



Building of Brand Image of Newspapers through Integrated Marketing Communication

A Study on two well circulated newspapers in Bangladesh:
(The Daily ProthomAlo &The Daily Kaler Kantho)

A research work
for the degree of
Masters of Philosophy

Department of Marketing
Faculty of Business Studies
University of Dhaka



Building of Brand Image of Newspapers through Integrated Marketing Communication

A Study on two well circulated newspapers in Bangladesh:
(The Daily Prothom Alo & The Daily Kaler Kantho)

*Thesis Submitted for the Award of the Degree
of
Masters of Philosophy in Marketing*

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Dedication

*This work is dedicated to My Two Spirituals:
Life Partner Kaosar Jahan Nupur
&
Elder Sister Zaheda Akter*

DECLARATION

This is declared that the thesis entitled “**Building of Brand Image of Newspapers through Integrated Marketing Communication**-A Study on two well circulated newspapers in Bangladesh: (The Daily Prothom Alo & The Daily Kaler Kantho)”submitted by me for the award of the Degree of Masters of Philosophy in Marketing, Faculty of Business Studies at University of Dhaka. This thesis work is fully based on my own work carried under the direct supervision of Professor Dr. Md. Ashraful Islam Chowdhury, Department of Marketing. I also declared that the matter contained on this thesis or any part of this one has not been submitted earlier for any Degree or Diploma at any other university or institution.

Sincerely Yours

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Subject: Solicitation for Acceptance of Thesis Paper.

Dear Sir

With due respect, This is Abdul Wadud is submitting the Thesis on “**Building of Brand Image of Newspapers through Integrated Marketing Communication-A Study on two well circulated newspapers: The Daily Prothom Alo & The Daily Kaler Kantho**”.

This will be highly appreciated and acknowledged, if you kindly receive this report for evaluation.

I will be available for any clarification of any part of the Thesis, whenever necessary. Thank you for your patience and anticipated support.

Sincerely Yours

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CERTIFICATE

Certified that this thesis entitled “**Building of Brand Image of Newspapers through Integrated Marketing Communication-A Study on two well circulated newspapers in Bangladesh: (The Daily Prothom Alo& The Daily Kaler Kantho)**” submitted by Abdul Wadud, registration no: 128/2010-2011 for the award of the Degree of Masters of Philosophy in Marketing, Faculty of Business Studies at University of Dhaka. This thesis work is fully based on his research work carried under the direct supervision of me. To the best of my knowledge, this research work is a unique one and neither this similar one nor any part of this thesis has been submitted earlier for any Degree or Diploma elsewhere.

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Acronym of Abbreviations

DFP	:	Dhaka Film and Publications
NMR	:	National Media Research
MRA	:	Media Research Agency
BOP	:	Break Even Point
IMC	:	Integrated Marketing Communication
DS	:	Distribution Channel
ABC Report	:	Audit Bureau of Circulation Report
NMS	:	National Media Survey
NOAB	:	Newspaper's Owners Association of Bangladesh
PIB	:	Press Institute, Bangladesh

Executive Summary

It is no secret that newspapers sales across the country are down and newspapers are having a hard time adapting to new technology and customer trends. In order to increase newspapers circulation more emphasis should be placed on newspapers branding. This is because of the fact that brand resides in the brain of customers and other stakeholders. A good newspaper should be seen as a brand and all departments should see their product as a brand and know exactly what it means. If the definition of the brand varies in different departments of the company, it may vary as well among its readers. Researcher's knowledge of marketing will help defining the importance of brand of newspaper and execute them to sustain the industry.

From the perspective of integrated marketing, newspapers not only carry information on the physical paper but also contain the invisible form of services. These invisible forms are two; **one**, to the audience to provide news and other information services, and **second**, to provide medium to advertisers to publish their advertisement. So the newspaper's brand building and brand promotion should be to meet the actual and potential information needs of audiences and advertisers as the starting point, its own brand of products and services can extend to all aspects involved.

Once in journalism, "marketing" and "branding" were irrelevant words. But given the media fall out as a backdrop for the digital global, it's time that newspapers and the company realize that the masthead of their paper must be a brand.

To capture the attention of today's customer, newspapers require skillful use of the tools of advanced marketing strategy. Managing the newspaper's public facing image and brand are crucial for its success. But newspapers of Bangladesh studied on The Daily Prothom Alo and The Daily Kaler kantho are using a traditional or mixed up marketing strategy for business and brand become a matter of period they are in market.

Study shows that the tools of brand communication; advertising, direct marketing, personal selling, sales promotion/trade promotion, public relation are not using here in an integrated way. Consequently, newspapers are suffering for effective brand crisis. In today's competitive world, brand value is crucial to sustain in long run. Newspapers cannot be expected to win the fight to be the leading source of news and information for their readers if they aren't armed with necessary information about what people think of their brand.

A descriptive research methodology is used to justify the marketing effectiveness of newspapers industry where both secondary data and primary data were occupied. A structured questionnaire based on research objectives in Likert format was used to gather

primary data. A thorough observation and secondary data expedite the way of understanding current market situation.

Determine the value of the newspaper brand and determine the newspaper in the capital market, integration of resources in the field need to appeal rather than practicing a mixed up marketing strategy.

The study exposed that the marketing strategy; Prothom Alo and kaler kantho are practicing a mixed up marketing strategy, not a frame of Integrated Marketing Communication. No Doubt, Prothom Alo developed a brand concept that newspapers are not only news body but also an influential tool of social change. Kaler Kantho is striving for a differentiate brand image. Both Prothom Alo and Kaler Kantho have the scope remain to apply the Integrated Marketing Communication to satisfy today's customer expectation as well as enhance their brand image in an integrated way.

Chapter One

Introductory Part

1.1: Background

Brand is build within a publication, by determining what engages readers. A great brand links into readers lives in such a way that there are inclined to read the publications more. Brand is shaped by consumers and they have to make sense to consume.

Brand is not the same as a newspaper's logo, tagline or name. In fact, a newspaper's brand may not even be what the publisher wishes it to be. Readers perceive the publication how they will and while an engaging publication can help shape brand, it certainly can't dictate it.

Brand and reputation aren't the same, but they are related. Since brand is ultimately formed in the mind of readers, one has to go to those readers to learn what they think of when they think of one's newspapers. The sum total of their experiences with the publication, what they think about it and what they associate it with in their minds is one's brand.

When readers are more passionate about a newspaper, it means the brand is stronger. Learning what brand has organically grown up around publication requires quantitative and qualitative marketing research to determine what audience's strongest perceptions of a publication are.

Capturing the attention of today's news audience requires skillful use of the tools of Integrated Marketing Communication; Advertising, Direct Marketing (Digital era), Personal Selling, Sales Promotion, Public Relation and so on. To survive in today's digital world, newspaper's website should capture attention within seconds, with clean style, easy navigation and compelling headlines. Newspaper site's visual vocabulary should include things like easy-to-understand info graphics video, and other engaging visual content to complement the text.

If the site isn't mobile-friendly then webs are missing out. Because of that's where people consume news now. A survey by Press Institute, Bangladesh found that 35% of news consumers access content on their mobile devices, compared with 22.9% who consume news via desktop computer and 42.1% who read print newspapers. Now-a-days mobile needs to be part of one's branding strategy.

Bangladeshi peoples spend a lot of time online, but not much of it is spent on newspapers sites.

According to the data reported by Asiatic Mindshare, newspapers fall short on reader engagement. While over 60% of Bangladeshi with internet access visited a newspaper website in May 2017, newspaper represented just 7.5% of page views by Bangladeshi that month.

Strong brands are ones that work consistently on developing their voice, whether they are newspapers or not. A big part of reader's engagement in the digital era is making content easy to share. Content that resonates intellectually or emotionally is likely to be shared on social media, while content that doesn't is often passed by. That doesn't mean that every article has to be "click bait", but it does mean that all of content should arise from a strong, authentic voice that resonates with readers.

People pay attention to content with context that somehow connects with them rather than who got there first. Content with recognizable "voice" and relevant, contextual information is more likely to be turned to when news breaks. That doesn't mean news content should be biased, but it does mean it should be written in such a way as to prompt conversation and sharing.

Website analytics, reader comments and social media stats give publications plenty of information about what readers want to read and what they share. Taking a keen look at that information can help to learn what one is doing right and where ones need to improve. Digital news publication is challenging, yet very rewarding and newspapers have to be flexible and ready to work on audience development and revenue development in new ways.

Table 1.A: Top ten daily Newspapers of Bangladesh

(Based on Circulation certificate)

Among all newspapers of Bangladesh highly circulated newspapers are mostly Dhaka Based. Top ten circulated newspapers are:

Name of the newspaper	Circulation
Bangladesh Protidin	5,53,300 copy
Prothom Alo	5,01,800
Kaler Kantho	2,90,200
Jugantor	2,90,200
Ittefaq	2,40,000
Janakantha	2,40,000
Samakal	2,07,445
Vorer Kagoj	1,61,150
Manob Kantha	1,61,050

Source: ABC report of Advertisement & Audit Unit, DFP/ 18/07/2017.

Though Bangladesh Protidin is certified as the highest circulated newspaper of Bangladesh, its mostly street-based circulation. News quality, Product quality (newspaper itself), reader class, household position, editorial and social acceptance level of Bangladesh Protidin is not up-to-the-mark. The conducted reason and theory don't match with the strategy of Bangladesh Protidin. Furthermore, the responses percentage of Bangladesh Protidin from sampling population is not in counted position. The study is based on customer's perception, researcher's market observation and applicability of a modern marketing concepts; Integrated Marketing Communication. The research function is reasonably suited to The Daily Prothom Alo & The Daily Kaler Kantho. That's why these two brands were conducted for study.

1.2: Why newspapers need to develop a brand identity?

Once in journalism, "marketing" and "branding" were irrelevant words. But given the media fall out as a backdrop for the digital global, it's time that newspapers and the company realize that the masthead of their paper must be a brand.

Newspapers and media as a whole are businesses. While they are "in the business of news", they are also in the business of making money. For making money requires an effective marketing strategy. Through an effective marketing strategy organization likely has a brand position that facilitates the way of making money.

Managing the newspaper's public facing image and brand is crucial for its success. If the public decides they don't like a particular newspaper, then the paper is less likely to sell print copies. But if the newspaper is well-liked and seen as an asset/brand to reader's daily lives, the paper wins out.

Newspapers need to assign more of their resources to ensuring its brand image for its good standing and that the paper is doing all that it can to inject itself into arenas that would reflect positively on the paper.

In today's competitive market, marketer needs to understand what readers think of the newspaper and determining how customers can be engaged within the organization, so that the mutually beneficial relationship reaches new heights.

Marketer would have one foot firmly placed in the marketing department of newspaper. But there's more than one stakeholder here. Marketing professionals must act as three-way conduit between customers, editors and publishers.

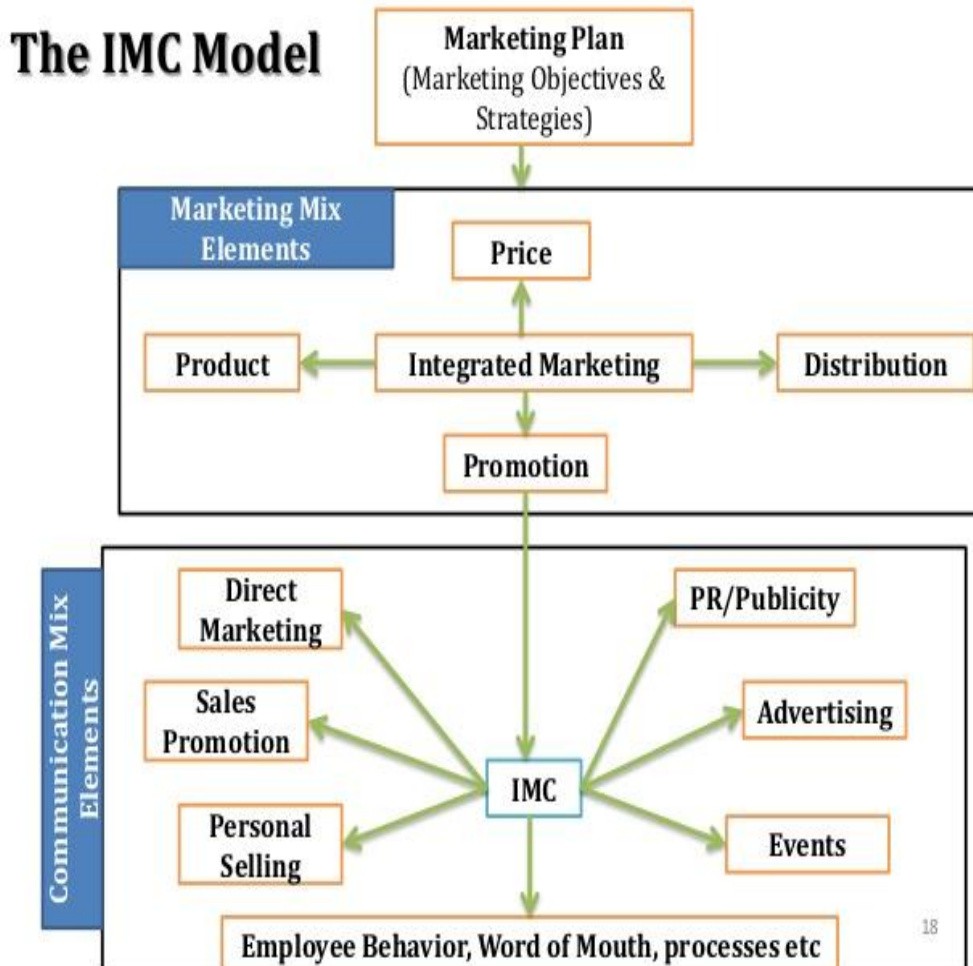
By working with editors, publishers, community managers, reporters and the advertising side, a newspaper marketer would have all the data and input they would need to make informed decision about the direction at the newspaper as a brand and organization should take to ensure its continued success.

Newspapers cannot be expected to win the fight to be the leading source of news and information for their readers if they aren't armed with the necessary information about what people think of their brand.

Closely monitor the customer feedback, evaluate them in a proper way and ensure designing or delivering newspapers as customer expectation develops a positive brand image of newspaper. Undoubtedly, customers prefer a well-known or branded newspaper rather than a newspaper without brand image.

1.3: Perspective of Integrated Marketing Communication

Integrated marketing communications (IMC) “is the organisation, planning, and monitoring of marketing components and data to control and influence brand information, associations and experiences” (Hosford-Dunn, 2006). In other words, IMC is essentially the bridge between marketing and branding.



With advances in digital platforms, there is a growing number of ways in which a company can communicate with a consumer. IMC brings together all communication content transmitted via all available communication channels – including advertising, promotions, events and public relations – to deliver a unified message to potential and existing customers. An organization’s brand therefore emerges from the sum of all points of contact that the consumer has with the company. From a consumer’s perspective, hearing the same message from the company through every media channel, from social media to television and print, increases the brand’s integrity and helps to establish it in the consumer’s mind. The consumer then becomes more likely to feel an attachment or a level of trust for the brand.

Chapter Two

Research Problem

2.1: Problem Discussion

Newspaper is a daily part of everyday life. People used to start their day with a newspaper. But today's digital world, newspapers are having a hard time adapting to new technology and customer trends. In order to increase newspapers circulation more emphasis should be placed on **newspaper branding**.

These are because brand resides in the brains of customers, prospects and stakeholders. It's what people think about the brand and the product or services are offer as well. A good newspaper should be seen as a brand and know exactly what it means. If the definition of the brand varies in different department of the company, it may vary as well among the readers.

Since the number of orders of the printed newspaper has been declining steadily day by day, it is crucial that company turn to a new direction of marketing. Traditional marketing losing its effectiveness in the field to today's up-to-date world. To survive and improve market, an Integrated Marketing Communication plan is important for introducing newspapers newly, distinctively. The plan involves coordinating the different promotional elements and other marketing activities that communicate with the firm's customers and other end users at a minimum cost. It is process for managing customer relationships that drive brand value.

Customers look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic from the perspective of brand owners. Branded products or services can command for higher prices. Where two products resemble each other, one of the products has low associated branding, people very often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

We know, the daily **Prothom Alo** and the daily **Kaler Kantho** are two well circulated newspapers in the market. Prothom Alo is carrying the position of market leader and Kaler Kantho is in market challenger position. Like all other consumer product newspapers industry requires some marketing effort to establish in the market and acquire strong brand value. Surprisingly, both of the organization; Prothom Alo and Kaler Kantho are going through a traditional marketing strategy. We here conducted to find out the problem of current marketing strategy of newspapers and project a guideline to understand Integrated Marketing Communication for developing strong newspaper's brand rather than a traditional way.

2.2: Research Question

Based on the problem discussion above the purpose of the study is to find out the current marketing problem of newspapers and provide a better understanding of Integrated Marketing Communication to build brand image of newspapers within competitive time. In order to reach this purpose, the following research questions are stated:

RQ 1: What is the marketing strategy of newspapers industry?

(Especially of The Daily Prothom Alo & The Daily Kaler Kantho)

RQ 2: How effective of the current marketing strategy?

RQ 3: What is the customer's justification about newspaper's activities?

RQ 4: How Integrated Marketing Communication plan plays an active role to build brand image of newspapers within short time?

After identifying the communication objective, some other elements should be questioned to provide adequate materials for the planning process:

Who is the target customer?

What message needs delivering?

How should the message be communicated?

Chapter Three

Objectives

3.1: Main Objective

The main objective of this study is to evaluate the effectiveness of current marketing strategy of newspapers by analyzing the current situation, identifying the communication problem and setting the objectives, after then provide a better understanding of Integrated Marketing Communication to build a competitive brand image of newspapers within time.

3.2: Specific Objectives

The specific objectives of this research are to find out-

- a. How effective the marketing strategy of newspapers?
- b. How the activities of newspapers being justified by customers?
- c. Is newspaper's brand value affects advertisers and readers attitude?
- d. Is promotional mix of IMC facilitating the way of brand developing of newspapers within short possible time compare to traditional marketing?

3.3: Hypothesis

For the current study the expected hypothesis are-

H₁ : Prothom Alo and Kaler kantho are the two highly reader-ship newspapers in the country.

H₂ : Newspaper industry is mostly Dhaka based and the highest number of customers lives in Dhaka.

H₃ : Information and data provided by newspaper's staff and other stakeholders are right.

H₄ : A remarkable portion of the sample has adequate level of capacity to understand the promotional activities of newspapers.

H₅ : Newspaper is the strong mass media for delivering current information & current market offer.

H₆ : Proportionate mix of promotional tools of Integrated Marketing Communication has a strong impact on brand development of newspapers.

Chapter Four

Literature Review

Key words: Newspapers, Brand, Integrated Marketing Communication

4.1: Newspapers

A **newspaper** is a serial publication containing news about current events, other informative articles about politics, sports, arts, advertising and so on. A newspaper is usually but not exclusively printed on relatively inexpensive, low-grade paper such as newsprint. The journalism organizations that publish newspapers are themselves often metonymically called newspapers.

Newspapers developed in the 17th century, as information sheets for businessmen. By the early 19th century, many cities in Europe, as well as North and South America, published newspapers. As of 2017, most newspapers are now published online as well as in print. The online versions are called online newspapers or news websites.

A wide variety of material is published in newspapers, including opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons, comic strips, and advice columns. Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue and advertising revenue.

Individuals pay to place advertisements in the newspaper's pages, including display ads, classified ads, and their online equivalents. Once some newspapers were government-run or at least government-funded; their reliance on advertising revenue and on profitability is less critical to their survival. The editorial independence of a newspaper is thus always subject to the interests of someone, whether owners, advertisers or a government. Some newspapers with high editorial independence, high journalism quality and large circulation are viewed as newspapers of record.

4.1.1: History of the press

Looking narrowly at the history of the press in the area covered by the present Bangladesh, one readily sees the importance of Bangladesh's capital, Dhaka (formerly Dacca) as the second major center (after Calcutta) for the concentration of newspapers and magazines. Two of the earliest magazines in Bengali — *Kabita Kushumabati* and *Dhaka Prakash* — were published around 1860 in Dhaka. Over the following two decades, Dhaka published several newspapers in Bengali: *Mahapap*, *Bangabandhu* and *Balyabibah*. Lesser centers like Banshal published *Gram Dut*, *Balaranjika*, *Hitasandhani* and Barishal Barta; Rajshahi published *Hindu Ranjika*. Also of note is the fact that a

newspaper of great distinction on the Indian sub-continent, *Amrit Bazar Patrika* was first published in Jessore in 1868.

With the partition of the Indian sub-continent and the emergence of Pakistan in two wings — West and East — in 1947, East Pakistan began publication of two dailies: *Purba Pakistan* and the *Paigam* and a weekly, *Zindag*. In the following year, the daily *Azad* and the morning *News*, which were published in Calcutta since 1936 and 1942 respectively shifted to Dhaka. Two more Bengali dailies, which grew into being the most important newspapers in Bangladesh — the *Sangbad* and the *Ittefaq* — began publication in 1950 and 1955 respectively while another daily, the *Pakistan Observer* in English started in 1948.

The period around the birth of Bangladesh witnessed the birth of many newspapers and magazines. Such include: *Banglar Bani* (1971), *Ganakantha Samaj* (1972), *Janapada* (1973), *Bangabarta* (1973) — all in Dacca; *Andolan* (1973), *People's View* (1970), *Dainik Michiil* (1972), *Dainik Swadhinata* (1972) — all in Chittagong and *Daily Janabarta*, *Dainik Prabha* and *Tribune* in Khulna.

4.1.2: Modern Press

Statistics of number of newspapers and their circulation vary with different sources. According to the *Editor and Publisher International Year Book* 1999, there were 40 daily newspapers in Bangladesh and the number of cities with competing newspapers is substantial. Dhaka, for example, was the home of 21 newspapers, four of which boast a circulation of more than 100,000. Five of Dhaka's newspapers are printed in English and 16 in Bengali.

The city of Chittagong prints seven newspapers — five in Bengali and two in English — one with a circulation of more than 20,000; four with a 10,000 and two with 5,000. Khulna has six newspapers, one of which is printed in English. Four have a circulation of greater than 5,000. Jessore has three papers, all printed in Bengali. Rajshahi has two Bengali newspapers and Dinajpur has one Bengali newspaper.

Of these, the largest two dailies were in Bengali — the *Ittefaq* and *Dainik Inquilab* — are published from Dhaka with a circulation of 215,900 and 180,140 respectively in 1999.

The total circulation of the eight English language dailies was a little over 145,000; those published in Dhaka had a circulation of nearly 117,000. Although only about 10 percent

of the total circulation of all newspapers, the English press is very influential because it is read by intellectuals, academics, sophisticated politicians and foreign diplomats. Many of its columnists enjoy an international reputation for their superior abilities in reporting and analysis.

The newspapers suffered a major blow when most of them came under fire under the Emergency Regulations in 1974. In 1972, the Mujibur Rahman government took over the ownership and management of four daily newspapers and one periodical: *Morning News*, *Azad*, *Observer*, *Dainik Bangla* and *Purbodesh*. The government imposed severe controls over those which survived the onslaught. By 1997, following the return of the Awami League Party to power, the controls were relaxed. These were: *Dainik Bangla*, *Bangladesh Times*, weekly *Bichitra* and fortnightly *Ananda Bichitra*. All of the newspapers in Bangladesh at present are entirely owned privately, mostly by limited liability companies. At present, there are around 439 enlisted daily newspapers (Bengali and English) published from Dhaka. (Source: DFP)

The established newspapers brand of Bangladesh are; Prothom Alo, Kaler Kantho, Bangladesh Proditin, Jugantor, Ittefaq, Samakal, Janakantha, Daily Star, Independent, Newage etc.

Table 4-A: Total Daily Newspapers of Bangladesh

Types (Language)	From Dhaka	Out of Dhaka	Total
Bengali	377	697	1074
English	62	14	76
	Total		1150

Source: Registration Unit, DFP. June/2017.

4.1.3: First Newspaper of Bangladesh

The Daily Azadi (Dainik Azadi) is the first newspaper of Independent Bangladesh. Because Bangladesh got independence on 16th December in 1971. After that day, that means 17th December only one newspaper was published in Bangladesh. The name of that newspaper is **Dainik Azadi**. This day their lead news-story title was “**Joy Bangla, Banglar Joy**”.



Image of the first newspapers of Bangladesh

We review with respects the founder of The Daily Azadi, Al-haj Muhammed Abdul Khaleque Engineer (1898-1962), Engineer Muhammed Abdul Khaleque strongly and effectively directed this quiet daily paper against diverse chances, weight and intimidation. History of Bangladesh grasped this Daily as a reliable friend in all the just developments and additionally national liberation battle.

4.2: Newspapers typically meet four criteria:

- **Public accessibility:** Newspaper's contents are reasonably accessible to the public, traditionally by the paper being sold or distributed at newsstands, shops, apartments and libraries. Since the 2000s made available over the Internet with online newspaper websites. While online newspapers have increased access to newspapers by people with Internet access, people without Internet or computer access e.g., homeless people, impoverished people and people living in remote or rural regions may not be able to access the Internet, and thus will not be able to read online news. Literacy is also a factor which prevents people who cannot read from being able to benefit from reading newspapers.
- **Periodicity:** They are published at regular intervals, typically daily or weekly. This ensures that newspapers can provide information on newly-emerging news stories or events.
- **Currency:** Its information is as up to date as its publication schedule allows. The degree of up-to-date-ness of a print newspaper is limited by the need of time to print and distribute the newspaper. In maximum newspapers there are two edition; first edition and second edition. So that the later edition can incorporate breaking news. Online newspapers can be updated as frequently as new information becomes available, even a number of times per day, which means that online editions can be very up-to-date.
- **Universality:** Newspapers covers a range of topics, from political and business news to updates on science and technology, arts, culture and entertainment.

4.3: Journalism

The profession involved in the making of newspapers began to be called *journalism*. In the yellow journalism many newspapers relied on sensational stories that were meant to anger or excite the public rather than to inform. The restrained style of reporting that relies on fact checking and accuracy regained popularity. Criticism of journalism is varied and sometimes vehement. Credibility is questioned because of anonymous sources; errors in facts, spelling and grammar, real or perceived bias and scandals involving plagiarism and fabrication.

In the past, newspapers have often been owned by so-called press barons and were used for gaining a political voice. Newspapers have, in the modern world, played an important role in the exercise of freedom of expression. Whistle-blowers and those who "leak" stories of corruption in political circles often choose to inform newspapers before other mediums of communication, relying on the perceived willingness of newspaper editors to expose the secrets and lies of those who would rather cover them. However, there have been many circumstances of the political autonomy of newspapers being curtailed. Recent research has examined the effects of a newspaper's closing on the reelection of incumbents, voter turnout and campaign spending.

Opinions of other writers and readers are expressed in the *op-ed* ("opposite the editorial page") and *letters to the editors* sections of the paper. Some ways newspapers have tried to improve their credibility are: appointing ombudsmen, developing ethics policies and training, using more stringent corrections policies, communicating their processes, rationale with readers and asking sources to review articles after publication.

4.4: Circulation and readership

The number of copies distributed, either on an average day or on particular days is called the newspaper's circulation. Circulation is one of the principal factors used to set advertising rates. Circulation is not necessarily the same as copies sold, since some copies of **newspapers are distributed without cost**; complimentary copy. Readership figures may be higher than circulation figures because many copies are read by more than one person, although this is offset by the number of copies distributed but not read (especially for those distributed free). In Bangladesh, Department of Film and Publication, an organization under Information Ministry detects the circulation of a newspaper through audit.

A common measure of a newspaper's health is market penetration, expressed as a percentage of households that receive a copy of the newspaper against the total number of households in the paper's market area. As other media began to compete with newspapers, and as printing became easier and less expensive giving rise to a greater diversity of publications, market penetration began to decline.

4.5: Advertising

A newspaper typically generates 70–80% of its revenue from advertising and the remainder from sales and subscriptions. The portion of the newspapers that is not advertising is called current information. *Editorial content*, *editorial matter*, or simply *editorial*, although the last term is also used to refer specifically to those articles in which the newspaper and its guest writers express their opinions.

The business model of having advertising subsidize the cost of printing and distributing newspapers (and, it is always hoped, the making of a profit) rather than having subscribers cover the full cost was first done.

Newspapers in countries with easy access to the web have been hurt by the decline of many traditional advertisers. Department stores and supermarkets could be relied upon in the past to buy pages of newspaper's advertisements. But due to industry consolidation are much less likely to do so now. Additionally, newspapers are seeing traditional advertisers shift to new media platforms. National advertisers are shifting to many types of digital content including websites, rich media platforms and mobile.

4.6: brand

A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

Brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product.

Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Before applying for a trademark or service mark, one need to establish that someone else hasn't already obtained one for the same name.

4.6.1: Importance of brand development

A brand is the collection of feelings, thoughts, emotions and experiences (negative or positive) one person has about a product, service or company. A developed brand makes it easier for the customer to buy and makes it easier for the sales force to sell. It is this premise that makes **brand strategy development** an important central aspect of generating leads, acquiring new customers and growing business. No one can compete effectively without brand development.

4.6.2: The benefits of a brand

1. Branding provides a competitive advantage

Organization profit or non-profit needs to compete for resources, funding and talent and audience attention. To win whatever category, organizations plan and implement strategy—a roadmap that outlines specific actions and measures for reaching their goals and out maneuvering their peers for needed resources. When done correctly the organization's brand mirrors their strategic plan and helps promote strategic areas and initiatives that will move the organization forward. An organization with brand always avail privilege compare to an organization without brand.

2. **Brands provide a stable asset**

Products might fail, companies are bought and sold, technologies change on a daily basis, but strong brands carry on through all these changes. Brands are the most sustainable asset of any organization and when aligned with the overall strategy of the organization they can function as the central organizing principle for the organization's decision making. Consider that the Coca-Cola brand has been around for more than 120 years; while most of the world's other valued brands have existed for just 50 years and most corporations only last 25 years. Lux, Mercedes, Honda, Red Cross; name of some other long lasting worldwide brands.

3. **Brands provide economic value**

The value of organizations is divided into two areas: intangible and tangible assets—brands being intangible assets. The magazine *Business week* has concluded that brands account for more than one-third of shareholder value. This leaves us with the conclusion that the value of most businesses comes from intangible assets, brands being the most prominent of these assets.

Consider a non-profit organization like the Red Cross and the importance of their brand in attracting donations and volunteers. Because of their financial impact, brands are a unique organizational asset. Brands play a key role in attracting employees, partners and most importantly audiences to an organization. Brands help cut through the clutter of the marketplace, creating awareness for organizations and helping them attract and develop the mutually beneficial relationships with customers, suppliers and the public that they need to reach their goals.

4. **Brands set expectations**

We live in a world based on promises. The airline mechanic promises to do a thorough job, checking and rechecking the aircraft to make sure it's safe. Restaurants promise to provide fresh food made in clean environments. Our teachers promise to educate and protect our children during the school day. **Newspapers promise to provide authentic and justified information to reader.** We have an unspoken contract with the people we live and work with, that they will do what they say they will do. We have similar agreements with companies,

products and services. Customers set their expectation to a brand and rely on due to its brand image.

The ability to fulfill promises at every stage of the relationship is the defining factor for most organization's success or failure. When promises are broken the reputation of the organization is called into question and the brand suffers. When brand promises are kept, audiences respond with loyalty and affection.

4.7: Integrated Marketing Communication Concept

Integrated Marketing Communication (IMC) is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimum cost. It is the process for managing customer relationships that drive brand value.

The American Association of Advertising Agencies developed one of the first definitions of integrated marketing communications:

A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications impact (Schultz et al. 1993, 17).

It is essential for organizations to promote their brands well among the end-users not only to outshine competitors but also survive in the long run. Brand promotion increases awareness of products and services and eventually increases their sales, yielding high profits and revenue for the organization.

Integrated marketing communication plan blends essential components of marketing mix to promote brands effectively among end-users. Integrated marketing communication plan integrates various methods of marketing such as advertising, public relation, direct marketing, promotion through social networking sites and so on to create awareness of products and services among target audience.

4.7.1: Integrated Marketing Communication Tools

Integrated Marketing Communication tools refer to integrating various marketing tools such as advertising, direct marketing, public relation activities, personal selling, sales campaigns to promote brands so that similar message reaches a wider audience. Products and services are promoted by effectively integrating various brand communication tools.

To implement integrated marketing communication, it is essential for the organizations to communicate effectively with the clients.

Marketers need to know how the products or services would benefit for end-users. The more effectively marketer promote the brand, the more demand would it have in the market. During identify the target audience, need to remember that not everyone would need the marketing product. Understand why would an individual invest in a brand unless and until it have something unique and interesting to offer. The benefits of the brand need to be communicated effectively.

Integrated marketing communication effectively integrates all modes of brand communication and uses them simultaneously to promote various products and services among customers effectively and eventually yield higher revenues for the organization. These tools are;

Advertising

Advertising is one of the most effective ways of brand promotion. Advertising helps organizations reach a wider audience within the shortest possible time frame. Advertisements in newspapers, television, Radio, billboards help end-users to believe in the brand and also motivate them to buy the same and remain loyal towards the brand. Advertisements not only increase the consumption of a particular product/service but also create brand awareness among customers. Marketers need to ensure that the right message reaches the right customers at the right time. Marketer need to be careful about the content of the advertisement, after all it requires paying for every second.

Sales Promotion

Sales promotion is a marketing activity which provides extra values or incentives to sales force, distributors or consumers. The increase in sales volume or the profit gain after sales promotion campaign can be stimulated quickly. Sales promotion

normally comes in form on samples, coupons, discounts, gifts and competitions with prizes. The purpose of these forms is to generate immediate purchase with customers or increase the volume in each purchase and in frequency of purchase.

Direct Marketing

Direct marketing is a promotional tool in which companies communicate directly with their target customers in the attempt to receive a response or generate a transaction. This form of promotion consists of mailings, e-mails, mail-order catalogs, telemarketing and direct-response ads. Using this tool, companies are required to have a sufficient database of information about customers. In return, customer relationship is built up quickly and effectively thanks to the reach of direct marketing since the lifestyle of people has been changing. They do not have time for in-store shopping but always need updating. Through direct marketing, messages reach to customer directly.

Personal Selling

Personal selling is also one of the most effective tools for integrated marketing communication. Personal selling takes place when marketer or sales representative sells products or services to clients. Personal selling goes a long way in strengthening the relationship between the organization and the end-users.

Personal selling involves the following steps:

1. **Prospecting** - Prospecting helps to find the right and potential contact.
2. **Making first contact** - Marketers need to establish first contact with their prospective clients through emails, telephone calls etc. An appointment is essential and make sure to reach on time for the meeting.
3. **The sales call** - Never ever lie to customers. Share what all unique the brand has to offer to customers. As a marketer, person should be convinced with one's products and services if one expects customers to invest in his brand.
4. **Objection handling** – Need to be ready to answer any of the client's queries.
5. **Closing the sale** – It is not wise to leave unless and until a close successful deal. There is no harm in giving customers some time to think and decide accordingly.

Public Relation

Public relations include news releases, press conferences, articles and photographs etc. which are about the company, its products/services and its employees, mainly concerning the credibility. In some cases, companies can gain the publicity by getting the media to cover a favorable story on its offerings to affect the awareness, knowledge, opinions and behaviors. Furthermore, sponsorship and other special events such as fundraising, sponsorship, community activities etc. are also listed in the public relations techniques. The role of public relations is to present the organization in the best light.

Interactive/ Internet Marketing

Internet marketing generally has the flow of information transferred back and forth between companies and their customers. As a result, the audiences can customize their received information and choose what they are interested in; therefore, they can make their own purchasing decisions or giving feedbacks. The company's website is one of the internet tools in a marketing plan. Through its website, a company operates a wide range of communication tasks such as promoting customer awareness, providing information about its product/service, receiving responses from customers and measuring the effectiveness of an advertising campaign. Online advertising is another form of internet marketing in which companies pay to place their advertising banner on famous websites to see what customers need.

4.7.2: Importance of Integrated Marketing Communication

Integrated marketing communication plays an integral role in communicating brand message to a larger audience. Integrated Marketing communication helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.

Integrated marketing communication goes a long way in creating brand awareness among customers at a minimal cost.

Integrated marketing communication is essential not only for business to business marketing but also for direct interaction with customers. Organizations implementing integrated marketing communication not only successfully promote their brands among target audience but also develop trust among them who would always stick to their brands, no matter what. Through integrated marketing communication, similar message goes to customers simultaneously, eventually creating a better impact on them. The end-user does not even think of buying Brand B, if features and benefits of Brand A are communicated well to them. Integrated marketing communication is more effective as it carefully blends various marketing tools such as advertising, public relations, direct marketing and so on.

Integrated marketing communication scores over traditional ways of marketing as it focuses on not only winning new customers but also maintaining long term healthy relationship with them.

Integrated marketing communication ensures two way dialogues with customers - a must in all business. Customer feedbacks need to be monitored well to survive in the long run. Their feedbacks are valuable and need to be evaluated carefully. The days have gone when marketers used to rely only on advertising and simple promotions to make their brand popular among end-users. In the current scenario of cut throat competition, marketers need to promote their brands by effectively integrating relevant marketing tools for better results and increased productivity. Integrated marketing communication plays an essential role in delivering a unified message to end-users through various channels and thus has better chances of attracting customers. A single message goes to customers across all marketing channels be it TV, Radio, Banners, hoardings and so on. Integrated marketing communication ensures the brand (product or service) is an instant hit among end-users. It also develops a sense of attachment and loyalty among end-users. Marketers do not also have to think really hard as to which marketing tool is really effective in creating brand awareness.

Integrated marketing communication saves time which is often lost in figuring out the best marketing tool.

Through integrated marketing communication, marketers can smartly blend and integrate all marketing tools for better response. In a layman's language integrated marketing communication provides a wide range of options which help marketers connect easily

with their target customers. Integrated marketing communication ensures that the customer gets the right message at the right place and right time. Integrated marketing communication uses several innovative ways to promote brands among customers such as newspaper inserts, hoardings and banners at the most strategic locations, pamphlets, brochures, radio or television advertisements, press releases, discount coupons, loyalty clubs, membership clubs, public relations activities, sales promotional activities, direct marketing initiatives, social networking sites (Face book. Twitter, Orkut), blogs and so on.

4.7.3: The role of IMC in developing brand identity

One of the major reasons for the growing importance of Integrated Marketing Communication over the past decade is that its play a major role in the process of developing and sustaining **brand identity**. As branding experts Kevin Keller notes “Building and properly managing brand identity has become a priority for companies of all sizes, in all types of industries, in all types of markets”. With more and more products and services competing for consideration by customers who have less and less time to make choices. Then, well known brands have a major competitive advantage in today’s market place. Building and maintaining brand identity and equity requires the creation of well known brands that have favorable, strong and unique associations in the mind of the customers.

Brand identity is a combination of many factors, including the name, logo, symbols, design, packaging and performance of a product or service as well the image or type of association that comes to mind when consumers think about a brand. It encompasses the entire spectrum of consumer’s awareness, knowledge and image of the brand as well as the company behind it. It is the sum of all points of encounter or contact that consumers have with the brand and it extends beyond the experience or outcome of using it. These contacts can also result from various forms of integrated marketing communications activities used by a company; including mass-media advertising, sales promotion offers, sponsorship activities at sporting or entertainment events, websites on the internet and direct-mail pieces such as letters, brochures, catalogs or videos. Consumers can also have contact with or receive information about a brand in stores at the point of sale; through articles or stories they see, hear or read in the media; or through interaction with a company representative such as salesperson.

Marketers recognize that in the modern world of marketing there are many different opportunities and methods for contacting current and prospective customers to provide them with information about a brand or company. The challenge is to understand how to use the various IMC tools to make such contacts and deliver the branding message effectively and efficiently. A successful IMC program requires that marketers find the right combination of communication tools and techniques, define their role and the extent to which they can or should be used and coordinate their use. To accomplish this, the persons responsible for the company's communication efforts must have an understanding of the IMC tools that are available and the ways they can be used.

Chapter Five

Research Design & Methodology

5.1: Research Design

Descriptive Research- Conclusive Research Design used for this study. Researcher used conclusive research design to assist the decision maker in determining, evaluating and selecting the best course of action to take in the current competitive situation of newspapers market.

Justification:

- Will help estimating the effectiveness of current marketing strategy.
- Will help determining the degree of which marketing tools are associated with newspapers brand.
- Project a guideline for the formulation of newspapers marketing.
- Although Causal Research design could be another way to check effectiveness but the operational circumstance won't allow controlling other mediating variables. Experiments are also very expensive and complex way to execute.

Both primary and secondary data has been used in this study.

5.1.1: Secondary Data

The data already been collected for the purposes other than the problem at hand. Secondary data are needed for identifying the problem, better define the problem, develop an approach to the problem, formulate an appropriate research design, answer certain research questions and test some hypotheses and interpret primary data more insightfully. Here the collected secondary data are from mostly web-hosted and printed reference, all these are used mainly to support the result of the survey:

- Newspapers circulation trend of Conducted brand (Prothom Alo & Kaler Kantho) of 2015-2016
(Source: DFP, Circulation Department, Media Research Agency)
- Newspapers revenue of Prothom Alo & Kaler Kantho
(Source: Finance & Accounts department of the organization)

- Promotional Budget and expenditure of Conducted brand of year 2015-2016
(Source: Brand & Promotion Department of Organization)
- Newspapers demand of Prothom Alo & Kaler Kantho in Dhaka City
(Source: Distribution Channel; Dhaka Hawkers Sommittee & Hawkers Kallyan Sommittee)
- Market space of Prothom Alo & Kaler Kantho 2015-2016
(Source: National Media Agency, Media Research Agency, Advertising firms)

5.1.2: Primary Data

The data originated by the researcher for the specific purpose of addressing the research problem.

- To collect primary data, a survey has been conducted on the customers (advertisers and readers) and extended to media analysts. A structured questionnaire has been administered to collect the primary data.
- The survey has been conducted to collect primary data on following issues
 1. Customer's motivation and ability to process newspapers performance to take purchase decision and change in attitude.
 2. Recall and recognition of consumers about the conducted brands.

Checklist and Questionnaire were developed considering the objectives of the study, resources and constraints. The planned background study helped reviewing the questionnaire to accommodate all objectives.

Checklist for company management was open-ended.

Questionnaire was basically based on close ended questions. Along with this, some open-ended questions were also there in the questionnaire to get the in-depth insights of consumers. Questions were very easy to understand and no confusing elements were there. Pre-testing of questionnaire has also been conducted.

5.2: Sampling Design

5.2.1: Target Population

- **Elements:** Business Personality, Corporate Officials, Teachers, Doctors, Students, Bankers and Households.
- **Sampling Units:** Household and Office
- **Extent:** Dhaka City
- **Time:** Year 2015-2016

5.3: Sample Size

$$n = PN(Z/e)^2$$

where,

n=minimum number of statistically significant sample size

P= Proportion of the universe which is unknown, the rule of the thumb is to take

P=50%=0.5

N=1-P=1-0.5=0.5

Z= Confidence level (the level value of 95% confidence interval is 1.46)

e= tolerable error (if \mp 0.5 is allowed the value of e= 0.05)

so, $n=0.5 \times 0.5 (1.46/0.05)^2 = 213$

213 Respondents.

Other Justification:

- The importance of this decision is high
- Sample size used in similar studies is minimum 200
(Source: Marketing Research-An Applied Orientation; Naresh K. Malhotra; 4th Edition; Page-318, Table: 11.2)

5.4: Sampling Technique

Cluster sampling method has been followed to collect the data. The Dhaka metropolitan city has been divided into 4 geographical clusters;

- **North East Cluster** : Comprises of Tejgaon, Mohakhali, Banani, Gulshan, Badda, Uttara etc.
- **North West Cluster** : Comprises of Mirpur, Pallabi, Dhanmondi, Rayer Bazar, Lalmatia, Kalabagan etc.
- **South East Cluster** : Comprises of Motijheel, Palton, Segunbagicha, Siddheshori, Moghbazar, Khilgaon, Rampura etc
- **South West Cluster** : Comprises of Azimpur, Shahbagh, Karwanbazar, Firmgate etc.

From each cluster, we have taken proportionate sample.

Convenience sampling from each geographical cluster has been used for selecting samples for surveying with pre-structured questionnaire.

Justification:

- A convenience sample is a sample of study subjects taken from a group which is conveniently accessible to a researcher.
- Applicable even if the sampling frame is not specific.
- Applicable when the research is conclusive.
- Population is heterogeneous.
- Easy to execute.

The respondents from company and media agency will be selected based on judgment sampling, one of convenient sampling (Non-probability technique) in which population elements are selected on the base of researcher's judgment.

5.5: Research Methodology

The descriptive method used for the research that aims to identify and explore the causes of present situation. The researcher used this research method considering the objective to obtain first hand data from the respondents.

5.6: Scope of Research

The scope of the research will be limited to the marketing strategy of newspapers especially of The Daily Prothom Alo & The Daily Kaler Kantho and geographically will cover the respondents of Dhaka city where both of the conducted brand have a strong hold and relatively more demanded by Advertiser as well as subscribers.

Justification:

Brand image of newspapers through its marketing strategy;

- Brand image of newspapers is developed due to throughout marketing strategy of the organization.
- Newspaper is a mass product and source of highest information for customers.

Dhaka City

Newspapers market of Bangladesh is driven by Dhaka city. A large number of highest circulated national daily are Dhaka based and the highest number of customers is here. (Source: DFP & National Media Agency)

Table 5-A: Sales of Prothom Alo & Kaler Kantho in Six Divisional Headquarters; Daily

Name of Newspapers	Dhaka	Chittagong	Rajshahi	Khulna	Sylhet	Barishal	Total
Prothom Alo	2,08,000	88,680	51,050	25,285	22,572	23,554	4,19,141
Kaler Kantho	80,000	42,042	22,310	17490	36,622	19,990	2,18,454

Sources: Source: Hawkers Sommittee & Hawkers Kallyan Sommittee, Bureau Agent; 25/7/2017

Leading newspapers of Bangladesh

- The Daily Prothom Alo is the leading newspaper of Bangladesh with 37% market space and The Daily Kaler Kantho is the market challenger with 18% of market space. (Source: Asiatic Mind Share)
- Prothom Alo & Kaler Kantho are two value generating brands of newspapers industry.

Chapter Six

Data Collection & Analysis

6.1: Data Collection Method

The planned data collection method in the research is shared below:

Information Required	Source of information	Data Collection Method	Nature of Study
<ul style="list-style-type: none"> ▪ Knowledge about the current marketing strategy of Prothom Alo & Kaler Kantho 	key person of conducted company	Qualitative Research & Secondary Data	Exploratory Research
<ul style="list-style-type: none"> ▪ How effective current marketing avenues of both newspapers 	Media Research Firm & Media Agency	Qualitative research & Secondary Data	Exploratory Research
<ul style="list-style-type: none"> ▪ How customer perceive the activities of newspapers 	Customers of conducted Newspapers	Face to face interview, mail interview	Survey/ Quantitative Research
<ul style="list-style-type: none"> ▪ Is newspaper's performance satisfactory to customer? 	Consumers of newspapers	Indirect interview method applied	Survey/ Quantitative Research
<ul style="list-style-type: none"> ▪ Does implementation of IMC increase brand value of newspapers within a short possible time? 	Researcher work and research firm	Qualitative research & associated data	Conclusive research

6.2: Data Analysis

Reliability test has been conducted to check the reliability of the data through factor analysis and regression.

Multivariate analysis will be conducted on the primary data collected from the respondents. The following multivariate analysis will be conducted.

6.2.1: Factor Analysis

This study was applied to reduce data on a large number of variables into a relatively small set of factors and to identify key constructs underlying the original set of measured variables. Factor model is given below:

$$x_i = A_1 F_1 + A_2 F_2 + \dots + A_m F_m + V_i U_i$$

$$F_i = W_1 X_1 + W_2 F_2 + \dots + W_k X_k$$

Where,

x_i = ith standardized variable

A_1 = standardized multiple regression co-efficient of variable i on
common factor j

F = Common factor

V_i = standardized regression coefficient of variable I on unique
factor i

U_i = the unique factor of variable i

m = number of common factor

F_i = estimate the ith factor that influences on brand image

W_1 = weight or factor score coefficient

K = number of variables

6.2.2: Multiple Regression Analysis

The purpose of this analysis was to measure the relative influence of each independent variable on the dependent variable. The Regression model used is as follow:

Multiple Regression Analysis: Based on Secondary Data

$$Y = b_0 + b_1 A_i + b_2 S_i + b_3 T_p + e_i$$

Where,

Y = Market demand

A_i = Advertising

S_i = Sales forces Incentives

T_p = Trade Promotion

e_i = Error

Multiple Regression Analysis : Based on Primary Data

$$Y = b_0 + b_1 P_q + b_2 C_c + b_3 P_a + b_4 D_s + b_5 C_a + b_6 A_b + b_7 R_b$$

Y = Brand Performance

P_q = Product Quality/Newspaper itself

C_c = Customer Cost/ Price

P_a = Promotional Activity

D_s = Distributing system

C_a = Competitive advantage

A_b = Advertiser's benefit

R_b = Reader's benefit

Chapter Seven

Declaration & Publication of Newspapers

7.1: Procedures of Declaration and Publication of a newspaper:

As study on newspapers marketing it's rationale to know the procedure of how a newspaper starts its journey in the newspapers industry. Need to find out that there is a same process of starting a newspaper like other consumer products or any other different way of entrance in market.

The procedure of a newspaper's Declaration and Publication:

Step1: Form Fill up and Submission

The first step starts with collecting a form from concerned District Controller's office. Applicant need to fill up the form as instruction, inserted all needed papers and submit to DC office. Applicant will propose a unique name of newspaper for declaration; the same or similar name not exists in the market. The proposer needs to be concerned that the proposed newspaper's name is not controversial or contradictory to our constitution and religion.

Step 2: Declaration of Newspapers

DC office checks the form, justify the inserted documents and then send the form to DFP's Registration unit. After having the form, Registration unit make a thorough check and make sure that no other same newspaper's name been enlisted by this time the applicant proposed for declaration. After justifying all documents if they are satisfied, then they let know the concerned DC office that this name is unique and the name can be declared.

Step 3: Publication of Newspapers

After getting clearance from Registration Unit of DFP, DC office declares the newspaper's name. This declaration is the permission of starting publication. So publisher can start newspapers publication. Mentioned that if publisher fails to start publication of the newspaper within one year of declaration, then the declaration become invalid. Publisher has to be confirmed re-declaration to start publication.

Step 4: Registration of newspapers

After 3 (three) month of regular publication, publisher/editor can apply for newspaper's registration to registration unit of DFP with the publication copy and other necessary

documents. After clarifying the submitted copy and other documents, Registration unit certify that this newspaper is continuing regular publication and enlisted the newspaper in registered book.

Step 5: Media enlistment

After registration, newspaper can be applied for media enlistment at Advertisement & Audit department of DFP with four certificates: Certificate from Registration Office, DC Office, SB (Special branch of Police) office and State Ministry. Advertisement & Audit department will check-out all documents and publications, make a visit at newspaper's office and press as a part of their inquiry. After justifying the accuracy, they enlist the newspaper applied for and give a rate for government advertisement. A newspaper avail to have government advertisement after being media enlisted. Without media enlistment, no newspaper avail the opportunity of having advertisement from Government or Autonomous organization. Of Course, the newspaper can insert private advertisement from the very beginning of its publication. The Government advertisement rate will be declared based on the newspaper's circulation. [To get advertisement rate a newspaper publishing from Dhaka city needs minimum circulation 6,000 copies and minimum circulation 4,000 copies for a newspaper publishing from out of Dhaka]

Step 6: Implementation of Wage-Board (Independent pay structure of print media workers)

Government has a distinctive compensation structure for newspaper's employees. A newspaper house with wage-board enjoys tariff-rebate on imported newsprint for newspapers and higher Government advertisement rate compare to a newspaper house without wage-board. The Tariff charge on imported newsprint will be only 5% instead of 15% and Government advertisement rate will be around three times of before for a wage-board implemented newspaper house.

Not all enlisted newspapers are bound to implement wage-board. Wage board implementation usually taken place by the demand of employees as well as benefits of tariff-rebate and rate privilege for newspaper's owner. The wage-board implemented newspaper is treated as a well-circulated and brand-valued newspaper than a non wage-boarded newspaper. At present, 8th wage-board is running. Raising hands for 9th wage-board and the work is in progress. Total 91 newspapers are in 8th wage-board: 59 newspapers of Dhaka; 44 Bengali newspapers and 15 English newspapers and 32 newspapers out of Dhaka; all are Bengali newspapers.

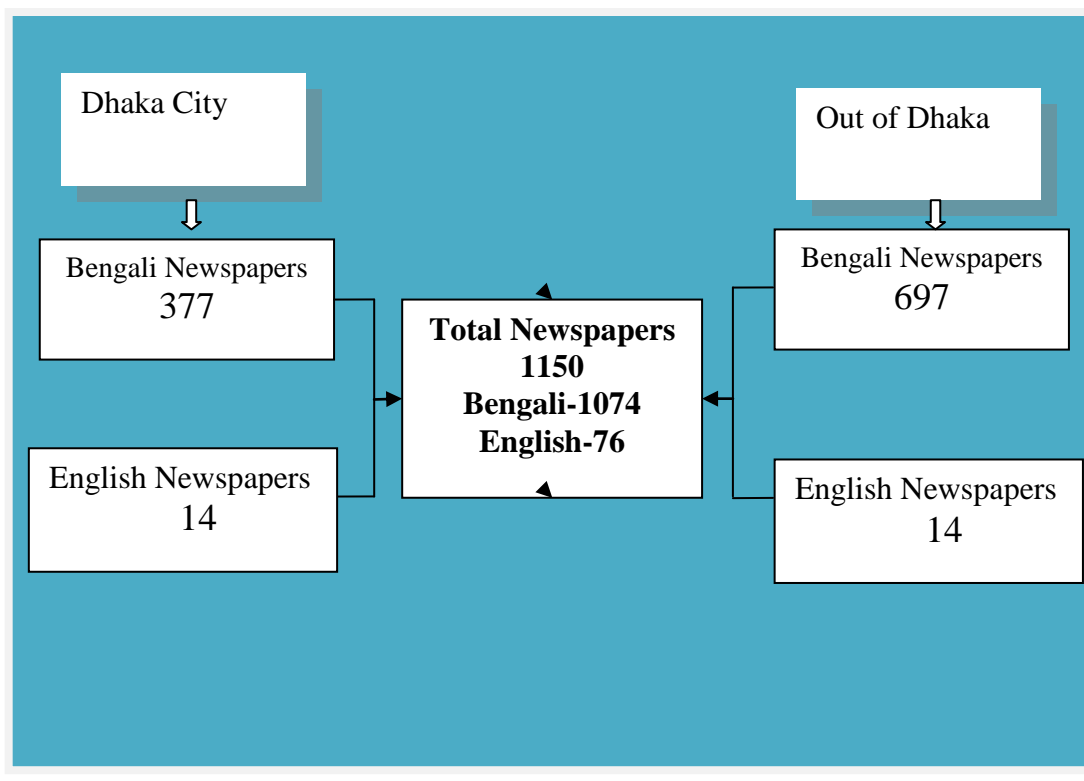
A monitoring team work for wage-board settlement issue. This team checks all necessary documents of newspapers, make a visit at newspaper's office and press to clarify the substance. After having all requirements in a satisfactory level, the monitoring team recommend for wage-board for the newspaper applied for.

Newspapers try to increase their circulation to reach more people and they apply to Advertisement & Audit department for certifying their increased circulation. The unit make visit and audit the circulation. The certification of circulation and government advertisement rate become change (increase/decrease) by ABC report time to time usually after every six month.

7.2: Cancellation of Newspapers Declaration:

The declaration of a newspaper will be invalid/cancelled if the publication of the newspapers off for three month continuously. The continuation of newspapers publication even after cancellation of declaration is an illegal and punishable offense.

Figure 7(a): Number of Daily Newspapers in Bangladesh



Source: Registration Unit, DFP

The above figure shown that there are 1150 enlisted daily newspapers in Bangladesh now; Bengali newspapers are 1074 and 76 are English newspapers. In which 377 Bengali dailies and 62 English dailies are publishing from Dhaka. The rest of 701 newspapers publish from all other region of the country.

Chapter Eight

Company Profile, Corporate Mission & Strategy



8.1: History of Prothom Alo

Prothom Alo was founded on 4 November 1998. The circulation of *Prothom Alo* grew from an initial circulation of 42,000 to a circulation of a half million copies. The newspaper distinguished itself by its investigations of acid attacks and violence against women and pushing for tougher laws against the sale of acid. From press facilities located in Dhaka, Chittagong and Bogra, around 5,01,800 copies (as of June '2017) are circulated each day. According to National Media Survey 2016, everyday 1.1 million people read the print edition of *Prothom Alo*. The claimed readership of the print edition of this newspaper is 1.6 million. According to a brand equity study conducted by Quantum Consumer Solutions Limited, *Prothom Alo* is considered to be the most influential newspaper brand in Bangladesh.

The online portal of *Prothom Alo* (www.prothom-alo.com) is the number one Bangladeshi website in the world. This portal is accessed by 1.6 million visitors from 200 different countries and territories across the globe with 60 million page view per month. The e-paper site of *Prothom Alo* (www.eprothomalo.com) is also the Number one e-paper Web site of Bangladesh. From 160 countries, 465 thousand visitors access this website with more than 26 million page view per month. On an average, each of the visitors stays for 20 minutes in this Web site. Based on Facebook fan following, *Prothom Alo* is one of the leading corporate houses of Bangladesh. Till November 2015, 6.75 Million people are following this newspaper through Facebook. This is the biggest FB Fan page for any organization in Bangladesh. *Prothom Alo's* blog (www.prothom-aloblog.com) provides a well-moderated platform where thousands of bloggers share their constructive thoughts on various contemporary issues. Moreover, nearly 700 thousand of the *Prothom Alo* app for various digital and mobile platforms have been downloaded as of October 2013. Altogether, printed and digital versions of *Prothom Alo* are being read by 12 million people from Bangladesh and 200 other countries and territories in a month.

8.1.1: Corporate Mission & Strategy

The mission of Prothom Alo is prolonging the market leadership and protect the business interest of the newspaper. Prothom Alo's product strategy is to provide independent, unbiased, nonpartisan, upholding social values, non-communal and modern out look to the consumers/readers for the betterment of the whole society. **Critical success factors** of Prothom Alo are honest journalism, team-work and freedom in decision-making, social interaction, involvement and strong financial support (investment). The main differentiators of Prothom Alo from its competitors are quality of news presentation, professionalism and journalistic approach. It believes that volume of revenue depends on competitive market position of the newspaper. So it focuses on increasing the volume of market demand (circulation) as a part of its strategy of actual revenue.

8.1.2: Organizational Pattern of Prothom Alo

The Prothom Alo follows a very flexible organizational structure in which different departments enjoy sufficient freedom and they cooperate with each other.

8.1.3: Board of Director and the Editor

As an agent of the board of directors the editor of Prothom Alo controls the overall activities of the daily. All the news and advertisings are according to his decision. As a Chief Executive Officer (CEO), he plays the coordinating role between the Board of Directors and the management of the newspaper. He leads the team from the front in developing and executing different policies and strategies in light of the expectation of Board to achieve the ultimate objective of the organization.

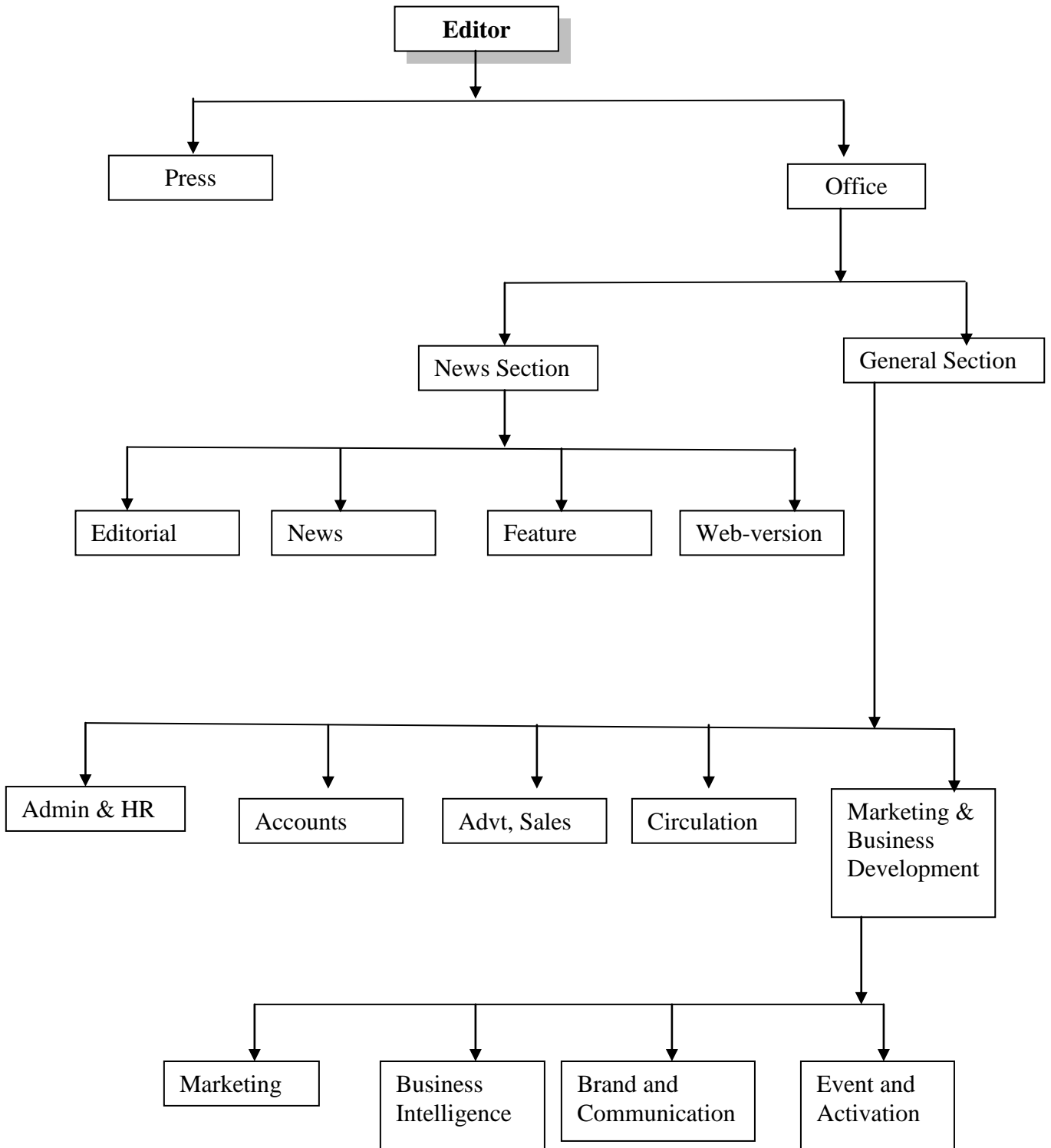
8.1.4: Departments, Divisions and Work Force

They have two departments- Office Department and Press Department. All the activities of Prothom Alo are performed by these two departments. There are two section of Office Department- News Section and General Section. Within the news section there are three divisions- Editorial Division, News Division and Feature Division. These three divisions are directed by three Deputy Editor of the daily. It is mentionable that the position of Deputy Editor is firstly introduced by Prothom Alo in Bangladesh. Within General section there are five divisions- Administration, Advertisement, Accounts, Circulation, Marketing and Business Development. There is

a web version unit also in where two teams are working; Content and Business team. There are four units in Marketing & Business Development section; they are Marketing, Business Intelligence, Brand & Communication and Event & Activation. All these section are coordinated and facilitated by Administrative manager. In press department, the General Manager with the cooperation of press manager and a press supervisor confirm the printings and controls the press department. Besides the head office there is Bureau office in Chittagong which is managed in the same fashion of that of the head office. At present Prothom Alo is printing from Chittagong and Bogra besides Dhaka. There are 30 branch office of Prothom Alo across the country. All of these are administrated by head office. Prothom Alo has a weekly carnival version currently published from Qatar, New York and North America separately.

Prothom Alo has three hundred and thirty five full time employees including twenty five female employees. Prothom Alo offers the salary structure of the 8th wage board of Bangladesh Government. It also provides various benefits such as provident fund, gratuity, individual employee insurance coverage, group insurance coverage to its employees. Prothom Alo is offering its employees a very cordial working environment with a high opportunity to build up their career.

8.1.5: Organ gram; *Prothom Alo*



কালের কণ্ঠ

8.2: History of Kaler Kantho

Kaler Kantho (Bengali): কালের কণ্ঠ [Daily Voice of Time] is one of the most popular Bengali newspapers in Bangladesh. It is an enterprise of East-West Media Group, a sister concern of Bangladesh's leading business conglomerate Bashundhara Group. The same group owns Bangladesh Pratidin, Daily Sun, News24, Radio Capital and Banglanews24.

Abed Khan was the founder editor of *Kaler Kantho*. The daily was first published on 10 January 2010. After a short span of time Abed Khan resigned as editor (June 2011). After Abed Khan's resignation Imdadul Haq Milon, a popular novelist from Bangladesh is working as the editor. In 2010, Its first year of publication, the daily print order ran over 180,000 copies and at present the certified circulation of the newspapers is 2,90,200 copies daily. It made the paper as the second-most circulated daily newspaper in Bangladesh.

8.2.1: Corporate Mission & Strategy

The mission of Kaler Kantho is to provide the total information of a fact not a part of it. The slogan of Kaler Kantho is “**No Partial, the completion of truth**”. Kaler Kantho is believe in disclosing the total fact to readers, not biased the readers with partly deliver. This newspaper is working for country’s interest as well as respectful to business interest. The product strategy of Kaler Kantho is to provide a complete, unbiased, narrative, non-communal information with a sophisticated colorful out look to the customers (readers and advertisers) for the betterment of the country. Kaler Kantho believes in only on objective criticism never on intentional or purpose served criticism. “**Work for the whole society not only for a group**” is the insight commitment of Kaler Kantho. News Quality, In-depth news, attractive outlook, Innovative page design and activation against social violence differentiate Kaler Kantho from all other newspapers. The ultimate vision of Kaler Kantho is to be the market leader through its news quality, unique presentation, social interaction and designed the newspapers to satisfy as reader’s expectation.

8.2.2: Organizational Patter of Kaler Kantho

Kaler Kantho follows a formal organizational structure in which different departments are under a chain of command of Management. They are accountable for their discipline and work as a group to reach their goal.

8.2.3: Board of Director and the Editor

Imdadul Haque Milon, Editor of Kaler Kantho supervise the overall activities of the daily with association of an Executive Editor; **Mostafa Kamal**. As a representative of board of directors, all the news and advertisings are according to his decision. He plays the coordinating role between the management and resources of the newspaper. He leads the team from the front in developing and executing different policies and strategies for the interest of Board of Director to achieve the ultimate goal of the organization. **Ahmed Akbor Sobhan** is the Chairman, **Sayem Sobhan Tanvir** is Managing Director and **Afroza Begum, Sonia Ferdousi Sobhan and Sabrina Sobhan** are the Directors of Executive body of the newspapers.

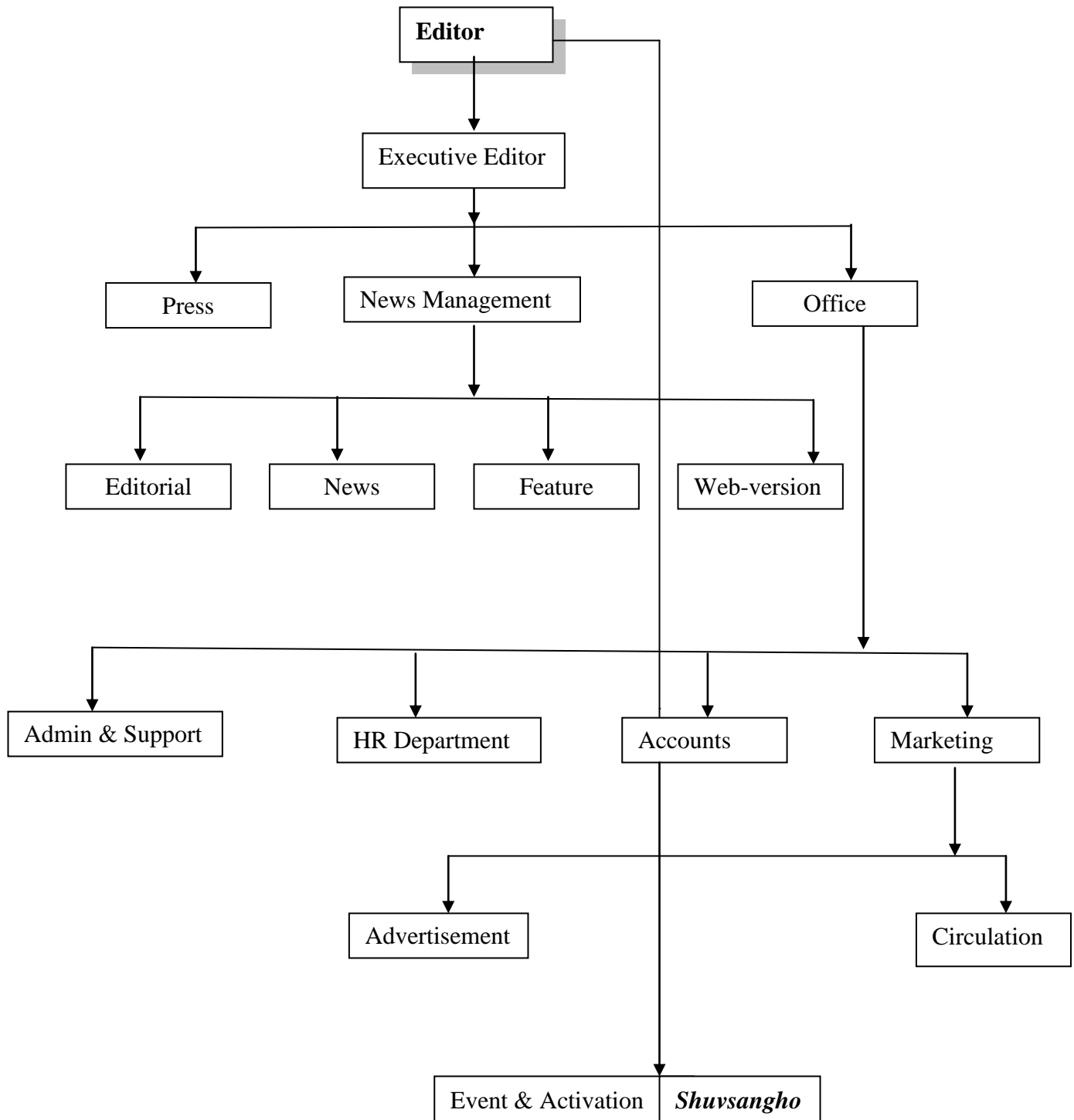
8.2.4: Departments, Divisions and Work Force

Newspapers have two departments- **Office and Press**. All the activities of **Kaler Kantho** are performed by these two departments. There are two section of Office Department- News Management and General Section. News Management supervises News, Editorial, Feature, Art & Graphics, web-version and Reference-all these six sections. Within General section there are four divisions- Administration & Support, Human Resource, Accounts, and Marketing. There are two units under Marketing section; **Advertisement & Circulation**. An event & activation team work under direct supervision of Editor who responsible for organizing various program, event and moderating the country wide well wisher team; **Shuvsangho** of newspapers. All these sections are directed by Editor and Executive Editor. Accounts section is directly controlled by management. In press department, the General Manager with the cooperation of press manager and a press supervisor confirm the printings and controls the press department. Besides the head office there are six Bureau offices; Chittagong, Sylhet, Rajshahi, Khulna, Barishal and Rangpur; which are administrated by head office.

Kaler Kantho has three hundred full time employees at present. **Kaler Kantho** offers the salary structure of the 8th wage board of Bangladesh Government. It's also provides various benefits such as provident fund, gratuity to its employees. In

addition, individual employee insurance coverage, group insurance coverage for the employees are under in process. A very decent working environment with a high opportunity to build up career **Kaler Kantho** ensures for its employees.

8.2.5: Organ gram; *Kaler Kantho*



Chapter Nine

Marketing Strategy of Newspapers

Conducted brand:

The Daily Prothom Alo & The Daily Kaler Kantho

9.1: Target Market Decision of Newspapers

Businesses frequently turn to newspapers to market and advertise their offerings because of the medium's ability of newspaper to reach large numbers of people on a regular basis. Newspapers also have marketing needs to promote their brand, boost readership and take a competitive stance in the marketplace.

One of the major differences of newspaper marketing is that the marketer has to satisfy two major groups of customers:

- a. **Readers:** Who buy the product for their personal consumption i.e. final consumers.
- b. **Advertisers:** Who buy the space of newspaper for their business advertisement i.e. business buyers.

In developing the target market decision, a newspaper marketer has to consider both of these two types' customers along with other different variables of market segmentation, the competitive situation of the market, the SWOT (Strength, Weakness, Opportunities and Threats) analysis of the business venture etc. which influences the overall performance of newspaper business.

9.1(A). Marketing Mix of Prothom Alo

Marketing mix is the set of controllable variables of marketing. In general it is expressed in 4 P's: Product, Price, Place and Promotion of a particular company (Kotler, 2003). The marketing mix of Prothom Alo is described below:

A.1: Product

In newspaper market, product is newspaper itself; the physical form of carrying information. In general, a product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Product is an umbrella term that covers goods, idea, method, information, object or service created as a result of a process and serves a need or satisfies a want. It has a combination of tangible and intangible attributes (benefits, features, functions, uses) that a seller offers a buyer for purchase. Marketing offer is some combination of products, services, information or experiences to satisfy a need or want. (Kotler, 2008).

Table 9-A: Daily page offer of Prothom Alo; Saturday-Friday

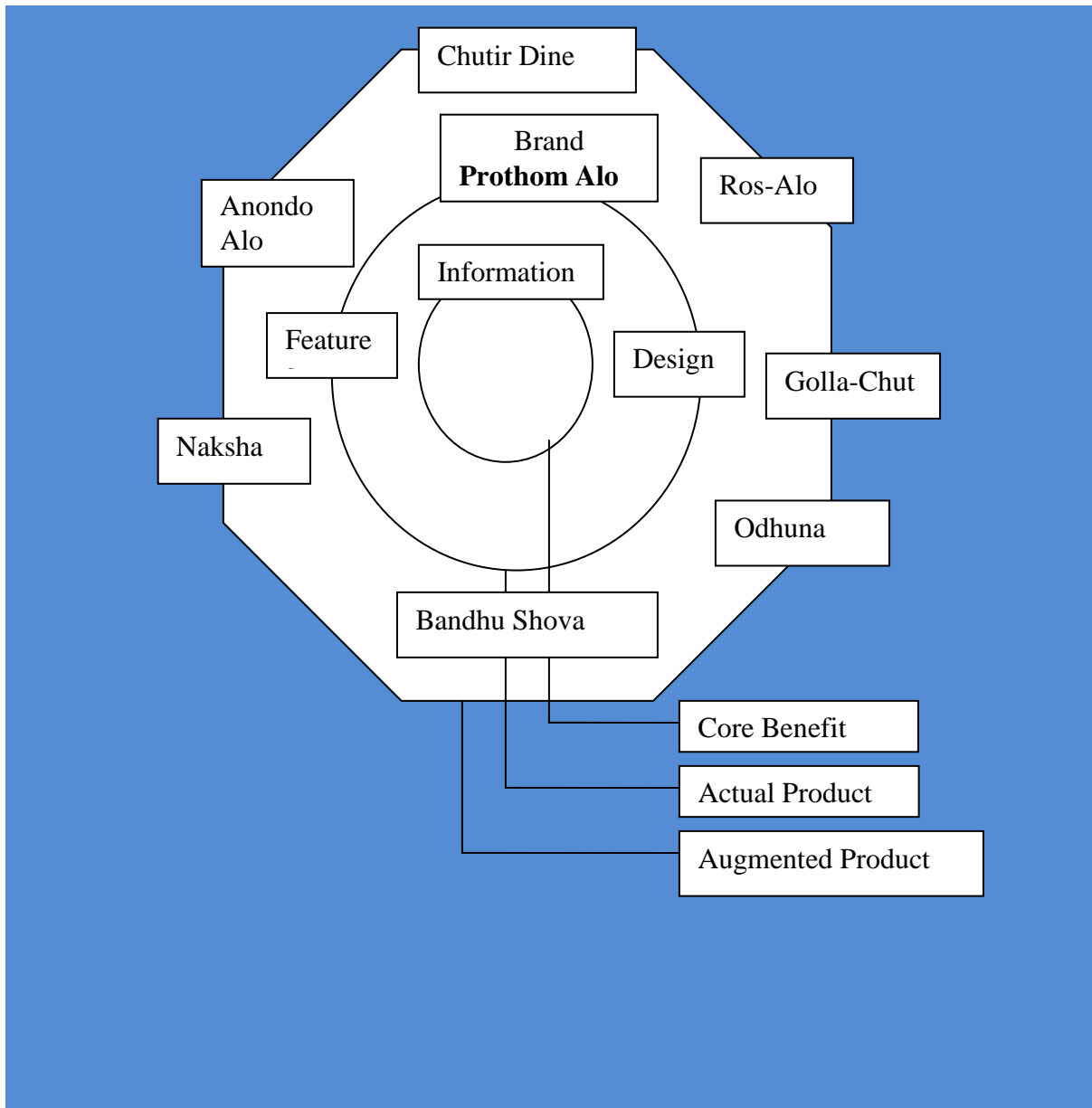
Prothom Alo	Regular Page	Supplementary Page	Total Page
Saturday	20	04 _Chutir Dine	24
Sunday	20	04 _Dhakay Thaki	24
Monday	20	04 _Ros+Alo	24
Tuesday	20	04 _Naksha	24
Wednesday	20	04 _Odhuna	24
Thursday	20	04_ Anondo Alo	24
Friday	20	04 _Sahitto-Samoyiki	24

Sources: Production department, Researcher's observation

A.2: Level of Product

A product planner must think about three levels of product or services. Each level adds more customer value in sequence. The most basic level is the **Core Benefit** that addresses the problem solving benefit of the marketing offer. For a newspaper, the basic product is information i.e. news & views. At the second level, marketers turn the core benefit into an **Actual Product**. In this stage, product features, design, quality level, brand name and packaging are developed. The actual product of Prothom Alo is the newspaper itself. In the third stage, to differentiate the offer from competitors marketer offers some additional benefits with the core benefit and actual product, which is referred as the **Augmented Product**. Prothom Alo offers different kind of supplementary of different substance as its augmented product level. The product level of Prothom Alo is shown in below:

Figure 9(a): Levels of Product of Prothom Alo



A.3: Web edition of Prothom Alo

The online portal of *Prothom Alo* (www.prothom-alo.com) is the number one Bangladeshi website in the world. This portal is accessed by 1.5 crore visitors from 200 different countries and territories across the globe with 60 million page view per month. The e-paper site of *Prothom Alo* (www.eprothomalo.com) is also the Number 1 e-paper Web site of Bangladesh. From 160 countries, 10 lac visitors access this website with more than 26 million page view per month.

A.4: Product Element of Prothom Alo

The different product elements of Prothom Alo are:

- i. news & views
- ii. space for advertisement
- iii. web edition

A.5: Price

Pricing is one of the most important elements of the marketing mix, as it is the only element of the marketing mix, which generates a turnover for the organization.

Price is the exchange value of product. Price is the amount of money and/or other items with utility needed to acquire a product (Stanton 2004). Kotler explained that price is the amount of charged for a product or service or the sum of values that consumers exchange for having or using the benefit of a particular product or service. Pricing is a critical factor in the successful operation of for-profit and not-for-profit organization. Setting price for new and existing products appear simple enough. To figure out the selling price of a product, a marketer apparently has to estimate the cost, add a margin for overhead and profit. Price is the primary element of the marketing mix that generates revenue.

The pricing strategy for newspaper industry is different from other consumer products, Prothom Alo is following a special type of competition based pricing approach to determine the price of its product. The details pricing way of Prothom Alo is shown below:

Table 9-B: Sources & Daily Cost of Raw Materials (Newsprint)

Source	Percentage	Amount(Ton)	Unit Price (Taka)	Total cost of Newsprint (Taka)
Imported	85%	46.35	60000	35,81,000/-
Local	15%	8.65	45000	22,09,250/-
Total	100%	55		57,90,250/-

Source: Prothom Alo

Step 1: Determination of Per Unit Production Cost

Newsprint	Tk. 6.90
Printing	1.43
Factory Overhead_____	<u>.55</u>
	8.88
Indirect Overhead_____	<u>1.46</u>
Production Cost	10.34

Step 2: Determination of Per Unit Sales Revenue

Per unit sales price	Tk. 10.00
Agent's Commission_____	<u>3.00</u>
(30%)	Tk. 7.00

Step 3: Determination of Per Unit Total Cost

i. Annual Promotion Expenditure(mixed)

Billboard	Tk .75 crore
Incentives to the hawker & Agency	.40 crore
Trade Promotion	.91 crore
(2,40000×12×8.88)	
Special Promotion Package_____	<u>3.00 crore</u>
	Tk. 5.06 crore

ii. Annual Distribution Cost 2.45 crore

iii. Annual Production Cost_____ 178.83 crore

Total Annual Marketing Cost Tk. 186.34 crore

Per Unit Total Cost Tk. 19.98

Step 4: Determination of Per Unit Target for Advertisement Revenue

Cost of Marketing	Tk. 19.98
Sales Revenue _____	7.00
Advertisement Target (for BOP)	Tk. 12.98

(If we multiply this per unit advertisement target by the total sales volume we will get the total daily target of the advertisement revenue on BOP)

Step 5: Determination of Deficit in Pricing

Per unit marketing cost	Tk. 19.98
Per unit price _____	10.00
Per unit deficit in pricing	Tk. 9.98

Unlike other consumer products, Prothom Alo is not setting its product's price by adding a mark-up with its total marketing cost. Rather they have to make up the deficit in pricing and to make the targeted profit with the revenue from advertisement. So it's really tough to define the pricing strategy of newspapers in the light of pricing approach of marketing management.

Table 9-C: Per Unit Price Changes of Prothom Alo

Year	Taka
1998	6
2001	7
2003	8
2016	10

Source : Prothom Alo

A.6: Place

A critical task for marketers in the new millennium is the efficient movement of goods and service from the point of production to the point of consumption. There are hundreds of ways in which goods and services can be distributed to consumers. There is no standard/fixed distribution system that can satisfy the needs of every firm. Many organizations use several distribution channels to reach different market segments. A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user (Stanton 2003). In other words, channel of distribution is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer and business user (kotler 2008). The distribution process of Prothom Alo is as follows:

Figure 9(b): Channel of Distribution of Prothom Alo for Dhaka City

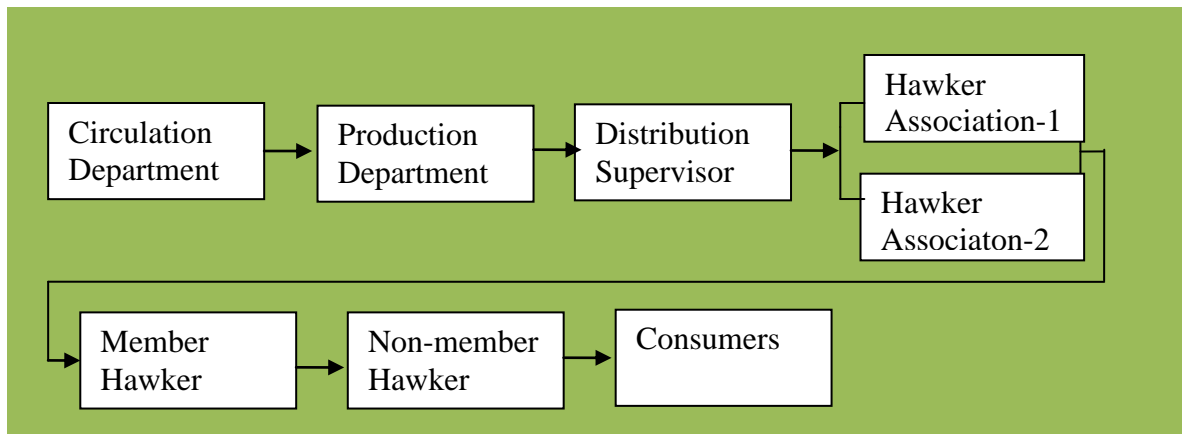
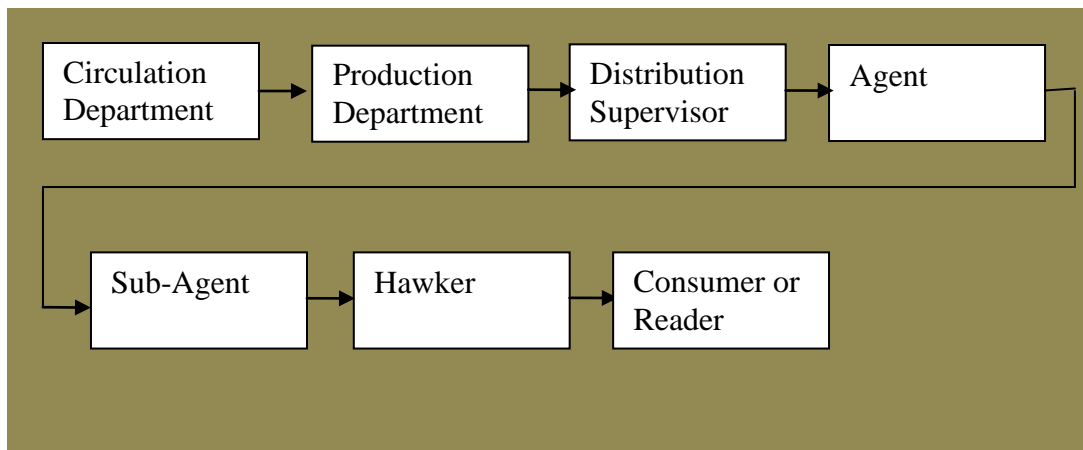


Table 9-D: Number of distribution channel Prothom Alo use in Dhaka City

Name of Channel	Formed
Dhaka Hawkers Sommittee	at 1973
Dhaka Hawkers Kallyan Sommittee	At 1992

Source: Prothom Alo & Hawkers Association

Figure 9(c): Channel of Distribution of Prothom Alo across the country



From the above figures, it is seen that the distribution of Prothom Alo for Dhaka city is different from the distribution system across the country. Infact, in both markets, Prothom Alo is using very long distribution channel.

A.7: Promotion

Promotion is an attempt to influence the consumers to react in favor of the company. In other words, promotion is the element of an organization's marketing mix that serves to inform, persuade, and remind the market of a product. The organization is selling it, in hopes of influencing the recipient's feelings, beliefs, or behavior (Stanton 1994). Using the concept of promotion a company carefully integrates and coordinates its many communication channels to deliver a clear, consistent and compelling message about the organization and its products (Kotler, 2003). According to Kotler, there are five elements of promotion mix: personal selling, advertising, sales promotion, public relations and direct marketing.

Prothom Alo is using a random slot of these elements of promotion mix. It's using personal selling basically in collecting response from the advertisers; direct marketing in their web edition and face book page; advertising in a low volume to increase their product image and public relations to build up strong corporate image in the society. It's true, Prothom Alo is using massive promotional activities than its competitors do. They are using print media (basically magazines) and out-door media (primarily banners & bill boards) for their advertisements. Sometimes they are using the different newspapers and magazines published from the same house to promote Prothom Alo, which is obviously

free of cost. They are organizing seminars, talk shows, different competitions, contests, public rallies, award giving ceremonies, awareness build up programs in different social issues etc. as a part of their public relations activities. The detail of the annual promotional expenses is shown below:

Table 9-E: Annual Promotional Cost of Prothom Alo

Sector of Expenditure	Amount [in Tk]
Bill Board & Banner	75,00,000/-
Trade Promotion [240000 x 12 x 8.88]	3,00,00,000/-
Incentive to Hawker and Agency	80,00,000/-
Television pop-up & Others	1,00,00,000/-
Total	5,55,00,000/-

Source: Brand & Activation department of Prothom Alo

A.8: Social activities of Prothom Alo

Apart from serving news the Prothom Alo seriously participates in different social activities as part of public relation; a tools of marketing. The social activities Prothom Alo perform; Aid Fund for Acid Victims, Anti-Drug Campaign, Country wide Round Table Discussion on various national issues for opinion building, S.S.C & H.S.C GPA-5 students Award, Gonit (Math) Olympiad, Various Quiz Competitions, Star Award (Meril-Prothom Alo Puroskar), Sponsor for Debating and Tournament, Support to specialized Talent, Bhasa Protijog, Physics Olympiad etc. which is received overwhelming response from all over the country.

A.9: List of Supplementary:

- Weekly Magazine-Chutir Dine [on Saturday]
- Dhakay Thaki [on Sunday]
- Stadium [on Sunday]
- Bigyan Projonmo [on Sunday]
- Shaystho Kushal [on Sunday]
- Ros-Alo [on Monday]
- Naksha[on Tuesday]
- Narimoncho[on Wednesday]
- Bondhushabha [on Wednesday]
- Gollachut [on Wednesday]
- Anonda [on Thursday]
- Samoikee [on Friday]
- Onno-Alo [on Friday]
- Projonmo Dot Com [on Friday]
- Cholti Bishsho [on Friday]
- Others

A.10: List of Feature Pages:

- Binodon [regular on page no. 12]
- Khet Khamar [once in a week]
- Lav Khoti [on Monday page no. 12]
- Paurashona [regular on page no. 12]
- Computer Protidin [regular on page no11]

9.1: (B) Marketing Mix of Kaler Kantho

B.1: Product

Newspaper is a product that has a combination of tangible and intangible attributes (benefits, features, functions, uses) that a seller offers to a buyer for purchase. Marketing offer is some combination of products, services, information or experiences to satisfy a need or want of customer. (Kotler, 2008).

Table 9-F: Daily page offer of Kaler Kantho; Saturday-Friday

Kaler Kantho	Regular Page	Supplementary Page	Total Page
Saturday	20	08 _Tabloid(Obosore)	24
Sunday	20	08 _Tabloid (Mogoz Dholai)	24
Monday	20	08 _Tabloid(A to Z)	24
Tuesday	20	08 _Tabloid(Grorar Dim)	24
Wednesday	20	04 _Dhaka 360 ⁰	24
Thursday	20	04_ Ronger Mela	24
Friday	20	04 _Shila-lipi	24

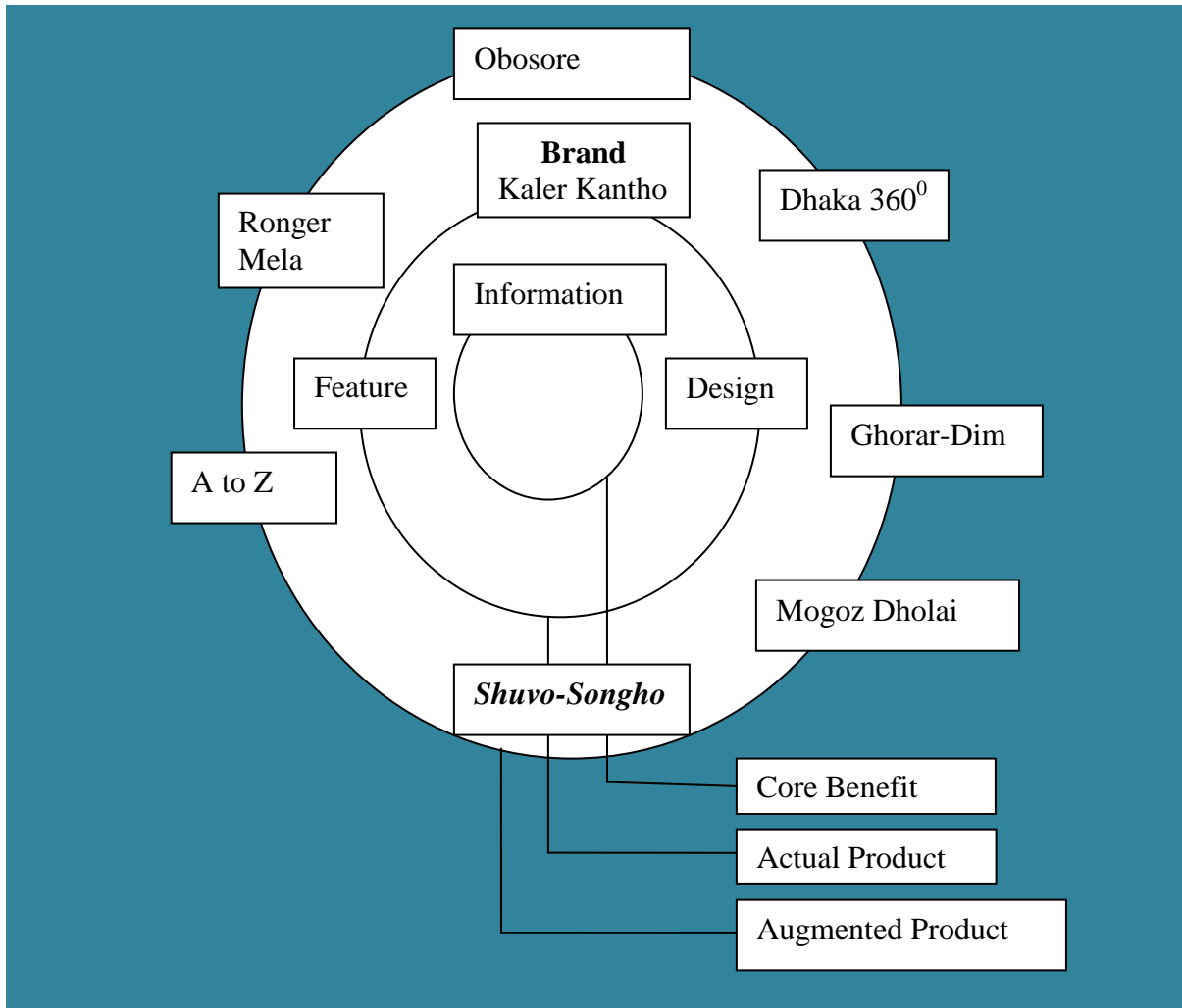
Sources: Production department, Researcher's observation

B.2: Product Level of Kaler Kantho

Like other product Kaler Kantho also offers three levels of product or services. Each level adds more customer value in sequence. The most basic level is the **Core Benefit** that addresses the problem solving benefit of the marketing offer. Here, the basic product is information i.e. news & views. At the second level, marketers turn the core benefit into an **Actual Product**. In this stage, product features, design, quality level, brand name and packaging are developed. The actual product of Kaler Kantho is the newspaper itself. In the third stage, to differentiate the newspaper from others marketer offers some additional benefits with the core benefit and actual product, which is referred as the **Augmented Product**. Kaler Kantho offers different kind of supplementary such as Obosore, Ronger Mela, Dhaka 360⁰, Ghorar Dim, Mogoz Dholai, A to Z (Life style tabloid) of different substance in its augmented product level.

The product levels of Kaler Kantho are shown in below:

Figure 9(d): Levels of the product of Kaler Kantho



B.3: Web edition of Kaler Kantho

The online portal of *Kaler Kantho* (www.kalerkantho.com) is the 2nd highest newspaper website of Bangladesh. This portal is accessed by quarter million visitors from 130 different countries and territories across the globe with 10 million page view per month. The e-paper site of *Kaler Kantho* (www.ekalerkantho.com) is also prominent e-paper Web site of Bangladesh. From 130 countries, 131 thousand visitors access this website with more than 26 million page view per month.

B.4: Product Elements of Kaler Kantho

The different product elements of Kaler Kantho are:

- i. news & views
- ii. advertisement
- iii. web edition

B.5: Price

The so called pricing strategy: **Total Cost+Profit=Selling Price** is not applicable for newspaper's price setting. The pricing strategy for newspapers industry is different from other consumer products. Kaler Kantho offers the following market competitive pricing approach to determine the price of its product. The details pricing way of Kaler Kantho is shown below:

Table 9-G: Sources & Daily Cost of Raw Materials (Newsprint)

Source	Percentage	Amount(Ton)	Unit Price (Taka)	Total cost of Newsprint (Taka)
Imported	65%	26.35	55000	15,81,000/-
Local	35%	4.65	64000	2,09,250/-
Total	100%	31		17,90,250/-

Source: Kaler Kantho

Step 1: Determination of Per Unit Production Cost

Newsprint	Tk. 7.90
Printing	1.43
Factory Overhead	<u>.75</u>
	10.08
Indirect Overhead	<u>1.56</u>
Total Cost	11.64

make the targeted profit with the revenue from advertisement. So it's really tough to define the pricing strategy of newspaper in the light of pricing approach of marketing management.

Table 9-H: Per Unit Price Changes of Kaler Kantho

Year	Taka
2010	8
2015	10

Source : Kaler Kantho, Distribution Agents

B.6: Place

In the marketing mix, the process of moving products from the producer to the intended user is called place. In other words, it is how the product is bought and where it is bought. This movement could be through a combination of intermediaries such as distributors, Agents, wholesalers and retailers. Many organizations use several distribution channels to reach different market segments. Newspapers use a traditional distributional channel to reach their newspaper to customer. A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumers or business users (Stanton 2003). The distribution procedure of newspapers is almost same for all of newspapers in Bangladesh. The distribution process of Kaler Kantho is as follows:

Figure 9(e): Channel of Distribution of Kaler Kantho for Dhaka City

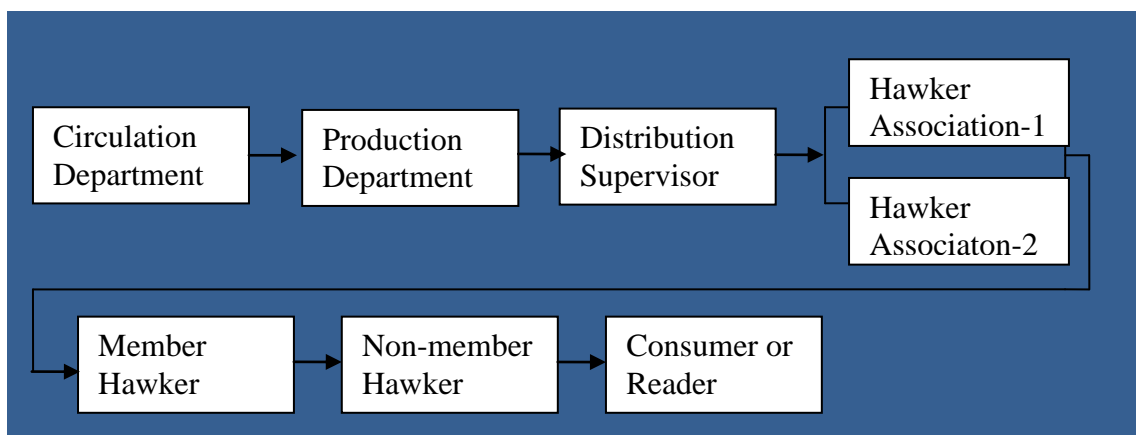
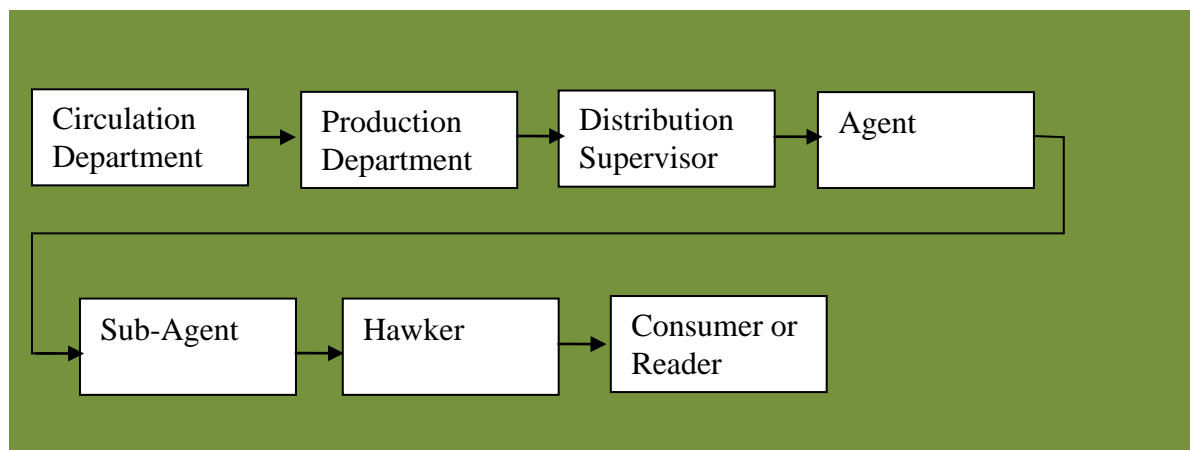


Table 9-I: Number of distribution channel Kaler Kantho use in Dhaka City

Name of Channel	Formed
Dhaka Hawkers Sommittee	at 1973
Dhaka Hawkers Kallyan Sommittee	At 1992

Source: Kaler Kantho & Hawkers Association

Figure 9(f): Channel of Distribution of Kaler Kantho across the country



From the above figures, it is seen that the distribution of Prothom Alo and Kaler Kantho is same for Dhaka city as well as across the country. Both newspapers are using the same distribution channel and go through the same way to reach their target customers.

B.7: Promotion

Focusing on the promotional aspect of the marketing plan, the promotional mix is known by many entrepreneurs through its five aspects. These include the following:

1. Advertising – Advertising as a means of promotion can be done through several ways. These may include print ads, brochures, TV and radio advertisements, posters, and online advertising. Incorporate advertising in a promotional gift card, whether by printing out business logo or displaying advertising spiel.

2. Sales promotion – Sales promotions are usually devised to perk up customer demand. From the distribution of product samples to coupons and bulk gift cards, these strategies are expected to drive customer demand, either by attracting new customers or retaining old ones.
3. Personal selling – Personal selling is done mainly through oral presentations, such as telemarketing or during sales presentations to introduce a product and its features or benefits.
4. Public relations – Examples of these include press releases, newspaper articles, magazine report, radio presentations and public programs etc.
5. Direct marketing – This aspect in promotion encourages direct interaction or communication with a customer.

Kaler Kantho is randomly staying with all of these elements of promotion mix except sales promotion. It's using personal selling by direct contacting with the advertisers for generating revenue from advertisement; direct marketing in their web edition and e-paper; little bit advertising in their another in house media. Kaler Kantho is not using promotional activities in a structured way to develop strong brand value. Little seminars, talk shows, competitions, contests, public rallies, awareness build up programs in different social issues is performing as a part of their public relations activities.

Table 9-J: Average Annual Promotional Cost of Kaler Kantho

Sector of Expenditure	Amount [in Tk]
Bill Board & Banner	5,00,000
Trade Promotion [85000 x 12 x 8.88]	20,00,000
Incentive to Hawker and Agency	30,00,000
Print Commercials & Others	50,00,000
Total	1,05,00,000

Source: Brand & Activation Department

B.8: Social activities of Kaler Kantho

Apart from serving news the Kaler Kantho performs some different social activities to develop public relation. As part of public relation they arranges different Round Table Discussion on various national issues for opinion building, awareness program on anti-violence, media partner with some educational and entertainment program. They maintain a countrywide voluntary well wisher group name *Shuvsanga* who play active role against any social violence. This group is promising on “**dedicated for well, beside all**”.

B.9: List of Supplementary:

- Weekly Magazine-Obosore [on Saturday]
- Mogoz Dholai_Tabloid [on Sunday]
- A to Z_Lifestyle Tabloid [on Monday]
- Ghorar Dim_Fun Tabloid [on Tuesday]
- Campus_ [on Wednesday]
- Chakri Ache_ [on Wednesday]
- Dhaka 360⁰_ [on Wednesday]
- Ronger Mela_ [on Thursday]
- Shuvsanga_ [on Wednesday]

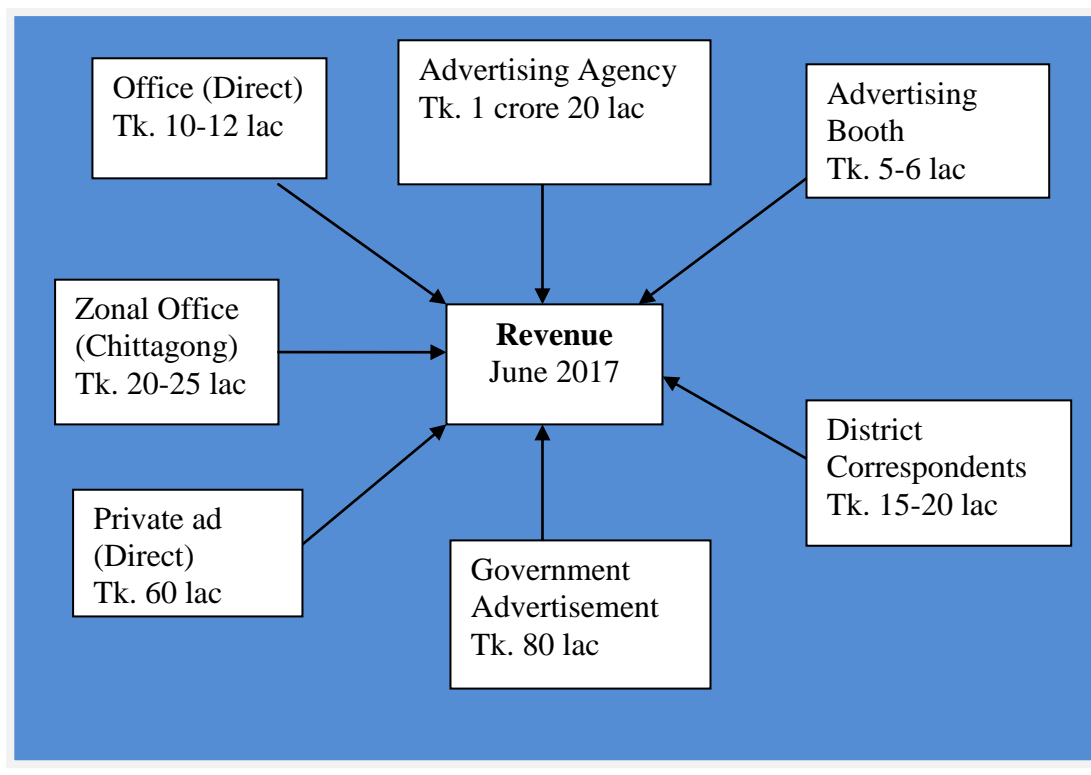
B.10: List of Feature Pages:

- Binodon [regular on page no. 12]
- Daktar Achen [once in a week]
- Shilpo-Banijjo [regular page no. 4-6]
- Poralekha [regular on page no. 12]
- Khela [regular on page no 10-11]
- Rong-Berong [regular on page no 16]
- Nirman [once in a week]
- Mukto-Dhara [regular on page no 11]
- Prio-Desh [three days in a week]

9.2: Revenue Sources of Newspapers

Like all other consumers goods, sales revenue is not the main revenue source of newspapers. Newspapers selling price is always lower than production cost. So there is a deficit in selling price. The main source of revenue of newspapers is **advertisement revenue and sales revenue is the second one**. Circulation and advertisement are interlinked. The more circulation newspapers have, the more advertisement supposed to be they have. Advertisers tend to advertising in higher circulated newspapers. **Prothom Alo**; the highest circulated newspapers is earning the highest advertisement revenue compare to all other newspapers in Bangladesh. Among the different sources of advertising revenue; advertising agency is the largest one revenue source for newspapers. Prothom Alo is the market leader in terms of sales revenue too.

Figure 9(g): Revenue Sources of Prothom Alo; Monthly



Sources: Prothom Alo

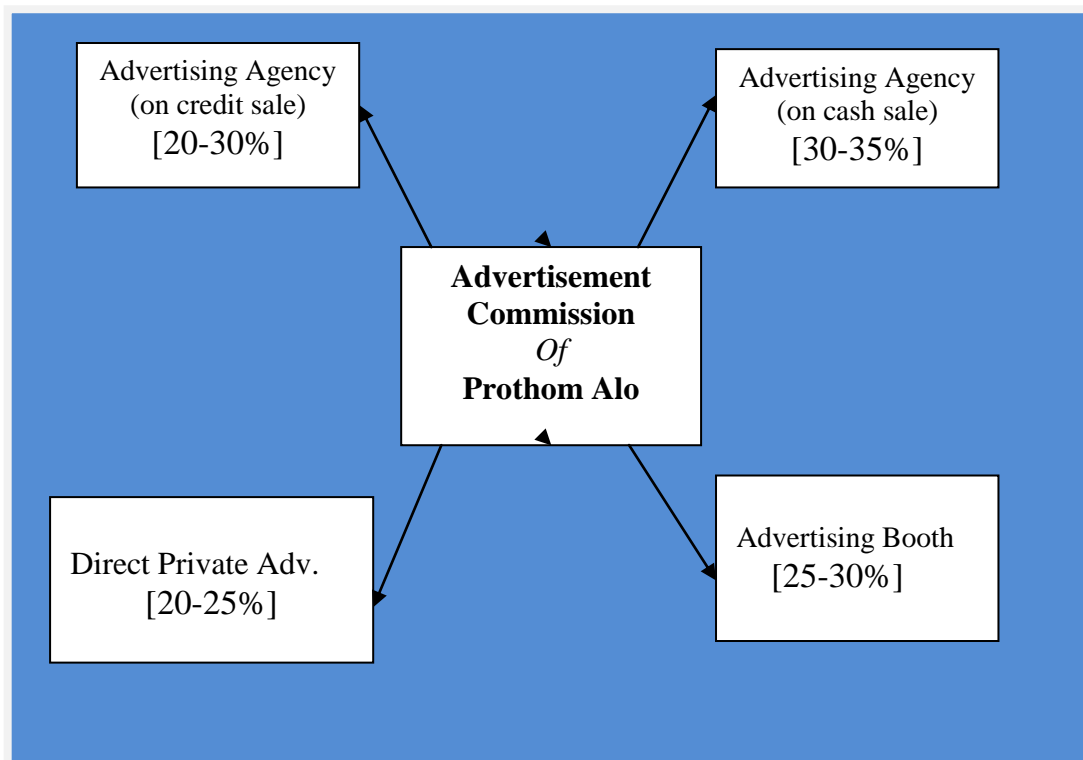
The above figure exposed that the highest monthly advertisement revenue come through advertising agency which is around 37.5% of total revenue. Average monthly Government advertising is Tk. 80 lac which is 25% and second highest revenue source. Private Advertisement is the largest source of newspapers revenue. The private advertisers mostly go through advertising agency to save their time and money. Then the direct

private advertisement is comparatively low, near about 18% of total revenue. Some advertisers directly come to organization for advertisement; their average percentage is 3.5% of total monthly revenue. Zonal office contributes monthly tk. 20-25 lac in an average which is about 8% of total advertisement. Advertising booth and District Correspondents contribute 1.5% and 6.5% on the total monthly revenue respectively.

Table 9-K: Contribution of Different Sources of Advertising Revenue

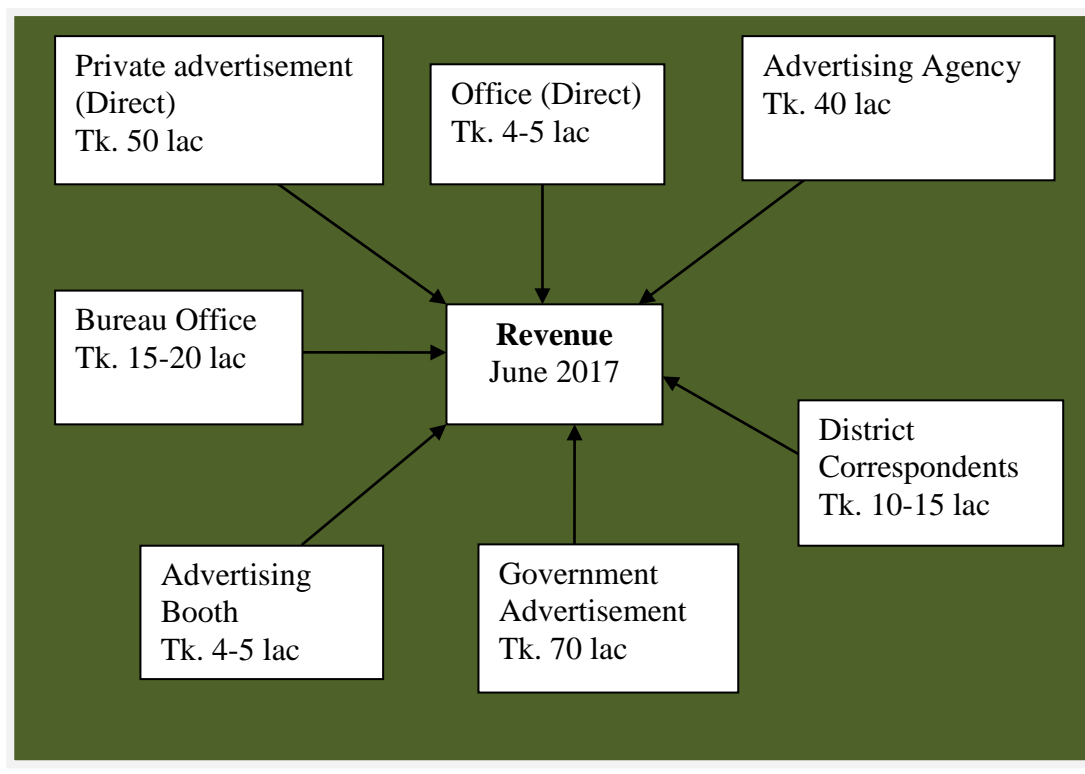
Sources of Advertising	% of total advertising revenue
Advertising Agency	37.5%
Government Advertisement	25%
Private Advertisement(Direct)	18%
Office (Direct)	3.5%
Zonal Office [Chittagong]	8%
Advertising Booth [classified & others]	1.5%
District Correspondents	6.5%
Total	100%

Figure 9(h): Range of Advertising Commission Prothom Alo Offers



Source: Advertisement Department, Advertising Agency

Figure 9(i): Revenue Sources of Kaler Kantho; Monthly



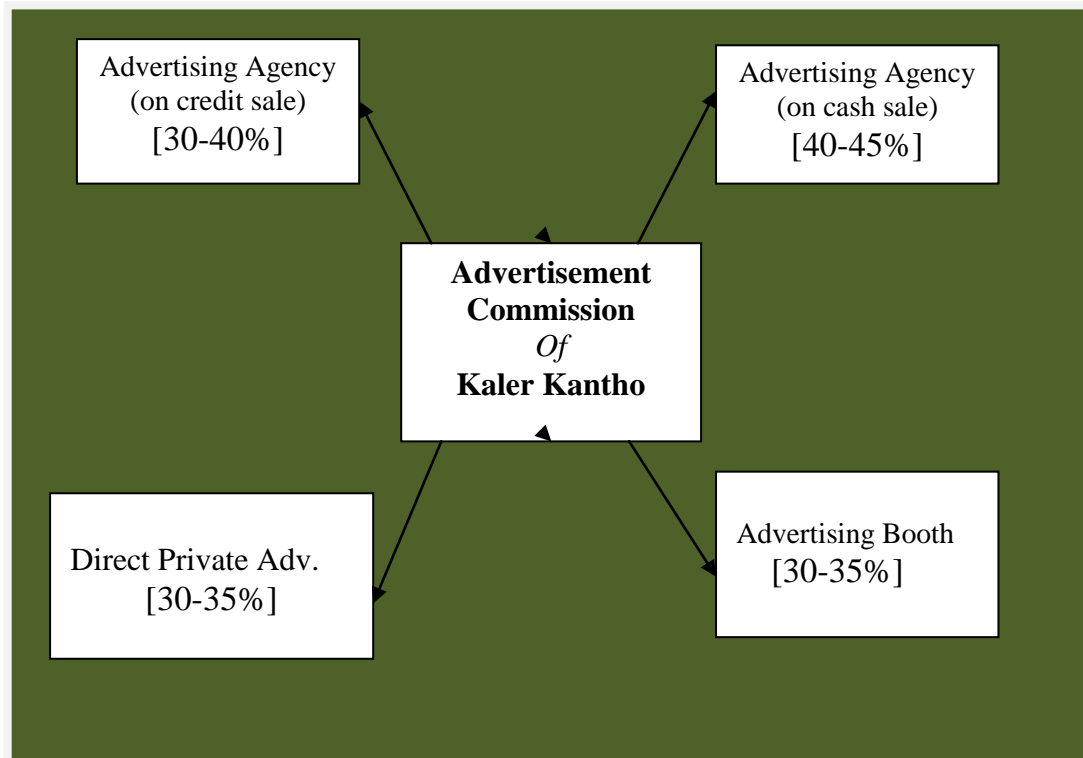
Source: Advertisement Department

The above figure exposed that the highest monthly advertisement revenue of Kaler Kantho come from Government Advertisement which is around 35% of total revenue. Average monthly private advertising (direct) is Tk. 50 lac which is 24% and second highest revenue source. Advertising agency is the third highest revenue contributor of Kaler Kantho, average 40 lac monthly that is about 20.5% of total revenue. Bureau office and District Correspondent contribute average 9.5% and 7% respectively on total revenue. Direct office advertisement flow is low; perhaps for the location of Kaler Kantho. On an average, monthly Tk. 4-5/- lac added from classified advertisement through Advertising Booth. The percentage of this source is 2.5% of total monthly revenue.

Table 9-L: Contribution of Different Sources of Advertising Revenue

Sources of Advertising	% of total advertising revenue
Government Advertisement	35%
Private Advertisement (Direct)	24%
Advertising Agency	20.5%
Bureau Office	9.5%
District Correspondents	7%
Advertising Booth [classified & others]	2.5%
Office (Direct)	1.5%
Total	100%

Figure 9(j): Range of Advertising Commission Kaler Kantho Offers



Source: Advertisement Department, Advertising Agency

Table 9-S: Total Revenue Market (Advertisement) of Daily Newspapers: Yearly

Source	Tk. in crore
Government Advertisement	120-130 Crore
Private Advertisement	90-100 Crore
Total	210-230 Crore

Source: Media Research Agency.

Table 9-M: Selling price of Newspapers; per copy

Newspapers Name	Selling Price
Prothom Alo	Tk. 10
Kaler Kantho	Tk. 10

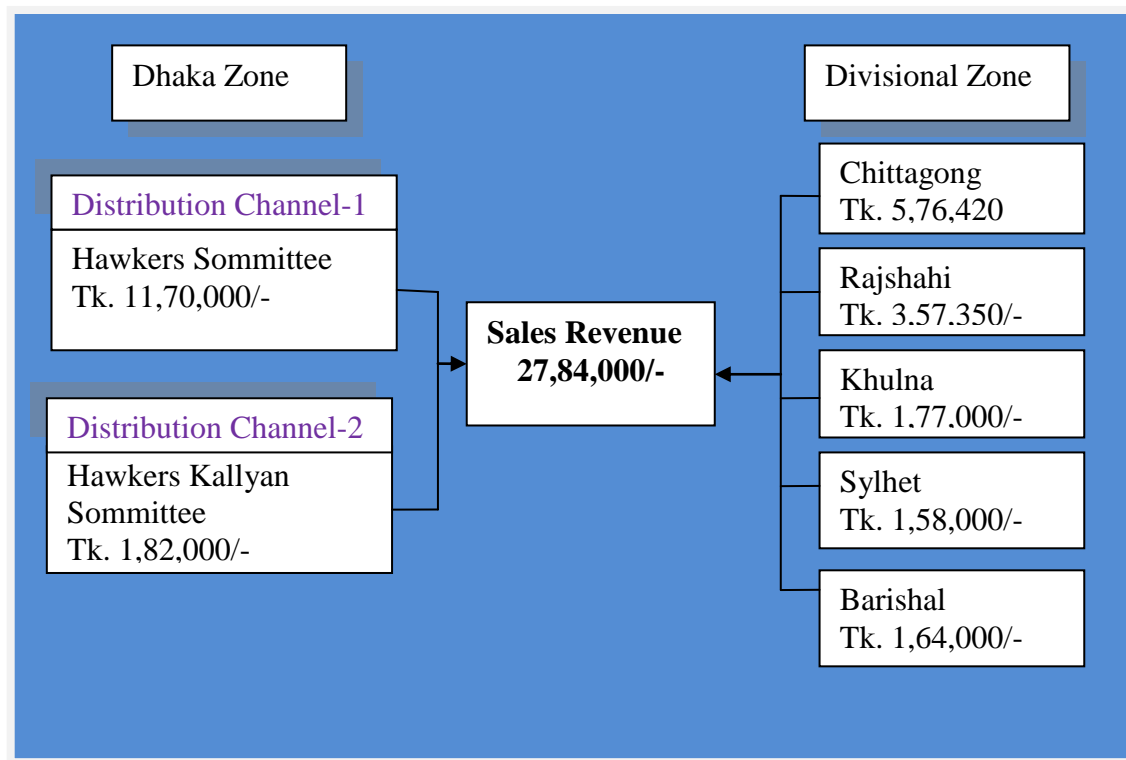
Source: Circulation Department, Subscribers.

Table 9-N: Country wide Print, Supply, Sales and Unsold copies of Prothom Alo & Kaler Kantho; Daily

Name of The Newspapers	Average Print Copies	Supply Copies	Sales Copies	Unsold Copies	% of Unsold
Prothom Alo	4,58,232	4,55,588	4,19,141	36,447	8.21%
Kaler Kantho	2,40,010	2,37,139	1,94,454	42,685	18%

Source: Circulation Department, Distribution Channel, Bureau Office

Figure 9(k): Sales or Circulation revenue of Prothom Alo: Daily



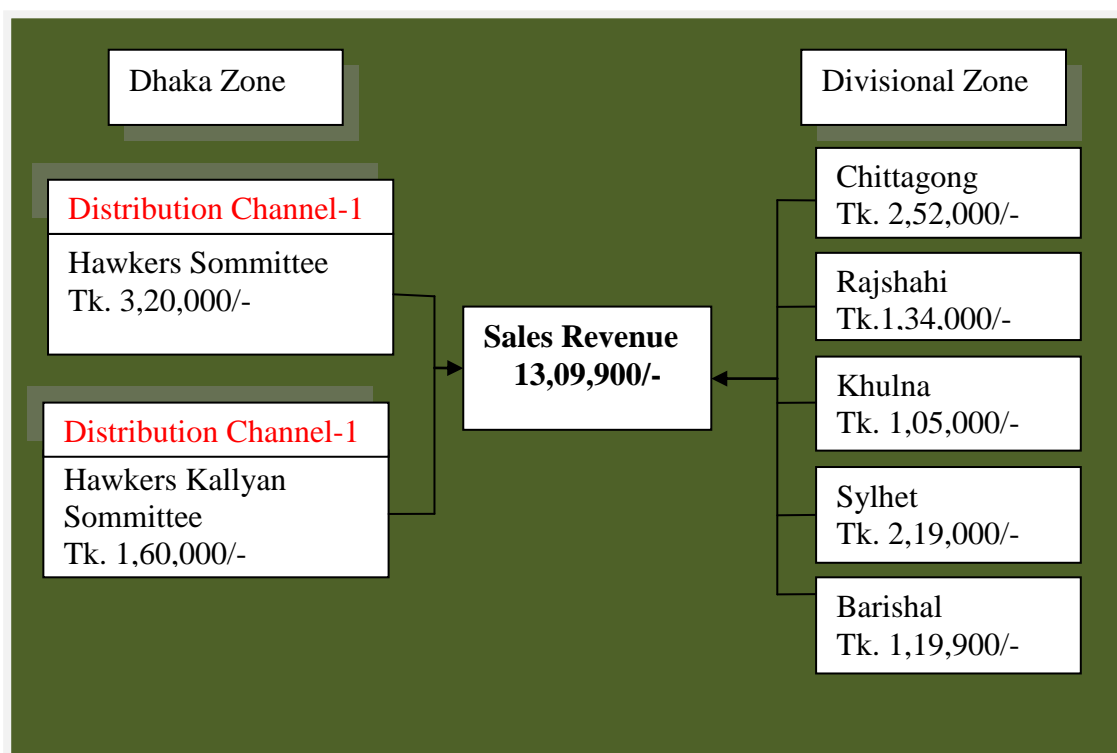
Source: Circulation Department; 25/7/2017

The sales revenue figure disclosed that the highest revenue of **Prothom Alo** arises from Dhaka city through two distribution channels; Dhaka Hawkets Sommittee (distribution channel-1) and Dhaka Hawkets Kallyan Sommittee (Distribution channel-2). Average sales revenue (excluding agents commission) of Tk. 13,52,000/- from Dhaka daily which is the highest sales revenue zone; on an average 48.5% of total sales revenue and the second highest sales revenue of tk. 5,76,000/- comes from Chittagong which is 20.5% of total sales. The average sales revenue from Rajshahi is 13% of total. Khulna contributes 6.5% of total sales revenue. The average sales revenue from Sylhet is tk. 1,58,000 which is 5.5% just followed the division Barishal which contributes 6% of total sale revenue.

Table 9-0: Contribution of Different Sources of Sales Revenue; Prothom Alo

Sources of Advertising	% of total advertising revenue
Dhaka	48.5%
Chittagong	20.5%
Rajshahi	13%
Khulna	6.5%
Sylhet	5.5%
Barishal	6%
Total	100%

Figure 9(1): Sales or Circulation revenue of Kaler Kantho: Daily



Source: Circulation Department; 25/7/2017

The sales revenue figure portrayed that the highest revenue of **Kaler Kantho** arises from Dhaka city through two distribution channels; Dhaka Hawkers Sommittee (distribution channel-1) and Dhaka Hawkers Kallyan Sommittee (Distribution channel-2). Average sales revenue (excluding agents commission) of Tk. 4,80,000/- from Dhaka daily and the second highest sales revenue of tk. 2,52,000/- comes from Chittagong which is 19.2% of total sales. 10.2% of total sales come from Rajshahi Division. Khulna contributes 8% of total sales revenue. The average sales revenue from Sylhet is tk. 2,19,000 which is 16% above the division Barishal contributes 10% of total sale revenue.

Table 9-P: Contribution of Different Sources of Sales Revenue

Sources of Advertising	% of total advertising revenue
Dhaka	36.6%
Chittagong	19.2%
Rajshahi	10.2%
Khulna	8%
Sylhet	16%
Barishal	10%
Total	100%

Table 9-Q: Average demand of Prothom Alo & Kaler Kantho; Daily

Name of Newspapers	Dhaka City	Across the country
Prothom Alo	2,10,000 copy	4,60,000 copy
Kaler Kantho	80,000 copy	2,40,000 copy

Source: Circulation department, Distribution Channels, Bureau Office

Table 9-R: Market Space of the Prothom Alo & Kaler Kantho from Sales Point of View

Name of Newspapers	Sales	% of Market Space
Prothom Alo	4,19,141	37.83
Kaler Kantho	1,94,454	16.78

Source: National Media Agency, Circulation Department, Advertising Agency

Chapter Ten

SWOT Analysis *Of*

The Daily Prothom Alo & The Daily Kaler Kantho

10.1: Competitive Position of Prothom Alo & Kaler Kantho in newspapers industry:

Companies can be classified into four categories in terms of their competitive position in the industry;

- a) **Market leader-** the firm with the largest market shares in an industry.
- b) **Market challenger-** a runner-up firm that is fighting hard to increase its market shares in the respective industry.
- c) **Market follower -** a runner-up firm that wants to hold its share in an industry without rocking the boat.
- d) **Market niche -** a firm that serves small segments that the other firms in its industry overlook or ignore. (Kotler 2003)

From circulation and readership point of view in Dhaka city, The Prothom Alo is the unparalleled market leader of present newspapers market of Bangladesh. Prothom Alo supplies everyday on an average 2,12,000 copies to the agents of Dhaka city for sale. The average unsold copies are 7-8%.

From circulation point of view in Dhaka city, Kaler Kantho is the market challenger. Kaler Kantho supplies 86,000 copies everyday to distribution channels of Dhaka city for sale daily. The average unsold is 13,000 copies which is 16% of supply.

Notable that not only in Dhaka city Prothom Alo is the highest sales newspaper across the country and Kaler Kantho is the second highest all over the country.

10.2: SWOT (Strength, Weakness, Opportunity and Threats) analysis of “The Daily Prothom Alo”

As a market leader **Prothom Alo** also has some weakness and Threats. Besides that the strength level is high along with some opportunities. On the SWOT analysis researcher tried to find out the Strength, Weakness, Opportunity and Threats of **Prothom Alo**.

Strengths	Weakness
Highly Talented Editor Selected Meritorious Human Resource Authenticated Published News Advertiser’s interest level is high Cater to the demand of the widest spectrum of readers Distinctive market position for various awareness program Absence of real competition	Light weight promotional campaign Silence to motivate the reader class of school and college level. less interest of Doctor & 50 years up reader class Space for news and features is low due to high advertisement space No public relation department to deal the public issue Distribution channel is so long
Opportunity	Threats
Diversifications in the other areas of media Capability of creating new dimension among the current and prospective readers High motivational power in newspapers industry of the country	Financial Strong corporate house behind of the market challenger Moving forward competition with electronic media Employee switch to new media house for high compensation offer.

Source: on the basis of collected data and market observation.

10.3: SWOT (Strength, Weakness, Opportunity and Threats) analysis of “The Daily Kaler Kantho”

As a market Challenger **Kaler Kantho** has some weakness and threats. In fact, the newspaper has some strengths and opportunity also. On the SWOT analysis researcher strived to find out the Strength, Weakness, Opportunity and Threats of **Kaler Kantho**.

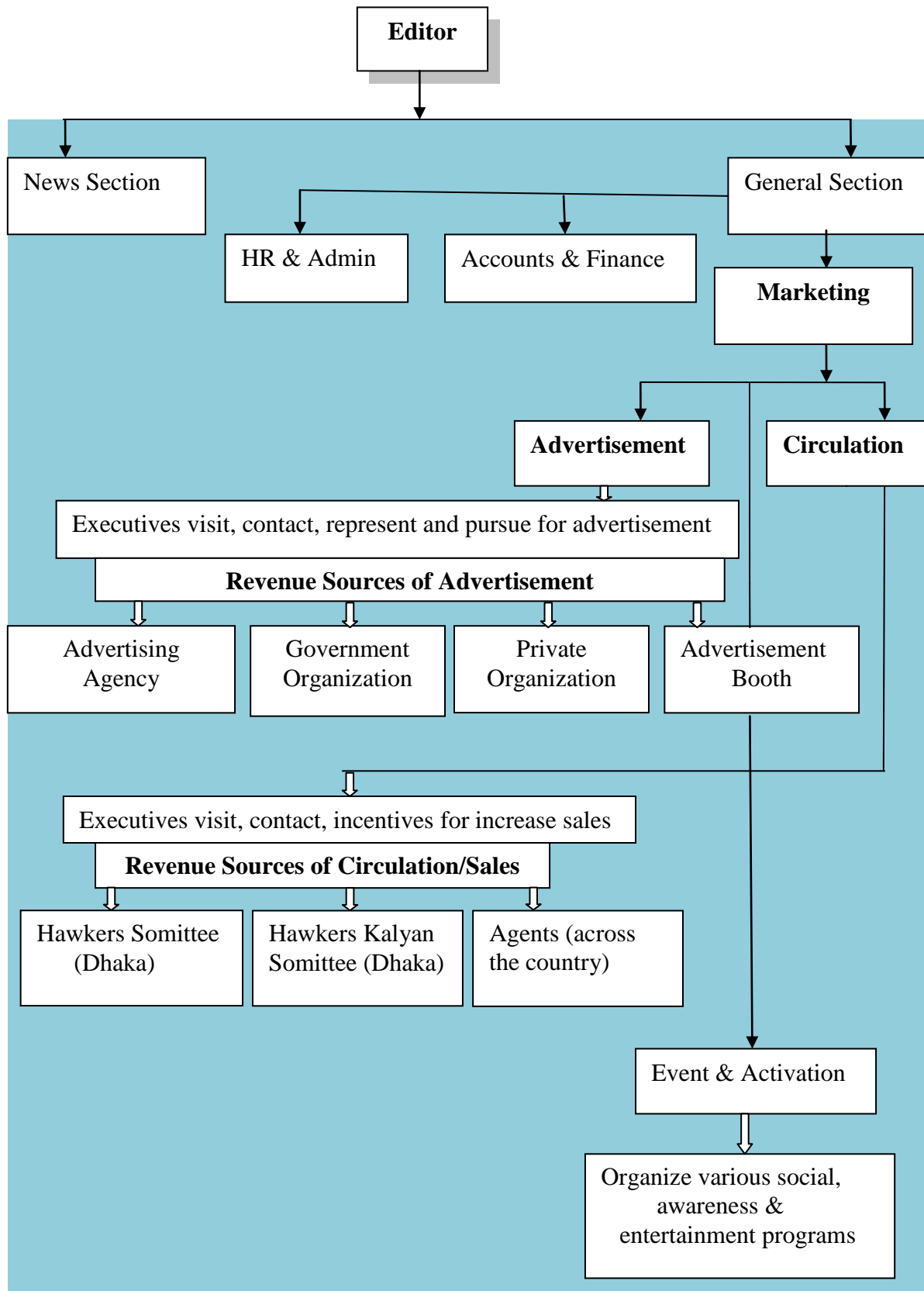
Strengths	Weakness
Prominent personality Editor A dedicated team of employees Space for news and features is high Competitive Market Position Capability of catch market motives and ability of market research A Strong corporate house behind of newspapers	Low promotional campaign Low focus on multi-class reader Editorial page sometimes shows beneficiary attitude No brand department for developing brand image Design and supplementary issue just like follower rather than innovation Distribution channel is so long
Opportunity	Threats
Customer interest is increasing Advertiser’s interest is increasing for competitive market offer (competitive rate for advertisement) Market space available to reach Government favor (Indirectly)	Some sort of negative words exist in the market Long lasting strong market leader is available in the market Competition with electronic media Entrance of new newspaper house (financed by strong corporate company)

Source: on the basis of collected data and market observation.

Chapter Eleven

Justification of Newspapers Marketing Strategy

Figure 11(a): Common Marketing Practice of Newspapers



**Table 11-A: Turnover pattern of Newspaper’s Distribution Channels; Dhaka city
(Daily)**

Year	Dhaka Hawkers Sommittee	Dhaka Hawkers Kallyan Sommittee	Total (tk.)
2008-2009	28-30 lac	8-10 lac	36-40 lac
2016-2017	20-22 lac	5-6 lac	25-28 lac

Sources: Hawkers Somittee & Hawkers Kallyan Somittee; 25/07/2017

The above table indicates that newspapers sales are decreasing day by day. During 2008-2009, total daily turnover of newspapers distribution channels was tk. 36 to 40 lac. Dhaka hawkers sommittee’s turnover was tk. 28 to 30 lac and the turnover of Hawkers Kallyan Sommittee was tk. 8 to 10 lac daily. In 2016-2017, the daily average turnover of both distribution channels came down at tk. 25 to 28 lac. This trend disclosed that newspapers sales are decreasing gradually. In the era of digital world, customer’s attitude is changing to newspapers.

11.1: Newspaper’s Customers: (Readers+Advertisers)

Newspaper’s customers are two. One, readers; who buy the newspapers to read for gathering information i.e. final consumers. **Second, advertisers;** who buy the space of newspapers for their product or organization promotion (advertisement) i.e. business buyers. Advertisers are the main source of newspaper’s revenue; advertisement revenue and consumers are the second source of revenue; sales revenue.

In developing the target market decision, a newspaper marketer has to consider both of these two customers group along with other different variables of market segmentation, the competitive situation of the market, the SWOT (Strength, Weakness, Opportunities and Threats) analysis of the business venture etc. which influences the overall performance of newspapers business.

The performance of newspapers need to be justified by both of these two customers group to find out the perception level of customers to newspaper, detect the current market situation and measuring the marketing effectiveness.

11.2: Name of newspapers Respondents noticed

In response to the question; which one is the strong brand of newspapers industry, 46% respondents remind Prothom Alo followed by 20% of Kaler Kantho, 17% of Bangladesh Protidin, , 9% of Jugantor, 5% of Ittefaq, 3% of Samakal.

Table 11-B: Recognition of the brand (newspapers)

Name of newspapers	Frequency	Percentage
Prothom Alo	92	46%
Kaler Kantho	40	20%
Bangladesh Protidin	34	17%
Jugantor	18	9%
Ittefaq	10	5%
Samakal	6	3%
Total	200	

Implication:

The newspaper name as the highest noticed of respondents is Prothom Alo with 46%, 20% of respondents mentioned the name of Kaler Kantho as a newspaper brand, Bangladesh Protidin is in 3rd position with 17% responses.

Ittefaq, Once pioneer newspaper of Bangladesh is in 5th position as per respondent's opinion with 5% of response. Ittefaq was a much known newspapers. But in today's competitive market it's fail to established a strong brand value among customers.

Prothom Alo & Kaler Kantho are the two top listed newspapers as per respondent's opinion. The ABC Report of DFP (Department of Film & Publication) also portrayed the same picture about these two brands in sequence.

11.3: Justification of newspapers overall marketing performance from reader's perspectives;

11.3.1: Customer's perception to newspapers

Customer perception refers to how customers view a certain product based on their own conclusions. These conclusions are derived from a number of factors; customer's impression, awareness and/or consciousness about a company or its offerings, price and overall experience. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

Customers usually tend to spend time in making purchase decisions for selecting an informative service/ newspaper. Thus the level of customer's involvement in making purchase decision for product or service is important.

Customer motivation to process a message is also largely affected by advertisement of the product/service. Customer experience is the concluded way of perception. As in this study, brand value of newspapers has been taken as case; customer perception was measured through measuring their attitude/views to the brand.

Respondents were asked to rate their level of agreement on a 5 point scale (where 1 indicates "strongly disagreement" and 5 represents "strongly agreement") to the statement; newspapers name is distinctively coded in their mind for its total performance

Table 11-C: Perception level of customer to the newspapers

Brand Name	Mean Score	Standard Deviation
Prothom Alo	3.5	1.6
Kaler Kantho	2.8	2.7

Implications:

The mean score of 3.5 of Prothom Alo to the statement imply that newspaper itself (Physical product) a moderately important element to the customer for selecting it. The level of motivation of the respondents to further filtering is remaining.

The mean score of 2.8 for Kaler Kantho to the statement imply that newspaper is on the way to be customer focused, not gain the expected positive perception yet. Standard deviation also high; refer to connecting communities, reflecting diversity have not taken place.

11.3.2: Brand familiarity to customers for advertisement

To elicit whether the respondents react to the advertisement of newspapers, ability to process the message, understand the message of commercials and how its affect on customer mind. They were asked to indicate the level of agreement to the statement: newspaper market is expanding and reaching the name to more customers through its advertisement.

Table 11-D: Brand familiarity of newspapers

Brand Name	Mean Score	Standard Deviation
Prothom Alo	2.9	1.6
Kaler Kantho	2.3	2.7

The respondents indicate that the mean score is 3.5 for Prothom Alo and 2.3 for Kaler Kantho with standard deviation is 1.5 and 1.9 respectively.

These score value imply that the advertisement effectiveness is comparatively low for both brand. To capture the remaining communities both brand are needed more advertisement to reach as well as avail enhanced brand value.

11.3.3: Cognitive Process

Some questions were designed to determine the result of cognitive processing of the respondents. Whether favorable/ unfavorable/ neutral thoughts of the respondents were predominant about the performance of the newspapers.

Respondents were asked to show their level of agreement to the statement that the performance of the brand were important to them. In the table mean scores of 3.8 for Prothom Alo indicates that performance of the newspapers is in satisfactory level to them. Mean score 3.1 for Kaler Kantho indicates that the performance of the brand is in progress to satisfy customer expectation.

Table 11-E: Perceived Importance of the Brand

Brand	Mean Score	Standard Deviation
Prothom Alo	3.8	1.3
Kaler Kantho	3.1	1.8

In case of their agreement as to whether the ingredients of presentation were convincing or not, respondents were found to be neutral on this statement. The mean score of 2.8 for Prothom Alo and mean score 2.4 for Kaler Kantho indicate that respondent's perception regarding for both Prothom Alo and Kaler Kantho is showed towards slightly persuasive.

Table 11-F: The ingredients of newspaper are convincing

Brand	Mean Score	Standard Deviation
Prothom Alo	2.8	1.6
Kaler Kantho	2.4	1.8

Again, the mean scores 3.2 and 3.1 of Prothom Alo and Kaler Kantho respectively to the relevance level of the newspapers supplement issues indicate that respondents found the supplement's contents are relevant and variegated.

Table 11-G: the contents of supplement are relevant

Brand	Mean Score	Standard Deviation
Prothom Alo	3.2	1.3
Kaler Kantho	3.1	1.7

Implication:

The mean score of the responses to the above three statements vary within 3 to 4 and the average mean scores of the three statements for Prothom Alo is 3.2 and 2.9 for Kaler Kantho. The associate level with the point three and four are respectively "neither agree nor disagree" and "agree". Then it can be concluded that the respondents have favorable thoughts about the actual level of Prothom Alo and for Kaler Kantho; the respondents have near favorable thought to the augmented level.

11.3.4: Attitudes

Table 11-H shows that the subscribing intention of the respondents for Prothom Alo is 3.7 and 2.8 for Kaler Kantho respectively. Thus the attitudes of customers towards the brands in terms of purchase intention are in a standard level for Prothom Alo and the purchase intention of customer to Kaler Kantho is in increasing level.

Table 11-H: The purchase intention level of customer

Brand	Mean Score	Standard Deviation
Prothom Alo	3.7	1.6
Kaler Kantho	2.8	2.1

Besides the purchase intention, respondent's likelihood to spread positive word of mouth about the brands or advocate the brands to others was measured to grasp the positive attitude of the respondents.

Table 11-I reveals that respondents likelihood to advocate Prothom Alo is marginally positive 3.5 out of 5, whereas marginally neutral 3.0 out of 5 for Kaler Kantho.

Table 11-I: Likelihood to advocate the brands to inferior

Brand	Mean Score	Standard Deviation
Prothom Alo	3.5	1.2
Kaler Kantho	2.9	1.8

Table 11-J reveals low mean scores of respondent's likelihood to discourage others in purchasing Prothom Alo. It implies that the attitudes of the respondents do not have negative attitudes towards the brand. The score is medium of respondent's likelihood to discourage others in purchasing Kaler Kantho. It's stated that the attitudes of the respondents is neutral to the brand, neither discourage nor encourage to inferior or others.

Table 11-J: Likelihood to spread negative words to others

Brand	Mean Score	Standard Deviation
Prothom Alo	2.7	1.5
Kaler Kantho	3.0	1.8

Implication:

The attitudes of the respondents towards the brand; Prothom Alo is found favorable and towards the brand; Kaler Kantho is found neutral or near favorable. The purchase intention of the respondents for Prothom Alo is at 3.7 scores level, beside the intention to Kaler Kantho is found the score 2.8. The likelihood of the respondents to advocate the brand; Prothom Alo to inferior or others is found marginally positive the score with 3.5 and the level of scores for Kaler Kantho is 2.9 for likelihood to advocate or spread positive words of mouth found at a neutral level.

The low mean score of the respondents for likelihood to spread negative words to others of Prothom Alo indicates that the likelihood to discourage others is not taken place by the respondents. They actually showed their positive response by this. The average mean score 3.0 of responses for kaler kantho for the statement: **likelihood to spread negative words to others** reveals the neutral attitudes to the brand; spread neither negative nor positive words towards the brand.

11.4: Justification of newspapers overall marketing performance from Advertiser's perspective

11.4.1: Familiarity and prominence level of newspapers for advertisement

Advertising increase exposure, informed and aware the target peoples to make the product/service familiar. To make the target people known, a newspaper need to be advertised. Information seekers feel to know the authentic, prominence, current and crucial information is readily delivered for them. It also needs to be recognized that in what extent newspaper needs a distinctive position compare to others. Why people be intended to select a particular newspaper.

Readers; all types read newspapers mostly for informed, aware and entertained. Elder readers are more information conscious regarding national and international issue, where as youths is mostly entertainment-oriented.

People firstly know a newspaper for its advertisement. They are not concerned how many newspapers are available in market. But they are readily to select the one known to them, positioned itself to customers through advertisement, coded in mind for its brand value.

66% of readers know Prothom Alo for its city wise visibility and Kaler kantho is known to 37% reader of Dhaka city. Mentioning that without some initial advertisement (TVC and print advertisement) Kaler kantho has not any visible advertisement in Dhaka city now and then. The score of advertisement of both newspapers not occupied the perception level of customers.

11.4.2: Influence level of sales promotion of newspapers

Over the first twenty years the elaboration likelihood model of persuasion has emerged as one of the most influential theories of persuasion in the field of communication. In this research we have used the elaboration likelihood model to understand whether there is any change in attitude through the sales promotion in newspapers industry, specially our conducted brand The Daily Prothom Alo and The Daily Kaler kantho. We have checked whether sales promotion of Prothom Alo and Kaler Kantho are able to capture more customers, motivate advertisers to take action like loyal to newspapers, spread positive word of mouth. The sales promotion of newspapers are; incentives to sales forces; sales executives, advertisement executives, issues complementary copies to target class,

package rate offer for advertisers and subscribers, addition of supplements issues with regular pages etc.

It has been found in the study that a remarkable portion of the sample has adequate level of motivation to sales promotion of newspapers. Advertisers are interested to package offer/competitive advertising rate, executives are highly motivated to increase space sales and circulation sales, readers feel loyalty to newspaper for varieties supplements. Supplement issues of Prothom Alo; Chutir Dine, Noksha, Alpin, Odhuna, Anonda Alo. Kaler kantho provide some supplement issues such as Obosore, MogoZ Dholai, Dhaka 360⁰, A to Z, Ronger Mela etc. Due to this regular weekly basis supplement issues, advertisers become strongly attached with newspapers especially segmented advertisers. They found that highest feedback arises from advertisement on these special supplements.

The mean scores for sales promotion respondents rate is 2.5 and 2.6 for Prothom Alo and Kaler Kantho respectively. These score portrayed that the performance of sales promotion tools is not in standard level. The scope is remaining to perform in sales promotion field and increase revenue from both advertisement and circulation sales.

11.4.3: Effectiveness of direct marketing of newspapers

Direct marketing removes the "middle man" from the promotion process, as company provides the message directly to a potential customer. Companies can save promotional budget through direct marketing.

Direct marketing of newspapers refers mailing website, news link, press news and other concerned articles to customer's and advertisers email. To measure the effectiveness of direct marketing respondents were asked to indicate their level of satisfaction in the respective field. The respective agreement score of Prothom Alo and Kaler Kantho are 2.6 and 2.8.

The study showed that the scope of direct marketing one of the significant tools of IMC in newspapers have not been implemented duly. No doubt, Both Prothom Alo and Kaler Kantho are familiar to customer. In some extent Brand value of Prothom Alo is obviously more than Kaler Kantho. But direct marketing strategy are remains for both of them. Utilizing direct marketing both newspapers can attain more business customers and spread information to more people.

Throughout the study we have attempted to measure the effectiveness of marketing tools of The Daily Prothom Alo and The Daily Kaler Kantho and how they can enhance their brand image with applying each and every tools of Integrated Marketing Communication necessarily.

11.4.4: Impact of channel distribution of newspapers

People like to acquire information as early as possible. They prefer to overview the newspaper first reach to them. To reach to customers, Both Prothom Alo and Kaler Kantho use channel distribution. There are two distribution channels in Dhaka city; Dhaka Hawkers Sommittee and Dhaka Hawkers Kallyan Sommittee. All newspapers firstly come to sommittee. Then all are sending to different agents of different area in Dhaka city. Customers get newspapers by the hawkers groups of their area supervised by concerned agent. The process is lengthy and the way of distribution is informal. The distributing staffs mostly child hawkers are not timeliness and sincere. Customers rarely get the newspapers as the time they expect.

Customers are asked to mark their satisfaction level for existing distribution system they are in and the score of Prothom Alo and Kaler Kantho are 2.7 and 2.6. This score indicate that customers are not satisfied to this distribution system. They desire an up-to-date distribution system.

11.4.5: Intention level of direct business communication of customers

Personal selling is one of the most effective tools of Integrated Marketing Strategy. Personal selling is a promotional method in which one party (e.g., salesperson) uses skills and techniques for building personal relationships with another party (e.g., those involved in a purchase decision) that results in both parties obtaining value. In most cases the "value" for the salesperson is realized through the financial rewards of the sale while the customer's "value" is realized from the benefits obtained by consuming the product. However, getting a customer to purchase a product is not always the objective of personal selling. For instance, selling may be used for the purpose of simply delivering information.

In newspaper industry, advertisers are core source of revenue. Selling price of a newspaper is always lower than production cost. Management has to cover this deficiency and make profit by the advertisement. Advertisers purchase space of newspapers in **Column×Inch**, placed advertisement of their product or organization promotion to target customer. It is surprisingly true that selling price of a newspaper is around 10-12 taka, where as the average rate of an advertisement insertion of 1/4th on front page is Tk. 1,50,000-2,00,000/-. The more the circulation of a newspaper, the higher

rate the newspaper charges for advertisement. Advertisers are interested to give advertisement in a higher circulated newspaper to reach more population.

In our country, advertisement dealing issue is mostly agency based. Media agencies play a role of medium between advertisers and newspapers with dual benefit: **one**, Service charge from the client (advertisers), **two**, Commission from newspapers. Advertisers prefer direct communication with newspapers to publish their advertisement.

Advertisers are asked to mark their intention to direct business. The intention level score for Prothom Alo is 5.7 and Kaler Kantho 4.8. These high intention score exposed that customers prefer direct communication with organization. Direct communication ensures mutual benefit for both; customers as well as organization.

11.4.6: Public Relations level of newspapers

The role of public relation is to present the organization/service in the best light. Prothom Alo performs some program as a part of their public relation such as **Math Olympiad, Bhasa Protijog, Meril-Prothom Alo Star Award and so on**. People of different class interested to such events of Prothom Alo. The number of readers of Prothom Alo is increasing day by day. People especially young generation are eagerly waiting to involved/ being part of public relation events of Prothom Alo. Due to developing innovative idea to attached people with newspapers, Prothom Alo positioned highest circulated and first choice newspapers in Bangladesh now.

Kaler Kantho do some public relation activities to attached the people and make a bondage with readers. The activities they do, arrange round table discussion, media partnership with various entertaining and awareness program. They develop a voluntary well wisher group named *Shuvosanga*

Respondents are asked about various public attachment events of Prothom Alo and Kaler Kantho and how all those impact on customer minds, society and newspaper's brand image. The score of public relation activity in developing brand image of prothom alo and kaler kantho are 3.4 and 2.2 respectively.

Advertisers expect more public relation activities of newspapers to reach more people through the newspaper with their promotion.

11.6: Hypothesis Testing

H₁: Our first hypothesis was “**Prothom Alo and Kaler Kantho are the two highly reader-ship newspapers in our country**”. It is found in the study that 46% respondents mentioned the name of Prothom Alo which is the highest and 20% respondents indicated the name of Kaler Kantho which is the second highest. NMR also exposed that the 2nd highest reader-ship newspapers is the daily kaler Kantho after the highest one Prothom Alo. So it can be concluded that our first hypothesis is valid.

H₂: “**Newspapers industry is mostly Dhaka based and the highest numbers of customers live in Dhaka**” was our second hypothesis. The data provided by registration unit of DFP said that around 40% newspapers are registered in Dhaka, no other city has such newspapers registration. In DFP’s circulation certificate, we have seen that the top ten daily newspapers are publishing from Dhaka city. The distribution channel elicited that 37% of total newspapers distributed at Dhaka city and remain 63% for all over the country. Advertisement, the highest source of newspapers revenue mostly comes from Dhaka; around 87% of total revenue. These all data said that second hypothesis is valid.

H₃: Third hypothesis was “**Data provided by newspapers and its stakeholders is right**. Researcher’s observation and survey found that the data provided by newspapers and other stakeholders haven’t miss-match with data from third sources. A cross-check formula was applied for the justification. The circulation of newspapers; claimed by Prothom Alo and Kaler Kantho has the similarity with the circulation certificate of DFP. Sales of newspapers; said the circulation department of both newspapers for Dhaka city matched with the data provided by distribution channels of Dhaka.

H₄: Our fourth hypothesis was “**A remarkable portion of the sample has adequate level of capacity to understand the promotional activity of newspapers**”. It has found in the study that a remarkable respondent of the sample has adequate level of capacity to understand the promotional activity of newspapers, the two conducted brand: The Daily Prothom Alo & The Daily Kaler Kantho. Capacity level of respondents was measured on the basis of their perceived importance to the questions about promotional activities of Prothom Alo & Kaler Kantho. Respondents showed their active participation to measure the each and every activity of promotional tools. Respondent's active participation percentage was 93% and their responses were meaningful. So it can be concluded that

remarkable portion of sample has adequate level of capacity to understand the promotional activities of conducted two newspapers brand and fourth hypothesis is valid.

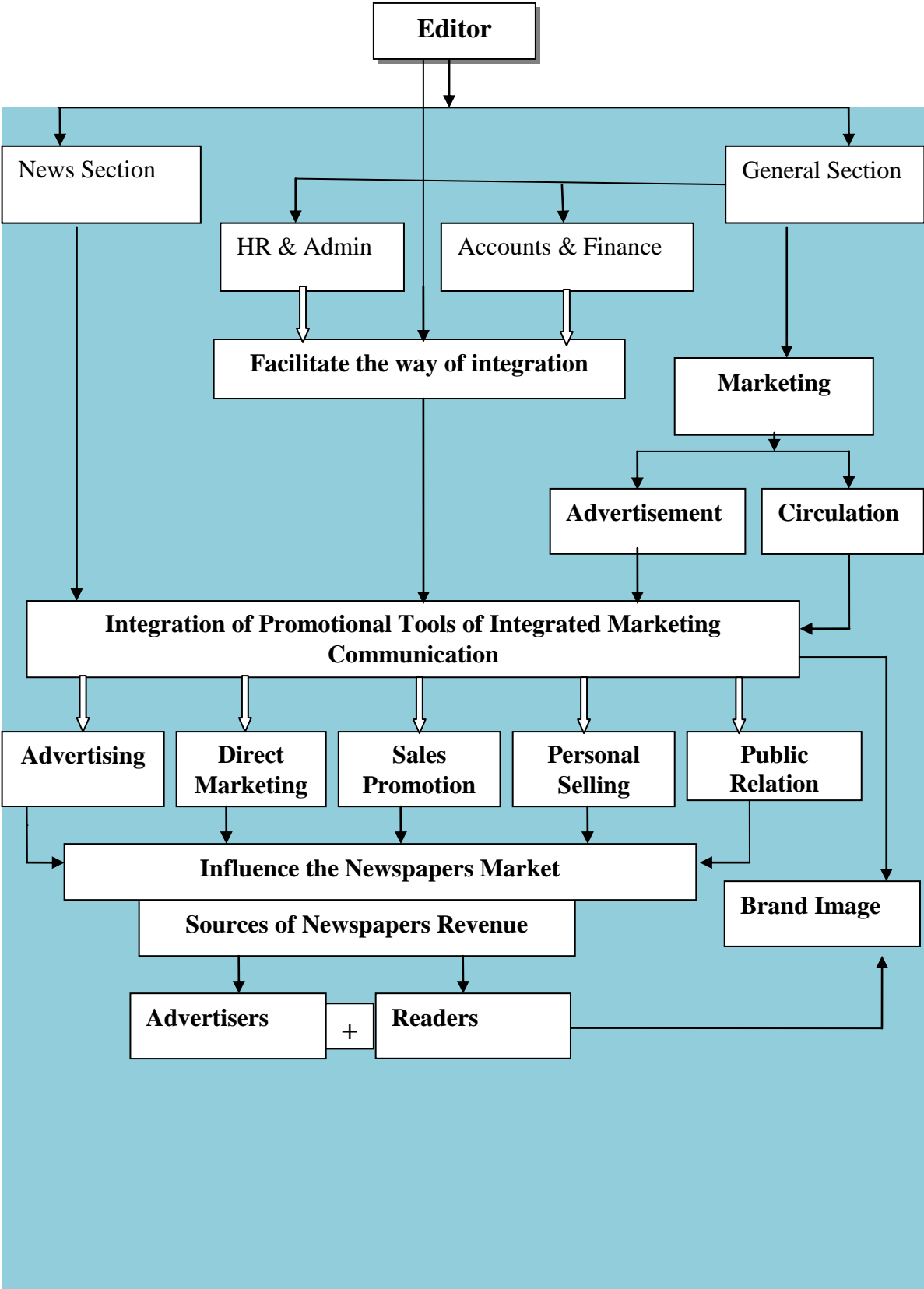
H₅: “Newspaper is the strong mass media for delivering current information and current market offers” was fifth hypothesis. A survey report of NMA exposed that 53% people acquires information of current issues and current market offers from newspapers, 48% from television and 9% from others sources. Advertisers agreed that the highest feedback arise from newspapers advertisement. NMA explored that readers of newspapers especially online are increasing gradually. So it can be said that fifth hypothesis is also valid.

H₆: The last and promising hypothesis was **“Proportionate mix of promotional tools of IMC has a strong impact on brand development of newspapers”**. The integration of IMC’s tools; advertising, direct marketing, personal selling, sales promotion, public relation become the fact of brand development on today’s competitive market for any business organization. Once **Ittefaq** and **Inquilab** were two highest circulated newspapers in Bangladesh. But their today’s market position is mention-less. These two newspapers just worked as a news provider, no marketing strategy undertaken to establish brand image for sustaining in the competitive market. Prothom Alo; today’s leading newspapers developed a distinctive brand image among customers for its marketing strategy. Though they use a mixed up marketing strategy; some isolated tools of brand communication. The integration of marketing tools has a great impact on organization’s brand image. An integration part in the last of questionnaire enclosed to find out **necessity of integration of IMC tools for brand development**. Respondents highly indicated on “strongly agree” level. Then it can be supposed that integration of brand communication is important for brand development. A pre-test method is applicable for the justification of this hypothesis.

Chapter Twelve

Applicability of Integrated Marketing Communication

Figure 12(a): an applicable Marketing strategy for Newspapers



12.1: Necessity of the integration of IMC tools

Newspaper is a common product medium of delivering information to customer from various sources. Customers collect newspapers for gathering information for their awareness and intention. Customers also seeking market offer of marketers for them and come on decision based on competitive advantage.

A newspaper positioned in the market as well as in customer mind through its effective promotion along with delivering authentic information, strong communication with advertisers, proper dealing with supply chain (distributor) and effective customer communication and so on. All these are taken place through an advanced marketing strategy; Integrated Marketing Communication.

Newspapers of our country are going through in a traditional way. Market becomes so competitive day by day but newspapers are practicing a traditional marketing strategy. Once number of newspapers was so little; very few competitors were in the market; Electronics media and internet were not available. Newspapers was in monopoly situation. People buy the newspapers whatever available in the market. The tools of advanced marketing communication such as advertisement, direct marketing, sales promotion, personal selling and public relation haven't place of necessity.

But, now-a-days, in the competitive age, there are so many newspapers in the market. Some others strong information sources also available; such as electronic media, internet and online. No doubt, market is so competitive. Capturing the customers mind and positioned in the market is not easy today.

Customers usually intent to buy the product well known to them, have a good market image and provide them competitive benefits. When competition level is high, organization need to be invented for designing their product for customer and present the product in the market in a distinctive way.

The last five questions of questionnaire focused the integration of various tools of advanced marketing strategy i.e. Integrated Marketing Communication. Hence researcher strives to elicit the necessity of integration of IMC tools. Respondents marked their agreement level to the integration of IMC tools. This integration is important to build strong brand image of newspaper within short possible time.

Newspaper is a business house. To sustain and to survive in the market newspapers need to yield profit like other business organization. Without profitability, all strategies are meaningless. For profitability, customer is the main fact. The more customer organization has, the more profitability organization demand. To maintain existing customer as well as catch new customers, today's newspapers need to play an integral role of modern marketing strategy.

12.2: Newspapers need to be customer oriented to mileage its brand image

No strategy would yield results unless and until organization value to customers. Successful marketing ought to start and end with customers. Customers are indeed “God” who plays a crucial role in the success or failure of an organization. No chance to ignore customers while formulating essential marketing strategy for brand promotion.

The mean value of “newspapers need to be more customers oriented” is 4.73 for **Prothom Alo** and 4.78 for **Kaler Kantho**. The scores conveyed that customer highly expects the newspapers designing and offering need to be more customer-oriented. Organization must respect to the customers wants. To be positioned on customer mind, marketers need to emphasis on customer expectation. Integrated Marketing Strategy is successful only when the features and benefits of the brands meet the customer’s requirement and exceed customer expectation.

Our observations along with customer responses convey that the advertisement space is high in Prothom Alo; consequence, news space is low maximum time. To stay on customer expectation, Prothom Alo needs to allow reasonable advertisement space in everyday issue and increase news space as well.

Study seen that the news space versus advertisement space of **Kaler Kantho** is in standard level. The reader expects more depth and investigative news rather than stated information. To remain current market and to expand customer size, Kaler Kantho needs to provide more depth, analytical and investigative news for their customer.

Standard deviation of Prothom Alo and Kaler Kantho are 1.23 and 1.18 respectively.

12.3: Newspaper's advertising is necessary to inform customers about its various content and special/supplement issues

Newspapers content means various information to provide customers, such as current issue information, subject based information, issue based information, event based information and so on.

Besides current news, a newspaper provides information on sports issue, health issue, entertainment issue, lifestyle issue, daily life issue etc in its everyday copy. Customers need to know the contents they are offered by newspapers. If customers become unaware about offer, every offer is meaningless. Readers read newspaper for their individual purpose and seeking the newspaper that meet his/her information needed.

Someone may seek health news, but he doesn't know in which day a newspaper has a health supplement. Newspaper needs to advertise their different content they offer for customers in different day. When customers are informed they select their product without confusion. Newspapers can familiar their different offer to customer through advertisement, social media marketing, event organizing, issuing complimentary copies.

In response to the statement: **“Newspaper need to inform the customer about its various contents published in different days of a week”** Respondents strongly agreed that newspapers need to do this. Both Prothom Alo and Kaler Kantho have different subject-based attractive issues for customer. But customers are not so informed without subscribing the newspapers regularly. Consequently, a much larger of potential customers remain unaware about such special offer. Newspapers need to advertise their various offer they concise for customer. The more customers' aware, the more organization mileage.

In response to make the offer familiar; most of the respondents shown their response level to “agree”. To select the newspaper customers prefer to be informed about the offer earlier. Hence, the mean score is 4.58 of Prothom Alo and 4.88 of Kaler Kantho. The result elicited that customer want to know the offer.

To reach more customers newspaper need to make known their offer. As a market promoter, firstly newspaper need to promote itself. The offering of segmented issues of newspapers catches the concerned segment of customer as well as influence segment advertisers to insert advertisement.

The standard deviations are 1.23 and 1.27 for Prothom Alo and Kaler Kantho respectively.

12.4: Open the door of internet marketing enable newspapers to reach a great number of potential clients

Today's online age, customers enjoy online transaction due to ease the way of work, save time and erase third party's necessity. Customers prefer to direct contact with organization that develop customer-organization relationship.

In response to the statement **“Newspapers need to initiate online marketing for space booking (advertisement) and online payment;** most of respondents indicate their agreement level to **“Strongly agree”** for both of newspapers. The mean value come out of Prothom Alo is 5.22 and of Kaler Kantho is 5.27. These similar outcomes conveyed that both newspapers need to open internet marketing door for customer for allowing them direct business contact with organization.

Internet marketing will enables organization to enter a wide range of customer's door; especially the current business generation. The current potential clients are used to evolve in internet world instead of manual business operation.

Observation elicited that the current marketing practice of newspaper follows a traditional business model. Fact is customer's attitude become changed by this time due to the influence of digital era.

Newspapers have to understand better the changing customer behavior and find a customer insight on which they can base their offering. Initiating of internet marketing is a great medium to reach a great number of potential clients. By internet marketing, space buyers (advertisers) will enable to direct contact with organization and buy or booked their advertisement space without transition of any agency or third party. Online payment system will reduce a hassle-line of bill collection.

The standard deviations are 1.01 and 1.03 for Prothom Alo and Kaler Kantho respectively.

12.5: Package offer to customers (subscribers, advertisers) will increase advertisement revenue and sales revenue of newspapers

Advertisement is the main revenue source of newspapers. A newspaper has rare chance to continue in a long run without advertisement. Newspaper is a regular issue and supposed to publish everyday issue even if not a single column inch advertisement it has. Sales is the another source of revenue. The more unsold newspapers have, the less sales revenue will generate.

A day with little advertisement of newspapers means low volume of one day revenue. The more advertisement newspapers have the more pace of revenue generate. Circulation or sales is interlinked with advertisement. The more circulation or sales newspapers have, the more advertisement newspapers own. Advertisers are highly interested to buy space of a highly circulated newspaper. So marketer should emphasis on increase circulation/sales. To increase circulation, newspapers can offer package rate (reduced price for lot subscription; monthly or yearly) for subscribers especially for some community; library, research organization, student group, business community and so on. This policy will influence the subscribers purchase intention to be benefited with package offer. Consequently, sales will increase and unsold will decrease. To increase advertisement revenue; especially private advertisement marketer can offer package rate or quantity discount for advertisers. For substance; one display advertisement is free for two display advertisement order or a package rate (comparatively lower than regular rate) offer for monthly or yearly agreement. This strategy will influence the advertiser's insertion decision. They will be interested for more insertion rather than one to be benefited with package rate. Consequently, space selling will increase that increase advertisement revenue. This strategy attempts to create a mutually beneficial situation. Advertisers have the scope to promote their brands/organization with comparatively lower cost as well as newspapers have the scope to sell more space rather than blank those increase its total revenue.

Study stated that mean score of the statement; **“Newspapers need to apply package offer for customer to increase circulation and advertisement revenue”** is 4.22 for Prothom Alo where as standard deviation is 1.11. Here, mean score for Kaler Kantho is 4.18 and standard deviation is 1.13.

This articulation indicated that both newspapers need to apply package offer for customers; both subscribers and advertisers. No doubt, increasing revenue is the meaningful strategy for any organization. Without generating revenue all strategies treated as ineffective and meaningless. To take steps for developing brand image organization have to have strong revenue support.

12.6: Newspapers house need a separate Public Relation Department to monitor public feedback for designing the newspapers as customer's expectation

Newspaper is called the mirror of a society. Its an everyday consuming public product. People read newspapers to be informed and aware. People like to read newspapers that meet their information needs. A product creates its demand in the market when it is designed as needs and demand of target customers.

As a public product newspapers need to know public's needs, attitudes and expectation. Content creators need to conduct research to better understand the customer's attitudes and behaviors, which in turn informs the message strategy and creation. To sustain in the long run, customer's feedback need to be monitored regularly.

To monitor public feedback and deal other public concern issues newspapers have to have a Public Relation Department. This department will be responsible for working closely to public and other stakeholders to elicit their feedback. PR Professionals then work directly with editor, publisher, community managers, reporters and advertising sides. With the market research PR department will have all the data and input that would need to inform strategy for the newspaper as brand and the organization as a whole.

In responses to the statement **“Newspapers need a separate public relation department to monitor customer feedback for designing newspapers as customer's expectation”**; Respondents mostly indicated their response level to “Strongly Agree” for both newspapers. The mean scores of Prothom Alo and Kaler Kantho are 4.78 and 4.72 respectively. These mean score exposed that newspapers strongly need a separate public relation department for public research and product design. Newspapers designed as public expectation definitely will create demand in market and develop a strong brand image. The calculative standard deviation of Prothom Alo and Kaler Kantho are 1.01 and 1.04 here.

Chapter Thirteen

Conclusion

13.1: Conclusion

It is now visible that newspapers sales across the country are down and newspapers are having a hard time adapting to new technology and customer trends. In order to increase newspapers circulation, more emphasis should be placed on marketing. Newspapers have to understand better the changing customer behavior and find a customer insight on which it can base its offering.

To capture the attention of today's customer, newspapers require skillful use of the tools of advanced marketing strategy. Managing the newspaper's public facing image and brand are crucial for its success. If the public decides they don't like a newspaper, then the newspaper is less likely to exist in the market. But if the newspaper is well-accepted and seen as a reliable brand to readers, the newspaper wins out.

A good newspaper should be seen as a brand. Not only understood as its logo type or a sign, but for mostly as its content. In a good newspaper, all departments should see their product as a brand and know exactly what it means. If the definition of the brand varies in different departments of the company, it may vary as well among its readers.

The core brand values of a newspaper are understood as:

- The integrity of newspaper
- Connecting communities
- Reflecting diversity
- Keep being a watchdog
- Monitor customer feedback and design newspaper as well.

In order to build a strong brand, a newspaper should carefully analyze its main goals. These goals are as;

- Increase circulation
- Preference building and differentiation from competitors
- Building a loyal customer base
- Increase an enterprise value
- Specific branding for different customer segments
- Specific branding for different flat forms

13.2: Findings and Recommendations;

13.2. A: Findings regarding Prothom Alo; Market leader of newspapers industry.

The study identified the following findings regarding the overall marketing practices of Prothom Alo, the market leader of newspapers industry;

1. The marketing policy of Prothom Alo is a mixed up strategy. The operational peoples are not clearly conscious about the modern marketing concept; specially Integrated Marketing Concept which refers to integrating all the tools of brand promotion to promote the brand among target customers with high efficiency at a minimum cost.
2. The newspaper has no promotion to determine the reader's engagement with various contents of its offerings. Customer's awareness and acceptance is important for newspapers survival. Managing the newspaper's public facing image and brand is crucial for its success. Without integrated promotion, rare chance to survive the position in the market in a long run.
3. The distribution channel is a crucial component for a particular product like newspaper. It is found that the distribution channel of Prothom Alo is very long. It occurs high cost, which decreases the efficiency of its marketing system and sales revenue. Moreover, the newspapers have no sound/individual distribution network for Dhaka city; then no control on distribution system.
4. The observation elicited that Prothom Alo is sanctioning excessive space for the advertisement in comparison to total news space. It indicates that management is highly profit-oriented. The more profit-orientation rather than customer-orientation, the more influence to corporate journalism rather than professional journalism.
5. The newspaper hasn't entered on internet marketing yet. No scope for advertisers to book advertisement through online from home or aboard. Today's internet world, it is a matter of immature/rudimentary for a leading print media.
6. As a daily public product Prothom Alo has no separate Public Relation Department to monitor public feedback and conduct research work for betterment.
7. Sales Promotion is absence in Prothom Alo. Here, Sales Promotion is a package to encourage the purchase behavior of customer.

13.2. B: Findings regarding Kaler Kantho; Market challenger of newspapers industry.

1. The business operation of Kaler Kantho is based on traditional method. Management is not so aware about advanced marketing concept like IMC. They are operating their strategy as a follower of market leader; though market is very competitive now-a-days and Kaler Kantho is striving for position of being market leader.
2. The distribution channel of Kaler Kantho is so long that controlled by a long-handled distributor like Hawkers Kallyan Sommittee and Hawkers Sammittee. Newspaper itself has no control on distribution channel; moreover it is controlled by distribution channel. This practice exposed the weakness of an organization and imposes conditions on the way of expand newspapers market.
3. Like Prothom Alo, Kaler Kantho has no marketing team for promoting itself in a unique way in market. Thus brand image of Kaler Kantho are growing in a parallel way rather than in a fast moving way. Customer's awareness level regarding various offers of Kaler Kantho is very articulated due to its little promotion.
4. Observation exposed that Kaler Kantho sometimes apply strategy of threat marketing purpose of increasing advertisement. The practice is unethical and influences a negative impression on customer mind.
5. To facilitate the advertiser's way of communication, Kaler kantho haven't introduce internet marketing. The process of advertisement insertion is still manual and time-consuming. Sometimes advertisers have to conduct third party/agent for advertisement privilege and more commission percentage. Consequently, customer reluctant to direct communication with organization.
6. To sustain in the market for a long run, only product promotion is not sufficient way. Newspaper has to understand better the changing customer behavior and find a customer insight on which it can base it's offering. Kaler Kantho has no PR Department for public research and other concern issues.
7. Sales Promotion a component of IMC is not practicing in Kaler Kantho.

13.3: Recommendations;

The study explored that **Prothom Alo and Kaler Kantho**; both newspapers are practicing a mixed or traditional method as their marketing strategy. Then both are having similar marketing problems without some exceptions. The following steps are can be undertaken to improve their overall marketing performance.

1. Both newspapers need to take initiatives to familiar its multiple offerings through advertisement. Advertising is mostly used to grab the attention of a large group of individuals. A new page or a new supplement of newspapers should be introduced to customer through a lunching program and press coverage in some others media. The most relevant advantage of this mass media coverage is to create quickly and intentionally the brand image and the symbolic appeal of certain offers.
2. Distribution channel is one of the important elements of marketing for newspapers to enhance the market size. To minimize distribution cost and gain more control over the distribution network find out an individual distribution system for both newspapers will increase their marketing efficiency.
3. Today's internet world, customers are more habituated with internet marketing rather than manual operation. For space booking (advertisement), cancelling and payment, both newspapers need to open internet marketing for customers (advertisers). Using this tool, customer relationship will build up quickly and effectively thanks to the reach of direct communication since the lifestyle of people has been changing. People do not have time for a long process but always need completion the work.
4. Sales promotion need to be introduced for both newspapers. This activity means provide extra values or incentives to sales force, distributors or customers, package offer for customers. Here, newspapers can initiate incentives for their sales executive over on target revenue, extra benefits for distributors and package offer for subscribers and advertisers. This form will influence the immediate purchase of customers, extra efforts of sales force and distributors.

5. To reach more customer groups, both newspapers need to focus on different segments of the market. They can publish separate supplementary issues for each of distinguished groups such as religious minority, ethnic minority, older people, entrepreneur etc.
6. Both Prothom Alo and Kaler Kantho need to inform a separate Public Relation Department to closely monitor public feedback and conduct research work regularly. The outcomes are for designing better offers to meet and exceed customer expectation. PR department always plays an important role to present the newspaper in the best light. It is a tool of promotional mix that builds a corporate brand image and handling or heading off unfavorable rumor stories and events of the organization with maintaining the relationship with the organization's various public.
7. Prothom Alo needs to adjust the news-advertising space ratio of its everyday offer. It is seen that the advertisement space exceed standard level of a newspaper maximum times. For that, readers suffer for news content. To increase the consumer satisfaction level, Prothom Alo needs to concise advertisement and make a balance between news and advertisement.
8. Observation said that Kaler Kantho has a negative perception on market cause of its some strategy like threat for negative news against a business house, intentional news, attack other media competitors etc. This unethical practice may increase revenue but create a confusing image in customers mind. To sustain in the long run with a positive brand image, Kaler Kantho should give up such unethical marketing practice.
9. Kaler kantho ought to hire skilled professionals who have proper academic expertise in respective fields. It has to ensure training for employees and professionalism to minimize the turnover rate of employees.
10. Integrated Marketing Communication strategy is reasonably applicable for today's competitive newspapers market in developing strong brand image. Both Prothom Alo and Kaler Kantho need to detect the proportionate mix of IMC tools highly suit with their strategy and enhance brand image as well.

13.4: Further Scope of Research

The research presented in this thesis, together with the previous work by other authors, represent a foundation for the future work within this field. It is a recommendation that practicing of Integrated Marketing Communication will expedite the way of developing brand image of newspapers within a short possible time compare to traditional or so called marketing.

- The similar study can be conducted for other media business and content; for example Electronics Media, Government and private news agency to understand the effectiveness of IMC and thereby justify the marketing cost.
- Different promotional tools of IMC can be tested for understanding the best influenced tool for media industry.
- Further study can be conducted to compare the marketing efficiency of Bangladeshi media industry with international media.

APPENDICES

Appendix A

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Appendix B

QUESTIONNAIRE

Dear Respondent,

Thank you for participating in this study. Your opinion is highly valuable to us. This survey is about the study on marketing practice of newspaper industry playing role in brand development. This is an opportunity for you to give feedback to find out the effectiveness of current marketing strategy of newspapers as well as scoping to recommend for a modern marketing concept. Your information will be kept highly confidential and will be used for academic purpose only.

Q. 1: Please mention one of the daily newspapers name (Bengali), a strong brand of newspaper industry

Action: Customer Perception

Contents: News Quality, Attractiveness, Reading-friendly

Q.3: Please indicate your level of agreement with the following statements						
	Aspects of Evaluation	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	Newspapers deliver unbiased information	5	4	3	2	1
	Newspaper is attractive	5	4	3	2	1
	Newsprint quality is good	5	4	3	2	1
	Font is clear and easy to read	5	4	3	2	1
	Newspaper price is reasonable	5	4	3	2	1
	Newspaper supply is available in the market	5	4	3	2	1

Kaler Kantho	Newspapers deliver unbiased information	5	4	3	2	1
	Newspaper is attractive	5	4	3	2	1
	Newsprint quality is good	5	4	3	2	1
	Font is clear and easy to read	5	4	3	2	1
	Newspaper price is reasonable	5	4	3	2	1
	Newspaper supply is available in the market	5	4	3	2	1

Action: Brand Recognition

Content: Newspaper Familiarity, Recognition, Customer Loyalty

Q.4 : Please indicate your level of agreement with the following statements						
	Aspects of Evaluation	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	Newspaper visibility is high	5	4	3	2	1
	One of the strong brand of newspapers	5	4	3	2	1
	First-choice newspaper of households	5	4	3	2	1
	Plays active role of awareness and awaken in society	5	4	3	2	1
	Readers rely on the information delivered	5	4	3	2	1
	Customer loyalty is high	5	4	3	2	1
Kaler Kantho	Newspaper visibility is high	5	4	3	2	1
	One of the strong brand of newspapers	5	4	3	2	1
	First-choice newspaper of households	5	4	3	2	1
	Plays active role of awareness and awaken in society	5	4	3	2	1
	Readers rely on the information delivered	5	4	3	2	1
	Customer loyalty is high	5	4	3	2	1

Action: Advertising**(Components of Integrated Marketing Communication)**

Q. 5: The newspaper name is distinctively coded on your mind for its advertisement (TVC, Print ad., Billboard, Banner, Leaflet, Brochure etc)					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 6: The promo of newspaper you see whenever you are in your face book, twitter and other social media.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 7: Please indicate how likely you would refer/recommend the name of newspaper to others.					
	Strongly Recommend	Recommend	Neutral	not Recommend	strongly not Recommend
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Action: Direct Marketing
(Components of IMC)

Efficiency of website, online version, news link, press news

Q. 9: Newspaper website is well-designed, appealing and user-friendly.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 10: Online version of newspaper or epaper is updated, available and hassle-free to visit.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 11: News link, press release or other relevant content are mailing to customer's email regularly.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantha	5	4	3	2	1

Action: Sales Promotion/Trade Promotion

(Tools of IMC)

Content: Supplement issue, package rate, quiz contest and other customer competition

Q. 12 : Supplement with everyday newspapers is timely, relevant, and variegated					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 13: Newspaper's quiz and other contest on various occasions influence customer interest.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 14 : Advertisement rate of newspapers is competitive and attractive to customer					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 15: Subscribers get package rate on monthly or yearly subscription of newspapers					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Action: Personal Selling
(Tools of IMC)

Content: Distribution, customer contact, customer feedback

Q. 16: The way of newspapers distribution is convenient for customer					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 17: Representatives of newspapers directly contact advertisers and other stakeholders.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 18: The way of contacting organization (newspaper house) is easy for customers.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Action: Public Relation**(Vital components of IMC)**

Content: customer involvement, corporate social responsibility, customer-organization relationship

Q. 19: Program organized by newspapers impact on social awareness.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 20 : Positive words of mouth spreads for newspaper's multiple social program					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 21 : Customers become loyal to newspapers for its various social activities					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Action: Integration

(Customer focus, promotion, customer benefit, internet and interactive marketing)

Q. 22: Newspapers need to be more customer oriented rather than business oriented					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 23: Newspapers need to inform the customer about its various content published in different days of a week					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 24: Space booking (advertisement) through Online and online payment system need to be introduced.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 25: Package offer on subscription and advertisement need to initiate for customer					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

Q. 26 : Newspapers need a separate Public Relation Department to monitor public feedback for designing newspapers as customer's expectation.					
	Strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Prothom Alo	5	4	3	2	1
Kaler Kantho	5	4	3	2	1

The following questions are for classification purpose only and will help us understand different groups of people

What is your profession? Are you.....?

- Student
- Housewife/Househusband
- Service Holder
- Businessman/woman

Which of the following categories best represents the last grade of school you completed?

- SSC or less
- HSC
- Graduate
- Post Graduate

What is your age

- Under 25
- 26-35
- 36-45
- Over 45

Are You...??

- Male
- Female

Thank you for participating in this survey

Checklist A

Checklist for the discussion with the key person of newspaper A

Dear Respondent

Thank you for participating in this study. This study is about the role of marketing practice of newspapers in developing brand image. Your information will be kept highly confidential and will be used for academic purpose only.

- Which Marketing strategy is currently applied by "**The Daily Prothom Alo**"?
(প্রথম আলো কী ধরনের মার্কেটিং কৌশল অবলম্বন করছে?)
- How many tools of Promotional mix Prothom Alo use in marketing?
(প্রথম আলো বিপণন মিশ্রণে কোন কোন উপাদান ব্যবহার করছে?)
- What is the behind strength cause of current leading position?
(পত্রিকা শিল্পে শীর্ষস্থানীয় অবস্থানের পিছনে কোনটি শক্তি হিসেবে কাজ করেছে?)
- What strategy is being adopted to retain the current market position?
(বর্তমান অবস্থান ধরে রাখার জন্য কী কৌশল অবলম্বন করা হচ্ছে?)
- To increase brand image do u feel that newspaper house need a public relation department for monitoring customer reaction and designed the product according? (প্রতিষ্ঠানের ব্র্যান্ড ইমেজ বৃদ্ধিকল্পে গ্রাহক প্রতিক্রিয়া আমলে নিয়ে সে মতে পত্রিকা বাজারজাতকরণে পত্রিকা অফিসে জনসংযোগ বিভাগের প্রয়োজনীয়তা আছে বলে মনে করেন কি?)

Name:

Designation

Organization:

Thank you for your cooperation

Checklist B

Checklist for the discussion with the key person of newspaper B

Dear Respondent

Thank you for participating in this study. This study is about the role of marketing practice of newspapers in developing brand image. Your information will be kept highly confidential and will be used for academic purpose only.

- Which Marketing strategy is currently applied by "**The Daily Kaler Kantho**"? (কালের কণ্ঠ কী ধরনের মার্কেটিং কৌশল অবলম্বন করছে?)
- How many tools of Promotional mix **Kaler Kantho** use in marketing? (কালের কণ্ঠ বিপণন মিশ্রণে কোন কোন উপাদান ব্যবহার করছে?)
- What is the behind strength cause of your current market position in newspapers industry? (পত্রিকা শিল্পে বর্তমান অবস্থানের পিছনে কোনটি শক্তি হিসেবে কাজ করেছে?)
- What strategy is undertaken to reach at leading position? (শীর্ষস্থানীয় অবস্থানে পৌঁছানোর লক্ষ্যে কী কৌশল গ্রহণ করা হচ্ছে?)
- To increase brand image do u feel that newspaper house need a public relation department for monitoring customer reaction and designed the product according? (প্রতিষ্ঠানের ব্র্যান্ড ইমেজ বৃদ্ধিকল্পে গ্রাহক প্রতিক্রিয়া আমলে নিয়ে সে মতে পত্রিকা বাজারজাতকরণে পত্রিকা অফিসে জনসংযোগ বিভাগের প্রয়োজনীয়তা আছে বলে মনে করেন কি?)

Name:

Designation

Organization:

Thank you for your cooperation