

A COMPARATIVE SURVEY OF PRINT AND SOCIAL MEDIA ON SELECT ADVERTISEMENTS, KOLKATA IN JUNE-JULY 2018

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ABSTRACT

Print media has been compared to Social media on select advertisements. Research design was both qualitative and quantitative. H₀ = print media creates impact on the present generation. H₁ = print media doesn't create any impact on the present generation. Exploratory research by depth interviews with review of literature and descriptive research-cross-sectional design-survey using a questionnaire. Sample size, n=100, non-probability, convenience sampling.

Print media is limited to visual effect only. We have audio, visual, dimensions in social media platforms. But, social media creates a privacy concerns as well.

Key Words: Advertisement, Print media, Social media

Key References:

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Introduction

An in-depth interview of an ad-agency (A&M Communication) and Print media (Anondo-Bazar Potrika) a local newspaper gave a detailed scenario about digital marketing and its impact and drawbacks.The exploratory and descriptive study was within the geographical are: Kolkata (Municipal Corporation Zone) at South 24Parganas (Behala- Thakurpukur, Park Circus, New Alipore). The time period: June-July (2018) / 8 weeks, and sample size is of 100 people.

Literature Review

The topic comparing the different media of advertisement (Refer Table 1)

Table1: Researcher Focus

Researcher	Research Area
James Natchway (2002) Jo Swinson (2011)	Natchway has felt this has added to a substantial decrease in scope of such issues, clearing a path for less questionable issues of excitement, superstars and form.
Tuhin Chottopadhyay (2015)	Journal written on this topic of advertisement and medias of advertisement.
Katherine Daylon (2005)	Western Michigan University: comparative analysis of various medium for advertisement
Ananda Mitra	Book written on the topic_ “India on the western screen”
Manoj Dayal	Book written by “Media Metrics” that is related to the statistical analysis in research in media research.

1. **Define the problem- “Can digital marketing can create awareness to a large range of audience”?** In today’s world where we get everything in a click, does print media creates awareness and retention or does digital media create a greater impact on the consumers.

2. Research Objectives-Primary objective:

1) Comparative Analysis of the media of advertisement- Print media v/s Social media and consumer perception.

2.1 Secondary objectives: print media v/s social media

- 1) Compare the media that presents better and an inspiration for purchasers to purchase the item (managing shopper conduct).
- 2) Comparison on particular buyers and the viewership for select media of advertisement because of innovativeness.

3. Research Methodology: Quantitative research, focus is on collecting data to know consumer preferences.

Table 3: Research Design

1. Exploratory Research	In depth interview- A&M Communication and Anondobazar Potrika
2. Descriptive Research	Cross-section survey
3. Sampling method	Non-probability sampling –Convenience sampling
4. Data collection	Questionnaire, (Google form)
5. Data Analysis	Excel, IBM SPSS 20

Figures- Secondary Data

Overall, the share of media consumption over digital mediums is estimated to touch 30.8% by the end of 2018, compared to just 17.9% in 2013. eMarketer, however, pointed out that although digital media usage is growing in India, traditional media consumption will continue to lead media consumption in the country. Television will account for 56.9% share of total media consumption among the adult population in India, equating to 2 hours, 36 minutes daily. Among the TV viewing population in India, the average time spent watching TV will reach 3 hours, 33 minutes in 2018, according to eMarketer's estimates. Share of print media consumption is expected to drop to 6.6% by the end of 2018, from a higher share of 8.3% in 2013. The share of radio consumption will also shrink to 5.6% in 2018, from a higher 6.1% share in 2013, eMarketer.

Table 4: Descriptive Research- 6W's and 1H

1) How does the company communicate with target segment to create awareness?

Awareness of the product using various media vehicles, and reaching to the target audience satisfying the needs and gaining feedback to proceed and change.

2) Which media is preferred for advertisements?

If social media then the Facebook, twitter, Instagram, emails the rate of viewership of ads compared to the rate in print media has newspaper, magazine, poster banner and pamphlet. Each sub-segments of the media is also evaluated.

3) When do we see advertisement?

Advertisement created and released during festivals.

4) What was the information we gained from the survey?

A few select brands (Shreelethers, Boroline etc.) were considered to see the transition made from print to digital and ways to present it.

5) Why are we obtaining the information from ad viewers?

- a) To analyze the media that motivates the consumer to buy via the advertisement.
- b) Compare the creative aspects the message given in the ads
- c) Compare the recent trends and based on parameters like eye grasping, less tedious and cost effective media to contact the general population.

6) Ways in which responses were collected?

- a) Online Questionnaire
- b) Face to face interview

7) Data Collection Instrument

Google forms (Cronbach's Value .939) and sample size includes 100 people via a personalized survey.

Table 5.2: Behavior Profiling (n = 100)

1. Preference of media to see advertisement as we found: a) Print media in newspaper is 1) yes=48%, 2) no= 17% and sometimes = 34% b) Social media is 100%
2. The preference of the sub division of print media mostly viewed and retentive Newspaper 51%, posters 21%, magazine 19%, pamphlets 6%
3. The preference of the sub division of social media mostly viewed and retentive Facebook 39.2% , Twitter 2.9% , Instagram & whatsapp 28%,
4. On the basis of creativity which media is more impactful on the masses Print-16.7% Social is 83%.
5. On the basis of value which media is more impactful on the masses print media preference 17.5% and social media is 82.5%.
5. The preference of the most awareness media of advertisement Print is 22% and social media is 78%.
6. On the basis of media motivation to buy the product from the advertisement are as follows: print media 44% social 13% both 7% , none 36%.
7. Star promotion to promote an product people who are influenced is 70.6% and not is 29.4% .
8. In an ad what are the things seen the most: Colour 3%;Product presentation 41%;Visual satisfaction 10%;Creativity 46%.

Conclusion

The concept of the research paper deals about a comparative analysis of the two media of advertisement: Print media & Social media and their impact on people. The data collected was from various age groups, income level, education & gender.

Additional References

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