate advertising materials in groups to discover regularity. Newspaper advertising was one of such methods of the reaction and reflected the peculiarities of the enterprise's behavior on the market. The vast majority of newspaper advertising manufacturers are the announcement of craft enterprises. Newspaper advertising is in many ways a unique source that characterizes Russian business practices.

**Keywords:** Craft Enterprise, Newspaper Advertising, Qualitative Approach, Quantitative Method.

### RESUMEN

La investigación se basa en una combinación de métodos cuantitativos que permiten considerar la publicidad en periódicos como un tipo específico de fuente histórica masiva y un enfoque cualitativo para la observación de materiales publicitarios individuales. Hubo características formales señaladas en el enfoque cuantitativo que permitieron que los materiales publicitarios conjuntos por separado en grupos descubrieran regularidad. La publicidad en los periódicos fue uno de esos métodos de reacción y reflejó las peculiaridades del comportamiento de la empresa en el mercado. La gran mayoría de los fabricantes de publicidad en periódicos son el anuncio de empresas artesanales. La publicidad en los periódicos es, en muchos sentidos, una fuente única que caracteriza las prácticas comerciales rusas.

**Palabras clave:** Empresa de Artesanías, Enfoque Cualitativo, Método cuantitativo, Publicidad en periódicos.

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## 1. INTRODUCTION

The second half of the XIX century is the time of the domination of small-scale production in the Volga region. The vast majority of newspaper advertising manufacturers are announcements of craft enterprises.

Newspaper advertising was used only by a small part of large handicraft enterprises, which were trusted leaders in their industry. In Kazan in 1890, 15.5% of craftsmen specialized in the preparation of food products, and 23.5% in clothing (Galanin: 2018, pp.40-47; Sridhar & Sriram: 2015, pp.283-318). Based on these data, we may conclude: 1) the bulk of the craftsmen was engaged in satisfying the most vital needs of people - in food and clothing; during that period the structure of handicraft system has not changed generally.

The agrarian orientation of the economy and the relatively weak development of industry, mainly related to the processing of agricultural products, were actual for the economy of the Middle Volga region in the second half of the XIX century. They supplied their products to the central regions of the country and for export (Gregory: 2004). There are almost no advertisements in the Kazan newspapers.

The particularity of production was reflected in advertising. It was the most appropriate decision to place an advertisement of enterprises that manufactured consumer goods in the newspaper, intended for the general reader. First of all, advertising allows us to determine the range of enterprises that use it and the range of products with which they entered the market, including their price and perfection factor. Even in the 1870s many entrepreneurs of Kazan treated advertising negligently. It is unique for the characteristic of the marketing policy of the firm advertising information about the time of the proposition and the methods of promoting the goods. The growth of the Kazan industry began in the mid-1850s. It lasted until about the middle of the 1870s in varying intensity then production, with the exception of some industries (flour milling, distilling) entered a long period of stagnation or crisis. Only in 1886 21% of all factories in Kazan government were closed and 20% of workers were dismissed (Kalimullin & Vinogradov: 2015, p.188; Kopackova & Libalova: 2019, pp.1-12). In the 1880-90s there was a process of concentration of production. Small enterprises gave place to larger ones (Kahan: 1989). "Extremely unenviable economic situation of the Kazan region" persisted for almost all 1880-90s because of poor harvest, the lack of railways.

## 2. METHODS

Newspaper advertising may be viewed as a mass source (Carter & Ragsdale: 2002, pp.415-421). Using selective methods is helpful for investigating of a large block of mass data. It is difficult to solve the problem of the optimal type of sampling in relation to such a multivariable object with the predominance of qualitative features.

There were 1412 newspaper issues in Kazan in 1850-1869y. They were subjected to a continuous inspection. In the 1870-90-ies there was an increase in the quantity of issues: 1870-1879 - 3260, 1880-1889 - 7532, 1890-1899 - 12104. The total number was 24308 units. Taking as a basis the 15 percent sample, according to the table of sufficiently large numbers, it is optimal volume is determined in 3382 units of observation at a probability level equal to 98%, and a possible error exceeding 2% in two cases out of a hundred. The criterion of sufficiency (representativeness) of the initial base, in this case, is the requirements of sampling theory. It seems that the sample size provides not only quantitative, but qualitative representativeness of the information too. For decades, the sample is distributed as follows: 1870s - 540, 1880s - 1142, 1890s - 1700 issues. In view of this, for the 1870s and 1880s, it is necessary to investigate the sets of all newspapers for three years for each decade, for the 1890s - for two years. The definition of certain years is justified by the level of general economic conjuncture in the Kazan government. The years that were chosen, differ by this feature. Therefore, for the 1870s it was 1870 (with a satisfactory economic conjuncture), in 1875 (with a high level of economic conjuncture), in 1877 (with unsatisfactory economic conjuncture). The absence of accounting for the economic conjuncture would lead to the incommensurability of obtained data.

Advertising information was used in different ways, taking into account the source capabilities of each element. Some of them were grouped (the number and nature of announcements by industry, individual producers during the entire study period). The analysis of others required the involvement of other additional sources (the correlation of the data of advertising with the real level of the socio-economic and cultural development of the region, specific information about entrepreneurs, goods and services, methods of doing business). Others were specified. The lack of concrete data for some issue was compensated by the use of extrapolation techniques in the work (for example, the correlation of the local situation with the state of affairs in capitals and other regions of Russia), logical interpolation (insertion of the logically missing link in the chain of reasoning) and intuitive conclusion.

### 3. RESULTS

The interesting results showing the state of individual industries, gives a comparison of advertising of enterprises-competitors. It provides with data for understanding the structure of the market and the industry as a whole. The harder the competition, the more important the role of advertising becomes, the more the features of the product are discussed. Announcements were often the main weapon of war between firms in order to increase the sales of their products. Sometimes competition became the cause of newspaper skirmishes, including advertising. Their main essence - the goods of the contender are bad. Entire pages were bought out for this polemic. Researchers noted about the advertising of producers: "All the newspapers publish huge announcements and" third-party messages ", in which they pour each other with slops" (Pierce & Kaye: 2001; Ahmadi & Movahed: 2019, pp.1-10).

Then an effective advertising method was the public testing of products (Tellis: 2003). The test was preceded by a preparatory advertising company in the press. The date was reported in advance via the newspapers in order to attract viewers. Immediately after the experiment, a detailed favorable report about it appeared in the "Kazan Stock List". A bonfire made of tar drums, watered with kerosene "was extinguished by the device for no more than one minute." This test made a great impression on the gathered audience. Several steamship owners decided to purchase Lippmann's machines for their steamships on the same day at a meeting in the stock exchange. Ram did not stop advertising after that. After a while there appeared "certificate" in newspapers near the announcement of the fire extinguisher, signed by the Kazan governor Skaryatin. It stated that the device, as shown by the test, "fully corresponds to its purpose as ... a very reliable means for extinguishing fires"(Galanin:2018).

Newspaper advertising confirms data on a relatively high proportion of foreigners among Kazan producers (Abernethy & Franke: 1996, pp.1-17). Researchers wrote about the significant role of the Germans among Kazan craftsmen in the 1840s:

This big shopping street [Bolshaya Prolomnaya] could be called a German street, because this is the place where these are many foreigners. In fact: tailors, shoemakers, goldsmiths, carpenters, locksmiths, engravers, watchmakers, pharmacists and all the other industrialists who are everywhere on this street are mostly Germans.

As a rule, foreigners were more conscientious about the timing of the performance of work and its quality (Galanin: 2018). In conditions of high prices, an important method of attracting customers was newspaper advertising. Foreign craftsmen used it much more often than the Russians.

Traditionally, foreign production continued to be considered more qualitative (Lipsey & Weiss: 1981, pp.488-494). That is why, in the second half of the XIX century native craftsmen, often tried to sell their products as foreign using stamps in Latin letters. The reason is the widespread opinion about the higher quality of foreign products.

Manufacturers put such stamps not because goods are worse than abroad, but because the buyer cannot believe, that native product may be qualitative. Show this buyer the goods with the stamp in foreign letters, and he will praise it, put on the same product the Russian stamp, and then the goods will become bad (Galanin: 2018).

Working with the advertising of manufacturers, it is necessary to pay attention to reports about them in editorial materials (Xu: 2014, pp.2816-2834). In some cases, such information was look like hidden advertising, although it cannot be figured out always. Often, hidden advertising consisted of favorable articles about the manufacturer. For example, in the "Reference Sheet" appeared several publications with praiseworthy reviews of the Penza paper factory of PV. Sergeev in 1886 (Galanin: 2018). It happened on the eve of the opening of a wholesale warehouse of the manufacturer in Kazan. An important fact is that the publisher of the newspaper himself, who runs the university printing house AT, Soloviev chose Sergeev's paper.

#### 4. DISCUSSION

It should be noted that mainly thanks to advertising, a new style of consumption that differs from the previous one, is forming. According to contemporaries, it "promoted idleness, rampant individualism, social turmoil, and unbridled consumption, primarily among young women"(Hilton: 2014). Many of us can agree with Sally West, whose book "Analyzes the content of print advertisements", says that during the second half of the 19th century a new type of entrepreneur was being formed in Russia, for which advertising becomes an important tool for working with the consumer (Phillips: 2017). Christine Ruane and Marjorie Hilton also discussed the development of advertising as an important element with the changing image from the old-style kupets (merchant) to the modern kommersant (businessman).

There was a solid belief that only honest, conscientious execution of an order can increase the number of clients. That is why there was usually a promise of accurate, timely and conscientious performance of the work in the newspaper advertising of craftsmen products.

In the 1850-1870-ies the bulk of the announcements of craftsmen were about foreign craftsmen, but by the 1880s and the 90s native producers often start to win in competition with foreigners. With the improvement of technology and the speed with which the order was carried out, Russian order cost two to three times cheaper Newspaper advertising reflected this process of native production growth - the foreigners' announcements were declining. Advertising in Kazan newspapers makes it possible to talk about the penetration of native and foreign producers' goods onto the local market. Foreigners are particularly intensely used advertising. Their announcements had high quality. With the help of agents, organized advertising in the press, foreign workers actively mastered regional markets in Russia. Advertising is the source showing us the development of this process. In particular, in different periods the share of advertising of native and foreign goods has changed. Systematically there was an increase in the number of Russian and Kazan proposals.

Advertising materials are a source of information about the methods of maintaining the company's reputation. It becomes the most important factor of agitation in favor of the goods. The methods aimed at creating "the label" of an enterprise are the mention of the date of enterprise establishment, which had a solid working experience (the idea of longevity - the duration of the trade was emphasized in advertising as the main quality guarantee); caution against forgery; image of the original trademark, which promises quality and reliability. The received awards confirmed the quality of the products. Their images, including the state emblem, or mentioning about it was an integral part of advertisements. They reinforced the reputation of the enterprise.

The way to increase the prestige of the trademark was the participation of producers in various exhibitions. There were many cases of falsification of goods and stamps. Therefore, leading manufacturers warned so often about it in their advertising.

It is interesting to bring into correlation the quantity and quality of advertising of producers with the level of economic conjuncture, the general state of the market. The advertiser responded to his main fluctuations. As a rule, the change in the volume of advertising in many industries coincided with seasonal fluctuations in the number of orders.

## 5. CONCLUSIONS

When investigating the advertising of handicraft production, it became clear that a significant part of the craftsmen did not directly sell their products, but got orders from a small number of large wholesale traders. They, in turn, also dispensed with newspaper advertising, selling goods either in large lots at fairs, or through shopkeepers. Advertising could be used for sale through their own shops, but in such advertisements, as a rule, the name of the artisan producer was not indicated. Most craftsmen, especially small ones, worked exclusively for orders for a certain range of consumers. They expected customers without using such means of client capturing as advertising. For many manufacturers, newspaper advertising was beyond their means. At the same time, newspaper advertising provides information for characterizing the spread of new industries.

Advertising was used by manufacturers for two purposes: 1) to stimulate the existing sales, to maintain high prices for quality products; 2) implement a new product, especially if the production has just opened. The last cases are more interesting. A relatively detailed description of the goods was given and acquainted the consumer with it and with its operational characteristics. Various methods of its promotion were used. One of them is the conviction by facts using public tests, consumer testimonials.

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