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DESCRIPTIVE ANALYSIS OF SOCIAL NETWORK ADVERTISEMENT AND PRINT MEDIA ADVERTISEMENT IN PAKISTAN

Abstract

Newly organized companies can use it free of cost. If someone starting a new business of small level of business then he can use it because it is free of cost or at a very low price. A company can make its own page on facebook and share it with its users. If someone like it then he or she can share it also. So the ad can reach to the maximum audience or users. It is necessary because a company who can't bear the expenses of advertising it can use this medium for advertising. Because it is free of cost or at available at very low price for its users and any one can place his ad on social networks. You only need your id in such networks.

With the passage of time all the companies or organization will start using social networks because they want to save their time and money. After some year everyone will become too much busy so that people want to buy things online. They will never have time to go out and purchase things. So the usage of social networks is increasing day by day.

The purpose of this study is to know the effectiveness of different advertising mediums in general public. To forecast about overcoming media platforms on each other.To determine the percentage of people likelihood of ads appearing in multi advertising platform.To observe the life cycle of a special media and its popularity.

To analyze the factors of popularity of social network advertising and disappearing factor of print media. Population of this study is Gujrat city and survey method is used for this study.

Keywords: Advertising Platform, Social Network,Print Media, Facebook, Maximum Users

1. Introduction

New created advertising network, MySpace, tweeter, likedin and Facebook give marketers
and business owners of fastest and modest means, access to targeted advertising and display their ad. The self-created advertising pages (e.g on facebook) work as a platform. They allow small business owners, brands and professionals to connect with specific user groups which based upon their own interests available on their profile and their behavior on the social network (facebook, linkedin etc).

Ads on social networks are on international level. Social networks users can see your advertising from all over the world. They can order the things online. On the other hand advertising of print media are not international. It is based on local level or national level advertising.

The importance of the World Wide Web as an advertising medium has been quickly gaining importance and interest in recent years. It has recently been suggested by (Ducoffe, Sandler, and Secunda, 1996) "continuing developments in the area of new media technology represent the most important influence on the future of the advertising industry over the next 10 to 15 years." The access use of the internet and the World Wide Web in recent years supports this concept of Ducoffe, Sandler, and Secunda." This growth is of particular significance to the advertising industry as advertising Websites have rapidly increase on the internet" said by Hoffman, Novak, and Chatterjee, in 1995.

Newspaper Advertisements

Newspaper Advertisement can be seen as a good advertising medium from very early days by ancient people drawn from different parts of the world. With the invention of the printing press in 1440 by Johannes Gutenberg

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who was a German Goldsmith, merchants were able to copy advertisements for their business according to their needs. By the late 19th and early 20th centuries, newsprint advertising had become the primary means for companies, organizations, businessmen merchants and agencies to communicate their sales and promote their products or services to the consumers. This was mainly through different types of print media such as newspapers, magazines, fliers, posters, and billboards (Walker, 2010).

After the invention of printing press, advertisements became a common thing and need for the advertisers and companies, businessmen etc they want to place their advertisements in weekly newspapers and periodical journals. The main items for such advertisements are new machines, inventions and other print publications of the that era. The first newsprint which offers advertising space for sale was the French publication La Presse in 1836. This was the newsprint which sold more cheaply, hence recorded increased readership and profitability. This act inspired other newspapers and magazines of all over the world to suit in this advertising strategy. In the modern newsprint, advertising designers are able to visualize highly creative advertising through digital image in order to make the most famous market impact (Walker, 2010).

Newspapers have conventionally played a very important role in the advertisement of goods and services. Because it's main characteristics is the wide readership and circulation of newspaper. Newspaper can easily purchasable from the nearest shop, stationary or from a newspaper seller on the road. The readership of the newspaper also useful for all ages, sexes, and social classes because newspaper publishers normally publish articles that would be useful to all these category of persons in one different way. Newspapers have for long dominated the advertisement medium due to its low costs as compared to television advertisement. Newspaper comes either as print version or online or its page on facebook. Newspaper publishers have lately resorted to the other kinds of publication to meet the various demands of different readers as on social networks also (Mutter, 2010).

Newsprints still remain key advertisement medium for local, regional and national business to such a point that there is no business without advertising in a newspaper or a magazine. This is mainly important for small businesses that can't able to afford other media of advertisement. Paid newspapers have for long dominated the mass media market for advertisement as it increase the sales volumes of product or services.

Newspapers are very popular with both national level businesses and small scale dealers. This is mainly due to the fact that businesses come in three major forms namely local, regional, and national newspapers. Each newspaper is targeting different audience according to circulation (Patula Media, 2007).

Online Advertisement

The revolution in information and communication technology is good and cause of create risks for the business community, particularly from the point of view of the traditional media. Access use of internet with the help of digital devices is a risk for the print media. The technical advancement of social network advertising surpasses the print advertising in several ways. Advertising on social networks provide selection of new things to grab the attention of the audience. Many companies create their own pages on social networks. They also offer games for grab the attention of the audience. The online advertising is easily available at any time (Neuberger, bildunerth, balafce&jontha, 2007).

Advertising expenses on the social network websites are very less than the other media. For example, 1995 web expenses have been estimated as 312 millions of dollars for the web versus 18.1 billion for the print medium (Jupiter Communications, 1996). However, the surprising growth of web users in recent years, it quickly increase the sense of using social websites as an advertising medium. Many companies try to establish a presence on the social network. It is also growing proportion of all the business, institutes or company because it decreases the advertising budgets for them. After 1995 the number of advertising on social websites are increase rapidly. So I will reduce the newspaper advertising in future. (CASIE report, 1995).

The trend has been growing for buying things from advertising websites in rapidly gaining attention of youth. The creation of a brand or product page on social network websites (facebook, tweeter, linkedin etc) potentially serves as a source of information about the product. In addition, it may serve to induce awareness of a new product, to increase the number of its buyers. Attractive ads enhance the site visitors' intentions to buy the product, and consequently increase the numbers of buyers. Moreover, launching a new product, the social network website advertisers may serve to maintain the awareness and interest of the product among the audience (Fred Zufryden, 2000).

The economic problem that is a company or a business face on everyday basis is a common thing. The owners of a small business or a company try to use less money for advertising because they have light pocket. For such businessmen online advertising is very good and useful. They can use social networks as a free medium for advertisement of their product or business. Advertisement on other online advertising websites is available at very low price. Advertisers think online advertising is a competitive medium for the traditional mediums of advertisements. It gives more information about a product or a service then the print mediums. Customers can see the price of the product also on the online mediums. Because of new advance technology many companies start investments in online advertising agencies. Its great advantage is pay-per-click is very attractive for the investors. In pit the advertiser only pay when customer click on the ad otherwise he/she don't pay anything. Through online advertising the message of the advertiser reach the wide audience from all over the world (rogers,2010)

Online advertisements are very fast and provide up to date information about a product or a service. Online advertising websites work very quickly. There is no wait for updating the information about the product. Once an advertiser starts advertisement on online mediums then he/she can launch very successful online channels for advertisements. It will give quick results and online campaigns can work for long time unlike print newspaper which has one day life. Online advertisements enable a business man to use more opportunities for grabbing the attention of target audience. This can be achieved through the use of social networks that an advertiser considers relevant to the campaign. Once these pages on social networks are identified, a business can run very fast. They can offer on Google ads game and animated images on other social networks (Rogers, 2010).

2. Theoretical Foundations

Uses and gratifications have been defined by several researchers e.g, Katz, Blumer, and Gurevitch, 1974; Rosengren, Wenner, and Palmgreen, 1985; McGuire, 1974. For example, Berelson's (1959) study of newspapers suggested many motives, such as the need for information, reputation and social contact. Mendelson's (1964) study of radio suggested several types of gratifications, including forming companionship, counteracting boredom, and acquiring information. Rubin's (1981) study of television gratifications led to several typologies including relaxation, habit, entertainment, information, and escape. As audiences were presented with more and more media choices, greater research attention was directed at why audiences selected the media and content they did and the rewards they derived from them (Austin, 1989). Contemporary researchers have used the gratifications concept to study the new technologies.

Shaver (1983) conducted focus group interviews and found two major gratifications related to cable television. They were "variety" and "control over viewing." Other studies (Phillips, 1982; Waterman, 1984; Levy and Fink, 1984) on videocassettes suggested gratifications of choice, time, and mobility. Rafaeli (1986) found that users of electronic bulletin boards felt "recreation, diversion, and entertainment" as the principal motivations for use followed by "communications" and "learning what others think." Thus, user gratification research has been quite fruitful in understanding consumers' motivations and concerns.

The gratifications approach assumes an active audience. Audiences purposefully select and attend to media and content to satisfy various needs (Austin, 1989). The uses and gratifications approach has traditionally been applied to content other than advertising, such as the program type for television, etc. However, advertising is part of the mass media, its information content has utility value, and arguably it provides gratification.

Some researchers have reported a negative attitude toward advertising among consumers (Alwit and Prabhaker, 1992; Mittal, 1994; Pollay and Mittal, 1993); however, Shavitt, Lowrey, and Haefner (1998) used a large national sample and found a highly favorable attitude. They conclude more Americans like advertising than dislike it, they enjoy the advertisements they see, and most importantly they find advertising informative and useful in guiding decision making.

RQ1: Will traditional print media be diminished in future?
H1: Online advertising is the future of product advertisement

3. Method and Measures

Variables
facebook users
Dawn newspaper and facebook

Population
 Gujrat city

Sample size:
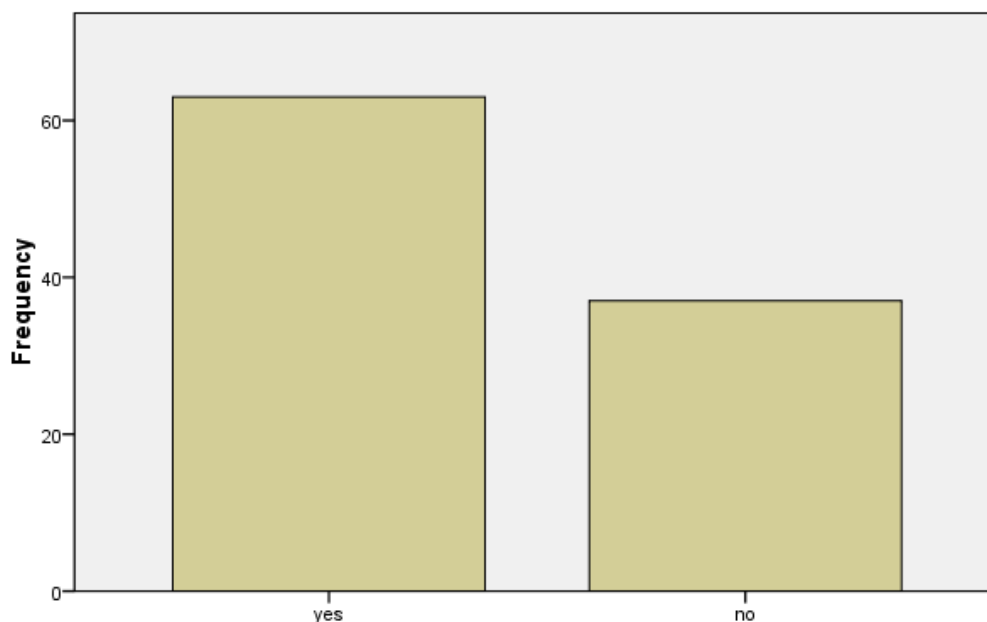 Sample size is consisted of 100 people.

Method:
 Survey method is used.
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4. Findings

Are the ads on facebook are more attractive than Dawn newspaper?

Valid	Frequency	Percent
yes	63	63.0
no	37	37.0
Total	100	100.0

Are the ads on facebook are more attractive than the dawn newspaper?


Are the ads on facebook are more attractive than the dawn newspaper?

From this figure 63% respondant think ads on facebook are more attractive trhan the ads of Dawn newspaper.

While remaining 37% respondent don't think that out of one hundred respondents. They think Dawn newspaper show more attractive ads.

Do you click ads on facebook?

Valid	Frequency	Percent
yes	81	81.0
no	19	19.0
Total	100	100.0

do you clickh ads on facebook?
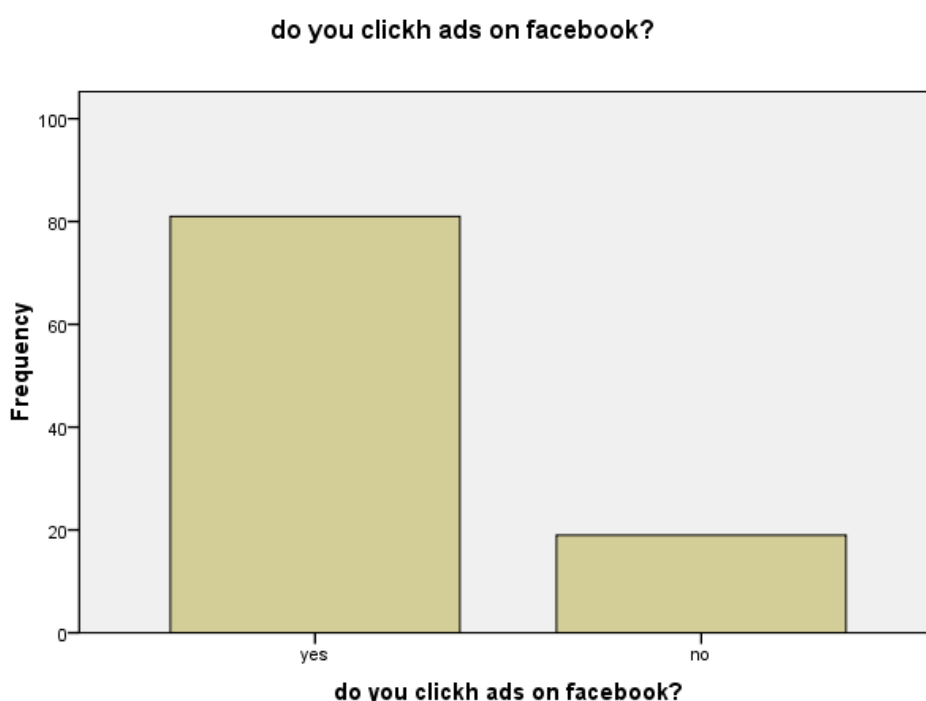
From this figure, 81% of respondent click on facebook ads while remaining 19% of respondents don't click on facebook ads. It means respondent like to click on ads on facebook.

5. Discussion
This study shows that social network websites already play an important role in attracting people to buy a product or service and this kind of online advertising is diminishing the importance of print advertising alone. As noted by many practitioners and advertisers, the habit of consumers of using such social networks is making popular of such advertising. Many advertising websites like OLX also have their page on facebook for their advertisement.

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