



A Report on market positioning of different newspapers in Patna

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Abstract : *The market in Patna is flooded with newspapers of all genre and kinds. It is indeed difficult for the newspapers to carve out a niche in the minds of the target subscribers. Browbeating the competitors and staying ahead of them consistently requires a concerted action plan for ensuring the one-upmanship. The study establishes that an effective market positioning of the newspaper could make a huge difference in this regard.*

Keywords : *Newspapers, market positioning , target audience, preference, attitude.*

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Introduction :

Newspapers still occupy a pivotal position in our life despite the huge popularity of the electronic media.

The study is an attempt to find out the relative positions of different brands of newspapers in Patna. Kotler Philip, Keller Kevin, p.288 - Positioning is the successful creation of a customer - focussed value proposition.

Objectives :

1. To determine the market share of newspapers.
2. To find out the preferred sections in the newspapers.
3. To estimate the satisfaction level of the subscribers.

Hypotheses :

1. Hindustan is the most popular newspaper among students.
2. The coverage of local news is the major consideration in the preference of newspapers.
3. The subscribers of Dainik Bhaskar are the most satisfied ones.

Methodology :

The Research design which is the blue print of the action plan is pre-dominantly exploratory and descriptive. Exploratory design has been preferred