

Impact of Socio-Economic Factors on Public Relations Practices in Print & Electronic Media

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INTRODUCTION

Public relations (PR) are the practice of managing the spread of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication. The role of public relations professionals is changing because of the shift from traditional to online media. Many PR professionals are finding it necessary to learn new skills and to examine how social media can impact a brand's reputation.

PRINT MEDIA

Print media generally refers to newspapers and magazines. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers. Print media - a medium that disseminates printed matter

- a) Medium - a means or instrumentality for storing or communicating information.
- b) Public press, press - the print media responsible for gathering and publishing news in the form of newspapers or magazines
- c) Journalism, news media - newspapers and magazines collectively
- d) Underground press - a system of clandestine printing and distribution of dissident or banned literature.

Electronic Media

Now a days electronic media has advanced due to computer generations and IT revolution. Electronic media includes radio, TV, mobile and internet. Internet has become one of the significant aspect of electronic media. It is therefore necessary to study the relationship between these various factors and find out whether there is any

significant difference on such factors with reference to variables like age, sex, educational qualification, occupation and location etc. Considering this the researcher has studied the impact of public relation practices of print and electronic media with special reference to Marathwada region of Maharashtra state.

Objectives

The present paper aims at studying the impact of socio-economic factors on public relation practices of print and electronic media. Here, the researcher aims to study the impact of the demographic factor of age, on the impact of public relation practices on various aspects of corporate goals of media such as, brand equity, social responsibility, goodwill, economic status and circulation.

Limitations

The study is limited to a sample of 800 respondents readers and viewers of print and electronic media.

Hypothesis

Socio-economic factors are significant with reference to public relation practices of print and electronic media. The various aspects of corporate performance in media like brand equity, social responsibility, goodwill, economic status and circulation are differently influenced according to the respondents of different age groups with reference to print and electronic media.

Impact of Age Factor on Public Relations Practices

Considering the demographic factor of age the researcher has asked opinions of readers and viewers of print and electronic media about the impact of public relation practices on the brand equity, social responsibility, goodwill, economic status and circulation and the results are presented in the following tables.

Impact on Brand Equity

The concept of brand equity is one of the significant factors that have a direct relationship with customer relationship practices. The researcher has analyzed opinions of different age groups about this. The results are shown in the following table.

Table No. 1 Impact of Public Relation Practices on Brand Equity According to Age Group

Sr.	Respondent Group	Print Media	%	Electronic	%	Variation	%
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1	Below 30 Yrs						
	High	37	4.63	128	16.00	-91	-11.38
	Medium	63	7.88	81	10.13	-18	-2.25
	Low	132	16.50	23	2.88	109	13.63
	Total	232	29.00	232	29.00		
2	30 to 50 Yrs						0.00
	High	122	15.25	128	16.00	-6	-0.75
	Medium	179	22.38	186	23.25	-7	-0.88
	Low	73	9.13	60	7.50	13	1.63
	Total	374	46.75	374	46.75		
3	Above 50 Yrs						
	High	126	15.75	23	2.88	103	12.88
	Medium	52	6.50	56	7.00	-4	-0.50
	Low	16	2.00	115	14.38	-99	-12.38
	Total	194	24.25	194	24.25	388	0.00
		800	100.00	800	100.00		

Source: Primary Data.

It can be observed from the above table that, out of the total number of 800 respondents 232 (29%) are in the age group of below 30 years, out of this the highest number of respondents i.e. 132 (16.50%) have opined that, the impact of public relation practices of print media on brand equity is low. Whereas, out of these highest number of respondents i.e. 128 (16%) have opined that, the impact of public relation practices of electronic media on brand equity is high.

It can also be observed that, out of the total number of 800 respondents 374 (46.75%) are in the age group of 30 to 50 years, out of this the highest number of respondents i.e. 179 (22.38%) have opined that, the impact of public relation practices of print media on brand equity is medium. Whereas, out of these highest number of respondents i.e. 186 (23.25%) have opined that, the impact

of public relation practices of electronic media on brand equity is medium. It can further be observed that, out of the total number of 800 respondents 194 (24.25%) are in the age group of above 50 years, out of this the highest number of respondents i.e. 126 (15.75%) have opined that, the impact of public relation practices of print media on brand equity is high. Whereas, out of these highest number of respondents i.e. 115 (14.38%) have opined that, the impact of public relation practices of electronic media on brand equity is low.

Impact on Social Responsibility

The concept of social responsibility is one of the significant factors that have a direct relationship with customer relationship practices. The researcher has analyzed opinions of different age groups about this. The results are shown in the following table.

Table No. 2 Impact of Public Relation Practices on Social Responsibility According to Age Group

Sr.	Respondent Group	Print Media	%	Electronic	%	Variation	%
1	Below 30 Yrs						
	High	41	5.13	132	16.50	-91	-11.38
	Medium	68	8.50	84	10.50	-16	-2.00
	Low	123	15.38	16	2.00	107	13.38
	Total	232	29.00	232	29.00		
2	30 to 50 Yrs						0.00
	High	116	14.50	119	14.88	-3	-0.38
	Medium	174	21.75	192	24.00	-18	-2.25
	Low	84	10.50	63	7.88	21	2.63
	Total	374	46.75	374	46.75		
3	Above 50 Yrs						
	High	132	16.50	28	3.50	104	13.00
	Medium	44	5.50	43	5.38	1	0.13
	Low	18	2.25	123	15.38	-105	-13.13
	Total	194	24.25	194	24.25	388	0.00
		800	100.00	800	100.00		

Source: Primary Data.

It can be observed from the above table that, out of the total number of 800 respondents 232 (29%) are in the age group of below 30 years, out of this the highest number of respondents i.e. 123 (15.38%) have opined that, the impact of public relation practices of print media on social responsibility is low. Whereas, out of these highest number of respondents i.e. 132 (16.50%) have opined that, the impact of public relation practices of electronic media on social responsibility is high.

It can also be observed that, out of the total number of 800 respondents 374 (46.75%) are in the age group of 30 to 50 years, out of this the highest number of respondents i.e. 174 (21.75%) have opined that, the impact of public relation practices of print media on social responsibility is medium. Whereas, out of these highest number of respondents i.e. 192 (24%) have opined that, the impact of public relation practices of electronic media on social responsibility is medium.

It can be further observed that, out of the total number of 800 respondents 194 (24.25%) are in the age group of above 50 years, out of this the highest number of respondents i.e. 132 (16.50%) have opined that, the impact of public relation practices of print media on social responsibility is high. Whereas, out of these highest number of respondents i.e. 123 (15.38%) have opined that, the impact of public relation practices of electronic media on social responsibility is low.

CONCLUSION

It can be concluded that, socio-economic factors are significant with reference to public relation practices of print and electronic media. The various aspects of corporate performance in media like brand equity, social responsibility, goodwill, economic status and circulation are differently influenced according to the respondents of different age groups with reference to print and electronic media.

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