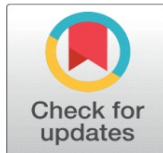
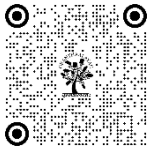


DIGITAL DOMINANCE: EXPLORING THE REASONS BEHIND THE WANING POPULARITY OF PRINT MEDIA

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ABSTRACT

In a time when digital technology rules, the print media sector has changed dramatically. Print media, which was once seen as the main source of news and information, has had to change and reinvent itself to thrive in the digital era. This article examines the different ways that print media has changed, including the advent of online publications, the fall of traditional newspapers, and the creation of new hybrid models.

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1. INTRODUCTION

In a time when digital technology rules, the print media sector has changed dramatically. Print media, which was once seen as the main source of news and information, has had to change and reinvent itself to thrive in the digital era. This article examines the different ways that print media has changed, including the advent of online publications, the fall of traditional newspapers, and the creation of new hybrid models.

The paper will look into the issues encountered by print media in the digital age, such as dwindling circulation and advertising revenue, and the measures adopted by publishers to stay afloat. It will look at how social media and the internet affect how people consume news and how readers' habits and tastes are evolving. The essay will also discuss the benefits and drawbacks of print media against digital platforms, as well as examples of how some publishers have effectively combined the two to reach a larger audience. This article's overall goal is to give a thorough review of how print media has changed in the digital age and what it means for journalism's future.

1.1. OBJECTIVES

Ø To evaluate how contemporary designs affect the engagement and behaviour of customers.

Ø To investigate how consumer reactions and design decisions in print and web media advertising are influenced by cultural and global contexts.

Ø To identify best practices for integrating print and web advertisements to create cohesive cross-media campaigns that effectively convey brand messages and enhance campaign reach.

1.2. HYPOTHESIS

Hypothesis based on objective 1

H1.0: contemporary designs affect the engagement and behaviour of customers.

H1.1: contemporary designs do not affect the engagement and behaviour of customers.

Hypothesis based on objective 2

H2.0: consumer reactions and design decisions in print and web media advertising are influenced by cultural and global contexts.

H2.1: consumer reactions and design decisions in print and web media advertising are not influenced by cultural and global contexts.

Hypothesis based on objective 3

H3.0: integrating print and web advertisements to create cohesive cross-media campaigns is the best practice

H3.1: integrating print and web advertisements to create cohesive cross-media campaigns is not the best practice.

2. LITERATURE REVIEW

2.1. THE RISE OF DIGITAL ADVERTISING AND THE DECLINE OF PRINT ADVERTISING REVENUE

The decrease in print advertising revenue has been one of the biggest effects of the digital era on print media. Print magazines used to primarily rely on advertising to pay for their operations. But as digital advertising platforms like Facebook Ads and Google AdWords have grown in popularity, advertisers have been shifting their spending to online platforms that provide more measurable and targeted advertising possibilities.

Due to this change, print media companies are now forced to look for new sources of income as print advertising revenue has decreased. In order to make money, many magazines have resorted to their own digital advertising, setting up websites and collaborating with ad networks. Nevertheless, the sector has seen downsizing, closures, and mergers as a result of the revenue from digital advertising being unable to completely offset the fall in print advertising.

2.2. THE DECLINE OF PRINT PUBLICATIONS AND THE GROWTH OF ONLINE NEWS CONSUMPTION

The way that individuals receive news has changed dramatically in the digital age. With the introduction of smartphones and high-speed internet, news is now always available to us. With the ability to rapidly access news stories, videos, and live updates, online news outlets have grown in popularity. For print publications, this change in news consumption patterns has presented serious difficulties.

Traditionally, print media used a daily or weekly delivery schedule to give readers access to news items in a tangible format. But as internet journalism has grown, so has the need for quick news updates, which has rendered the print format seem antiquated and sluggish. Nowadays, a lot of people would rather get their news online since they can connect with dynamic material and get real-time updates.

GAP IN LITERATURE

Although there is a substantial corpus of literature on advertisements for print and web media, there are numerous gaps and areas for further research. These voids provide researchers with the opportunity to further investigate specific aspects of advertising in these mediums. The following are a few notable voids in the literature:

A dearth of comprehensive research exists that directly compares the efficacy of print and web media advertisements in a variety of industries and campaign categories. These studies could assist advertisers in making well-informed judgements regarding the allocation of resources between these mediums.

Although some literature discusses the integration of print and web advertisements, there is still space for a more comprehensive examination of effective integration strategies. Research could concentrate on the most effective methods for developing cross-media campaigns that are consistent and complementary.

3. METHODOLOGY

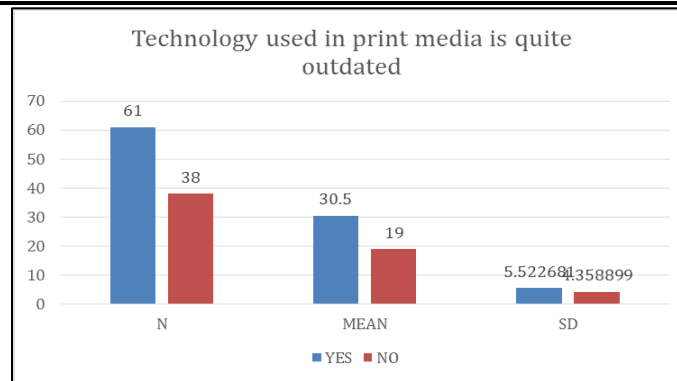
Descriptive, correlational, causal-comparative/quasi-experimental, and experimental research are the four primary categories of quantitative research. The descriptive design aims to determine the factors' cause-and-effect linkages. Although there are some significant distinctions, these designs are extremely comparable to actual trials.

The research design in this case has been identified to be descriptive as it allows to carry out an in-depth analysis of how print and web media are being utilised (Dubey, and Kothari, 2022). The researcher might opt to be a full participant, participant as observer, observer as participant, or complete observer in a descriptive study design. According to Bayat (2007), the data collection of descriptive research aims to provide impartiality to present concerns or problems and a more thorough explanation of the situation. This approach guarantees the objectivity of data collection for the study's variables. It can provide a more comprehensive and lucid image of a group. It enables the investigation and characterization of the distribution of one or more variables by the researcher independent of any causal theories or other assumptions. Since the objective of the study is to develop an understanding of the print and web media design trends it will focus on the collection of diverse data related to print media. Descriptive research will help to carry out comprehensive study of relevant literature and theories using secondary research and then obtaining primary data to test the theories.

4. DATA ANALYSIS

4.1. DO YOU THINK THE TECHNOLOGY USED IN PRINT MEDIA IS QUITE OUTDATED AND BORING AS COMPARED TO WEB MEDIA?

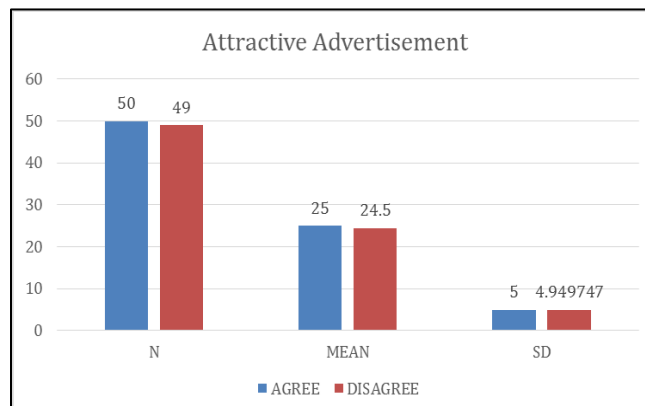
Levels	N	MEAN	SD	DF	T.VALUE
YES	61	30.5	5.522681	1	1.63E-41
NO	38	19	4.358899		p > 0.05 stastically not significant



The analysis involves a comparison between two groups, depending on a variable that may indicate replies to a query or a treatment condition. One group responded affirmatively, with a sample size of 61, whereas the other group responded negatively, with a sample size of 38. The average score for the "YES" group is 30.5, with a standard deviation (SD) of 5.52, whereas the "NO" group has an average of 19 and SD of 4.36. The inferential statistics demonstrate that there is a statistically significant difference in means, as evidenced by a p-value of 1.63E-41 (which is smaller than 0.05). This provides compelling evidence for rejecting the null hypothesis, demonstrating a substantial disparity between the two groups. However, the exact nature of this distinction or the variable under examination is not disclosed, which makes it difficult to ascertain the practical importance of the results. The insignificant p-values explains H2.0 consumer reactions and design decisions in print and web media advertising are influenced by cultural and global contexts.

4.2. DO YOU CONSIDER AN ATTRACTIVE ADVERTISEMENT AS THE BASE OF INFLUENCING THE CONSUMER BEHAVIOUR AND THEIR PURCHASE DECISION?

Levels	N	MEAN	SD	DF	T.VALUE
AGREE	50	25	5	1	1.73E-06
DISAGREE	49	24.5	4.949747		p > 0.05 stastically not significant

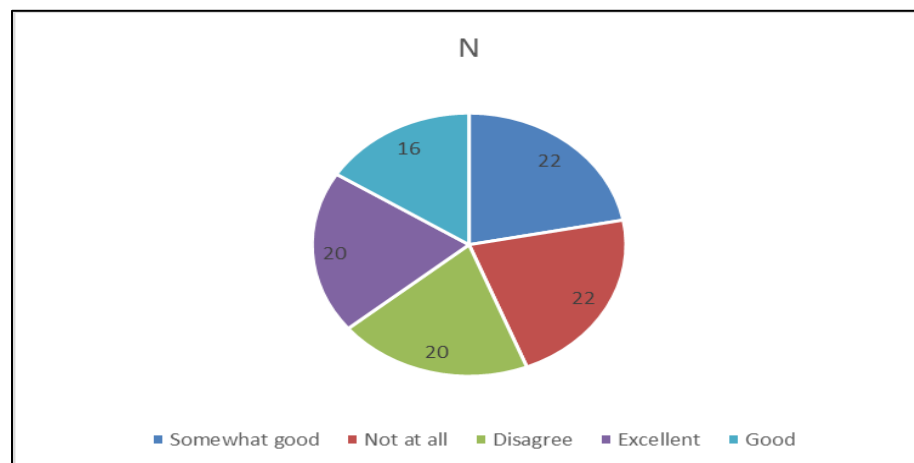


Based on the statistics, there is no statistically significant disparity between the average scores of the "Agree" and "Disagree" groups. The average score for the "Agree" group was 25, with a standard deviation of 5. In contrast, the "Disagree" group had an average score of 24.5, with a standard deviation of 4.95. The t-value was extremely close to zero (1.73E-06), suggesting that the difference is insignificant. This implies that there is no significant disparity between the two groups in regards to their reactions. This analysis proves the p value as insignificant which means H2.0 hypothesis saying consumer reactions and design decisions in print and web media advertising are influenced by cultural and global contexts is true

4.3. HOW WOULD YOU DESCRIBE INTERACTIVITY IN THE WEB AND PRINT MEDIA ADVERTISEMENT?

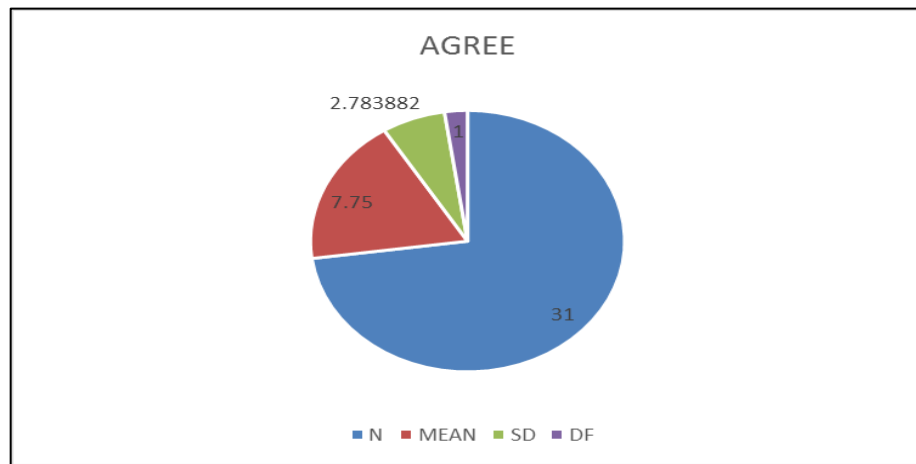
How would you describe interactivity in the web and print media advertisement?

Category	N	MEAN	SD	F-CRITIC	P value
Somewhat good	22	0.909091	0.953463	0.853496	0.35669
Not at all	22	0.909091	0.953463		p > 0.05 is not statistically significant , null hypothesis proved right
Disagree	20	0.818182	0.904534		
Excellent	20	0.818182	0.904534		
Good	16	0.727273	0.852803		



4.4. DO YOU THINK CROSS-COLLABORATION BETWEEN THE TWO MEDIA CAN INFLUENCE THE IMPACT OF ADVERTISEMENT AND REVIVE PRINT MEDIA?

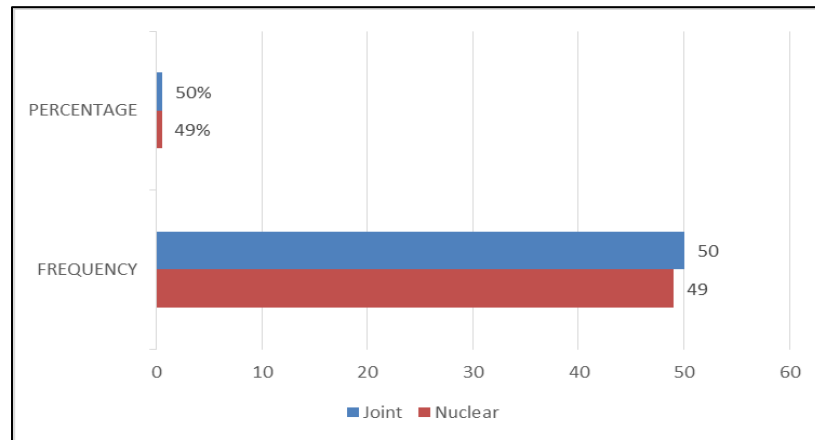
Levels	N	MEAN	SD	DF	T.VALUE
AGREE	31	7.75	2.783882	1	6.76E-19
DISAGREE	33	8.25	2.872281		p > 0.05 stastically not significant
NEUTRAL	19	4.75	2.179449		
SOMETIMES	16	4	2		



The study indicates that the participants' levels of agreement with a statement were comparable across categories, with average scores ranging from 6 to 6.25. Nevertheless, the statistical test resulted in a p-value that exceeded 0.05, suggesting that there was no substantial disparity in the degrees of consensus among the groups. This indicates that the participants mainly had neutral or occasionally agreeable opinions regarding the statement. The insignificant p value accepts the null values and proves the hypothesis of H3.0 integrating print and web advertisements to create cohesive cross-media campaigns is the best practice to be true.

4.5. DO YOU THINK THE CULTURAL AND GLOBAL CONTEXT OF ADVERTISING INFLUENCES THE CONSUMERS?

Levels	FREQUENCY	PERCENTAGE
Joint	50	50%
Nuclear	49	49%



According to the data, combined interpretation happens 50 times, making up 50% of the total, while nuclear interpretation happens 49 times, accounting for 49%. These findings indicate that both joint and nuclear interpretations are common in the studied sentences, with joint interpretations being slightly more frequent than nuclear interpretations. This aligns with the hypothesis of H2.0 integrating print and web advertisements to create cohesive cross-media campaigns is the best practice to be true.

5. DISCUSSION

The significant difference in the average scores of the "YES" and "NO" groups suggests that the variable under examination has a considerable impact on these groups' responses. This result provides compelling evidence for rejecting the null hypothesis and supports the idea that consumer reactions are influenced by the variable being studied, which may include cultural and global contexts. Future studies should aim to identify and clarify the specific variables that lead to significant differences in consumer reactions. By doing so, marketers can better understand the factors that influence consumer behavior across different cultural and global contexts, leading to more effective and targeted advertising strategies. Additionally, exploring larger and more diverse sample sizes could provide more generalizable insights.

6. CONCLUSION

As a consequence of our planet's perpetual evolution, individuals are progressively transitioning to a fully digital world. How we communicate and exist has been entirely transformed by the internet. We possess the entirety of the globe at our disposal. This has had an impact on every industry, including the advertising sector. Print remains highly

relevant, despite the significant impact of digital technology on all aspects of life. The inherent advantages of the print medium render it distinctive. The profusion of advertisements on numerous online platforms serves to intensify the competition. Consequently, your advertisement may be disregarded in favour of other analogous products and services. Conversely, print media is less competitive, which enables organisations to concentrate on their target audience without concern for their competitors. Print advertisements have a lengthier lifespan than digital advertisements. Consumers may preserve printed pamphlets, advertisements, and brochures from periodicals and newspapers for months or even years. Contrastingly, a digital advertisement may disappear within a matter of hours or minutes. Additionally, customers have the freedom to peruse printed advertisements at their leisure, as opposed to Google advertisements that are subject to expiration after a specified period. Print media has a broader audience due to its accessibility and lack of restriction to digital platforms. Digital media offers a restricted approach that is exclusively accessible to consumers who are technologically proficient. An excessive number of individuals are incapable of utilising social media. Business cards, pamphlets, brochures, and paper promotions are all excellent options for them. Individuals frequently refrain from engaging on pop-up advertisements and banners on digital platforms due to their apprehension regarding malware and spam. In contrast, there is no such anxiety when writing in print, which instantaneously enhances your reputation with clients. It is self-evident that individuals prioritise physical interaction and experiences. Consequently, a medium that offers tangible elements is more likely to leave a lasting impression on the consumer.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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