

The Effect of Brand Image on Leading Telugu Dailies

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Abstract:- Consumers usually develop a brand belief for each brand according to the attributes of its products. Such brand belief will later become a brand image. This research is an attempt to assess the brand image, to measure the satisfaction towards the various features of leading Telugu dailies (Eenadu&Sakshi) and finally to suggest specific measures of leading Telugu dailies for improvement in brand image. For the purpose the major cities of three regions (Telangana, Andhra and Rayalaseema) are selected viz., Hyderabad, Vijayawada and Kadapa, using judgement sampling method. 50 customers from each region are selected to administer the questionnaire using a convenience sampling method, a total of 150 Telugu daily readers are selected. As a result, Eenadu's brand image on paper quality and Readability of the daily are proved good while the price and reaching time as poor. In case of Sakshi's image on paper quality, Price and Coverage of the daily proved good while the reflection of truth and reaching time as poor. When satisfaction of the readers is considered, Eenadu readers are highly satisfied with the Printing and the Quality of the daily. Most of the Sakshi customers are highly satisfied with the Quality followed by Printing, Price and information. The results imply that marketing manager should focus on the brand image to win the customer satisfaction in order to make the customer loyal about their product and service.

Keywords:- brand image, satisfaction, eenadu, sakshi, loyalty

I. INTRODUCTION

The structure of the Indian print media industry is highly fragmented with importance to regional dominance⁽¹⁾.

1.2 TELUGU NEWSPAPERS:

The history of newspapers and journals in Telugu, as in other languages, is a saga of sacrifice and devotion to nationalist ideals⁽²⁾. Profit or other commercial aspects never were dominant considerations⁽³⁾.

1.3 EENADU was founded by the Indian media baron Chirikuri Ramoji Rao in 1974. It has played a role in both crowning and dethroning governments in Andhra Pradesh⁽⁴⁾. It has also successfully adapted the latest publishing and communication technologies into the Telugu language⁽⁵⁾.

1.4 SAKSHI is a Telugu daily published in Andhra Pradesh as well as its surrounding states. It is the most successful and popular Telugu news paper since its first day of publication.⁽⁶⁾ The Daily is coming up with flying colors and latest technology used for this purpose.⁽⁷⁾

II. BRAND IMAGE

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value⁽⁸⁾. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image⁽⁹⁾. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization⁽¹⁰⁾.

2.2 CUSTOMER SATISFACTION

Effective marketing focuses on two activities: retaining existing customers and adding new customers⁽¹¹⁾. Customer satisfaction measures are critical to any product or service company because customer satisfaction is a strong predictor of customer retention, customer loyalty and product repurchase⁽¹²⁾.

2.3 BRAND LOYALTY

The brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price⁽¹³⁾. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar⁽¹⁴⁾.

III. RESEARCH METHODOLOGY

3.1 Objectives:

- To assess the brand image of leading Telugu dailies (Eenadu and Sakshi)
- To measure the satisfaction towards the features of leading Telugu dailies
- To ascertain the brand loyalty of leading Telugu dailies
- To suggest specific measures of leading Telugu dailies for improvement in brand image.

3.2 Hypotheses:

1. Choice of the daily influences the brand image
2. Choice of the daily influences the satisfaction with the daily
3. Choice of the daily influences the brand loyalty

3.3 Scope of the study

The study is done on Telugu print media customers in Andhra Pradesh.

3.4 Data sources

Primary data:

Primary data is collected from the Telugu daily readers of Andhra Pradesh through a well designed questionnaire.

Secondary data

Secondary data is collected from books, magazines, company reports, some websites and news papers.

3.5 Sampling unit

All the Telugu daily readers in Andhra Pradesh.

3.6 Sampling size

150 Telugu readers are taken up for the study.

3.7 Sampling Methodology:

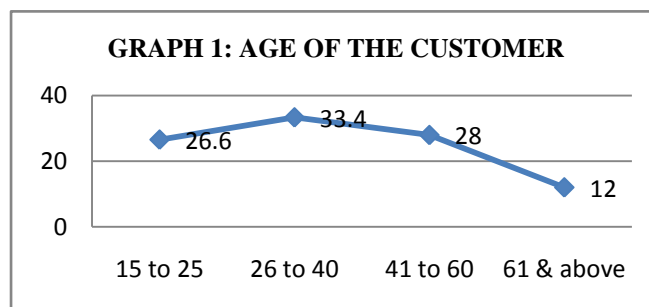
The major cities of three regions (Telangana, Andhra and Rayalaseema) are selected viz., Hyderabad, Vijayawada and Kadapa, using judgement sampling method. 50 customers from each region are selected to administer the questionnaire using a convenience sampling method, a total of 150 Telugu daily readers are selected.

3.8 Statistical Tools Applied:

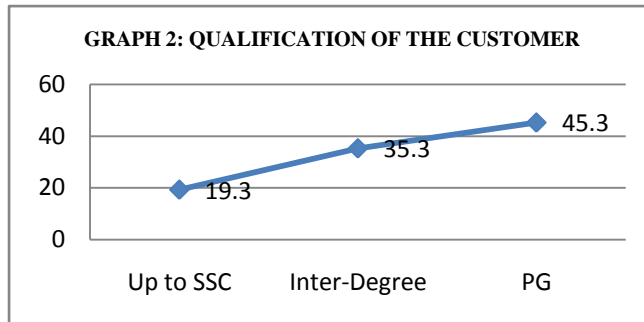
Simple ratios, percentages, weighted averages and chi square are used to present the data and test the hypotheses.

4. DATA ANALYSIS & DISCUSSION

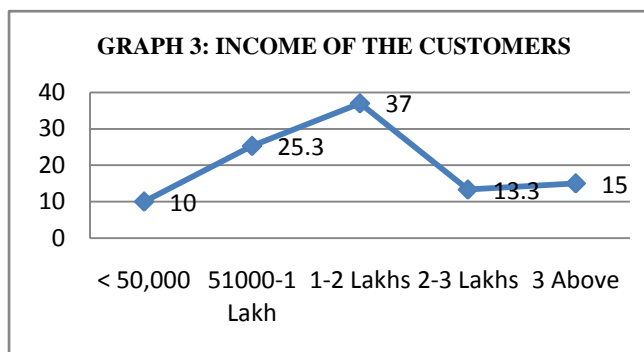
From the graph 1, it is inferred that 33.4% of the respondents belong to the age group of 26 to 40 years, 28% belongs to 41 to 60 years, 26.6% belongs to 15 to 25 years and 12% belongs to more than 60 years.



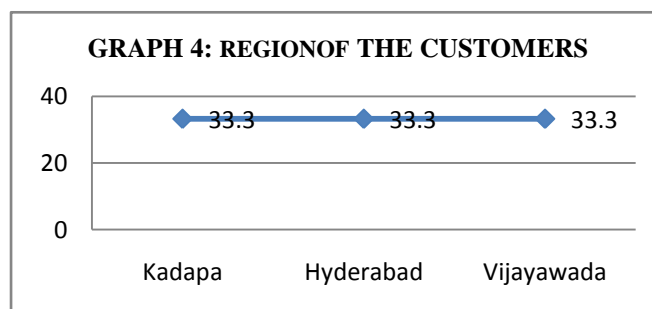
From graph 2, it is inferred that 45.3% are post graduates, 35.3% are in between inter to degree level, and remaining 19.3% are up to the level of SSC.



From graph 3, 37% of the respondents are kept in between 1 lakh but bellow 2 lakhs, 25.3% are in between 51000 to 1 lakh, 15% are above 3 lakhs, 13.3% are in between 2 and 3 lakhs, and 10% are bellow 50 000 Rs.



From graph 4, it can be inferred that 33.3% respondents are from Kadapa, 33.3% are from Hyderabad and 33.3% are from Vijayawada.



Graph 5, shows that 53.3% of the respondents preferred Eenadu as their choice of readership, while the remaining 46.7% preferred Sakshi.

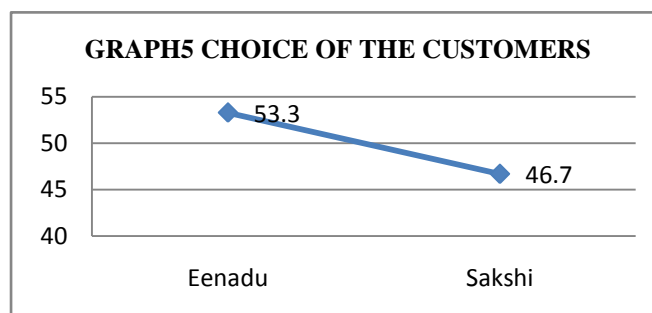


Table: 1 Showing the Brand Image Factors

BRAND IMAGE	EENADU		SAKSHI	
	W= X/Y	Weights	W= X/Y	Weights
I trust the news of the daily	58/160	0.36	60/ 140	0.43
Coverage of the daily is good	72/160	0.45	70 /140	0.50
Updates of the daily are good	80/160	0.50	66 /140	0.47
Paper quality is good	109/160	0.68	90/ 140	0.64
Future for the daily would be good	85/160	0.53	64 / 140	0.46
Wording of the paper is reflects truth	66/160	0.41	41 / 140	0.29
Readability of the daily is good	93/160	0.58	66 /140	0.47
Price of the daily is good	24/160	0.15	108 / 140	0.77
Reaching time is good	54/160	0.34	50 / 140	0.36
TOTAL	4.00		4.39	

[W= X/Y: X = Total Y = Total no respondents x Maximum weight i.e.2]

Among the dailies, the brand image of Sakshi is observed to be having good acceptance from the respondents for its features with a score of 4.39, followed by Eenadu. Eenadu's brand image on paper quality and Readability of the daily is good, this because of high and modern technological equipment which made paper quality to be good and simple, catchy words and common man understandable language used by eenadu is well accepted by readers. While the respondents ranked the price and reaching time as poor. These two factors are negatively affecting the brand image of the eenadu. The price is concerned the competitors (sakshi and andhraijothi) price is relatively very low and hence audience feels that price of eenadu needs to be improved. When it comes to reaching time, the distribution channels and delivery boys has to be more effective in order to reach to the customer. Sakshi's brand image on paper quality, Price and Coverage of the daily is good, this is because of multi colored edition, advanced printing technology, friendly format and more clarity on in news with less price than the competitors. While the respondents ranked the reflection of truth and reaching time as poor. Sakshi needs to focus on improving on this two in order to increase its brand image.

Table: 2 Showing the Satisfaction of the Customers with Features

FEATURES	EENADU		SAKSHI	
	W= X/Y	Weights	WAM	Sd
Coverage	74 / 160	0.46	69/ 140	0.49
Printing	115 / 160	0.72	105 /140	0.75
Information	80 / 160	0.50	90 /140	0.64
Quality	106 / 160	0.66	109/ 140	0.78
Price	34 / 160	0.21	101 / 140	0.72
Readability	85 / 160	0.53	35 / 140	0.25
Availability	50/ 160	0.31	45 /140	0.32
Time	51 / 160	0.32	35 / 140	0.25
Bias	-74 / 160	-0.46	-55 / 140	-0.50
TOTAL	3.25		3.70	

[W= X/Y: X = Total Y = Total no respondents x Maximum weight i.e.2]

When satisfaction of the readers is considered, the satisfaction with features of the sakshi leads to that of eenadu with a score of 3.70. Eenadu readers are highly satisfied with the Printing and the Quality of the daily as discussed earlier reasons. And the major drawback of the daily is the political bias, which has a negative effect on the daily. It is because of the association of Mr. Ramoji Rao and Mr. N. Chandra Babu Naidu to the TDP is well known. Even the daily has to focus more on improving its price

Most of the Sakshi customers are highly satisfied with the Quality followed by Printing, Price and information. Once again it is the political bias which affects the daily's image. This could probably be because of the direct affiliation of Mr. YS. Jaganmohan Reddy to the YSR Congress Party and presenting Y.S. Rajasekhara Reddy's photo in its daily issue. Even readability and reaching time of the daily also needs a lot of improvement.

Table: 3 Showing the Brand Loyalty Factors

BRAND LOYALTY	EENADU		SAKSHI	
	W= X/Y	Weights	W= X/Y	Weights
Not waiting for the daily	96/ 160	0.60	106/ 140	0.75
strongly associated with daily	85/ 160	0.53	91/140	0.65
like to stay with this daily	112/ 160	0.70	98/140	0.70
recommend this daily to others	80/ 160	0.50	88/ 140	0.62
I consider myself loyal to this daily	126/ 160	0.78	110/ 140	0.78
TOTAL	3.11		3.5	

[W= X/Y: X = Total Y = Total no respondents x Maximum weight i.e.2]

When it comes to brand loyalty, sakshi leads to that of Eenadu with a score of 3.5. The majority readers of eenadu are treating themselves loyal to the daily and want to stay with daily. This could probably be the emotional attachment that built by the daily. Recommendation of the daily is needed to be improved. The sakshi readers are also considering themselves loyal to the daily and they are not waiting for the daily.

Hypotheses Testing:

- 1: CV (15.986) > TV (5.99), so Ho is rejected Ha is accepted. Therefore the users' choice of the daily influences the brand image attributes.
- 2: CV (12.805) > TV (5.99). Ho is rejected H1 is accepted Therefore the user's choice of the daily influences the Customer satisfaction.
- 3: CV (18.346) > TV (5.99), so Ho is rejected Ha is accepted. Therefore the users' choice of the daily influences the Brand loyalty.

From the testing of Hypotheses, it is observed to be a strong relationship between the News daily choice and loyalty of the brand. This shows that the Brand image plays a significant role in the +ve Word of Mouth which makes the customers themselves as the unpaid ambassadors for the daily. Very similarly, it is also observed that choice of brand also plays a significant role in influencing of the Brand Image and satisfaction of the customers.

V. RESULTS

- Regarding the brand Image, Eenadu has got good response from the customers on the features of availability, quality and readability. The price and reaching time of eenadu has proved as poor.
- Sakshi got good response for its availability, price and quality. While the reflection of truth and reaching time as poor.
- When it comes to satisfaction, Eenadu readers are highly satisfied with the Printing and the Quality of the daily. With the political bias most readers have negative satisfaction.
- Most of the Sakshi customers are highly satisfied with the Quality followed by Printing, Price and information. Apart from the political bias, even readability and reaching time of the daily has low satisfaction.
- Considering the brand loyalty, Eenadu has got good acceptance from the audience for the attributes of customer loyalty and future association.
- Sakshi readers have well accepted the attributes of customer loyalty and non waiting. Recommendation to others has proved bad for both the dailies.

VI. SUGGESTIONS

1. Pricing strategy is always related to the perceived value of the product. Concerning this, Eenadu requires improving its perceived value or lowering its price which is followed by Sakshi.
2. As for as the wording reflects truth is concerned, Sakshi has to improve its wording in the daily according to the customers, followed by Eenadu. By wording the audience mean that the language must be easily understandable and the usage of the catchy words and phrases. Already the dailies are using the catchy words in their headings, yet the audience talks about the appropriateness of the word to the situation and the possible expectation of the audience. This may require the employees phrasing the headings to understand the specific expectation of the audience, through certain training which the experience in the trade itself may provide or through people who have the experience, else they need to tour and travel themselves across to get a feel of the audience taste.
3. The readability of Sakshi is observed to be very low compared to Eenadu. While improving readability, the font type, size, colors and the print quality are to be taken care.
4. As Brand Image and Brand loyalty play a significant role in the success of the daily, the dailies need to concentrate on Brand Image and Brand loyalty. This can be enhanced by enhancing the image of the daily on the various expectations of the daily, public image; this also can be enhanced by focusing on the physique, personality, culture, self-image, reflection and relationship, which are the essential elements of building a brand Image.
5. Concerning paper quality, Eenadu requires immediate attention to be paid towards it, followed by Saakshi. Paper quality includes the print quality, the colour quality and the impression quality.
6. From the analysis it is observed that Sakshi requires a greater improvement in the biasness followed by Eenadu. The kind of competition among the dailies, which is high among the telugu dailies compared to the other languages and the previous periods, leads to this attitude of the audience towards the dailies. The dailies may innovate ways and means to come out of this image which may see them through as unbiased dailies and thus may in the long run contribute for the greater success of the dailies. Though practically looking at it, it looks impossible, yet, so long as the biased image is there, it is not good for the dailies in the long run and it leaves a very good scope for the new entrants to enter the Telugu dailies market.
7. As nearly one fourth of the respondents are waiting for the daily, the dailies must ensure that the dailies reach them at the earliest and concentrate on the proper addresses and timing of the delivery boys. The delivery boys must be given the clear addresses of the subscribers. There should not be frequent shift of the delivery boys from their territories. Even if there is, the delivery boy who is taking over must clearly be communicated about the addresses. The number of the delivery boys may be increased wherever the delivery is taking more time. A specific time schedule must be given to the delivery boys in delivering the dailies. Bicycles are being used by the delivery boys as of now, and as the delivery times become critical, they may have to be replaced by faster moving vehicle like bike. This may add on to the cost of the delivery, but this can still be worked by reducing the number of the delivery boys and by expanding the territory allotted to them.
8. When customers are ready to recommend the daily to others, they must be completely satisfied with that daily. Concerning this factor Eenadu needs to focus more on that followed by sakshi. But both the dailies are require to build an emotional attachment towards readers.

VII. CONCLUSION

This study reveals the effect of brand image on Eenadu and Sakshi. Eenadu's brand image on paper quality and Readability of the daily are proved good while the price and reaching time as poor. In case of Sakshi's image on paper quality, Price and Coverage of the daily proved good while the reflection of truth and reaching time as poor. When satisfaction of the readers is considered, Eenadu readers are highly satisfied with the Printing and the Quality of the daily. Most of the Sakshi customers are highly satisfied with the Quality followed by Printing, Price and information. Regarding the loyalty is concerned, Sakshi readers have build an emotional attachment with daily and even eenadu also succeeded in retaining the customers. The results imply that marketing manager should focus on the brand image to win the customer satisfaction in order to make the customer loyal about their product and service.

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