



## A Report on market positioning of different newspapers in Patna

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Received : November 2014

Accepted : March 2015

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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

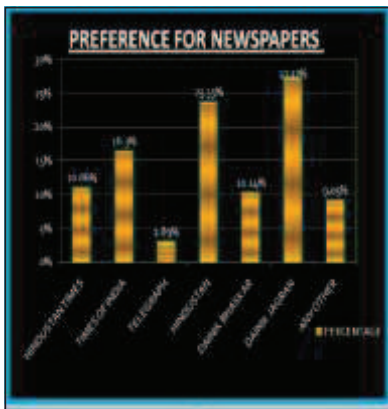
as the study attempts to uncover the facts to develop an insight into the problem and descriptive design is preferred to state the existing states of affairs.

Both primary and secondary sources have been covered for the purpose of data collection. Primary sources include the readers of the newspapers in Patna and the secondary sources include the different documentary sources (www.hindustantimes.com). A group of one hundred fifty readers of newspapers will be considered which has been selected by Stratified Random Sampling.

**Analysis and interpretation**

**1. Preference for newspapers**

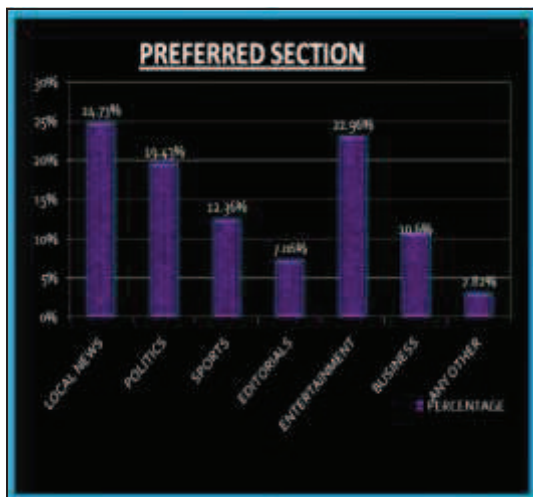
Figure 1



The analysis establishes that Dainik Jagran is the leading newspaper in Patna.

**2. Preferred section**

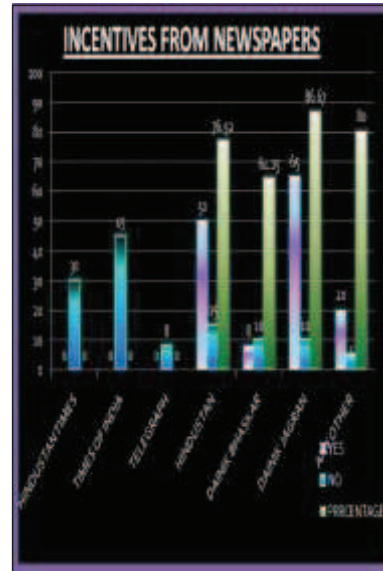
Figure 2



Local news is in demand compared to other sections in the newspapers in Patna.

**3. Incentives from newspaper**

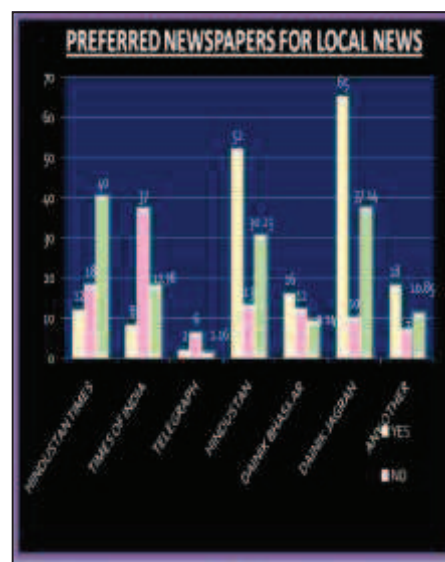
Figure 3



Dainik jagran has offered more incentives as compared to other Hindi newspapers. English newspapers do not offer any incentives in Patna.

**4. Preferred newspaper for local news**

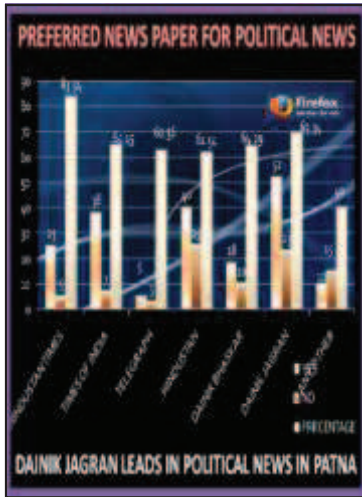
Figure 4



Dainik Jagran has higher coverage of local news in Hindi newspaper and Telegraph has the least coverage of local news in English.

5. Preferred newspaper for Political news

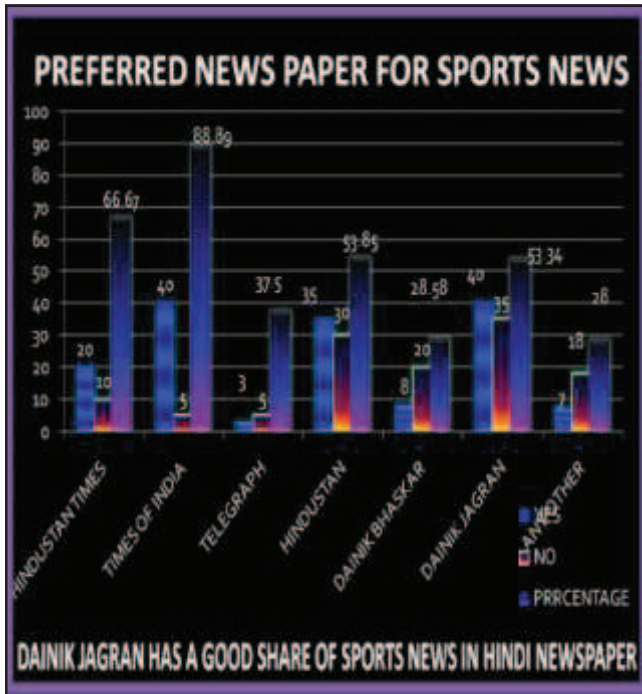
Figure 5



Among English newspapers the Hindustan Times has maximum coverage of political news and away Hindi newspapers Dainik Jagran leads in political news.

6. Preferred newspaper for sports news

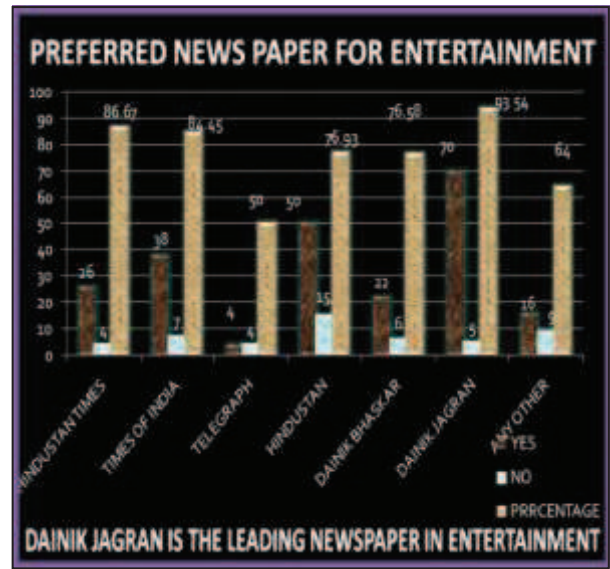
Figure 6



Dainik jagran has a good share of sports news whereas Telegraph has the minimum share in sports news in English newspaper.

7. Preferred newspaper for entertainment

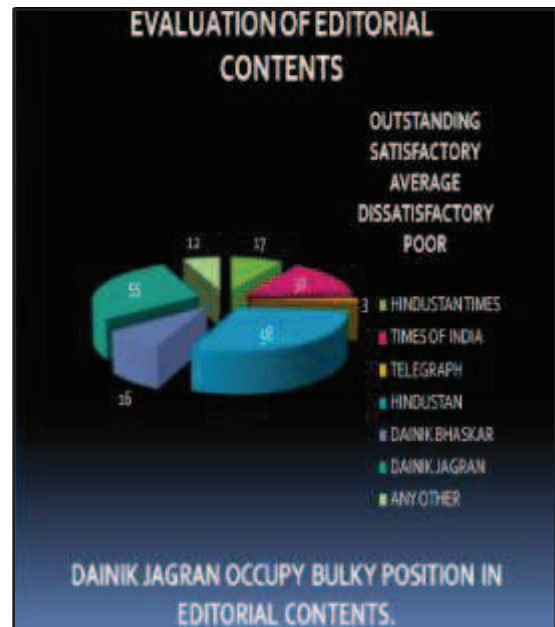
Figure 7



Dainik jagran is the leading newspaper in entertainment news. Hindustan Times leads the entertainment news coverage in English.

8. Evaluation of editorial contents

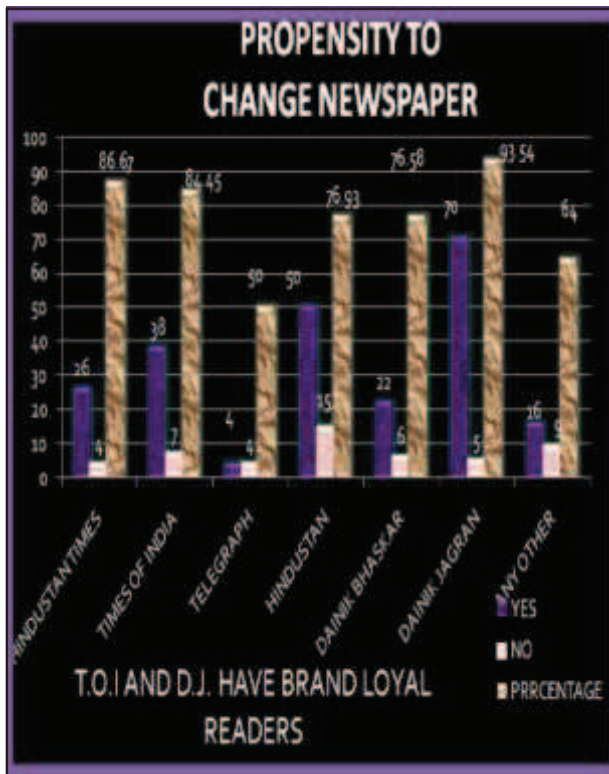
Figure 8



Dainik jagran leads in editorial contents whereas Telegraph lags behind in editorial contents.

### 9. Propensity to change the newspaper

Figure 9



The Hindustan Times has its hardcore loyal readers, so the propensity to change the newspaper is negligible. Among the Hindi newspapers Dainik Jagran too has very few readers who preferred to switch over to other leading newspapers.

#### Conclusion:

Brand positioning is a crucial marketing strategy for deriving competitive advantage against the business rivals. The newspapers, in order to consolidate their market position are required to comprehend the expectations of the target customers and accordingly should strive to entrench their position as against that of the competitors.

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