

# 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. H<sub>0</sub> = print media creates impact on the present generation. H<sub>1</sub> = 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**

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