

Impact of changing pattern of Media on Marketing

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Abstract

Media is a vehicle by which message is made known to the public. In other words one can say that Media is a means by which communication message are transmitted at the market level so that desired goals can be achieved. Media scene in India as well as global level has changed. In fact it is changing overtime, on one hand newer media are emerging and affecting others on the other hand media habits of consumers have changed rapidly. It was only around very early seventies that one began to witness changes in the scene. These changes introduced through technology, grafting both in print and electronics on one hand expanded the reach of media, on the other, provided multiple options to the audiences. It was for the first time that the audience was getting segmented by titles introduced. New markets were opening up and a large number of people were coming under media exposure. Presently technological development has revolutionized the media scene at the global level, India is not an exception, tradition media such as radio, cinema, television, newspaper, magazine, billboards are gradually being replaced by the newer media such as interactive media, for example internet, websites, cell phone, compact disc, digital video, digital television, e-book, mini desk and many other interactive media. In fact the trend of media marketing has changed. Today Advertisers are more interested in customized and target oriented media. This requires a fresh reach into the area of media marketing.

Key Elements: Social Media, Advertising, Campaign, Goal achievement, Business

Introduction:

The word Media is plural of word Medium. It is a vehicle by which message is made known to the public. In other words one can say that Media is a means by which communication message are transmitted at the market level so that desired goals can be achieved. It is one of the important elements of advertising campaign planning. Media scene in India as well as global level has changed. In fact it is changing overtime, on one hand newer media are emerging and affecting others on the other hand media habits of consumers have changed rapidly. It was only around very early seventies that one began to witness changes in the scene. These changes introduced through technology, grafting both in print and electronics on one hand expanded the reach of media, on the other, provided multiple options to the audiences.

It was for the first time that the audience was getting segmented by titles introduced. New markets were opening up and a large no. of people were coming under media exposure. Another interesting facts were the development of new relationship between audience and media, between different types of people and televisions between teenagers and radio, between women and Vividh Bharti, .Television, radio, newspaper, magazines, and internet has become obsession with the vast majority. In the early nineties the introduction of cable television and satellite

transmission rapidly introduced tremendous conditions competition and excitement. By the end of eighties all the ingredients necessary for the introduction of marketing and strategic approach for media marketing were in place.

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Advertising media takes up most of the advertising budgets of all the rupees spent on advertising around 80-85 % goes for purchasing media time and space. All the people working in Advertising around 70 % works in advertising media. So advertising media marketing accounts for most of advertising budgets and therefore worthy of researcher's attention and interest. Faulty media marketing may damage the reputation of well established corporate marketing. Right media marketing helps the organization to reach the right group of target consumers on right time on right place at reasonable cost. A poor media marketing plan sabotages an entire Ad campaign. It is critical to the success of the brand. Good media marketing certainly increases the efficiency. It is essential to have perfect match between the media and the viewers at reasonable cost. It is for this purpose, this study was taken up to identify the most suitable media marketing trend that can have a perfect match with the viewers of global age. However the changes in the new media environment creates a series of tensions in the concept of " Public sphere", according to Ingrid Volker, "Public sphere is defined as "a process through which public communication becomes restructured and partly disembodied from national , political and cultural institutions.

Reasons for changing pattern of media marketing:

The move towards integrated marketing communication is one of the most significant marketing development s that occurred during the 1990s, and the shift towards this approach is continuing as we begin the new century. The IMC (Integrated Marketing Communication) approach to marketing communications planning and strategy is being adopted by both large and small companies and has become popular among firms marketing consumer products and services as well as business –to-business marketers. There are a number of reasons why marketers are adopting the IMC approach. A fundament reason is that they understand the value of strategically integrating the various communications functions rather than having them operated autonomously. By coordinating their marketing communication efforts, companies can avoid duplication, take advantage of synergy among promotional tools, and develop more efficient and effective marketing communications programs. Advocates of IMC argue that it is one of the easiest ways for a company to maximize the return on its investment in marketing and promotion`

The move to integrated marketing communication also reflects an adaptation by marketers to a changing environment, particularly with respect to consumers, technology and media. Major

changes have occurred among consumers with respect to demographics, lifestyles media use and buying and shopping patterns. For example, cable TV and more recently digital satellite systems have vastly expanded the number of channels available to households. Some of these channels offer 24 hour shopping networks; others contain 30 - 60 minute direct response appeals known as infomercials, which look more like TV shows than Ads. Everyday more consumers are surfing the Internet's World Wide Web. Online services such as America on line and Microsoft Network provide information and entertainment as well as the opportunity to shop for and order a vast array of products and services. Marketers are responding by developing home pages on which they can advertise their products and services interactively as well as transact sales.

Even as new technologies and formats create new ways for marketers to reach consumers, they are affecting the more traditional media. Television, radio, magazines, and newspapers are becoming more fragmented and reaching smaller and more selective audiences. A recent survey of leading U.S. advertising executives on trends that will shape the industry identified the segmentation of media audiences by new media technologies as the most important development. In addition to facing the decline in audience size for many media, marketers are facing the problem of consumer's being less responsive to traditional advertising. They recognize that many consumers are turned off by advertising and tired of being bombarded with sales messages. These factors are promoting many marketers to look for alternative ways to communicate with their target audiences, such as marketing their selling messages part of popular culture. For example, marketers often hire product placement firms to get their brands to TV shows and movies. The integrated marketing communications movement is also being driven by changes in the ways companies market their pre cuts and services. A major reason for growing importance of the IMC approach is the ongoing revolution that is changing the rules of marketing and the role of the traditional advertising agency.

The rapid strength of the Internet, which is changing the very nature of how companies do business and the ways they communicate and interact with consumers. The Internet revolution is well under way and the internet audience is growing rapidly. The internet is an interactive medium that is becoming an integral part of communication strategy, and even business strategy, for many companies. The marketing revolution is affecting everyone involved in the marketing and promotional process. Companies are recognizing that they must change the ways they market and promote their products and services. They can no longer be tied to a specific communication tool (such as media advertising); rather they should be whatever contact methods offer the best way of delivering the message to their target audiences. Ad agencies continue to reposition themselves as offering more than just advertising expertise; they strive to convince their clients that they can manage all or any part of clients' integrated communication needs.

New-age media (digital media) :

Internet:

The Internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Instead of picking up a newspaper, or watching the 10 o'clock news, people can log onto the internet to get the news they want, when they want it. For example, many workers listen to the radio through the Internet while sitting at their desk. Even the education system relies on the Internet. Teachers can contact the entire class by sending one e-mail. They may have web pages where students can get another copy of the class outline or assignments. Some classes have class blogs in which students are required to post weekly, with students graded on their contributions.

Blogs (web logs) :

Blogging, too, has become a pervasive form of media. A blog is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or interactive media such as images or video. A typical blog combines text, images and other graphics, and links to other blogs, web pages, and related media. Most blogs are primarily textual, although some focus on art (art log), photographs (photo blog), sketch blog, videos, music (MP3 blog), audio (podcasting) are part of a wider network of social media. Micro blogging is another type of blogging which consists of blogs with very short posts.

Mobile:

Mobile phones were introduced in Japan in 1979 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most forms of media content were introduced on mobile phones, and today the total value of media consumed on mobile towers over that of internet content. The mobile media content includes over 8 billion dollars worth of mobile music (ringing tones, ring back tones, true tones, MP3 files, music videos, music streaming services etc.)

Print media :

Book :

A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book

Magazine :

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers. Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in color on coated paper, and are bound with a soft cover. Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Newspaper :

A newspaper is a publication containing news and information and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing.

International media and India :

It is surprising to note that there are only two sources of international News collection, Reuters from England and Associated Press (AP) from France. Every other news agency including PTI (Press Trust India) and UNI buys news from these two news sources. In India, we have four major television networks. Government controlled Door Darshan. Then we have Zee TV network operating in north. Finally Sun TV , Jaya TV network operating in south. In addition to them we have NDTV-an affiliate of MSNBC, CNN, Star, etc. A Domestic programming exactly imitates the foreign programming by indianizing the same. As liberalization and privatization dictates there should be no control over this television or internet medium by the central government. That means everyone is free to show whatever they feel fit to show irrespective of the consequences either on adults or on children.

Media vehicles and their types :

Most of the advertising budget gets spent on the media (and not the creative or production side). This is why a careful planning, negotiating and knowledge skills are very important. Expert media planners and buyers got the best out of the advertising by finding the right spaces or places for an ad campaign at the lowest cost. There are a wide variety of media available today for the advertisers to choose from. The decision depends on a lot of factors at the same time it is a very crucial decision since the success of the campaign is highly dependent on the media selection aspect.

Types of media vehicles :

Broadcast Media :

Broadcast media are quite young in comparison to the printed word. Fundamentally there are two main forms of broadcast: television and radio. Advertisers use these classes of media in order to reach mass audiences with their messages at a relatively low cost per target reach. The media gives life and energy to the advertising message which is not really possible through other media. However people are normally unable and unwilling to become actively involved in the broadcast advertising message. They can not consume the pace at which the message is seen and understood as the time is very short due to the cost aspect. The advertisers are also unable to provide excessive details and information. As a result the medium becomes more suitable for low involvement products. Advertising messages through the broadcast media use a small time

period, normally 15 or 30 or 60 seconds depending on their budget and the availability.

Narrowcasting :

The word "narrowcasting" is particularly unique to the industry of media specifically that of broadcast media. It is, according to the dictionary, the ability to "aim a radio or TV program or programming at a specific, limited audience or consumer market." The practice came to the forefront with the advent of cable television. As this specialty media has matured, narrowcasting has become a fine art. In the earlier days of Indian television, the two major networks (Doordarshans) dominated programming and sought to obtain the widest audience possible. They avoided programming content that might appeal only to a small segment of the mass population and succeeded in their goal by reaching nearly 90% (combined) of the television viewing audience on a regular basis. The networks maintained their stronghold until competition emerged through the addition of many independent stations. These competitors provided television audiences with many more viewing options. Consequently, the large numbers previously achieved through mass-oriented programming dwindled and "narrowcasting" took hold. With narrowcasting the programmer or producer assumes that only a limited number of people or a specific demographic group will be interested in the subject matter of a program. In many ways, this is the essence of cable television's programming strategy. Following the format or characteristics of specialized magazines, a cable television program or channel may emphasize one subject or a few closely related subjects. For example, music television is presented on MTV (Music Television), or Channel V, CNN (Cable News Network) offers 24-hour news coverage; ESPN (Entertainment Sports Network) boasts an all sports format; and Star TV, Zee etc, covers the family entertainment segment. Other cable channels feature programming such as shopping, comedy, science-fiction, or programs aimed at specific ethnic or gender groups highly prized by specific advertisers.

New Media:

Recent technological advances have increased the range of new media available to the advertisers to communicate with their prospects and the consumers. New media allows for far greater level of interactions between the advertiser and the receiver .The new media would include internet and short message service (SMS). New media is different from traditional media on a number of fronts, but the most important being the time that elapses between message receipt and response. With new media the advertisers can target tightly clustered audiences with well defined messages.

Internet Advertising:

The World Wide Web is a hybrid medium, which shares characteristics with mass communication as well as interpersonal communication. The medium combines the ability of the mass media to disperse a message to a wider audience with some of interpersonal communication's possibilities of feed-back and interaction. From a marketing view point, one of the implications of this is that exposure and action advertising and transactions can be integrated. Since the medium is interactive, users of the World Wide Web play a much more active role in the communication process than users of traditional mass media. Where traditional mass media

are characterized by an information push, the communication processes on the Web are driven by a basic information pull, meaning that the control balance of the communication process has shifted in favor of the user.

Changing concept of media marketing :

A notable number of experiments have undertaken to measure the comparative effectiveness of the various media as indicated by degree of retention of material, changes in audience attitude and the like. Most of the investigations in which two or more media are compared were conducted under laboratory conditions which differ markedly from the situation in which the public at large listens to or looks at the products of mass media.

How Social Media Is Changing Customer Loyalty Programs :

There is no denying the influence of social media on the way that we as human beings communicate on a daily basis. The impact of the digital age will be felt even more in the future if things continue on same path that it is currently. Not only have we been put in contact with each other like we have never been before, businesses are making the most of social media networks as well. Since the majority of people in the country are constantly on social media sites at all hours of the day, companies realized that they had a whole new market to reach. Since people are constantly updating their activity streams and current states of being, businesses are also able to update their clients and loyal customers with special discounts, offers, and marketing endeavors.

A really great thing about being able to do this is the fact that they can connect with their customers in a more timely manner. People are connected through sites like Twitter, and Face book and enjoy the intimate bond that can be formed directly with owners and managers of businesses. Social media networks open the doors to new types of customer experiences by connecting us with them when they are a few feet away from their stores. Many companies have interactive collaborations with social networks in order to bring customers special discounts and notifications of new opportunities at any given moment. Many social media networks are accessible by such devices as the I Phone, Android, and the Blackberry, which give companies a 24 hour window for advertising to the countless masses.

Final Thoughts:

When deciding between traditional and new media, it's all about finding equilibrium. For some businesses traditional media may not be the right choice and new media is. For other businesses it very well may be the opposite.

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