

Marketing and Communication Strategies for Customer Retention by leading Hindi Newspapers

“A study of DainikJagran and DainikBhaskar”

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India is a mixed market in terms of media consumers. Where on one hand, Indian consumer is adapting to the fast changes in technology like the audience of the West, the slow percolation of digital technologies owing to lack of infrastructure can be attributed as the prime reason why print is still going strong in India. There is a larger section of the audience still unreached by the digital media. According to the current Price Waterhouse Coopers Media & Entertainment Report, the print industry in India has a circulation of 90 million second only to China (130 million) and the newspaper industry is expected to have a compounded annual growth rate of 10.1% by 2015 while the projected growth of Indian print media is INR 282 billion in 2015.

The Media Research Users Council that releases the quarterly results of IRS has taken Average Issue Readership (AIR) to be a more authentic and relevant measure of actual readership for publications. The results of IRS 2012, second quarter confirm the presence of DainikJagran at the top position with an average issue readership of 1.64 crores followed by DainikBhaskar (AIR= 1.44cr). The third slot was bagged by the Hindustan (AIR= 1.22cr). The fourth and the fifth largest read dailies are MalayalaManorama and Amar Ujala with AIR= 97.10 and 86.08 lacs respectively. As compared to their Hindi counterparts, the largest English language Indian daily, the Times of India has registered a marginal growth and a sixth slot in the overall race with the current AIR of 76.43 lacs whereas no other English daily has made it to the top ten list of Indian dailies. When the greatest newspapers in the West were perishing, the Indian print media registered growth despite the global economic recession. The current IRS clearly demonstrates the growth of Hindi language dailies over the English language ones. A study was conducted in pursuance of Ph.D programme titled, ‘Management of Circulation for expanding media reach: A study of four leading newspapers of India’. This paper is part of the research thesis that deals with the marketing and communication strategies of two leading Hindi language Indian dailies The DainikJagran and The DainikBhaskar.

Objectives

The broad objective of this research was to study how communication is managed by the media to enhance its reach. Specific objectives of this paper are:

1. To study the communication strategies of the two largest Hindi language newspapers by analyzing their editorial strategies.
2. To study their marketing strategies and analyse the reasons for their growth.
3. To find out the perceptions of the audience about their respective newspapers.

Methodology

The research design comprised of three methods: Content analysis, Interview and Survey.

Content Analysis: Like a cafeteria gets profits on the basis of quality service and experience it provides, not publicity alone, in a newspaper too, the editorial package contributes in a big way to circulation. So continuous two weeks newspapers copies of DainikJagran and DainikBhaskar were studied and their editorial packages were observed minutely.

Interview: In the modern set up, the branding and marketing managers also have a say in the kind of content that the newspapers should carry and also what the paper should communicate in terms of its brand image through marketing efforts and campaigns. In order to get a clear view of the same, interviews with brand managers, business heads and editors were conducted. The interviews were a clear view of their perceptions, their marketing strategies and a measure of their estimated readers' responses.

Survey: All the marketing efforts as well as the content are finally aimed at the reader. Moreover, ad revenue also turns out to be larger for a newspaper with a wider base of target audience. So it was important to figure out how the readers responded to changing content and marketing messages in a continually changing media environment supplemented with dynamic, accessible and easy to use modern technology. How well is the message taken at the receiver's end decides the effectiveness of the communication. Bearing this in mind, a survey was conducted to find out the readers' perception on different aspects of the newspaper and to cross check whether marketing of content was as successful as the brand managers claimed. The researcher conducted a survey on the readers of the DainikJagran and the DainikBhaskar. The place chosen for survey was the tradition bound city of Jalandhar, Punjab. Jalandhar was chosen on suggestions of media experts as at the time of choosing the place for the study, DainikBhaskar was newly launched (just two years back) in Jalandhar. So it was expected that media marketing activities would be more at that time which would facilitate a closer look in to the media management and marketing strategies of the newspapers. When a player like the DainikBhaskar appeared on the scene, the other players in the market also geared up to face the challenges of increased competition. The parameters considered for the survey had two parts: one comprised of readers' perception about the news and non news content of the newspapers, how best were the informational needs met and reasons for switching to their respective newspapers. The second part dealt with readers' awareness of their newspaper's campaigns, their likes/dislikes, perception change post campaigns and the possibilities of recommending such communication to other newspapers. Their perception about the reasons for such communication and its beneficiary was also checked.

An interview schedule was prepared for the survey and was pretested on 30 respondents of each newspaper; amendments were made based on its observations. The final interview schedule was administered on a selected sample of 400 respondents (a sample of 200 was drawn for each newspaper). The distribution zones of both newspapers were traced from hawkers out of which five zones were selected randomly using lottery method. In the five zones readers of both the newspapers studied were selected conveniently and data was collected.

Content analysis

The researcher made an in depth analysis of the content of DainikBhaskar and DainikJagran which reflected a localized approach of the newspapers catering more to readers' tastes than needs. The newspaper content was designed to please everyone. It was found that both the newspapers made an attempt to not leave out any segment/ age group of the society. They made themselves relevant to the housewives, children, youth, women, students, elderly, etc. At the same time it was also observed that both the newspapers studied did not compromise with the needs of the hardcore traditional news readers who seek hard news and opinion and for whom newspaper is still a 'newspaper' and not an 'information paper'. It serves well for leisure reading on a weekend for the entire family as well as is enough for those who don't have time to read the details, thus following a cafeteria approach.

I. Need Gratification

In an effort to be more indispensable for the people they reach, the newspapers try to fulfill as many information needs of the people as possible. Right from end of the season sale, hygiene and health, what dress to wear on which occasion, the kind of make up to be worn during the day and at night, social etiquettes and maintaining social relationships, Vaastu and FengShui and interior designing – everything under the sun that the reader may want to know.

There were also attempts by newspaper companies to come up with strong branding campaigns (sometimes in disguise of corporate social responsibility) to woo the readership and ensure greater brand loyalty. The researcher found that the content has also undergone a massive change. On one hand, where there is a continuous effort on the newspapers' part to encourage reader's participation, news on the other hand, is provided more like information capsules. When the DainikBhaskar was launched in Punjab, the newspaper spoke to 200 people in each town of Punjab to know what they liked the most in English and Hindi language newspapers.

To increase public participation, there were campaigns like JalSainik and Kudiyaon di Lohri.

Interview

The editors and business managers of both the dailies were interviewed. This included ChetanSharda of DainikBhaskar who was the editor of Amritsar edition and Aditya Amar GM (Sales and Advertising). For DainikJagran, the researcher interviewed Rajat Kumar, the editor of Jalandhar edition and BasantRathore, VP (Strategy and Brand Development).

I.Competition

Competition among the newspapers is not confined to the newspapers of the same language. The researcher found through interviewing media persons in various capacities that all the newspapers, both English and Hindi were trying to force entry into others' markets. For eg.ChetanSharda, the editor of DainikBhaskar who was interviewed by the researcher, was of the opinion that if the Hindi language newspapers did not target English readers, they would have remained only with the rickshaw pullers and housewives. Also, Aditya Amar, GM (Sales and Advertising), DainikBhaskar explaining the classical case of its launch in Jaipur stated, "It was the sheer vigour with which we gripped the market there and the number of subscribers we had on the very first day of the launch that made the BCCL shut down their Navbharat Times (NBT) edition in Jaipur." Talking about the launch of DNA in Bombay he said that the TOI could capture markets like Bangalore and Delhi because Deccan Herald in Bangalore and HT in Delhi were sleeping. HT allowed TOI to make a market in Delhi.

II.Marketing strategy

Studying the marketing strategies of the two newspapers revealed that there is less difference between selling cola and selling a newspaper. Like any other business media business involves the use of aggressive marketing strategies and innovative techniques of enticing the audience to book the readership. "Readers gradually get a habit of schemes. You start a scheme, the circulation goes up by 20000. You stop it, it goes down by 18000," stated Sharda. DainikBhaskar was launched in Punjab in 2006 and it started with reduced rate of bookings. The subscription of DainikBhaskar for a year was offered at a rate of Rs. 199/- and the subscriber got a free gift. JagranPrakashan which owns DainikJagran, another Hindi language newspaper that originated from Uttar Pradesh in 1942 went for a major expansion since 1998-99. It launched a new edition in Punjab in 1998; an edition was launched in Haryana in the subsequent year and in Bihar in 2002. Explaining the incentives offered to the readers by the DainikJagran, Rathore said, "We usually have a personal contact campaign (PCC). We give away gifts to people through schemes. We book a certain number of copies per year at a concessional rate. There are many such drives." Their marketing efforts also centred on pricing, product research (what kind of content people want) and packaging.

III. Content Marketing

The interview revealed that no media marketer undermines the importance of content and the target market is studied minutely before designing the content which is mainly aimed at gratifying the consumer's needs. The objective of the marketers is to create a hyper local media reach while expanding horizontally. In the process, marketers work towards creating a brand experience for their customers and customize their product to suit the hyper local needs. The researcher found that Hindi language newspapers feel no differently about content marketing and need gratification than their English language counterparts.

IV. Language

Today the use of language in the Hindi newspapers has noticeably turned colloquial. In the past, people used to refer a newspaper for correct use of language, words and spellings but of late, the trend has dispensed away with tradition. According to editor of DainikBhaskar, ChetanSharda.

"We maintained some language decency. Also we paid attention to what kind of language people want to read. Punjab had less people who liked literary language. DainikBhaskar was launched in Punjab in 2006. We spoke to 200 people in each town to know what they liked in English and Hindi language newspapers. The strategy was to use the language what people speak.

Chandigarh, for example, is a babu's city with more English speaking people. They wouldn't just read Hindi or Punjabi. So we gave them a mixture – Hinglish." The researcher learnt that the approach of newspaper to-

wards the reader is like that of a crying baby whose demands must be met so that the baby stops wailing. The researcher found that a four page supplement of DainikBhaskar, 'DB Quest' had two pages published in English. Responding to the question of non sanctity of language in newspapers, Aditya Amar of Dainik-Bhaskar said, "Yes, there is English used in Hindi newspapers. We want newspapers to be appreciated by the people and to be with the people on issues they consider important. Our paper has one main section and one supplement 'City Bhaskar'. While the main section carries the city news, City Bhaskar carries English oriented Hindi and what youth and other sections want. The use of language is according to the audience."

V. Local approach

The editorial strategy of the two Hindi language dailies studied stems from localized approach and micro segmentation of the audience. Designing content to suit the taste of the niche audience is important to the marketers. Earlier, Punjab had just one newspaper, the Punjab Kesari. Then DainikJagran was launched a decade ago. DainikBhaskar which was a recent launch in the state had to design its editorial strategy meticulously. Other newspapers also geared up to meet the challenge of the new player even though both newspapers interviewed downplayed the importance of each other's presence. Contents were revamped. Backgrounders, analysis and opinion pieces were added. Efforts were made to make the readers feel that their newspaper was actually a people's newspaper and contents were specifically designed to prompt readers' response. Revealing the editorial strategy of the DainikBhaskar, Amar stated that deviating from the prevailing trend of reporting of other newspapers Bhaskar started stressing on investigative stories. These stories came with the question of fixing responsibility – 'Who is responsible for this?' People felt that their voice is being heard and responded.

In order to market their content, the DainikBhaskar took a few themes and gave it to people to discuss. "We worked on themes like why does Punjab not have its own High Court or why has hockey gone for a toss in the state. It was a campaign to market our content and was titled – 'Punjab KoChahiyeJawab', ChetanSharda elaborated.

DainikJagran on the other hand also agreed to using colloquial Punjabi and to recognize the taste of the reader and serve it in order to hold the reader's attention. "Catering only to readers' needs may sometimes lead to low level of reporting," believed Rajat, editor, DainikJagran. "We try to cater to the real needs of the consumer – we publish the rate of thread, eggs and other necessary daily items. We have a database and we find the needs of the reader. This is the Brand department's job. Need gratification is required. Because of the stress involved in people's life, light items are needed. We have more customers, less readers."

Explaining the editorial strategy, he was of the view that the newspaper gave more importance to local stories but the approach was nationalist. "Our strategy is to give more of exclusive stories. Then we go for content branding. Our surveyors go to the people and ask if they have read the story (exclusive news). The idea is to convey to the reader that if they are not taking DainikJagran, they are missing something. Also, our pullouts like Jagran City contain next door news for the busy reader. We were also the first ones to take out 'Page 3' in which local celebrities are highlighted. We also started publishing the anchor story which is a light reading story."

VI. Publicity Efforts

The researcher found that it was important for newspapers to concretize their position in the minds of the readers. DainikBhaskar for example, created history when it was launched in Jaipur when it shook the foundation of the then unchallenged RajasthanPatrika. The brand managers of both the newspapers elaborated upon their publicity efforts when interviewed. They carried out social campaigns, public participation campaigns, schemes, promotional efforts, different pricing offers and many more only to win their customers(readers).

Explaining in detail the publicity efforts of DainikBhaskar, AdityaAmar said, "The publicity efforts of the newspaper are aimed at two kinds of audience – the reader and the advertiser. The ones that are aimed at the advertisers focus on the visibility of media platforms. For example, the group carried out a research with Ernst and Young called "Dhoni's effect". This was done at the time India won T20 World Cup. The purpose was to bring out the real potential of tier 2 and tier 3 towns in India.

Describing the campaigns the newspaper carried out he said “PaniBachaoAandolan” was carried out in Rajasthan with waterman and Magsaysay award winner Rajendra Singh. A campaign was also designed to encourage people to play dry Holi (the festival of colours in North India).

“Hindi ko hum gauravdenge” was another campaign to make Hindi the largest read language in the world.” Exemplifying further, Amar said, “In Gujarat, we organized a Shadi Shopping Festival. The event was announced in advance and DainikBhaskar took accountability of sales from more than 5000 dealers. They did business worth Rs. 5000 crores. When we help them do business, our business increases on its own. We also organize Garba dance during Navratras in Madhya Pradesh, Rajasthan and Chandigarh. People first get enrolled with us to learn from Mallika Sarabhai and then there are Dandiya nights and competitions.

The strategy of the DainikBhaskar is to reach the niche audience by penetrating the hyper local market. “For example,” put Amar, “Rajasthan is not one market. It has three categories basically – Jaipur, upcountry market and rural market. Each of them is a separate class of audience with different needs.

Also there has been a 70% increase in newsprint cost. And beyond a certain point we can’t compromise on quality and price. So we increased the supplements. We even had a combo offer in Rajasthan. We could not lessen the price of the paper, but we started giving a magazine ‘Aha Zindagi’ that was earlier being published in Gujarati and Hindi.”

The researcher found that the paper even came up with a strip down version of the paper. The consumer had the option of buying DainikBhaskar with magazines and supplements at a reduced cost or to buy the paper without them. Without the supplements, the paper costed Rs.2/- which meant a gain of 50000-60000 copies for the paper as the number of subscribers increased.

ChetanSharda highlighted the importance of public participation in marketing campaigns. Explaining one such campaign he said, “The campaign was called ‘KudionkiLohri’. Lohri is a festival celebrated in Punjab for sons. It is celebrated on the birth and marriage of a son. We focused on births and marriages of girls. The first year when we started this campaign, we took 4-5 cases of families who celebrated the birth of girls in their families. By the second year, all the other newspapers also took it up and sold it.” He felt that talking directly to the people and word of mouth publicity can really give the desired impetus to a brand’s marketing.

The efforts of the DainikJagran were no way less impressive. BasantRathore listed out a similar list of audiences that the Bhaskar group targets for its publicity efforts. These are – the reader, local advertiser and national advertiser and marketing community. He stated, “Regarding the reader, we try to retain and increase loyalty which happens through the main paper. Other activities aimed at the local reader include outdoor publicity, publicity at railway stations, malls and multiplexes and local shops, kiosks and signage on roads, etc.

For local advertisers, besides the main paper, our communication is directed particularly at them. We have direct mailers, one to one meetings and seminars and workshops organized for them. The third category of advertisers has nothing to do with content. They do not know what DainikJagran as a product is like. They want the platform.”

The marketing strategy of DainikJagran according to Rathore is to offer media platforms with below the line solutions. The newspaper has platforms to offer the marketer at various levels. Rathore reiterated the views of Amar on increasing costs of newsprint and the readers would not pay for it. Also ABC’s rules on newspaper distribution are strict like not giving a greater share of the profit to the hawker. He cites this as the reason for increasing dependency on ad revenue.

Like DainikBhaskar, the newspaper’s approach is also to involve readers by having campaigns that encourage public participation. For example, the campaign ‘JagranAapKeDwar’ was aimed at finding people’s problems and to debate on the issues. A part of it comprised ‘Samachar par vichar’ in which group discussions were conducted with readers on what was published.

Recalling the launch of the DainikJagaran in Jaipur, Aditya Amar stated “Marketing of a newspaper begins before the launch. The paper laid greater stress on the groundwork that should be done before the launch. For instance, when the Jaipur edition of DainikBhaskar was launched way back in December 1996, it was done with a pre launch survey of 2.5 lakh people to know what kind of news people want. This was the time when Rajasthan Patrika was the only dominant Hindi language newspaper and was ‘black and white’. The English language newspapers like the Hindustan Times and the Times of India were coloured. DainikBhaskar’s strategy was to encourage people to make a month’s subscription in advance at a lesser price and with the content they would wish to read. Launching a cultural product made it mandatory to abide by the cultural practices of the place and mind them scrupulously from the pre launch stages itself when the group decided to research the market. No sampling was done and an effort was made to reach the whole universe as per the census report. Later, calls were made from the newspaper’s office to confirm if they had participated in the survey.” Even after the launch, the price of the paper was half a rupee less than the Rajasthan Patrika leading to gradual erosion of the latter’s readership along with the English dailies. DainikBhaskar’s record was in Limca Book of World records for making the highest number of pre launch bookings. 1,75,403 copies of the paper were sold on day one of the launch according to Amar.

What do the audiences think?

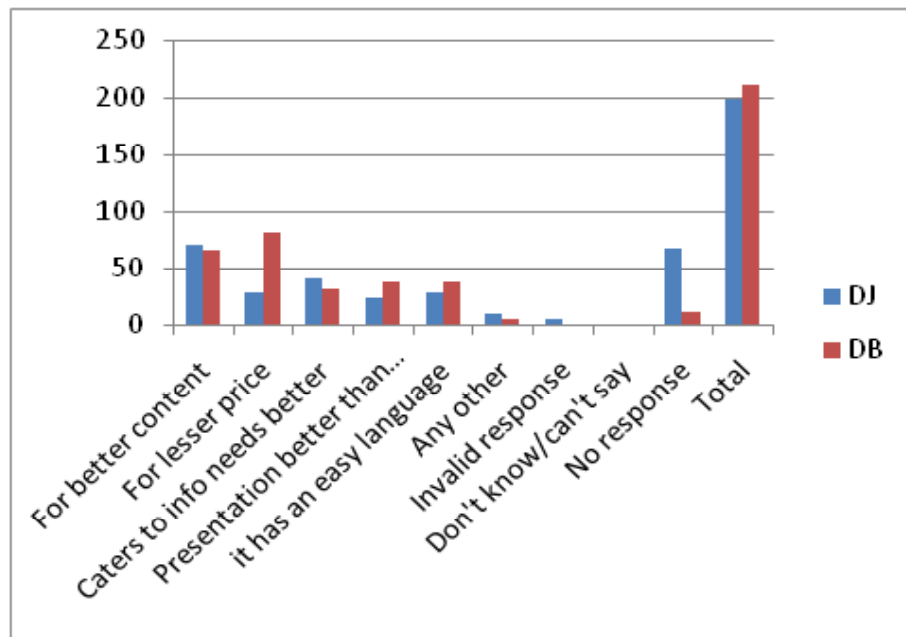
The content analysis helped the researcher take into account the qualitative and quantitative aspects of the kind of content that formed the edit space, for eg. Non news need specific columns that carried no news value. The interviews with brand managers helped in gauging their expectations from the content offered to the readers. Besides this, there were other activities that the newspaper carried out in order to remain in the public eye, for eg. publicity campaigns of various kinds. All this had the reader at the centre. So it was important to know the audience reaction to it, their brand loyalty and their receptivity to media messages. A sample of 200 readers was drawn on each of the two newspapers. The following were the findings:

1. Newspaper reading taste is no way less than food habits. It is rare that a person changes his newspaper once s/he gets used to it. However, it is not uncommon. To a straight question, ‘Why did you switch over to this newspaper?’ 70 respondents (35%) of DainikJagran (DJ) cited better content as their reason, a close number (68) chose not to opine and 41 respondents (20.6%) thought it catered to their information needs better.

When asked about their reasons for shifting to the DainikBhaskar (DB), the highest no. respondents (82 or 38.50%) cited lesser price to be their reason, 66 (30.99%) shifted because they thought DainikBhaskar’s content was better than the one they were reading before. 38 respondents (17.84%) switched to this newspaper as they thought it had easy language, same number of respondents found its presentation better while 31 respondents (14.55%) felt that DainikBhaskar catered to their information needs better.

Table1. Reasons for switching to their present newspaper

| Options | DJ | DB |
|---------------------------------|-----|-----|
| For better content | 70 | 66 |
| For lesser price | 29 | 82 |
| Caters to info needs better | 41 | 31 |
| Presentation better than others | 24 | 38 |
| it has an easy language | 28 | 38 |
| Any other | 9 | 4 |
| Invalid response | 4 | 0 |
| Don't know/can't say | 0 | 0 |
| No response | 68 | 11 |
| Total | 199 | 213 |



Maximum DB readers (82) cited 'lesser price' as the reason to shift to DB while maximum DJ readers cited, 'for better content', 'its presentation is better than others', 'it caters to information needs better', 'it has an easy language' and 'less price' in ascending order of preference.

2. Today's newspaper carries news columns like news, editorials, features, articles etc. and non news need gratification columns like shopping, entertainment, food, weekend planner etc. The horizon of news is so wide; the gap between information and news has faded away. Readers' comments were sought for both- the news and non news columns on a five point scale.

a. A statement on which their opinion was sought was, "The news is by and large objective." Among the DJ readers - 93 disagreed, 53 respondents agreed and 50 respondents chose to stay neutral. 100 DB respondents felt that the news was objective whereas 48 respondents felt otherwise, 62 respondents remained neutral.

b. For the statement, "The non news need specific columns take care of diverse needs of the audience", among the DJ readers, 129 respondents agreed, 45 chose to stay neutral and 21 disagreed. The statement was true, felt 3/4th of the DB respondents (148). Only 17 respondents disagreed to this strongly while 36 remained neutral.

c. Interestingly, for the statement, "The non news need specific columns create a desire for goods and services which are otherwise not necessary for the readers," For the DJ readers, this statement saw 98 respondents agreeing while 49 stayed neutral and 44 chose to disagree. Among the DB respondents, 81 agreed to the statement against 63 who disagreed, 53 were found to be neutral.

d. For the statement, "People who read this newspaper will never shift to other newspaper," Among the DJ readers this statement drew a surprising response as 91 respondents chose to disagree with it and 51 agreed. 50 respondents chose to stay neutral. Also, 97 DainikBhaskar readers disagreed with this. While 64 Bhaskar readers agreed with the statement, 46 chose to stay neutral.

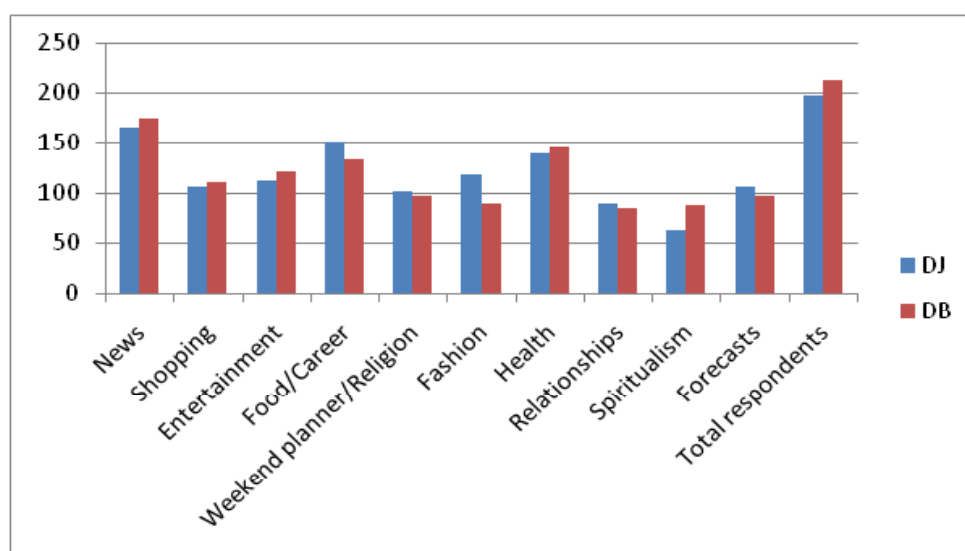
The respondents agreed that non news need gratification columns were useful. However, to the statement, 'the non-news need specific columns create a desire for goods and services which are otherwise not necessary for the readers' was agreed upon by the majority of the readers. What was interesting to note was that despite being satisfied with the paper's activities, majority of the respondents were found to disagree with the statement, 'People who read DJ/DB will never shift to other newspaper (DB = 97, DJ = 91).

3. The respondents were asked to offer their comments on how informative the news and non news items were.

All the categories of non news items on which the readers' opinion were sought (like shopping, entertainment, fashion, health, etc) emerged after content analysis of the four newspapers (not within the scope of this paper)

Table2. Respondents who think news and non news info provided by their newspaper is informative

| Information | DJ | DB |
|--------------------------|-----|-----|
| News | 167 | 176 |
| Shopping | 108 | 112 |
| Entertainment | 113 | 122 |
| Food/Career | 151 | 135 |
| Weekend planner/Religion | 103 | 99 |
| Fashion | 119 | 91 |
| Health | 141 | 147 |
| Relationships | 91 | 87 |
| Spiritualism | 64 | 90 |
| Forecasts | 108 | 98 |
| Total respondents | 199 | 213 |



For the readers of the DainikJagran and DainikBhaskar, the need gratification columns were more important than the news. In fact, the present generation of readers finds newspaper presentation more entertaining.

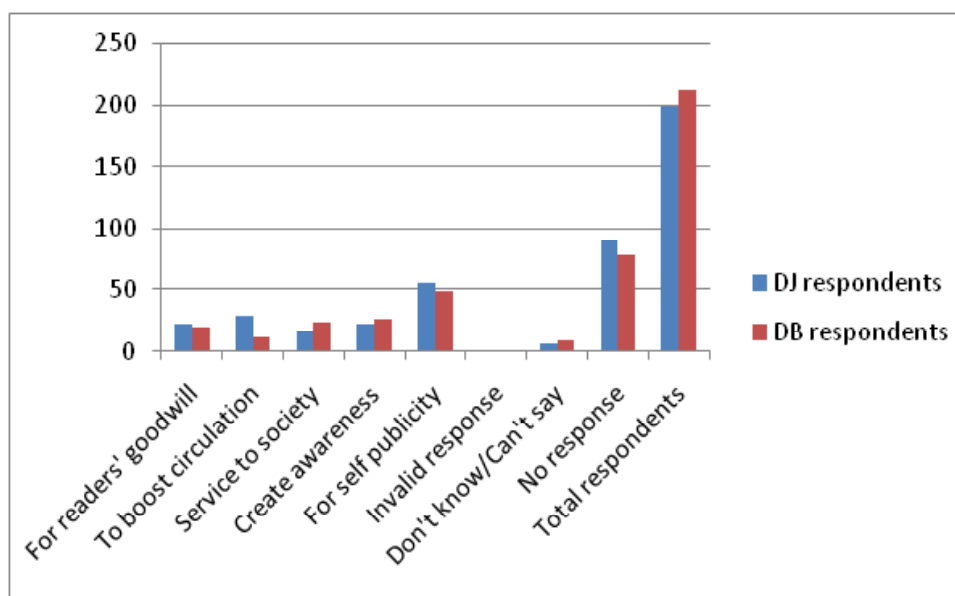
4. To prove themselves as people's newspapers, they carry out different campaigns from time to time. The next question was to test whether the respondents were aware of these campaigns and whether they liked them. JagranAapkeDwar of the DainikJagran could be recalled by only 32 respondents. Kudion di Lohri campaign of DainikBhaskar was remembered only by 45 respondents. DainikBhaskar's campaign against drug addiction, TilakHoli and tree plantations were seen only by one, two and three respondents respectively. JagranAapkeDwar was liked by 32 respondents of DJ and Kodiyaon Di Lohri was liked by 37 respondents of DB.

5. To find out what the respondents think of such campaigns carried out by the newspapers, the question "Why do you think the newspaper has carried out these campaigns?" was asked and six options were offered. Among DJ respondents, 22 respondents thought that it was to create goodwill, 29 felt it was to boost circulation, 'to serve the society' believed 17 respondents; 'to create awareness' opined 22; 'for self-publicity' agreed 56 respondents. As for the DB respondents, 20 respondents said these campaigns were to create goodwill among readers, 12 thought it was to boost circulation, according to 23 respondents they were meant to serve

the society, for 26 respondents they created awareness and a majority (49) said these campaign were for self publicity.

Table3. Audience perception on why the newspaper has carried out these campaigns

| Options | DJ respondents | DB respondents |
|-----------------------|----------------|----------------|
| For readers' goodwill | 22 | 20 |
| To boost circulation | 29 | 12 |
| Service to society | 17 | 23 |
| Create awareness | 22 | 26 |
| For self publicity | 56 | 49 |
| Invalid response | 0 | 1 |
| Don't know/Can't say | 6 | 9 |
| No response | 90 | 78 |
| Total respondents | 199 | 213 |



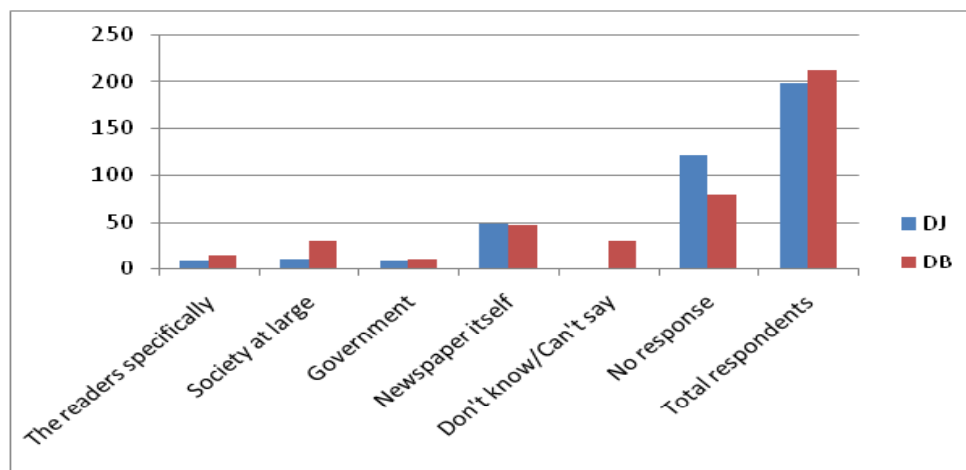
56 DJ respondents and 48 DB respondents were categorical calling this effort self publicity. Here there is a clear shift of newspaper loyalty among the respondents of the two newspapers.

6. Whatever may be the stated reasons for carrying out these campaigns, it is true that they are all aimed at boosting the image of the newspapers. But did the campaigns really matter to the respondents? The question put forth was "Did your perception about your newspaper change after these campaigns?" 22 respondents admitted that their liking for DainikJagran has increased after these campaigns whereas four respondents said their liking for the newspaper has decreased after the campaign. Five respondents were found to remain unaffected (perception didn't change). As for the DainikBhaskar, "Yes, my liking has increased," said 39 respondents. "No, they made no difference to me," (my perception is unchanged) said 17 of them. 154 respondents thought it was better to avoid the question.

7. The respondents were asked, "Who according to you got the maximum gains out of these campaigns?" As for DJ, while the largest chunk of the respondents refused to opine (122), one out of every four respondents (49) thought the campaigns benefited the newspaper itself and 11 thought they were for the society. Scantiest responses were for the options, 'The government' and 'DainikJagran readers specifically' (nine each). Amongst the DB readers, majority (47) felt that the main beneficiary of these efforts was the newspaper itself. For 31 respondents the beneficiary was the society at large. 15 respondents felt that these efforts would benefit the DainikBhaskar readers whereas, 'it'll benefit the government', felt 11 respondents'.

Table 4. Audience perception about who gained the maximum from these campaigns

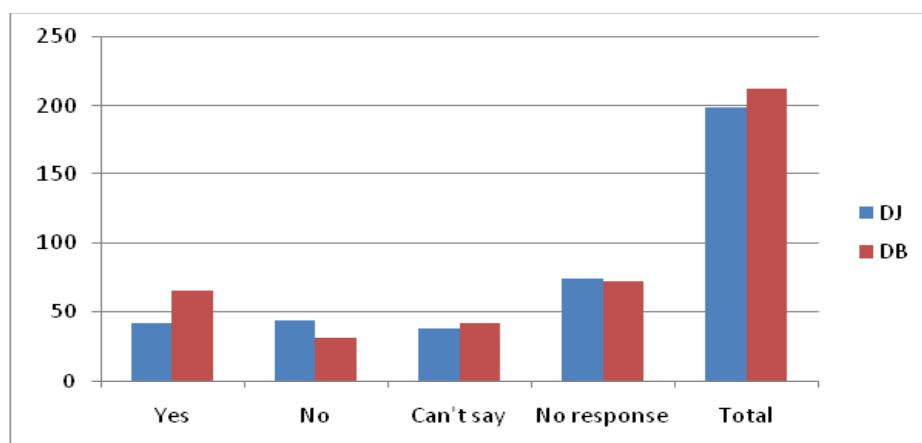
| Options | DJ | DB |
|--------------------------|-----|-----|
| The readers specifically | 9 | 15 |
| Society at large | 11 | 31 |
| Government | 9 | 11 |
| Newspaper itself | 49 | 47 |
| Don't know/Can't say | 0 | 30 |
| No response | 122 | 79 |
| Total respondents | 199 | 213 |



8. It was important to find out if the respondents prescribe other newspapers also to carry out similar campaigns. Also, to re-asertain how many respondents really appreciated such efforts, the question, "Do you think other newspapers should also do such campaigns?" was asked. "Yes, other newspapers should also carry out such campaigns," said 42 DJ respondents. But the same number of respondents (44) felt otherwise. 38 respondents failed to answer this question while 75 abstained from answering the question. As for DB respondents, the majority (73) didn't respond to this query. The second majority (66) said 'yes', 32 respondents said 'no' whereas 42 respondents preferred the answer 'can't say'. While the respondents of DB liked its campaigns, fewer DJ respondents liked theirs.

Table 5. Audience perception on whether other newspapers should also carry out such campaigns

| Options | DJ | DB |
|-------------|-----|-----|
| Yes | 42 | 66 |
| No | 44 | 32 |
| Can't say | 38 | 42 |
| No response | 75 | 73 |
| Total | 199 | 213 |



Findings & Discussion

After analyzing the data of content analysis, interview and survey, it was found that the content is the primary direct communication that the paper has with its two categories of customers – the readers and advertisers (local and national). The secondary communication consists of marketing messages in the form of campaigns, events and such other activities. Both kinds of communication count for the image that the brand enjoys in the market.

Communication strategy: the research revealed that the content of the main papers of the two brands has undergone a major change. The newspaper product is customized to suit hyper local needs, it caters to the tastes rather than real needs of the readers and has become the one stop solution for gratification of all needs – both news and non news and in the process the ‘newspaper’ has been replaced by ‘Information paper’. Nevertheless, it was found that the interests of the hard news seekers have not been compromised. The language has turned largely colloquial as per the readers’ tastes. Also, the researcher found that both the brands strongly focused on readers’ participation by various means.

Marketing Strategy: The competition is intense enough for both the brands to resort to the use of English to force enter the market of English newspaper readers. Marketing strategies were both aggressive and innovative with focus on pricing, product research and packaging. While both the brands were found to believe in micro segmentation, Dainik Jagran made significant efforts on content branding and Dainik Bhaskar was found to focus more on creating a holistic brand experience for the readers.

The campaigns carried out were of three types: the publicity campaigns and events, social responsibility campaigns and reader participation campaigns. The word of mouth publicity of social campaigns increased their brand marketing. The strategies of both the newspapers ensured above average standard of content clubbed with marketing messages to create a ripple effect on the audience. In the process, newspaper became a cultural product that attracted the advertisers who focused on diverse media platforms made available to them.

Readers’ perception: For the readers of Dainik Bhaskar, price was the most important criteria for selecting their newspaper, majority of Dainik Jagran readers looked for content, presentation, satisfaction of information needs and language before they prioritized cost. The study showed that majority of readers of both the newspapers were satisfied with the news and non news information of their respective newspapers, though they invariably believed that the non news information promote consumerism. As for the marketing messages of the two brands, there were less readers of both the papers who paid attention to such communication, but those who did, liked them and the majority of them believed that their liking of the brand had increased after such communication. Comparatively, more of Dainik Bhaskar readers liked such communication from their paper. Also, more of Dainik Bhaskar and fewer of Jagran readers felt that other newspapers should also communicate in a similar fashion. The majority of both the readers also believed that the reason for carrying out such communication is self publicity for the newspaper. A fourth of the total respondents interviewed of both brands opined that the beneficiary of such communication were the newspapers themselves. More importantly, despite being satisfied with what their newspaper offered, majority of the readers did not promise loyalty to their respective brands.

Conclusion

The shift of loyalty and non committal attitude of consumers clearly reflects the sharp edged competition that newspapers have to face today. It also explains how the consumer is spoilt for choice with not just availability of different media for need gratification but also severe competition within the same media that benefits the consumer. The research showed that the newspapers want to do everything to identify with their target audience in terms of their marketing and content. The study showed not much difference in the content quality and design of the two papers and the communication strategy and marketing efforts were ultimately responsible for drawing a larger subscriber base and outwitting the competition. The study revealed the new concept of content branding in newspapers which Dainik Jagran focused on while news was found to be valued in terms of product, its price and packaging. This has finally served the newspapers in retaining their customers and has eventually become the major reason for the growth of Hindi language newspapers.

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