



A study on the preference of the women's magazines across the different cross sections in Patna

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Abstract : *It is always a debatable proposition whether magazines would withstand the onslaughts of the electronic media or not. The study is an attempt to comprehend what has been the preference of women across the different cross section regarding the magazines. With the changing profile of Women in Patna it was interesting and enriching experience to study the various forces that play pivotal role in shaping their preference for the magazine in Patna. It was noticed that Hindi magazines rule the roost and entertainment is the most sought after section in magazines.*

Key words: Magazines, Preference, Cross-Sections.

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Introduction:

With the growth of education amongst the women in Bihar, the reading habit has undergone a sea-change. The print media finds a readership group that it cannot ignore anymore. The magazine market for women is very much on upsurge. The study focuses on analyzing the current women magazine in Patna in order to comprehend the under currents that covers the preference for magazines in different cross sections in Patna.

Objectives :

1. To enquire market share of women's magazine in Patna.
2. To figure out the criteria for the preference of the women's magazine.
3. To find out the sources of information.
4. To evaluate the satisfaction level.

Hypothesis :

1. Hindi magazine are preferred by the women in Patna.
2. Entertainment columns are the most popular section among the women's magazine.

3. Annual subscription is the preferred mode for the availability of the product.
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Methodology :

The entire study has been conducted on the basis of primary and secondary data collection. The data collection was done on the basis of structured schedule. The research design, adopted for the study, has been descriptive in nature.

Primary Data : The descriptive nature of research necessitated collection of primary data from magazine users through survey. Personal interview method was used and interview was conducted through structured questionnaire.

Secondary Data : Secondary data was gathered through internet website and various books to get information regarding the women's magazine market across different sections in Patna.

Research Instrument : A structured questionnaire was prepared to collect the data and it consisted of multiple choice questions.

Sample size : 100 respondents

Sample method : Stratified Random Sampling

The study covered respondents who belong to different categories of income occupation and social class.

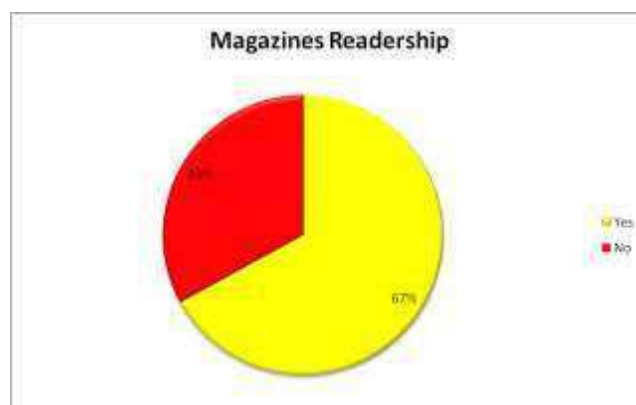
Limitations :

- Small sample size makes the study of limited validity.
- Non-cooperation from the part of the respondents.
- Limited applicability of the results.

1. Magazines Readership

Options	No. of respondents	Parentage
Yes	67	67%
No	33	33%

Interpretation : Most of the respondents prefer to Read on Regular Basis.



2. Criteria For Purchasing Magazines

Options	No. of respondents	Percentage
Content	28	28%
Quality	39	39%
Price	14	14%
Availability	10	10%
Any other	09	09%

Interpretation : Quality of the Magazines is Consider to be the major criteria regarding women's magazine.



3. Mode of Purchase

Options	No. of Respondents	Percentage
Annual subscription	55	55%
Retail outlet	21	21%
Online	19	19%
Any other	05	5%

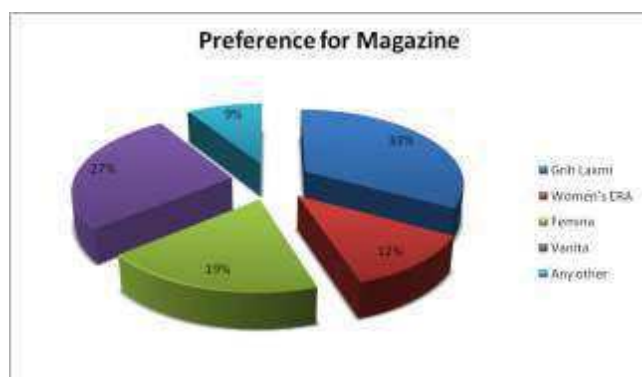
Interpretation : Majority of the respondents prefer to subscribe the women's magazine on Annual basis.



4. Preference for Magazine

Options	No. of Respondents	Percentage
Grih Laxmi	33	33%
Women's ERA	12	12%
Femina	19	19%
Vanita	27	27%
Any other	09	9%

Interpretation : Grih Laxmi is the leader of the slot regarding women's Magazine in Patna.



5. Satisfaction Level

Options	No. of Respondents	Percentage
Above average	51	51%
Indifference	33	33%
Below average	16	16%

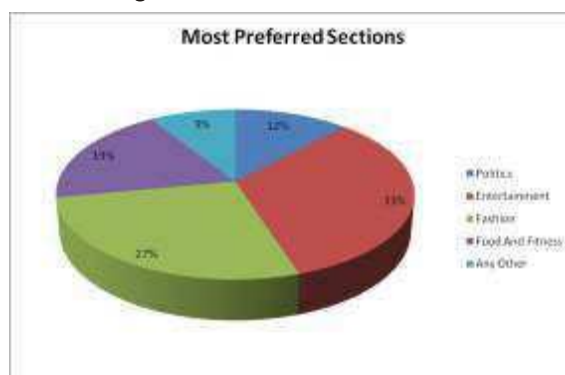
Interpretation : Majority of the respondent are of the opinion that their satisfaction level with the magazine is above average.



6. Most preferred sections

Options	No. of Respondents	Percentage
Politics	12	12%
Entertainment	33	33%
Fashion	27	27%
Food and Fitness	19	19%
Any Other	09	9%

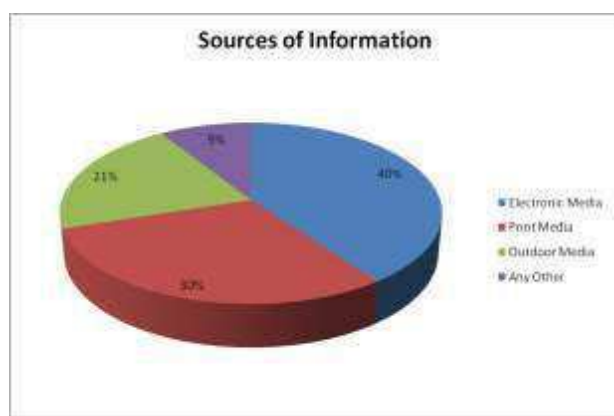
Interpretation : The subscriber prefer for the entertainment followed by Fashion, Food and Fitness are the major concerned regarding women's magazine.



7. Sources of information

Options	No. of Respondents	Percentage
Electronic Media	40	40%
Print Media	30	30%
Outdoor Media	21	21%
Any Other	9	9%

Interpretation : This analysis establishes that electronic media is the most influential sources of information. Print media is also considered to be one of the sources of information of the same.



8. Preference For Language

Options	No. of Respondent	Percentage
English	21	21%
Hindi	69	69%
Any other	10	10%

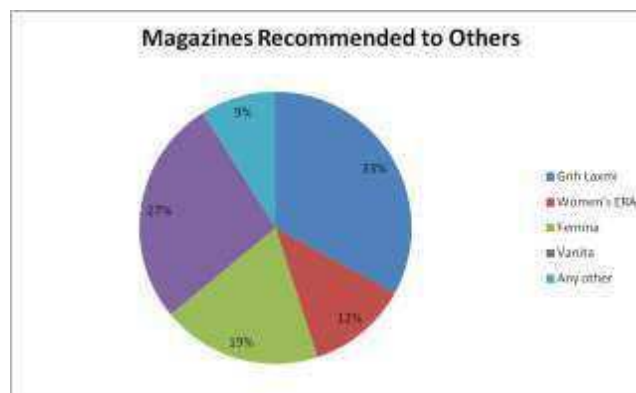
Interpretation : It establishes that Hindi Magazine is the most preferred magazine in Patna.



9. Magazine Recommended To Other

Options	No. of Respondents	Percentage
Grih Laxmi	33	33%
Women's ERA	12	12%
Femina	19	19%
Vanita	27	27%
Any other	09	9%

Interpretation : The reader of Grih Laxmi and Vanita leads in Recommending others regarding women's magazine that they subscribe as compared to others.



Findings :

The major findings are :-

1. Hindi magazines are the most preferred magazine in Patna.
2. 'Grih Laxmi' is the leading magazine in Patna.
3. Entertainment Section is the most popular segment.
4. Annual subscription is the preferred mode for receiving the magazine.

Suggestions :

On the basis of findings a number of suggestions could be made :

1. Figure out the expectations of the subscribers.

2. Each section of the magazine should be made readily available across Patna.
3. Magazine should be made readily available across Patna.

Conclusions :

- Women's magazine are penetrating the readership market in Patna.
- The exposure and preference for women's magazine in Patna has undergone a sea-change.

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