

# Effect of Branding on Newspaper Selection and General Consumer Behavior

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**Abstract** - Brand identity plays an important role. It is more than the existence of brand. It is a real experience what customer receives with the brand. Brand Identity work as a platform between customer and company. The core values and the beliefs are main ingredient for the creation of brand identity. The brand is to remain continue in existence as it is a strategic tool for the company. Branding will present a chance to accept a challenge to present unique value to customer against all the complex situations. This paper is an attempt to investigate the general effectiveness of branding on Newspaper and to analyze in the depth about the contribution of different attributes in selection of Newspaper.

**Keywords:** Branding, Newspaper, Consumer Behavior, Visionary Orientation, Distinguished Approach, Focused Position, Management Orientation.

## I. INTRODUCTION

Branding is a skill of marketing. Brand is an identification of seller for customer. Brand also symbolize as a promise for the customer by accompany. Brand constructs the image in the minds. Then it takes to the attributes. The attributes work as a minimum expectation level. Brand gets in the position of beliefs and values. Attributes assure about the functional level but beliefs and values go for emotional bonding. Brand goes for bonding with customers.

Brand development takes long rigorous exercise. It does not long rigorous exercise. It does not come after in easy manner. All the units of company are required to contribute for the growth of company. Advertising is a major contributor in brand building exercise. When it is revised continuously before customer then only real effect takes place. Logo, tagline, packaging are the elements of branding. The core values are always supreme for the company; which reflect in the branding where as product, services and employees may change.

The value works like gift. The company believes in offering you to spend the time, searching your favorable potential and selection of an emotional justification to purchase. Mostly you are interested to motivate the customer to put time and money concentrated in searching and selecting in best of manner. The development of a clear message is a significant step towards branding. The return on investment for message comes through with the successful identification, remembering brand by audiences. There is always possibility to review ad campaigns, packaging, logos and even message

Branding, present a better chance in the improvement of external communication. This requires meticulous planning

in every step. The situation varies from case to case. The budget plays as dependent variable for the success of planning. It is easier to select an idea rather an execution on same. Branding exercise does not give direct response immediately so the economic aspects may demoralize like any other factor. The strategy of branding in itself does not play any great role but the delivery of the strategy play a great role. The execution of strategy gives birth to the brand image. Image is supported by three components i.e. Scene, words and the self experience of the customer. This reflects in the separation of the brand as a quality brand. Establishing the brand equity requires hardcore networking and association with the customer memory.

Customer may have an association due to attribute, situation of use, celebrity for product promotion or symbol. This relationship may create perception for brand; distinguish features of the brand and value for money to consumers.

Methods for measuring brand association networks fall into two categories. First, consumer mapping techniques obtain the information directly from consumers.

At present all the reputed brands of world hold the status of personalities in their own identity. They have received the approval all communities and life styles. The credit goes to the appealing power of the brands. Brands attract the life in two ways i.e. first; Rationally, second; Emotionally. Rationally brand presents logic and sense to customer about the need. Emotional factor touches to the feelings of the brain. The successful branding may go to any one way or to both the way. This ultimately reflects in the perception of the customer. The corporate branding also plays an important role. Instead of looking after to any individual product company is focusing on parental approach or an umbrella approach which reflects the company value system to the consumer.

The popular misconception must be removed that logos are the brand. Logos are not the brand they are only symbols. People take the logos as identification marks. The visual sensation really plays an important role in the branding. It depicts the culture of the brand. That works as a gate point for your brand. Packaging also works as an important medium of branding. In the flood of brands packaging plays as an identification factor for branding. Packaging works as long associative factor with the customer. The Individuals also may work on the branding path. There are people who are the successful in your opinion but may not be on the top of mind of others so the branding is still not fully done like. There are people who are successful in terms of worldly experience will be an ideal brand to be expected to follow by

every body. They will be an ideal symbol for others according to today's standards. The people may belong to politics, films, sport or Industry. They have the public branding. These people may be brand creators in themselves. All the elements of branding are an important as they present brand assurance to customers. The product or services are formats of assurance given to the customers. This assurance takes place as brand equity. The relationship last long till the time companies follow the assurance. Every company must know and realize that the ultimate decision maker is customer with the discretion what he/ she is having. No influence can be workable at this stage.

Brand requires value proposition to customers. It must offer some thing special to customer. The feeling of being special is the only key factor to separate the brand from competitors. We have to keep brand relevant. As world keep on changing then attitude of people also keep on changing so brand must tune up with these changes. It should come across with the experience of customer. Brands will have to be maintained with sound strategy. Planning and analysis are the essential steps in the brand strategy. Planning deals with presentation of differentiated proposition. Analysis covers the research aspect that what does market really expects. The empirical evidences play an important role. The game of reassessment continues for whole life of brand.

Brand identity plays an important role. It is more than the existence of brand. It is a real experience what customer receives with the brand. Brand Identity work as a platform between customer and company. The core values and the beliefs are main ingredient for the creation of brand identity. The brand is to remain continue in existence as it is a strategic tool for the company. Branding will present a chance to accept a challenge to present unique value to customer against all the complex situations.

## II. RESEARCH OBJECTIVES

- (i) To investigate the general effectiveness of branding on Newspaper.
- (ii) To analyze in the depth about the contribution of different attributes in selection of Newspaper.
- (iii) To study segmentation aspect for selection of newspaper.

## III. REVIEW OF LITERATURE

The review of Literature provides the valuable and gainful insights on the research topic. M. Rogers (1962) has give the Model of Hierarchy of Consumer response which applies on sales promotion and advertising technique Brainsterthal and C Samuel Craig (1973) have presented the role of appeal in achieving the goal of getting attention but also a message can be block. Ray and Wilkie (1974) have focused on fact that after a certain time appeal start loosing its impact.

David Ogilvy has indicated that the common man get the response quickly through celebrities. Aaker, Batra and Myres (1992) have advocated the use of special testing methods like theatre testing for success of any advertisement.

John David Son, Alice Tybout and Brain Sternthal (1978) have high lighted the conditions of operations for sales promotions.

Communication plays a very crucial between customer and company. The communication plays its role in duration of pre-selling, selling consuming and post consuming stages with both customer and company. The issue remains that how company reaches to customer and how customer reaches to the company. There are various communication platforms both old V/s new.

By reduction in communication cost the companies are switching from mass communication to one to one communication. The product's style, price, package color decoration of place; play an important role in communication to buyers. Every frequency of brand contact can view positive or negative message about the strategic positioning of brand. One can start with talking to all the potential customers about their experiences with the product. The marketers will have to pickup these experiences and impressions which influence the buyer at every stage of purchasing.

For effective communication marketers need to follow the basics elements of communication. The communication model exist with nine elements i.e. sender, Encoding, message, Media, Decoding, Receiver, Response, Feedback and Noise. The senders must follow that who are the audiences, what they want to send and what response that may receive. There should be proper use of all the communication elements. The steps to be followed are (1) Identify the target audience (2) Determine the communication objectives (3) Design the message (4) Select the communication channels (5) establish the total communication budget (6) Decide on communication mix (7) Measure the communication results (8) Manage the integrated marketing communication process.

## IV. RESEARCH METHODOLOGY

Research design used in the study was experimental as the nature of the study is to associate different attributes. The first objective of the study was to study general factors but question was how to decide general factors? The researchers have to decide the factors which can represent the marketing. The Focus Group Discussion Technique was found suitable. The remaining objectives have been decided to tackle with the survey technique as there has been more conclusive condition.

The group members have been discussed with the series of questions belong to marketing. In the first half of discussion group members have been discussed with the factors which may be considered as the representation of creativity. The sample size selected is 200 for this study. The following factors have been emerged in the discussion

1. Image
2. Quality
3. Language at local
4. Variety news
5. Professional Information
6. Local coverage
7. Promotion scheme
8. Independent Outlook
9. Public support attitude

Interval Scale 1-7; 1 = most unimportant, 7 = Most Important will work in Factor Analysis. Following

statements have been also worked out for segmentation procedure.

- 1 Brand loyalty in Newspaper reading
- 2 Change it on regular basis
- 3 Read more than one news paper at once
- 4 Quality as selective factor
- 5 Professional requirement also plays an important role.
- 6 Sports or politics is important section
- 7 Price sensitivity
- 8 It work only with sales promotion scheme
- 9 Local coverage is an important criterion.
- 10 Regional basis works
- 11 National aspect works
- 12 International aspects works
- 13 Knowledge source for competitive examination.

1= Strongly Agree, 2= Agree, 3= neither agree nor disagree, 4= Disagree, 5= strongly disagree

Cluster analysis will be worked out for this procedure.

## V. DATA ANALYSIS

### 1) Factor Position

- 1) F1 – VAR4, VAR5, VAR7
- 2) F2 – VAR9, VAR10
- 3) F3 – VAR3, VAR8
- 4) F4 – VAR2, VAR6

### 2) Cluster Position

Cluster 1 – VAR1

VAR8

Cluster 2 – VAR2

VAR3

VAR4

VAR5

VAR6

VAR7

VAR9

VAR10

VAR11

VAR12

### 3) Factor Analysis

Factor 1 – (Visionary Orientation) – Variety, Professional news & Promotional Scheme

Factor 2 – (Distinguished Approach) – Public Support Attitude, Reporting Style

Factor 3 – (Focused Position) – Language, Independent Outlook

Factor 4 – (Management Orientation) – Quality, Local Coverage

Newspaper may adopt these factors:

Visionary Orientation will be highly dependent on the variety, Professional news & Promotional Scheme. It would also have importance for distinguished approach which will depend on public support and reporting style. The focused positions also play very important role with the support of language along with independent outlook visionary orientation is also highly demanding factor with the combination of quality and local coverage.

### 4) Factor Analysis Statistics

KMO – 560

Bartlett's Test of sphericity - 43.486

KMO status has been achieved by dropping one variable out of original variables. The individual to KMO variable of the variable was to below accepted level.

### 5) Cluster Analysis

Cluster 1 – Brand loyal, Sales promotion schemes

Cluster 2 –

1. Change on regular basis
2. More than one paper reading out at one time
3. Quality
4. Professional requirement
5. Sports and politics Section
6. Price sensitivity
7. Local Coverage
8. Regional basis
9. International aspect
10. Knowledge Source for Competitive

## VI. CONCLUSIONS

- 1) Newspaper will work in a better manner with visionary orientation.
- 2) Distinguished approach is always helpful for newspaper.
- 3) It is difficult to survive with focused position.
- 4) Management orientation plays an important role.
- 5) Brand Loyal Status plays an important role.
- 6) Sales promotion is an important factor for sources of any newspaper brand.
- 7) Local Coverage is an important issue for any newspaper.
- 8) Knowledge source is also an important role.

## VII. SUGGESTIONS

- 1 Product perception could be given due weight age.
- 2 Attitude measurement can be done in proper manner.
- 3 Product image could be given enough importance,
- 4 Benefits are to be felt in a more emphatic manner.

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