

A Review on Influence of Print and Digital Media on Adolescence

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Abstract : The purpose of the study was to investigate the influence of the Print and Digital media on Adolescence. Youth is considered the essence of the country. Indian adolescence is very media friendly and also, is considered as an emerging consumer for any fashion product. Today's major sources of information are Print and Digital media. Even though spread of print media cannot be outnumbered, numbers of internet user in Indian adolescence are growing very fast and thus knowledge of international trends proliferates swiftly among them. Moreover, digital online platform plays a very important role in influencing their product association.

IndexTerms – Print media, Digital media, Adolescence.

I. INTRODUCTION

Demographically India is a very young country with its total population of more than 136 Crore, half of this is under the age of 25. The youth is one of the most talked about and most sought-after demographic groups in the country. Indian youth is inquisitive and media friendly. The receptivity of youth towards new information leads to advancement of cultural values in society leading to better living conditions. Today's youth has emerged as major consumers empowered with consciousness towards self image. Characteristically, the Indian youth have ever increasing desire to imitate their icons and their peers. They tend to subconsciously relate fashion dressing to their social confidence. Therefore they are always in search of the best possible options to suite their personality. At this point of individual quest, media plays a key role by empowering them with harvesting sources of information on one hand and seeding a deep influence on the other.

Basic sources of information in today's society are print media and digital media. Print media is typically referred to newspapers and magazines. Print media is deeply influenced by language and culture of a region and in addition to this, it is by and large dependent on distribution network. Both these factors make print media a source of regional source of information. On the other hand, digital media is segmented as internet based resources and digital entertainment networks. Internet based resources consist of platforms of social networking, websites, blogs and e-commerce while digital entertainment networks chiefly consist of private television channels and feature films.

With enhanced 4G data connectivity infrastructure by service providers and reasonably priced smart phones, the numbers of internet users in India are growing extremely fast. Moreover, due to the convenience of wider market coverage most of the print media products are coexisting in digital mediums either through websites of apps. Simultaneously, digital entertainment segment is growing steadily with increased numbers of private television channels and feature film production. This has consequently led to a greater penetration of sources of information uniformly across social sphere, creating a strong information based society. Even though reach of digital media is increasing, role of print media as a strong source of information influencing consumer market cannot be denied. Growing influence of international trends through digital sources of information and higher purchasing power supported by superior digital payment gateways Indian youth has emerged as the biggest consumer segment of Indian retail industry and e-commerce business which in turn has emerged as one of the most dynamic world economy.

II. LITERATURE REVIEW

Various resources for data and literature about the area of research are explored in areas of adolescence psychology, framework of media and consumer industry are required to conduct the present study. The researcher visited libraries and explored internet to obtain print and on-line resources relevant to study. Search of published literature covered was - journals, periodicals, reference books. While study of on-line resources covered websites of government and research organizations to obtain various research and statistical information along with other relevant websites that were helpful in the area of research. It was found that most of the research related to sources of information and its influence on clothing selection among adolescents are regarding western societies. Relevantly, for Indian context, recent data could be mainly reviewed based on on-line publications and other internet resources. Therefore the researcher had classified five major areas to sought information.

2.1 Adolescence- an overview

Adolescence is a complex developmental process that varies substantially, both individually and culturally. Over the past 2 decades, advances in the neurosciences have shed new light on this process, with dramatic biologic changes in the brain underlying dynamic cognitive and psychological shifts that occur during this time. When adolescent development is successful, the result is a biologically mature individual equipped with a sense of an independent self, the capacity to form close peer and group relationships, and the cognitive and psychological resources to face the challenges of adult life. Modern developmental theorists generally view development as a process that continues throughout life. Change may not be as rapid and tumultuous in adult life, but young adulthood presents a new set of developmental tasks, such as the capacity to form stable, intimate relationships and the search for a fulfilling career. In the healthy individual, adolescent development sets the stage for the additional growth that lies ahead. "Adolescence" is a dynamically evolving theoretical concept influenced by physiological, psychosocial, temporal and cultural influences. This critical developmental period is conventionally understood as the years between the onset of puberty and the establishment of social independence. The most commonly used chronologic definition of adolescence includes the ages of 10-18. Adolescence is a complex, multi- system transitional process involving progression from the immaturity and social dependency of childhood into adult life with the goal and expectation of fulfilled developmental potential, personal agency, and social accountability. Adolescents are "simultaneously biological and cultural beings" with culture, defined as a dynamic system of shared activities and meanings, and biology mutually informing the process of development. The cultural meaning ascribed to physical maturation and the process of social redefinition during adolescence may vary significantly throughout cultural, social, and historical contexts. Although an array of cultures is subsumed within the geographic construct of contemporary western society, fostering the potential for discrepancy in the understanding of adolescence, significant international and cross-cultural commonalities do exist to inform the meaning and chronology of adolescence. The most readily recognized hallmark of adolescence is the pubertal metamorphosis orchestrating the visible transformation of a "child" into an "adult". Adolescent physical growth and sexual maturation begin and unfold with significant variability influenced by a variety of factors including gender, race, body mass, environmental influences and overall health status (APA, 2002). The characteristic skeletal growth spurt generally occurs in females between the ages of 10-12 and 12-14 in males; terminating in adult stature between the ages of 17-19 in females and by the age of 20 in males (APA, 2002). Current research, including the use of functional magnetic resonance imaging (fMRI) technology, has contributed significantly to new understandings of adolescent brain development. Fuelled in part by the surge of sex hormones, the adolescent brain demonstrates unique plasticity through the strengthening of frequently used neuronal connections, the pruning of unused connections and increased sensitivity to environmental influences. "MRI studies show that the teenage brain is not an old child brain or a half-baked adult brain; it is a unique entity characterized by changeability and an increase in networking among brain regions". Extensive brain maturation occurs in three neuronal systems during adolescence: the reward system, the relationship system and the regulatory system. Research has specifically highlighted the lack of synchronicity between the pubertal acceleration of the limbic system (the reward system), and the later maturation of the pre-frontal cortex (the regulatory system). Studies reveal that changes in neuronal connectivity continue to develop throughout the teens and 20s, potentially influencing reasoning capacity, affective states, and impulse control.

2.2 Reach of print media to Indian youth

Print media is still a strong medium for information and communication. It is primarily used as a tool for getting news and information, advertising, marketing campaigns, entertainment, expression and criticism, art and talents, and other forms of human interaction. Most magazine and newspaper advertisements show photos and images of people who are physically and socially "perfect". The **Indian Readership Survey (IRS)** is the largest continuous readership research study in the world with an annual sample size exceeding 2.56 lakh (256,000) respondents. IRS collects a comprehensive range of demographic information and provides extensive coverage of consumer and product categories. The findings of India Readership Survey 2017 suggests that even though readership for popular magazines indicated a slow growth of 3% (from 4 Crore in 2014 to 7.8 Crore in 2017), readership of newspapers is increasing. Preference of Indian readers is more towards publications in regional language rather than English. Readership of newspapers increased by 8% (from 29.5 Crore in 2014 to 40.7 Crore in 2017) among which a sharp rise of 14% is noted in readership in the group of 12 to 15 years. Thus, print media is also one of the effective medium of source of information amongst adolescence.

2.3 Reach of digital media to Indian youth

Today 30% of Indian population has easy access to internet. According to the facts available, one in every four Indian youngster access internet for more than 60 minutes on daily basis. Smartphone users in India is growing by 15.6% to reach 337 million in 2018, contributing to the number of social media users increased at an average of 16% per annum (from 14.2 Crore in 2015 to 22.6 Crore in 2018). Smart phones are one of the key instruments for penetration of sources of information in Indian youth this is evident by 40 per cent growth of digital marketing. Indian youth is also inclined to use search engines for sources of information for example, 82% of smart phone users use a search engine when looking for a local business. All these facts indicate susceptibility of Indian youth towards digital sources to obtain information. As with active use of internet, Indian youth is also aggressive in adapting to social media networks for example, WhatsApp users increased by 46% (from 7 Crore in 2014 to 20

Crete 2017) similarly Face book users in India are increasing at an average rate of 17% (from 13.5 Crete in 2015 to 21.9 Crete in 2018), out of which 58% users are children from the age group of 13-17 years.

Indian digital media is growing with feature film production is rising by an average of 10% per annum (comparison of data of 2015-16 with 2009-10, the Bollywood production increased to 340 from 215 and foreign productions increased to 463 from 298). Report by Ministry of Information and Broadcasting indicates that Private Satellite TV channels increased to 868 in 2018 from 763 in 2015. Thus, digital media has emerged as a powerful influencing medium for Indian youth. In 2018, Broadcast Audience Research Council of India had conducted a survey on Indian youth to study share of population to TV viewership with reference to their time spent with reference to content and time bands along with which advertising appeals to the youth and what are its implications. The study reveals that youth share 33% of total TV viewership consistently across weekdays and weekends making them a segment of interest for broadcasters and advertisers. From the content point of view, film based shows, reality shows and talent shows dominate share a major viewership share of youth. Youth share 37% viewership of private satellite television channels. Similarly, recent reports by Central Board of Film Certification supports increased interest in entertainment industry as feature film production increased to 1902 in 2015-16 compared to 1275 in 2009-10, correspondingly.

2.4 Influence of advertising in print and digital media on adolescence

This trend of media association is directly linked with advertisement industry. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent. India is the only market in the world where print continues to be dominant and is growing in all aspects — circulation, readership and geography. Mass advertising sectors such as personal care & hygiene along with food & beverages account for 50% of ad impressions from the youth in both urban and rural towns. A report published by GroupM (Worldwide Media and Marketing Forecasts, June 2018) states that in India, amongst all the advertising mediums share of television is 45.6%, print is 23.7% and digital is 20.3%. These facts are further reinforced in detail by Madison advertising report 2018 in association with ABP news. According to the report, revenue of advertising industry is expected to grow by 12.03% which is the highest in last ten years with share of 37% through television industry followed by 35% in print media and 17.5% in digital media. Out of this, combined share of fashion industry and e-commerce is 14% across all the advertising mediums. The report further suggests that among the top 50 advertisers across media are major fashion retailers –Amazon Online India, Flipkart.com, Reliance Retail Ltd. and Future Retail.

2.5 Influence of media and growing retail environment of fashion products

India is second largest online market growing at 90% per year (from 0.3 Lac Crete in 2009 to Rs 2.73 Lac Crete in 2018) where fashion market (Fashion market segment referred here includes apparel, shoe and shoe care, accessories and bags) is one of the prime components with sales of clothing is increasing at 30% annually (from 34 thousand Crete in 2017 to Rs 44 thousand Crete in 2018). Out of all these sales, 34% purchases are made by youth. Looking at the case of Amazon India, fashion category has grown by 80-90 % in 2017 with fashion listings increased by 50% in a year. One in every three visitor on Amazon platform is looking for fashion products. Similarly Flipkart Fashion is growing at a rate of 60 percent month on month and over the last one year, with 50 percent growth. Flipkart's exclusive tie-ups with fashion brands will help the company to achieve the desired results. Through exclusive and value-brands like Denizen, Flipkart is hoping to expand the market for categories like denim which is a core category and there is a lack of value brand availability in lower-tier markets. Flipkart Fashion is offering around 1 Crete products from over 1000 brands to choose from and 75,000 exclusive styles. On the other hand, Reliance retails has developed a strategy by acquiring many fashion brands and focused their sales by operating one of the biggest networks of fashion stores in India through Reliance Trends, which has over 450 outlets spread across over 220 cities nationwide Future retail aims be among the top 10 fashion companies in the world by 2019 manufacturing about 35 Crete garments.

III. CONCLUSION

This paper attempt to study various types of print and digital media and it's role in product selection among the adolescence. It is expected that the outcome of this study will assist the designers for designing and marketing of the product for adolescence. This study will be also be helpful to merchandisers of on-line and stand alone fashion superstores. Moreover, traders and manufacturers will be gaining insight into selection of strong marketing medium. Apart from providing significant research literature for scholarly work, this study will also be helpful to early adolescents to sensitize about sources of relevant information.

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