

PRINT MEDIA AND HOW IT IS AFFECTED BY DIGITAL MEDIA

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Abstract

The Print came long way before the Digital Media. Emergence of Digital Media has affected Print. The print media in India is far from being dead, even the officials provide details regarding the condition of the print distributions which suggests that print will survive for a very long time. In this research, the author tries to analyse and categorise people who do not read newspapers. The study suggest that the people who earn less, don't have a proper occupation and those who are not literate are less inclined to newspapers. According to this study, even the people who are relatively not interested in social life are non-readers.

Keywords: Print Media , Digital Media, Internet

INTRODUCTION

The Media can be classified into Print and The Digital. Both the types have successfully positioned themselves in the market .The Print came long way before the Digital Media. Emergence of Digital Media has affected Print. (Simon & Kadiyali,2007).The print media in India is far from being dead ,even the officials provide details regarding the condition of the print distributions which suggests that print will survive for a very long time. If seen from 2041-2015,, the Registrar of Newspapers for India,also known as RNI Yearly report suggest that thethe print media holds good amount of share in the nation enlisting one thousand nine hundred new daily papers and over a two Crore rise recorded in context of circulation in 2014-15. Mostly in print media, except for magazines, are neighborhood i.e local, despite the fact that there are some national daily papers and exchange distributions that have turned out to be successful. Magazines, then again, have dependably been national, in spite of the fact that there is a pattern today toward limitation and specialization. Additionally incorporated into print media class are indexes, daily papers and yearbooks.

The digital media will be media that use gadgets or electromechanical vitality for the end client (crowd) to get to the substance or content. This is as opposed to available print media as with print media, which is often design electronically .e

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with the use of gadgets and softwares, however gadgets aren't required by the end user as the content is available on paper in case of print. The commonly used digital media in our country are E- Newspapers, E-Magazines, Fashion blogs and other online substance. Most new media are as computerized media. The digital form of media requires an internet connection although with the technology, digital content can be accessed even without internet facility such as the books available on KINDLE which can be saved and can be read at convenience.

Even seen from April 1, The device Kindle has already sold 105 kindle books to every 100 print books which means that the device is really catching up pace and popularity and it in turn implies the growth of Digital media (Miller and Bosman, 2011).

Digital Media is widely used for entertainment purpose and in corporate world too. It is even adopted for education purpose these days. It is often used by Government to deliver information to the public and during election campaigns (Chen and Smith, 2010) and to display information on boards or screens. Digital Marketing is even used for Marketing purpose. Electronic newspaper or can be referred as E-newspaper. PR agencies use Digital Platforms and this platform is also frequently used for Sports News and fashion blogs.

Digital Media is developing at a pace and the same can be said for entertainment industry in India too. The Indian economy has been developing at a quick clasp in the course of the most recent couple of years, and salary levels and customer spending is likewise on the ascent. With people now a days more inclined towards entertainment, it is expected to grow even more in the coming couple of years. The Indian Media industry is expected to cross the figure 1,457 billion Rs. by the end of year 2016. (FICCI-KPMG report, 2012)

LITERATURE REVIEW

While looking into information regarding this subject, a plethora of articles and studies could be found to supplement the findings of this project. In the advertising world, the argument between print and digital is constant and demanding and much has been written about it. People are always questioning the best way to navigate that argument and many writers have ideas or opinions on what can be done. Several articles have been published questioning if web advertising really works and how it can be better. One particular source comes from a trade journal, *Journalism & Mass Communication Quarterly* and writes about a study measuring how well people remember printed and digital information (Sundar, Narayan, Obregon & Uppal, 1998).. It focuses on how effective online advertising is, now that it is gaining a lot of momentum and becoming very popular. The main scope of the article questioned whether or not online advertising is as effective as print. A study was completed and analyzed where half of the subjects saw an ad in a newspaper and the other half saw the ad online with the same content. The results went on to show that the people who viewed the printed ad

remembered significantly more than their online counterparts. This experiment was interesting because it delved a little deeper into the concrete effects of electronic advertising. To have data that back up the fact that people don't remember digital information as well as printed information is important.

Another article, published in the *Journal of Promotion Management*, addressed the fact that digital advertisements bring new advantages and complexities that companies might not even think about (Wu & Thornton, 2003). Technological aspects such as compatibility are things that advertisers have not had to think about until the advent of the digital age. Does an ad display the same on Internet Explorer as Google Chrome? And iPhone and an Android browser? The research involves such comparisons for a better understanding.

(Wiles, 2013) The author in this research analysed the circulation of printed books in the libraries of a university called Seton Hall. The author used WorldCat Analysis in this research. A total of 21.5% of the circulation was made. Circulations were more in number for the newer version of books and one-third contributed to science books. The author's study reflects that there is a 23% decline in circulation between the time period 2005 and 2009.

(Simon & Kadiyali, 2007). The effect of a magazine's free digital content on its print circulation: Cannibalization or complementarity? . *Information Economics and Policy*, 19(3), 344-361.) This study examines the effect of digital media over print media in terms of circulation. The study shows that the print declined about 4% in the time period 1996 to 2001. The study also reflects a 9% drop in the circulation of print magazines because of the digital Media.

(Stempel, Hargrove & Bernt, 2000) This was the first study to use a single sample to compare the usage of internet and other available mediums. The Research shows that there is an increase in the demand for the internet content and access in the past four years. The research also points out that there is no significance of the internet in the decline of the print media and other types of media.

(Lister, 2009) The author describes the term "New Media" also came up. This includes new kinds of textual forms/experience and : relatively newer kinds of textual forms and genres. Different types of media consumption patterns fall under this, some of them are simulations, the VFX effects used in movies and the computer games too. The world can be represented in newer ways by using such media such as the multimedia and also using the technological advancements and using it to build virtual environments and multimedia based chat rooms.

(Eriksson, Svensson, & Åkesson, 2005) The research focuses on the scope and challenges of the electronic newspaper. The author believes that the portable version of the newspaper i.e. the electronic newspaper can be generated with the same readability as that of the print version. The author conducted 6 workshops and also held 14 interviews with managers of different newspaper companies in order to support his research. The conclusion also contains a few challenges to this innovation of the E-paper.

(Abuzir & Vandamme,,2002) This study revolves around the indexing of data to make it easier to classify the type of reader and to further send him the relevant data.The author describes E-mail as a powerful and necessary medium of communication.According to the author,it is important to use this technology correctly while sending the E-Paper to the subscribed readers.This paper describes the benefits of using a wordbook based data system to index and create profiles of the readers accordingly.The wordbook will also help in classifying E-paper article apart from indexing and thus,it will be able group the relevant data articles for the readers.

(Eriksson, Åkesson, Svensson and Fredberg, 2007) The study focuses on the audience groups and how they differ in accordance to the media service they choose.The author describes the technological aspect of a product to be an influential factor in this study and also indicates that people who socially active and like content related media services are more likely to become the early adopters . The sample size of data was 2976 which are gathered from 3 swedish newspaper websites.

(Ha ,1996)This study examines how magazine advertising is affected amount of the ads placed in medium. The focus was on Quantity,intrusion and competitiveness.The study revealed that the consumers like the magazine more when the intrusiveness and quantity of ads provided in the space are kept low,whereas it also revealed that the competitiveness has no significant effect on the reader .

(Schmitt, Tavassoli,& Millard,1993)The study shows the importance of presentation in ads to increase the memory of the reader and help him to grasp more of the brand name,picture and the copy.It showed that ads which had all the items related to each other were grasped more by the reader compared to ads which had non-related item components.The study also shows that ads with lexical connection between copy and the brand were easily grasped by the reader compared to the ads which lacked this kind of approach.

(Laer and Aelst,2010) The research involves events like the 1994 zapatista and the 1999 battle of seattle,taking these two examples the author tries to illustrate how internet connectivity has affected and shaped the social movement and the techniques used by them to move towards their claims.The author also tries to bring out the “classical” problem of the digital world.In particular instances the internet caused problems in collective actions while in some instances,the internet made it too easy decreasing the impact of the particular action involved.

(Rocomora ,2011)The authors study revolves around the fashion blogs and how the blogs have affected the fashion sense.According to the study,blogs which are written by people where they give tips personally and also put up their styling pictures have become a central attraction in the world of fashion blogs . It also suggest that blogs represent a significant value of identity construction.

(Miller and Bosman , 2011) The study is based on the Electronic book reader device known as KINDLE.The Research suggest that the device Kindle is selling

well in the market according to the author, 105 kindle devices are sold for every 100 printed books sold. They also suggest that even after this much of sales, e books revenues are only 14% and there's a lack of availability of genre in the e-book version. Only Fiction and a few genre are available in e-books and rest of the genres aren't available in E-books for all the printed books.

(George , 2007) This paper focuses at the impact of possession focus on item position, item assortment and flow in the US every day daily paper markets. The impacts of solidification in separated item showcases can't be resolved exclusively from hypothesis. Since multi-item firms disguise business taking, mergers may urge firms to reposition items, prompting more, not less, assortment. Utilizing information on the task of correspondents to topical regions at 706 daily papers in 1993/199/2004, comes about demonstrate that both separation and assortment increment with possession fixation concentration.

(Litman and Bridges , 1986) The study is based on how the expansion in proprietorship focus incited an examination of how restraining infrastructure influences the execution of every day daily papers. The authors follow past techniques for disengaging principles of execution and after that test a large group of financial pointers against quality markers in an example of around 100 biggest daily papers in 78 distinct groups. Without drawing convincing confirmation of how proprietorship sort identifies with execution, the study features various bits of knowledge about possession designs, daily paper financial aspects and the item itself.

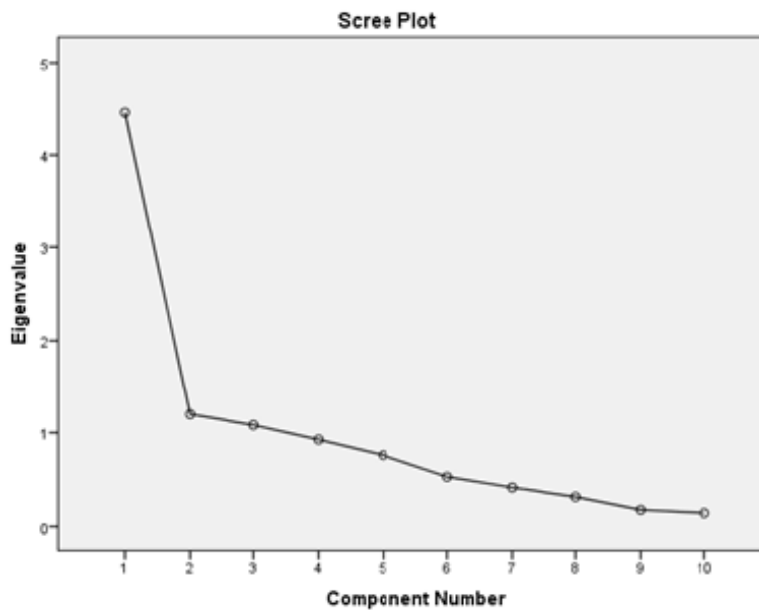
(Westley and Severin , 1964) In this research, the author tries to analyse and categorise people who do not read newspapers .The study suggest that the people who earn less ,don't have a proper occupation and those who are not literate are less susceptible to newspapers. According to this study, even the people who are relatively not interested in social life are non-readers

Data Analysis

Table 1 – The Total Variance

Component	Eigenvalue(Initial)
1	4.454
2	1.198
3	1.082
4	.926
5	.760
6	.529
7	.415
8	.316
9	.177
10	.143

The Cattell's Scree plot represent the eigenvalue and the factors graphically.(Beavers, Lounsbury, Richards, Huck, Skolits and Esquivel, 2013). The Factors are represented on the X-axis whereas the Eigenvalue is represented on the Y-Axis. In the graph,number of factors which are present above the bend provide us with the req. factors according to the Scree plot(Ledsma, Mora and Macbeth, 2015). Post the test, 3 factors were found carrying a value which lie above the bend. As the result now matches with results gathered from the Kaiser Criterion ,this verifies output. Sometimes it is tough to locate the bend in graph thus at times this method becomes controversial (Henson and Roberts, 2006).



The Scree Plot

The Factor Rotation

The sole motive of the factor rotation is finding the relation between factors and the variables. If a variable has a loading of 0.6 or higher then it is considered interrelated to the factor(Garson, 2010). The Variables are put into three different categories according to the above theory which are as follows :-

For Print

1. Tangible – Physical to read, Can be clipped , kept for future, Durability
2. Priority – Vocabulary,up to point,structured,
3. Motivating factor – Habit,,satisfaction on consumption,prefer content

Table 3- Rotated Component Matrix

	Component		
	1	2	3
PhysicalToRead	-.024	.894	-.070
Clipped	.626	.364	.205
KeptforFuture	.732	-.098	.178
Durability	.877	.116	.022
Vocabulary	.746	.194	-.016
UpToPoint	.867	.274	-.111
Structured	.585	-.055	-.507
Prefer Content	.502	.585	.128
Habit	.747	-.190	.076
SatisfactionOnConsumption	.173	.021	.851

For Digital

1. Convenience – Portable, Easy Sharing, Easy to save.
2. Priority – Updated frequently, Prefer Content, connects to youth, Eco-friendly
3. Motivating factor – Attractive, Low Cost, multimedia

	Component		
	1	2	3
Portable	-.070	-.024	.894
Easysharing	.205	.626	.364
Easily saved	.178	.732	-.098
Upadtedfreq	.022	.877	.116
Ecofriendly	-.016	.746	.194
Youthfavourate	-.111	.867	.274
MultiMedia	-.507	.585	-.055
Prefer Content	.128	.502	.894
ttractive	.076	.747	.364
Lowcost	.851	.173	-.098

Conclusion

This paper has sought to interrogate the commonly held assumption by media analysts and commentators that the newspaper industry is in perpetual decline. Although various studies reflect the effect of digital media over print media in terms of circulation. They also point out facts such as the decline of print about 4% in the time period 1996 to 2001 and a 9% drop in the circulation of print magazines because of the digital Media (Kadiyali and Simon,2007). Digital Media is growing at a very rapid rate but will surely affect the Print media network in the country but our research indicates that Print won't die any soon. This is because there is an increase in the demand for the internet content and access in the past four years

but research also point out that there is no significance of the internet in the decline of the print media and other types of media. (Stempel ,Hargrove and Bernt,2000). Even our data sample reflects that high demand of print as compared to the Digital mediums.

There is a drop in circulation of print ,this is only because of the emergence of the digital content which has a direct effect on print circulation. (Wiles,2013).Recent data shows the “death of print” is, if even real, a limited phenomenon. Global print newspaper circulation declined 0.8 percent from 2008 to 2009, but overall circulation was 5.7 higher in 2010 than five years earlier⁴⁶. By the end of 2010, revenues were expected to rise globally, according to data from the Pew Research Center’s Project for Excellence in Journalism. Undeniably, the business of journalism is changing; but while in some cases it is shrinking, it is by no means disappearing. (State of the News Media Report, 2011)

It is clear that the newspaper industry is not in the process of marching towards its death, but is coming to terms with a period of uncertainty and rapid technological change. The challenge of the future, while it is uncertain, is one that the industry appears to be increasingly ready to meet. In the words of Eugen A. Russ, Managing Director of Germany’s Voralberger Medienhaus, “Newspapers won’t be dead in the future, the newspaper industry faced several technological disruptions, like TV, already, but it always found a way to survive.” (Barthelemy,Bethell, Christiansen, Jarsvall, & Koinis,2011) .

The Digital Media is growing at a very rapid rate but will surely affect the Print media network in the country but our research indicates that Print won’t die any soon.

People are habitual of print and they prefer print because it gives more satisfaction to them than a digital newspaper or digital content.

Many people prefer print because it improves their vocabulary and also because it contain local news. Some people are even habitual of taking paper clipping and sticking them onto the wall or the board.

The Internet provides information at your fingertips in digital form,this shouldn’t be compared to knowledge because knowledge is what you grasp through print,not something you boast of having when you have access to digital content.

All these factors favour the print media and will help in the survival of the same in the upcoming future.

SUGGESTIONS

Digital content should be available in concise size so that it can load even on 2G network or slow internet connection. Print media should include more of creative designs so that people are attracted towards the information. Digital media should offer more of education programmers for the remote areas in the country. Digital

Media should also cover local news and local content. More of quiz and education programs should be promoted on Digital Platform.

Managerial Implications

The most important aspect of a business research is its implication in the practical environment. Our research can help the marketer such as Advertisements agencies. Offline space selling agents and companies involved in Print media, Primarily the Newspaper companies such as Hindustan Times ,Times Of India and Mail today to plan their market strategies. As per the research, print media is expected to sustain and capture a huge chunk of market in the upcoming future too, thus this research can be used and further filtered to compute the idea of the number of readership and circulation of the print and also to look at the points where the print and digital media lacks behind.

The government can use the analysis to create digital platforms that can memorize customer surfing patterns to identify the type of customer when he visits next time, they can also use this database to support their surveys which will save a lot of time and as well as the money.

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