



Impact of Electronic Communication Media on Consumers

* Sandhya Rani ** Dr. Chhaya Shukla

* Student, College of Home Science, G.B.P.U.A& T. Pantnagar, Uttarakhand

** Associate Professor, College of Home Science, G.B.P.U.A& T. Pantnagar, Uttarakhand

ABSTRACT

Consumer opined that the influence of electronic media on their consumption pattern with respect to four different aspects namely food items, clothing, medicines, and accessories may be because of more use of television, radio, internet and mobile. Consumers use these media for the information, quick contact, entertainment, shopping and for the exposure. Hence electronic media has become more entertaining, knowledgeable, reliable and informative for the consumers. Today electronic media is a powerful source for an individual, no matter which status he belongs. This may be the desire of compressing what all is shown in media. Therefore, now-a-days consumer decision making is been heavily influenced by the electronic media.

Keywords : Communication, Electronic media, Consumers

INTRODUCTION

Rapid technological advance during past few years have changed the pace of goods and services industry. Economic integration within and across the countries, distribution, advance in telecommunication and the growth of the internet and wireless communication technologies are dramatically changing the structure and nature of consumer markets. In the last century, a revolution in telecommunications has greatly altered communication by providing new media for long distance communication. Modern communication media now allow for intense long-distance exchanges between larger numbers of people (many-to-many communication via e-mail, Internet forums, and teleportation). On the other hand, many traditional broadcast media and mass media favour one-to-many communication (television, cinema, radio, newspaper, magazines, and also facebook).

Communication has opened a new way in transfer of knowledge. The real role of communication technology is to communicate and facilitate acceptance of innovation thus assisting in the mobilization of people through the transformation of attitudes and values. Communication technology has widespread physical, structural and cultural implications for a given society. Amongst the various communication media, the mass media like internet, radio, television etc. play an important role in creating awareness, in national development etc. Radio and television is the most easiest and important medium of mass media. The message given by this can be easily and quickly understood by all the type of people (Mashelkar, 2004). Communication technologies prove that with proper support and encouragement we can bring about a directional change that can eventually benefit the humanity at large.

Electronic media particularly, television and radio, have become a significant social phenomena in every developed and developing society. They play a vital role in influencing the attitudes and behaviours of the consumers. In the age of explosion, the media of mass communication have becomes far more important than ever before. It is through the radio, television, internet and mobile, that almost every piece of crucially needed information is disseminated in society.

Media technology has made communication increasingly easier as time has passed throughout history. The internet is arguably one of the most effective tools in media for com-

munication. Tools such as e-mail, Skype, Facebook etc., have brought people closer together and created new online communities. In a large consumer-driven society, electronic media (such as television) and print media (such as news-papers) are important for distributing advertisement media. More technologically advanced societies have access to goods and services through newer media than less technologically advanced societies.

Today, students are encouraged to use media tools in school or college and are expected to have a general understanding of the various technologies available. The probable reason may be that the younger age group in today's world is most exposed to media; they are also immediate reactors and as television is a media which provides visuals along with the audio facility and has greater impact on minds of youngster as they strongly believe in what they see. As the media (medium) for the masses it helps them get information about a lot of things and also to form opinions and make judgment regarding so many issues. It is the media which keeps the people updated and informed about what's happening around them and the world. Everyone can draw something from it. Keeping this in view the present study was fabricated with the following objectives:

- ★ To find out the media use behavior of the post graduate students of G.B.Pant University of Agriculture & Technology, Pantnagar.
- ★ To identify the perception of the respondents in terms of advantages and limitation regarding media use.

METHODOLOGY

This study is mainly in descriptive in nature. This study was conducted on the female students of two colleges of G. B. Pant University of Agriculture & Technology, Pantnagar pursuing post graduation. Data for this study was gathered by primary data collection through survey. Total 60 students were taken as sample through random sampling method. The data was gathered through pre coded structured questionnaire. Analyze data was presented in terms of frequencies, percentages and charts.

FINDINGS AND DISCUSSION

The purpose of the present study was to find out the im-

fact analysis of electronic communication technology on consumers. The findings of the study were presented in following sections:

1. The background information of the respondents.
2. Media use behavior of the respondents.
3. Perception of the respondents in terms of advantages and limitations regarding media use.

Background information

All the respondents were the female students of G. B. Pant University of Agriculture & Technology pursuing post graduation.

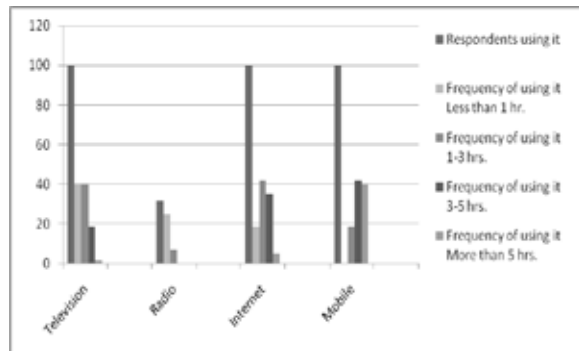
Table-1: Frequency & percentage of the respondent according to their background information

Background Information		No. of Respondents	Percentage
Income group	1. Rs.5,000/-to Rs.10,000/-	13	18.66
	2.Rs.10,000/-to Rs.15,000/-	27	45.00
	3.Rs.15,000/-& above	22	36.66
Family type	1.Nuclear family	41	68.66
	2.Joint family	19	31.66
Family size	1.2 to 4 members	26	43.33
	2.4 to 8 members	15	25.00
	3.8 members & above	19	31.66

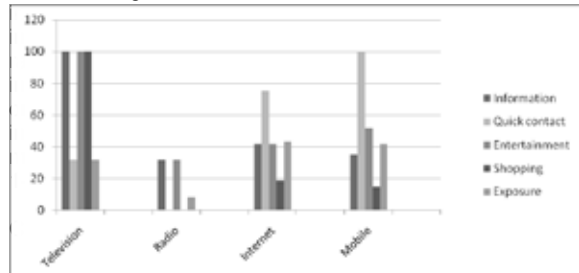
The table shows that almost half of the respondents (45%) were having the total monthly income more than Rs.10, 000-Rs 15,000, with nearly 37% of respondents having above Rs. 15,000. It is further revealed that most of the respondents (68%) belonged to the nuclear family. As far as family size is concerned, almost half of the respondents were having total family members in between 2 to 4.

Media Use Behavior of the Respondents

Chart-1: Use of electronic media and frequency of using it

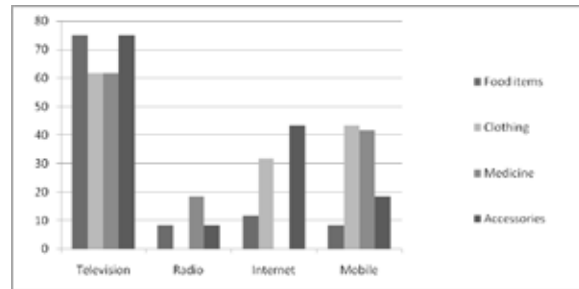


The above chart-1 shows how much time spend the respondents for using the electronic media such as television, radio,



The above chart-2 shows why respondents use the electronic media. The uses of various types of electronic media were reported as information, quick contact, entertainment, shopping and exposure. All the respondents were say that they use television for getting information, for entertainment & for getting exposure to the world. Nearly 59% of the respondents use internet to get the information followed by 41% for entertainment. Further it is revealed that all the respondents were use mobile to make quick contact with others. Only 31% of the respondents were use radio for getting information & for entertainment.

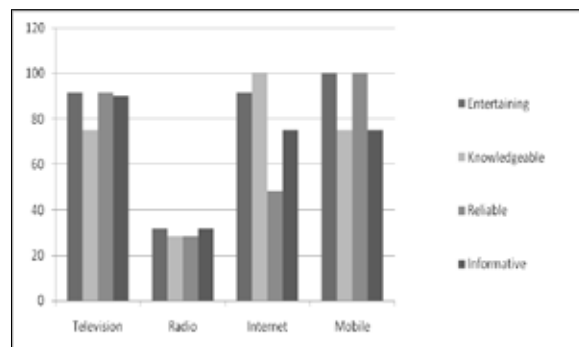
Chart-3: Use of electronic media for the specific product category



From the chart-3, we can understand the respondents' preference of purchasing different products by using electronic media. Three-fourth (75%) of the respondents was use television to buy the food items & accessories. Almost half of the respondents were use internet to buy the accessories items and use mobile to make the quick contacts with the others. It is revealed that only 18% of the respondents were use radio to get the information about medicinal products.

Perception of respondents in terms of advantages and limitations regarding media use:

Chart-4(a): Advantages of electronic media



The chart-4(a) shows that almost all of the respondents say that television is more entertaining, reliable & informative for them. Nearly 32% of the respondents say that radio is entertaining as well as reliable. All the respondents say that internet is more knowledgeable for them followed by 91% say more entertaining. All of the respondents say that mobile is more entertaining & reliable for them.

Chart-4(b): Limitations with electronic media

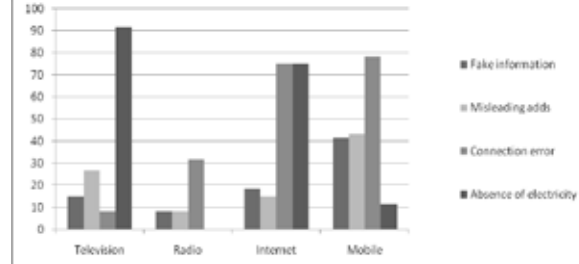


Chart-4(b) shows that almost all of the respondents (92%) say that absence of the electricity is the main limitation with the television. Three-fourth (75%) of the respondents says that connection error & absence of the electricity are the limitation with internet. About 80% of the respondents say that connection is the big problem with the mobile.

CONCLUSION

On the bases of the findings of the study it can be concluded that consumers were greatly influenced by electronic media. Consumer opined that the influence of electronic media on

their consumption pattern with respect to four different aspects namely food items, clothing, medicines, and accessories may be because of more use of television, radio, internet and mobile. Consumers use these media for the information, quick contact, entertainment, shopping and for the exposure. Hence electronic media has become more entertaining, knowledgeable, reliable and informative for the consumers. Therefore it can be say that consumer decision making is been heavily influenced by the electronic media.

REFERENCES

Mashelkar, (2004). Impact of electronic media on consumer market. Journal of communication studies. Vol. 27(2), pp.21-31.