

STUDY OF IMPACT OF INTERNET AND OTHER MEDIA BEFORE PRINT MEDIA

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DOI No. – 08.2020-25662434

Abstract-

The growth of the internet and electronic media as a popular source of news consumption appears to displace the existing customer base of print media. Further, the increased inclination exhibited by advertisers towards the digital marketing strategies poses a serious threat to the sustenance of print media. In the face of ever-increasing technological advancements in electronic media, there is a dire need for the newspaper industry to revamp its structure, outlook and content to ensure that the dedicated customers are retained. The present study aimed to gain valuable insights into the current status of print industry with special reference to Jaipur, the impact of new media on the consumer's and industry's perceptions of newspapers and therefore capture the overall sustenance of the newsprint industry in Jaipur.

Keywords: *Internet, Print Media, Electronic, Consumption*

INTRODUCTION

Media is a tool for communication that can be used for either storing the information or delivering the information or data. Mass communication emerged with the rise of mass media such as press, photography, cinema, broadcasting, and publishing. Recent advancements in technology changed the relationship between media and society for the better (McQuail, 1994). Media such as television, newspapers, radio, books and cinema help in serving the social and psychological needs of the society (Katz et al., 1973). In today's world, "Media" refers to a range of communication channels, from television to new media. New media includes internet, smart phones, websites, gaming, animation, Visual Effects (VFX), blogs, wikis, etc.

REVIEW OF LITERATURE

According to Bromley and Bowles (1995), during the initial period of the Internet use, the use of traditional media remained unaffected. The time spent on the internet was not at the expense of that on the traditional media. According to the principle of relative constancy, a new media can coexist with an existing media without radically replacing the latter. The time spent on traditional media decreased most likely due to the reduction in the time spent on television rather than newspapers and radio. Further, with the availability of free public access, newspaper publishers have had the opportunity to improve their products and service. The content delivered through the internet and its print counterparts is different. The print media delivers content that is mobilising; whereas, the online content lacks mobilizing information (Hoffmann, 2006). Reichart and Hirschier (2001) studied the environmental impact of print and electronic media. The authors considered television, internet and printed daily newspaper media for the study. The electronic media is associated with less material and energy. Hence, the use of electronic media has less environmental impact compared to

the print media.

HYPOTHESIS

Hypothesis 1: Customer's buying preference to print media has a significant effect on the purchase intentions of the products from the newspaper advertisements.

Hypothesis 2: Consumers' purchase decision for the products appearing in newspaper advertisements has a significant effect on the revenue of the newspaper industry.

Hypothesis 3: Consumers' purchase decision for the products advertised in the newspapers has a mediating effect on the relationship between customer preference and perception on the revenue of newspaper industry.

Hypothesis 4: Reading behaviour of the consumers has a significant impact on the customer preference of newspapers.

The present study intended to analyse the impact of internet and other media over print media. In order to conduct a comprehensive research on this subject, the study had to collect information from both readers of newspapers and newspaper industry experts. Hence, convenience sampling was adopted for selecting the sample population. The industry experts were selected according to the criteria of the current research. Convenience sampling is cheap and involves selecting the most accessible subjects for the study.

STUDY AREA- Jaipur

RESEARCH INSTRUMENTS- The current research adopted quantitative and qualitative study; hence, the study used questionnaires and interviews as the research instruments

RESEARCH METHODOLOGY-

The present study intended to analyse the impact of internet and other media (digital media) on print media in the Jaipur City. The viewpoints of the consumers (also referred as readers) were examined to understand the nature of impact the digital media has on the print media. Though the consumers are more inclined towards online and digital media than the traditional print media, the pattern seems to vary with age, gender, employment status and reading behaviour. The various factors that influence the consumers' perception of print media have also been analyzed in the present study. Hence, the study inferences can be applied in the future for formulating strategies to increase the revenue generation of the print industry. In this context, the researcher collected information with the help of an online questionnaire. The analysis was restricted to the respondents who participated in the online survey. A total of 50 online survey responses was collected for the analysis.

1. Demographic Details

According to Saunders (2009), the demographic details of the respondents which describe the nature of the quantitative data collected have a significant impact on the analysis of the data. The respondents' demographic information such as age, gender, education, work experience, employment status, etc. were analyzed.

2. Age of the respondents

Age is the most important factor to be considered while analyzing the demographic information of the respondents. The respondents who participated in the survey belonged to the age group between 21 and more than 60 years. The majority (36%) of the readers belonged to the age group of 21-30 years, which shows that core readers of newspapers belong to the younger generation. This is followed by readers who belong to the age group of 31-40 years (28.5%) and 41-50 years (22%). It was also observed that the percent of reading newspapers decreases with age, which can be attributed to vision impairment.

Table 1: Age of the respondents Age (yrs)

Age	Frequency	Percent
21-30	18	36
31-40	14	28
41-50	11	22
51-60	4	8
Above 60	3	6
Total	50	100

3. Gender of the respondents

It was observed that the majority (75%) of the respondents was males and the female participants were less (25%) in number.

Table.2 :Gender of the respondents

Gender	Frequency	Percent
Male	38	75
Female	12	25
	50	100

4. Educational qualification of the respondents

As regular news readers are found to be more informed, better educated and are constantly moving towards new platforms for more news and information, it was deemed fit to analyse the educational qualification of the respondents. It was found that the majority of the readers was holding a Master of the readers had a Bachelor As education is a prominent factor in affecting the reading habits, the present study sample which has a majority of professionally qualified respondents proves to be an effective sample for our study.

Table 3: Educational qualification of the respondents

Education	Frequency	Percent
High School	14	3
Diploma	1	2
Bachelors	12	27
Masters	21	59
Ph.D	2	9
Total	50	100

5. Work experience of the respondents

The work experience was collected and tabulated It can be observed that 50 % of the respondents had more than 11 Years of work experience; 21 % had 6-10 years of work experience, 15 % had less than one year of experience and 14 % 2-5 years of experience.

Table 4: Respondent's Work Experience

Experience	Frequency	Percent
Less than One Year	8	15
2 to 5	7	14
6 to 10	10	21
More than 11 Years	25	50
Total	2	100

6. Type Of employment of the respondents

The type of reader's employment plays an important role in influencing their reading habits. Salaried people tend to buy newspapers and other magazines and can afford online source of information. Hence, respondents from different occupation background were selected for the study. Table shows that majority 54% of the study respondents were working in a private sector, 21% were self-employed, 14% were students, 8% were government employees and 4 % were housewives.

Table 5: Respondent's Employment Type

Experience	Frequency	Percent
Student	7	14
Private	27	54
Government	4	8
Self-Employed	11	21
Housewife	1	3
Total	50	100

7. Reading Habits of the respondents

Among the study sample, It was found that 89% of them had the habit of reading newspapers, whereas, only 11% of them did not have the habit of reading newspapers.

Table 6: Respondents 's newspaper reading habit

Habit of Reading Newspaper	Frequency	Percent
Yes	45	89
No	5	11
Total	50	100

8. Reason for not reading Newspaper

More than half of the consumers were using an alternate source of gathering information, primarily through online media or TV. 11% stated lack of time as the reason for not able to read the newspaper.

Table 7: Reason for not reading a newspaper

Reason for not reading a newspaper	Frequency	Percent
Use online media to get news	27	53

Watch the news on TV	13	26
Hear news through radio	1	1
No time	6	12
Others	3	8
Total	50	100

9. FREQUENCY OF READING NEWSPAPER

The respondents' newspaper reading frequency was analysed which revealed that 77% of the respondents read newspapers daily; 10% read newspaper 2-3 days a week; 8% read newspapers rarely; 4% read once a week and 2% read once a month. The results are shown in Table. As the majority of the respondents reads newspapers daily, the study sample represents an effective sample for analysing the impact of other media on print media.

Table 8: Respondents' newspaper reading frequency

frequency of reading	frequency	percent
daily	35	77
2-3 days a week	5	10
once a week	1	4
once a month	6	2
rarely	3	7
total	50	100

10. TIME SPEND ON READING NEWSPAPER

The amount of time spent on reading a newspaper per day by the respondents was collected. It was found that 37% of the respondents spend 15-30 mins on reading newspapers; 36% spend 10-15 mins; 15% spend 30-45 mins and 12% spend more than 45 mins on reading newspapers.

Table 9: Time spent on reading newspaper

Time Spent (Min/day)	Frequency	Percent
10-15	18	36
15-30	19	37
30-45	8	15
More than 45	5	12
Total	50	100

11. MOST PREFERRED MEDIUM FOR READING NEWS

The respondents were asked to indicate their most preferred medium. It was found that a majority of them preferred newspaper; 29% of them preferred internet sources; 8% of them referred television; and 1% of them preferred radio and other medium. The present sample proves to be an appropriate sample for analyzing the impact of other media on print media and also to check whether there really is an impact on the print media by other media. The results of frequency analysis show that still a majority of people prefer newspapers for their source of information and read newspapers regularly.

Table 10: Preferred Medium for reading news

Preferred Medium	Frequency	Percent
Newspapers	31	61

Television	4	8
Radio	1	1
Internet	13	29
Others	1	1
Total	50	100

12. FREQUENCY OF BUYING A NEWSPAPER

The buying tendency of the respondent was examined by asking them about their frequency of newspaper buying. 70% of the respondents bought the newspaper as a part of the monthly subscription. Therefore, the majority of them had access to newspaper daily. Only 8% of the respondents bought a newspaper on special occasions such as during elections, on weekends or on holidays.

Table 11: Frequency of buying newspapers by the respondents

Frequency of buying newspapers	Frequency	Percent
I buy it on monthly basis	35	70
Special Occasions (Elections, Weekends, holidays)	4	8
Others	11	22
Total	50	100

13. FACTORS FOR SELECTING ANY PARTICULAR NEWSPAPER

The respondents were asked about their opinion on their criteria for selection for any particular newspaper. The most significant factor was content as more than half of the respondents agreed to that, followed by format and availability of the newspapers.

Table : 12: Factors For Selecting any particular newspaper

Factor	Frequency	Percent
Price	3	5
Political influence	5	10
Content	26	52
Format	7	16
Availability	5	10
Others	4	7
Total	50	100

14. PREFERRED SECTIONS IN THE NEWSPAPER

Almost all the section in the newspaper were favored by the respondents. The top three sections that appealed most to the readers was the news updates. Followed by 18% of the respondents choosing the national coverage and business updates.

Table 13: Preferred sections in the newspaper

Section Name	Frequency	Percent
Entertainment	6	12
News Updates	10	19
National Coverage	9	18
Carrer	4	9
International News	6	12

Business updates	7	15
Advertisements	6	11
Others	2	4
Total	50	100

15. BARRIERS TO READ A NEWSPAPER

The distribution of respondents listing the reasons for difficulty in reading a newspaper. The Primary constraint in reading a newspaper was the lack of reading time among respondents, followed by the presence of increased amount of advertisements in the newspaper.

Table :14 Barriers to read a newspaper

Barrier	Frequency	Percent
Lack of time	29	57
High Price	1	2
Lack of Credibility	10	20
Too Many Advertisements	10	21
Total	50	100

16. REASON TO CHOOSE NEWSPAPER RATHER THAN OTHER MEDIA

Respondents Favored newspaper rather than other form of media because the majority of 37% found newspaper to be more informative in comparison to other media forms. 23% believed the newspapers improve their language skills.

Table :15 Barriers to read a newspaper

Barrier	Frequency	Percent
Informative	19	37
Better at improving language skills	11	22
Reliable	11	21
Too Many Advertisements	9	20
Total	50	100

SUMMARY

Media have observed a stupendous growth along with the ever changing outlook in its forms, particularly with the increasing growth in the accessibility of internet in the everyday lives of the common man. However, even with the intrusion of the internet and its exponential growth, one of the oldest mode of news transmission has not faded out. Nevertheless, there is supposed to be a decline in the popularity of the newsprint media (Athey, 2013). Therefore, this study was conducted to understand the status of newsprint media and its stance among consumers in comparison with other media. From the demographics, it may be inferred that the majority of sample consumers of this study comprised of young unmarried males with a master's degree and more than eleven years of work experience in private service living in Jaipur.. The youth was more interested in technological innovations using the internet. The overall popularity of DIT (digital, Internet and Television) was greater than newsprint, however, newspapers were the most popular media for reading news compared to other media among consumers. Both English and language newspaper were favoured by the readers, with a preference for news update among sections in the newspaper. Reading newspapers are now being encouraged by parents and teachers to inculcate the regular

habit of reading newspapers. It was also realised that reading the newspaper has multiple advantages, including, affordability, availability, authenticity and entertainment. Fashion updates were more reliable in the digital medium. The quality of content in the newspaper has deteriorated over a period of time.

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