



Evaluation of digital media dependency of consumer in post-pandemic era

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Abstract— Advertisements were always considered as one of the most important message media which influences or deviates the consumer's habits. To influence, the reach of advertisement must be effective and vast. For this, the type of advertisement media is the key factor. In post pandemic era, the rigorous digitalization has led to changes in consumers' media habits, which mostly shifted towards the internet. This study analyzes the present trend or scenario of media dependency and- compares the changes in consumers' behavior after pandemic, which was done on 300 randomly selected people through internet from different cities, ages and having different financial status. Results shows a clear shifting of influences towards the internet platforms compared to previous that was TV or print media. This study might help the marketers to wisely invest in the internet media for advertizing in near future.

Keywords—Advertisement; Consumers' behavior; Internet

I. INTRODUCTION

Advertisements are always considered as the main and effective tool to announce the basic information about a product, convincing or influencing a mind or persuading a target and there are various ways to define the advertisements [1]. The type (text, audio, and video) and platform (print, TV or OTT) of media also plays an important role in this process. Furthermore, the consumer expectations of information and content from different media are also different. This need to be assessed time to time as the trend always keep fluctuating depending upon the situation such as in the current scenario of pandemic which forces the people towards the exploration of different and easily accessible entertainment/working platforms. The characteristics of different media and its immediate and long-term effects on consumers are also varied [2]. Peterson et al. suggested the suitable media types/categories for products, services, or businesses [3]. In 2001, Berkowitz et al. effectively demonstrated that how different media platforms affects the consumers' memories and posited the frequency of the advertisement on the different platforms to keep impact of the product for longer time [4]. As India is the biggest publisher as well as has the biggest readership, Farroq et al. compares the impact of the biggest print media to the evolving sector of TV and internet advertising [5] in 2009. However, the trend drastically changes and with the span of 15 years, the share of advertisement to TV and Internet has shifted up to 60.2% from print media [6].

Nowadays, the situations become more favourable to Internet media as the downfall of internet charges and make it more reachable to all classes of family/people. Internet also takes surges in India after the launch of "Digital India" campaign and various encouragements toward the Internet like digital payment, online education especially during the pandemic [7]. The present research/survey is relevant for the marketers in prioritizing the usage of different media platform of massreach in the current post-pandemic evolving society to avoid any costly mistake.

The paper is organized as follows: Section I introduce the literature and previous analysis; Section II includes material and method used while survey and analysis. Section III comprises of results and analysis followed by the conclusion in section IV.

II. MATERIAL AND METHOD

The data and results presented here were obtained through structured questionnaire of 25. The 300 respondents were randomly selected from various cities, comprising all age groups, and possessing different financial status. The survey was administered online. Only one response per person was considered. Partial responses were not considered for the analysis due to incompleteness. The main aim of the present study is to observe the changes or shifting of influences of different media platforms and their effect in current scenario hence we did not put any limitation on area/city. Amongst the total, 52% (156) were male and 48% (144) were female. This number shows that the consumers are almost evenly distributed among both genders, with males slightly higher than females. Still, the gender neutrality can be assumed in the product consumption. 15 questions were rated with the help of a five-point Likert scales from 1-strongly disagree to 5-strongly agree and rest were of yes/no options type. MS excel was used to calculate and analyse the data in percentage vales.

III. RESULTS AND DISCUSSION

It is worth to mention here, before any discussion, that this survey reveals almost 100% consumers come across videotype of media daily by anyhow, of which more than 65% are a regular users of Internet media and prefer internet even for news, entertainment, etc. However, approximately 40% also go through print media, especially newspapers. Nowadays, very less, <15%, accidently come across the audio mode of advertisements, through podcasts or radio. This shifting

towards and vast coverage of internet also increase the probability to encounter a consumer with an advertisement. However, media over internet can be adjusted or manipulated by users but not in the case of TV, hence the probability of seeing an advertisement in full may change. Here, lies the reliability of media preference and hence the coverage and reach of ads.

The survey has been done on some vital socio-economic parameters with help of pointer-agreements to check the basic behaviour of the consumer. The related parameters (it was in the form of different questions during survey) and their agreements of the respondents (which are considered as consumers) are tabulated in Table I. Even though, most people do not purchase anything un-necessarily, however, almost 50% consumers shop to increase their lifestyle, which may include few un-necessary items. This buying hugely depends upon the advertisement tactics, coverage and frequency of the ads including its necessity and quality. 74% respondents think that a good add is necessary for the reputation of a brand or to establish a product as a future brand. 86% consumers voted for the necessity of ads for every/any product to at least convey the basic information and usage of a product, which is very crucial in the process of product establishment. It has been seen in the past that many products have faded out or didn't survive well in the competitive market due to their improper choices of media (implies to coverage) along with their unimproved quality. 66% respondent chose to the reach of ads for surviving a product, hence an advertisement through a proper media is necessary for a product. Advertisements have huge impact on buying behaviour, which have been proven earlier too [47], and keep changing the behaviour of consumers time to time. An advertisement can change a consumer's mind up to 70%. 66% think that a good and informative add can divert his/her mind to buy a product to at least for a try, even not necessary. 76% told that they may differ from their conventional or year-old brand preferences if a good and informative advertisement encounters through different media, i.e., Internet, TV, Newspapers, etc.

Table I: Socio-economic preferences/agreements over a product through advertisements

S. N.	Parameters	Strong Aggregation
1.	Shop to increase the living standard	~50%
2.	Ads for brand's reputation	74%
3.	Necessity of Ads	86%
4.	Survival dependency of products on Ads	66%
5.	Change in buying habits due to Ads	70%
6.	Encouragement to buy a product due to Ads	66%
7.	Shifting preference over brands due to Ads	76%

Some preferences have been taken from the consumers about the appropriateness of the advertisement about the product and the suitability of a particular media types for the different categories of the products, which is listed in Table II. A very contrasting result has been found that almost 70% still think that it is not mandatory that an advertised product is better than non-advertised products. Non-advertised products may have better performance or quality but not having enough the budget to invest in proper and costly media advertisements. Here, the word-of-mouth, door-to-door sales promotions and accidental-buying works too.

Also, sometimes a local product has better performance than well-advertised branded goods. Furthermore, the respondents have provided their choices of preferred media for a category of product or services. For FMGC products (packaged food, toiletries, beverages, stationery, over-the-counter medicines, cleaning and laundry products, plastic goods, personal care products, etc.), TV is still a preferred choice of about 50% just followed by 44% for Internet. The percentage of Internet media is, however, increased drastically within 10 years. The trend from various other literatures shows that the Internet took over the preferences in nearby future as the margin is very less

though [2, 3, 7]. However, most of the consumer (60%) still seems to rely on the TV ads for durable products. Moreover, Internet is the obvious choice for most people(64%) for the advertisement of services followed by TV. In this survey, it has been observed that the print media is lagging in the preferences and suitability of any kind of products, while audio-media is nowhere nearby and becoming obsolete.

Table II: Preferences over different media for a product

S. N.	Parameters	Preference
1.	Is advertised products are better than nonadvertised?	70% No
2.	Appropriate media for FMCG products	50% TV, 44% Internet
3.	Appropriate media for durable products	60% TV, 30% Internet
4.	Appropriate media for service providers	64% Internet, 24% TV

IV. CONCLUSION

In this paper, we try to analyze the consumers' behavior and trends towards advertisements and their impact on buying habits. We also observed the changes in buying habits and media preferences during the current situation of pandemic. The shifting toward the Internet media and preferences will leads to a vast and wide platform for any kind of advertisement in near future. This survey might be useful to observe a small socio-economic relationship establishment between advertisements and consumers' behaviour in the current situation and can be used to choose a better media platform for a particular product type.

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