

IMPACT OF ADVERTISING AND MARKETING IN PRINT MEDIA DUE TO COVID 19 OUTBREAKS

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ABSTRACT

COVID 19 has put a full stop on the rushing business and lifestyle of the people around the globe. And in the time of digital world it has left a huge burning impact on the Print Media Industry. With already ongoing hurdles of technological advancement it was becoming very hard to survive and then came this hard-hitting pandemic. This research paper talks about the downfall of the Print Media and its advertising and marketing activities during the Covid 19 outbreak. Secondly, it considers other factors then the virus spread, third it analyses the whole situation, fourth it brings down the points which can be worked upon to make Print Media and the promotional activities in it function back normally.

INTRODUCTION

The global pandemic COVID 19 outbreak resulted due to a virus from China believed to be coming from a bat and infected people in number of countries which includes India. Companies are glancing towards redefining their strategies and also did a rethink to attach appropriate returns through smart moves in various sectors and industries in which one such industry is of PRINT MEDIA. Advertising expenditure in India was expected to increase upto 10.7% year-on-year to ₹91,641 crore in 2020. (Tewari, 2020) . The general reports in the newspapers enabled the governments to plug the loopholes and provide suggestions to the common people in this period of crisis. It has also helped in encouraging hygienic habits among people. Likewise, even at present time in the digital age, The Print Media is playing a well built role in

creating awareness the world from the epidemic of Corona virus (COVID-19), which is quickly taking over the world. Due to the lockdown on industrial work, newspapers are not getting sufficient advertisements, so number of pages have been reduced in most newspapers, despite that, special pages are being published on the Corona to update people about this outbreak.

Media is said to be one of the most powerful source of information provider to the audience. It is a medium through which vast number of people can be made aware, informed about anything. (Kaur, 2011). It is given explicit freedom in the First Amendment of the Bill of Rights. Print media is one of the most trusted media for providing the information as the news cannot be easily window dressed. There are many types of print media like newspapers, journals, research papers, books, pamphlets, magazines etc. "People everywhere confuse what they read in newspapers with news." ~ A. J. Liebling. Basically every news provided is not necessarily being news. Some of it are mere rumours, information to not to rely on etc. Print media holds various importances in our lives some of them are:

- It is tangible
- It is credible
- Helps in establishing brands
- Helps reaching the target market (01, 2012)

It comes with disadvantages of being a bit expensive, time consuming.

Impact of advertising and marketing in print media holds a crucial value in the market for both the print media agency and the brands. It not only enhances the brands name but also helps them to reach their growth to their target customers and increased company profit. Print media on the other hand does it for monetary

benefits as it helps the print media firm to grow more economically. (LaMarco, 2019)

COVID 19 is extremely communicable virus it transfers from a person to person without knowing any of them. COVID 19 came up during December 2019 in a city named Wuhan in China. Few people who visited the market started showing symptoms of a kind of growing viral by the latest corona virus. To prevent the spread the global leaders decided to put a lockdown which means shutting down all the services except those of essential items and services. (Lauren M. Sauer, 2020)

Thus, the present study will try to explore the advertising agency's point of view of pandemic as well as its upcoming impact on various industries and its subsequent fallouts in the industry. The following paper will have an overview of the literature review of the major paper involved with the promotional activities in pandemic and print industry. The next section provides a brief literature review of the key papers dealing with advertising in print media and pandemic even though there are very rare of them, some excerpts of the news articles will be more emphasised on. This will go along with the methodology and the data analysis.

2. LITERATURE REVIEW

The ongoing scenario of the deadly pandemic is leading firms to cut back their expenditures which obviously include advertising and marketing activities in Print Media. Given the situation, there have been hardly any papers that have discussed the effects of COVID 19 or any pandemic on advertising and marketing from an actual perspective.

According to various industry sources, the move of lockdown to avoid the spread of virus has strike the print media newspaper industry hard with ads and promotional activities sales got

devastated since the setback emerged. On the other hand, PM Modi exclaimed print media holds a major amount of reliability also playing a pivotal act in spreading consciousness awareness regarding the COVID-19 breakout at the national and regional levels. (Dutta, 2020) The following studies give an idea of the spread and its impact on the print media and the advertisements and marketing in it.

2.1 Impact of advertising on sales during the pandemic

70% of the brands believe that they might decrease the spending on advertisement in 2020. A survey was carried out earlier, before the end of March; the concerns of the current ongoing situation were clearly obvious to our respondents. 69% of them have said that there is either a high or possible likelihood that they would be cutting short on their advertising and marketing activities spend this year.

2.2 Impact of Advertising on profitability during pandemic

65% of respondents caught the sight of a reduction in revenue during March; When there was still a week to go in March at the time of our survey, 65% of our respondents said that their companies were already outlining a prominent decline in revenue. Most of the outstanding firms belong to FMCG industries or regions which are yet to experience the worst effects of the corona virus.

3. RESEARCH METHODOLOGY

Research methodology is a procedure including a multiple set of tasks which needs to be executed. They're presented genuinely in a chronology of setting up for regulating a testing or research. In order to complete the research work one activity after another is performed. The research

methodology section provides the reader with the information to critically evaluate a study's overall validity and reliability. (essays, 2020)

3.1 Research Strategy

As mentioned earlier in this report, there are hardly any other research papers written on a topic like this i.e., COVID 19. So the data had been handpicked from the trusted sources of internet, blogs, newspaper articles etc. Being handpicked from the various print media sources the data becomes secondary automatically. A very vital role in the statistical analysis is gathering data from various sources. Primary and Secondary Data in research are the two methods to gather information from various sources, under which come various other sub-methods. (Douglas, 2015) (ajayi, 2017).

3.2 Qualitative and Quantitative Techniques as Research Methodology

Qualitative data develops a defined and a generous data depending on the behaviour of a certain group of people or any taken sample. Its general characteristic, which also includes its basic difference with quantitative research, is that it gives a comprehensive explanation and analysis of a research subject, without limiting the scope of the research and nature of the participant's responses. (Collis and Hussey 2003)

However, the strength of qualitative research is vitally based on the abilities and skills of researcher, the aftermath may not be perceived as reliable, because they mostly come from researcher's own point of view interpretation and judgements. Since it is more appropriate for small samples, also it is risky for the results of qualitative research to be considered as reflecting the opinions of a wider population (Bell, 2005)

3.3 Data Collection and Methods

In this research paper secondary data is used. The data was picked from the several trusted sources available viz, Internet, blogs, newspaper, research papers, journals, articles etc. The data from a secondary source set is typically already cleansed and stored in an electronic format, so the researcher can spend time on analysing the data instead of investing the time in having to prepare the data for analysis

3.4 Research Objectives

- Analysing the impact on the print media's advertising and marketing culture due to the pandemic by the end of 2020
- A study into the print media sector's viewpoint of pandemic and its subsequent fallouts of advertising in the industry
- Strategy Formation by Print Media due to problem caused by the pandemic

4. DATA ANALYSIS

Here in this report, the sole light of guiding was the three research objective questions. As mentioned earlier in the report, absence of the adequate information was hard to find. Since there were not any studies in this area of research and research methodology, there was no chance of using or referring to the prior data. According to the sources, last week's critical depletion in global financial markets might seem to indicate that the world economy is on a path to recession. (Philip Carlsson-Szlezak, 2020). As per the gathered data in the research methodology the economy is going to hit very low since last recession globally. Print media on the other hand.

4.1 Decreasing size of newspaper

The rumors of newspapers being a bearer of COVID-19 all around, was shrugged off by the World Health Organisation (WHO) as they recently confirmed that newspapers are safe to read in the present scenario i.e., during this pandemic (Shilpa, 2020). Due to the reduction in the number of promotional activities and ads, numbers of eminent newspapers have rigorously reduced their size of the whole set of the newspaper. Say for, the Delhi issue of *Hindustan Times*, which used to be 20 pages before the virus spread now incorporates only 14 pages.

The newspaper *Express* has begin to give out PDF edition of their everyday papers to the people associated with the International Association of Advertising (IAA – India Chapter) as a new innovative step during the outbreak. The prints are suffering a lot due to the lack of ads, promotional activities, the main attention is to be drawn towards the face value of the production of a print is much as Rs. 20-22 which is majorly being affected by the lack of various marketing activities.

“The promotional activities, like those of, say Reliance, have stopped dropping in their ads as there are no footfalls present in the stores,” the source added.

4.2 Unemployability because of digitization

Various research papers throughout the past 20 years, have denied the fact that forecasters predicted that the advertisement income is on the edge of disappearing. Instead, it surprisingly lasted well enough to sustain newspapers, even though its downfall has necessitated severe cuts to editorial budgets and a consequent diminution in the quality and quantity of content. For past two decades, research papers have been refuting the prediction of depression, looks like, and this pandemic is most likely to get most of the titles

or say many brands of the newspapers off the market. (anonymous, 2020).

Shifts in media consumption habits, supply chains, are being affected by the Corona virus in a big way. There's concern all over the shortage of goods and its manufacturing that takes place in China is being put a ban on and economic volatility (Talbot, 2020)

4.3 Marketing Strategy for Print Media in COVID 19

The good fact here is that we're amazingly adaptable as human beings and especially as print and graphics providers. The Great Recession did teach us a few valuable lessons that guided our comeback then and can serve as a playbook now as well. The transition from print-only to print and marketing services providers opened new sales opportunities for those who could re-imagine or renovate their businesses. At Alliance Franchise Brands, it was one factor that led us to invest heavily in technology. By automating operational processes, it frees up our franchise owners to spend more time building customer relationships as solutions providers (e.g., consultative versus transactional sales strategy).

5. Findings

5.1 Prioritize Current Customers

As we know, it costs more to find new customers than to retain the ones you already have. The reality is that some of your best customers may be unable to buy right now or spend what they generally would. This time needs to be utilized to strengthen the ties by offering sound advice. Business relationships are mainly built on trust, dependability and fairness. The payout may come a little later than you would expect, but it is more likely to manifest in long-term loyalty. For most business types, the make-up of their marketing and allocation of marketing dollars is

likely to reinvent in the coming months. Organizations that have relied heavily on live events may be reassigning that budget to online meetings or re-vamping up other channels, like direct mail. Be a resource that can adjust and it will maintain the value provide.

5.2 Managing Own Marketing

If a company and their team have the capacity, revisit your marketing strategies and materials. Still holding onto old brochures, outdated catalogs, or inconsistent logo usage and branding that have meant to revise but couldn't find the time? Chances are, you have it now than any other day. An inventory and prioritize can be done. Spend time cleansing the customer data, as well, to save money and reduce waste later.

Any adaptation that has been made now in the business marketing should be tracked so that the company can go back to prior tactics, when needed. For example, if the web marketing budget or campaign keywords have changed to address the current landscape, be ready to re-adjust down the road.

Perhaps now, more than ever, there might be an opportunity to cross-train your employees in all facets of any organization, including the marketing.

5.3 Be More Aware of Messaging

Just a word of attention: Whenever in doubt, choose extra sensitivity in sales conversations and marketing messages with expressions. Emotions are running high, and it can't be made sure if people will unintentionally hit a hot button with language that would have been entirely appropriate three months ago. Why risk it? Care and compassion never go out of style.

A softer selling approach may be in order as we navigate this "new normal." If a person hasn't developed formal buyer personas, do it now. It will help a person define their customers' pain points – they may have changed – so that a person can tailor his/her sales conversations and marketing messages accordingly.

5.4 Look for Partnerships

The similarly connected ecosystem of a local business community is never more evident than during economic challenges. Small businesses need to stand together and find ways to support their neighbors.

A network of like-minded professionals is built-in for our franchise owners. If we don't have that, we need to seek support from the professional networks. This stuff is hard; there's no reason to go it alone.

5.5 Prepare for the Post-Pandemic

Conducting business face-to-face may be a long way off. Do you offer online ordering? There is no time like the present to make your business more valuable by removing barriers to working with you. And diversifying your services to enable cross-selling, like adding promotional products or branded apparel, will allow you to deliver more solutions to your existing and prospective clients.

Be creative. Be nimble. And be ready to ramp up. While it may not return to "business as usual" any time soon or ever, take that as a positive call to action. If we meet today's challenges head-on, we will be better positioned on the other side. (Eng., 2020).

6. CONCLUSION

In this time of pandemic situation, business should focus more on serving their existing and loyal customers in order to come out safe and strong through this time which is also a huge economic crisis. Print Media should focus more on hygiene factors, going digital and post pandemic activities in order to survive the time where most of the print houses are going shut.

The research study can and will be expanded with further data being available after we get through this drastic situation.

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