



Research Paper

A Study on Exposure to Print and Outdoor Media in Karnataka State

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ABSTRACT

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies, and other forms of printed journals. Print media generally refers to newspapers. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. The emergence of technological development has brought about a revolution in media industry. By its distinct role of dissemination of information and entertainment through various forms, media covered all the segments of the society and has become a part of everyday life. In a state like Karnataka where people have diversified social, economic and cultural background, the media can play an important role in bringing about the changes. The changes can take place in every aspect of an individual, family, community and society in a positive or negative direction.

The present research study has the main objective of examining the exposure of the people to the Print Media in Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents from four divisions of Karnataka State (Bangalore, Belagaum, Gulburga and Mysore) based on the Stratified Random Sampling Method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple statistical methods and presented in the form of tables and figures. The study reveals that tajority of the respondents read newspapers (70.8 per cent) and magazines (42.20 per cent) regularly. The regular reading habit is more among urban people, males, people in the age group of 20-29 years (newspapers) and 40-49 years (magazines) and people with high SES.

Keywords: Newspaper, Magazine, Print, Media

I. INTRODUCTION:

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies, and other forms of printed journals. Print media generally refers to newspapers. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. The emergence of technological development has brought about a revolution in media industry. By its distinct role of dissemination of information and entertainment through various forms, media covered all the segments of the society and has become a part of everyday life. In a state like Karnataka where people have diversified social, economic and cultural background, the media can play an important role in bringing about the changes. The changes can take place in every aspect of an individual, family, community and society in a positive or negative direction. Print is the oldest media. It is always targeted at literate people. Although the print media covers newspapers, magazines, journals and books, only the commercially available forms of print media like newspaper and magazines are taken for the study.

According to the NRS-2006², the reach of print medium (dailies and magazines combined) has increased from 216 million to 222 million over the last one year. The reach of print media has stabilised in

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urban India at 45 per cent and in rural India at 19 per cent on a much larger population base. The number of reaches in rural India (110 million) is now roughly equal to that of the urban India (112 million). Dailies continue to grow, adding 12.6 million readers from last year to reach 203.6 million. There has been a drop in magazine readers from 75 million in 2005 to 68 million in 2006 by losing 12 per cent of their reach since 2005. Over the last three years the number of readers of dailies and magazines put together has grown from 216 million to 222 million. It is a growth of almost 3 per cent over the last year. Today the average urban adult spends 44 minutes per day in reading dailies and magazines. The average reading time is 41 minutes.

II. OBJECTIVES AND RESEARCH METHODOLOGY:

The present research study has the main objective of examining the exposure of the people to the Print Media in Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents from four divisions of Karnataka State (Bangalore, Belagaum, Gulburga and Mysore) based on the Stratified Random Sampling Method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple statistical methods and presented in the form of tables and figures.

III. ANALYSIS AND INTERPRETATION:

In the present study, an attempt has been made to know the nature exposure to the different Print Media and Outdoor Media.

3.1. Exposure to Print Media: In the present study a major components of print media like newspapers and magazines are only considered for analysis. The analytical results based on various elements are presented below.

3.1.1 Regularity of the Exposure to Print Media: In the present study, an attempt has been made to analyse the reach of newspapers and magazines among people irrespective of the language, interest and purpose of reading. Therefore, the respondents who read any newspaper and magazines of their interest for any purpose in any language were asked whether they read at least once in a week. The respondents who said 'Yes' are grouped as 'regular readers' and who said 'No' are grouped as 'not regular readers'. The newspaper and magazine reading habit of people in four divisions of the study area is presented in the following table.

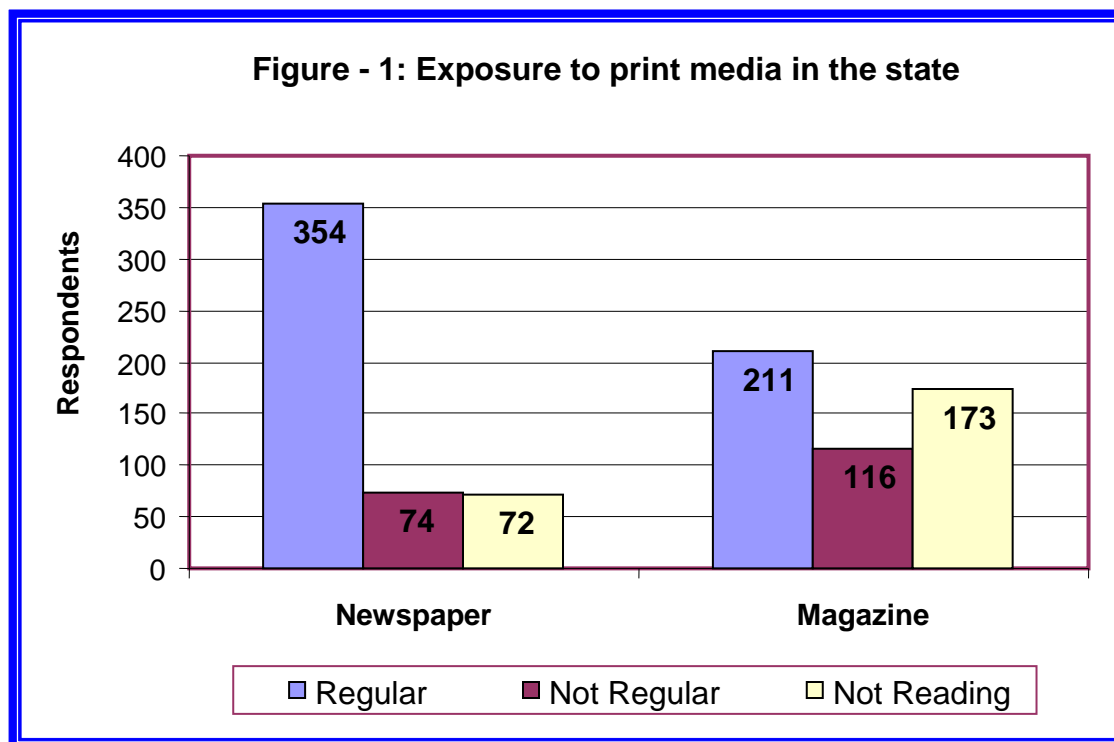
Table - 1: Division-wise exposure to Print Media

Media Exposure	Total	Of which				
		Bangalore	Belgaum	Gulburga	Mysore	
Newspaper	Regular	354	137	86	54	77
		(70.80)	(38.70)	(24.29)	(15.25)	(21.75)
	Not Regular	74	26	12	17	19
	(14.80)	(35.14)	(16.22)	(22.97)	(25.68)	
Not Reading	(72)	12	25	19	16	
	14.40	(16.67)	(34.72)	(26.39)	(22.22)	
Magazine	Regular					
	Not Regular	211	83	47	34	47
		(42.20)	(39.34)	(22.27)	(16.11)	(22.27)
Not Reading	116	52	24	16	24	
	(23.20)	(44.83)	(20.69)	(13.79)	(20.69)	
	173	40	52	40	41	
	(34.60)	(23.12)	(30.06)	(23.12)	(23.70)	
Total	500	175	123	90	112	
	(100.00)	(35.00)	(24.60)	(18.00)	(22.40)	

Source: Field Survey

Note: Figures in parentheses represent percentage

² www.nrs.com, P.1-2 (accessed on 18-11-2006).



It is observed from the above table that majority of the respondents (70.80 per cent) read newspapers regularly of which 38.70 per cent of respondents represent Bangalore division, 24.29 per cent - Belgaum, 21.75 per cent - Mysore and 15.25 per cent - Gulbarga division. It is also observed from the table that there is no wide difference between the respondents who do not read regularly and those who do not read at all.

In case of magazine, majority of the respondents read regularly (42.20 per cent) which is followed by the people who do not read at all (34.60 per cent) and who do not read regularly (23.20 per cent). Bangalore division has recorded a high in 'regular' (39.34 per cent) and 'not regular' (44.83 per cent) reading category whereas Belgaum division is the highest in 'not reading' category (30.06 per cent). It is significant to mention that respondents of Gulbarga division are less in both the 'regular' (16.11 per cent) and 'not regular' (13.79 per cent) categories of reading magazines.

In the following paragraphs, the newspaper and magazine reading habit of the people in the state, based on the geographical location, sex, age and SES of respondents, is analysed.

3.1.2 Reading Newspaper by Various Characteristics: The newspaper reading habit among people, by various characteristics, is shown in the following table.

Table –2: Reading newspapers by various characteristics

Characteristics	Reading		Not Reading	Total
	Regular	Not Regular		
Locality	Rural			
	Urban	138 (61.06)	37 (16.37)	226 (100.00)
Sex	Male	216 (78.83)	37 (13.50)	274 (100.00)
	Female	317 (79.25)	59 (14.75)	400 (100.00)
Age Group	20-29			
	30-39	80 (68.97)	17 (14.66)	116 (100.00)
	40-49	71 (65.74)	18 (16.67)	108 (100.00)
	50+	37 (59.68)	6 (9.68)	62 (100.00)
SES	Low			
	Medium	27 (27.84)	13 (13.4)	97 (100.00)
	High	181 (75.42)	47 (19.58)	240 (100.00)
Total	354 (70.80)	74 (14.80)	72 (14.40)	500 (100.00)

Source: Field Survey

Note: Figures in parentheses represent percentage

It is clear from the above table – 2 that regularity in reading newspaper is high among males (79.25 per cent), urban people (78.83 per cent), people in the age group of 20-29 years (77.57 per cent) and people with high SES (89.57 per cent). However, 22.57 per cent of rural people, 48 per cent of females, 30.65 per cent of people in the age group of 50 years and above and 58.76 per cent of people with low SES do not read newspapers.

3.1.3 Reading Magazines by Various Characteristics: The magazine reading habit of people, by various characteristics, is shown in the following table.

Table – 3: Reading magazines by various characteristics

Characteristics	Reading		Not Reading	Total	
	Regular	Not Regular			
Locality	Rural	85 (37.61)	40 (17.70)	101 (44.69)	226 (100.00)
	Urban	126 (45.99)	76 (27.74)	72 (26.28)	274 (100.00)
Sex	Male	179 (44.75)	103 (25.75)	118 (29.50)	400 (100.00)
	Female	32 (32.00)	13 (13.00)	55 (55.00)	100 (100.00)
Age Group	20-29	86 (40.19)	73 (34.11)	55 (25.70)	214 (100.00)
	30-39	51 (43.97)	26 (22.41)	39 (33.62)	116 (100.00)
	40-49	52 (48.15)	12 (11.11)	44 (40.74)	108 (100.00)
	50+	22 (35.48)	5 (8.06)	35 (56.45)	62 (100.00)
SES	Low	22 (22.68)	7 (7.22)	68 (70.10)	97 (100.00)
	Medium	97 (40.42)	68 (28.33)	75 (31.25)	240 (100.00)
	High	92 (56.44)	41 (25.15)	30 (18.40)	163 (100.00)
Total	211 (42.20)	116 (23.20)	173 (34.60)	500 (100.00)	

Source: Field Survey

Note: Figures in parentheses represent percentage

Table-3 exhibits that the habit of reading magazine is almost similar to the newspaper reading habit with some variation in percentage. 45.99 per cent of urban people, 44.75 per cent of males, 48.15 per cent of people in 40-49 years of age group and 56.44 per cent people with high SES are high in 'regular reading' of magazines. 'Not reading' habit of magazines is high among 44.69 per cent of rural people, 55 per cent of females, 56.45 per cent of people in the age group of 50 years and above and 70.10 per cent of people with low SES.

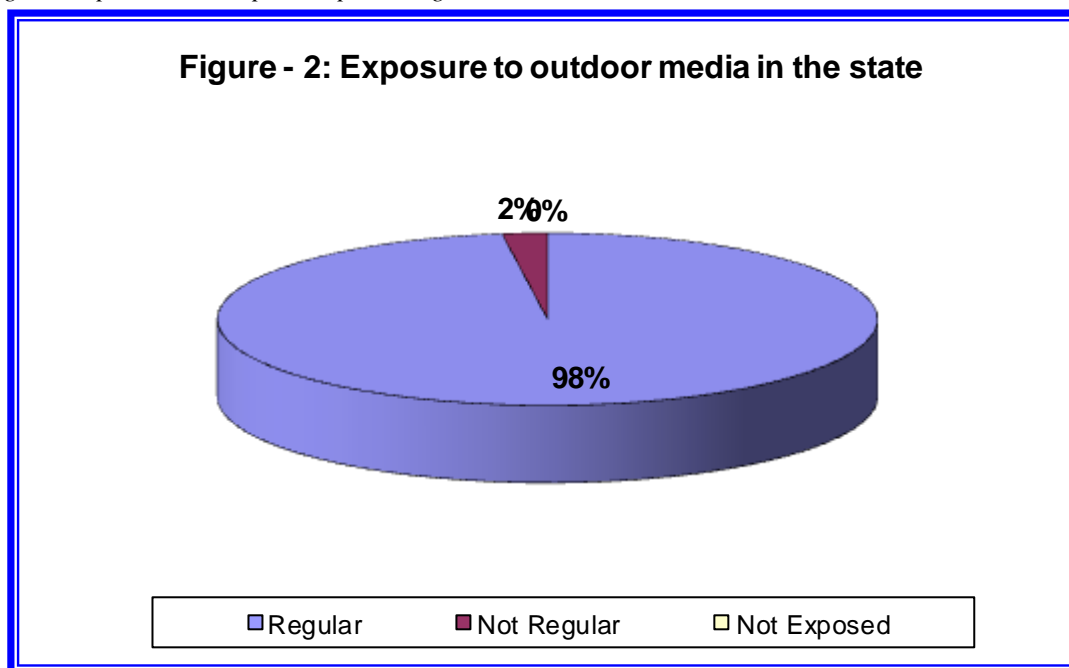
3.2 Exposure to Outdoor Media: The outdoor media is most powerful and attractive. It is always targeted at the people non-selectively. The various forms of outdoor media includes hoardings, billboards, balloons, road dividers, road railings, dispensers, traffic consoles, neon sign, glow signs and transit advertising. In the present study, people were asked whether any form of outdoor media dragged their attention at least once in the past one week. The intention was to group the respondents into 'regular exposed', 'not regular exposed' and 'never exposed' category. The following table describes the division-wise exposing behaviour of people towards outdoor media.

Table - 4: Division-wise exposure to outdoor media

Media Exposure	State Total	Of which			
		Bangalore	Belgaum	Gulbarga	Mysore
Regular	489 (97.80)	171 (34.97)	118 (24.13)	88 (18.00)	112 (22.90)
Not Regular	11 (2.20)	4 (36.36)	5 (45.45)	2 (18.18)	0 (0.00)
Not Exposed	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
Total	500 (100.00)	175 (35.00)	123 (24.60)	90 (18.00)	112 (22.40)

Source: Field Survey

Note: Figures in parentheses represent percentage



It is evident from the Table - 4 that no one is left without having exposure to outdoor media. 97.80 per cent of respondents are regularly exposed to outdoor media where only 11 respondents, representing 2.2 per cent, are not regularly exposed. It is significant to note that there is no representation from Mysore division to 'not regular exposed' and 'not exposed' categories. The exposing behaviour of people towards outdoor media by various characteristics is analysed in the Table - 5.

Table – 5: Exposure to outdoor media by various characteristics

Characteristics	Exposed		Not Exposed	Total	
	Regular	Not regular			
Locality	Rural	222 (98.23)	4 (1.77)	0 (0.00)	226 (100.00)
	Urban	267 (97.45)	7 (2.55)	0 (0.00)	274 (100.00)
Sex	Male	393 (98.25)	7 (1.75)	0 (0.00)	400 (100.00)
	Female	96 (96.00)	4 (4.00)	0 (0.00)	100 (100.00)
Age Group	20-29	207 (96.73)	7 (3.27)	0 (0.00)	214 (100.00)
	30-39	116 (100.00)	0 (0.00)	0 (0.00)	116 (100.00)
	40-49	107 (99.07)	1 (0.93)	0 (0.00)	108 (100.00)
	50+	59 (95.16)	3 (4.84)	0 (0.00)	62 (100.00)
	SES	Low	93 (95.88)	4 (4.12)	0 (0.00)
	Medium	237 (98.75)	3 (1.25)	0 (0.00)	240 (100.00)
	High	159 (97.55)	4 (2.45)	0 (0.00)	163 (100.00)
Total		489 (97.80)	11 (2.20)	0 (0.00)	500 (100.00)

Source: Field Survey

Note: Figures in parentheses represent percentage

It is observed from the above table that the regular exposure to outdoor media is much high among all the segments of people. However, although not significant, not regular exposure is high among segments of people like urban, females, 50 years and above and low SES.

IV. FINDINGS AND CONCLUSION:

The major finding of the study is that the majority of the respondents read newspapers (70.8 per cent) and magazines (42.20 per cent) regularly. The regular reading habit is more among urban people, males, people in the age group of 20-29 years (newspapers) and 40-49 years (magazines) and people with high SES. As far as outdoor media is concerned, No respondent has been left without having exposure to outdoor media where 97.8 per cent and 2.2 per cent of respondents have regular and not regular exposure. In conclusion, print media continues to hold a significant place in the diverse landscape of media consumption due to its tactile experience, credibility, and targeted approach. In a time when technological advancements rule, print media not only survives but also thrives by embracing digital integration and sustainability initiatives. The coexistence of print and digital platforms exemplifies the resilience and evolution of an industry committed to delivering information that resonates with diverse audiences.

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