

A Study on Brand Loyalty of Deshabhimani Publications Thrissur

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Abstract- Brand loyalty in the newspaper industry is a pivotal element that ensures the long-term success and sustainability of publications. This study explores the factors that contribute to brand loyalty among newspaper readers, emphasizing the roles of content quality, trustworthiness, and reader engagement. By analysing the preferences and behaviours of readers, the research aims to identify strategies that newspapers can implement to foster loyalty. Through surveys and interviews with a diverse sample of newspaper readers, the study reveals that consistent delivery of high-quality, reliable news is fundamental in building and maintaining trust, which in turn enhances reader loyalty. In addition to content quality and trustworthiness, the study highlights the importance of digital presence and community engagement in cultivating brand loyalty. Newspapers that effectively leverage digital platforms to engage with their audience and respond to reader feedback tend to develop stronger connections with their readership. Furthermore, initiatives that foster a sense of community and involve readers in meaningful ways can significantly boost loyalty. The findings suggest that newspapers need to adopt a multifaceted approach, combining high journalistic standards with proactive digital and community engagement strategies, to sustain and grow their loyal reader base in a competitive media landscape.

Keywords- Brand loyalty, Newspaper, Content quality, Trustworthiness, Reader engagement

I. INTRODUCTION

This project aims to explore and analyse the factors contributing to brand loyalty among readers of Deshabhimani, a prominent newspaper publication. In an era where digital media is rapidly transforming the landscape of news consumption, understanding the elements that foster reader loyalty is crucial for sustaining and growing the readership of traditional newspapers. This study delves into various aspects such as content quality, accuracy, price, availability, and design/layout, assessing their impact on reader satisfaction and loyalty. By surveying 100 respondents, the research seeks to provide insights into how Deshabhimani can enhance its

offerings and maintain a loyal reader base in a competitive media environment.

The newspaper industry has undergone significant transformation over the past few decades, evolving from a predominantly print-based medium to a multifaceted digital ecosystem. This shift has been driven by technological advancements, changes in consumer behaviour, and the rise of social media and online news platforms. Newspapers, once the primary source of news and information, now face intense competition from digital media outlets that offer real-time updates and interactive content. Despite these challenges, the newspaper industry continues to play a crucial role in providing in-depth journalism, investigative reporting, and local news coverage that many digital platforms struggle to match. Historically, newspapers have been integral to the dissemination of information and the fostering of public discourse. The industry's roots trace back to the early 17th century, and over time, newspapers have adapted to numerous technological and societal changes, from the advent of the telegraph and radio to the rise of television and the internet. Today, the industry is characterized by a hybrid model where print and digital formats coexist, aiming to cater to a diverse readership that values both the tactile experience of a physical newspaper and the convenience of digital access. This evolution reflects the industry's resilience and its ongoing efforts to innovate and remain relevant in an increasingly digital world.

II. LITREARTURE REVIEW

Yazdi, Azin, et al. (2024): The study titled "The Ebb and Flow of Brand Loyalty: A 28-Year Bibliometric and Content Analysis" by Yazdi and colleagues provides a comprehensive bibliometric and content analysis of brand loyalty research over 28 years. It highlights emerging trends and offers insights into how brand loyalty has evolved and what future research should focus on.

Bashir, et al. (2022): In "Enhancing Brand Image: Brand Trust, Brand Loyalty, and Social Media," Bashir and colleagues discuss the interrelationship between brand trust,

loyalty, and social media engagement. They examine how these elements contribute to brand equity and emphasize the role of social media in fostering brand loyalty.

Amin, Adnan, et al. (2022): The paper "Examining the Impact of Sensory Brand Experience on Brand Loyalty" by Amin and colleagues investigates how sensory experiences (visual, auditory, olfactory, tactile, and taste) influence brand loyalty through customer satisfaction, brand attachment, and the moderating role of employee empathy.

Bahri-Ammari et al. (2021): In their study "Emotional Brand Attachment and Brand Love: The Emotional Bridges in the Process of Transition from Satisfaction to Loyalty," Bahri-Ammari and colleagues explore how emotional attachment to a brand can foster loyalty. They argue that for newspapers, building strong emotional connections with readers—through quality journalism, trust, and community engagement—can lead to higher loyalty. This approach helps newspapers differentiate themselves in a competitive market by creating a sense of attachment and loyalty among readers

Trinh, G., and Dawes, J. (2020): The review "Brand Loyalty: A Literature Review" by Trinh and Dawes categorizes brand loyalty research into behavioural and attitudinal typologies. It offers a detailed analysis of the factors that contribute to repeat purchases and customer attitudes towards brands, providing a solid foundation for understanding brand loyalty dynamics.

III. OBJECTIVES OF THE STUDY

- To study the brand loyalty of Deshabhimani newspaper.
- To study the customer perception about this brand.
- To study the market potential of Deshabhimani.

IV. RESEARCH DESIGN

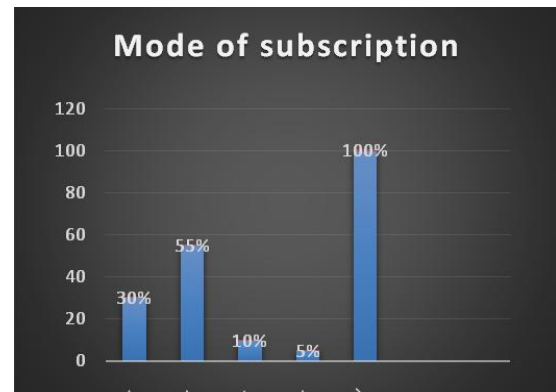
Research design is the plan that outlines how a study will be conducted, including objectives, methods, data collection, and analysis techniques. The study uses descriptive research design where data will be collected from the customers through questionnaire and then analysed. The principal aim in employing descriptive research is to describe the nature of situation as it exists at the time of the study and to explore the causes of particular phenomena.

For the study on brand loyalty of Deshabhimani publications, a descriptive research design will be employed to systematically observe and detail the factors influencing brand loyalty among its readers. In this study, the number of respondents is 100.

V. DATA ANALYSIS

TABLE SHOWING MODE OF SUBSCRIPTION

Particulars	No of respondents	Percentage
Yearly	30	30%
Monthly	55	55%
Daily	10	10%
Weekly	5	5%
Total	100	100%



THE majority of readers (55%) prefer a monthly subscription. This indicates that most subscribers find a monthly commitment to be the most convenient and cost-effective way to stay updated with the newspaper's content. Monthly subscriptions often balance between commitment and flexibility, suggesting that readers value the regularity and potential savings compared to daily or weekly options. A significant portion of readers (30%) opts for a yearly subscription. This suggests a strong loyalty and satisfaction with the newspaper, as these subscribers are willing to commit for an entire year. Yearly subscriptions typically offer the best value per issue, appealing to dedicated readers who are confident in their continued interest in the newspaper. A smaller segment of readers (10%) prefers a daily subscription. These readers likely seek maximum flexibility and may not want to commit to a longer-term subscription. This option is ideal for those who might only read the newspaper sporadically or want the option to stop at any time without a long-term financial commitment. The smallest group of subscribers (5%) chooses a weekly subscription. This could be due to the availability of other more attractive subscription options (monthly or yearly) that offer better value. It might also reflect a niche preference for those who want a middle ground between daily updates and the longer-term commitment of monthly or yearly plans.

TABLE SHOWING RELATIONSHIP BETWEEN AGE GROUP AND FREQUENCY OF READING DESHABHIMANI NEWSPAPER

Null Hypothesis (HO) - There is no relationship between age group and frequency of reading the Deshabhimani newspaper.
 Alternative Hypothesis (H1) – There is a relationship between age group and frequency of reading the Deshabhimani newspaper.

OBSERVED VALUE

Factor s	Dail y	Weekl y	Monthl y	Rarel y	Neve r	T ot al
30-40	5	2	1	1	1	10
40-50	10	10	5	5	5	35
50-60	20	10	6	2	2	40
60-70	5	3	3	2	2	15
Total	40	25	15	10	10	100

EXPECTED VALUE

Factors	Daily	Weekly	Monthly	Rarely	Never
30-40	4	1.5	1.5	1	1
40-50	14	5.25	5.25	3.5	3.5
50-60	16	6	6	4	4
60-70	6	2.25	2.25	1.5	1.5

O	E	(O-E) ²	(O-E) ² /E
5	4	1	0.25
2	2.5	0.25	0.1
1	1.5	0.25	0.166
1	1	0	0
1	1	0	0
10	14	16	1.142
10	8.75	1.5625	0.178
5	5.25	0.0625	0.017
5	3.5	2.25	0.642
5	3.5	2.25	0.642
20	16	16	1
10	10	0	0
6	6	0	0
2	4	4	1

2	4	4	1
5	6	1	0.166
3	3.75	0.5625	0.15
3	2.25	0.5625	0.25
2	1.5	0.25	0.166
2	1.5	0.25	0.166
		TOTAL	7.035

Chi- Square $\chi^2 = \Sigma(O - E)^2 / E$

O = Observed frequency

E = Expected frequency

E = Row total * Column / total Grand total

Degree of freedom = (R-1) (C-1)

Level of significance = 5% = 0.05

Degree of freedom = (row -1)(column -1)
 (4-1)(5-1) = 12

Chi square value = 7.035

Table value for 12 degrees of freedom = 21.03

Hence the calculated value is less than the table value, hence we accept the null hypothesis (HO).

INTERPRETATION

The critical value for chi-square distribution with 12 degrees of freedom at the 0.05 significance level is 21.03. Since the calculated chi-square value is 7.035 is less than the critical value 21.03, we fail to reject the null hypothesis.

TABLE SHOWING SATISFACTION LEVELS OF READERS BY VARIOUS FACTORS OF DESHABHIMANI NEWSPAPER.

FACTORS	Very satisfi ed	Satisfi ed	Neut ral	Dissatisfi ed	Very dissati sfied
Content quality	30	40	10	15	5
Accurac y of news	25	35	20	15	5
Price	25	40	15	10	10
Availabi lity	20	35	25	12	8
Design / layout	15	35	30	15	5

Weighted Average Calculation

Assign weights to each satisfaction level:

Very satisfied = 5

Satisfied = 4

Neutral = 3
 Dissatisfied = 2

Very dissatisfied = 1

X	WX	X	WX	X	WX	X	WX	X	W
1	1	2	2	3	3	4	4	5	X
30	150	25	125	25	125	20	100	15	75
40	160	35	140	35	140	35	140	35	140
10	30	20	60	20	60	25	75	30	90
15	30	15	30	15	30	12	24	15	30
5	5	5	5	5	5	8	8	5	5
	WX 1= 375		WX 2= 360		WX 3= 360		WX 4= 347		W X 5= 340

$W = (5+4+3+2+1) = 15$
WEIGHTED AVERAGE:
 $W1 = 375/15 = 25$
 $W2 = 360/15 = 24$
 $W3 = 360/15 = 24$
 $W4 = 347/15 = 23.13$
 $W5 = 340/15 = 22.66$

FACTORS	WEIGHTED AVERAGE
CONTENT QUALITY	25
ACCURACY	24
PRICE	24
AVAILABILITY	23.13
DESIGN/LAYOUT	22.66

These weighted averages reflect the overall satisfaction levels for each aspect of Deshabhimani newspaper among 100 respondents.

INTERPRETATION

The table presents the weighted average satisfaction levels for various factors of the Deshabhimani newspaper among 100 respondents. The factors assessed include content quality, accuracy, price, availability, and design/layout. Content Quality scored the highest with a weighted average of

25, indicating that respondents are most satisfied with this aspect of the newspaper. Accuracy and Price both have a weighted average of 24, suggesting that these factors are also highly regarded by the respondents, though slightly less so than content quality. Availability received a weighted average of 23.13, showing that while generally satisfactory, it is not rated as highly as the previous factors. Design/Layout has the lowest weighted average at 22.66, indicating that this is the least satisfactory aspect among the evaluated factors. Overall, the data suggests that content quality is the strongest aspect of Deshabhimani newspaper, while design/layout is perceived as needing the most improvement.

VI. CONCLUSION

Based on the research conducted on brand loyalty towards Deshabhimani Publications, it can be concluded that there is a significant level of loyalty among its readership base. Factors such as trust in the brand's credibility, content quality, and alignment with readers' values contribute to this loyalty. However, further investigation into the changing media landscape and evolving reader preferences would provide valuable insights for sustaining and enhancing brand loyalty in the future. Firstly, the study revealed a significant level of brand loyalty among a substantial portion of Deshabhimani readers. Many respondents expressed a strong emotional connection to the publication, citing factors such as its long-standing reputation for unbiased reporting, in-depth analysis, and coverage of important social issues. Furthermore, the study highlighted the importance of trust and credibility in fostering brand loyalty. Deshabhimani readers consistently identified the publication as a reliable source of information, particularly on regional and socio-political matters. This trust was built on Deshabhimani's commitment to journalistic integrity, accuracy, and transparency, as well as its emphasis on representing diverse perspectives and voices within its pages. However, the study also identified areas where Deshabhimani can further strengthen its brand loyalty. For instance, some respondents expressed concerns about the publication's digital presence and accessibility, suggesting opportunities for improvement in online engagement strategies and user experience.

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