

**The Threat of New Digital Media on
Print within Durban Based Companies**

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DECLARATION

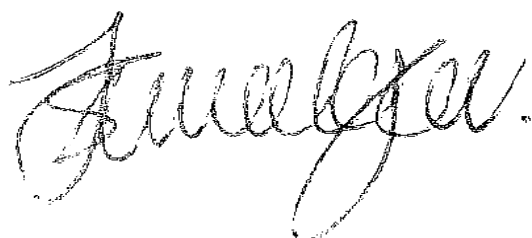
I hereby declare that the dissertation submitted for the BA Honours in Strategic Brand Communications degree for The Independent Institute of Education is my own work and has not previously been submitted to another University of Higher Education Institution for degree purposes.

I further declare that all interviews were personally conducted in an ethical manner and all data in this dissertation has been collected via secondary or primary research with the respondents approval. All work that is not owned by the researcher has been in-text referenced with a detailed reference list accompanied.

Lastly, I declare this assignment is my own work and has not been plagiarized.

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A handwritten signature in black ink, appearing to read 'J. Woolgar', written in a cursive style.

Signed: J.S. Woolgar

ABSTRACT

The dissertation studied The Threat of New Digital Media on Print within Durban Based Companies whereby findings were extrapolated from the qualitative data collection methods, being interviews and an online survey. In the past, companies predominantly relied on print media channels to communicate their message effectively to their target audiences. However, in recent times with the integration of digital a shift has occurred. A key discovery identified was that print is declining however a demise will not occur due to key variables influencing this. Instead, a holistic marketing approach should be implemented by companies, to ensure a broader coverage of all target audiences. The study was small scaled, therefore no generalisations could be made with statistical confidence, however a key contribution was made to suggest specific recommendations and suggestions for future studies based on this topic, allowing future researchers with a base of knowledge and opinion to enable strategic direction into their research.

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CHAPTER ONE: OVERVIEW TO THE RESEARCH

1.1 INTRODUCTION/ BACKGROUND AND CONTEXTUALISATION

In the past, companies relied on print to communicate messages effectively to their target audiences; However, recently with the integration of digital, a communication shift has occurred (O'Brien, 2019a). The study intended to explore the research problem concerning the threat of digital, infringing on prints role, through canvassing public and industry professional opinion. The data collected enabled a thorough analysis into whether there was a rapid decline in the utilisation of print in Durban and whether companies were taking their target audiences preferred communication channels into consideration. The study intended to analyse the research problem in order to answer the research questions.

According to Statista (2019), 61.5% of the South African population in 2019 have access to the Internet; According to Qwerty (2017), South African's Internet usage via desktop was estimated at eight hours a day and mobile device's at three hours a day, between 2016-2017; Considering these statistics, it is evident that South Africans spend a lot of time online.

Theoretical frameworks were studied, analysed and interpreted to gain an overall perspective on the communications landscape through incorporating key objectives and correlating them with the research problem.

1.2 RATIONALE

Innovation has played a huge role in the shift from print to digital modes of communication; and the emergence of digital into companies (O'Brien, 2019b). In the past, journalists conducted field research with fewer tools to craft and send a message to the public. Digital media means companies can instantaneously communicate a message to their target audiences online, becoming a threat to print, but not always for the right reasons (American University Washington, DC. 2019).

It was perceived that digital is playing an increasing threat to print (American University Washington, DC. 2019). In light of the perception it was decided to determine whether this is so and if so what can be done by print to survive.

Lastly, individuals and companies have a broad opinion that 'print has demised'; Therefore, the study intended to investigate the best practices for marketing in terms of digital versus print, to assess where their strengths lie and whether the two could operate in unison within Durban companies. The idea for the study was sparked when the researcher perceived a decline in the utilization of print. Furthermore, businesses may benefit from the findings, through developing accurate budgeting costs towards media channels.

1.3 PROBLEM STATEMENT

Print channels are utilised by South African companies, but with almost 60% of the population having access to Internet within South Africa (SA), it is evident that companies will move towards the use of digital (Mantangira, 2019). In recent years with the introduction of digital marketing, companies have begun to integrate both media channels into their communication strategies, such as Old Spice (Digital Marketing Institute, 2019).

The problem the study intended to explore was to research the perceived threat of digital, infringing on prints role, through canvassing public and industry professional opinion, within the geographic location of Durban.

1.4 RESEARCH GOAL

The aim of the research study was to canvas public and industry professional's opinions of the threat of digital on print within the geographic location of Durban; to justify whether the perceived threat of digital was infringing on prints role within Durban based companies.

1.5 PURPOSE STATEMENT

The research intended to look into whether there was a decline in the usage of print, the effectiveness of print versus digital channels and whether companies were taking their target audiences preferred channels of communication into consideration.

The research' purpose was to gain public and industry professional opinion concerning the effectiveness of print and digital channels utilised for communications, this was conducted through analysing theoretical frameworks and conducting primary research which is displayed in chapter two and four.

1.6 RESEARCH QUESTIONS

- To what extent do consumers believe print is declining?
- To what extent do industry professionals believe print is declining?
- To what extent is digital media on an ascendancy?
- Is there a need for print media within Durban companies?
- Can Print and Digital be utilised in unison?

1.7 RESEARCH OBJECTIVES

- To determine the extent to which consumers believe print is declining.
- To determine the extent to which industry professionals believe print is declining.
- To determine the extent to which digital media is on an ascendancy.
- To Determine Whether there is a Need for Print Media within Durban Companies..
- To determine if Print and Digital can be Utilised in Unison.

1.8 CHAPTER OUTLINE

Chapter one has presented an overview of the research; chapter 2 presents the literature review and the research methodology is covered in the third chapter. In chapter 4, the findings are presented and discussed whilst in chapter 5, the conclusions and recommendations are made.

1.9 CONCLUSION

Chapter one presented the research problem, namely, to explore the threat of digital, infringing on prints role, through canvassing public and industry professional opinion, with a geographic focus on Durban; alongside relevant objectives. Chapter two, discussed theoretical frameworks to lend credible findings to justify the objectives.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

Chapter two, presents theories relevant to the topic and objectives as outlined in chapter one, to contribute current and seminal sources to the research.

2.2 THEORETICAL FOUNDATION

Various theories and models are presented in relation to the objectives.

2.2.1 OBJECTIVES

2.2.1.1 ONE AND TWO

Riepl's Law is of relevance to these objectives as the studies aim is to assess whether or not traditional has been replaced with digital (Reipl's Law, (s.a)).

2.2.1.2 THREE

The New Media Environment is of importance to the study as the study is based on the comparison of print and new media.

2.2.1.3 FOUR

The Communication Accommodation theory held relevance to the objective as companies need to communicate in a way that their target audiences understand and relate to, the study has tackled this through investigating of the most effective channels today (Communication Studies, 2019).

2.2.1.4 FIVE

Marketing Myopia held relevance to the study, as it addresses the fact that companies were placing too much focus on being product centric, instead of consumer centric. The crux of the study was to assess whether or not print was declining.

2.2.2 CUSTOMER BASED BRAND EQUITY

According to Keller (1993), customer based brand equity refers to a customer's response to marketing. The theory consists of three components; Differential effect is characterised through the customers response when marketing a specific product; Brand knowledge refers to how aware the consumer is of the brand; and consumer response is derived from the consumers reaction to the marketing (Keller, 1993). Thus, if a consumer reacts in the intended way, customer based brand equity has been achieved.

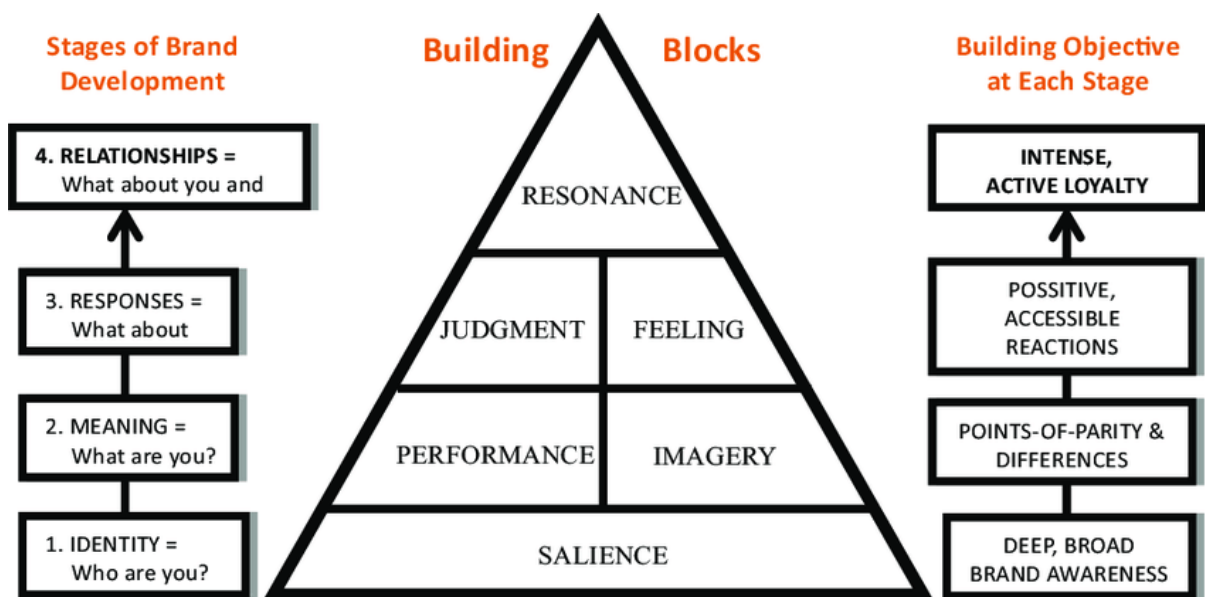


Figure 2.1

Source: Edlon Li (2019).

This model was relevant to the study as the research problem intended to discover whether or not companies had made the transition from print to digital with their target audience's communicative preferences in mind. Example: If a brand decided to move its marketing efforts towards digital, but its target audience reciprocated better with print, they would lose consumers based on the fact that they will not be communicating with them on their preferred platform.

2.2.3 THREATS TO PRINT MEDIA

The rapid development of the digital era brought with it challenges for print, such as digital being faster and not requiring lead times; However, the credibility of print has allowed it to

stay relevant. Print can however take its disadvantages and convert them into advantages, through releasing e-content, to reach various target audiences to retain readership (Beyond summits, 2019). This article is relevant to the study, as it addresses the threats to print, which were discovered in the collection of primary research.

2.2.4 DIGITALS IMPACT

Digital, is growing at a rapid pace, often leaving print behind, meaning companies may choose digital over print, due to; digital's instantaneous nature, to building relationships with audiences; and allowing companies to collect data about their audiences, resulting in improved targeting (O'Brien, 2019b). This article was of relevance to the study, as it addressed the digital impact and reasonings into why digital is a more dominant media.

2.3 LITERATURE REVIEW

2.3.1 THE NEW MEDIA ENVIRONMENT

In order to address Objective 3 of the study, which focused on determining the extent to which digital media is on the ascendancy, the New Media Environment linked, due to being a core focus.

ReportSure (2005) stated that the new media environment is a global industry which is being moulded by technologies and market forces. Print has recently been disregarded by some companies - However instead of demising, print has turned to online, therefore integrating new with old to retain target audiences (Klopper and North, 2011), Example: Newspapers becoming digital, such as the Independent Newspaper (IOL, 2019). Technology is seen as the leading force regarding the transition from old to new media, which is shaping the media industry by generating an unlimited consumer friendly centred environment for communication; The text states that by 2020, media usage and consumption will have risen to 80% (Klopper and North, 2011).

The New Media Environment is distinguishing due to the amount of data available and the rate in which it can be obtained and sent; individuals are now able to control their consumption; and organisations are able to target audiences and create an online presence

(Klopper and North, 2011). This is generated through new media platforms such as: Facebook, Twitter, LinkedIn and YouTube.



Figure 2.2 - Digital Versus Traditional Marketing

Source: Megha Shah (2019).

Table 2.1 Advantages and Disadvantages of the New Media Environment

Advantages	Disadvantages
Instant communication with target audiences (Fielding and Du Plooy-Cilliers (2014);	Once viral, it may be difficult to handle (Fielding and Du Plooy-Cilliers (2014);
Cost effective (Fielding and Du Plooy-Cilliers (2014);	Media department of a company may need to expand as communicating via new media is highly demanding, hence more money spent on staffing (Fielding and Du Plooy-Cilliers (2014);
Gain a positive competitive advantage (Fielding and Du Plooy-Cilliers (2014) and	A negative statement announced online about an organisation, will spread widely and may cause damage to the organisation if not dealt with correctly (Fielding and Du Plooy-Cilliers (2014) and
Can positively impact the image of the brand (Fielding and Du Plooy-Cilliers (2014).	Can negatively impact the image of the brand (Fielding and Du Plooy-Cilliers (2014).

Source: Fielding and Du Plooy-Cilliers (2014).

The literature is of great relevance to the study, as the study explored the impact of new media on print, therefore an understanding of the environment is essential. The crux of this research was to understand the new media environment in retrospective to its threat on print. According to Booysen (2019), the daily newspaper consumption in South Africa is down by 4% from last year, 2018, whilst 38% (22 million of the population) up 9% from 2018 have a Facebook account. Therefore proving evident that companies may be currently utilising print to reach their target audience's, however digital media is an important platform which should be integrated into their communication strategies; However not all companies will benefit from digital.

2.3.2 MARKETING MYOPIA

In order to address Objective 5 of the study, which focused on determining whether print and digital could be utilised in union, Marketing Myopia addressed this as the approach focuses on business' being more product centric than consumer centric. The crux of The study was to assess whether or not print is declining, therefore if a company started becoming more consumer-centric, they may realise there is a need for certain media's.

The cause of Marketing myopia is introduced through companies being short-sighted as opposed to being long-sighted. Marketing Myopia, a term formulated by Theodore Levitt is an approach to marketing in which the focal point is centred towards the business' needs, instead of the consumers' needs and wants (Levitt, 1999). Levitt suggests that companies need to become consumer centric to create long term relationship, as opposed to the focus being on the business (Martin, 2019). Companies need to find a balance and understand their consumers media consumption and communicative preferences to ensure the correct audiences are being reached and satisfied.

It is important for companies to understand which media's are most effective for their specific companies communication strategies and target audiences in order to survive in the competitive market (Martin, 2019). It is therefore important for companies to have a clear vision and be consumer oriented rather than product oriented (Martin, 2019). Levitt stated that in order for a company to avoid being myopic, companies need to start thinking of themselves from a perspective of not producing products or services, but instead buying consumers; Thereby creating a long term relationship with the consumer, resulting in growth creation and an increase in income generation for the company (Martin, 2019).

This theory related to the study, as the literature stresses the importance of stakeholder engagement, which is why the study attempted to investigate whether companies are involving their target audiences preferences when changing from print to digital. According to Access (2018), a large portion of consumers will recommend and attain a longer relationship with a brand for approximately five years if they have an emotional connection to the brand. Thereby, if a company acknowledges their stakeholders needs and wants, they will benefit through sustaining long term relationships and word of mouth, earned media will be positive.

2.3.3 RIEPLS LAW

To address objectives 1 and 2 of the study, which aims; to determine the extent to which consumers (1) and industry professionals (2) believe print is declining; Reipls Law is based upon the premise that no new form of media replaces the existing one (Reipl's Law, (s.a) - The objective correlated with the literature will aim to determine whether or not print is declining due to it being replaced by digital media or not.

Wolfgang Reipl, who intensely studied the evolution of media proposed a law, commonly known as 'Reipls Law' in 1913 (Reipl's Law, (s.a). The law is based upon the viewpoint that no new form of media replaces the existing one. The law was proposed in the early stages of media being introduced to consumers through the mediums of radio, cinema and recorded music - The law's primary emphasis was that an emergence of new media never makes print disappear, it merely utilizes the medium in another way. Reinforcing that new media can co-exist in unison alongside print and emerging technologies (Reipl's Law, (s.a).

The study intended to determine whether the perceived threat of digital media, was infringing on print, to the extent where it was declining in usage. Riepl's Law was of relevance to the study, as traditional media such as television, newspaper, radio and magazines (Smit, 1999) could co-exist with new media. The traditional form of newspapers co-exists today, however, new technologies such as the internet has moved newspaper online, such as the example in table 2.2 below. The study further intended to understand whether companies were accommodating for their target audiences with their new media adjustments or whether they were not considering their target audience at all.

Analysing the effect of old media with new, according to Reiphs law, the structure would be illustrated in such a way:

Print Media MERGING with New Media	
Independent Newspaper, oldest South African Newspaper, established in 1857 (Independent 2019).	The Independent Online was founded in 1999, this is when the company merged new and old, by moving online (Independent Online IOL, 2019).

Table 2.2: Example of Old Media Merging With New media

The law emphasised the fact that old media does not disappear, but co-exists alongside new media - The study intended to analyse whether Durban companies were utilising media in an effective way to reach their target audiences, therefore this literature contributed to reinforcing the result of both media's being evident and of use within Durban companies.

2.3.4 COMMUNICATION ACCOMMODATION THEORY

In order to address Objective 4 of the study, which was to determine whether there is a need for print channels within Durban companies, the Communication Accommodation Theory (CAT) linked, as the theory focuses on the fact that no single person interacts in the same manner - Thereby reiterating the research question as to whether or not companies are taking their target audiences into consideration when adjusting their communication strategies.

CAT is a component of interpersonal communication - Interpersonal communication conveys elements of character, personality, culture and social position; due to these elements, no single person interacts in the same manner (Gallois and Giles, 2015). Commonly, individuals will adjust their communication patterns dependent on the individual they are interacting with, hence someone will interact differently with friends as opposed to a stranger - the same applies to companies interacting with their target audiences, it is important to maintain a professional yet friendly manner whilst still getting the message across (Giles and Baker, 2008).

In order to gain a perspective on how companies adapt in order to construct, preserve and lessen the social gap in reciprocity, CAT plays the role of a cross-disciplinary framework

(Giles and Ogay, 2007). Since the inception of CAT, it has been revised and broadened to accommodate interpersonal and intergroup communicative changes (Giles and Ogay, 2007). The theory is comprised of distinctive attributes:

- The accommodation aspect of the theory may not always be reciprocal, as it can be one sided (Giles and Ogay, 2007). A company may practice the communicative process of accommodating their target audiences in their communications, however this may only be a one sided approach if the company communicating receives no response from the target audience;
- Companies should take into consideration that their interactions with various audiences may be based upon past contexts and situations (Giles and Ogay, 2007); and
- Companies communicating in an accommodative manner need to understand that the receiver of the message may be non-accommodative or respond to the message in the desired way (Giles and Ogay, 2007).

Derived from the name, the theory is an approach to 'accommodating' for specific audiences when 'communicating'. This theoretical framework was relevant to the study, as it related to how companies should communicate with their current and prospective target audiences and think before changing their communication strategies, through being respectful and understanding their social and cultural boundaries; however companies that are non-accommodative will render opposite effects and rather diverge customers away (Giles and Ogay, 2007).

2.3.2 LINKING THE RESEARCH PROBLEM WITH THE LITERATURE

The literature was integral to the study as it contributed towards the secondary research of the study, whereby the researcher intended to discover whether there was a correlation between print declining due to the power of digital media.

The common themes identified in the literature were:

- Print is merging with online media - no new form replaces the existing one (Reipl's Law, (s.a); and
- Media choice is target audience specific, as no single person interacts and communicates in an identical manner.

Through assessing the literature it was evident that there is a gap which fails to identify whether print is declining due to digital media's influence; Therefore the study intends to benefit the industry by contributing a body of academic knowledge to benefit companies with their communication strategies.

2.4 CONCEPTUALISATION

In relation to this research, the following concepts were extrapolated in order of prominence.

According to the Harvard Business Review (2019), Marketing Myopia, is a short-sighted focal point whereby companies place a focus on selling their products and services and disregard consumers' needs. The concept held relevance to the study as the intent was to identify whether or not companies consider their target audiences needs and preferences when acclimatizing to new communication strategies (Harvard Business Review, 2019).

The New Media Environment, comprises of interactive media in the form of online communication channels (Klopper and North, 2011). According to Klopper and North (2011) print has experienced a decline regarding advertisements. The World Digital media trends yearbook stated that consumer behaviour has shifted, implying digital is surpassing print in terms of its expansion in the market (Klopper and North, 2011).

The new media environment has the hereunder attributes;

- Wide spread of instantaneous information (Klopper and North, 2011) and
- The consumers to some extent, have power over the media (Klopper and North, 2011).

The concept held relevance to the study as the research problem intended to identify whether new media is in fact surpassing print within Durban based companies.

The concept of Traditional media channels, refers to the television, radio and print (Mo, 2019). For years, print has been effective in communicating successful messages to target audiences, however with the introduction of new media, this concept has become less prevalent (Klopper and North, 2011). The concept held relevance to the study as the research problem aimed to investigate whether or not there was still a need for print within Durban based companies as an effective form of communication to consumers.

Target audience acceptance, refers to a companies selected audience whom they intend to communicate with. According to Damico (2012) it is important for companies to understand that specific audiences will prefer to be communicated to differently. The article lent itself appropriate to the study, as it focused on how companies should 'consider the mode' and know who they are speaking to (Damico, 2012). The study confronted the idea that companies need to take their target audiences preferred means of communication into consideration when making changes to communication strategies, therefore this concept is relevant.

2.5 CONCLUSION

Chapter two, covered theoretical frameworks to the study to contribute credible secondary research to the findings in chapter 4. The theories enabled a holistic outlook into the media landscape, through placing a focus on the digital and print landscape, with an inclusion of the target audience. Chapter three which follows covers the research methodology.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 INTRODUCTION

Chapter three, presents the research methodologies relevant to the study and presents guidelines and the structure of the study as well as the primary research process.

3.2 RESEARCH PARADIGM

A research paradigm is a set of customary opinions and concord amongst professionals regarding how issues should be comprehended and confronted which are characterised through ontological, epistemological and methodological approaches (Salma Patel, 2019). The paradigm correlated with the research study is Interpretivism (Interpretivist Research Philosophy, 2019). The role of the researcher within the Interpretivist study was to comprehend, translate and demystify 'social reality' through the interpretations of various respondents through interviews and online surveys (Maree, 2016), ensuring no bias was evident in the findings.

Table 3.1: Characteristics of the Interpretivist Paradigm

Paradigm	Ontology	Epistemology	Methodology
Interpretivism	No single truth, findings are extrapolated from all respondents.	Following the ontological approach, an interpretation of the findings will further be conducted to extract meaning.	The study will utilise the following interpretivist appropriate methodologies: Grounded theory, analysis, heuristic inquiry, discourse and analysis.

Source: Salma Patel, 2019.

The researcher understood that each person is different throughout the study and all data therefore needed to be varied to enable an analysis of the study to involve various components of the problem (Research Methodology, 2019); hence acquiring a broad perspective, as opposed to a narrow perspective on the research topic to lend credible findings to the public and industry professionals.

Table 3.2: Advantages and Disadvantages of the Interpretivist Paradigm

Advantages	Disadvantages
The primary data collected is reliable and sincere increasing the authenticity of the data (Research Methodology, 2019); and	The researcher's bias (Research Methodology, 2019) and
A qualitative interpretivist study can analyse cross-cultural dissimilarity within organisations, assess ethics pitfalls and analysing various leaderships can be studied comprehensively (Research Methodology, 2019).	Primary research collected is based upon individualistic point of view, therefore the data cannot be generalized comprehensively (Research Methodology, 2019).

Source: Research Methodology, 2019.

The selected Interpretivist approach held relevance to the study, as the findings have been assessed and utilized to enable companies to relook at their communication strategies and adjust their budgets accordingly. To date, there is uncertainty as to whether or not print has been overruled by digital - The study intended to explore whether or not there was a current threat on print's consumption within Durban based companies and whether this is caused by the power of digital media taking over (Maree, 2016).

3.3 DESIGN/ CONCEPTUAL APPROACH

The study intended to explore the extent to which digital media was becoming a threat to print within Durban companies, therefore the use of a qualitative approach for the study was utilised to illicit views from industry professionals and the general public, concerning print and digital media. Due to the nature of the research design, interactive and non-interactive studies were included. The semi-structured interviews and online survey questions acted as the interactive mode of the study, whereas the desktop research carried out acted as the non-interactive mode of the study (Maree, 2016).

The findings of the study were gained through:

- Written viewpoints by canvassing the general public's perspective, collected via online surveys; and

- Verbal viewpoints by canvassing industry professionals opinions, collected via semi-structured interviews.

A qualitative approach was chosen over a quantitative or mixed methodology approach because the findings of a quantitative study would result in numerical findings collected through closed-ended questions, therefore not enabling the researcher to probe findings further (Maree, 2016).

3.4 POPULATION AND SAMPLING

3.4.1 POPULATION

The population of a research study is the larger generalized group of individuals, whereby the results of the research can be generalized to the majority, due to the findings being extracted in close proximity (Statistics Solutions, 2019). The population of the study, covered Durban based companies and the public.

It is important to note that not all companies communication strategies would be identical, due to their target audiences differing; therefore due to the scope of the study being target audience oriented, based on their individual preferences, the findings could not be generalised to the broader populace with any statistical confidence, as target audience preferences may differ which may cause companies to communicate differently dependent on their industry and target audiences.

3.4.2 SAMPLING

During the sampling stage, data saturation is crucial to ensure successful research findings (Maree, 2016). Maree (2016) stated that sample size is dependent on what you intend to uncover and data saturation is dependent on the type of study being carried out. Maree (2016) stated that 15 is the smallest acceptable sample size for a qualitative study and that for data saturation to occur, a sample size of 30 is required. However, in a previous study Maree (2016) identified that data saturation occurred after 12 interviews, therefore accurate information can be rendered after 12 interviews, however a sample size of 30 is recommended for justifiable findings.

The nature of the study can be seen in table 3.3. below. The research could not be generalised to the broader populace with any statistical confidence (Maree, 2016), due to the small sample selected.

Table 3.3: Sample Size

Industry professionals	General public (Over the age of 18)
6 participants	14 participants
Narrow scope	Broader scope
Semi-Structured Interviews	Online Survey
Mixed gender, race and religion; these factors were not stipulative of the project result.	Due to the confidential anonymous nature of the collection method, the demographics were not collected. The only information respondents were required to stipulate was their age.

No source: Based upon research specifics.

The reasoning for selecting a sample size of 6 participants for the semi-structured interviews, was due to the fact that this data collection method was time consuming and in depth data could be derived from this narrow scope of participants. Furthermore, the reasoning for the 14 online participants selection was due to the data collection method being to gain a broader varied scope of non-contacted individuals with no background of the topic.

Non-probability sampling was selected for the sampling method of the study, following a convenience sampling approach (Maree, 2016). Convenience sampling is of relevance to the study based on the premise that the sample is easily attainable, with no extensive costs occurring (Maree, 2016). The study intended to canvas public and industry professionals opinions on the threat of digital on print within Durban based companies, therefore the desired outcome of results were easily identifiable through the title of the study (Maree, 2016).

Respondents were asked to explain and justify their responses in order to ensure quality data when conducting the interviews, resulting in a meaningful collection of varied data. The

reasoning for the online survey on the public and industry professional opinions was to gain a broader scope on the topic.

3.5 DESIGN OF RESEARCH TOOL

In order to address the research title, problem statement and achieve the objectives of the research, the formulation of specific questions were created for the semi-structured interviews and online surveys to ensure valuable findings.

3.6 PILOT STUDY

A pilot study was conducted, which allowed the researcher to design accurate questions to ensure credible data was collected to contribute towards the objectives; therefore avoiding double barrelled, vague and non-emotive or leading questions. The questions were sent to two individuals with adequate experience in industry to determine the above. As a result, one question was changed, to improve clarity (Thought Co. 2019).

3.7 DATA COLLECTION METHOD(S)

The purpose of the study followed qualitative data collection methods. Primary research was conducted through online surveys and semi-structured interviews; whereby desktop research was conducted to collect secondary research as displayed in chapter two - This aspect ensured triangulation (Maree, 2016).

3.7.1 DESKTOP RESEARCH

Desktop research was the secondary research method utilised for the literature review in chapter two, whereby the researcher intended to find, review and analyse existing data either in the form of print or online (Maree, 2016). The researcher intensely analysed all written communications, which contributed towards the topic regarding the Threat of digital media on print within Durban based companies. The data was sourced through direct searches, paper searches as well as through Ebscohost whereby reports, journal articles, e-books and textbooks were utilised (Maree, 2016). This data collection method was of value to the study as it enabled the researcher to collect previous credible academic data and

opinions, to contribute towards the findings and relevant research objectives to provide a strong argument towards the topic.

3.7.2 SEMI-STRUCTURED INTERVIEWS

The researcher began by contacting the selected participants a few weeks before the interviews commenced to gain their permission to conduct interviews and to secure participants. The participants were sent a 'Vega permission to do research' letter, thereby confirming the researcher was a student at Vega with the sole focus of collecting the data for their final dissertation only, the letter served as formal peace of mind for the participant as to where their data was being shared. The researcher, a few weeks later contacted the six participants and set up interviews. Prior to commencing with each interview, participants were requested to sign a letter of consent stating they granted the researcher to audio-record and interview them. A specific place, time and date was arranged according to the participants schedules and preferred place of meeting. Commencing with the interviews the researcher asked semi-structured questions, which were further developed through probing. The data collection method was of value to the study, as the data was collected through canvassing industry professionals opinions, therefore receiving an all-rounded strong body of evidence.

Throughout the process of data collection, no issues occurred as a result of having made the interviews timeously, resulting in the process running flawlessly. Furthermore, no postponements of interviews occurred that could have delayed the progress, which was avoided through designing the study to have an extra week in case problems arised, however there were none.

3.7.3 ONLINE SURVEYS

Online surveys were conducted via survey planet to canvas the general public's perception on their preferred channels of communication and whether they believed there was still a need for print in Durban. The online surveys were distributed through a link via social media to gain a broader perspective. This data collection method was of value to the study, as it allowed the researcher to canvas public opinion on the research topic.

3.7.4 RECORDING AND TRANSCRIBING INTERVIEW DATA

This data collection method was conducted to reflect back on after the interview. With participants consent. Telephonic and laptop recording software was utilised, to ensure that in the case of missing data, a backup was available. The recording of the interview data, enabled the researcher to revise the data, ensuring all elements that could not be transcribed during the interview were retained (Maree, 2016). The data was transcribed through physically separating the data per objective and breaking down the findings into smaller parts, to extract the most relevant data readily available to contribute to the research. Direct quotations made by the participants which could stand alone as strong arguments in defending both sides of the topic regarding print either demising due to digital media force, or whether the two could work in unison were utilised. The data collection method was of value to the study, as it enabled the researcher to break down the content into digestible parts, thereby ensuring a thorough analysis of the findings was carried out.

3.7.5 TRANSLATING ONLINE SURVEY DATA

The interview data was collected via survey planet, thereafter being tabulated according to each participant and the respective objectives, leading to specific findings. This data collection method was of value to the study, as it allowed for easy extraction of direct points of parity through being in an easy to access tabulated format.

3.8 DATA ANALYSIS METHOD(S)

Thematic analysis was used for the process as a data analysis method, which enabled the researcher to identify specific patterns across the data collected (The University of Auckland, 2019).

The data was analysed through inductive data-analysis, due to the paradigm of the study being Interpretivist, therefore based upon the premise that there were multiple realities derived from the data findings (Maree, 2016). Inductive data-analysis occurs when themes appear from the data collected; themes were identified from the collected data through points of parity being identified according to the research objectives (Maree, 2016).

The use of inductive data analysis enabled the researcher to recognise the numerous realities being derived from the findings (Maree, 2016). These multiple findings contributed towards the broader scope of the research topic being addressed. The data was analysed through breaking down the findings into smaller parts, to extract the most relevant data readily available to contribute towards the study; whereby direct quotations were extracted to defend both sides of the topic.

The data findings in Chapter four are presented through quotations and condensed responses canvassing the publics and industry professional's opinions (Maree, 2016). Furthermore, grounded theory was utilised in analysing the data, based upon the premise that grounded theory is often linked to the inductive approach, as the researcher probed and analysed the data following the research (Gabriel, 2019).

3.9 CONCLUSION

Chapter three covered the research methodology in detail, whereby the type of research was addressed as well as the data collection and analysis methods stipulated into how and why the primary and secondary research was conducted. Chapter four which follows covers the findings and interpretation of the findings.

CHAPTER FOUR: FINDINGS AND INTERPRETATION OF FINDINGS

4.1 INTRODUCTION

In this chapter the data collected through online surveys and interviews has been extrapolated and presented in a logical manner. The presentation of the results is to generate a holistic understanding of the findings and contribute the data to the field of knowledge and research regarding the topic. Due to study being a small scale, the data cannot be generalised to a larger population.

4.2 PRESENTATION OF FINDINGS

Intense and well summarised data has been presented based on the research findings collected through the triangulated approach of online surveys and semi-formal interviews with the general public and industry professionals have been presented under relevant objectives.

The presentation of the online surveys were derived from a sample size of 14 respondents between the ages of 19 to 60+.

4.2.1 Objective one: To Determine the Extent to Which Consumers Believe Print is Declining.



Figure 4.1 Word Cloud

The following common themes were derived from the online surveys with the general public:

- Respondents stated they see companies using digital media more and expressed they believe companies usage of print in Durban is declining;
- Respondents stated their personal usage of print had declined in the past five years, with their usage of digital rising, due to becoming 'environmentally conscious and the ability to acquire information quicker'; and
- Respondents stated that they preferred to connect and be contacted by a company via digital media as opposed to print, as print often results in a lack of responses from companies.

This data enabled the researcher to understand the publics personal perception regarding their usage and opinions of the media's.

4.2.2 Objective two: To Determine the Extent to Which Industry Professionals Believe Print is Declining



Figure 4.2 Word Cloud

The following common themes were derived from the semi-structured interviews with industry professionals.

- Media professionals did believe that print was declining, however did not believe it was going to demise any time soon;
- Respondent F, stated 'Print is declining, but I do not think it is to the extent that people had expected it to decline, it was quite a sharp downturn and now it has plateaued, this has frustrated people though, as they were not expecting the demise to slow down'.

A common challenge facing the media professionals today with print was the 'inability to accurately measure impressions and actions' compared to digital; additionally, another challenge is the perception that 'print is dead' (respondent F).

A common element was 'educating audiences', on credible content and the fact that print has not demised. Respondents companies usage of print as an advertising medium in the past five years, has 'dramatically declined' and costs have been cut.

This data enabled the researcher to understand a more credible perspective from a media professionals point of view with experience in the industry.

4.2.3 Objective three: To Determine the Extent to Which Digital Media is on an Ascendancy



Figure 4.3 Word Cloud

To determine the extent to which digital media is on an ascendancy, the following common themes were derived from the online surveys with the general public. Respondents stated they had been using digital for 3-4 years already to connect with companies, stating they felt digital was a more powerful quicker platform for companies to utilise than print.

Furthermore, the following common themes were derived from the data collected from the semi-structured interviews conducted with industry professionals:

- The respondents stated that they believe digital media is becoming more powerful than print, due to the technological advancements; 'We live in a time where everyone wants everything now. So this is where digital comes in as you cannot get that from print' (respondent D).
- It is dependent on your market, 'you cannot generalise, there are different types of people, you get business people, then family people, people will still appreciate seeing a picture of their child in the newspaper, as print creates a sense of community' (Respondent F).

A large problem the media professionals have faced when dealing with print and digital media, is that 'the older clients and generations do not understand the strategies being put in place, whereas the younger generation gets it' (respondent C). The older generations still like the idea of paying R1000 and getting 1000 flyers, so finding those clients who are open to change can be quite difficult as the heads of large companies are usually from the older generations (respondent D). Another further problem identified is fake news (respondent B), being incredibly powerful.

Industry professionals were furthermore requested to comment on the common perceptions of the media industry, the following common themes were identified:

- People feel they are being 'spied on', there is a lack of trust in digital media. Example: People will sometimes without realizing it, like something or post something and then Google will pick up things they may be interested in, so a big problem is people not being educating enough on these platforms' (respondent D).
- 'The perception is credibility', old news contributes to the credibility of information and news – 'People need to be educated and through that, they will begin to understand where credible sources lie, which is usually in newspapers' (respondent E).

Industry professionals were furthermore asked to comment on their opinion on the overall digital media usage within companies, the following common themes were identified:

- Digital allows for results to be 'measured' (respondent C);
- 'Traditional will always have a place, think about branded packaging', however it does not allow for targeting, which is a lot better (respondent C). 'Traditional you battle with targeting, back in the day you could target selling a newspaper in La Lucia because you knew only a certain income bracket lived there, however today times have

changed and anyone can walk into a store and buy that newspaper, you do not have to be a certain earning bracket anymore' (respondent D).

- 'I do, as much as I hate to admit it, believe that traditional and digital do work well together' (respondent D).

This data enabled the researcher to understand the publics and industry professional perceptions and opinions regarding the extent to which digital media is on an ascendancy.

4.2.4 Objective four: To Determine Whether there is a Need for Traditional Print Media within Durban Companies.



Figure 4.4 Word Cloud

To determine the extent to which consumers believed print was declining, the following common themes were derived from the online surveys. Respondents stated they believe there is still a need for print in Durban, due to the following reasonings:

- It is 'more useful and gives the reader time to absorb';
- 'Print can portray emotions'; and
- 'The underprivileged rely on print more and there is a huge percentage of this in SA, data is expensive'.

Furthermore, the following common themes were derived from the semi-structured interviews conducted with industry professionals:

- Professionals were aware of print dying and often stated, 'print is definitely declining, it is not going to demise, but due to digital, it is impacting it' (Respondent E).
- Respondent F stated for print to stay alive, 'newspaper people' need to learn how to be creative, innovative and reinvent themselves.
- Respondent B, stated 'print focuses on a lower LSM bracket, so there is still a need for it here'
- Print 'should focus its attention on a hyper-local level'; 'As a society, if we allow print to die, there is a huge amount of news and information that we won't know about. Digital cannot deliver for free, good credible content requires good journalists, unless people are prepared to spend the same amount on newspaper, on online subscriptions' (respondent F).

A common theme identified throughout the responses was that print 'is target audience specific' (Respondent F).

This data enabled the researcher to understand both the public and media professionals opinions regarding the need for Durban companies to utilise print as a medium, as the professional was speaking from their own experiences with the media landscape and the public were speaking from an emotive, personal level, 'The underprivileged rely on print', providing a great contrast in opinions.

4.2.5 Objective five: To Determine if Print and Digital can be Utilised in Unison

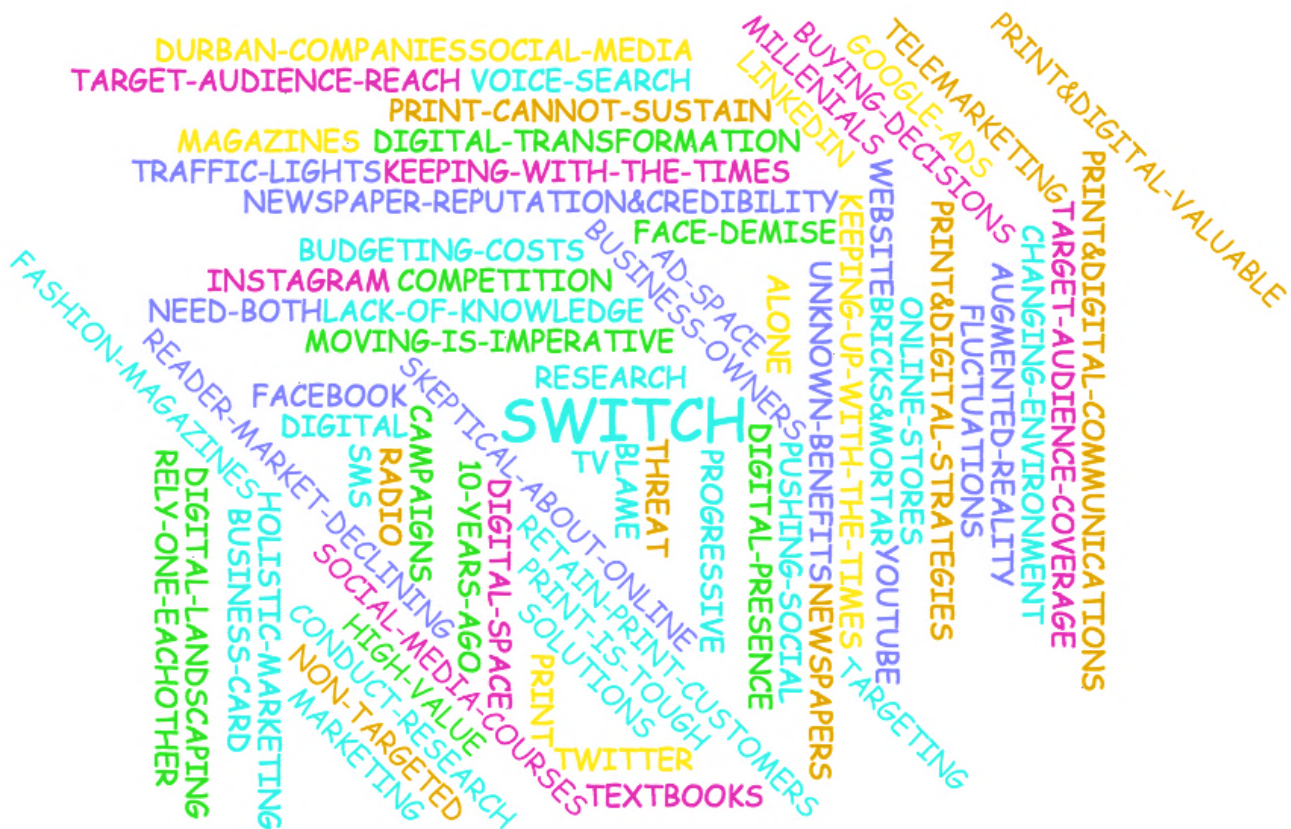


Figure 4.5 Word Cloud

To determine the extent to which consumers believed print was declining, the following common themes were derived from the online surveys. Respondents stated they believed companies should use both print and digital media platforms together, to ensure a wide coverage of information being distributed to all target audiences.

Respondents stated social media and Google Ads, are most useful for companies to contact their audiences on, with Print, SMS and telemarketing, being the least effective. Respondents stated ages 19-25 would be more likely to be receptive to using digital, whereas ages 45-60+ would be more likely to communicate utilise print.

Furthermore, the following common themes were derived from the data collected from the semi-structured interviews conducted with industry professionals. The need for print and digital to work in unison was identified as a positive point, with the following statement being made:

- Respondent B stated, 'Having both print and digital is very valuable'
- Respondent A stated, 'Yes there is a need for both, with the mix of digital landscaping in Durban, both also kind of rely on one another'
- Respondents stated the two feed off one another, and utilising the two platforms, allows you to cover both sets of audiences. Print allows you to communicate with those who are not targeted, 'I believe in a holistic approach to marketing because there is not one solution that fits all companies' (Respondent D)
- 'I don't see newspapers falling away, as they hold a reputation of credibility that you can buy' (Respondent E).

The media professionals stated they started seeing an increase in the use of digital media 2-5 years ago. Respondent E stated, 'The digital presence has been around for a long time, we have always know it is there'; 'People five years ago, did not know what SEO was, and now it is huge' (Respondent D).

To understand the switch from print to digital, the media professionals were asked whether they have either experienced or known of companies that have switched to digital without conducting any research or taking their target audiences into consideration to merely keep up with the times and the response was that,

- 'Few want to pay for research' (respondent B), however,
- Respondent (E) stated, 'I would say we are moving because it is an imperative... you need to compete otherwise you face demise. Print alone cannot continue to sustain'; as 'print is something that takes long and people want things now (respondent A).
- Media professionals stated they have noticed dramatically companies neglecting print to move to digital, 'They try and move all their strategies into a digital strategy, and sometimes it works if it's done properly with a proper company, but for those that do it willy-nilly, it tends to fall very flat' (respondent A).

This data enabled the researcher to understand whether there was still a need for both print and digital forms to be used together within Durban based companies, to be able to understand the communication strategies of today within Durban based companies.

4.5 INTERPRETATION OF FINDINGS

In relation to the findings presented above, the literature from chapter two, will furthermore be integrated to compare the findings to existent credible literature.

4.5.1 Objective One, Findings Related to Reipls Law

The literature correlating with objective one of the study, is Reipls Law which is based upon the premise that no new form of media replaces the existing one (Reipl's Law, (s.a). Objective one aimed to determine the extent to which consumers believe print is declining, therefore through the comparisons of the literature to the research, the following was identified. The findings uncovered the fact that users are more prone to using digital media to communicate, however the next following objectives, will begin to unveil how digital and print can work in unison which furthermore supports Reipls Law.

It is clear from the findings that consumers believe print is declining, which is evident through the results portrayed above stating, (1) they predominantly utilise digital media for their communications, (2) that their personal use of print had declined over the past few years and (3) that they have realised a decline in the usage of print within Durban companies; however due to the small sample size of the research, the findings cannot be generalised to the larger population due to a lack of statistical confidence.

It is important to note that these findings for this specific objective were based upon the viewpoints of the individuals personal use of media and not their interpretation of its use for companies when communicating to audiences; therefore this data cannot justify the literature and state that digital has or has not replaced digital.

Elaborated on in Chapter five, contrary to Reipls law, the findings suggest that digital is becoming increasingly used and print is declining, however industry professionals do not believe print is going to demise in South Africa anytime soon.

4.5.2 Objective Two, Findings Related to Reiphs Law

Reiphs Law as discussed above, correlated with objective two which aimed to determine the extent to which industry professionals believe print is declining, therefore gaining opinions from credible sources, of those who deal with the media's on a daily basis.

A common theme identified through the research was that, 'Print is declining, but I do not think it is to the extent that people had expected it to decline, it was quiet a sharp downturn and now it has plateaued, this has frustrated people though, as they were not expecting the demise to slow down' (respondent F). Reiphs law is based upon the premise that no new form of media replaces the existing one, this statement backs up the theory, as professionals saw a decline in print and a rise in digital and therefore presumed digital would take over print, however that did not happen, but instead print is still around, backing up the statement 'no new form of media replaced the existing one'.

Although print has not been replaced by digital, a common theme established was that costs have been cut in departments and that print has 'dramatically declined' in the past five years as a media tool used by companies. The biggest problem with individuals thinking that print has been replaced by digital, is the fact print is credible due to the research and journalists involved, however with digital anyone can post anything online, and unless the information has come from a credible source, it cannot be fully trusted.

Digital has not replaced print, but print has declined in usage, as with print you face the 'inability to accurately measure impressions and actions' compared to digital, which often makes it more difficult to sell print when the client wants to use digital to sell more products.

Therefore based upon Reiphs law, digital has not replaced print, however the decline in print has been evident.

4.5.3 Objective Three, Findings Related to The New Media Environment

The literature correlating with objective three of the study, is 'The New Media Environment', being that it is one of the core components being studied. Objective three aimed to determine the extent to which digital media is on an ascendancy, therefore the findings and literature set out to discover whether the ascendancy was evident.

Technology is seen as the leading force regarding the transition from old to new media, which is shaping the media industry (Klopper and North, 2011), the research, aimed to see if this was the case. The findings, uncovered a common theme that respondents from the public have been using digital media more over the past 3-4 years, as they feel it is more powerful and gets the message across quicker than print. Klopper and North (2011), stated that by 2020, media usage and consumption will have risen to 80%, therefore the findings further aimed to discover whether the ascendancy in the usage of digital is starting now.

The New Media environment has its advantages, such as it being instantaneous, cost effective and the fact that it can positively impact the image of the brand; However the disadvantages is that it can be tough to handle the information online when it goes viral, especially when the information is damaging to the brand (Fielding and Du Plooy-Cilliers, 2014). The advantages the media professionals identified was that digital allows for results to be 'measured' (respondent C), and that 'traditional will always have a place, think about branded packaging', however it does not allow for targeting, which is a downfall (respondent C).

It was identified that although the new media environment is successful, a common challenge media professionals face is that 'the older clients and generations do not understand the strategies being put in place, whereas the younger generation gets it' (respondent C). The older generations still like the idea of paying R1000 and getting 1000 flyers, so finding those clients who are open to change can be quite difficult as the heads of companies are usually from the older generations (respondent D). Therefore, it is dependent on your market, and 'you cannot generalise' who will be using which media. (Respondent F).

Respondents stated that the most common platforms used within their companies today is social media advertising, email marketing and google ads, therefore providing evident that the commonly used platforms are from the digital media form and not dominated by print. Based on the premise that 'we live in a time where everyone wants everything now' (respondent D), print alone cannot accommodate for this. Print's biggest downfall today is the lead time and with digital media it is so quick that things just happen on the fly'.

Therefore it is evident that although there is still a need for print, the usage of digital media is more dominant and clearly on an ascendancy; however due to the credibility of print this media will not demise anytime soon.

4.5.4 Objective four, Findings Related to The Communication Accommodation Theory

The literature correlating with objective four of the study, is the 'Communication Accommodation Theory', which focuses on the fact that no single person interacts in the same manner (Gallois and Giles, 2015), thereby uncovering through the findings whether or not companies take their target audiences into consideration when communicating. Objective four aimed to determine whether there is a need for print in Durban companies; the findings and literature set out to discover this.

The theory states that communication may not always be reciprocal as it can be one sided (Giles and Ogay, 2007). This theory is therefore relevant to print as it is a one-way communicative platform and does not involve a direct conversation between the sender and receiver. Based on this, respondents stated they believe there is still a need for print in Durban, as it is 'more useful and gives the reader time to absorb'.

Derived from the name, the theory is an approach to accommodating for specific audiences when communicating, which links to the following common themes:

- 'The underprivileged rely on print more and there is a huge percentage of this in SA, data is expensive'.
- Respondent B, stated 'print focuses on a lower LSM bracket, so there is still a need for it here'
- Print 'should focus its attention on a hyper-local level', to 'smaller communities'
- Print 'is target audience specific' (respondent F)

A common theme identified was the fact that the professionals stated, 'print is definitely declining, it is not going to demise, but due to digital, it is impacting it' (Respondent E); 'As a society, if we allow print to die, there is a huge amount of news and information that we won't know about. Digital cannot deliver for free, good credible content requires good journalists - Unless people are prepared to spend the same amount on newspaper, on online subscriptions' (respondent F).

Therefore it is evident that there is a need for print in Durban due to the fact that no single person interacts in the same manner. Although there is still a need for print, the usage of digital media is more dominant and on an ascendancy; however due to the credibility of print this media will not demise anytime soon.

4.5.5 Objective Five Findings Related to Marketing Myopia

The literature correlating with objective five of the study, is Marketing Myopia, which is used to describe an approach to marketing in which the focal point is centred towards the business' needs, instead of the consumers' needs regarding the brand, product and service offerings (Levitt, 1999).

Objective five aimed to determine whether or not print and digital media channels could be utilised in unison for Durban based companies; A company communicating to target audiences can build long term relationships, therefore if a company is targeting their audiences through their personal media preference, then a successful strategy is in place.

Companies need to find a balance and understand their consumers media consumption and communicative preferences to ensure the correct audiences are being reached and satisfied. To identify whether the two channels could be utilised in unison, the following themes were derived:

- Respondents stated they believed companies should use both print and digital media platforms together, to ensure a wide coverage of information being distributed to all target audiences;
- The two feed off on another, and utilising the two platforms, allows you to cover both sets of audiences, print allows you to communicate with those who are not targeted, as well as holds credibility, that digital does not hold (Respondent E).
- Respondent (E) stated, 'I would say we are moving because it is an imperative... you need to compete otherwise you face demise. Print alone cannot continue to sustain'; as 'print is something that takes long and people want things now (respondent A).

The need for print and digital to work in unison was identified as a positive point from the findings, with the respondents stating that, 'having both print and digital is very valuable' (respondent b), and 'Yes there is a need for both, with the mix of digital landscaping in Durban, but they also kind of rely on one another'.

As much as the two platforms work well together, digital is still the dominant media, as respondents stated they believed the most effective platform to communicate via was digital, with print being the least effective choice of communication. It is important to remember that organisations should focus on communicating to their audiences through the mediums they use; findings stated that ages 19-25 would be more likely to be receptive to using digital, whereas ages 45-60+ would be more likely to communicate utilise print; therefore leading back to understanding what the consumer wants as addressed in Marketing Myopia (Martin, 2019).

It was identified that companies do not 'want to pay for research' (respondent B), often resulting in them changing communication strategies without understanding their target audiences preferences. Media professionals stated they have noticed companies dramatically neglecting print to move to digital, but the digital strategies do not always work for them, 'sometimes it works if it's done properly with a proper company, but for those that do it willy-nilly, it tends to fall very flat' (respondent A). Therefore evident that print is still needed as digital will not always be the most effective platform.

Based on the literature stating that companies should start addressing consumer's needs is an important factor, as the research findings have stipulated that digital will not always work for companies and neither will print for some, therefore if a company utilised both platforms to reach broader target audiences, companies may begin to notice increased company success as the right audiences will be being communicated to.

4.6 VALIDITY, RELIABILITY AND/ OR TRUSTWORTHINESS

Validity and reliability are fundamental components for a quantitative study, whereas trustworthiness is the fundamental component of a qualitative study, which is the direction of this research (Maree, 2016).

The researcher ensured the trustworthiness of the study was evident through the following elements:

- Credibility was of relevance to the study, with a focus on the questions asked of the participants. To ensure credibility throughout the study, the researcher ensured; firstly that regular sessions were conducted with the supervisor and; Secondly the relistening of previously recorded interview data was carried out to ensure the data

was being interpreted by the researcher in the correct manner and not through the researchers personal interpretation (Maree, 2016);

- Transferability ensured that all statements made throughout the study were not generalised, as due to the small sampling and broader populace, no generalisations could be made with any statistical confidence (Maree, 2016). To ensure transferability; Firstly, the researcher ensured all participants were of relevance to the topic, such as media professionals in the field; and Secondly 'thick description' was provided whereby the researcher provided an in depth investigation into the background, participants and research design to ensure the reader of the study constructed their personal conclusions about the transferability and the researchers bias did not interfere (Maree, 2016);
- Dependability, also referred to as the durability of the findings over time was ensured. Qualitative researchers understand that environments are dynamic (Dependability in Qualitative research, 2019), therefore understanding that the initial research design may adapt throughout as the study progresses and as new methods are introduced. Therefore the researcher ensured documentation of all processes throughout the study from data collection to analysis, ensured a full understanding of the processes and reasonings behind the changes (Maree, 2016); and
- Confirmability was ensured throughout, by the researcher not replacing their personal opinion or bias with that of the participants data. The researcher has ensured that their element of bias is not existent in the study. This was ensured through; Firstly, no leading questions were asked throughout the interview processes, only probing; Secondly, no closed-ended questions in the survey were used, but respondents were instead asked to further back up their responses with 'why'; Thirdly, no direct quotations from primary research were included that supported the researchers opinion, but rather including them due to the fact that they supported the research study and objectives; and Lastly, the researcher never pushed their personal understanding of the text onto the study (Maree, 2016).

All studies will encounter limitations, however it is how the researcher deals with these limitations that indicate the overall credibility of the study (Maree, 2016).

4.7 CONCLUSION

Chapter four covered the findings collected through the primary research which was further compared to that of the literature from chapter two; whereby common themes and discussions of the findings were outlined. Chapter five which follows covers concluding remarks and further recommendations for further research.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Chapter five, focuses on presenting conclusions to the findings identified in chapter four alongside possible recommendations regarding the research topic for future research.

5.2 RESEARCH FINDINGS RELEVANT TO OBJECTIVES

5.2.1 OBJECTIVE ONE

The following findings aimed To Determine the Extent to Which Consumers Believe Print is Declining.

5.2.1.1 Findings from the Data Collection

It was found that consumers personal usage of print has dramatically declined in the past five years within Durban; furthermore respondents stated that their preferred media to be contacted on from companies was digital and not print; and that they had noticed a decline in companies using print, however not a demise.

5.2.1.2 Found from Literature

Reip's Law suggested that no new form of media replaces the existing one (Reip's Law, (s.a), research identified that users are more prone to using digital to communicate via, than print; however due to the small sample size of the research, the findings could not state that digital has replaced print, therefore this data could not justify the literature. Based on Reip's law, due to the findings being objective to the individuals personal use of the media, it cannot be stated that digital has replaced print, therefore although digital has become more powerful, print is still relevant.

5.2.1.3 Conclusion

The objective set out to identify whether consumers believed print was declining; the findings showed that this is in fact true, as the respondents are utilising digital media forms for personal and professional communications.

5.2.1.4 Recommendations

A recommendation would be to ensure respondents are selected based on geographic, demographic and SEM brackets to gain a full coverage of the usage of print by consumers, as responses were collected from those who could access the survey online via social media.

5.2.2 OBJECTIVE TWO

The following findings aimed To Determine the Extent to Which Industry Professionals Believe Print is Declining.

5.2.2.1 Findings from the Data Collection

It was found that media professionals believe print is declining, however did not believe it was going to demise soon. The professionals stated that digital is easier to use as it has the ability to measure impressions and actions that print does not offer, therefore within a working context print is declining, but not demising.

5.2.2.2 Found from Literature

Research identified that media professionals believe print is declining, however will not demise. In the past, professionals saw a decline in print and a rise in digital and therefore presumed digital would take over print, but instead print is still around - backing up the statement by Reipl's Law that 'no new form of media replaces the existing one'. Although print has not been replaced by digital, the decline is evident through costs being cut to cope today.

5.2.2.3 Conclusion

The objective set out to identify whether industry professionals believed print was declining; the findings showed that print is declining, however is not going to demise.

5.2.2.4 Recommendations

A recommendation would be to conduct further research with media professionals nationally, and extend the study nationally, to gain holistic findings of the research topic.

5.2.3 OBJECTIVE THREE

The following findings aimed To Determine the Extent to Which Digital Media is on an Ascendancy.

5.2.3.1 Findings from the data collection

It was found that individuals have been using digital extensively for the past 3-4 years due to its ability to communicate instantly. Technological advancements and everyone wanting everything now, cannot be offered through print. A key identifying factor, was that media choices are dependent on the target audience and that digital is on an ascendancy, however it does bring on its own challenges through a lack of credibility and older generations being hesitant to switch.

5.2.3.2 Found from Literature

The New Media environment is advantageous due to its instantaneous nature. Media professionals stated, the fact that digital allows for measurability of results and instant communication, is part of the reason for its ascendancy.

5.2.3.3 Conclusion

The objective set out to identify the extent to which digital media is on an ascendancy; the findings showed that due to technological advancements, digital media is becoming increasingly popular and was therefore identified that digital is on an ascendancy.

5.2.3.4 Recommendations

A recommendation would be to conduct research with media professionals outside of Durban, and extend the study nationally, to gain holistic findings into the research topic.

5.2.4 OBJECTIVE FOUR

The following findings aimed To Determine Whether there is a Need for Print Media Channels within Durban Based Companies.

5.2.4.1 Findings from the Data Collection

It was found that respondents believe there is a need for print within Durban based companies, as the underprivileged rely on print and there is a huge percentage of this in

South Africa, as data is expensive therefore limiting the reach if only digital is used. Furthermore, media professionals stated the need for print in South Africa is pertinent for the lower SEM populations, suggesting that print should focus on a community, hyper-local level; The findings identified that print is target audience specific.

5.2.4.2 Found from Literature

The Communication Accommodation Theory focuses on the fact that no single person interacts in the same manner (Gallois and Giles, 2015), the literature was relevant to the need for print in Durban companies, as it backed up the common theme from the findings that South Africa has a huge percentage of underprivileged, low SEM populations. The findings identified that print is target specific, meaning people will communicate in different ways, dependent on their preference or the media that is available to them.

5.2.4.3 Conclusion

The objective set out to determine whether there was a need for print within Durban companies; the findings showed that although the usage of print is declining, there is still a need for it, due to its advantages and target audiences.

5.2.4.4 Recommendations

A recommendation would be to conduct extensive research with more companies across Durban, in order to gain a holistic perspective on the various channels used within companies.

5.2.5 OBJECTIVE FIVE

The following findings aimed To Determine if Print and Digital could be Utilised in Unison.

5.2.5.1 Findings from the Data Collection

It was found that both the respondents from the public and the media professionals believe there is a need for print and digital to work together to ensure a wide coverage of information is being distributed to all targeted and non-targeted audiences. Print holds credibility, whereas digital allows for an instantaneous two-way communication with audiences. It was identified that few companies pay for research when moving from print to digital strategies, therefore if companies were aware of what their target audiences were using, they may begin to realise, that the print form should be integrated with digital to their benefit.

5.2.5.2 Found from literature

Marketing Myopia, is an approach to marketing in which the focal point is centred towards the business' needs, instead of the consumers' needs (Levitt, 1999); the research findings stipulated that digital will not always work for companies and neither will print, therefore if a company utilised both platforms to reach broader audiences, companies may begin to notice increased company success as the right audiences will be being communicated to. If company's started conducted market research before switching strategies and took their consumer's needs and wants into consideration, they may find that as from the findings, ages 19-25 may be more receptive to using digital, whereas ages 45-60+ might be more receptive to using print; therefore all leading back to understanding what the consumer wants as addressed in the literature (Martin, 2019).

5.2.5.3 Conclusion

The objective set out to determine whether print and digital work together; the findings showed that due to the advantages the two medias offer, the two can work well together to reach broader audiences, therefore the identified need for both was evident.

5.2.5.4 Recommendations

A recommendation would be to conduct research on companies with various target audience that have used both the media's, to identify whether it was a success or not.

5.2 SUGGESTIONS FOR FURTHER RESEARCH

Following the research, it has allowed the researcher to suggest the following elements to be addressed for future studies on the topic:

A broader study could be made surrounding the topic, looking into:

Increasing the sample size of 20;

- Extend the geographic location, to be able to generalise results to larger geographic populations;
- A study consulting industry experts throughout South Africa to gain justifiable findings could be further explored, however costs would begin to occur;
- Select individuals from a wide coverage of SEM brackets to understand broader audiences viewpoints on the topic and usage of the media's; and

- In view of the discovery, Reips law does not seem to be applicable to objective one concerning the extent to which consumers believe print is declining, therefore additional research needs to be undertaken to see if the findings were based purely upon similarities in responses.

The above-mentioned suggestions should be carefully considered with retrospect to the current findings and literature available, to ensure the following is considered.

5.3 ETHICAL CONSIDERATIONS & HEURISTIC VALUE

Ethical standards were upheld throughout the entire study; through the following, to avoid problems:

- The researcher ensured the protection of all individuals involved in the study. Each participant involved was clearly told the purpose of the study and the rights they were entitled to such as the right to withdraw from research at any time;
- The researcher ensured informed consent letters were signed by each participant, a letter of permission to do research signed by a Vega official was issued to each participant for their record, alongside an ethical clearance letter to provide the participant with, proof of being involved in the study and that they were aware of what was expected of them;
- The researcher ensured they were timely for each interview;
- The researcher did not allow any person(s) under the age of 18 to partake in the study and no personal identifiable information, besides age was collected;
- The element of Bias was avoided through the researcher not interpreting the findings in their own capacity, but instead backed up important sections with quotations stated by the respondents.
- No problems were encountered, however the researcher had plans in place to handle issues in an appropriate manner.

Based from a heuristics point of view, the key objectives were researched in terms of literature and field work and suitable recommendations have been made based on the conclusion. The overall study was a success as it has provided an outline into what can further be researched. Due to the small sample size of the study, statistical confidence was not allowed and findings could not be interpreted. However, the findings received started showing similarities and therefore a personal opinion of the reader could be interpreted,

however this interpretation could not be used as a credible source to implement into companies communication strategies. The insight gained from the study was that print is declining, however due to the advantages it offers, it will not demise, but instead work together with digital on a smaller scale.

5.4 LIMITATIONS OF THE STUDY

Limitations of the study was avoided as discussed below, through the use of an ethical clearance and signed consent letters by each participant partaking in the study as well as granting each participant the right to anonymity.

5.4.1 SCOPE

The study was based on the geographic scope of Durban, however a sample size of 20 was used, therefore not allowing for any generalisations of the findings to occur.

5.4.2 BUDGET

The study did not require a large budget as well as being self-funded by the researcher, therefore this did not categorise as a limitation. Additionally, due to the study being based in Durban, travelling costs were low.

5.4.3 PARTICIPANTS

The possible limitations that the researcher was concerned about, such as interviews being cancelled by participants was not encountered. The researcher ensured this through constant communication with all participants.

5.5 CLOSING REMARKS

The study set out to determine the threat of digital on print within Durban based companies. Qualitative research was carried out to canvas the opinion of the general public and media professionals. As identified through the findings, it is evident that print is declining and digital is on an ascendancy; however research identified that the two need to operate in unison to ensure a broad coverage of all audiences, suggesting holistic marketing to be implemented into Durban based companies. The final recommendations and suggestions for future studies have been outlined, to assist in the implementation of any future research studies concerning the topic.

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APPENDICE A: FINAL RESEARCH REPORT SUMMARY DOCUMENT TABLE

TITLE: The Threat of New Digital Media on Print within Durban Based Companies

RESEARCH PURPOSE	RESEARCH QUESTIONS	RATIONALE	SEMINAL AUTHORS	LIT. REVIEW, CONCEPTUAL FRAMEWORK	PARADIGM	APPROACH	DATA COLLECTION METHODS	ETHICS	KEY FINDINGS	RECOMMENDATIONS
To gain public and industry professional opinion concerning the effectiveness of print and digital media channels utilised for communications,	To what extent do consumers believe print is declining?	It was perceived that digital media is posing as an increasing threat to print media (5 ways technology has changed the communication field, 2019); In the light of the perception it was decided to determine whether this is so and if so what can be done by print media to survive and what advertisers and marketers need to do to reach their target markets. Furthermore, Businesses may benefit from the findings, through developing accurate budgeting costs towards media channels and may begin to utilize both media's.	Reipls Law – Wolfgang Reipl. Reipl's Law. (s.a). The Assent of Media. [Online]. Available at: http://www.ascentofmedia.com/home/lessons-from-this-book/riepi-s-law [Accessed 21 May 2019].	Theoretical framework: (1) Customer based brand equity; (2) Threat to print; (3) Digitals impact. Literature Review: (1) New media environment; (2) Marketing Myopia; (3) Riepl's Law; (4) The Communication Accommodation Theory.	Interpretivism was selected, as it entailed the researcher and participants to collectively form data through interviews and online surveys to gain evidence of the contributed findings.	The use of a qualitative approach for the study was utilised. Due to the nature of the research design, interactive and non-interactive studies were included.	Semi-structured interviews, an online survey and desktop research was utilised in collecting data. These were used to collect primary and secondary research data.	Each participant involved was clearly told the purpose of the study and the rights they were entitled to; with informed consent letters signed by each participant. The researcher did not allow any person(s) under the age of 18 to partake in the study and no personal identifiable information, besides age was collected. The element of Bias was avoided through the researcher not interpreting the findings in their own capacity, but instead backed up important sections with quotations.	It is evident that print is declining and digital is on an ascendancy; however research identified that the two need to operate in unison to ensure a broad coverage of all audiences, a suggestion of holistic marketing should be implemented into Durban based companies.	A broader study could be made surrounding the topic, looking into - Increasing the sample size of 20; Extend the geographic location, to be able to generalise results to larger geographic populations; A study consulting industry experts throughout South Africa to gain justifiable findings could be further explored, however costs would begin to occur; Select individuals from a wide coverage of SEM brackets to understand broader audiences viewpoints on the topic and usage of the media's; and In view of the discovery, Reipls law does not seem to be applicable to objective one concerning the extent to which consumers believe print is declining, therefore additional research needs to be undertaken to see if the findings were based purely upon similarities in responses.
	To what extent do industry professionals believe print is declining?									
To what extent is digital media on an ascendancy?	Is there a need for print media within Durban companies?	Furthermore, Businesses may benefit from the findings, through developing accurate budgeting costs towards media channels and may begin to utilize both media's.	Can Print and Digital be utilised in unison?	See Chapter two for the full explanations of the theories, literature and models in relation to the relevant research objective.		Durban based companies using print and digital media, as well as public opinion.	Thematic analysis was used for the process, and the data was analysed through inductive data-analysis, due to the paradigm of the study being Interpretivist.	The study was based on the geographic scope of Durban, however a sample size of 20 was used, this therefore did not allow for any generalisations of the findings to occur. The study did not require a large budget as well as being self-funded by the researcher, therefore this did not categorise as a limitation. Additionally, due to the study being based in Durban, travelling costs were low. The possible limitations that the researcher was concerned about, such as interviews being cancelled by participants was not encountered. The researcher ensured this through constant communication with all participants.	The key contribution towards the study was to lend credible academic knowledge and findings to the field of media within the geographic of Durban.	The data collected will enable companies to understand that a holistic implementation of marketing may be more beneficial to further reach their target audiences. The studies aim was to canvas public and industry professional's opinions of the threat of new digital media on print, therefore this information collected will contribute towards the current field of study.
	Can Print and Digital be utilised in unison?									
To research the perceived threat of digital media, infringing on prints role, through canvassing public and industry professional opinion, within the geographic location of Durban.	OBJECTIVES	KEY CONCEPTS	KEY THEORIES			SAMPLING	Non-probability sampling was utilised, with the sampling method being convenience sampling. The sample size selected for the research was 20.		LIMITATIONS	The above-mentioned suggestions should be carefully considered with retrospect to the current findings and literature available, to ensure the following is considered.
	To determine the extent to which consumers believe print is declining;									
	To determine the extent to which industry professionals believe print is declining;	Marketing Myopia The New Media Environment Traditional Media Channels Target Audience Acceptance	New media Environment; Marketing Myopia; Reipl's Law; and The Communication Accommodation Theory.							
	To determine the extent to which digital media on an ascendancy;									
	To determine whether there is a need for traditional print media channels within Durban companies;									
	To determine if print and Digital can be utilised in unison.									

APPENDICE B: INFORMED CONSENT

Participant Consent Form

Please note, this page will be retained by the researcher.

I, _____ (full name), agree to participate in the research conducted by Jamie Simone Woolgar regarding 'The Threat of New Digital Media on Print within Durban Based Companies'.

This research has been explained to me and I understand what my participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. Should I wish to remain anonymous my name and personal details will be kept private:

I acknowledge to allowing the researcher to use my full name in all documentation

☐ Yes ☐ No

I acknowledge to allowing the researcher to use my position and company name in all documentation

☐ Yes ☐ No

3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected should I wish to remain anonymous.

Signature

Date

Participant Consent Form for Audio-Recording

Please note, this page will be retained by the researcher.

I, _____ (full name), agree to allow Jamie Simone Woolgar to audio record our interviews as part of the research regarding 'The Threat of New Digital Media on Print within Durban Based Companies'.

This research has been explained to me and I understand what my participation in this research will involve. I understand that:

My confidentiality will be ensured. My name and personal details will be kept private should I wish to remain anonymous. The recordings will be stored in a password protected file on the researcher's computer. Only the researcher and the researcher's supervisor will have access to these recordings.

Signature

Date

APPENDICE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Jamie Simone Woolgar and I am a student at Vega School of Brand Leadership. I am currently conducting research under the supervision of Alec Bozas regarding 'The Threat of New Digital Media on Print within Durban Based Companies'. I hope that this research will enhance our understanding of the media environment between traditional and new to contribute a body of knowledge to the field of Communications.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because it will contribute towards a rounded body of knowledge regarding whether Digital media is threatening print media within Durban based companies. If you decide to participate in this research, I would like to interview you, to understand your perspective and knowledge on this topic. Your participation in this research is completely voluntary. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions. There are no direct risks involved in The study and you and the company you work for have the option remain completely anonymous throughout the study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in the study is completely voluntary; and
- You have the right to withdraw from the study at any time without having to provide any explanation for your decision

Will my identity be protected?

If you decide to remain anonymous, you and the company you work for will be protected, whereby, your name will not be used in any research summaries to come out of this research and any other details distinguishing identifiable details will not be mentioned. I would like to ask your permission to record the interviews, but only my supervisor and I will have access to these recordings. Nobody else, including anybody at (Vega School of Brand Leadership), will have access to this data. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts Honours in Strategic Brand Communication, Research Methodology 8419 (RESM8419). You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research. You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Jamie Simone Woolgar

079 039 5257

jamiesimonewoolgar@gmail.com

The contact details of my supervisor are as follows:

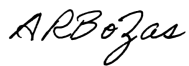
Alec Bozas

082 334 4477

abozas@mweb.co.za

Supervisor Consent

I Alec Bozas (082 33 444 77) give consent to Jamie Simone Woolgar (Student/ Researcher) to conduct primary research on the topic regarding 'The Threat of New Digital Media on Print within Durban Based Companies.'



Supervisors Signature

01st of July 2019

Date

(The IIE. 2019). Postgraduate Handbook, pg 59-60.

APPENDICE D: VEGA PERMISSION TO DO RESEARCH

Dear Sarika,

This letter serves to acknowledge that I am a student at Vega School, conducting research for my Honors Degree, course RESM8419 (Research Methodology) where primary research is required to contribute towards the final dissertation.

The study is focusing on 'The threat of new digital media on print, within Durban Based Companies'.

The study has been approved by the lecturer and supervisor, Alec Bozas and as part of the approval process, I am required to obtain proof that I am a student at Vega School of Brand Leadership to present to companies, industry professionals and the general public, that I am conducting this research purely for my Honors in Strategic Brand Communication at Vega.

The research data collection process will include: Interviews with industry professionals and Questionnaires with the general public as well as industry professionals - All interviews will be conducted within Durban, as the research study title intends to explore this specific geographic location.

The aim of this study is to identify whether traditional media is being threatened by Digital Media.

Please could you kindly acknowledge your understanding of the nature of the study being conducted and give consent that I (Jamie Woolgar) is conducting this research to contribute towards a dissertation at Vega School of Branding.

Yours sincerely
Jamie Simone Woolgar

I SARIKA GOVENOR (Full Name) as
RELATIONSHIP NAVIGATOR (Role Title)

acknowledge that Jamie Woolgar is a student studying Honors at Vega School of Brand Leadership, whereby data is to be collected for a Research Assignment/ Dissertation on 'The threat of new digital media on print, within Durban Based Companies'.

Signature: [Signature] Date: 31/08/19



MASTERS

HONOURS

DEGREES

DIPLOMAS

CERTIFICATES

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APPENDICE E: INTERVIEW QUESTIONS

OBJECTIVE ONE: To determine the extent to which consumers believe print is declining. These questions will be focused on the public, therefore these will be in the online survey only. See appendices F.

OBJECTIVE TWO: To determine the extent to which industry professionals believe print media is declining.

1. Do you believe print is declining?
2. What is the biggest problem/ challenge you face with print media today?
3. How can these challenges be addressed?
4. What is the most common perception people have of the print industry?
5. How can these perceptions be addressed?
6. Has your companies usage of print reduced in the past 5 years? Please explain your response

OBJECTIVE THREE: To determine the extent to which digital media is on the ascendancy.

1. Do you believe digital media has/ is becoming more powerful than print media?
2. What is the biggest problem you face with digital media today?
3. How can these challenges be addressed?
4. What is the most common perception people have of the digital media industry?
5. How can these perceptions be addressed?
6. Have you ever noticed companies being scared to switch to digital media?
7. What digital media platforms do you use in your company?
8. To what extent are businesses scared to switch to digital media and why is this so?

OBJECTIVE FOUR: To determine whether there is a need for print media channels within Durban companies.

1. Do you believe there is still a need for print media and if so how would it focus its attention?
2. What is your opinion on the statement "Print is declining due to digital media taking over."

OBJECTIVE FIVE: To determine if Print and Digital can be utilized in unison.

1. Do you believe that there is a need for digital and print media in Durban Companies?
Please explain your answer.
2. When did you start noticing the increase in the use of digital media?
3. Do you believe companies conduct primary research into their consumers preferred communication platforms before making the transition to digital, or do you believe they do this to simply keep up with the times?
4. Have you found a fluctuation in the past few years of companies moving more towards digital and neglecting their traditional channels?
5. In your opinion what does the future of the media industry look like to you?

APPENDICE F: ONLINE SURVEY QUESTIONS

Survey Title: The Threat of New Digital Media on Print within Durban Based Companies

Welcome message: This data will contribute towards my Final research dissertation for my Honours degree at Vega School of Brand Leadership. Your participation is completely voluntary and anonymity will be ensured. Please only complete if you are over the age of 18.

Commonly used terms throughout the survey:

'Traditional media' - The old means of communicating (newspapers, magazines)

'Digital media' - The new age of technology, communicating via online platforms (google marketing, email marketing, social media)

Success message: Thank you for partaking in this survey, your contribution towards my research dissertation is greatly appreciated and will contribute academic data to the field.

GENERAL QUESTIONS

1. What is your age?
 - <18 | 19-25 | 26-35 | 36-45 | 46-55 | >60
2. What industry are you in?
 - Write in answer
3. How long have you been in the industry for?
 - Scale

OBJECTIVE ONE: To determine the extent to which consumers believe print is declining.

1. Do you see more companies advertising via print media or digital media in Durban?
 - Print Media | Digital Media
2. Do you believe the amount of companies using print in Durban is declining?
 - Yes | No
3. Has your usage of print reduced in the past 5 years? Please explain your response.
 - Yes | No | Why?
4. What media do you use to connect with companies?
 - Print Media | Digital Media | I use both the same amount
5. Do you prefer being communicated to via print or digital media when a company is attempting to communicate with you and why?

- Print Media | Digital Media | Why?

OBJECTIVE THREE: To determine the extent to which digital media on an ascendancy.

1. Do you believe digital media is a more powerful platform to communicate on than print media?
 - Yes | No
2. How long have you been using digital media to connect with companies (answer in years)?
 - Scale (1-20)

OBJECTIVE FOUR: To determine whether there is a need for print media channels within Durban companies.

1. Do you believe there is still a need for Durban companies to use print media today to communicate to their audiences? If yes, to what extent should this be done and why?
 - Yes | No | If yes, why?
2. Have you ceased/reduced doing business with a firm that has migrated to being 100% digital as opposed to using print? Please elaborate on your response
 - Yes | No | Please elaborate

OBJECTIVE FIVE: To determine if Print and Digital can be Utilised in Unison.

1. Do you believe that Durban firms should use both print and digital media when marketing and communicating to their audiences? Please explain your response.
 - Yes | No | Please explain your response
2. When attempting to contact or research a specific product or service offering from a company, do you use digital media (social media/ online platforms) or print media?
 - Print Media | Digital Media
3. Are you more likely to purchase from a company if they advertise via digital or print media, or does it not affect your buying decision?
 - Print Media | Digital Media | Does not affect my buying decision
4. What do you believe are the most effective communication platforms that companies should use to communicate to their target audiences?
 - Write in answer
5. What do you believe are the least effective communication platforms that companies should not use to communicate to their target audiences?
 - Write in answer

6. Which industries do you believe print still belongs in today?
 - Write in answer
7. Which do you believe can reach more audiences?
 - Print Media | Digital Media | Both channels
8. What target audience age would you say would be likely to use Print media today?
 - <18 | 19-25 | 26-35 | 36-45 | 46-55 | >60
9. What target audience age would you say would be likely to use Digital media today?
 - <18 | 19-25 | 26-35 | 36-45 | 46-55 | >60

APPENDICE G: ETHICAL CLEARANCE



wisdom**with**magic

1 June 2019

Dear *Jamie Simone Woolgar*

ETHICAL CLEARANCE LETTER

Your research proposal and ethical considerations were reviewed by your supervisor and moderated by the campus research panel.

☒ Your research proposal posed no significant ethical concerns. We hereby provide you with ethical clearance to proceed with your research methodology.

OR

☐ Your research proposal posed the following minor concern:
Please mention how your research design will address this issue:

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

Supervisor Name:

A R. BOZAS

Supervisor Signature:

[Signature]

Campus Anchor Name:

Alec Bozas

Campus Anchor Signature:

[Signature]

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