

A Study on Market Potential for Mangalam Newspaper Private Limited, Kottayam

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Abstract- The project report is a study on “A STUDY ON MARKET POTENTIAL IN MANGALAM NEWSPAER WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT, KERALA” Mangalam publications are one of the leading publishing institutions in India. Various studies have been conducted to find out the factor, which determine current market situation Mangalam can be increased only by introducing more and more attractive features and improve the paper quality. The sample size used in this study is 100. The sampling technique used in this study is convenient sampling. In case of data collection, the primary and secondary data's were used. Questionnaire is used for collecting primary data. Secondary data were collected from past records and other library reference available with the area of study. The simple percentage analysis is used for this study.

Index Terms- Market potential, competition, quality, customer satisfaction

I. INTRODUCTION

In addition, the published research work also provides a big weight-age to get admissions in reputed varsity. Now, here we enlist the proven steps to publish the research paper in a journal. In today's world, there are a large number of information media modes available for the general public. Among them newspaper holds a unique niche. Newspaper is the most popular and traditionally evolved media type. Newspaper media has to compete with other media and also they have to compete with each other. Thus there exists a tough competition among them. In order to survive in this competition, Newspaper should increase its readership, its reach and penetration. The opinions of each reader about newspaper are different and it depends on the services that the newspaper provides. Identify the market potential of newspaper simply means that collecting opinion of general public about number of people reading the newspaper their reasons for reading habit and the features that they like most etc. Thus in order to improve the quality and circulation of newspaper, it is necessary to identify the market potential.

II. ABOUT THE COMPANY

This enterprise was started by Mr. M. C. Varghese, a social worker and a connoisseur of arts. This has grown up to a

reasonably well established publishing house with an annual turnover of about 15 crore a year. Mangalam has about 300 employees and agents and others numbering about 2000 depend on them directly. Various publications are Mangalam Weekly, Mangalam Daily Newspaper, Kanyaka Balamangalam, Cinema Mangalam and Kalichepu. Apart from various operational outlets in Kerala, Mangalam also have some outside Kerala operation. They are the New Delhi, Mumbai, Chennai, and Bangalore

III. OBJECTIVES OF THE STUDY

- To find the market potential of Mangalam daily newspaper
- To find out the readership of Mangalam in Kottayam district.
- To collect the opinion regarding supplements this is associated with the newspaper.

IV. SCOPE OF THE STUDY

Mangalam publications are one of the leading publication industries in the state of Kerala. It has been regularly coming- out with various kinds of newspapers for all segments of the community. Mangalam daily newspaper is a leading daily newspaper published from Mangalam group. The scope of the study was to found out the present specific position of Mangalam daily newspaper' has in the mind of its readers and the methods to be adopted in the years to come to make it most leading daily newspaper in the segment of newspaper publication industry.

V. LIMITATIONS OF THE STUDY

Some of the respondents are not willing to give an interview, while some other was refused in answering all the questions. As the respondents were scattered all around the distinct difficulty was experienced in getting and the time factor involved are very high. The researcher collected the details only from 100 responds compared with population the sample size is small so it may not reveal the exact option of the respondents. Time factor is also another limitation of this study.

VI. METHODOLOGY

The study is a descriptive one. The main aim behind the study was to identify the market potential of Mangalam. Through the study, collect the opinion of the readers about Mangalam and other newspapers. The respondents are personally contacted and the data are collected through schedules.

VII. SOURCE OF DATA

PRIMARY DATA

Primary data are those data, which are being collected by the researcher for the first time. They are the information received directly from general public, to whom the study was conducted. In this study, primary data was collected with the help of schedules.

SECONDARY DATA

The secondary data is collected through published and unpublished sources. Unpublished sources include, discussions held with unit chief, circulation manager, assistant circulation manager etc. of Mangalam. Information has also been collected from internet, editorials of newspapers, libraries etc.

VIII. SAMPLING PROCEDURE

The sampling procedure used for the study is stratified sampling. Stratified sampling is a type of probability sampling .In this type of sampling, the entire population in which the study is conducted is divided into sub universe of homogeneous group. It is called strata and the sample is drawn from each of the strata. From each strata the researcher selects the sample randomly.

**Table no. 1
Age group of respondents**

S:No	Age	No. of respondents	Percentage
1	Below 20	18	18
2	20-40	32	32
3	40-60	22	22
4	Above 60	28	28
	Total	100	100

Source: Primary Data

Interpretation:

It is clear from the above table that 32% of the respondents are in the age group of 20-40 years. 28% of the respondents are in the age group of above 60.22% of the respondents is in the age group of 40-60 and the rest 18% of the respondents are below 20 years.

**Table no: 2
Sex wise classification**

S: No	Sex	No. of respondents	Percentage
1	Male	70	70
2	Female	30	30

	Total	100	100
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Source: Primary Data

Interpretation:

From the above table it is clear that 70% of the respondents are male and 30% are female. So that most of the respondents are male.

**Table no: 3
Occupation of respondents**

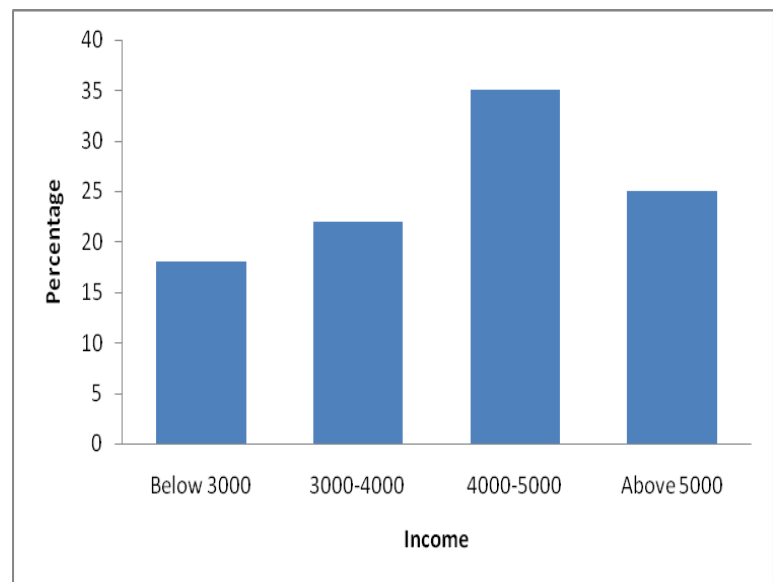
S:No	Occupation	No. of respondents	Percentage
1	Agriculture	30	30
2	Business	25	25
3	Professional	22	22
4	Others	23	23
	Total	100	100

Source: Primary Data

Interpretation:

It is clear from the above table that 30% of the respondents are agriculturist, 25% of the respondents are doing business, 22% of the respondents are professionalists and 23% of the respondents are doing other type of jobs. So that most of the respondents are doing agriculture.

**Chart: 1
Monthly Income**



Source: Primary Data

Interpretation:

It is clear from the above chart that 35% of the respondents are in the salary of 4000-5000, 25% of the respondents are in the salary above 5000, 22% of the respondents are in the salary 3000-

4000 and the rest 18% of the respondents are in the salary below 3000. So that most of the respondents are in the income level of 4000-5000

It is clear from the above table that 50% of the respondents know about Mangalam by self, 24% by relatives, 18% by friends and the remaining 8% by other method.

Table no: 4
Do you subscribe Mangalam News paper

S: No	Opinion	No. of respondents	Percentage
1	Yes	65	65
2	No	35	35
	Total	100	100

Source: Primary Data

Interpretation:

It is clear from the above table that 65% of the respondents are the subscriber of Mangalam News paper and 35% of the respondents are not the subscriber of Mangalam News paper. So that most of the respondents are the subscriber of the Mangalam newspaper.

Table no: 5
What makes you to subscribe Mangalam News paper?

S: No	Opinion	No. of respondents	Percentage
1	Truthfulness	20	20
2	Reliability	6	6
3	Impartiality	44	44
4	No political bias	30	30
	Total	100	100

Source: Primary Data

Interpretation:

It is clear from the above table that 20% of the respondents are subscribe Mangalam News paper due to its truthfulness ,6% of the respondents are subscribe Mangalam News paper due to its Reliability,44% due to impartiality,30% due to no political bias.

Table no:6
How do you know about Mangalam News paper?

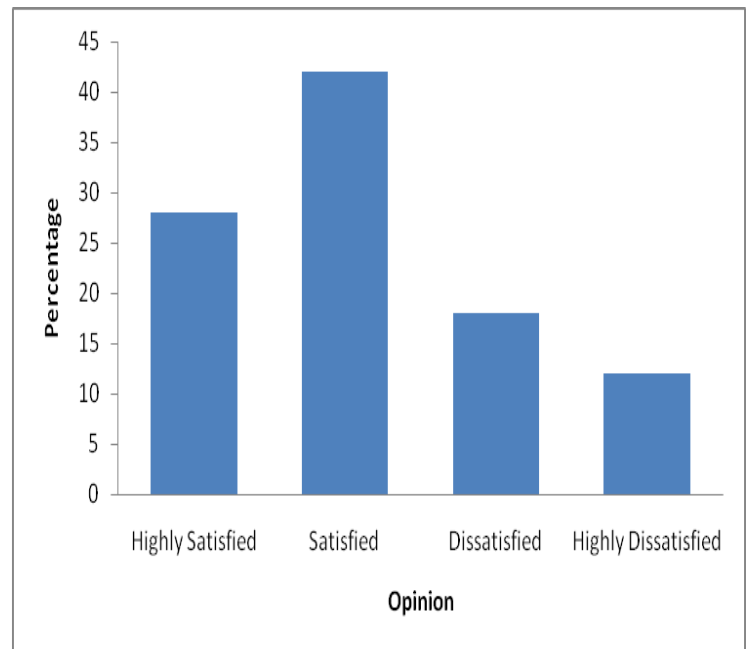
S:No	Opinion	No. of respondents	Percentage
1	Self	50	50
2	Relatives	24	24
3	Friends	18	18
4	Others	8	8
	Total	100	100

Source: Primary Data

Interpretation:

Chart: 2

What is your opinion about the quality of the News Paper?



Source: Primary Data

Interpretation:

It is clear from the above chart that 42% of the respondents are highly satisfied with the quality of the news paper, 28% of the respondents are satisfied with the quality of news paper, 18% of the respondents are dissatisfied with the quality of the news paper, and the remaining 12% of respondents are highly dissatisfied with the quality of the paper.

Table no: 7
Modes of purchase

S:No	Purchase Mode	No. of respondents	Percentage
1	Buy from shop	16	16
2	Borrow from Neighbor	18	18
3	Lend it from library	14	14
4	Through Newspaper agent	52	52

	Total	100	
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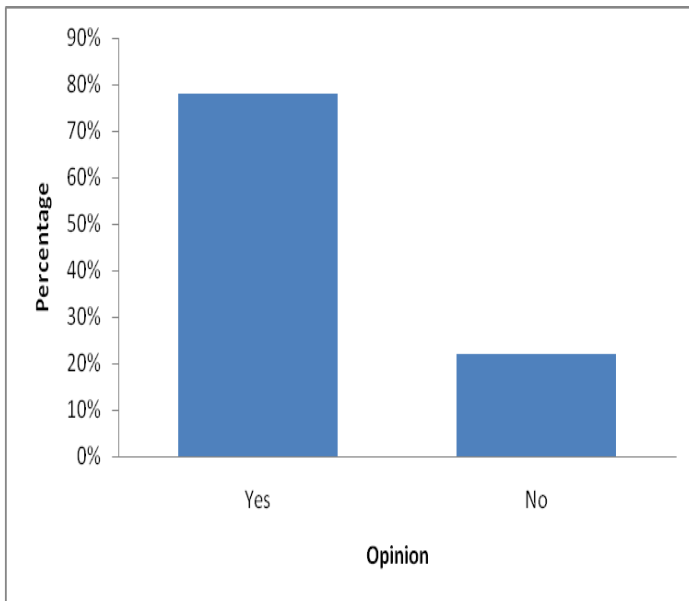
Source: Primary Data

Interpretation

It is clear from the above table that 52% of the readers through news paper agent, 18% of the readers borrow from the neighbors, 16% of the readers buy the newspaper from the shop 14% readers lend it from library.

Chart: 3

Are you willing to maintain long term relationship with Mangalam News paper?



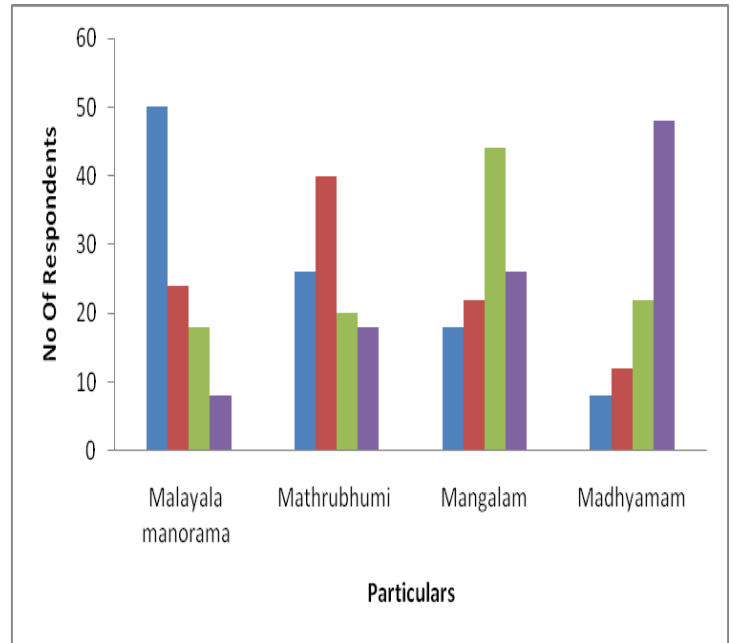
Source: Primary Data

Interpretation

It is clear from the above chart that 78% of the respondents are willing to maintain long term relationship with Mangalam newspaper and 22% of the respondents are not willing to maintain long term relationship with Mangalam newspaper

Chart: 4

Ranking accordance to the preference of newspaper



Source: Primary Data

Interpretation:

It is clear from the above chart that 50 respondents preferred Malayalammanorama as 1st, 40 respondents ranked Mathrubhumi 2nd, 44 respondents ranked Mangalam 3rd and Madhyamam is ranked 4th by 48 respondents.

Table no: 8

Do you have any expectations related to Mangalam Newspaper

S: No	Opinion	No. of respondents	Percentage
1	Yes	80	80
2	No	20	20
	Total	100	100

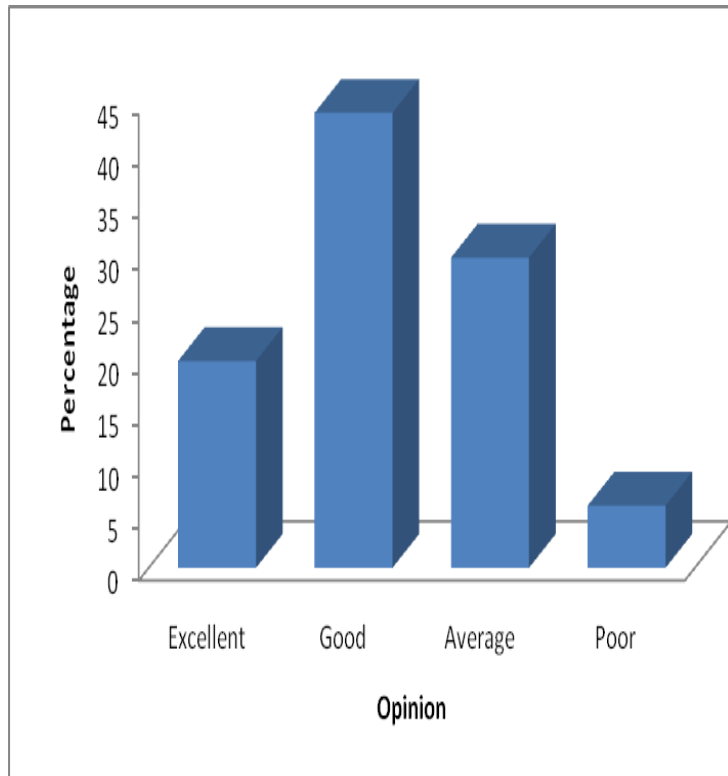
Source: Primary Data

Interpretation:

From the table it shows that 80% of the customers have expectations related to Mangalam News paper and 20% of the customers have no expectations related to Mangalam Newspaper. So that most of the customers have the expectations related to Mangalam Newspaper.

Chart: 5

How do you rate Mangalam News paper?



Source: Primary Data

Interpretation:

The above chart shows that 44% of the customers are rate Mangalam News paper as good and 30% of the customers are rate Mangalam as average and 20% of the customers are rate Mangalam as excellent and other 6% of the customers are rate Mangalam as poor. So that most of the customers rate Mangalam as good.

Table no: 9
Which information column is attractive?

S:No	Opinion	No. of respondents	Percentage
1	Sports	58	58
2	Classifieds	18	18
3	Education	8	8
4	Others	16	16
	Total	100	100

Source: Primary Data

Interpretation:

From the above table it is clear that 58% of the respondent's opinion is that sports column is more attractive and 18% of the respondent's opinion is that classified column is attractive and 16% of the respondent's opinion is that other information column is attractive and 8% of the respondent's opinion is that education

column is attractive. So that most of the respondent's opinion is that sports column is more attractive.

Chart: 6
Are you satisfied with the supplement?

Source: Primary Data

Interpretation:

From the table it shows that 58% of the respondent's are not satisfied with the supplement and 42% of the respondent's are satisfied with the supplement. So that most of the respondent's are not satisfied with the supplement.

Table no: 10
Are you satisfied with the Classified

S: No	Opinion	No.	of	Percentage
1	Yes	28		28
2	No	72		72
	Total	100		100

Source: Primary Data

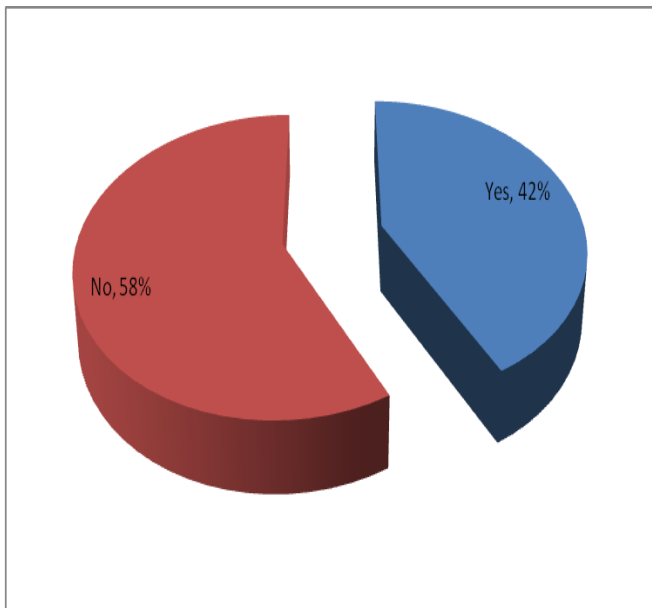
Interpretation:

From the table it shows that 72% of the respondent's are not satisfied with the classified and 28% of the respondent's are satisfied with the classified. So that most of the respondent's are not satisfied with the classified.

IX. FINDINGS

- 1) The determinant factor is selecting a particular newspaper and age groups of the respondents are dependent.
- 2) The kind of newspaper which read and the occupational level of respondents are dependent.
- 3) 70% of the readers are male. This explains that men community must more concentrate to promote and popularize this newspaper.
- 4) Age between 20 - 40 has got maximum readers coming to 32%. The maximum readership is between the age group of 20-40.
- 5) 35% of the respondents are having monthly income between 4000-5000.
- 6) 30% of the respondents are agriculturist.
- 7) 65% of the respondents are the subscriber of the Mangalam newspaper.
- 8) 44% of the respondents are subscribing Mangalam newspaper due to impartiality.
- 9) 50% of the respondents know about the Mangalam newspaper by self.
- 10) 42% of the respondents are satisfied with the quality of the newspaper.
- 11) 52% of the customers got the newspaper through newspaper agent.

- 12) 78% of the respondents are willing to maintain long term relationship with Mangalam newspaper.
- 13) Mangalam daily is ranked 3rd position among the newspapers in Kottayam.
- 14) 80% of the respondents have expectation from Mangalam newspaper.
- 15) 44% of the respondent's rate Mangalam newspaper is good.
- 16) 58% of the respondent's opinion is sports column is more attractive.
- 17) 58% of the respondents are not satisfied with the supplement of Mangalam.
- 18) 72% of the respondents are not satisfied with the classified of Mangalam newspaper.



X. RECOMMENDATIONS

- 1) Effective advertisement through television should be telecasted to improve sales.
- 2) Informative article should be added.

- 3) With the existing constraints of printing the publisher can try to improve the paper quality and printing style to have more circulation.
- 4) To add more sports news, educational news and local news.
- 5) To add more pages in the Sunday special publication.
- 6) Newspaper will be delivered at proper time.
- 7) The Mangalam publication should concentrate more on its features and news of the newspaper. They have to increase the quality of the newspaper to complete with its competitors.

XI. CONCLUSION

The Mangalam newspaper has got very response from its readers. Most of the readers prefer the newspaper for its cost. If Mangalam publication can follow the suggestions given by the respondents to increase the sales, improve quality and add the more features news then it will reach the No.2 position with recent years.

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