

“A Study of Customer Preference for Newspaper Brands in Pune Region”

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Abstract

In marketing the terms branding, brand preference, brand positioning are always discussed and every type of a company gives extreme importance to these terms and necessary strategies are made. Brands play an important role in consumers' life & surely represent as a true asset for companies owning them. There is close relationship between brands and consumers, and consumers buy only those brands which suit their life style, taste, and need. Once the companies create that position in the minds of consumers, then half the battle is won. Further companies try to retain the consumers by providing with similar or better product or service. But at the same time consumers also keep trying different options available for the product which they are being purchasing many years. Consumers generally buy those brands which they believe and like the most. Their loyalty is nothing but the consumer brand preference. And every type of company tries to understand the consumer loyalty for their product or services.

In the present study about brand preference of readers or consumers or newspapers in Pune region, the researcher has tried to understand the consumer loyalty for a particular newspaper company. Various questions are asked which will help to understand the consumer loyalty about the newspaper. Also it is important to understand about the various strategies newspapers are planning to differentiate their product or service.

The study will give clear inputs about consumer loyalty and their preference for particular newspaper, which may be helpful for newspaper companies for their further marketing strategies.

Keywords: Newspapers, Brand preference, consumer buying behaviour,

Introduction:

Newspaper brand preference means when readers of newspaper have desire to use a particular company's newspaper, even when there are many alternatives available. The term Brand preference is very important for all types of companies because it makes available an indicator of their customers' loyalty, and outcome of company's marketing tactics, and hence, company comes to know the strength of their respective brands. A well know definition about brand says "A Brand is a name, term, symbol or design or a combination of them, which is intended to identify the goods and services of a seller or a group of sellers and to differentiate them from those of competitors."

Review of Literature:- Chapter 20, in A PLS Model to Study Brand Preference:An Application to the Mobile Phone Market the authors Paulo Alexandre O. Duarte and Mario Lino B. Raposo mentioned that "Owing to their massive presence in today's market and the huge diversity of products, brandsplay an important role in the consumer decision process. Brandsare used to differentiate sellers' offers, and function as a sign of guarantee forconsumers.Brands are composed of many different elements, both tangible and intangible(Gardner and Levy 1955; Levy 1959ab;Broadbent and Cooper 1987; Keller 2003).They exist in customers' minds as a sum of those elements and deliver a variety of benefits, which can be classified as satisfying a buyer's rational and emotional needs (De Chernatony and McDonald 2001).

The importance of brand preference is emphasized by Zajonc(1980) when he points out that the affective component cancontinue to exist, even after the cognitive basis has been erased from a consumer's memory. However, as pointed by Creyer and Ross(1997) and Muthukrishnan and Kardes(2001), much remains unknown about the formation of preference, especially howand according to which factors consumers develop preference for one brand. Themajority of research on brand preference is partial by nature, as it is mostly confinedto measuring the impact of one single factor on brand preference, which is an obvious limitation (Stafford 1966; Hawkins 1970;Ross 1971;Monroe 1976; Dunn andMurphy1986;Bushman 1993; Schmitt and Shultz 1995; Sengupta and Fitzsimons2000;Jamal and Goode 2001;Niedrich and Swain 2003)."

Each company know its sales can be increased through brands and they can capture the attention of buyers, differentiates the goods of the manufacturer from its competitors. Let that company may be of any Soap, washing machines or Newspapers, everyone thinks of increasing their sales day by day. Branding creates awareness in the minds of customers, and hence, customers recall product or service easily. Companies' put lot of efforts to create effective branding so that brand preference will happen easily. Hence, we can say brand works as a tool which enables sales promotion of every company on the market, where concrete competition exists, and it also makes advertising & publicity of a product and services of a company, it creates consumer preference over the product.

Newspapers in Pune

Earlier to independence, Maharashtra is known as politically active state and many great independence warriors, freedom fighters, thinkers are from the state. The very first newspaper in Maharashtra was Darpan published on January 6, 1832 by Balshashtri Jambhekar in both Marathi and English & was circulated all over the region. This was the first opportunity for Pune-kars to taste the newspaper. Freedom fighter Bal Gangadhar Tilak who started two papers in 1881 – Kesari in Marathi and Maratha in English. These two papers had important role in developing political sentiments & unity among the countrymen. The head quarter of these two papers was in Pune, and thus the city soon became the place for political activists.

Post-independence a number of Marathi newspapers came into existence and Pune-kars got an opportunity to enjoy the news coming from various sources. The newspaper market in Pune region has a very interesting reason to delight as this Maharashtrian city, now called an education hub. Many people are coming to Pune every year to settle in their career, as this is a growing city in all terms. There is a big IT hub in Pune, number of small scale and large scale manufacturing units are in MIDC area. The public coming from various regions of the country like to read news from their city as well as everyone wish to understand the local news also to know the city properly, hence, newspapers help these readers to get all required information.

In Pune nearly 30 newspapers are available for readers in Marathi, Hindi and English languages. Every newspaper has different segment to focus. There has been a minimal growth in its readership numbers. In first quarter of IRS 2010 Pune had AIR of 41,66,000. But in the year 2014 the major dailies like Daily Sakal Marathi has got readership of 38,49,000, Pudhari has readership of 3,27,000 and Lokmat has readership of 58,87,000 across Maharashtra. (Source link bestmediainfo.com)

Unlike everywhere Newspapers in Pune have changed as multi-platform brands, Newspapers have always been strong brands, largely due to the focus on quality journalism & creation of original content. The digital age has made it easy to access the content very easier, & in the process, newspapers and their websites have become efficient multi-dimensional brands. This will continue to strengthen into the future as mobile technology & penetration increases.

Favorite printed newspapers are prominently positioned as brands in the minds of readers. The expansion of newspapers into the online sphere and into mobile has renewed the relevance of newspapers in the minds of readers. They are seen as up-to-date brands that compare favorably to iconic digital brands. Every newspaper in Pune has its own Web newspaper, television channel, mobile app, and connectivity with readers through Facebook, LinkedIn and other social media sites. The competition has entered into this field and it has changed the industry drastically. Earlier people in Pune used to follow limited newspapers namely Kesari and Sakal then entered Lokmat which was from then known as newspaper for mass, along with regional language newspapers English dailies are available like Times of India, Indian Express, DNA and Sakal Times. These newspapers started many strategies to attract customers. And new policies were developed for proper positioning of their product.

The researcher has observed the competition among newspapers in Pune region as she has worked in Print Media for a long time span of 9 years.

- Then the newspapers started giving various offers on its price for both the reader and also for vendors. The vendors were the major tool to increase the circulation figures and they were used to be advertisers for the newspaper giving more offers to them.

- The readers then were involved into various competitions, like collect the coupon for month and submit the same to newspaper office, lucky draw was done and good amount of prizes were given to the winner along with that a smart photograph of winner was published in next immediate edition. This made the readers involvement more serious in the newspaper.
- The policies of newspapers were made little flexible like: earlier full page advertisements were not published on premium pages which were known for the news coverage, but slowly newspaper companies started publishing advertisement with all sizes including full page on premium page compromising the editorial content. But the same was given on other important page so that readers will get all required information.
- Special supplements were started for Health, education, property, home décor etc. so that readers will get to know outlets for their requirement and detail information was made available by editorial contents.

Following is the list of major newspapers in Pune with their circulation figures:

Table No.1.1 List of Newspapers in Pune

Sr.No.	Name of Newspaper	Language	Circulation figure
1	Sakal papers Ltd	Marathi	6,07,434
2	Lokmat Media Pvt.Ltd	Marathi	1,17,115
3	Times of India	English	2,43,921
4	Pudhari Publications Pvt. Ltd.	Marathi	2,23,732
5	Indian Express	English	23000
6	Loksatta	Marathi	21000
7	Maharashtra Times	Marathi	90,000
8	AajKaAnand	Hindi	50000
9	Sakal Times	English	15000

(Source: ABC figures 2012 as per book)

Objectives:

1. To understand if the readers of newspapers in Pune region are satisfied with quality of content of newspaper they read.
2. To understand if the newspaper readers in Pune region are satisfied with picture quality of newspaper they read.
3. To know if readers are satisfied with the newspaper for its national, international and local news coverage.
4. To understand if readers feel that newspaper never exaggerates the news.

Scope of the study

a) **Geographical Scope:** This study has been focused for Pune Municipal Corporation and Pimpri Chinchwad Municipal Corporation area.

b) **Respondents:** The target audience (respondents) will be the (i) Readers of Newspapers (ii) Senior personnel who are working in strategy decision making in marketing of Newspaper.

Limitations of the Study

In this study few limitations are:

- a) The respondents may not share full information about the various positioning strategies and policies as they are the marketing tools of their company
- b) The study is focused only to Pune Region i.e. Pune & Pimpri Chinchwad Municipal Corporation area only.

Research Methodology**Type of Research Study**

Descriptive research study: This includes obtaining information through use of questionnaire, unstructured personal interviews and also via observation. Descriptive research gives meaning to quality and standing of facts that are going on.

Exploratory Research study: Secondary data is collected from newspapers, books, research journals and websites are referred to gather relevant information which has given subject clarity.

Universe & sample size

- a) **Universe:** Readers of Sakal, Times of India, Pudhari and Lokmat in Pune & All the top management personnel in these newspapers.
- b) **Periodical Scope** - The study period is of three years 2012- 2013 to 2014-2015.
- c) **Sample Size:** Sample size 846 including Senior Authority of Newspapers & Readers of Print Media. (Senior personnel include General Managers, Editors, COO, CEO, only)

Sampling Techniques

Convenience sampling: It is a statistical method of drawing representative data by selecting people because of the ease of their availability to share their views or easy access. This type of sampling was more suitable for the study because respondents are the readers of four newspapers in Pune region and the data could be gathered with less time.

Statistical Tools:- for calculating mean and Std. deviation simple mean method is used.

Data collection

Primary data collection- Primary data is collected through the various survey methods as listed below.

1. **Personal Interviews:** Researcher has taken personal interviews of the senior personnel from newspaper companies in Pune. Proper appointments were taken and the detail discussion was done on the various questions designed for the interview. The open ended questionnaire was designed.

Secondary data collection- Secondary data is collected from various journals, books, research papers & concerned websites.

Data Analysis and Interpretation

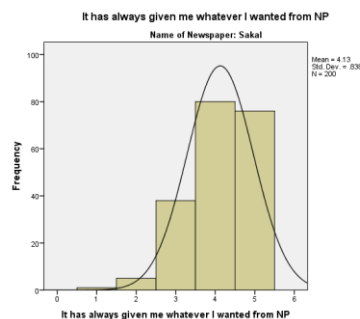
Readers Attitude and Preference of Newspaper

It is important for every newspaper company to know about customer attitude and their preference about product so that they can design effective marketing strategies as per the requirement. Readers of newspaper have many options available due to penetration of digital media and internet in newspaper industry. These new media are giving tough competition to newspapers across the world, hence, newspaper companies are trying hard to manage their present readership and it is possible only when customer attitude and preference is understood.

1. It has always given me whatever I Wanted from Newspaper

Descriptive statistics for “Newspaper always given readers whatever they wanted from it” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether they are getting whatever they expect from newspaper using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

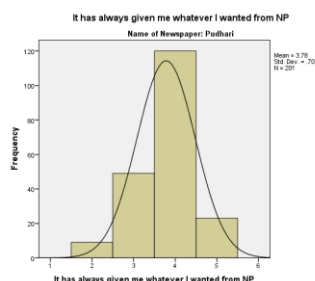
It gives readers whatever they expect-Sakal



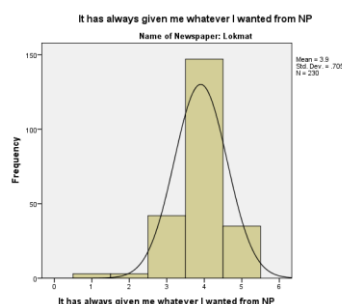
It gives readers whatever they expect-TOI



It gives readers what they expect- Pudhari



It gives readers what they expect -Lokmat



T It has always given me whatever I Wanted from Newspaper

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	0.5	1						
Disagree	2.5	5	0.9	2	4.5	9	1.3	3
Neutral	19.0	38	21.8	46	24.4	49	1.3	3
Agree	40.0	80	55.0	116	59.7	120	18.3	42
Strongly agree	38.0	76	22.3	47	11.4	23	63.9	147
Total	100	200	100	211	100	201	100	230
Mean	4.13		3.99		3.78		3.90	
Std. Deviation	.838		.693		.701		.705	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 38% respondents strongly agree that they are getting whatever they expect from Sakal, 40% agree, 19% are neutral, 2.5% disagree and 0.5% strongly disagree.

Mean=4.13 & Std. Deviation=0.838

- 2) For Times of India newspaper 22.3% respondents strongly agree that they are getting whatever they expect from Times of India, 55% agree, 21.8% are neutral, 0.9% disagree and there is no respondent who strongly disagree.

Mean=3.99 & Std. Deviation=0.693

- 3) For Pudhari newspaper 11.4% respondents strongly agree that they are getting whatever they expect from Pudhari, 59.7% agree, 24.4% are neutral, 4.5% disagree and there is no respondent who strongly disagree.

Mean=3.78 & Std. Deviation=0.701

- 4) Lokmat newspaper 63.9% respondents strongly agree that they are getting whatever they expect from Lokmat, 18.3% Agree, 1.3% neutral, 1.3% disagree and there is no respondent who strongly disagree.

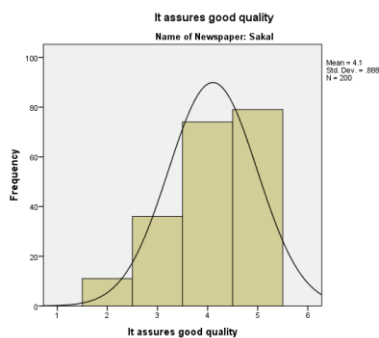
Mean=3.90 & Std. Deviation=0.705

Conclusion: From the above interpretation it can be concluded that 59.7% Pudhari readers say it has always given me whatever I Wanted from Newspaper, followed by, Times of India 55% ,Sakal 40% and,18.3% Lokmat

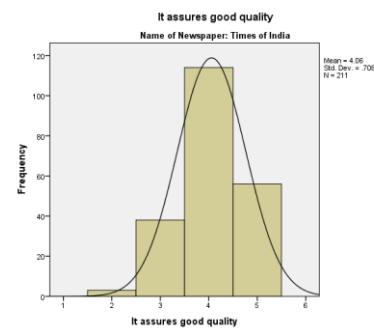
2. It assures a good quality

Descriptive statistics for “Newspaper assures a good quality newspaper for respondents” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether it assures a good quality newspaper using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

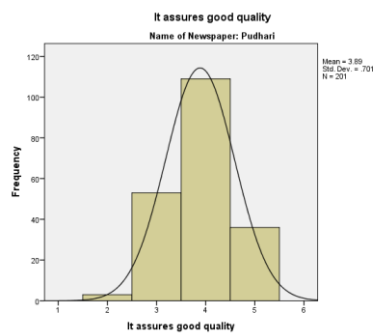
It assures good quality- Sakal



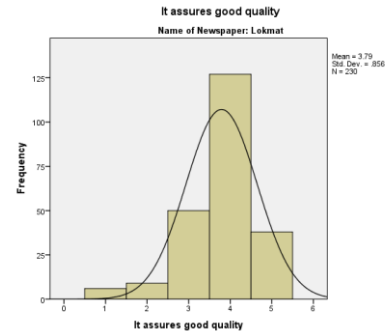
It assures good quality-Time of India



It assures good quality- Pudhari



It assures good quality-Lokmat



T It assures a good quality

ResponseOptions	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree							2.6	6
Disagree	5.5	11	1.4	3	1.5	3	3.9	9
Neutral	18.0	36	18.0	38	26.4	53	21.7	50
Agree	37.0	74	54.0	114	54.2	109	55.2	127
Strongly agree	39.5	79	26.5	56	17.9	36	16.5	38
Total	100	200	100	211	100	201	100	230
Mean	4.11		4.06		3.89		3.79	
Std. Deviation	.888		.708		.701		.856	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 39.5% respondents strongly agree that they this newspaper assures a good quality, 37% agree, 18% are neutral, 5.5% disagree and strongly no respondent strongly disagree.

Mean=4.11 & Std. Deviation=0.888

- 2) For Times of India newspaper 26.5% respondents strongly agree that they this newspaper assures a good quality Times of India, 54% agree, 18% are neutral, 1.4% disagree and there is no respondent who strongly disagree.

Mean= 4.06 & Std. Deviation=0.708

- 3) For Pudhari newspaper 17.9% respondents strongly agree that they this newspaper assures a good quality Pudhari, 54.2% agree, 26.4% are neutral, 1.5% disagree and there is no respondent who strongly disagree.

Mean=3.89 & Std. Deviation=0.701

- 4) Lokmat newspaper 16.5% respondents strongly agree that they this newspaper assures a good quality Lokmat, 55.2% Agree, 21.7% neutral, 3.9% disagree and there is no respondent who strongly disagree.

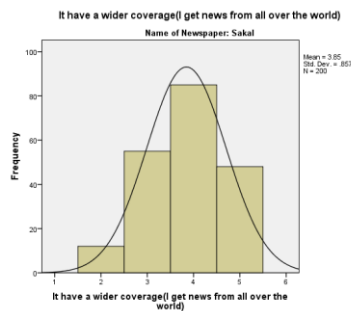
Mean=3.79 & Std. Deviation=0.856

Conclusion: From the above interpretation it can be concluded that most of the readers of Sakal agree that it gives good quality newspaper followed by Times of India, Pudhari and Lokmat .

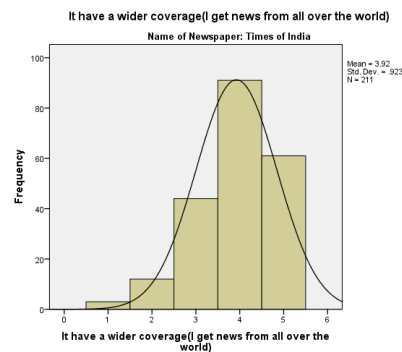
3. It has a wider coverage

Descriptive statistics for “It has a wider coverage” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether the newspaper has wider coverage using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

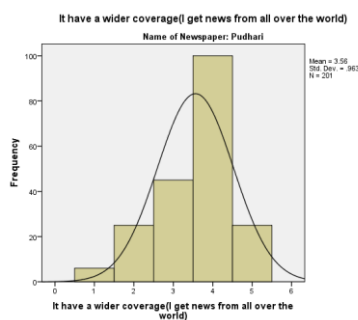
Wider coverage of news –Sakal



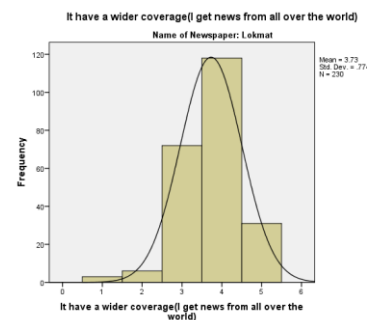
Wider coverage of news-Times of India



Wider coverage of news –Pudhari



Wider coverage of news-Lokmat



T It has a wider coverage

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree			1.4	3	3.0	6	1.3	3
Disagree	6.0	12	5.7	12	12.4	25	2.6	6
Neutral	27.5	55	20.9	44	22.4	45	31.3	72
Agree	42.5	85	43.1	91	49.8	100	51.3	118
Strongly agree	24.0	48	28.9	61	12.4	25	13.5	31
Total	100	200	100	211	100	201	100	230

Mean	3.61	3.92	3.56	3.73
Std. Deviation	.838	.923	.963	.774

Interpretation:

- 1) The above table reveals that for Sakal newspaper 24% respondents strongly agree that it has a wider coverage, 42.5% agree, 27.5% are neutral, 6% disagree and there is no respondent who strongly disagree.

Mean=3.61 & Std. Deviation=.838

- 2) For Times of India newspaper 28.9% respondents strongly agree that it has a wider coverage, 43.1% agree, 20.9% are neutral, 5.7% disagree and 1.4% respondent who strongly disagree.

Mean=3.92 & Std. Deviation=.923

- 3) For Pudhari newspaper 12.4% respondents strongly agree that that it has a wider coverage, 49.8% agree, 22.4% are neutral, 12.4% disagree and 3% respondent who strongly disagree.

Mean=3.56 & Std. Deviation=.963

- 4) Lokmat newspaper 13.5% respondents strongly agree that it has a wider coverage, 51.3% Agree, 31.3% neutral, 2.6% disagree and 1.3% respondent who strongly disagree.

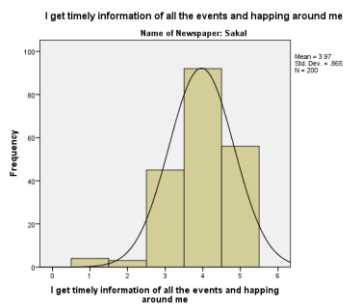
Mean=3.73 & Std. Deviation=0.774

Conclusion: From the above interpretation and discussion it can be concluded that most of the Times of India readers feel the newspaper has wider coverage followed by ,Sakal, Lokmat and Pudhari.

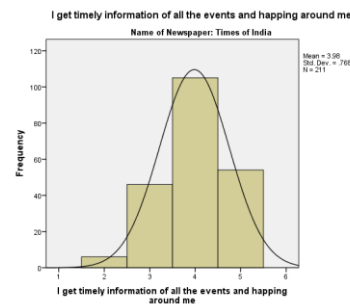
4. Respondent get timely information of all the events and happening around

Descriptive statistics for “Respondent get timely information of all the events and happening around ” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether they get timely information of all the events and happening around using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

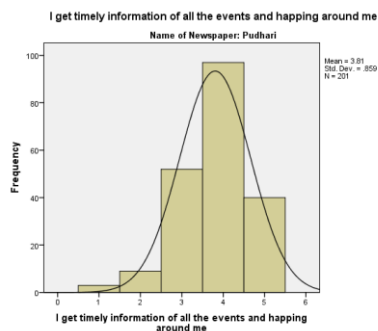
Timely information about happenings–Sakal



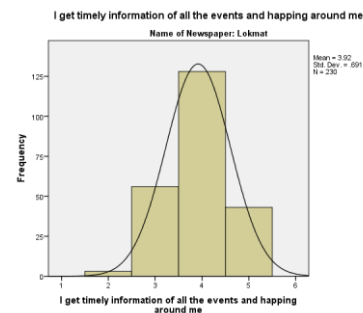
Timely information about happenings–TOI



Timely information about happenings–Pudhari



Timely information about happenings–Lokmat



T Respondents get timely information of all the events & happening around

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	2.0	4			1.5	3		
Disagree	1.50	3	2.8	6	4.5	9	1.3	3
Neutral	22.5	45	21.8	46	25.9	52	24.3	56
Agree	46.0	92	49.8	105	48.3	97	55.7	128
Strongly agree	28.0	56	25.6	54	19.9	40	18.7	43
Total	100	200	100	211	100	201	100	230
Mean	3.97		3.98		3.81		3.92	
Std. Deviation	.865		.768		.859		.691	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 28% respondents strongly agree that they get timely information of all the events and happening around, 46% agree, 22.5% are neutral, 1.5% disagree and 2% respondent who strongly disagree. Mean=3.97 & Std. Deviation=.865

- 2) For Times of India newspaper 25.6% respondents strongly agree that that they get timely information of all the events and happening around, 49.8% agree, 21.8% are neutral, 2.8% disagree and there is no respondent who strongly disagree.

Mean=3.98 & Std. Deviation=.768

- 3) For Pudhari newspaper 19.9% respondents strongly agree that that they get timely information of all the events and happening around, 48.3% agree, 25.9% are neutral, 4.5% disagree and 1.5% respondent who strongly disagree.

Mean=3.81& Std. Deviation=.859

- 4) Lokmat newspaper 18.7% respondents strongly agree that they get timely information of all the events and happening around, 55.7% Agree, 24.3% neutral, 1.3% disagree and there is no respondent who strongly disagree.

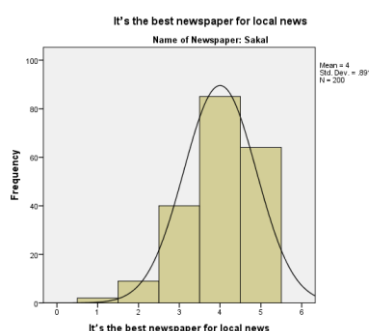
Mean=3.92 & Std. Deviation=0.691

Conclusion: From the above interpretation it can be concluded that most of the readers of Sakal say they get timely information about all the events and happenings around followed by Times of India, Pudhari and Lokmat.

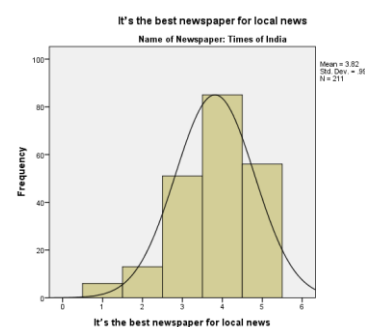
5. It's the best Newspaper for Local News

Descriptive statistics for “It's the best newspaper for Local News” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether it's the best newspaper for local news using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

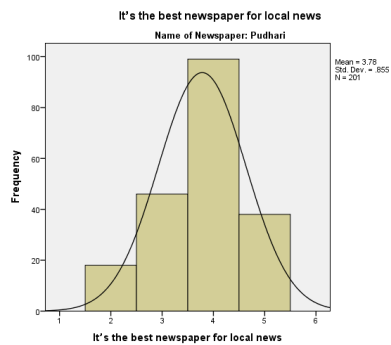
Best newspaper for local news-Sakal



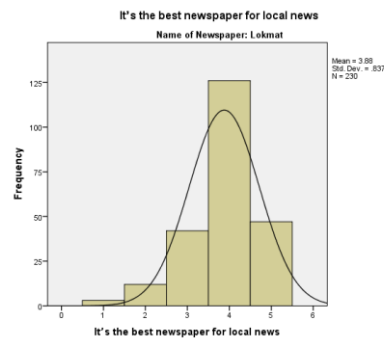
Best newspaper for local news-TOI



Best newspaper for local news-Pudhari



Best newspaper for local news-Lokmat



T The best Newspaper for Local News

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	1.0	2	2.8	6			1.3	3
Disagree	4.5	9	6.2	13	9.0	18	5.2	12
Neutral	20.0	40	24.2	51	22.9	46	18.3	42
Agree	42.5	85	40.3	85	49.3	99	54.8	126
Strongly agree	32.0	64	26.5	56	18.9	38	20.4	47
Total	100	200	100	211	100	201	100	230
Mean	4.0		3.82		3.78		3.88	
Std. Deviation	.891		.990		.855		.837	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 32% respondents strongly agree that it's the best newspaper for local news, 42.5% agree, 20% are neutral, 4.5% disagree and 1% respondent who strongly disagree.

Mean=4.0 & Std. Deviation=.891

- 2) For Times of India newspaper 26.5% respondents strongly that it's the best newspaper for local news, 40.3% agree, 24.2% are neutral, 6.2% disagree and 2.8% respondent who strongly disagree.

Mean=3.82 & Std. Deviation=.990

- 3) For Pudhari newspaper 18.9% respondents strongly that it's the best newspaper for local news, 49.3% agree, 22.9% are neutral, 9% disagree and there is no respondent who strongly disagree.

Mean=3.78 & Std. Deviation=.855

- 4) Lokmat newspaper 20.4% respondents strongly agree that it's the best newspaper for local news, 54.8% Agree, 18.3% neutral, 5.2% disagree and 1.3% respondent who strongly disagree.

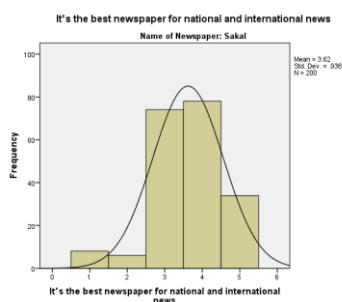
Mean=3.88 & Std. Deviation=.837

Conclusion: From the above interpretation it can be concluded that most of the readers of Sakal say it's the best newspaper for Local News, followed by Times of India, Lokmat and Pudhari.

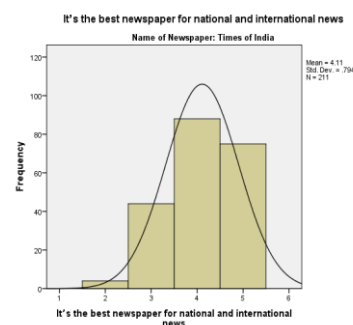
6. It's the best Newspaper for National & International News

Descriptive statistics for "It's the best newspaper for National & International News" Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell whether it's the best newspaper for National & International news using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

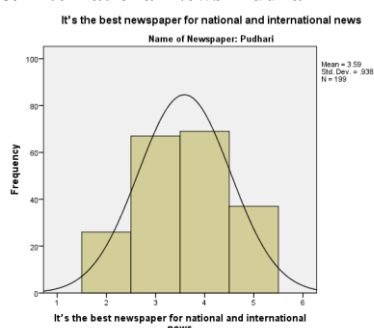
The best Newspaper for National & International News- Sakal



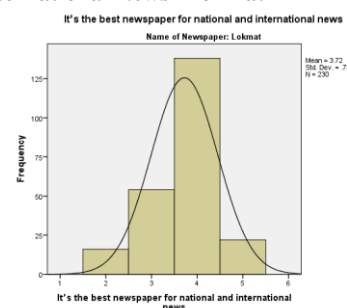
The best Newspaper for National & International News- TOI



The best Newspaper for National & International News- Pudhari



The best Newspaper for National & International News- Lokmat



T The best Newspaper for National & International News

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	4.0	8						
Disagree	3.0	6	1.9	4	12.9	26	7.0	16
Neutral	37.0	74	20.9	44	33.3	67	23.5	54
Agree	39.0	78	41.7	88	34.3	69	60.0	138
Strongly agree	17.0	34	35.5	75	18.4	37	9.6	22
Total	100	200	100	211	100	201	100	230
Mean	3.62		4.11		3.59		3.72	
Std. Deviation	.938		.794		.938		.730	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 17% respondents strongly agree that it's the best newspaper for national & international news, 39% agree, 37% are neutral, 3% disagree and 4% respondent who strongly disagree.

Mean=3.62 & Std. Deviation=.938

- 2) For Times of India newspaper 35.5% respondents strongly that it's the best newspaper for national & international news, 41.7% agree, 20.9% are neutral, 1.9% disagree and there is no respondent who strongly disagree.

Mean=4.11 & Std. Deviation=.794

- 3) For Pudhari newspaper 18.4% respondents strongly that it's the best newspaper for national & international news, 34.3% agree, 33% are neutral, 12.9% disagree and there is no respondent who strongly disagree.

Mean=3.59 & Std. Deviation=.938

- 4) Lokmat newspaper 9.6% respondents strongly agree that it's the best newspaper for national & international news, 60% Agree, 23.5% neutral, 7% disagree and there is no respondent who strongly disagree.

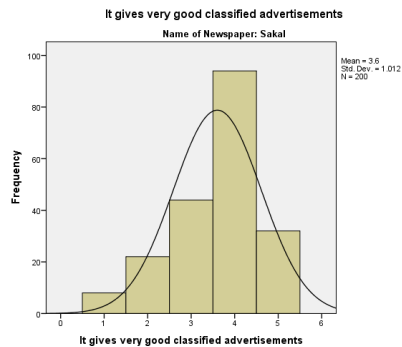
Mean=3.72 & Std. Deviation=.730

Conclusion: From the above interpretation it can be concluded that most of the readers of Times of India say its best newspaper for national & international news coverage, followed by Sakal, Pudhari & Lokmat.

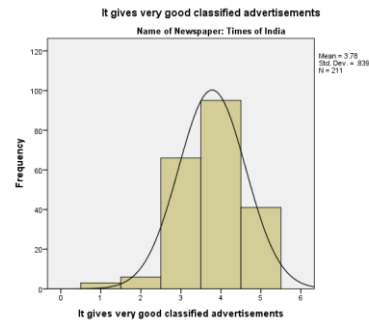
7. It gives very good Classified Advertisements

Descriptive statistics for “It gives very good classified advertisements” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell it gives very good classified advertisements using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

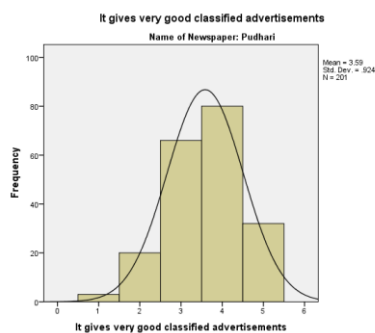
Good Classified advertisements-Sakal



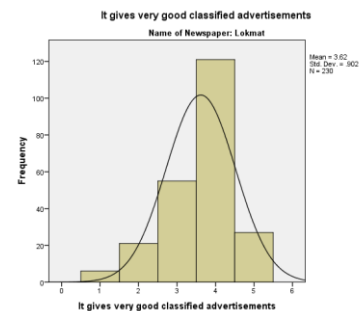
Good classified advertisements-TOI



Good Classified advertisements-Pudhari



Good classified advertisements-Lokmat



T It gives very good Classified Advertisements

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	4	8	1.4	3	1.5	3	2.6	6
Disagree	11	22	2.8	6	10.0	20	9.1	21
Neutral	22	44	31.3	66	32.8	66	23.9	55
Agree	47	94	45.0	95	39.8	80	52.6	121
Strongly agree	16	32	19.4	41	15.9	32	11.7	27
Total	100	200	100	211	100	201	100	230
Mean	3.60		3.78		3.59		3.62	
Std. Deviation	1.012		.839		.924		.902	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 16% respondents strongly agree that it gives very good classified advertisements, 47% agree, 22% are neutral, 11% disagree and 4% respondent who strongly disagree.

Mean=3.60 & Std. Deviation=1.012

- 2) For Times of India newspaper 19.4% respondents strongly that it gives very good classified advertisements, 45% agree, 31.3% are neutral, 2.8% disagree and 1.4% respondent who strongly disagree.

Mean=3.78 & Std. Deviation=.839

- 3) For Pudhari newspaper 15.9% respondents strongly that it gives very good classified advertisements, 39.8% agree, 32.8% are neutral, 10% disagree and 1.5% respondent who strongly disagree.

Mean=3.59 & Std. Deviation=.924

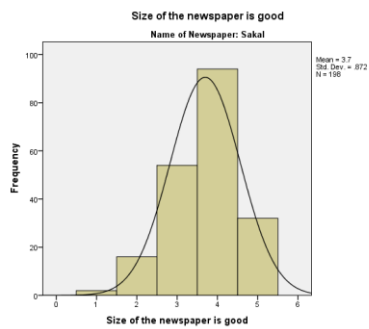
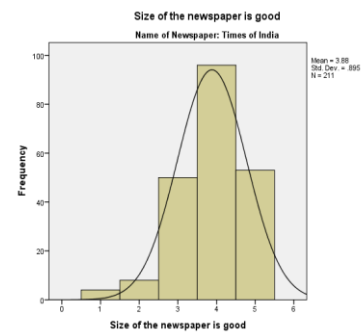
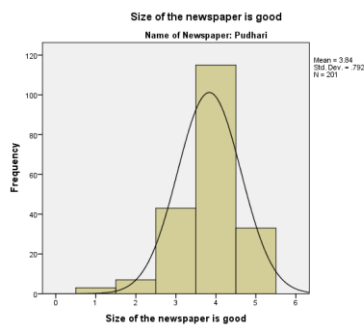
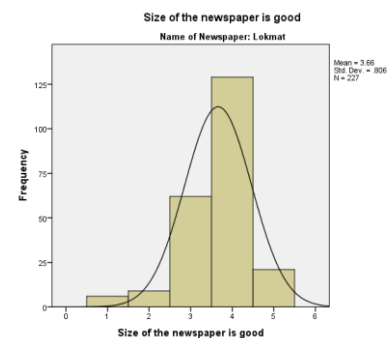
- 4) Lokmat newspaper 11.7% respondents strongly agree that it gives very good classified advertisements, 52.6% Agree, 23.9% neutral, 9.1% disagree and 2.6% respondent who strongly disagree.

Mean=3.62 & Std. Deviation=.902

Conclusion: From the above interpretation it can be concluded that most of the readers of Times of India say it has very good classified advertisements, followed by Lokmat, Sakal and Pudhari.

8. Size of the Newspaper is appropriate

Descriptive statistics for “Size of the newspaper is appropriate” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if the size of the newspaper is appropriate using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

Size of newspaper is appropriate-Sakal**Size of newspaper is appropriate-TOI****Size of newspaper is appropriate-Pudhari****Size of newspaper is appropriate-Lokmat****T 5.35 Appropriate size of the Newspaper**

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	1.0	2	1.9	4	1.5	3	2.6	6
Disagree	8.0	16	3.8	8	3.5	7	3.9	9
Neutral	27.0	54	23.7	50	21.4	43	27.0	62
Agree	47.0	94	45.5	96	57.2	115	56.1	129
Strongly agree	16	32	25.1	53	16.4	33	9.1	21
Total	100	200	100	211	100	201	100	230
Mean	3.70		3.88		3.84		3.66	
Std. Deviation	.872		.895		.792		.806	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 16% respondents strongly agree that size of the newspaper is appropriate, 47% agree, 27% are neutral, 8% disagree and 1% respondent who strongly disagree.

Mean=3.70 & Std. Deviation=.872

- 2) For Times of India newspaper 25.1% respondents strongly that size of the newspaper is appropriate, 45.5% agree, 23.7% are neutral, 3.8% disagree and 1.9% respondent who strongly disagree.

Mean=3.67 & Std. Deviation=.846

- 3) For Pudhari newspaper 16.4% respondents strongly that size of the newspaper is appropriate, 57.2% agree, 21.4% are neutral, 3.5% disagree and 1.5% respondent who strongly disagree.

Mean=3.84 & Std. Deviation=.792

- 4) Lokmat newspaper 9.1% respondents strongly agree that size of the newspaper is appropriate, 56.13% Agree, 27% neutral, 3.9% disagree and 2.6% respondent who strongly disagree.

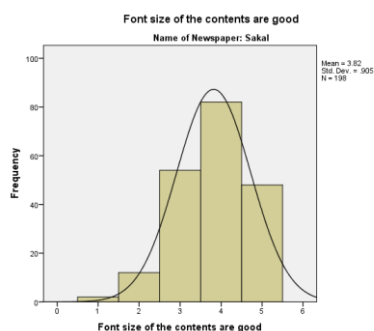
Mean=3.66 & Std. Deviation=.806

Conclusion: From the above interpretation it can be concluded that most of the readers of Pudhari like the size of the newspaper is which is appropriate for them, followed by Sakal, Times of India and Lokmat.

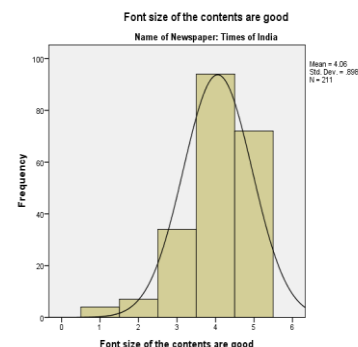
9. Font Size of the content is appropriate

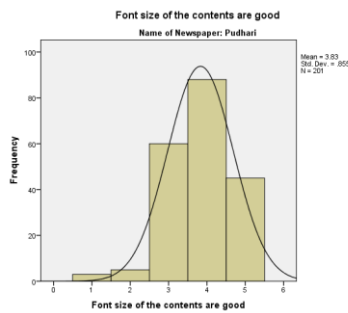
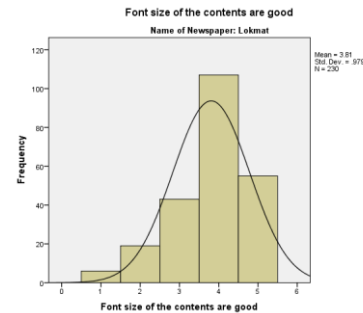
Descriptive statistics for “Font Size of the content is appropriate” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if the font size of the content is appropriate using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

Font size of content -Sakal



Font size of content-TOI



Font size of content -Pudhari**Font size of content-Lokmat****T Font Size of the content is appropriate**

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	1.0	2	1.9	4	1.5	3	2.6	6
Disagree	6.0	12	3.3	7	2.5	5	8.3	19
Neutral	27.0	54	16.1	34	29.9	60	18.7	43
Agree	41.0	82	44.5	94	43.8	88	46.5	107
Strongly agree	24.0	48	34.1	72	22.4	45	23.9	55
Total	100	200	100	211	100	201	100	230
Mean	3.82		4.06		3.83		3.81	
Std. Deviation	.905		.898		.855		.979	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 24% respondents strongly agree that font size of the content is appropriate, 41% agree, 27% are neutral, 6% disagree and 1% respondent who strongly disagree.

Mean=3.82 & Std. Deviation=.905

- 2) For Times of India newspaper 34.1% respondents strongly that font size of the content is appropriate, 44.5% agree, 16.1% are neutral, 3.3% disagree and 1.9% respondent who strongly disagree.

Mean=4.06 & Std. Deviation=.898

- 3) For Pudhari newspaper 22.4% respondents strongly that font size of the content is appropriate, 57.2% agree, 21.4% are neutral, 3.5% disagree and 1.5% respondent who strongly disagree.

Mean=3.84 & Std. Deviation=.792

- 4) Lokmat newspaper 23.9% respondents strongly agree that font size of the content is appropriate, 46.5% Agree, 18.7% neutral, 8.3% disagree and 2.6% respondent who strongly disagree.

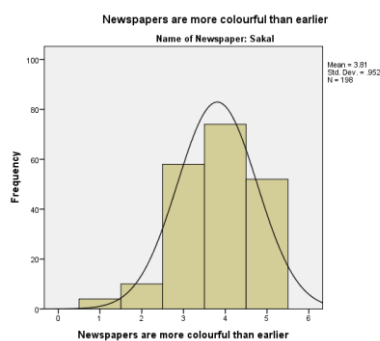
Mean=3.81 & Std. Deviation=.979

Conclusion: From the above interpretation it can be concluded that most of the readers of Times of India appreciate the font size of the newspaper which is accurate for them, followed by newspapers Pudhari, Sakal and Lokmat.

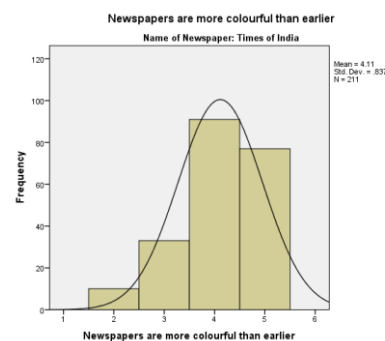
10. Newspapers are more colorful than earlier

Descriptive statistics for “Newspapers are more colorful then earlier” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if the Newspapers are more colorful then earlier using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

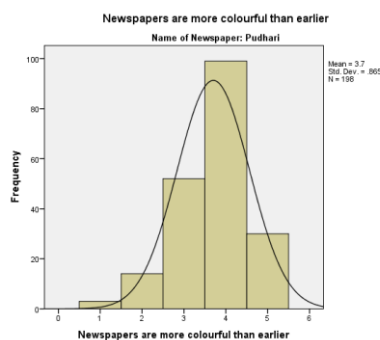
More colorful than earlier -Sakal



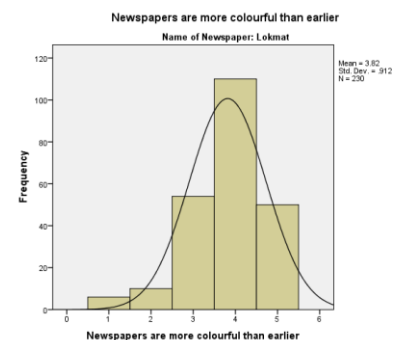
More colorful than earlier-TOI



More colorful than earlier -Pudhari



More colorful than earlier-Lokmat



T Newspapers more colorful than earlier

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq.	%	Freq.	%	Freq.	%	Freq.
Strongly disagree	2.0	4			1.5	3	2.6	6
Disagree	5.0	10	4.7	10	7.0	14	4.3	10
Neutral	29.0	58	15.6	33	25.9	52	23.5	54
Agree	37.0	74	43.1	91	49.3	99	47.8	110
Strongly agree	26.0	52	36.5	77	14.9	30	21.7	50
Total	100	200	100	211	100	201	100	230
Mean	3.81		4.11		3.70		3.82	
Std. Deviation	.952		.837		.865		.912	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 26% respondents strongly agree that newspapers are more colorful than earlier, 37% agree, 29% are neutral, 5% disagree and 2% respondent who strongly disagree.

Mean=3.81 & Std. Deviation=.952

- 2) For Times of India newspaper 36.5% respondents strongly that newspapers are more colorful than earlier e, 43.1% agree, 15.6% are neutral, 4.7% disagree and there is no respondent who strongly disagree.

Mean=4.11 & Std. Deviation=.837

- 3) For Pudhari newspaper 14.9% respondents strongly that newspapers are more colorful than earlier, 49.3% agree, 25.9% are neutral, 7% disagree and 1.5% respondent who strongly disagree.

Mean=3.70 & Std. Deviation=.865

- 4) Lokmat newspaper 21.7% respondents strongly agree that newspapers are more colorful than earlier, 47.8% Agree, 23.5% neutral, 4.3% disagree and 2.6% respondent who strongly disagree.

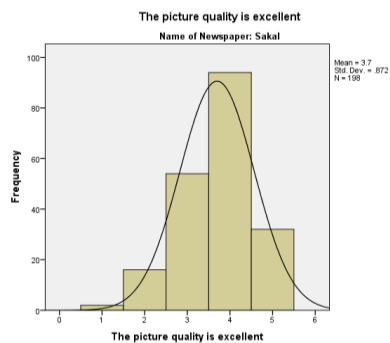
Mean=3.82 & Std. Deviation=.912

Conclusion: From the above interpretation it can be concluded that most of the readers of Times of India agree that newspapers are more colorful than earlier, followed by Sakal, Lokmat and Pudhari.

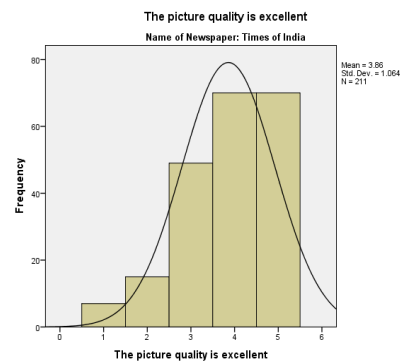
11. Picture quality in Newspapers is excellent

Descriptive statistics for “Picture quality of Newspapers is excellent” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if the Picture quality of newspapers is excellent using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

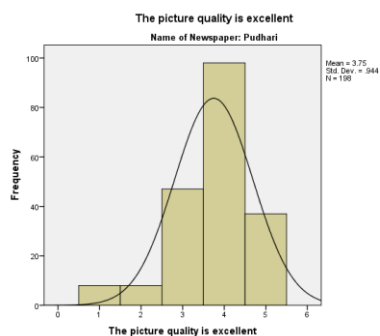
Picture quality is excellent-Sakal



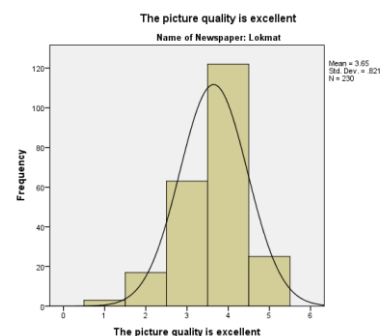
Picture quality is excellent-TOI



Picture quality is excellent-Pudhari



Picture quality is excellent-Lokmat



T Picture quality in Newspapers is excellent

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	1.0	2	3.3	7	4.0	8	1.3	3
Disagree	8.0	16	7.1	15	4.0	8	7.4	17
Neutral	27.0	54	23.2	49	23.4	47	27.4	63
Agree	47.0	94	33.2	70	48.8	98	53.0	122
Strongly agree	16.0	32	33.2	70	18.4	37	10.9	25
Total	100	200	100	211	100	201	100	230
Mean	3.70		3.86		3.75		3.65	
Std. Deviation	.872		1.064		.944		.821	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 16% respondents strongly agree that picture quality of newspaper is excellent, 47% agree, 27% are neutral, 8% disagree and 1% respondent who strongly disagree.

Mean=3.70 & Std. Deviation=.872

- 2) For Times of India newspaper 33.2% respondents strongly that picture quality of newspaper is excellent, 33.2% agree, 23.2% are neutral, 7.1% disagree and 3.3% respondent who strongly disagree.

Mean=3.86 & Std. Deviation=1.064

- 3) For Pudhari newspaper 18.4% respondents strongly that picture quality of newspaper is excellent, 48.83% agree, 23.4% are neutral, 4% disagree and 4% respondent who strongly disagree.

Mean=3.75 & Std. Deviation= .944

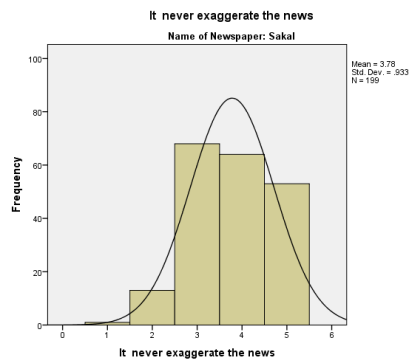
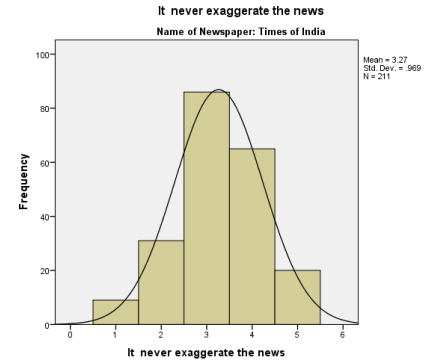
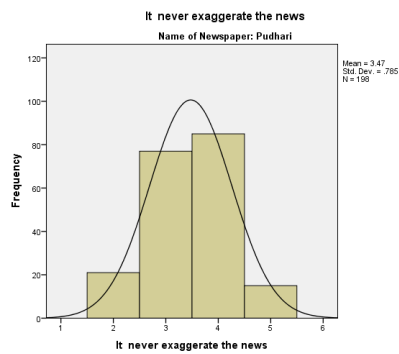
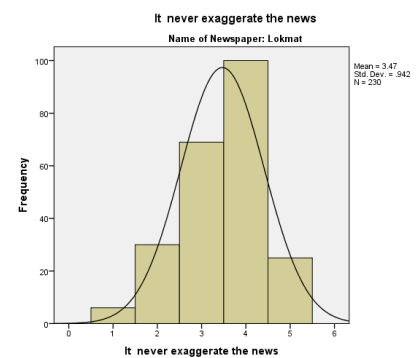
- 4) Lokmat newspaper 10.9% respondents strongly agree that picture quality of newspaper is excellent, 53% Agree, 27.4% neutral, 7.4% disagree and 1.3% respondent who strongly disagree.

Mean=3.65 & Std. Deviation=.821

Conclusion: From the above interpretation it can be concluded that most of the readers of Times of India newspaper agree that Picture quality of newspaper is excellent, followed by readers of Pudhari, Sakal&Lokmat.

12. It Never Exaggerate the News

Descriptive statistics for “It never exaggerate the news” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if never exaggerate the news using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

Never exaggerates news-Sakal**Never exaggerates news-TOI****Never exaggerates news-Pudhari****Never exaggerates news-Lokmat****T Newspaper never Exaggerate the News**

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	0.5	1	4.3	9			2.6	6
Disagree	6.4	13	14.7	31	10.4	21	13.0	30
Neutral	34.0	68	40.8	86	38.3	77	30.0	69
Agree	32.0	64	30.8	65	42.3	85	43.5	100
Strongly agree	26.5	53	9.5	20	7.5	15	10.9	25
Total	100	200	100	211	100	201	100	230
Mean	3.78		3.27		3.47		3.47	
Std. Deviation	.933		.969		.785		.942	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 26.5% respondents strongly agree that it never exaggerates the news, 32% agree, 34% are neutral, 6.4% disagree and 0.5% respondent who strongly disagree.

Mean=3.78 & Std. Deviation=.933

- 2) For Times of India newspaper 9.5% respondents strongly that it never exaggerates the news, 30.8% agree, 40.8% are neutral, 14.7% disagree and 4.3% respondent who strongly disagree.

Mean=3.86 & Std. Deviation=1.064

- 3) For Pudhari newspaper 7.5% respondents strongly that it never exaggerates the news, 42.3% agree, 38.3% are neutral, 10.4% disagree and there is no respondent who strongly disagree.

Mean=3.47 & Std. Deviation= .785

- 4) Lokmat newspaper 10.9% respondents strongly agree that it never exaggerates the news , 43.5% Agree, 30% neutral, 13% disagree and 2.6% respondent who strongly disagree.

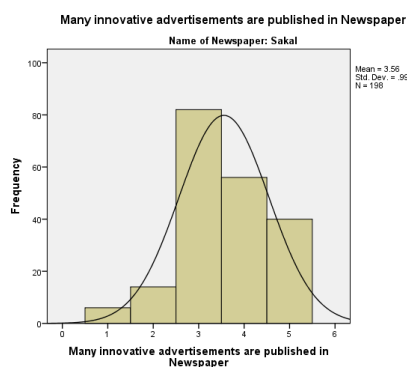
Mean=3.47 & Std. Deviation=.942

Conclusion: From the above interpretation it can be concluded that most of the respondents of Sakal say it never exaggerates the news, followed by Lokmat, Pudhari and Times of India are also agreeing on the statement.

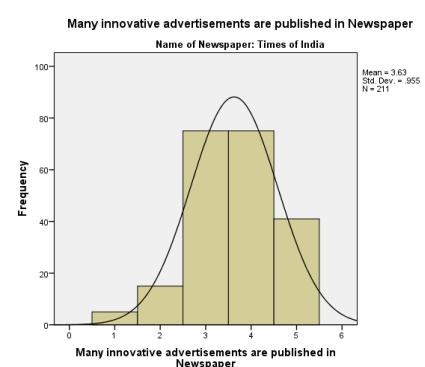
13. Innovative Advertisements are published in Newspaper

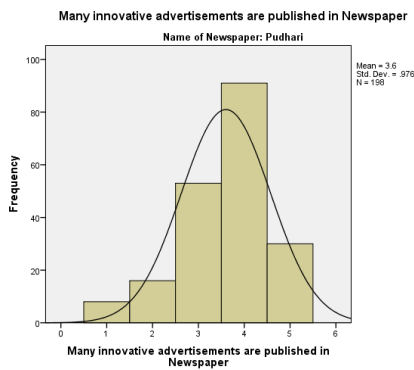
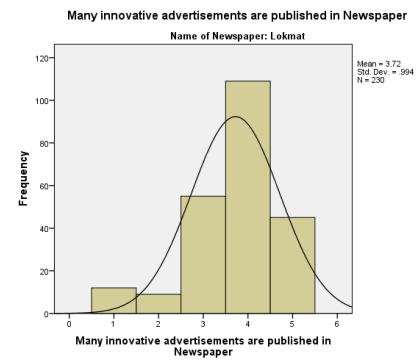
Descriptive statistics for “Innovative advertisements are published in Newspaper” Readers of four newspapers Sakal, Times of India, Pudhari and Lokmat were asked to tell if innovative advertisements are published in newspaper using 5 point Likert Scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree)

F5.98 Innovative advts-Sakal



F5.99 Innovative advts-TOI



F5.100 Innovative advts-Pudhari**F5.101 Innovative advts-Lokmat****T Innovative Advertisements are published in Newspaper**

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Strongly disagree	3.0	6	2.4	5	4.0	8	5.2	12
Disagree	7.0	14	7.1	15	8.0	16	3.9	9
Neutral	41.0	82	35.5	75	26.4	53	23.9	55
Agree	28.0	56	35.5	75	45.3	91	47.4	109
Strongly agree	20.0	40	19.4	41	14.9	30	19.6	45
Total	100	200	100	211	100	201	100	230
Mean	3.56		3.63		3.60		3.72	
Std. Deviation	.990		.955		.976		.994	

Interpretation:

- 1) The above table reveals that for Sakal newspaper 20% respondents strongly agree that innovative advertisements are published in newspaper, 28% agree, 41% are neutral, 7% disagree and 3% respondent who strongly disagree.

Mean=3.56 & Std. Deviation=.990

- 2) For Times of India newspaper 19.4% respondents strongly that innovative advertisements are published in newspaper, 35.5% agree, 35.5% are neutral, 7.1% disagree and 2.4% respondent who strongly disagree.

Mean=3.63 & Std. Deviation=.955

- 3) For Pudhari newspaper 14.9% respondents strongly that innovative advertisements are published in newspaper, 45.3% agree, 26.4% are neutral, 8% disagree and 4% respondent who strongly disagree.

Mean=3.60 & Std. Deviation= .976

- 4) Lokmat newspaper 19.6% respondents strongly agree that innovative advertisements are published in newspaper, 47.4% Agree, 23.9% neutral, 3.9% disagree and 5.2% respondent who strongly disagree.

Mean=3.72 & Std. Deviation=.994

Conclusion: From the above interpretation it can be concluded that most of the readers of Sakal agree that it publishes many innovative advertisements, followed by Lokmat, Times of India, and Pudhari.

Findings & Conclusion:

For this study 13 relevant questions were designed and asked to newspaper readers. The questions content information regarding readers liking about newspaper with regards to its news coverage, font size, newspaper size, advertisements, picture quality and also about their faith in news contents. The following findings are noted:

- 1) Sakal 78% readers say it has always given me whatever I Wanted from Newspaper, followed by, Times of India 77% , 61% Pudhari and 71% Lokmat.
- 2) 80% Times of India readers agree that it gives good quality newspaper followed by 76% of the readers of Sakal, 72% Pudhari and 71%Lokmat .
- 3) 72% of the Times of India readers feel the newspaper has wider coverage followed by , 71% Pudhari, 69% Lokmat and 66%Sakal,.
- 4) 76% of the readers of Sakal say they get timely information about all the events and happenings around followed by 75.4%Times of India, 68% Pudhari and 74% Lokmat.
- 5) 64% of the readers of Sakal say it's the best newspaper for Local News, followed by 66% Times of India, 75.2% Lokmat and 67% Pudhari.
- 6) 77% of the readers of Times of India say its best newspaper for national & international news coverage, followed by 56% Sakal, 52.7% Pudhari & 69.6% Lokmat.
- 7) 63% Sakal readers, 64.5% Times of India say it has very good classified advertisements, followed by 55.7% Pudhari and 68% Lokmat.
- 8) 63% readers of Sakal, 70.6% Times of India, 73.6% Pudhari and 65.2% Lokmat like the size of the newspaper is which is appropriate for them.
- 9) 65% Sakal , 78.6% readers of Times of India appreciate the font size of the newspaper which is accurate for them, followed by newspapers 79.6% Pudhari, and 70.4% Lokmat.
- 10) 63% Sakal , 79.6% Times of India agree that newspapers are more colorful than earlier, followed by, 63.4% Pudhari and 69.5% Lokmat .
- 11) 63% Sakal readers, 66.4% Times of India readers agree that Picture quality of newspaper is excellent, followed by readers of 67.2% Pudhari & 63.9% Lokmat.

- 12) 45% Sakal readers say it never exaggerates the news, followed by 40.3% Times of India 54.4% Lokmat, 49.8% Pudhari and are also agreeing on the statement.
- 13) 48% Sakal agree that it publishes many innovative advertisements, followed by 54.9% Times of India, 60.2% Pudhari and 67% Lokmat.

From the above findings the researcher has noted some important facts regarding newspaper preference in Pune region.

- 1) Sakal newspaper gives its readers whatever they want from a newspaper, hence, it is their preference.
- 2) Times of India is a good quality newspaper.
- 3) Times of India have a wider news coverage for its readers.
- 4) Lokmat covers more local news for its readers.
- 5) Times of India cover maximum National & International news.
- 6) Sakal, Times of India, Pudhari and Lokmat has appropriate size of paper.
- 7) All the newspaper readers like the font size the newspapers are using.
- 8) All the readers say the newspapers are more colorful and the picture quality is also improved than earlier.
- 9) Almost all newspaper readers say the newspaper they read does not exaggerate the news.
- 10) Readers agree that all the newspapers are providing innovative advertisements in the paper.

The newspaper reader's in Pune have shown their preference in various ways. The most preferred newspapers are Sakal and Times of India.

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