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## COMPARATIVE STUDY TO SALES PROMOTION OF MARATHI DAILY NEWSPAPERS IN SELECTED DISTRICT



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### ABSTRACT

This study empirically reveals the comparative study to sales promotion of Marathi daily newspapers in selected district. The present research reveals that the newspaper industry has targeted different segment of population done on the basis of age and life cycle to impart the promotional activities in an effort to lure the readers. Introduction of different supplements on specific day is one strategy attracts and holds members of the segments. Besides supplements organizing events, exhibitions, dialogues with stakeholders leads in the list of promotional efforts and build repo with the readers as well as society as a whole. It shows, there is no significance difference into sales promotional expenditure done by daily Marathi news papers.



**KEYWORDS :** Sales Promotion, promotion expenditure, readership, supplements.

### 1.0 INTRODUCTION

The term sales promotion comprises of the tools, used to promote sales in the given territory and time. These are primarily short-term in nature and are designed to quickly stimulate sales. While advertising creates awareness and provides to the target consumer the rational to buy a product, sales promotion induces consumers to buy the product. In this sense, sales promotion is an incentive to buy up. While discount coupons, price offs, prizes, free trials et cetera are directed at the final consumer, there are several promotions like merchandise allowance, incentives for shelf space, shelf display contests, joint promotion etc. which are directed at the trade. In today's business environment both these promotions are important broadly, consumer promotions objective is to create consumer pull for the brand and trade promotions objective is to push the brand in the market place.

The sales promotion objectives are a part of the company's marketing communication objectives. They are part of the company's overall marketing objectives, which in turn are emanating

from the company's corporate objectives. Today, every newspaper company has realized the significance of sales promotion and are putting it to great use. Considerable creativity is being demonstrated by newspaper companies to promote their publication (i.e. newspaper). In today's era of keen competition, sales promotion is used as a tactical tool in newspaper industry. Many newspaper companies are now realizing that, if they are not carefully planned about their sales promotion activities in advance, it may lead them to take hasty decisions in this regard. Therefore, there must be a systemic approach in planning and execution of sales promotion activities. Management of newspaper companies understand that the objectives of any sales promotion activities must pass SMART test that is Specific, Measurable, Achievable, Relative and Time.

## 2.0 OBJECTIVE OF STUDY

In the past, various research studies related to the marketing and sales promotion activities have been conducted by different researchers and market experts. They have studied the several aspects of sales promotion activities related to consumer durable goods, food items etc.. But no attempts were made in the past to study the sales promotional activities concerned with the newspapers, especially local language newspapers. Therefore, the present study was carried out with the following objectives –

- 1) To understand the nature of sales promotional expenditure of daily Marathi newspapers.
- 2) To evaluate the impact of different supplements into increased readership

## 3.0 LITERATURE REVIEW

A study paper by William Selen, (2004), titled "Optimized Resource Planning In Newspaper Subscriptions". This paper presented in the Second World Conference held on April 30, 2004, at Cancun, Mexico. Author has stated that, a planning system was developed for optimizing utilization of various marketing instruments of resources in newspaper subscription sales concerned with Dutch newspapers. While discussing the marketing plan, author has stated that, different tools and its uses are described in relation to the annual marketing plan, and also the related constraints.

A study paper by S. Banerjee, and V. S. Tomar, (2013), titled "An Insight into 'Paperwalas' Perspective in Indian Newspaper Industry", published in the International Journal of Logistics and Supply Chain Management Perspectives, Vol. 8, No. 6. In the opinion of the authors newspaper industry has achieved a new significant level of paradigm and having important place in publishing daily newspapers in Hindi, English and other local languages. According to the authors, this multilingualism in newspapers increases the hit of newspaper reading in India. Authors have stated that, the Hindi newspaper has the largest number of circulation in the country, and there is the keen competition in newspaper industry.

A study paper by Erdil, S., Erdil, O. and Keskin H., (2005), titled "The relationships between market orientation, firm innovativeness and innovation performance", published in the Journal of Global Business and Technology, Vol. 1, No. 1. Authors have examined the interrelationships between market orientation, firm innovativeness and innovation performance. A study was conducted in order to collect data by using structured questionnaire forms distributed to and collected from executive managers of a sample of newspaper industrial firms in the Marmara Region.

A study paper by Bari A. and Mujgan Tez, (2012), titled, "Sales Forecasting system for newspaper distribution companies in Turkey", published in the statistics in the Twenty first century, special Vol. 8, No. 3. In the study authors have highlighted the problems related to sales of newspaper



from being faced by newspaper industries. The authors have opined that, a problem that most newspaper industry is facing the is how to put predict the right number of copies of newspapers to print and the circulate among the district sales points.

A study paper by Fernandes, A., (2009), titled “Breathing their last breath? The effects of the internet on print media”, published by Chestnut Hill College, Pennsylvania, USA. Author has investigated the impact of internet on the publishing Industry, particularly magazines and newspapers. The study was conducted in Pennsylvania State. Author has observed that internet and traditional print media can operate in a complementary manner to create increased brand awareness among consumers, increased readership, loyalty, and advertising revenue.

A study report by Cepiprint , The Association of Newsprint and Magazine paper Industries, (2000), titled “Newspaper Promotions: Boosting Single Copy Sales”. In this report discussion has been made on the free and paid promotion practices to increase news paper sales. In this report it is stated that, the newspaper industry invested billions of dollars on sales promotional practices over the last few years in order to achieve its goals. Newspaper executives explained the choice of sales promotion strategies by number of reasons. As per the report, there is not a great subscription tradition in some European countries. The marketing manager for the publication – perhaps people have to pay in advance to receive the newspaper.

A study paper by Weezel, A.V. (2008), titled “Organizational changes in newspaper firms and their relationship to performance”. This study paper presented in the 8th World Media Economics and Management Conference Lisbon, Portugal. Author has investigated through the study, the extent to which two organizational changes, i.e. integration and outsourcing with due consideration to environmental conditions affects firm’s financial performance that included net income, gross margin, sales growth, and return on equity, and the responses were averaged. The respondents were high-ranking managers in newspaper companies -i.e. presidents, publishers, CEOs, and general editors.

#### 4.0 SAMPLING AND DATA COLLECTION

The data analysis presented in this paper is based on the following sample size.

Sl. No.	District	Newspaper Readers	Newspaper Distributors	Advertising Clients	Advertising Agencies	Total
1	Satara	217	116	53	11	397
2	Kolhapur	230	161	52	14	457
3	Pune	210	333	50	29	622
	Total	657	610	155	54	1476

Besides this the managers of each sample newspaper from each sample district were visited to collect secondary data required for the study. Around 54 advertising agencies were also visited to find the nexus of agencies with newspapers for their respective clients advertisements.

#### 5.0 METHODOLOGY

With a view to fulfillment of study objectives, the primary data (collected through interview schedule) have been analyzed with the help of tables. Simple percentage method has been used for the tabulation of primary data, that is a data analysis has been formulated, prepared using tables. The data have been also analyzed by using measures of central tendency; measures of dispersion and the

hypothesis have been tested using independent sample t-test and chi-square test. The present study used diagnostic research design and inferential approach have been used to collect the data. Diagnostic research is the method of research which evaluates the problem of an organization and diagnoses it with the help of suggestions.

## 6.0 HYPOTHESIS TESTING

H0:1: There is no significance difference into sales promotional expenditure done by daily Marathi news papers.

H1:1: There is significance difference into sales promotional expenditure done by daily Marathi News papers.

The promotional expensed done by sample newspaper have taken in actual rupees spend on variety of promotional tools executed. The data of made available by the officials of sample newspaper brought in use. Few officials could not provide the data of few years. This hypothesis testing is done in two parts. The ANOVA is used to find the relationship between the amount spend on promotional technique by different sample newspapers.

**Table: 1**

### **Tukey test of Promotional Expenditure by newspapers**

**Following table shows the Tukey test of promotional expenditure made by sample newspaper.**

Promotional Expenditure Tukey HSD						
Newspaper	Newspaper	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Sakal	Lokmat	3409200.000	4.101E6	.839	-7765054.77	14583454.77
	Mah. Times	-2.078E7*	6.037E6	.009	-3.72E7	-4330909.00
	Pudhari	1.100E7	4.101E6	.055	-176554.77	22171954.77
Lokmat	Sakal	-3409200.00	4.101E6	.839	-1.46E7	7765054.77
	Mah. Times	-2.419E7*	6.037E6	.002	-4.06E7	-7740109.00
	Pudhari	7588500.000	4.101E6	.271	-3585754.77	18762754.77
Mah. Times	Sakal	2.078E7*	6.037E6	.009	4330909.00	37227024.33
	Lokmat	2.419E7*	6.037E6	.002	7740109.00	40636224.33
	Pudhari	3.178E7*	6.037E6	.000	15328609.00	48224724.33
Pudhari	Sakal	-1.100E7	4.101E6	.055	-2.22E7	176554.77
	Lokmat	-7588500.00	4.101E6	.271	-1.88E7	3585754.77
	Mah. Times	-3.178E7*	6.037E6	.000	-4.82E7	-1.53E7
*. The mean difference is significant at the 0.05 level.						

**Table: 2****Descriptive ANOVA of Promotional Expenditure by newspapers**

Following table shows the description of ANOVA of promotional expenditure made by sample newspaper.

Sr.	Description	Sum of Squares	df	Mean Square	F	Sig.
1	Between Groups	2.419E15	3	8.062E14	9.58	.000
2	Within Groups	2.439E15	29	8.411E13		
	Total	4.858E15	32			

Above table shows that the 'f' statistics is 9.585 and the value of 'p' is 0.000 which is significance reveals that the test is significant hence, the significant difference find into the amount spend by sample newspapers as promotional expenses.

To probe into the depth into newspaper wise relations as far as amount spend the Tukey test is executed as follows.

Above table shows results of ANOVA Tukey test at 95% level of confidence. The statistical significant difference did not find in between the promotional expenses made by daily Sakal with daily Lokmat and daily Pudhari. Since the 'P' value is 0.839 and 0.055 respectively. The significant difference has found in the promotional expenses in between daily Maharashtra Times and expenses made by rest all other news papers since the 'p' value lies below 0.05. it has found from the 'p' value that the 'p' value of test between Pudhari and Sakal is 0.055 which is almost at the border of rejection.

The overall result of promotional expenses shows that there is significant difference into the promotional expenses made by Maharashtra Times and rests other newspapers. And the expenses made by daily Pudhari for promotion of newspaper are different compared to daiy Sakal but the statistical significant difference did not found.

Hence, the null hypothesis is accepted i.e. there is no significance difference into sales promotional expenditure done by daily Marathi news papers. And alternative hypothesis is rejected.

Ho:2: There is no significance difference into increased readership due to different supplements.

H1:2: There is significance difference into increased readership due to different supplements.

For the purpose of testing the hypothesis may be restated as, that there is significant relationship between increased readerships due to different supplements.

Various variables are considered to test this hypothesis. One is the readers opinion another is comparison of number of supplements with the circulation of newspaper.

**Table: 3**

**One sample 't' test descriptive on opinion supplements is determinant of selection of newspaper**  
**Following table shows the descriptive statistics of the opinion of sample readers on the supplements is the determinant of selection of newspaper.**

	N	Mean	SD	SE Mean
Number of supplements attracts me to select this paper	64 2	3.88	.668	.026

Above table shows the opinion of sample on the statement the mean score is 3.88 which only shows the agreement towards the statement with acceptable standard deviation of 0.668.

**Table: 4**

**One sample 't' test on opinion supplements is determinant of selection of newspaper**

**Following table shows one sample 't' test on the opinion of sample readers on the statement that supplements is determinant of selection of newspaper as follows.**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Number of supplements attracts me to select this paper	33.48	641	.000	.883	.83	.93

Above table shows that the calculated 't' at test value '3' which is a middle point of the scale, is 3.48 at 641 degrees of freedom the 'p' value is 0.000 which is significant at 95% level of confidence, the test is significant hence the null hypothesis is rejected and alternative hypothesis i.e. there is significance difference into increased readership due to different supplements is accepted.

The said 't' test is alone not justifiable to state that the increased readership is due to supplement, since the mean score is 3.88 which only shows agreement towards the statement and not the full consent to the statement. This conveys that some other variables are also causing for increase in the readership.

## **SUPPLEMENTS AND CIRCULATIONS**

Table shows that there is increasing trend in the circulation of sample newspapers taken for study.

The data of circulation in table and graph shows that the circulation of every paper is in increasing trend. Daily Pudhari has come down in the study region in the year 2013 otherwise all sample paper taken for study has increasing trend in the circulation quantum.

Table:5

Circulation of newspapers in study region from 2004 to 2013

Following data shows the circulation of sample newspaper in the study region for last ten years i.e. from 2004 to 2013.

Sr.	News Paper	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
1	Sakal	392200	399379	423888	481855	499895	494246	646388	746029	752369	771522
2	Lokmat	115550	148475	203350	252350	296710	365425	405400	416640	498760	596520
3	Pudhari	138542	156395	159069	453685	378623	343726	481785	508549	501890	486815
	Mah.Times	0	0	0	0	0	0	0	180000	290000	307000
	Total	648296	706254	788313	1189897	1177236	1205406	1535583	1853229	2045031	2163870

Source: (www.auditbureau.org) and newspaper managers

Since there is no any change in the supplements introduced by sample dailies except daily Lokmat, they have introduced three new supplement in 2013 reflects in the increase in the circulation by approximately one lakh. The discussion leaves little scope to conclude that the supplement has an impact on the increase in the readership but cannot claim to be t

Respondent and Family Member		Yourself			Elder male			Elder Female			Youth Male			Youth Female			Children		
Supplements Read																			
Name of News paper	Name of Suppl ement	F	C	R	F	C	R	F	C	R	F	C	R	F	C	R	F	C	R
Sakal	Balmit ra	2 1	12. 28	14. 89	3	6.5 2	2.1 3							1	4.7 6	0.7 1	1 6	95. 08	82. 27
	Sapth ang	1 0 0	58. 48	57. 80	3 8	82. 61	21. 97	1 6	11. 85	9.2 5	1 3	61. 90	7. 5 1			0.0 0	6	4.9 2	3.4 7
	Famil y Doc	1 5	8.7 7	17. 44	4	8.7 0	4.6 5	6 3	46. 67	73. 26	3	14. 29	3. 4 9	1	4.7 6	1.1 6			
	Smart Sobati	2 9	16. 96	26. 36	1	2.1 7	0.9 1	5 6	41. 48	50. 91	5	23. 81	4. 5 5	1 9	90. 48	17. 27			
	5	6	3.5 1	10 0															
	Total	1 7 1	10 0	80. 66	4 6	10 0	21. 70	1 3 5	10 0	63. 68	2 1 0	10 0.0 1	9. 9 1	2 1 0	10 0	9.9 1	1 2 2	10 0	57. 55

he sole variable for the same.



Pudh ari	Baha r	13 8	69. 35	5 9	6 2	69.6 6	2 6				1 7	31. 48	7				1 8	19. 78	8
	Anku r	28	14. 07	1 8	1 1	12.3 6	7	32	17. 98	2 1	9	16. 67	6	1	1.4 9	1	7 3	80. 22	4 7
	Arog ya	18	9.0 5	1 3	1 0	11.2 4	7	47	26. 40	3 3	2 8	51. 85	1 9	4 1	61. 19	2 8			
	Kast uri	15	7.5 4	1 0	6	6.74	4	99	55. 62	6 8				2 5	37. 31	1 7			
	Total	19 9	100	8 2	8 9	100. 00	3 7	17 8	100	7 3	5 4	100	2 2	6 7	100	2 8	9 1	100	3 7
Lok mat	Manth an	10 3	68. 67	70 3	2 3	40. 35	1 6		0.0 0	0	2 1	22. 58			0.0 0	0			0
	Oxyge n	38	25. 33	27 9	2 8	50. 88	2 0	6	4.3 8	4	6 2	66. 67	1	1	1.0 6	1	7 00	100.	5
	Sakhi	4	2.6 7	2	2	3.5 1	1 1	11	81. 02	5 1	1 0	10. 75	9 2	9 2	97. 87	4 2			
	Nirma y	1	0.6 7	4	3	5.2 6	1 2	20	14. 60	8 0		0.0 0	1	1	1.0 6	4			
	Eurek a	4	2.6 7	10 0															
	Prath am Purus hi																		
	Total	15 0	100	91 7	5	100	3 5	13 7	1.0 0	8 3	9 3	100	9 4	9 4	100	5 7	7	100	4

Table 6 Supplement Preference by Newspaper Readers

## 7.0 FINDINGS

1. Newspapers like Sakal, Pudhari, Lokmat has taken social initiative through their event platforms like Tanishq and Sakhi Manch. Through these medium, women in this region started participating in social activities, expressing their views.
2. Supplements of Newspapers also play a huge role about increment in circulation (Sapatrang, Oxygen, Bahar, Balmitra) these supplements has its own segment readers.
3. The supplements offered by daily Sakal are read by entire family. Balmitra is famous in children, Saptarang is preferred by elder male and youth male in the family whereas family doctor is preferred by elder female in the family. Smart Sobati is a choice of elder female and youth female in the family. The entire family coverage daily Sakal has as far as supplements are concerned. The youth in the family are

less attracted towards the supplements offered by Sakal.

4. The quality of supplements affects on the quantity of newspaper as opined by the 91% of sample distributors.

5. Sakal and Lokmat are spending more expenses for sales promotional activities compared to Pudhari and Maharashtra Times. Though Pudhari and Maharashtra Times have their own precise reader, these two managements have to pour more efforts and money to increase their popularity among readers.

## 8.0 CONCLUSION

The present research reveals that the newspaper industry has targeted different segment of population done on the basis of age and life cycle to impart the promotional activities in an effort to lure the readers. Introduction of different supplements on specific day is one strategy attracts and holds members of the segments. Besides supplements organizing events, exhibitions, dialogues with stakeholders leads in the list of promotional efforts and build repo with the readers as well as society as a whole. Following is the analysis with respect to supplements and circulations.

The scope of the study was restricted to last ten years i.e. from 2004 to 2013. The data shows that last ten years the supplements of daily Sakal i.e. Balmitra, Saptrang, Family Doctor and Smart Sobati has remain constant and there has no change observed in the introduction of new supplement or deletion of existing supplement. In spite of this the circulation of daily Sakal has increased.

In 2013 Lokmat has introduced three new supplements one is Nirmay and another is Eureka and the third is Pratham Purishi. This reflects in the increase circulation by one lakhs. Lokmat Sunday supplement i.e. Manathan and supplement Sakhi has constant existence in the last ten years.

The supplements of daily Pudhari viz. Bahar, Ankur, Arogya and Kasturi has also not changed over last ten years. And daily Maharashtra times has only one supplement which has existence in the study region for last three years.

The concepts like Tanishka by daily Sakal and Sakhi Manch by daily Lokmat bring revolutionary change into the mind set of not only women of this part of country but in the society at large. Strategy on pricing has also played by newspaper industry while introducing newspaper for a single rupee and subscription discounts for long term.

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