

Branding and Positioning of Print vs. Online News Readership, Differentiation and its Effects

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ABSTRACT

Improvement in innovation has changed the way newspapers have traditionally been delivered, circulated and read. The readers enjoy and like both the media print and online. The present study examines the readers of both media. To carry out this research 400 samples were collected from (NCR and Non-NCR) by using structured questionnaire technique (judgmental sampling). A Univariate test has been employed to understand how print news media (newspapers and news-magazines) readership is qualitatively different from online news media readership and how does it affect marketers/advertisers. Study demonstrates that number of online readers are developing quick the same number of the online newspapers are associate themselves to the long range social networking websites, as Facebook, Twitter, Google+, and others. Now, online newspapers are in each hand as PDA clients expanding each day.

Keywords : Trend of Media, Regional News, Pricing and Distribution,

I. INTRODUCTION

The trend of the traditional print news readership showing a constant taste and tendency toward the regional language newspapers, constant increase in literacy, and other factors participated in the growth of newspapers The Increase in Growth of Literacy.

First, the Indian economy is a rural economy and the most of the Indian's around 65 percent of Indian population settled down rural areas. A prototype shift is in the evidence in the rural population around the past five decades as it they become one of the most prominent consumer groups with increased income levels, changing behaviour and shifting their tastes and preferences.

Second, the coverage of local news by regional language newspapers is the great and revolutionize medium which drove and provided a way to them to express their grievances and aspirations.

Third, localization led to multi-edition newspapers with publishers' association national content with regional news and mounting their content variety with supplements. The success of hyper-localization is also endorsed to readers' preference to read content in their first language.

1.2 Regional is our News National

India being a multi-lingual country has different dialects in every 100 km. People want to consume what is around them. Taking an example of Kerala, though it has the highest recorded literacy rate in the whole of India, yet people prefer regional newspapers. For regional players, brand loyalty is way higher owing to less competition.

1.3 Low Pricing and an Efficient Distribution System

The expansion in cover cost of a normal Indian daily paper today has not kept pace with the multi-overlap

swelling in the previous two decades. At under INR 1,000 for a normal yearly membership, daily papers in India are less expensive than in some other extensive daily paper advertise on the planet. The distinction amongst India and different nations is the populace thickness and work cost in daily paper dissemination. In India, daily papers are conveyed way to-entryway and effortlessly. Upwards of 500 daily papers are conveyed in 60 minutes, while in the U.S. given the rural spread it would be only a small amount of that.

In India, daily papers are evaluated low or combined with rebates or complimentary supplement/release subsequently making value a non-issue for the pursuer and building an unwavering readership base which promoters can target. This valuing model keeps on paying rich profits to the Indian daily paper industry.

Another differentiator of Indian daily paper dissemination is the successful and productive conveyance arrange. India's daily paper appropriation chain is extraordinary and multi-layered; daily papers are sold through a broad system of operators and sellers (*KPMG-FICCI, 2017*).

II. REVIEW LITERATURE

Panda and Swain (2011) concentrated to make the client group mindful of e-news and e-news administrations available by particular e-news channels all around the globe. It gives a short talk of history and advancement of e-news administrations, daily paper sites and dormant favorable circumstances of e-news in the electronic period. Utilize writing review technique to unfurl the most recent pattern of e-news industry and finds that, despite the fact that e-news administrations give monstrous chance to the pursuers and quick access at boundless focuses and perusing at ones handiness, still a couple of key specialized difficulties like, navigational help, hyper connecting, and outlining of e-daily papers should be

appropriately dealt with and handled with (*Panda & Swain, 2011*).

Santana et. al. (2011) depicted newsreaders are relinquishing the print daily paper for online news. This exploratory research asks: Do pursuer engagements towards news stories shift by media? Half of a subject pool (N=45) investigated The New York Times and half surfed its related Site. The two gatherings re-acted the inquiries on the degree to which the news stories through an impression. The outcomes uncover prior research that exhibit print subjects recalled more news stories than online subjects and suggest that the improvement of dynamic online story shapes in the previous decade have had little impact toward making them more receptive than print stories (*Santana, Livingstone, & Cho, 2011*).

Zhou et. al. (2011) inspected crossing over the computerized separate through authoritative advancements that give ease Web access in creating nations, inside the current states of salary levels. The investigation conveyed review information from three South Asian nations, Bangladesh, Nepal and Sri Lanka, to look into about elements impacting examples of PC and Web utilize. The examination finds that training assumes a key part, as far as its accomplishment as an explanation behind PC and Web utilize, and as an empowering variable (particularly on account of English dialect information (*Zhou, Singh, & Kaushik, 2011*).

Cissel (2012) analyzed the connection between media confining and the way both standard and option media sources depict comparative news occasions. The examination utilized Correspondence speculations for a relative substance investigation that considered articles composed by mass and option media sources inside the initial three weeks of the Possess Money Road exhibitions. The examination demonstrated that the photo of the development varied significantly relying upon the source. While broad communications articles surrounded the development

as dull, pretentious and confounding, elective news stressed the quality and decent variety of its dissenters and showings (*Cissel, 2012*).

Dutt and Garg (2012) inspected the scope of S&T related things distributed in those English dialect Indian daily papers as far as their measurement, topical portrayal and a case for completely detectable indication of science in the press. Wellbeing, Condition, Space S&T, and Stargazing were the four predominant subjects secured. Most of the science canvassed in the daily papers was performed in the US, the UK and other exceedingly created nations of Europe. Among every one of the daily papers, The Seasons of India committed the most extreme space to S&T scope (*Dutt & Garg, 2012*).

Lihitkar and Lihitkar (2013) inspected the twelve online English daily papers distributed in India. The investigation utilized site content examination to evaluate the substance and outline of these daily papers with the assistance of agenda was created for the information accumulation and Microsoft Word was utilized as an instrument for information examination. This investigation depicted that there is regular example of substance and scope and plan of English daily papers in India and furthermore the substance availability and appropriate to use to the substance are the chiefly normal choices in these daily papers. Larger part of the daily papers utilizes Blog, RSS and Facebook to associate with their pursuers with positioning of major online English daily papers in India (*Lihitkar & Lihitkar, 2013*).

III. RESEARCH METHODOLOGY

3.1 Research Questions

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3.2 Research Design and Sampling Plan

This paper has as its objective to understand how print news media (newspapers and news-magazines) readership is qualitatively different from online news media readership and how does it affect marketers/advertisers. The study has been carried out with help of 400 respondents from NCR and Non-NCR by using sampling technique (judgemental sampling) through structured questionnaire. A five likert scale from strongly agree to strongly disagree has been used to measure the attitude, interest and opinion of respondents. The Research Instrument (Questionnaire) comprises of 10 key research statements eliciting critical information from the respondents (apart from relevant demographic information having a bearing on their psychographic attitudes, interests and opinions)

3.3 Research Hypothesis

To understand how print news media (newspapers and news-magazines) readership is qualitatively different from online news media readership and how does it affect marketers/advertisers.

H₀₁: There is no significant difference among the respondents opinion (across various demographic categories) that print news cannot be shared among hundreds of friends and contacts in “real-time” in sharp contrast to online news which spreads like wildfire.

H₂: There is no significant difference among the respondents opinion (across various demographic categories) that print news cannot be made to go “viral” unlike online news which takes hardly any time to become popular.

H₃: There is no significant difference among the respondents opinion (across various demographic categories) in access to unlimited amounts of “recorded television news gives online news a big edge over both television and print.

H₄: There is no significant difference among the respondents opinion (across various

demographic categories) regarding access to unlimited amounts of “archived” print news gives online news a big edge over print.

- H5:** There is no significant difference among the respondents opinion (across various demographic categories) regarding internet’s penetration in India is expanding, more and more print news consumers are shifting to online news.
- H6:** There is no significant difference among the respondents opinion (across various demographic categories) regarding internet’s penetration in India is expanding, more and more television news consumers are shifting to online news.
- H7:** There is no significant difference among the respondents opinion (across various demographic categories) that marketers/advertisers cannot afford to miss the behemoth of a medium like print even though the crème de la crème of society has shifted to online news in a big way.
- H8:** There is no significant difference among the respondents opinion (across various demographic categories) that marketers/advertisers cannot afford to miss exploiting the “convergence” of television and print into online as the masses gradually shift to online news.
- H9:** There is no significant difference among the respondents opinion (across various demographic categories) that youth’s media consumption is getting highly skewed in favour of online, media planners now must seriously look at online news for better marketing results.
- H10:** There is no significant difference among the respondents opinion (across various demographic categories) regarding media consumption of the most-lucrative segments of society is getting highly skewed in favour of online, media planners now must seriously look at online news for better marketing results.

3.4 Relevance of the Study

The present study shall study the changing patterns of reader’s/audience’s media consumption and their evolving tastes, preferences and patronage of different Electronic News Media Vehicles of Print Media vs. Online News Media and its impact on Marketers/Advertisers promotional effort. The basic subject of this investigation concerns what factors anticipate utilization of print or potentially online neighborhood daily papers. This subject need educational regard since it gives inescapable into the perpetually multifaceted matter of how individuals choose about the news media.

IV. DATA ANALYSIS AND INTERPRETATIONS

4.1 Effective Spread-Ability of Print News vs. Online News

Table 4.1(A) depicts that most of the respondent are in agreement i.e. 55.8 percent and 26.2 percent respondents are strongly agree, 13 percent are neutral, 2.2 percent respondents disagree and 2.2 percent respondents strongly disagreeing with respect to the research statement “Print News cannot be shared among hundreds of friends and contracts in real-time in sharp contrast to Online News which spreads like wildfire”.

Table 1(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	9	2.2	2.2
Disagree	9	2.2	4.5
Neutral	54	13.5	18.0
Agree	223	55.8	73.8
Strongly Agree	105	26.2	100.0
Total	400	100.0	

Source: Primary Data

Table 1(B) points to the affirmation of hypothesis (H₀₉) by majority of respondents across various categories

there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, education-wise and family income-wise) with respect to the research statement “Print News cannot be shared among hundreds of friends and contracts in real-time in sharp contrast to Online News which spreads like wildfire”, but there is a significant difference with respect to occupation-wise and type of respondents-wise (p-value is less than 0.05).

The value of adjusted R Squared is 96.1 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.01) and S.D. (0.83) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) regarding Print News cannot be shared among hundreds of friends and contracts in real-time in sharp contrast to Online News which spreads like wildfire”.

Table 1(B): Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6464.59 ^a	16	404.03	598.09	0.00
Gender	0.03	1	0.03	0.05	0.82
Residence	0.61	1	0.61	0.91	0.34
Age	3.56	4	0.89	1.32	0.26
Occupation	4.10	2	2.05	3.04	0.04*
Education	1.52	2	0.76	1.13	0.32
Family Income (p.m.)	1.34	4	0.33	0.49	0.73
Type of Respondent	5.16	1	5.16	7.65	0.00*
Error	259.40	384	0.67		
Total	6724.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.96 (Adjusted R Squared = 0.96)

4.2 Quick Dissemination/Viral-Ability of Print News vs. Online News

Table 2(A) depicts that 57.2 percent respondents are agree, 26.0 percent respondents are strongly agree, 13.0 percent are neutral, 1.8 percent respondents are disagree and only 2.0 percent respondents are strongly disagree with respect to the research statement “Print News (except their Online versions) cannot be made to go Viral unlike Online News which takes hardly any time to become popular”.

Table 2(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	8	2.0	2.0
Disagree	7	1.8	3.8
Neutral	52	13.0	16.8
Agree	229	57.2	74.0
Strongly Agree	104	26.0	100.0
Total	400	100.0	

Source: Primary Data

Table 2(B) points to the affirmation of the hypothesis (H₁₀) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, occupation-wise, education-wise and family income-wise) with respect to the research statement “Print News (except their Online versions) cannot be made to go Viral unlike Online News which takes hardly any time to become popular”, but there is a significant difference with respect to type of respondents-wise (p-value is less than 0.05).

The value of adjusted R Squared is 96.3 percent, which represents that percentage of variation explained by all variables. Additionally, taking into

account the mean value (4.03) and S.D. (0.80) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) regarding Print News (except their Online versions) cannot be made to go Viral unlike Online News which takes hardly any time to become popular”.

Table 2(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6519.27 ^a	16	407.45	629.06	0.00
Gender	0.53	1	0.53	0.83	0.36
Residence	0.31	1	0.31	0.48	0.48
Age	1.53	4	0.38	0.59	0.66
Occupation	0.02	2	0.01	0.02	0.98
Education	0.80	2	0.40	0.62	0.53
Family	0.71	4	0.17	0.27	0.89

Income (p.m.)					
Type of Respondents	3.07	1	3.07	4.75	0.03*
Error	248.72	384	0.64		
Total	6768.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.96 (Adjusted R Squared = 0.96)

4.3 Accessibility of Unlimited Amounts of Recorded

Table 3(A) depicts that most of the respondents i.e. 55.0 percent are agreeing to the respective statement and 30 percent respondents are strongly agree, 13.0 percent are neutral, 1.8 percent are disagreeing and only 0.2 percent respondents are strongly disagree with respect to the research statement “Access to unlimited amounts of recorded television News gives Online News a big edge both Television and Print.

Table 3(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	0.2	0.2
Disagree	7	1.8	2.0
Neutral	52	13.0	15.0
Agree	220	55.0	70.0
Strongly Agree	120	30.0	100.0
Total	400	100.0	

Source: Primary Data.

Table 3(B) points to the affirmation of the hypothesis (H₁₁) by majority of respondents across various categories there being no significant difference among the respondents opinion (age-wise, occupation-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “Access to unlimited amounts of recorded television news gives online news a big edge over the both Television and Print News”, but there is a

significant difference with respect to type of gender-wise and residence-wise (p-value is less than 0.05)

The value of adjusted R Squared is 97.4 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.12) and S.D. (0.71) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among

the respondents opinion (demographic categories) regarding Access to unlimited amounts of recorded television News gives Online News a big edge over both Television and Print”.

Table 3(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6832.91 ^a	16	427.05	890.84	0.00
Gender	3.15	1	3.15	6.58	0.01*
Residence	7.16	1	7.16	14.95	0.00*
Age	2.97	4	0.74	1.54	0.18
Occupation	2.13	2	1.06	2.23	0.10
Education	0.48	2	0.24	0.51	0.60
Family Income (p.m.)	3.57	4	0.89	1.86	0.11
Type of Respondents	0.04	1	0.04	0.09	0.75
Error	184.08	384	0.47		
Total	7017.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.97 (Adjusted R Squared =0.97)

4.4 Accessibility of Unlimited Amounts of Archived

Table 4(A) depicts that most of the respondents i.e. 52.8 percent are agreeing to the statement and 29.0 percent respondents are strongly agree, 13.5 percent are neutral, 3.0 percent are disagreeing and only 1.8 percent respondents are strongly disagree with respect

to the research statement “Access to unlimited amounts of “archived” Print News gives online news a big edge over the print”.

Table 4(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	7	1.8	1.8
Disagree	12	3.0	4.8
Neutral	54	13.5	18.2
Agree	211	52.8	71.0
Strongly Agree	116	29.0	100.0
Total	400	100.0	

Source: Primary Data

Table 4(B) points to the affirmation of the hypothesis (H₁₂) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, age-wise, occupation-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “Access to unlimited amounts of “archived” Print News gives online news a big edge over the Print”, but there is a significant difference with respect to residence-wise (p-value is less than 0.05).

The value of adjusted R Squared is 96.1 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.04) and S.D. (0.83) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) Access to unlimited amounts of “archived” Print News gives online news a big edge over the Print”.

Table 4(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6550.04 ^a	16	409.37	588.86	0.00
Gender	1.25	1	1.25	1.80	0.18
Residence	5.39	1	5.39	7.75	0.00*
Age	3.64	4	0.91	1.31	0.26
Occupation	2.20	2	1.10	1.58	0.20
Education	1.49	2	0.74	1.07	0.34
Family Income (p.m.)	2.04	4	0.51	0.73	0.56
Type of Respondents	0.12	1	0.12	0.18	0.67
Error	266.95	384	0.69		
Total	6817.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.96 (Adjusted R Squared = 0.95)

Source: Primary Data

4.5 Impact of Internet’s Penetration over Print News Consumers

Table 5(A) depicts that most of the respondents are agreeing to the respective statement i.e. 56.0 percent and 29.8 percent respondents are strongly agree, 12.5 percent are neutral, 1.5 percent respondents are disagree and only 0.2 percent respondents are strongly disagree with respect to the research statement “As Internet’s Penetration in India is expanding, more and more Print News consumers are shifting to Online News”.

Table 5(B) points to the affirmation of the hypothesis (H₁₃) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, age-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “As Internet’s Penetration in India is expanding, more and more Print News consumers are shifting to Online News”, but there is a significant difference with respect to residence-wise and occupation-wise (p-value is less than 0.05).

Table 5(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	1	0.2	0.2
Disagree	6	1.5	1.8
Neutral	50	12.5	14.2
Agree	224	56.0	70.2
Strongly Agree	119	29.8	100.0
Total	400	100.0	

The value of adjusted R Squared is 97.4 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.13) and S.D.. (0.69) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic-wise and type of respondent-wise) regarding As Internet’s Penetration in India is expanding, more and more Print News consumers are shifting to Online News”.

Table 5(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6850.86 ^a	16	428.17	897.82	0.00
Gender	0.04	1	0.04	0.08	0.76
Residence	2.35	1	2.35	4.94	0.02*
Age	0.30	4	0.07	0.16	0.95
Occupation	4.11	2	2.05	4.31	0.01*
Education	0.78	2	0.39	0.81	0.44
Family Income (p.m.)	3.62	4	0.90	1.90	0.10
Type of Respondents	0.35	1	0.35	0.74	0.39
Error	183.13	384	0.47		
Total	7034.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.97 (Adjusted R Squared = 0.97)

4.6 Impact of Internet's Penetration over Television News Consumers

Table 6(A) depicts that most of the respondents are in agreeing respectively i.e. 52.8 percent and 33.0 percent respondents are strongly agree, 12.2 percent are neutral 1.0 percent are disagree and 1.0 percent respondents are strongly disagree with respect to the research statement "As Internet's Penetration in India is expanding, more and more Television News consumers are shifting to Online News".

Table 6(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	4	1.0	1.0
Disagree	4	1.0	2.0
Neutral	49	12.2	14.2
Agree	211	52.8	67.0
Strongly Agree	132	33.0	100.0
Total	400	100.0	

Source: Primary Data

Table 6(B) points to the affirmation of the hypothesis (H₁₄) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, occupation-wise and family income-wise) with respect to the research statement "As Internet's Penetration in India is expanding, more and more Television News consumers are shifting to Online News", but there is a significant difference with respect to education-wise and type of respondents-wise (p-value is less than 0.05).

The value of adjusted R Squared is 97.0 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.15) and S.D. (0.74) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis "There is no significant difference among the respondents opinion (demographic categories) regarding As Internet's Penetration in India is expanding, more and more Television News consumers are shifting to Online News".

Table 6(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6924.92 ^a	16	432.80	783.67	0.00
Gender	0.42	1	0.42	0.77	0.37
Residence	0.52	1	0.52	0.94	0.33
Age	0.94	4	0.23	0.42	0.78
Occupation	1.07	2	0.53	0.96	0.38
Education	4.11	2	2.05	3.72	0.02*
Family Income (p.m.)	0.94	4	0.23	0.42	0.78
Type of Respondents	2.16	1	2.16	3.92	0.04*
Error	212.07	384	0.55		
Total	7137.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.97 (Adjusted R Squared = 0.97)

4.7 Marketers/Advertisers cannot afford to Miss the Behemoth of a Medium

Table 7(A) depicts that most of the respondents 52.2 percent are agree with the statement and 34.2 percent are strongly agree and 11.8 percent are neutral whereas 0.8 percent respondents are disagree and 1.0 percent respondents are strongly disagree with respect to the research statement “Marketers/Advertisers cannot afford to miss the behemoth of a Medium like Print even though the crème de la crème of society has shifted to Online News in a big way”.

Table 7(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	4	1.0	1.0
Disagree	3	0.8	1.8
Neutral	47	11.8	13.5
Agree	209	52.2	65.8
Strongly Agree	137	34.2	100.0
Total	400	100.0	

Source: Primary Data

Table 7(B) points to the affirmation of the hypothesis (H₁₅) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, occupation-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “Marketers/advertisers cannot afford to miss the behemoth of a Medium like Print even though the crème de la crème of society has shifted to Online News in a big way”.

The value of adjusted R Squared is 97.5 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.18) and S.D. (0.74) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic-wise) regarding Marketers/advertisers cannot afford to miss the behemoth of a Medium like Print even though the crème de la crème of society has shifted to Online News in a big way”.

Table 4.7(B) : Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6996.37 ^a	16	437.27	793.44	0.00
Gender	1.79	1	1.79	3.25	0.07
Residence	1.20	1	1.20	2.17	0.14
Age	1.16	4	0.29	0.52	0.71
Occupation	0.41	2	0.21	0.38	0.68
Education	0.29	2	0.14	0.26	0.76
Family Income (p.m.)	2.74	4	0.68	1.24	0.29
Type of Respondents	0.20	1	0.20	0.36	0.54
Error	211.62	384	0.55		
Total	7208.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.97 (Adjusted R Squared = 0.97)

4.8 Effect of Convergence of Television and Print into Online

Table 8(A) depicts that most of the respondents i.e. 55.5 percent are in the agreement with the respective statement and 30.2 percent respondents are strongly agree with the statement, 10.8 percent are neutral and 2.0 percent respondents are disagree and only 1.5 percent respondent are strongly disagree with respect to the research statement “Marketers/advertisers cannot afford to miss exploiting the Convergence of Television and Print into online as masses gradually shift to online news”.

Table 8(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	6	1.5	1.5
Disagree	8	2.0	3.5
Neutral	43	10.8	14.2

Agree	222	55.5	69.8
Strongly Agree	121	30.2	100.0
Total	400	100.0	

Source: Primary Data

Table 8(B) points to the affirmation of the hypothesis (H₁₆) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, occupation-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “Marketers/advertisers cannot afford to miss exploiting the Convergence of Television and Print into online as the masses gradually shift to Online News”.

The value of adjusted R Squared is 96.7 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.11) and S.D. (0.78) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) regarding Marketers/advertisers cannot afford to miss exploiting the Convergence of Television and Print into online as the masses gradually shift to Online News”.

Table 8(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6768.93 ^a	16	423.05	697.02	0.00
Gender	1.28	1	1.28	2.12	0.14
Residence	1.26	1	1.26	2.08	0.15
Age	0.71	4	0.17	0.29	0.88
Occupation	3.12	2	1.56	2.57	0.07
Education	1.20	2	0.60	0.99	0.37

Family Income (p.m.)	4.14	4	1.03	1.70	0.14
Type of Respondents	0.03	1	0.03	0.05	0.81
Error	233.06	384	0.60		
Total	7002.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.96 (Adjusted R Squared =0.96)

4.9 Attitude of Youth towards News Consumption

Table 9(A) depicts that majority of the respondents are in agreeing to with respect to the statement i.e. 53.2 percent and 36.8 percent are strongly agree and 8.8 percent are neutral and 0.5 percent respondents are disagree and only 0.8 percent respondents are strongly disagree with respect to the research statement “As the Youth’s Media consumption is getting highly skewed in favor of Online, Media Planners now most seriously look at Online News for better marketing results”.

Table 9(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	0.8	0.8
Disagree	2	0.5	1.2
Neutral	35	8.8	10.0
Agree	213	53.2	63.2
Strongly Agree	147	36.8	100.0
Total	400	100.0	

Source: Primary Data

Table 9(B) points to the affirmation of the hypothesis (H₁₇) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, age-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “As the Youth’s Media consumption is

getting highly skewed in favor of Online, Media Planners now most seriously look at Online News for better marketing results”, but there is a significant difference with respect to residence-wise and occupation-wise (p-value is less than 0.05).

The value of adjusted R Squared is 97.6 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.24) and S.D. (0.69) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) regarding As the Youth’s Media consumption is getting highly skewed in favor of Online, Media Planners now most seriously look at Online News for better marketing results”.

Table 9(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	7232.76 ^a	16	452.04	984.94	0.00
Gender	0.26	1	0.26	0.58	0.44
Residence	9.21	1	9.21	20.07	0.00*
Age	3.53	4	0.88	1.92	0.10
Occupation	3.79	2	1.90	4.13	0.01*
Education	0.21	2	0.10	0.23	0.78
Family Income (p.m.)	2.00	4	0.50	1.09	0.36
Type of Respondents	0.27	1	0.27	0.59	0.44
Error	176.23	384	0.45		
Total	7409.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.97 (Adjusted R Squared = 0.97)

4.10 Adoptability of Online News Consumption of Society

Table 10(A) depicts that most of the respondents are in agreement i.e. 54.2 percent and 24.8 percent respondents are strongly agree, 17.8 percent are neutral and 2.8 percent respondents are disagree with the statement whereas 0.05 percent respondents are strongly disagree with respect to the research statement “As the media consumption of the most-lucrative segments of society is getting highly skewed in favor of online, media planners now must seriously look at Online news for better marketing results”.

Table 10(A). Frequency Distribution

Responses	Frequency	Percent	Cumulative Percent
Strongly Disagree	2	0.5	0.5
Disagree	11	2.8	3.2
Neutral	71	17.8	21.0
Agree	217	54.2	75.2
Strongly Agree	99	24.8	100.0
Total	400	100.0	

Source: Primary Data

Table 10(B) points to the affirmation of the hypothesis (H₁₈) by majority of respondents across various categories there being no significant difference among the respondents opinion (gender-wise, residence-wise, age-wise, occupation-wise, education-wise, family income-wise and type of respondents-wise) with respect to the research statement “As the media consumption of the most-lucrative segments of society is getting highly skewed in favor of online, media planners now must seriously look at Online news for better marketing results”.

The value of adjusted R Squared is 96.6 percent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.00) and S.D. (0.76) along

with little statistical difference among respondent opinion it could be concluded that the majority of respondents across various categories validate the null hypothesis “There is no significant difference among the respondents opinion (demographic categories) regarding As the media consumption of the most-lucrative segments of society is getting highly skewed in favor of online, media planners now must seriously look at Online news for better marketing results”.

Table 10(B). Univariate Analysis

Source	Type III Sum of Square	df	Mean Square	F	Sig.
Model	6404.52 ^a	16	400.28	675.71	0.00
Gender	0.09	1	0.09	0.15	0.69
Residence	0.02	1	0.02	0.03	0.85
Age	1.85	4	0.46	0.78	0.53
Occupation	0.77	2	0.38	0.65	0.51
Education	0.30	2	0.15	0.25	0.77
Family Income (p.m.)	0.36	4	0.09	0.15	0.96
Type of Respondents	0.94	1	0.94	1.59	0.20
Error	227.47	384	0.59		
Total	6632.00	400			

Source: Primary Data * Significant at 5% level a. R Squared = 0.96 (Adjusted R Squared = 0.96)

V. FINDINGS AND SUGGESTIONS

5.1.1 Readership Differentiation and how its Effects Effective Spread-Ability of Print News vs. Online News

1. Majority of respondents across various categories (demographic categories) concur that Print News cannot be shared among hundreds of friends and contacts in real-time in sharp contrast to Online News which spreads like wildfire. Since Television and Print are largely one-way unlike the Online medium which is two-way and allows

instantaneous feedback, the latter is becoming the first choice among people with access to smart-phones and internet as they can share important and interesting posts with their friends and contacts any time of the day/night. Thus Print largely targets their audience late in the evening and early in the morning respectively but the Online medium is fast becoming the all-time favorite of the upwardly-mobile who like to keep themselves updated at all times and like to share their understanding with close friends and contacts.

Quick Dissemination/Viral-Ability of Print News vs. Online News

2. Majority of respondents across various categories (demographic categories) agree that Print News (except their online versions) cannot be made to go viral unlike Online News which takes hardly any time to spread like wildfire and become popular. One of the biggest drawbacks of Print is that they cannot be shared with friends and contacts the way the Online News can be. Even to share a particular Print News article people need the Online medium which establishes its numerous position among news media platforms and make it popular among the technology-savvy masses.

Accessibility of Unlimited Amounts of Recorded

3. Majority of respondents across various categories (demographic categories) think that access to unlimited amounts of recorded Television News (and that too without time-killing advertisements) gives online news a big edge over the former. Since the majority of premier News channels (especially in the English news segment) are available in the online domain they provide their viewers a unique opportunity to watch online whatever news articles they have missed or like to watch again which is a facility not available to Television News. Some of the viewers install

advertisement blocking software on their media devices and thus are able to watch the previous night television news debates free of any inconvenient advertisements, thus making Online News the first choice among a section of the news aficionado.

Accessibility of Unlimited Amounts of Archived

4. Majority of respondents across various categories (demographic categories) think that access to unlimited amount of archived Print News gives Online News a big edge over the former. Since the Print medium establishment also has a presence in the online space so archived old news articles is just a click away for online users, thus making physical libraries almost redundant and making the internet the ultimate library in the world.

Impact of Internet's Penetration over Print News Consumers

5. Majority of respondents across various categories (demographic categories) think that as the internet penetration in India is expanding, more and more Print News consumers are shifting to online news. With increasing penetration of internet consumers have started preferring round-the-clock freshness and constantly updating facility of Online News to the relative staleness of Print News that loses all of its appeal as the day progresses. Thus the implication for Marketers/Advertisers in times to come is profound even if the Print is able to hold on to its massive circulation figures.

Impact of Internet's Penetration over Television News Consumers

6. Majority of respondents across various categories (demographic categories) think that as internet penetration in India is expanding, more and more Television News consumers are shifting to Online News. With increasing penetration of internet all the Television News reports of any importance are

available Online and can be enjoyed anytime of the day and without the usual interruptions of advertisements thereby making online the preferred medium among a select class of the news aficionado.

Marketers/Advertisers cannot afford to Miss the Behemoth of a Medium

7. Majority of respondents across various categories (demographic categories) believe that Marketers/Advertisers cannot afford to miss the behemoth of a medium like Print even though the crème de la crème of society has shifted to Online News in a big way. Even though the higher strata of the society has progressed on to round-the-clock Online News a large section of educated sophisticated Indians still rely on their morning newspaper for their news updates because it is easy to carry and quite cheap in comparison to other alternatives. Since Print affords very large amount of space Advertisers/Media Planners cannot afford to neglect Print even if an increasingly-large segment of the readers have started preferring reading Online.

Effect of Convergence of Television and Print into Online

8. Majority of respondents across various categories (demographic categories) believe that Marketers/Advertisers cannot afford to miss exploiting the Convergence of Television and Print into Online as the masses gradually shift to Online News. With the advent of websites like YouTube (which hosts the programming content of all the news channels) and presence of all Print publications on the Online medium, a significant section of the audience has started preferring Online News to the overly-dramatized Television News and lacking-in-freshness Print News. Thus, the Convergence of Television and Print into Online shall have serious repercussions for Marketers/Advertisers in times to come when the Digital Divide between the Digital-Haves and

Digital-Have-Nots shall narrow down and Online becomes the default medium of the masses.

Attitude of Youth towards News Consumption

9. Majority of respondents across various categories (demographic categories) think that as the Youth's media consumption is getting highly skewed in favor of Online, Advertisers/Media Planners must now seriously look at Online News for better marketing results. Today's Youth is hard-pressed for time and wants to update himself/herself on a continuous basis and the Online medium provides him/her the independence and freedom to be always on-the-go and still be up-to-date. Thus, the shifting media preferences of the Youth shall have serious implications for Marketers/Advertisers in times to come when more Youth hop on to the internet bandwagon.

Adoptability of Online News Consumption of Society

10. Majority of respondents across various categories (demographic categories) agree that as the media consumption of the most-lucrative segments of society is getting highly skewed in favour of Online, Advertisers/Media Planners now must seriously look at Online News for better marketing results. As the crème de la crème of society has shifted lock, stock and barrel to the Online medium Advertisers/Media Planners cannot afford not to make their presence felt on the Online medium as the most promising segments of society have started spending a lion's share of their media consumption time on internet at the expense of Television and Print.

5.1.2 Suggestions

- To enhance mark value and situating, the Marketers/Advertisers (advertisers/publicists) genuinely take a stab at adjusted, fair, adroit revealing of news.
- Marketers/Advertisers (Advertisers/Advertisers) must make the best utilization of Merging of media for upgrading their image value and situating in the market.

- Marketers/Advertisers (Advertisers/Advertisers) must influence the best use of Merging of media for overhauling their picture to esteem and arranging in the market.
- Because of expanding request about new territorial news What's more corner daily paper Furthermore tumbling carriage rates, those gathering of people is profited through more terrific mixture and new networking endeavor. Thus marketers/advertisers ought to further bolstering make this under attention.
- As a result of extending enthusiasm of news nearby and strength print and falling carriage rates, the gathering of spectators is benefitted through more vital collection and new media try. So publicists/advertisers should assume control over this
- Merging need committed it could reasonably be expected on right the networking once smart-phones, tablets, PCs, PDAs. Presently viewers could appreciate the substance over Different manifestations i.e., Print, radio, television, films, gaming, music and so forth throughout this way, observing and stock arrangement of all instrumentation may be enhance. On the go with those help of Different applications (Applications). In this way networking organizations ought further bolstering to achieve those Massenet Eventually Tom's perusing Different networking provisions.

VI. CONCLUSION

News in India is eons away from becoming transactional. News, even in its earlier two avatars: print and broadcast is served free or almost free to the consumer even when competition is limited to a few top brands per city. So, it is not difficult to foresee that the news consumer pampered over four decades of content-giveaways - will be loath to giving up their 'right' to free content in a hurry. As revolutionary a

medium as digital is, it still is not revolutionary enough to command a price for its content.

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