

BUYING BEHAVIOUR PATTERN IN MEDIA INDUSTRY WITH SPECIAL REFERENCE TO ENGLISH NEWSPAPER

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ABSTRACT

The aim of the study is to find out buying behaviour pattern in Media Industry with special reference to English newspaper. Study would help media houses optimise their resources for a fruitful result. Invention of technology and ease of information and availability of news created options for the consumers. Pandemic created a new challenge for Print Media. Thus, Print Media is struggling for survival. Optimisation would help allocate resources for desired results.

With this purpose of study to understand the change in Buying Behaviour for News & Information in media industry. A study was conducted regarding the First Source of Information for two periods i.e., before 2010 and 2020-21 The study was limited to database of readers of Indore Publication. References used from media based articles.

Keywords : Source of Information, Optimization of Resources, Paradigm Shift, Pandemic, COVID-19

INTRODUCTION

Credit to start first English Newspaper in India goes to James Augustus Hickey. The Bengal Gazette was published on January 20, 1780 from Calcutta. Print media enjoyed the privilege of leadership in India. Radio, TV and Internet joined hands later. Rapid invents in technology played most crucial role in the media Industry.

Analog Signal Processing (ASP) came first technological invention. Next technological invention was Digital Signal Processing (DSP).

Out of three elements of media industry CPC (Consumption, Production and Commercials) production was absolutely under the control of print media houses. It got totally decontrolled by individuals under social media platforms like Facebook, Twitter, and Instagram and so on so forth. COVID-19 was another unprecedented challenge for Print media. People stopped entry of newspapers into their residences. Print Media Houses had to run different campaigns to remove the fear of infection from printed surface.

These Technological inventions changed the Buying Behaviour Pattern in Media Industry. Study was made with special reference to English Newspaper and different available media platforms like Newspaper, TV, Mobile, another digital media like internet and any other media like radio etc.

OBJECTIVES

- To understand the paradigm shift in the buying behaviour pattern- The First Source of Information in Media Industry.
- To find out solution for survival of Print Media through existing resources under prevailing situation.

REVIEW OF LITERATURE

A joint article by Scott Purdy, Phil Wong and Paul Harris, published on 8 January 2017 browsed through the history of rising digital platforms. The split of local classified advertisements which is considered as the core strength of a newspaper, are also affected. Fall in circulation leads to restricting the penetration. So, it will be denied as a media of communication by the advertisers. Thus, industry, had gone for a toss of survival versus crash. The rise of the internet and decline of print is a prominent heading taken up by the team of scholars from KPMG. Every month 8 out of 10 (80%) Americans read newspapers through digital media. 50% of the persons who take digital content use mobile instead of laptop or desktop. 62% of US adults get news through social media and 16% do so often. A very stiff fall in circulation leads to a stiffer fall in advertising revenue. Newspaper houses tried from their side to find out different solutions. But the fall in both the revenue generating wings questions strongly on the survival of the industry. Many newspapers reduced the frequency of 7 days a week

to twice or thrice a week. Pittsburgh Newspaper goes all digital. Digital newspaper companies are growing at a very fast rate.

A suggestive step of consolidation, an organization having edge in sales and an independent identity is recommended for newspaper houses. Final suggestion is the adoptability of digital form is concluded by the scholars.

Kate Knibbs stated that it's a struggling arena for the newspaper industry. Technology evolved as the game changer. People started looking for different sources to update on a day to day news at frequent intervals of time. More than 100 newspaper houses decided to quit the business within 10 years 2004 to 2014. Economy was badly affected by the Great Recession. It was concluded that hyper local is the hidden interest of individuals. It challenges the mega houses but lures the locals as a natural attraction.

An article by Rick Edmonds, published on 5 August, 2015 by MediaWire Circulation Feature (Primary) Feature (Top Story) Newspaper Association of America suggested that the secret of success is wrapped in two folds. The first one is cost control and the second fold is to visualize every revenue option as an opportunity to maximize profits. News room cost, cost of production, newsprint and transportation, establishment costs are different elements of cost. It was sliced down in pieces with an eye to bottom line of profit. 175 papers responded to this investigation of NAA. Circulation revenue had risen from 42.6 percent in 2011 to 56.1 percent last year. There are two sources of revenue generation in a newspaper- circulation and advertisement. Advertisement is considered as the main bread and butter of the company. Circulation revenue is expected to cover

direct variable costs like pressroom, establishment, newsprint, production, transportation and many other allied costs. John Murray, NAA's vice president of audience development and author of the report, said the significance of that improvement should not be underestimated.

Dr. M. Prasanna Mohanraj, Assistant Professor, School of Business, Alliance University, Bangalore. S. Ananth, Assistant Professor, School of Business, Alliance University, Bangalore. *Research Journal of Economics & Business Research* ISSN 2251 1555 covered the concept and definition of brand preference so well that half of the matter becomes self-explanatory. Brand Preferences can be defined as the subjective, conscious and behavioural tendencies which influence consumer's predisposition toward a brand. The sense of co-relation of an individual with the brand is the association of traits and liking of the individual with the brand.

The original concept of geographical boundary as the area of defined market is aggressively challenged by the Brand Preference doctrine. So, newspaper houses now take liberty to explore other markets apart from their traditional market. This expansion will lead to an investment of more than Rs 1000 crores. It will increase competition and expand market for every newspaper house. This research was made with special reference to South India, but holds good for all India.

The article published on 27 August 2018 by Kumar S and Sarma V.V.S. (2015) stated that Performance and Challenges of Newspapers in India: A Case Study on English versus Vernacular Dailies. The overall scenario of Asian countries for Newspaper market is different from west. Countries like India, China, and Japan are

dominated by vernacular market. So, the stiff fall of western world is not the same in these countries. The paper highlights the performance of vernacular and English newspapers in India. The challenges of Indian market and impact of technology is also described. This study leads an indicator for differentiated strategies for vernacular and English markets.

This article was published by *Colombia Journalism Review* by Christopher Ali and Damian Radcliffe 6 November, 2017. This article suggested more than 20000 employees lost their job at newsrooms till the article was written. 20 billion dollars' business is reduced. Major focus was metro and national newspapers, but local and small newspapers under a circulation of 50,000 copies were neglected. A survey of 420 local journalists from US was conducted and interview of 53 prominent persons from across the newspaper fraternity was conducted. Findings of the research agree to hone skills for the new digital skills and join the platform as profession. Eight strategies were suggested based on the findings:

Focus on Original Reporting, To own the Master Narrative of Your Community Focus on the metrics and to what extent. Consider content partnerships. Have the right mix of structure, staff, and skills. Diversify your income. Make time to experiment: pace of change in smaller markets are comparatively slower than metros.

The Article 18 ways to save the newspaper industry published on 21 June 2014 by Shane Rodgers suggested that the Print media is struggling for the existence at present. Shane suggested 18 different ways to be adopted to ensure it survives the very existence with modifications or changed forms. Starting with stop living in past and waiting for

glory of print to return. Followed by, recognizing that the old newspaper business model is dead. The industry needs to sprint to the new one before it is wiped out- with various avenue available for information. Newspaper must find new model. Then came, stop pretending it is the only industry with a big audience- Newspaper industry must accept there are other medium which provide news and has the audience advertiser are looking at. Fourth step stated to get serious about classifieds again - classified was one time major part of budgeting of advertiser, bring the focus on classified again. Coming to step five keeping the best people. Followed by step six, targeting print editions at the 45+ market: - they must shift the focus to +45 age group because they are concern about the issue raised by newspaper, would live for another 50 years and have a history of reading print. Then, being realistic about paywalls: - paywalls are work if content is good and there is a value to the article. Up next would be don't lose sight of what the business is- the newspaper was always about news, information for audience. Aggressively develop clip of ticket advertising models: With special reference to American newspaper it is observed that efforts are more and revenue generated are less. And the tenth step would be to give e-commerce plays the highest priority rather than the lowest: What so ever is being done by E-commerce players, must be offered by newspaper advertisements. Next would be to make the advertising packages simple to understand and to be understood. Then comes, ignoring anyone who drops in the first three minutes of a conversation that they have over 10 years of digital experience: - we need people who understand both the world (Print and digital) and are not nostalgic about one medium. Next would be to recognize that local

media is about local relationships people tend to do business whom they know and trust. Personal touch and relationship must be maintained. Followed by, collecting data and building commercial models around it. Next would be to forget yesterday. Newspaper primarily carries past information, to be relevant it must carry what will happen next in future, breaks stories and bring value-adds stories. Stop marketing that you break stories first. Put some serious effort into print-on-demand newspapers And the last step would be that Newspaper companies could be aggregators of successful small niches.

Jenna Bruce coined 4 Steps to Creating Effective Newspaper Ads on 20May, 2014. This article stated that Advertisements in Newspapers influence the buying decision of more than 50% adults. A report from Newspaper Association of America (NAA) - year 2011. It means other options like TV, Radio, Internet all put together is lower than Newspaper advertisement. Four steps are suggested here to optimize the effectiveness of the advertisement. Starting with Defining Market Positioning. Transparency of exact segment will lead to a correct Positioning of the product. So, target audience will help in selection of exact newspaper which penetrates the segment. Followed by Defining Advertising Goals. Advertising Goal is defined with respect to the targeted audience, geographical area, region and the type of customers you are looking for to act in the desired direction of the advertisement. Third step being, Defining Ideal Customer. The target customer can be defined by common characteristics such as gender, age, income, education and interests. And the last step, Defining Core Message. Message is the heart of communication. Return on investment on the advertisement is directly proportionate to the action

taken by the target audience. So, a crisp, simple, clear message telling the benefits and driving towards action is the virtual parameter to gauge the core message.

A business Model was presented by the Philip Meyer from University of Missouri Press-Columbia & London published on 15 December 2009 (1st Edition) and 15 December 2014 (2nd Edition) that social responsibility functions should be stabilised in a way that it can outlast technology driven changes. The 2nd Edition stating different ways to save Journalism. This edition is with respect to downfall seen in circulation figures and the number of dailies. His model is called Meyer's "Influence Model." He suggested that main product of newspaper is not news or information, but influence. His model is supported by experimental evidence and statistical assessment of the quality of the influence of the journalist's product as well as its effects on the business success. He further suggested to provide certification to Journalists and Editors. It is adopted by many organisations- old or even new.

The International Journal of Commerce and Finance, Vol. 2, Issue 1, 2016, 81-89, published on 3 April 2019 by Anand Veysel Frtemel from Istanbul Commerce University, and by Ahmad Ammoura Affiliation on 12 March 2019 mentioned in a study conducted in Istanbul- Turkey to find out the role of social media marketing in consumer buying behaviour. Consumer need recognition and social media marketing have a feeble relation. This was concluded after study in very active areas like fashion and retail industry. No change was observed with change in Age and Education. A change was observed in the male and female consumers reference to need recognition. Change in income is also a factor where social media

advertising plays a role in consumer buying behaviour.

RESEARCH GAP

While going through literature review of different scholars it was observed that downfall of Print media in terms of circulation, advertisement and overall revenue was highlighted. Impact on newsroom and overall decline was registered. Suggestions to arrest the downfall was also part of the study. But it is time taking and very cost intensive solution.

Some of the Indian Media houses registered growth even under the adverse situations. This exception creates the Research Gap from two viewpoints.

The first one is to know the paradigm shift in Media Buying Behaviour Pattern specially the most preferred first source of information/news. The second one leads to solution of the issue under prevailing situations and channelization of existing resources of the Media House without incurring heavy cost.

RESEARCH METHODOLOGY

A survey was conducted with the help of a structured questionnaire on 116 respondents. Google Sheet questionnaire was developed which included even Name, Gender, Mobile Number, Email id of the respondents. All these fields were made mandatory to authenticate and validate the data collected. Random sampling was made to different age groups, professions and even retired persons. Opinion was taken in the form of 5 different options. Media in question was TV, Newspaper, Mobile Phone, other digital Media and any other media were captured. Leading questions on update on mobile phone was asked to have celerity of mindset for optimization of existing

resources. This data collected is a primary data.

DATA ANALYSIS

Google Forms - Analysis of Respondents data was done with the help of Pivot Table. Cross verification

with the Google chat was made for accuracy of results. Results are accurate up to 99%. Two different tables are made for: Presentation of data related to paradigm shift in first source of information and optimisation of existing resources.

Table 1: Paradigm Shift in First Source of Information/News in last 10 years.

Paradigm Shift in First Source of Information / News in Last 10 years						
Base Period : Before 2010 and Current Year : 2020-2021						
	TV	Newspaper	Mobile Phone	Another Digital Media	Any other	Total
Before Year 2010 (%)	17	68.1	5.2	3.4	6	99.9
Current 2020-21 (%)	9.5	8.6	69	12.1	0.9	100.1
Variance over Current Position	-7.7	-59.5	63.8	-8.7	-5.1	
Lost/Gained	Lost	Lost	Gained	Gained	Lost	
Overall Gain by Mobile Phone & Digital Media			63.8	8.6		72.4
Overall Loss by Print Media		59.5				59.5
Overall Loss by TV	7.7					7.7
Overall Loss by others					5.1	5.1

Table 2 : Optimisation of Existing Resources

Optimisation of Existing Resources			
Is Updates Required on Mobile from The Newspaper you subscribe?	Yes %	No %	Total
Percentage of Response Received	83.6	16.4	100
If yes, should it be Paid?	15.5	84.5	100
If Yes, Need All updates	37.1	62.9	100
If Yes, Need selected updates (area of interest)	62.9	37.1	100

FINDINGS

1. Before the year 2010, 68.1% respondents used newspaper as their first source of information/news.
2. 5.2% respondents used mobile phones as their first source of information.
3. In last 10 years, i.e., in the year 2020-21, 8.6% respondents used newspaper as the first source of information/news.
4. Whereas 69% respondents used mobile phone as their first source of information/news.
5. Print media lost a draw of 59.5% in last 10 years
6. Mobile phone gained 63.8% in last 10 years
7. In last 10 years TV lost a draw of 7.7%. Original value before 2010 was 17% and it was reduced to 9.5% in the year 2020-21
8. In last 10 years, another digital media gained a draw of 8.7%%. Original value before 2010 was 3.4%% and it was increased to 12.1% in the year 2020-21
9. In last 10 years, another media lost a draw of 5.1%. Original value before 2010 was 6% and it was reduced to 0.9% in the year 2020-21.

LIMITATIONS

The study is limited to English newspapers. All the fields of responses were made compulsory. Name, Mobile number, E-mail id were included into compulsory fields. Therefore, total respondents got reduced to 161 only. Again, effect of COVID-19 with limited and restricted movement was also reflected on response. The area of study was specific to Indore Publication. It could further be extended to another area for future research works.

Methods of tracking existing subscriber for relevant updates is having scope for further work.

MANAGERIAL IMPLICATIONS

Print Media is the greatest loser in last 10 years. The customers draw has shifted to mobile phones. So, to hold the existing customers is the topmost priority to ensue prevention of loss of customers in future. Technology impacted media dynamics rapidly. Under the prevailing situations regular engagement of the consumer is most important. It will create a competition to digital solutions available on mobile handset. It is the regular update to the existing customer.

1. 83.6% respondents ask for update from the existing newspaper they subscribe.
2. 84.5% preponderant who chose for the update on their mobile handset are looking these updates for Free of Cost(FOC)
3. Print media houses should support existing subscribers with updates on their mobile phone to hold them as a customer
4. 37.1% respondents look forward for all updates. It is very difficult to understand their specific need.
5. 62.9% respondents look forward for selected updates related to area of interest. Once we collect data of these respondents, we will come to know the exact need. Market segmentation and product upgradation specific to need will certainly create very strong bonding with Print media.
6. Sending updates on the mobile phone is the most cost effective proposal for the print media to hold a customer

7. It leads to a new dimension of market segmentation in Print Industry. Traditionally, Print Media segment its market based on geographical constraints. Need based segmentation will open a huge market. The segment of customers would be benefited due to relevant advertisement. Media House would be benefited by generating revenue. This is a win-win situation for all the three- The Media House, the Customer and the Advertiser.

CONCLUSION

It is very clear that increasing popularity of Digital platform challenged the existence of Print Media and jolted others also. The study clearly concludes that paradigm shift in the buying behaviour pattern had jolted Print Media and supported Digital Media specially through mobile handset. This indication in buying behaviour shows that the Print Media cannot compete with Digital media. The First Source of Information in Media Industry had shifted to Digital from Print in last 10 years.

To find out solution for survival of Print Media through existing resources under prevailing situation is to ensure retention of existing customers. Piggy-bag strategy to capitalize the existing subscriber's base is a nice solution.

The study leads to market segmentation based on specific needs. This is an opportunity to generate business along with customer satisfaction and generating desired response to the advertiser.

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