



# Effectiveness of Print and Electronic media Advertisement: A Comparative Study

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## Abstract

*In the age when electronic media seems to be taking over the print media, it becomes necessary to understand as to why people have started to shift their attention from print to media. The present study has been built with three fold objectives that intends to cast light to the attitude people hold towards print and electronic media, the nature of influence media has on day to day decisions of people and compare the effects of print and electronic media on people's life. As electronic media television and radio only have been taken for the present study and the print media, in the study, includes all kind of newspapers, newsletters and magazines, which are more readily available at home, on roadsides, in markets everywhere. A sample of 100 students was selected to be included in the present study. An interview schedule was devised consisting of various items pertaining to the objectives of the study. The results have been prepared using Excel and SPSS based analysis package. The results have indicated more positive attitude towards the electronic media, especially the Television, and print media has been placed in the second position. Also the effects of television were observed to be more intriguing than the other form of media in question. It seems that the new generation is more inclined towards the use of new media and in coming years there will be significant shift in the role new media in the lives of people. The study has concluded with proposed future directions for further research in this area of enquiry*

**Keywords:** Print vs electronic media, media effectiveness.

## Introduction

With the advent of internet, loaded with social networking sites, the scenario of media affect has changed considerably. Looking at the rise in use of internet, the print and television media have begun to question the future of their industries<sup>1</sup>. Further, Ahlers have also noted and observed that from newspaper executives at the New York Times who were asked whether there will be a print version of their paper in ten years, to television news executives who openly speculate on whether there will be network nightly news, and have speculated that the threat Internet has and is going to pose is something going to be harsh to be blamed of for its future state. In this line, it seems quite reasonable to assess the role of, both, print and electronic media in the life of general public.

The information is directed, in a traditional manner, at a broad and public audience<sup>2</sup>. (Wirtz, 2011, p. 12.). Looking at the pace with which the nature and means of media is changing, people have revealed their concern about the future of print media. This research tries to understand the changing nature of usage of print and electronic media by understanding audience attitude towards the choice to use them.

For about 600 years printing has been the basic tool of mass communication for storing and dissemination of information and knowledge. From about the second half of the last century electronic media has somewhat taken over the mass media

world by a storm but the print media has not lost its sheen and its social relevance<sup>3</sup>. In this line, when the history of modern mass media in India is considered, it is estimated that it started in the 1780 when the first newspaper in India was published. Radio was introduced in 1924 and television in 1959. Internet was introduced in early 1990s.

Chaterjee in 2009, in this regard, indicates that the Indian Media and Entertainment (MandE) industry is on a growth surge and is expected to cross US\$ 200 billion by 2015<sup>4</sup>. Chaterjee has further observed that it reached US \$ 11.92 billion mark in 2007 and is the fastest growing in the Asia-Pacific region by having a compound Annual Growth Rate (CAGR) of 18.5%. In this condition it seems that the situation may be positive at the moment for the Print Media too. Unlike in many western countries circulation and number of publications are in fact increasing<sup>4</sup>. According to the findings of National Readership Survey (NRS) in 2006, the reach of the press medium (dailies and magazines combined) has increased. The number of new publications registered has also increased in past years, however, marginally. Dailies have driven the growth in the press medium, their reach rising as a proportion of all individuals aged 12 years and above.<sup>5</sup> The situation looks quite comfortable. But these looks also seem to be misleading. There are troubles that have been observed by many, in this regard.

The most dangerous of the problems facing print media in India is that some groups are reading less. We may term it as rise of

aliteracy- refers to someone who, although able to read, is uninterested in reading and uninterested in literature<sup>4</sup>. Chatterjee has also noted that newspapers are losing readers, especially, in the age group of 15-25 years and has indicated the cause to be the increasing influence of television and internet. It is one of the biggest threats to the future of print media. Additionally, few have observed certain changes in the way people engage with and consume media content. The work of Stone can be looked for further information in this regard<sup>6</sup>. 'With the end user devices of today it doesn't really lend itself to reflection, but to byte sized consumption- and the interactive nature seems to reinforce this "Continual Partial Attention Model"'.

Thus, in the age when electronic media seems to be taking over the print media, it becomes necessary to understand as to why people have started to shift their attention from print to media. Looking at the present scenario, the present study has been built to understand the attitudes of people towards both print and electronic media.

Thus, with the above background the study intends to understand the attitude of people towards print and electronic media, and examine the impact of print and electronic media on people's day to day decision making that includes, shopping and lifestyle. Further, the study also attempts to compare the effects of print media and electronic media on people's life.

The study proceeds with a null hypothesis, that indicates that there will be no difference in attitude of people towards the two type of media and that both will have similar effect on the day to day living habits of the people.

## Methodology

The study proceeded with three fold objectives that intended to examine people's attitude towards print and electronic media, to see the effects of print and electronic media on people's day to day life and compare the effects of, both, print media and electronic media on people's life. To suit the present purpose following methods have been used:

**Sample:** A sample of 50 male and 50 female (N= 100) students were selected to be included in the present study. The respondents (sample) were based in a central city of India and were from various backgrounds, i.e., they belonged to both rural and urban residential setting and were studying in various colleges and university departments in the city. It was ensured that their family monthly income was not less than ₹15000. This was done so as to ensure homogeneity in sample selection. Further, the sample selection criteria also included age and gender factor. It was ensured that all the respondent falls in the age group ranging from 20-25 years and that they were studying at UG and or PG level. The education stream was not considered, and that all the students whoever was studying in either UG or PG classes were considered for the present study.

The respondents, thus, who participated in the study, reported studying in either engineering or traditional stream colleges.

**Tools and Techniques:** An interview schedule was devised consisting of various items pertaining to the objectives of the study. There were three sections in the schedule.

**Section I:** The first section dealt with the demographic information of the respondents, that is, the questions asked were related to their age, gender, and education.

**Section II:** The second section included items pertaining to attitude towards print media and electronic media. The electronic media was limited only to Television and Radio (Vividh Bharti and private FM channels in the city). Whereas print media was related to news papers, newsletters and magazines categorized into various types detailed as below: Sports, Lifestyle, Food and leisure, Automobiles, News related (India today, outlook etc), Business, Entertainment

**Section III:** The third section was devised so as to know about the attitude towards the print and electronic media. The question asked was "How often, if at all, do you find advertisements on television/Radio/ Newspapers are.....?". The respondents were required to respond on the seven criteria namely *Informative, Interference, Truthful, Clever, Stereotypes, Embarrassing and Undesirable*, that indicated the attitude and effectiveness of advertisement on particular media type. The respondents were asked to respond on the items using a four-point rating scale starting from (1) ALWAYS to (4) NEVER. Furthermore, the section also included an item pertaining to understanding of nature of influence for shopping and a ranking item that asked respondents to rank the three media source as per their own liking and preference. Finally, the tool also included an item to examine the best media they use on day to day basis. The copy of questionnaire used to the study is included in appendix 1.

**Procedure:** The survey included students of UG and PG classes. Thus, the first step for the study was to contact students in their colleges during their college hours. For this, a formal permission was taken from the principal from the colleges in the city and then the respondents were contacted to participate in the present study. Once the participant provided his/her consent the interview was conducted and finally they were thanked for their response and participation in the study. More so, they were ensured about the confidentiality of their individual participation.

## Results and Discussion

The responses, from the schedule, were coded and then tabulated using excel sheet and were finally converted to SPSS sheet for analysis. SPSS was used to analyse the data received from the survey from 100 respondents. The results are presented in subsequent paragraphs. To present the result, percent

distribution of response have been used calculated through SPSS application for better authenticity.

Percent wise distribution of respondents reading preference for types of print media was calculated. It was observed that only 6.25% respondents read newspapers daily and the majority of them (81.25%) read it only 2 or less than 2 days a week. Similarly, for the sports magazine 50% of the sample did not like to read them and only few respondents reported reading daily (12.5%) and less than 2 days a week (37.5 %), respectively.

Similarly, the results indicated that 93% of respondents preferred to read the lifestyle magazines. Furthermore, the results for food and leisure magazines indicate the 87.5% of the respondents read the related magazines daily and equal percent of people contacted for the study indicated reading the food and leisure magazines for 5-6 days (6.25%) and denial for reading the same (6.25%).

Results further depict that automobile (87.5% - do not read) and business related magazines (93.75% - do not read) does not have very good readership. More so, news related magazines like India today, outlook etc had mixed readership pattern as reported in the study. Only 6.25% respondents indicated reading the news related magazines daily and 81.25% respondents read them for around two days in a week. However, scenario that emerges for entertainment related magazines is different which indicates that 87.5% people contacted preferred reading entertainment magazines on daily basis and rest were equally divided into less than 2 days to never response.

Furthermore, no readership on newsletters and comics was recorded. However, very few percent of readership was also recorded on the category of OTHER magazines, especially it

was indicated that competitive magazines (6.25%) like Pratiyogita Darpan, and the Competition Review etc. were preferred in this section asked.

In addition to above, one special section was added in the interview schedule which asked the respondents about particular sections read in the newspapers and magazines of their choice. It was indicated that news related readership was high with 29% readership. Furthermore, page 3 and advertisements showed a readership of 19% and 18%, respectively. More so, vacancy and classified section showed a readership of 16% and 17% respectively.

The results on electronic media indicate that preference of watching TV or listening Radio, both Vividh Bharti and private FM channels in the city was equally distributed. Since separate response was asked, 93.5% of respondent reported watching TV and listening radio, all channels, on daily basis. Rest of the respondents reported that they either watched TV or listened radio irrespective of the channels for 5-6 days a week. This indicates that the respondents were highly acquainted with the electronic media asked for.

Next section was devoted towards respondents liking/disliking of different types of programmes telecasted on the electronic media under the study. in this regard, when asked what programmes the respondents like to see or listen on TVs and or Radios, advertisements appeared to be at the top with 93.75% ALWAYS rating. Second to advertisement was found to be the movies section with 87.5% audience reporting to watch always. Furthermore, watching and or listening of songs appeared in the list with ALWAYS rating by 68.75% respondents. Serials on television also seemed to be popular with 62.5% reported audienceship (figure 1).

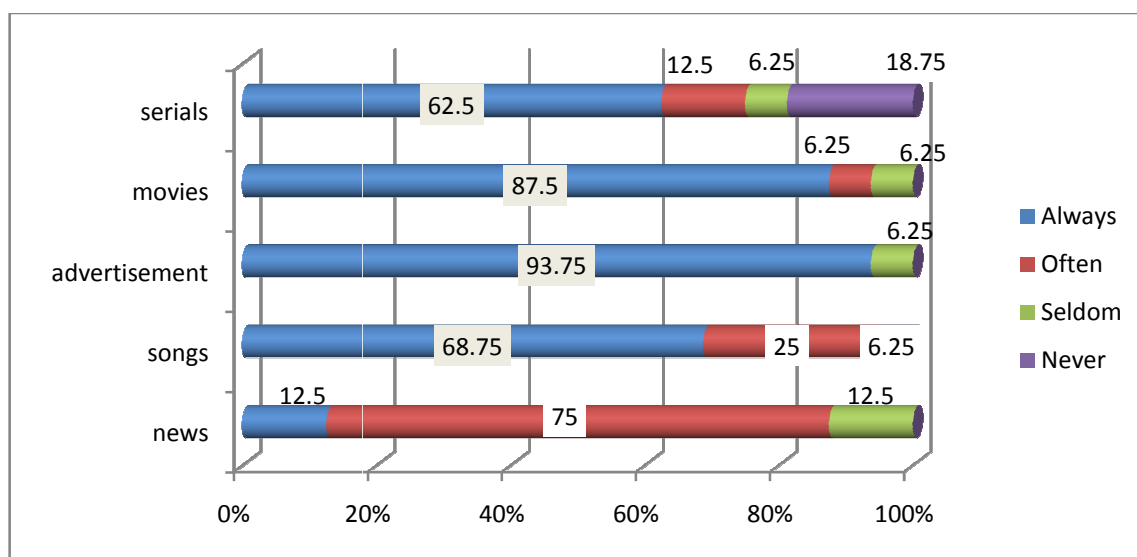


Figure-1  
Percent of Liking/disliking of programmes to be watched/ listened on TV and Radio

Furthermore, news viewership was reported less than the other sections with 75% respondents saying that they watched/listened news only often and not on daily basis. That is they were interested only at times they felt some interesting events are going on at national/international level.

People contacted for the study were asked one common question pertaining to the attitude towards advertisement on TV, Radio, and print media that included newspapers and different magazines they read. The question asked was to be rated on four-point scale on factors that were most attached to the medias on showing the advertisement. There were seven factors (Informative, Interference, Truthful, Clever, Stereotypes, Embarrassing and Undesirable) on which the respondents had to respond. The specific question asked for all the three media was:

“How often, if at all, do you find ADVERTISEMENTS on television/radio/newspapers-magazines are...?”.  
The results are presented in the following section.

Results, in this regard, reveals that around 93.75% people contacted found TV and newspaper/magazines to be informative at all the time, while all the respondents were of view that radio is 100% informative since it is only audible.

Results further evinced the result for advertisements as being interference in their interest. It is reported that over 37% respondents always find advertisements as interference with 56.25% respondents indicating is as interference often and only 6.25% reported to be seldom interfering. However, newspaper/magazines and radios revealed similar result with

25% reporting interference all the time and 75% as often advertisements are interference.

In continuation, around 81.25% respondents contacted *often* found TV and newspaper/magazines to be truthful while 75% people perceive radio to be *often* truthful. Rest of the results, on all media type, were not found to be very notably perceived or denied as Truthful by the respondents.

The results for advertisement on the three media types being clever revealed that around 93.75% respondents *always* found the TV and newspaper/magazines to be clever with advertisements. In addition, 81.25% people perceived radio to be *always* clever. No response on seldom and never was reported by the respondents.

In addition, when the respondents were questioned about advertisements being stereotyped, it was indicated that 75% people *often* found the TV and 100% found newspaper/magazines to be stereotyped in advertisements. Besides, 81.25% people perceived radio to be *often* stereotyped. Responses on *seldom* was reported by the respondents, to less than 20 % on all the media types. The results also revealed that advertisements on TV are almost *ALWAYS* (93.75%) perceived as embarrassing by the respondents. Also, advertisements on radios and newspapers/ magazines were *OFTEN* (81.25%) perceived to be embarrassing. Additionally, respondents reported that advertisements on TV (6.25%), Radio (12.5%) and newspaper/magazines (18.75%) were *SELDOM* perceived as embarrassing. This result seems to indicate that most of the time advertisements can be embarrassing; especially the family planning and perfumes/deo advertisement were reported to be very embarrassing when viewed with family or children.

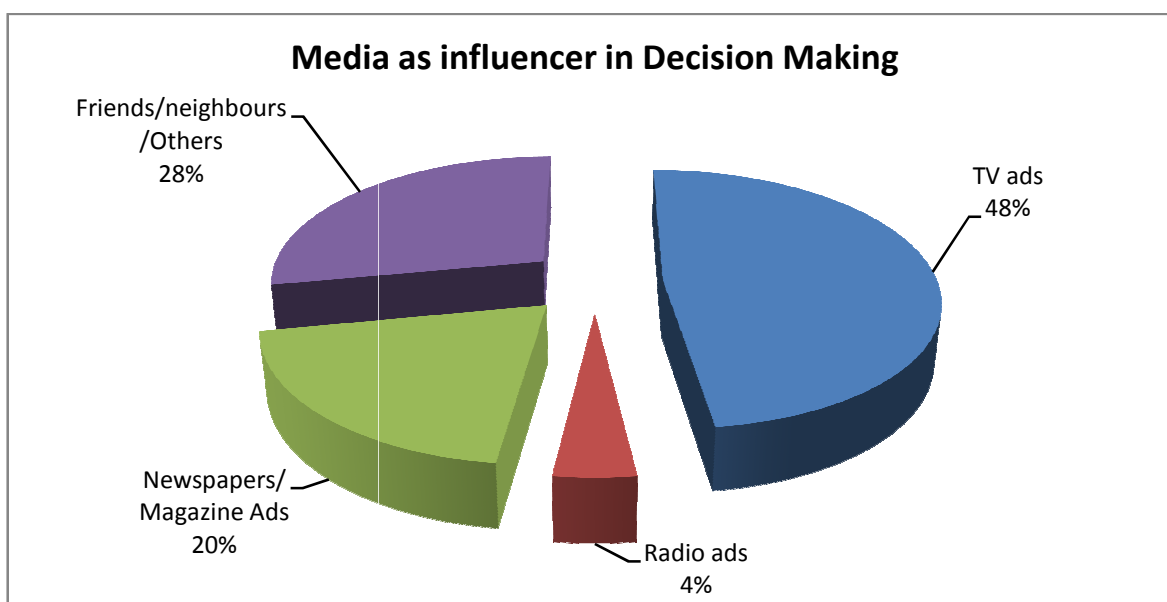


Figure-2  
Percent distribution of Advertisements power to influence decision making of audience

A mixed result was reported on the last factor in this section related to *undesirableness of advertisement content*. It was noted that contents in TV ads were fairly perceived undesirable (often= 43.75%; seldom= 43.75%). It is evinced that almost similar kind of mixed results has been reported for both the radio and newspaper/magazine.

Effectiveness of advertisements is revealed by its decision influencing power for the viewers, listeners and or readers. In this regard, it is evinced that TV has a potential for influencing 48% audiences. Besides, it was found that newspapers/magazine ads influenced around 20% of the respondents' decisions in their daily life. Furthermore, radio was found to be the weakest influencer with marginal number of respondents (4%) reporting it to be influencer in their day to day life decisions. Interestingly, friends, neighbours and other acquaintance were found to the second most powerful influencer (28%) in terms of decision making of respondents (Figure 2). Thus, the result seems to indicate supremacy of Electronic media, especially the television advertisement, over the other form of media in question.

The final section of the interview schedule was intended to understand the preference of media. The results of this section indicated that TV was the most preferred media for all the respondents with newspaper ranked at second and radio at third position, respectively, by the respondents.

Additionally, when it was asked to the respondents that which of the media they prefer most and were very much used to it, it was reported that new media, especially the internet (68.75% responses) was the most preferred and used by the respondents. The second most influencing media was found to be the mobile phones (31.25%).

It seems that the new generation is more inclined towards the use of new media and in coming years there will be significant shift in the role new media in the lives of people.

**Discussion:** The electronic media is a good medium of information and entertainment since it has all the functional advantages but it does not seem to be convenient for all and all activities because the electronic media is much more costly than print media. The important thing that separates Print Media from others is that it can be carried away by any one and anywhere with convenience and can be read any time. We do not require any electricity to read the newspaper. However, the results of this study reveal clear advantage of electronic media on print media.

The study evinces that electronic media has a clear advantage over print media. This, may be due to the fact that print media is considered to be more of a 'habit' for the people that is still use by considerable population, especially the elderly population are more inclined towards using print media. The reports of various publishing houses have also revealed the shrinking readership of

the print publications which is, perhaps, the testimony to the changing media consumption pattern of the people today<sup>7</sup>. Although immediate threat to the print media is not observed, more so because it is a centuries old media, yet it is assumed that it definitely is not the media of the future.

Additionally, electronic media is considered to be visually more appealing than print media and hence is perceived as more effective. This is in not only true in terms that it conveys a message but also because it is a frequency medium, and hence is effective in registering it and likewise it also seem to ensures high brand recall amongst viewers and potential customers. For marketing also the advertisers and advertising agencies are more looking at electronic media as it takes the viewer to the virtual work of their own beliefs, and desires<sup>8</sup>. The real time visual effect is something which the Print Media seems to lack and thus is perceived as less effective.

Though, it seems that print media is capable in delivering localized news that may be of interest for city or district residents and allows reader to store away articles that be used any time in the future, the electronic medium, still, is a much faster way of providing news to people with advent of 24 hours channel<sup>9</sup>. With the dawn of several channels and flocking of all kind of brands with advertisements and the power of electronic media to present the advertisement stimulus more repetitively, it becomes more effective. The print media does not seem to have the similar potential to cognitively influence the readers with its advertisements.

Also, it seems that electronic media is free from language and literacy factor. It is to say that illiterate may also understand the content of the advertisements and many times language is also not a bar. Moreover, the electronic media also includes radio which people can access via mobiles. With radios now readily available on mobiles put the reach of electronic media leagues ahead of print media<sup>9</sup>. The results seem to indicate that the electronic media is more appealing and hence people experience it more deeply than the print media.

In this regard, the results seem establish a more positive attitude of people towards the electronic media. However, the two forms of media may not be wholly compared as they both have their own significance. Even today also print media has not lost its importance, in complete sense, as after the huge rise of E-media people still prefer to read newspapers and moreover where e-media is not reachable news magazines travel. It should be noted that Indian Readership Survey 2013 has shown increase in the overall readership of print media<sup>10</sup>.

## Conclusion

Thus, it can be concluded the people have more positive attitude towards electronic media than the print media. Also, the results have revealed a clear cut advantage of advertisement through electronic media as compared to the print media. However, the

results should be interpreted in the light of the facts that the respondent belonged to literate clan, belonged to urban settlement and were under 30 years of age. The results indicate the need of further research in this regard considering the age, residential setup, education and other factors to clearly establish which form of media is more effective in influencing the mass and why.

The results seem to indicate the supremacy of electronic media but the impact factor of print media may not be totally ignored. Print media has stood up the test of time, and place and is still being adorned by many. The future of print media is still bright. Its only time that will put it on test.

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