

EFFECT OF DIGITAL ADVERTISING ON PRINT ADVERTISING IN INDIA

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Abstract

This paper is discussing the effect of digital advertising on print advertising. Print and digital advertising are more qualified in reaching unexpected demographic groups in comparison to different types of advertising. Digital advertising helps cast a more extensive geographic net toward a particular sort of client, whereas traditional print advertising is frequently more compelling at driving business at a local level. However, well-informed business people and small businesses presently have the devices to figure out which half gets wasted, at least on the digital front. Advertising plays a job of communicator as well as guide them what is available and the things happening around them. The print advertisement in India incorporates diverse Medias like poster, new/spaper, magazine, hoarding, leaflet, handout, and so forth. The print advertisement in India started with black and white print in Newspaper. The transformation of monochrome wood square print into high caliber digital print took quite a while and experienced distinctive phases. The industrial insurgency and the development of technology is also in charge of the ascent of printing technology in India. After the development of digital printing technology, the quality of printing reaches the pinnacle of progress.

1. OVERVIEW

Nowadays the internet is the main source of news around the world. The democracy of information is a fact; we can discover news from wherever at any time just from a tick. It became easy to access information from any source in almost no time; a great example happened in the Olympics 2016, on August fourteenth when Usain Bolt won his third back to back 100m brilliant medal, the whole world new that directly after the race wrapped up. Any reasonable person would agree that not just the digital journalists were at the Olympic stadium covering the huge final; TV channels broadcasted in many angles the triumph of the Jamaican

athlete in real time. However, what changed the scenario?

People who were at the stadium recorded the 100m final from their seats and spread their, besides, British watchers recorded themselves watching the final in the UK and sharing it on social media We are living in the era in which everybody is a substance maker! We can utilize a Smartphone or a GoPro camera to record minutes in the city, on our daily drive, on occasions, for example, The Olympics or of your child playing football on Sunday. Social systems are mainly spreading any sort of substance because of the tremendous number of clients; Facebook and YouTube have each more than 1 billion clients around the world.

The reach of every video or post can be enormous. World more or less, some may say.

To be digital has turned out to be vital to make do in the market. Then again, the great majority of traditional newspapers and magazines have incorporated a digital platform as a way to disseminate content, facing the downward pattern in circulation. On the graph "Advancement of newspaper circulation" in India obviously in the last five years the newspaper circulation in Brazil dropped over 70%, while the audience of digital issues gained relevance. In any case, the advertising investments are moving to digital channels. And this can change the scenario. Newspapers journalists are the in charge of revelation important facts and narratives because of their long-haul investigative work that is paid for the most part with money from advertising.

particular settled spending amount compared to the flat expenses associated with running an ad in print. Income generated by the newspaper distributing industry in the United States has been dropping steadily lately, falling from \$33.59 billion out of 2011 to a forecasted \$27 billion by 2020. Web based distributing, meanwhile, has turned into an always prevalent power, with web platforms taking increasingly advertising dollars away from traditional media. Google's income from advertising has been rising steadily since 2001, reaching \$95.38 billion out of 2017.

Measuring effectiveness

Because click-through statistics are part of any online advertising campaign – and sales statistics from your site can enable bind to transformation rates – business proprietors have no inconvenience observing Internet campaigns' viability. Deciding the impact of a print campaign can be a more elusive suggestion. A few businesses incorporate coupons to track reaction rates in print advertising, while others test individual publications' ability to reach clients by advertising just in a solitary title at any given moment.

Performance

Online advertising is similar to broadcast advertising in the fact that once a client is presented to the advertisement, it immediately reaches the finish of its lifespan. Print advertisements are affixed to a tangible medium, they're significantly more permanent. Because of this, a solitary print advertisement may make numerous impacts on the same reader who sees it more

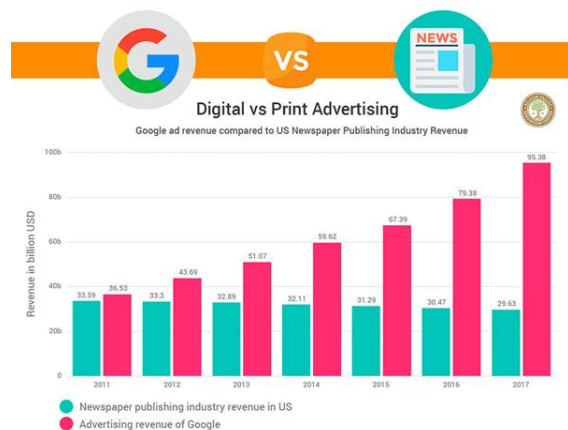


Figure 1: Digital Advertising vs. Print Advertising

Digital Advertising One major advantage of digital advertising is that it is a variable cost type of advertising, meaning that an ad campaign is all the more easily scalable to a

than once and may gain additional introduction through pass-along readership, advantages that aren't available to advertisers that depend on intangible Internet advertising.

Flexibility

Because of its permanence, once you finalize a print campaign it's irrevocably set in motion. Online advertisements offer much more flexibility because you can modify nearly all their attributes in real time. This flexibility allows you to test ad copy and images, fine-tuning your campaign to find the most effective assets and allocate resources to the most cost-effective keywords. This flexibility also allows advertisers to salvage a campaign that isn't performing up to its expectations, a luxury that isn't available to businesses that rely solely on print marketing.

2. TYPES OF PRINT MEDIA ADVERTISING

Newspaper

Circulation and readership figures of newspapers are generally available and hence enable the advertiser to convey a detailed advertising message on a particular day, at short notice, to an audience whose size and structure are usually familiar. Realizing that diverse newspapers appeal to various sorts of readership, and taking into account the kind of advertising message and the target audience, the advertiser can pass on a particular advertising message to a particular audience.

Magazines

Magazines, as is the case with newspapers, furnish advertisers with a chance to convey

a detailed advertising message to a reader who is usually relaxed and open to persuasion. With magazines it is also conceivable to target particular fragments of the audience, since magazine readership is usually available in more clearly characterized groups than that of, for instance, newspapers[1, 2].

Advertising in magazines can also be extremely costly, which now and then powers advertisers to swing to more affordable advertising media, for example, the WWW[3, 4].

Outdoor advertising media

Outdoor visual media are the most established type of advertising media and remains as the most well-known media even today. Outdoor advertising comprises of a display of advertisement which incorporates printed as well as painted shop signage's, posters, hoardings, billboard, transport covers, neon light signs, and portable display van, spectaculars, painted release, window displays, purpose of sale material and so on. They have been given this name, because they are out of home or outdoors, for the most part in open. Outdoor advertising boards are located in occupied places where it very well may be seen by the workers who passes-by.

Poster

The oldest of the outdoor media, known technically as poster which is generally in printed form, has been designed since roman times. It is one of the most common and popular forms of outdoor advertising. Though they are not regarded as one of the primary media but acts as reminders or

supporting media for a reputation already achieved with the help of other media.

Hoardings

Hoardings are the most common outdoor advertising media in India, kept and installed at certain fixed places, especially traffic points where people frequently gather. They are generally large in format, made of metallic frames, on which the printed design is mounted and stretched. They have specified height and length and carries bold visuals and typefaces. Hoardings in India carries a special space for admiration with one of the

Transit advertising

Transit advertising comprises of printed paper posters, placed inside or on transit vehicles and in transit stations. It is a healthy and growing medium under the impact of vitality emergency and the apparent requirement for more public transportation. The most widely recognized sorts of transit advertising are-car cards, outside displays, conveyance vans, transport panels, trams and station posters.

Electronic media

Electronic or broadcast media comprises radio, TV, films, and video and in late time internet and web. The radio is audio, appealing just to the feeling of sound (ears). It is more compelling in rural areas, as compared to urban areas. Radio advertising has more extensive coverage, which can pass on messages even to remote areas. Radio advertising affords a variety of programs including entertainment and education. It makes the message more attractive and amazing. It has wide coverage

in comparison to print media. Distinctive strategies, for example, spot announcements; supporting programs and so on are utilized for broadcasting the advertising messages.

3. GROWTH OF PRINT AND ELECTRONIC ADVERTISING IN INDIA

In an advertising campaign, media takes up bulk of the costs. Media costs constitute about 80-85% of the total ad budget. The developments of the last two decades have brought the mass media advertising at the centre stage. Print and electronic media (mainly television) form the two major advertising media in India. The advertising spends on print and television has been increasing for the last two decades. In 1991, total advertising expenditure was Rs 16,924 million increasing up to Rs 96110 and Rs 304612 million in 2000 and 2008 respectively.

4. THE INFLUENCE OF DIGITAL ADVERTISING ON PERFORMANCE OF PRINT MEDIA

Advertising is the area of marketing worried about the communication of information by the company to the market or the market participants. At the focal point of marketing is the commercial or private client with his purchasing choice. The basis of purchasing choices is information. Advertising attempts to communicate this information so that the company emphatically separates itself from its competitions so customers are motivated to make the purchase. In the face of the growing diversity and consistently increasing interchange ability of products,

advertising has advanced into a critical aggressive factor in the marketing blend.

5.OFFSET PRINTING AND DIGITAL PRINTING

Traditional forms of printing are an analog form of printing technology. Analogue is defined as a continuously varying event such as sound or pressure, while a digital signal (is either on or off) makes it a more predictable. Digital, unlike the traditional print processes (like letterpress, offset, flexography, gravure, screen printing) is a direct to output device process thus it does not employ a pre-press operation as would be associated with traditional commercial printing technologies. Digital printing is also popularly known as Non-Impact Printing (NIP). There are numbers of NIP techniques available in the market, and they are named after the physical or chemical principle they are based upon. Following technologies are commonly available under this category of printing; electrophotography, iconography, magnetography, inkjet, thermography, photography, etc.

Hybrid printing

All the printing techniques are basically divided under two distinct heads; analog and digital printing. Analog printing techniques are also commonly known as the conventional printing systems which include five major printing processes (letterpress printing, Lithography-offset printing, flexography printing, gravure printing, and screen printing). Digital printing on the other hand includes dry toner based printing machines, liquid toner based printing machines, and ink jet printing presses). Both

the analog and digital presses work on different principles and accordingly they exhibits different merits, demerits and applications also.

6.DIGITAL MARKETING: NECESSITY & KEY STRATEGIES TO SUCCEED IN CURRENT ERA

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or administrations utilizing digital technologies to reach and convert leads into customers. The key goal is to advance brand image of the company, construct more and more imminent customers and increase the sale of goods and administrations by adopting various digital marketing strategies which are available in today era.

Digital marketing channel

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall return on investment (ROI) for the brand. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing

7. DIGITAL MEDIA AND DIGITAL MARKETING

In today's technology-driven world, social systems administration sites have turned into an avenue where retailers can stretch out

their marketing campaigns to a more extensive range of consumers. With the blast of smart telephones and other cell phones, it's important for businesses across the world to adopt a compelling versatile strategy. Global Smartphone Sales is estimated to develop from 1.5 billion every 2015 to 1.7 billion by 2017, according to the latest report from Strategy Analytics. What is all the more fascinating is that India will leapfrog the US to wind up the second largest Smartphone market by 2017.

China, India, and U.S, together, will account for nearly 50 percent of the global Smartphone market by 2017. According to the latest report from TRAI cell phone endorser base in India recorded 6.71% YoY growth to 980.81 million clients in Q2 2015. In the principal half of 2015, the portable endorser base in India became more grounded with 36.84% million new cell phone clients, which brought about 6.72% growth compared to the same duration last year. Similarly, different technologies, for example, Laptop, Personal Computers, and different technologies are being utilized broadly.

8. EFFECTIVENESS OF DIGITAL MARKETING

Lastly, the author examines ratings/recommendations as a type of client generated content. Using sites, for example, Amazon.com clients can rate, and share their assessments of, products or merchants. This medium can be either beneficial or harmful for marketers as they have no control. Besides, it illustrates the importance of word of-mouth in the digital world. Twitter's

homophile can profit businesses that establish their Twitter nearness and start assembling a supporter database [5]. It enables companies to reach out to the perfect people and make certain that the information will be passed on and reach people with similar interests who could be potential clients. When looking further into how Twitter operates and spreads information the authors noticed that any re-tweeted tweet reaches an average of 1000 clients regardless of the number of supporters had by the original tweet.

Reaching a thousand potential customers by just a single click is without a doubt a valuable open door for businesses. The article introduces a decent depiction of how Twitter operates and how tweets reach masses. Anyway, the article, however valuable, is logical and exceptionally restricted as it doesn't address how the business world is making utilization of this potentially profitable instrument. Digital India is an initiative by the Government of India to guarantee that Government administrations are made available to subjects electronically by enhancing online infrastructure and by increasing Internet availability. The initiative incorporates plans to interface rural areas with fast internet systems. Digital India has three centre parts.



Figure2: Digital advertising Market in India

9. CONCLUSION

Print media in India is no exception to the adoption and utilization of current developments and utilization of digital platforms, yet this remains a challenge. The investigation tried to decide the key determinants that are adding to the lessening newspaper advertising income share among the print media companies in India. From the investigation discoveries, the interviewees indicated that the significant decrease in the newspaper advertising income share in the course of the last 5 years had been occasioned by the increase in the utilization of the digital communication platform, for example, the internet-based products, for example, the social systems administration sites, mainly, the Facebook and Twitter. Diverse research, study and data demonstrates that India is moving towards digitization rapidly step by step, and the Indian government is also concentrating on the entire digitization of the nation by launching the campaign Digital India.

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