

International Multidisciplinary Research Journal

Golden Research Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Welcome to GRT

RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Catalina Neculai University of Coventry, UK	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Ecaterina Patrascu Spiru Haret University, Bucharest	Ilie Pintea, Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Loredana Bosca Spiru Haret University, Romania	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	Fabricio Moraes de Almeida Federal University of Rondonia, BrazilMore
Titus PopPhD, Partium Christian University, Oradea,Romania	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences AL. I. Cuza University, Iasi	

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yaliker Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org



GRT **STUDY OF CONSUMER BEHAVIOUR &
CONSUMER BUYING PATTERN OF MAGAZINE –
BBC KNOWLEDGE OF THE TIMES OF INDIA GROUP IN
HYDERABAD**

Nilesh J Bhutada

Managing Trustee , International School of Management and Research, Pune.

Abstract:-This study on consumer behaviour and buying pattern of “Times of India” publication magazines with specific reference to “BBC K, Top Gear and Lonely Planet”. Researcher has visited various customers through door to door visit sold them the magazines and took their feedback through questionnaires as a research instrument. The sampling method used by the researcher is convenience sampling method and the overall total sample collected by him is 342 samples with BBC K being 98 samples, Top Gear being 114 samples and Lonely Planet being 130 samples. The researcher used excel sheet as an analytical tool to analyze the data collected through various statistical tools like percentage analysis, cross tabulation and chi-square test. The results in the excel sheet lead to various conclusions on the consumer buying behaviour and buying pattern in reference to these magazines.

Keywords:Consumer Behaviour, Times of India.

INTRODUCTION :

Print media is one of the most powerful and cost effective medium to transfer information and knowledge. The print media industry in India is more than a century old and is a well-established industry. This industry mainly comprises of publishing newspapers and magazines. For about 600 years printing has been basic tool of mass communication, storing and dissemination of information and knowledge.

The Times of India was founded in 1838 as The Bombay Times and Journal of Commerce by Bennett, Coleman and Company, a colonial enterprise now owned by an Indian conglomerate. The Times Group publishes The Economic Times (launched in 1961), Navbharat Times (Hindi language), and the Maharashtra Times (Marathi language). In the 1950s 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional and national languages. This number rose to 2,856 dailies in 1990 with 209 English dailies. The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies)

OBJECTIVE OF THE STUDY

- ❖ Usage and attitude study.
- ❖ Consumer satisfaction Index.
- ❖ Competitor analysis.
- ❖ Purchase drivers.
- ❖ Customer profiling.

LITERATURE REVIEW

Ali Saukat, in his paper “A Study of Consumer Behaviour & Loyalty in Print Media – Challenges & strategic prescriptions with Special reference to English, Hindi, Marathi News Paper readers-Mumbai”, says developing customer loyalty & retaining readership can be a huge challenge for the publishers. There are huge

Nilesh J Bhutada, “STUDY OF CONSUMER BEHAVIOUR & CONSUMER BUYING PATTERN OF MAGAZINE – BBC KNOWLEDGE OF THE TIMES OF INDIA GROUP IN HYDERABAD”, Golden Research Thoughts | Volume 4 | Issue 6 | Dec 2014 | Online & Print

options available to readers now. Therefore publishers are busy to create something very special and innovative in contents or subscription schemes to impress upon the readers. They should address the needs and demand of consumer to strengthen their loyalty and readership

RESEARCH METHODOLOGY

As a part of summer internship program the work assigned was to sell subscription and collect data for the various magazines published by World Wide Media and sold and distributed by Times of India and also to renew the subscription of the customers whose subscription has expired.

DATA- PRIMARY DATA

Source of data- The data is both qualitative as well quantitative and is collected from various new and existing subscribers of Times of India Publications magazines. The data has been collected through door-door visit and filling up of questionnaires from the subscribers

Sampling Technique -Convenience Sampling

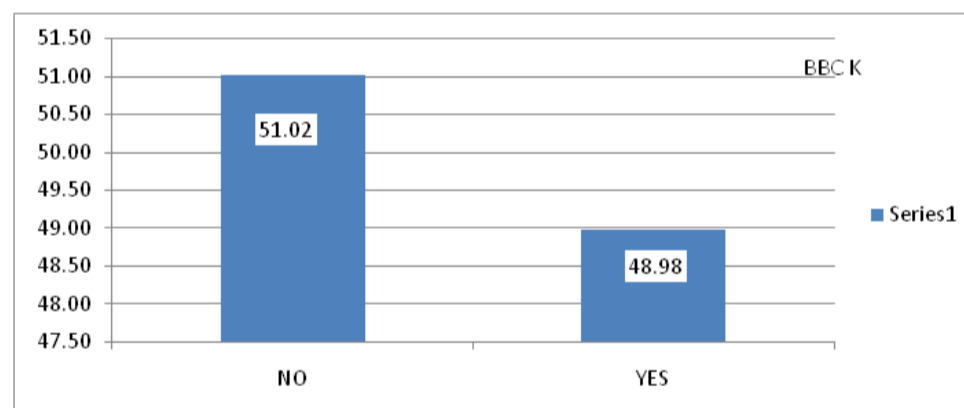
Sample size - The overall sample size for collecting primary data is 342, while the sample per brand is BBC K=98, Top Gear=114, Lonely Planet=130

Statistical tools used- Percentage Analysis

- Cross-Tabulation
- Chi-Square test.

Analysis and interpretation

1.Regular subscribe of magazine



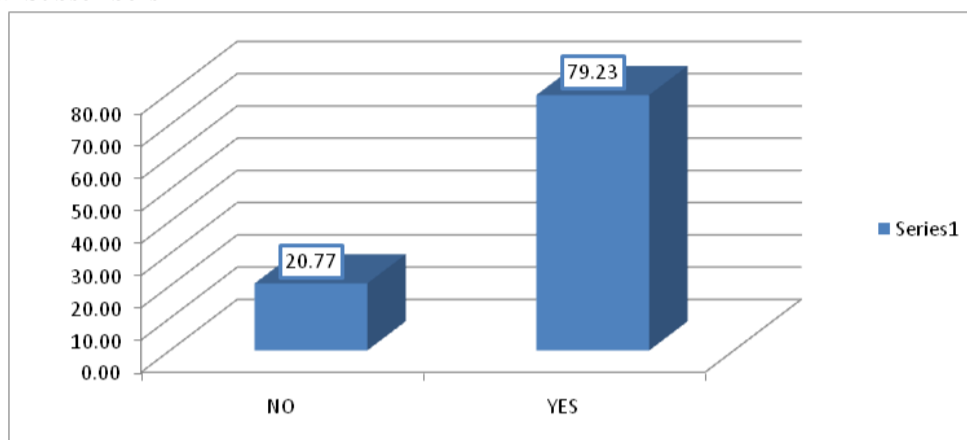
FINDINGS:

Majority of BBC K readers (51%) are not regular subscribers of the magazines rather they buy it from shops or vendors, while 45 % of buyers are regular subscribers.

INTERPRETATION:

There is a huge scope for the company to convert these people into regular subscriber through the various schemes and offers offered on annual subscription.

2. Regular Subscribers

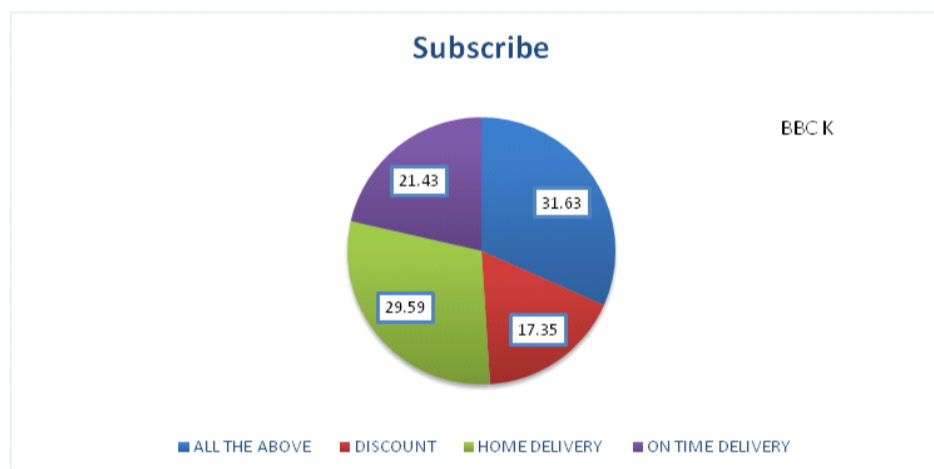


Majority of (80%) LP readers are regular subscribers of the magazines while 20% of buyers are not regular subscribers.

INTERPRETATION:

There is a huge benefit for the company to annual subscription.

3. If No, what makes you to subscribe?



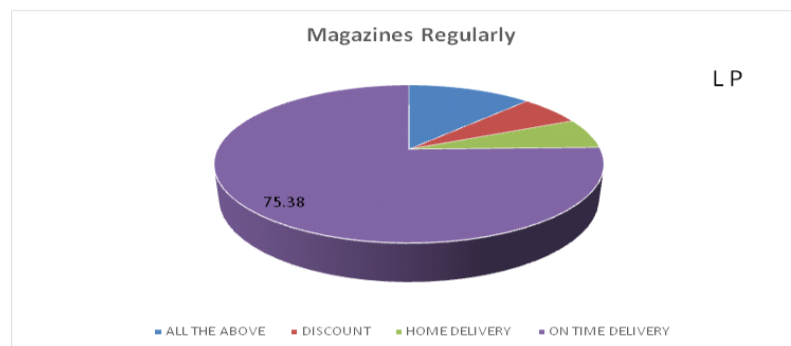
FINDINGS:

Majority of readers i.e 32 % who subscribe to magazines regularly want to subscribe now to BBC K for all the above mentioned reasons. While 29% people want to subscribe specifically because they want it at their convenience of location, 18% people want it for the discount on subscription and 21% people want to subscribe for On Time Delivery.

INTERPRETATION:

The reasons like Discount, Home Delivery and On Time Delivery play a major in making customers subscribe to the magazine and convert them into a regular reader of BBC K, hence if these reasons are taken care it would lead to great boost in sales.

4. Subscribe To Magazines Regularly



FINDINGS:

Majority of readers i.e. 76 % who subscribe to magazines regularly want to subscribe now to L P for on time delivery. While 12 % people want to subscribe specifically because they want all the facilities,6% people want it for the discount on subscription and 6% people want to subscribe for Home Delivery.

INTERPRETATION:

The reasons like Discount, Home Delivery and On Time Delivery play a major in making customers subscribe to the magazine and convert them into a regular reader of L P, hence if these reasons are taken care it would lead to great boost in sales.

SUGGESTIONS

(A) Suggestions based on Analysis:

1) Home delivery and on time delivery:

The most important thing that this research found out that majority of the readers want to subscribe to the magazine because of Home Delivery Services on time delivery. So company should focus on home delivery and on time delivery.

2) Less price and wealthy content:

Company should focus on price and content. Price should be less and content should be wealthy as well.

3) Gift:

Company should focus on gift till certain level. So that more customer will influence to buy

4) Increase advertisement:

Most of customer influence through only word of mouth and we have more source to know about this magazine. Company should increase more advertisement of these magazine through internet, TV, exhibition so that customer will know this magazine and buy. This is way to create more market share.

BIBLIOGRAPHY

- 1.http://www.gfkmri.com/PDF/WWRSMRI_ImpactOfMagazineReadershipOnWebsiteVisitation.pdf accessed on 25/11/14
- 2.http://en.wikipedia.org/wiki/The_Times_of_India accessed on 25/11/14
- 3.<http://www.timesgroup.com/bccl/about-us.html> accessed on 25/11/14
- 4.<http://www.timesmediastudies.com/faq.html> accessed on 25/11/14



Nilesh J Bhutada

Managing Trustee , International School of Management and Research, Pune.

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- ✍ EBSCO
- ✍ Index Copernicus
- ✍ Publication Index
- ✍ Academic Journal Database
- ✍ Contemporary Research Index
- ✍ Academic Paper Database
- ✍ Digital Journals Database
- ✍ Current Index to Scholarly Journals
- ✍ Elite Scientific Journal Archive
- ✍ Directory Of Academic Resources
- ✍ Scholar Journal Index
- ✍ Recent Science Index
- ✍ Scientific Resources Database
- ✍ Directory Of Research Journal Indexing

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.aygrt.isrj.org