
Marketing Strategies adopted by Marathi Newspapers and its impact on the Consumers with special reference to Nagpur City

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Abstract :

Print Media, rightly called the fourth estate, – known as one of the pillar of Democracy - works towards Educating, Enlightening, Empowering, Encouraging, Energizing and entertaining the society through News and Information surroundings to the society. Newspaper is a part of Media and Entertainment (M&E) industry and it is of the oldest medium of sharing News and Information to the Society.

This paper aims at evaluation and study of marketing strategies adopted by Marathi newspapers and its impact on the consumers of Nagpur City.

Keywords : *marketing strategy, consumer behaviour, Marathi Newspaper*

Introduction :

Newspaper publishes an extensive range of material that includes editorial opinions, criticism, arguments, entertainment features such as Sudoku, crosswords, and horoscopes; apart from this Newspaper also contains classified advertisements; display advertisements, editorial cartoons and comic strips advice, gossip, critical reviews of movies, plays and restaurants; weather news and forecasts; food and other columns; Editorial page in one of the feature of traditional Newspaper that contains columns where personal opinions of writers are expressed. Advertising, comics and coupons are published in supplements. . Newspapers are two Interdependent products – Both an Advertising Medium sold to advertisers and Daily News summary sold to Readers. Based in this Newspapers can be divided in various forms such as Daily Newspaper, Weekly Newspaper, National Newspaper, Special-audience Newspaper, Newspaper Supplement etc..

The Indian Newspaper industry is segmented in two categories one being English Newspaper and another is Regional / Vernacular Newspaper. The English medium has been dominating the industry in terms of advertisement revenues, and the vernacular Newspapers are outperforming the English Newspapers in circulation..

In Maharashtra, Marathi Newspaper industry is fragmented a regional focus such as the Lokmat, Deshonnati, Tarun Bharat, Punyanagar, Sakal, etc.. These Newspapers have been performing well in an Industry.

The Newspaper industry is not performing well at global level, circulation and Readership are decreasing, and advertising revenue is reducing. Strong & intense market shifts are creating a great challenge for the Newspaper industry in the 21st century. Newspaper organisations are in need to develop powerful Marketing Strategies to sustain and grow in competitive market. Since the beginning of this century, huge shortfalls have occurred in Newspaper industry worldwide. The entire business pattern has been changed. Emerging competitors—inside & outside, technological development and change in reader's demand are forcing publishers to rethink their business idea.

The major revenue of any newspaper is advertising. The advertising is directly associated with the marketing strategies and the consumer preferences. The Marathi newspaper industries are adopting various marketing strategies to boost the consumer preferences. Marathi newspaper industry is lacking in this; so there is a need to study how Marathi newspaper adopted marketing strategies to boost consumer preferences.

Research Objectives

1. To study about the newspapers and its role in customer satisfaction.
2. To study the Marketing Strategies (7 P's) adopted by Marathi Newspapers with special reference to Nagpur City.

Hypothesis

- H₀₁ - Readers Satisfaction is not playing any significant force for sustainability of Marathi Newspaper.
- H₀₁ - Readers Satisfaction is the key driving force for sustainability of Marathi Newspaper.

Indian Perspective

Indian print media is the Second largest print media in the world after China. The history of Indian Newspaper can be traced back in 1780, with the publication of the Bengal Gazette from Calcutta. James Augustus Hickey is considered as the "Father of Indian press". He started the first Indian Newspaper from Calcutta, namely the Calcutta General Advertise or the Bengal Gazette in January, 1780. In 1789, the first Newspaper was published from Bombay, this Newspaper was named as the Bombay Herald, followed by the Bombay Courier in next year (this Newspaper was later amalgamated with the Times of India in 1861).

SamacharDarpan is the first Newspaper in an Indian language was published in Bengali. Serampore Mission Press was the first location publishing the very first Indian Newspaper on May 23, 1818. Followed by BegalGazetti another Newspaper in Begali published by Ganga Kishore Bhattacharya started The first Gujarati Newspaper the Bombay Samachar was published from Bombay On July 1, 1822, which is still surviving and growing in Indian market. 1854 was the year that witnesses the development of the first Hindi Newspaper, The SamacharSudhaVarshan. Since then, the Newspaper were published in many prominent Indian such as Hindi, Marathi, Malayalam, Kannada, Tamil, Telugu, Urdu and Bengali. (Sankhdher 1984).

The Indian Newspaper industry is segmented in two categories one being English Newspaper and another is Regional / Vernacular Newspaper. The English medium has been dominating the industry in terms of advertisement revenues, and the vernacular Newspapers are outperforming the English Newspapers in circulation. (Sanjay Gupta, 2008). In India, English Newspaper industry is fragmented a regional focus such as the Times of India in Mumbai, Telegraph and Statesman in Kolkata, The Hindu in Chennai, Deccan Chronicle in Hyderabad, Hindustan Times in Delhi (taken over by Times of India as per IRS Report Q2 2009), Deccan Herald in Bangalore, Gujarat Samachar in Ahmedabad. These Newspapers have been performing well in an Industry.

Marketing Strategies

The art of action planning to achieve a specific goal is called strategizing and the action plan is called strategy. "A marketing strategy articulates the best use of the firm's resources and

tactics to achieve its marketing objectives. It should also match the customers' desire for value with organization's distinctive capabilities. Internal capabilities should be used to maximize external opportunities. The planning process should be guided by a marketing-oriented culture and processes in the organization.

When properly implemented, a good marketing strategy also enables a company to achieve its business-unit and corporate objectives. Although corporate, business unit, and marketing strategies all overlap to some extent, the marketing strategy is the most detailed and specific of the three."54. Marketing strategy is the analysis, development, and implementation of the selected market target strategies for product markets in which the organization has an interest. It involves implementing and managing the marketing strategies that have been formulated to meet the marketing objectives and customer needs. It focuses on the performance of a products/services in the target market and combines the customer-influencing strategies with market focused activities to gain a competitive advantage in the industry.

Consumer Behavior

There is an enormous variability in the way customers buy and use products. They may buy the same product but put it to different uses. Some customers will buy a product after a lot of consultation, whereas others will make the purchase decision of the same product in complete solitude. Some customers will buy a product for upscale stores where as others will buy the same product from modest stores close to where they stay. Some customers may buy a product that is a reflection of their social standing whereas; others will buy the product for purely functional reasons.

The type of behaviors that different customers demonstrate in buying and using the same product and the different of behaviors that the same customer demonstrates in buying different products elevates marketing to a discipline much more intricate than product management. Even the same customer may not behave in an equivalent fashion while buying the same product under varying circumstances. By studying the behavior of customers it becomes possible to segment the market in new ways and serve those with different marketing mixes may be the same. Alternatively, differential offerings for various segments can be developed with different marketing mixes.

Strategic Issues in Marketing

Marketing is an organizational activity that is not very easy to plan and control. A marketing activity basically involves forecasts and expectations. In such situations, apart from reducing the price, other distribution channels should also be identified to ensure that sales increase. The problems due to the organization structure or due to lack of feedback on the marketing activities. An effective marketing organization provides a supportive environment for marketing. An organization should be designed to support the marketing strategies of the organization. An effective organization design should support people in achieving their marketing objectives. An effective marketing organization should be flexible and dynamic to dynamic to adopt the changes in the market or the strategic requirements.

Marathi Newspaper Market

Ten newspaper brands, a slow-growth market and Rs 1,000 crore in ad revenues. Can DB Corporation's foray into the Marathi newspaper market shake it up?

The Rs 1,062 crore company, which publishes DainikBhaskar (Hindi), DivyaBhaskar (Gujarati) and DNA (English), among other brands, has been on a aggressive expansion spree. Its last major launch was in the tiny Jharkhand market last August.

By the end of May, DainikDivya Marathi is scheduled to launch in Aurangabad followed quickly by editions in the 10 odd cities of Maharashtra, one of India's most prosperous states. In typical DB fashion, a survey of 140,000 households has been done in Aurangabad. It is estimated that roughly half of these will sign up as subscribers of DainikDivya Marathi. GirishAgarwal, director, DB Corporation, expects the paper to start making operating margins in three-four years.

THE MAHARASHTRA MARKET SNAPSHOT	
Population (mn)	112
Per capita income (apprxRs)	54,000
Literacy rate (%)	76.9
Newspaper penetration (%)	>50
Newspaper advertising (Rs cr)	1,000

Hypothesis Testing :

H₀₁ - Readers Satisfaction is not playing any significant force for sustainability of Marathi Newspaper.

H₀₁ - Readers Satisfaction is the key driving force for sustainability of Marathi Newspaper.

This hypothesis regarding association between readers satisfaction and sustainability of newspapers is tested through the One Sample t-test using statistical software SPSS.

N	Mean	Std. Deviation	Std. Error Mean
100	2.352	1.45092	.03244

Test Value = 5					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-70.600	99	.000	-2.28050	-2.3541	-2.2269

To test this hypothesis; a Likert scale is used. Response of 50 respondents are recorded and inputted in the SPSS software. The mean value generated is 2.352 and Standard Deviation is 1.45. The test value is set as 5 as Likert scale is five level scale to record the responses. From the above One Sample t-test hypothesis is significant i.e. 0.000. So the NULL hypothesis is rejected and the alternate hypothesis ‘Readers Satisfaction is the key driving force for sustainability of Marathi Newspaper’.

Conclusion

- Majority of respondents feels that Good exposure to the brand plays an important role for remembrance.
- Majority of respondents feels that Brand recognition of the product is due to its performance.
- Readers Satisfaction is the key driving force for sustainability of Marathi Newspaper.
- The readers satisfaction is most important in the success of any newspaper so for the Marathi Newspaper.

Recommendations

- Retailers should extend more support to the consumers of newspapers in getting at time. This enhances the customer loyalty which shall be a crucial factor deciding the future success of their business.
- To attract more consumers, retailers can introduce referral benefits system to existing consumers, also for introducing new ones by them.

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