

An Analytical Study of Consumer Behaviour & Loyalty in Print Media - Challenges and Strategic Perspectives With Special Reference to Dainik Bhaskar of Indore

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Abstract

Customers' perception is the process whereby customers select, organize and interpret sensory stimulation into meaningful information. Newspaper is a publication that appears regularly and frequently. It carries news about a wide variety of current events. The newspaper publishes have an overall control by its business and news operation. This study is done to understand to existing preference of the customer. It helps to study the consumer preference towards Dainik Bhaskar and to know the consumer preference toward supplement issued by Dainik Bhaskar. This paper is aimed at identifying factors affecting customer perception in Dainik Bhaskar. The study will provide very valuable information for Dainik Bhaskar as well as financial service organizations for customer perception strategies.

Key Words – customer perception, print media, Dainik bhaskar

Introduction

Print Media are adopting various new trends. Newspapers are developing several new trends to survive themselves in the market. Today's aggressive and quickly changing business landscape, advertising symbolizes an imperative mode by which organizations keep in touch with their existing and prospective customers. Thus, print in India is an uncomplicated means of individual empowerment. Print is local and a tangible means of common man's empowerment. The old technology makes the images look as if they have been printed incorrectly. The adoption of new trend in Mass Media is a continuous process. Any new trend may continue either for a long time or for a short time. Newspapers are trying to present all things in a new way in the newspapers to

face all these challenges. Danik bhaskar of Indore newspapers have gone through a tremendous change.

Print Media emphasize on quality and accuracy rather than speed. It has provided a great opportunity to readers to see various types of latest news. In case of newspapers, new trends may be developed in-page designing, news writing, giving headlines, choosing contents, presenting material in various formats, photos, technical application, collecting news, distribution of news and likewise in many other such areas. New trend is required due to competition among newspapers and the challenges they are facing from other new media This trend can be seen more in developed countries than developing countries where the increment in literacy is still increasing the circulation of newspapers.

Newspapers are a mirror of public opinion too. Through their columns, the public can present their views on subjects of national and international issues. Letters to the Editor is one very important part of a newspaper. Business houses also make great use of the newspapers to advertise their products and to reach out to their customers. The alluring advertisements have a great impact on popular mind and that is the purpose of such advertisements. But there is one great responsibility which devolves upon the newspapers. This responsibility is to give the correct news, not to distort it or misrepresent it for some error motive. The researcher has attempted a specific study with reference to print media and concluded that the print media played a vital role in the minds of the people. The study analyzed the public opinion towards advertisement in the print media.

Literature Review

Dr. Reeti Agarwal -the findings of the study highlight that though the customers are quite satisfied with newspapers in India in general, steps can be taken to increase the customer satisfaction level still higher. Since news coverage was found to be the most important in influencing customers' choice of a newspaper, the newspaper companies should take advantage of this finding and work on increasing their news coverage to cover more aspects and issues.

Dr. Shaukat Ali- describe phenomenal increase in the readership of news paper due to difference subscription schemes offered by the both English as well as regional news papers & substantial improvement in the literacy rate. Developing customer loyalty & retaining readership can be

huge challenge for the managers of publishing business. The problem become more serious because of variety of choices the reader may have today. It could be easy to change the readership to change the readership temporarily but to sustain that change in long run can be very difficult. Therefore, professionals busy in publishing industry must create something special & innovative & material of substance to impress upon the reader that something special for them is inside the newspaper.

Vijaykumari (1999), in her study on “Effectiveness of advertising with reference to television and print media” analyzed the effectiveness of two popular advertisement media viz. print and television and their impact on people. The researcher concluded that the television advertisement has given more impact than advertisement in print media on the people in their buying decisions, because it has the audio and visual medium and it attracted viewers easily.

P.Akbarbatcha(2001) in his study entitled “Advertising industry –with special reference to print media and intermediaries” analyzed the public opinion towards advertisement in the print media. The researcher has attempted a specific study with reference to print media and concluded that the print media played a vital role in the minds of the middle class people.

Swetha Tanwar (2007) in her article “Ambient media advertising: A new era of creativity,” expressed the ambient media communication platforms that surround us in everyday life. These are innovative and rapidly expanding the scope of our home advertising media. Ambient media imposes an impression on consumers when they perhaps were not ready to receive which, means that they were not prepared to ignore advertisement either. In India the advertising industry’s landscape has changed completely and as one move from traditional advertising media like radio and television to an idea centric media, clients now have huge interest in any new way of getting their message out to the consumers who were no longer listening. It ahs become a part of Indian advertising scene also.

According to Mishra (2000), advertising is a non-personal communication of sales message aimed at a group of persons and not at an individual. But it is not for the whole general public because all members of a society do not make the target group. Many may not be in the habit of purchasing advertised goods. The message of advertising is designed to arouse the demand of target group. It becomes specific to the group but it is a general mass communication with all the

persons in the group as potential customers. The communication may take the form of visual or oral message for the purpose of influencing the target group.

Meharaj Manu- define The Daily thanthi has been playing an important in the communication department and improvement of knowledge, it services to the society is wonderful and splendid. It develops the business and employee and employer student and all knowledge fully the Daily thanthi has to do such social oriented activities like free employment benefit. Their service is reasonable to all the class people and in future to it has to the developed in the entire field to survive and face the competitors.

Objectives

To explore factors that affect customers' satisfaction towards Dainik Bhaskar a newspaper daily.

Methodology

The Study: The study is exploratory in nature and based on survey method. The study identified factors that affect satisfaction of customers regarding Dainik Bhaskar.

The Sample: The sample of the study constituted of 100 respondents. Sample for the survey were selected from the city of Indore. The respondents were selected with the help of non-probability convenience sampling method.

The Tools for Data Collection: Data was collected through a self-structured five-point Likert scale (ranging from Strongly Agree- 5 to Strongly Disagree-1). Data was collected from 100 respondents.

The Tools for Data Analysis: In the study factor analysis technique – a multivariate analysis technique was employed to identify the factors which are responsible for Customer Perception Towards Dainik Bhaskar. Factor analysis is the technique which is often used in data reduction to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables. Factor analysis can also be used to generate hypotheses regarding causal mechanisms or to screen variables for subsequent analysis (for example, to

identify collinearity prior to performing a linear regression analysis). The factor analysis procedure offers a high degree of flexibility.

Result And Discussion

Principal component method of factor analysis resulted in identification of eight factors. 100 iterations were being performed for computations. Rotated component matrix was used for factor reduction and varimax method was used for rotation. The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small. Bartlett's test of Sphericity tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate. In the study it was found that the KMO and Bartlett's Test values were very high (91%) and found to be significant (P-values were 0.000) at 5% level of significance, indicating the appropriate sampling adequacy and model fitness. The details are as follows:

Factor #1: Reliable content

First factor was named as reliable content . the factor load of 18.25190554 include ‘It adds up to my knowledge (0.82),’ ‘I feel it is the most renowned brand in newspaper (0.687),’ ‘ It is the most privileged newspaper in Indore(0.656),’ ‘ I like the advertisements published (0.661),’ ‘ It gives proper coverage of global news (0.629) The content is trustworthy (0.61),’ ‘ I am satisfied with the editorial content (0.582),’ ‘ The news content is credible(0.582),’ ‘I am satisfied with the coverage of education news(0.563),’ ‘ It contains relevant information for all age groups(0.514) . This factor was identified to impact the **Reliable content** of respondents in relation to reading habits of customers of Dainik Bhaskar as its percentage of variance explained is the highest at 18.25%.

Factor #2: Affordability

Affordability was the second factor identified and it included item that were related to the Affordability of customer. The percentage of variance explained by this factor was 13.60%. There were 6 items in this factor included in this factor. ‘ I would prefer this newspaper as compared to any other newspaper.(0.76),’ ‘I prefer print copy as compared to digital version(0.713),’ ‘I would prefer this newspaper even if the price rises(0.706),’ ‘It is

affordable(0.695), 'I also recommend this newspaper to others(0.583), 'I am satisfied with the timely delivery of the newspaper(0.539).

Factor #3: Wide coverage

The third responsible factor responsible for **Wide coverage of Dainik Bhaskar** . It affects the behavioural aspects of an individual as it is another crucial area of involvement of an individual for reading newspaper. The percentage of variance explained by this factor was 7.49%. There were 6 statements which were used as variables in the study were clubbed under the third factor named. All the current affairs are well covered(0.767), 'I am satisfied with the coverage of commercial news(0.706), 'The news content is in depth(0.598).

Factor #4: Appealing content

The presentation of content of this newspaper is very appealing due to which all customers get attracted to this paper language used in this newspaper is also powerful and approachable **the** percentage of variance explained by this factor was 6.56%. There were 5 statements which were Included The news content is user-friendly (0.674), 'I am habitual to the reading (0.663), 'It is easily available (0.662), 'I am satisfied with the sports news (0.616), 'I am satisfied with the local news (0.588).

Factor #5 content enrichment

The action of improving or enhancing the quality or value of newspaper content the factor appeals most of the customer to read this newspaper. The percentage of variance explained by this factor was 6.32%. There were 4 statements which were included The content is entertaining (0.744), 'I prefer to read Hindi news paper as compared to English daily (-0.659), 'I prefer quality news (0.65), 'I like the information contained in the supplement (0.52). The items with their loadings are represented as follows:

Conclusion

Measuring and understanding advertisement effectiveness is crucial in today's highly dynamic business scenario as huge fund is involved in promotional activities. Today they are more

creative than before. This is done to increase the circulation and attract advertisers. There is phenomenal increase in the readership of news paper due to difference subscription schemes offered by the both English as well as regional news papers & substantial improvement in the literacy rate. The problem become more serious because of variety of choices the reader may have today. Thus, an effort has been made through present research work to understand and identify drivers of advertisement effectiveness in print media context. The study reveals many new things about the coverage of the newspapers.

This study has examined the subject of advertisement effectiveness with two perspectives viz. dimensions on which advertisement effectiveness depends and dimensions which are used to measure advertisement effectiveness. It is believed that the developed framework will be beneficial to advertisers in leveraging advertising efficacy and is expected to provide useful insights to academicians and practitioners. The trend study is useful in helpful in bringing further necessary moderation in the presentation of the content of newspapers. It could be easy to change the readership to change the readership temporarily but to sustain that change in long run can be very difficult. Therefore, professionals busy in publishing industry must create something special & innovative & material of substance to impress upon the reader that something special for them is inside the news paper.

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ANNEXURE

Table: Factor Analysis

	Factor Identified	Variance Explained	Variables	Item Load	Factor Load	Eigen Values
1	Reliable Content	18.25	It adds upto my knowledge	0.82	6.29	8.548
			I feel it is the most renowned brand in newspaper	0.687		
			I like the advertisements published	0.661		
			It is the most privileged newspaper in Indore	0.656		
			It gives proper coverage of global news	0.629		
			The content is trustworthy	0.61		
			I am satisfied with the editorial content	0.582		
			The news content is credible	0.568		
			I am satisfied with the coverage of education news	0.563		

			It contains relevant information for all age groups	0.514		
2	Affordibility	13.60	I would prefer this newspaper as compared to any other newspaper	0.76	3.996	2.978
			I prefer print copy as compared to digital version	0.713		
			I would prefer this newspaper even if the price rises	0.706		
			It is affordable	0.695		
			I also recommend this newspaper to others	0.583		
			I am satisfied with the timely delivery of the newspaper	0.539		
3	Wide coverage	7.49	All the current affairs are well covered	0.767	2.071	2.506
			I am satisfied with the coverage of commercial news	0.706		
			The news content is in depth	0.598		
4	Appealing Content	6.56	The news content is user-friendly	0.674	3.203	2.438
			I am habitual to the reading	0.663		
			It is easily available	0.662		
			I am satisfied with the sports news	0.616		
			I am satisfied with the local news	0.588		
5	Content Enrichment	6.32	The content is entertaining	0.744	2.573	2.108
			I prefer to read Hindi news paper as compared to English daily	0.659		
			I prefer quality news	0.65		
			I like the information contained in the supplement	0.52		