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Marketing Management: AN EMPIRICAL STUDY OF CONSUMER BEHAVIOR ON FINANCIAL DAILIES

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ABSTRACT:

Financial Newspaper is a product which is required by all the stakeholders who deals in the financial market. Delay in the distribution can cause many problems to the readership figures. It is a product which loses its value as day goes on. It is a product without which a day cannot be started for this specific crowd.

Most of the financial daily newspapers are published from Monday to Friday. It covers most of the sector and industry news in 10 to 12 pages. It also covers few pages of very important news and tips regarding stock markets which are very much helpful to the investors and stock brokers.

A company needs to know the behavior of their consumers to know what they think about the product or service which they are offering. The study has been done to understand the consumer behavior on financial dailies. The comparison has been done between various financial newspapers. There was comparison done on the basis of the time of reading the newspaper by the readers and various features the readers wanted in a particular paper. The survey has been done on the basis of various parameters by comparing the features of various newspapers.

Keywords: newspaper, investors, consumer, behaviour

A company needs to be in constant touch with its customer as we know that customer is the king of any business and it's necessary to know the behavior of the consumers so that a company can frame the strategies accordingly. Due to increase in competition in various business industries, it is necessary to provide the customer with best service or product as and when necessary.

A company needs to know the behavior of their consumers to know what they think about the product or service which they are offering. Here, in this project we have done a survey on consumer behavior on financial dailies. The comparison was done between various different financial newspapers. There was comparison done on the basis of the time of reading the newspaper by the readers and various features the readers wanted in a particular paper. The survey is done on the

basis of various parameters by comparing the features of various newspapers.

RESEARCH METHODOLOGY:

The study is an empirical study based on the survey method and the data is collected with the help of questionnaire. The study is Descriptive research where the data is collected by non-random sampling method

RESEARCH OBJECTIVES:

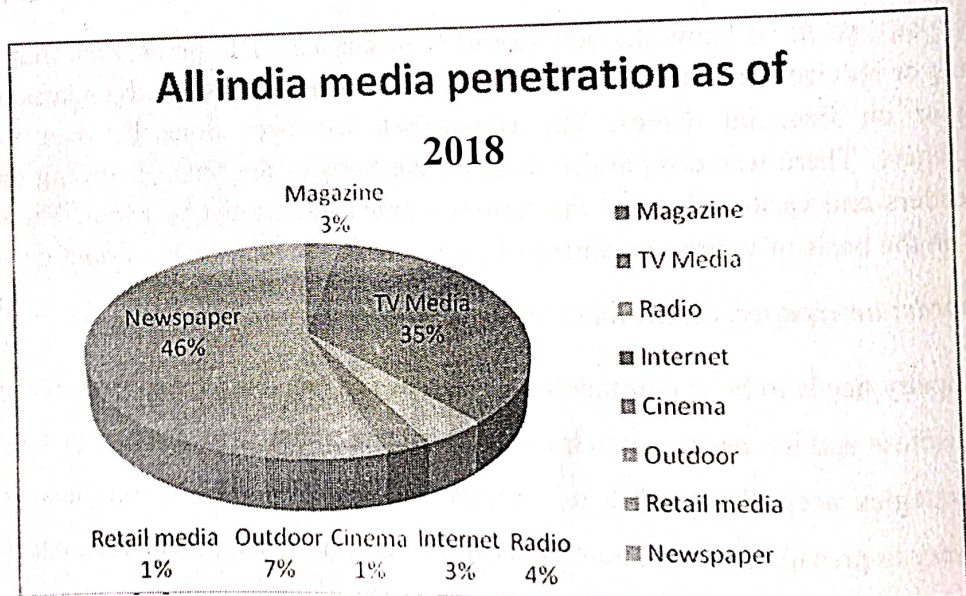
- 1) To identify the current market situation of Financial Dailies.
- 2) To understand the consumer behaviour towards financial daily newspaper.
- 3) To study awareness of consumer about various financial daily newspaper

RESEARCH METHODOLOGY, TOOLS & TECHNIQUE:

The data was collected with the help of structured questionnaire. A sample of 100 readers of financial daily newspaper from Mumbai city were selected from different occupation and designation. Proper care has been taken in asking the questions, in wording them and in maintaining the sequence of the question.

ALL INDIA MEDIA PENETRATION AS OF 2018

Here we can say that in the present scenario media has been spread widely. The share of Media is as below



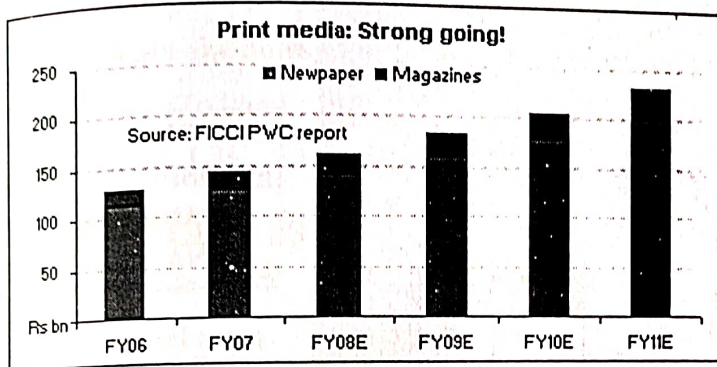
- Magazine 3%
- TV Media 35%
- Radio 4%
- Internet 3%
- Cinema 0.4%
- Outdoor 7%
- Retail media 1%

INDIAN PRINT INDUSTRY: AN OVERVIEW:

The structure of the Indian print media industry is highly fragmented with importance to regional dominance. The Indian print media segment primarily comprises newspaper and magazine publishing. Book Publishing also forms part of the print media though currently the share is not substantial. Figure 1.2

As per PwC report, the print industry is expected to grow from Rs 128 bn in 2016 to Rs 232 bn by 2017, at 12.6% CAGR. While the newspaper industry is estimated at Rs 112 bn, the magazine segment is valued at Rs 16 bn.

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Growth drivers

- Higher literacy levels:** In 2018, the literacy levels increased to 71.1% as compared to 69.9% in 2015. While rural literacy is at 64.8%, urban literacy touched 85.3%. Currently Indian print media is estimated to reach over 220 m people, and has immense growth potential since close to 370 m literate Indians are believed to not be served by any publication. Also, the reach of newspapers is only 27%, as compared to the global average of 50%.

- Lower cover prices:** Earlier, due to strong hold over a region, the newspaper had higher cover charges. However, with increasing competition and venture into newer regions the companies have reduced the cover prices to augment more sales. Many English dailies are sold for as low as Re 1 or Rs 2. The initial subscription offers of 'DNA' and 'Hindustan Times' (HT) in Mumbai, during their launch period, further reduced the cost of the newspaper to around 50 paise for an average issue.

- Higher ad spends:** Print media accounts for 48% of the total Rs 137.5 bn advertising spend in the country. However, the ad spend in India is just 0.4% of GDP as against 0.5% in China, 1.3% in

the US and a world average of nearly 1.0%. With rising consumerism and growing interest from domestic and global brands in Indian market, the growth in ad segment is expected to be strong.

DATA ANALYSIS & INTERPRETATION:

1. Which newspaper do you read?

Purpose: The main purpose behind asking this question is to know readership of different financial newspaper.

CHART 1.1:

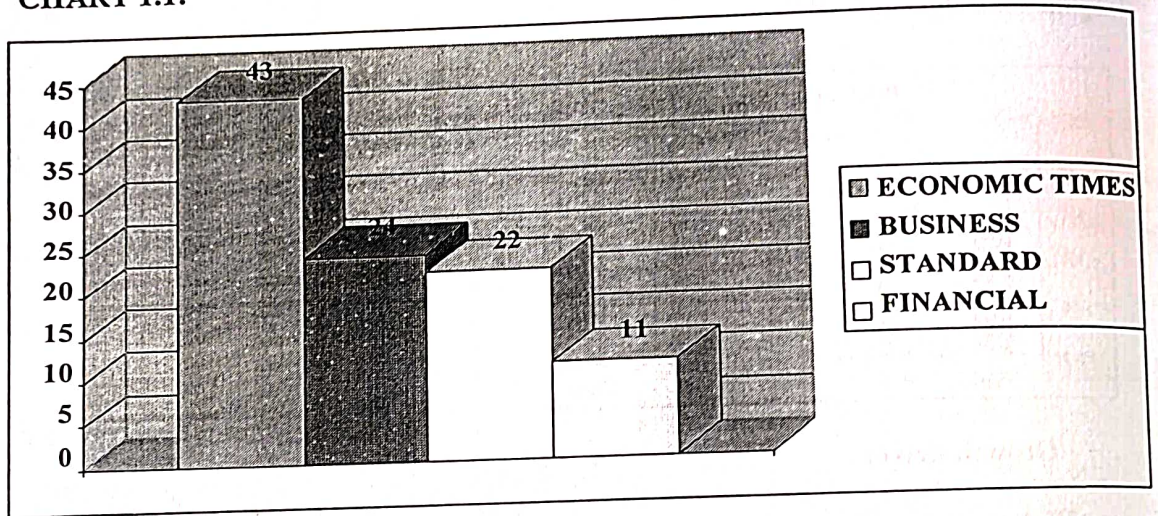


TABLE 1.1:

PARTICULARS	RESPONDENTS
ECONOMIC TIMES	43
BUSINESS STANDARD	24
FINANCIAL EXPRESS	22
BUSINESS LINE	11

Interpretation:

From the above graph we can clearly see that as per as responses regarding reading of differer news paper is concern economic times is highest in readership with 43 respondents this can t because of loyalty and brand name of times group and after that there is business standard in tem of readership is concern which followed by financial express and business line. So in this w economic time is highest in terms of readership is concern among financial dailies are concern.

2. How long have you been reading this newspaper?

Purpose: This question is asked to know about the time period in terms of years spend in