A STUDY ON CONSUMER PREFERENCE BASED ON BRAND LOYALTY TOWARDS DAILY NEWSPAPERS WITH PARTICULAR REFERENCE TO BANGALORE CITY

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Abstract
The daily newspaper has been an indispensable choice of information for ordinary people. Consumer preference has turned out be the major concern in every industry and printed media is no exemption from it. Brand loyalty program are big business and are very popular in many industries, and that includes printed media. This study is to learn the preferences of customers in Bangalore city on the usage of a daily newspaper with regard to brand loyalty. The study has used a tangible variable that influences on brand loyalty with independent variables such as age, gender, and occupation that majorly influences any consumer product. The study has been conducted with 5 Likert scale on 150 responses for a set of 10 questionnaires. These questions directly influence on the customer preference that unswervingly impacts on the sustainability of the brand loyalty. The response was statistically tested in SPPS and shown a positive impact on the significance that entails on the behavioral changes due to the digital habits. These outcomes for a brand provides a primary platform and need to study further insights of customer preferences on printed media companies attitude to retain its brand loyalty.

Keywords- Brand Loyalty, Printed Media, Likert Scale.

1. Introduction

Daily newspapers are the most substantial form of idealistic media that influence every common man of the country(Dur, 2012). They are collectively termed as print media and is found a powerful and cost-effective medium for the transference of the knowledge. Globally print media have been considered as a reflection of the society in the state of affairs that demands the attention of public toward various problems and issues. Irrespective of the geographical background and other disparities among people yet each and every individual resource dailies for knowledge on events happening in and around the country(Chandra and Kaiser, 2015). India being the second largest country in population has a humongous market for print media and has witnessed an unhampered growth despite instant internet services and telecommunication sources. The edifice of the Indian print media industry is decidedly fragmented with significance to regional supremacy. Expect few of the global and national news dailies all others are very much into provincial information.

Brand loyalty in print media is confronting with various factors that influence the preference of the consumer (Smith, 1992). The pattern of consumer choice previously had been with the effect of brand loyalty since print media is the only source of knowledge across the country. Later with the emergence of a various version of information resources such as radio, the internet, telecommunication and others the choice being plentiful have led to unpatented consumer preferences(Annika and Christian, 1996). However, the majority of people even with the availability of handheld smart info devices but still, rely on the main news dailies that are preferred based on brand loyalty. Brand loyalty lineament of news dailies is found prejudiced in most of the states and partially bigoted in national dailies. Unlike other products, printed media does not have the same factors that influence brand loyalty. Yet the Newspapers are not exempted from brand loyalty based preferences. Consumers now have robust thoughts about what institutes "news" and how much reliability does it carry. The market potential between the dailies contends in some different modes and needs a unique strategy to obtain the loyalty of customers.

Usually, the consumer buys products that they feel better in values for themselves, and as a result, they run deep loyal for the brand. But with regard to printed media the loyalty is explored in a different way(Pentzold et al., 2016). These preferences are majorly based on local journalism, provincial based high-quality information and people are concerned in papers that correspond to their principles and with which they can identify themselves(Albert et al., 2000). All these reasons are the chief concern that buys the loyalty of the consumers.

Bangalore is one among the major metropolitans that habituate more than 8.42 million populations considered the third most populated city and fifth-most populous urban agglomeration. The market potential for the printed media is wide and extending every year that brings in necessary to study the consumer preference on printed Medias with reference to Bangalore city. With this concern, many among printed media firms have digitalized, shares knowledge and news instantly to customers(Xu, 2017). The mode of operation has been altered from systematic to customer friendly and adaptive to a situation which printed media industries have taken now to stand among other firms substantially. This study aims at customer preference on printed Medias based on brand loyalty which is being evaluated by the customers with a new dimension. The overall outcome will lead us to study consumer behavior of daily newspaper reader, the expectation of readers in current scenario and the factor influencing brand loyalty. This study could provide a platform for obtaining novel strategies and new approaches that the printed media brings in for the challenging situation that exists.

2. Materials and Methods
150 random people of age between 20 to 50 were sampled for the quantitative study. We specifically choose people working in software industries, marketing, public sectors, students of all disciplines and sports students. The sampling was organized in such way that the preference of dailies does not be biased rather would be differential to obtain the versatile choices among people od various interests(Tsang et al., 2014). Moreover, the age limit was kept between 20 to 40 since people of this age are much constructive in buying patterns and they possess an idealistic view of preferences that would be directly influencing the brand loyalty of the product. For confidentiality, the identity of the participants was kept concealed.

The questionnaire was designed in such a way that could sustenance the study requirement utilizing a quantitative approach with Likert scale (Liang et al., 2014). The present study has engaged convenience sampling in which data or relevant information is collected from the sample/units of the study that are conveniently available. The preliminary part of the questionnaire does provide the general information on gender, age, and occupation. The following part of the questionnaire provides an introductory and developmental insights into the objective of the study that reflects the consumer preferences on printed media with regard to brand loyalty.These questions contained various statements offered to the respondents regarding their attitudes toward daily newspapers among the brands, their preferences and asked to rate them on a Likert five-point scale from 1= strongly disagree and 5= strongly agree(Likert, 1932).

2.1. Sample characteristics
Age is the significant feature that controls the linking between consummation and loyalty. The relation will be robust for elder members than youngsters of the loyalty program (Lee et al., 2016). This generation is innovative and fresh though considered accountable in upholding loyalty but newly with handy technologies youngsters are becoming very much fond towards loyalty. This is because of the impact of digital relation that is offered by the printed media in recent years. Thus, age is a major factor

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to be considered in understanding the customer preferences in the choice of product and which needs to include bringing relevant factor for in the study.
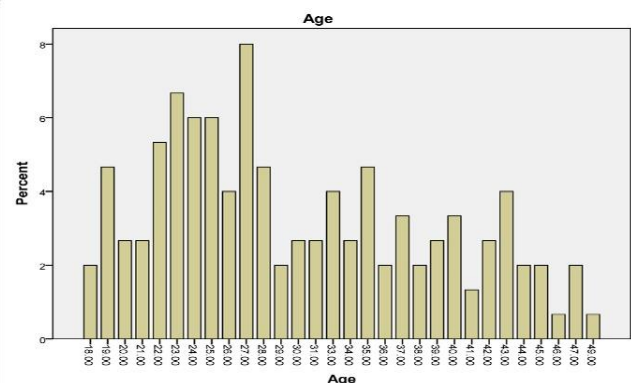
In the current era, researchers are affianced in consumer communicative and behavioral studies that have evaluated the effect of gender on the gratification-loyalty connection. Gender has a remarkable reason as a consequence leads to a satisfaction-loyalty link, and the links are generally found robust for male members than a female member (Kwun, 2011). Occupation is one more possible major intermediary in the evaluating the brand loyalty among any products. Moreover, the occupation has a substantial consequence on the satisfaction-loyalty connection, and customer's profession and their need will decide the strength of the link using economic digital designs high-intellectual members. We hypothesize that these three samples would have an overall influence on brand loyalty in printed medias and show the necessity of loyalty in retaining brand loyalty.

3. Results and Discussion

All the statistical analysis was performed in SPSS.22 statistic tools and the tools employed for the study are Frequency Distribution and One-Way ANOVA.

The frequency distribution for every element in the survey responded based on Likert scale, and results are given in Figure 1.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18.00	3	2.0	2.0	2.0
	19.00	7	4.7	4.7	6.7
	20.00	4	2.7	2.7	9.3
	21.00	4	2.7	2.7	12.0
	22.00	8	5.3	5.3	17.3
	23.00	10	6.7	6.7	24.0
	24.00	9	6.0	6.0	30.0
	25.00	9	6.0	6.0	36.0
	26.00	6	4.0	4.0	40.0
	27.00	12	8.0	8.0	48.0
	28.00	7	4.7	4.7	52.7
	29.00	3	2.0	2.0	54.7
	30.00	4	2.7	2.7	57.3
	31.00	4	2.7	2.7	60.0
	33.00	6	4.0	4.0	64.0
	34.00	4	2.7	2.7	66.7
	35.00	7	4.7	4.7	71.3
	36.00	3	2.0	2.0	73.3
	37.00	5	3.3	3.3	76.7
	38.00	3	2.0	2.0	78.7
	39.00	4	2.7	2.7	81.3
	40.00	5	3.3	3.3	84.7
	41.00	2	1.3	1.3	86.0
	42.00	4	2.7	2.7	88.7
	43.00	6	4.0	4.0	92.7
	44.00	3	2.0	2.0	94.7
	45.00	3	2.0	2.0	96.7
	46.00	1	.7	.7	97.3
	47.00	3	2.0	2.0	99.3
	49.00	1	.7	.7	100.0
	Total	150	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	48.0	48.0	48.0
	Female	78	52.0	52.0	100.0
	Total	150	100.0	100.0	

Gender
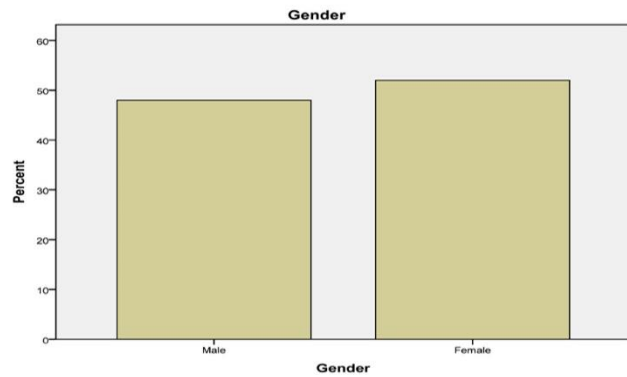
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IT professional	29	19.3	19.3	19.3
	Marketing professional	57	38.0	38.0	57.3
	Employee in Public sector	36	24.0	24.0	81.3
	Student	20	13.3	13.3	94.7
	Sports student	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Occupation
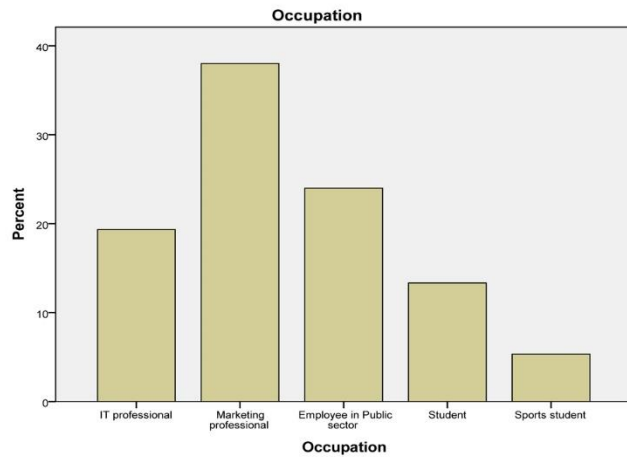
I have been using the same newspaper for more than 5 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	1	.7	.7	1.3
	Neither agree or disagree	27	18.0	18.0	19.3
	Agree	121	80.7	80.7	100.0
	Total	150	100.0	100.0	
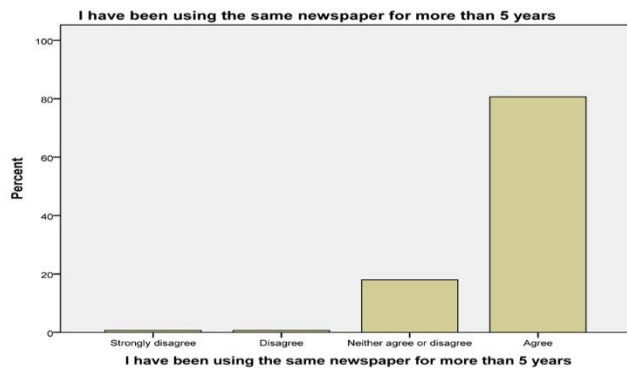
I have been using the same newspaper for more than 5 years

I have easy access to the daily newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	1	.7	.7	2.0
	Neither agree or disagree	19	12.7	12.7	14.7
	Agree	128	85.3	85.3	100.0
	Total	150	100.0	100.0	

I have easy access to the daily newspaper

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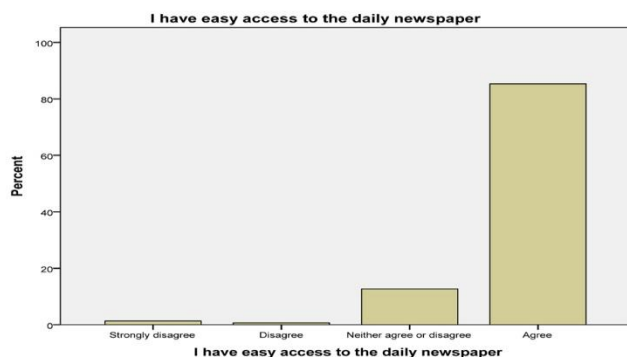
I prefer digital apps to read newspaper rather than printed ones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.0	2.0	2.0
	Disagree	2	1.3	1.3	3.3
	Neither agree or disagree	36	24.0	24.0	27.3
	Agree	109	72.7	72.7	100.0
	Total	150	100.0	100.0	

I prefer digital apps to read newspaper rather than printed ones
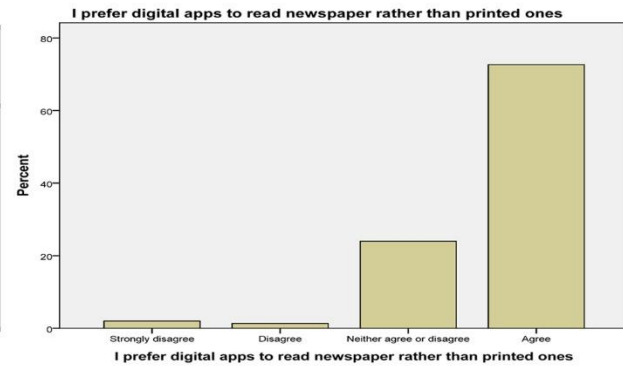
I have news apps in my smart devices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	11	7.3	7.3	8.7
	Neither agree or disagree	66	44.0	44.0	52.7
	Agree	71	47.3	47.3	100.0
	Total	150	100.0	100.0	

I have news apps in my smart devices
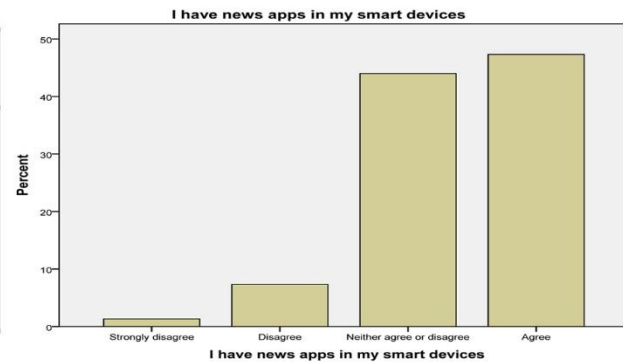
I use more than one app in my device for reading news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.7	.7	.7
	Strongly disagree	5	3.3	3.3	4.0
	Disagree	6	4.0	4.0	8.0
	Neither agree or disagree	51	34.0	34.0	42.0
	Agree	87	58.0	58.0	100.0
	Total	150	100.0	100.0	

I use more than one app in my device for reading news
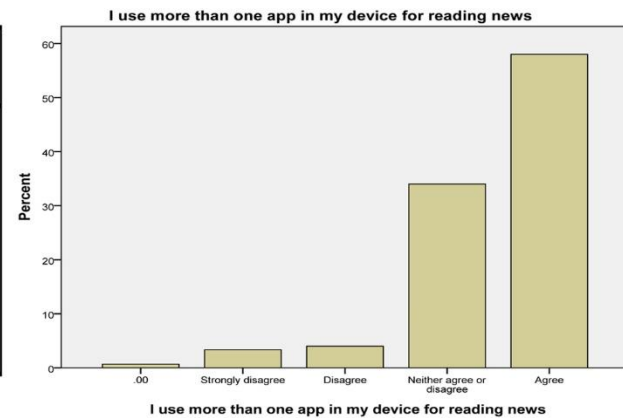
I choose newspapers that is much related to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	3	2.0	2.0	3.3
	Neither agree or disagree	43	28.7	28.7	32.0
	Agree	102	68.0	68.0	100.0
	Total	150	100.0	100.0	

I choose newspapers that is much related to my work

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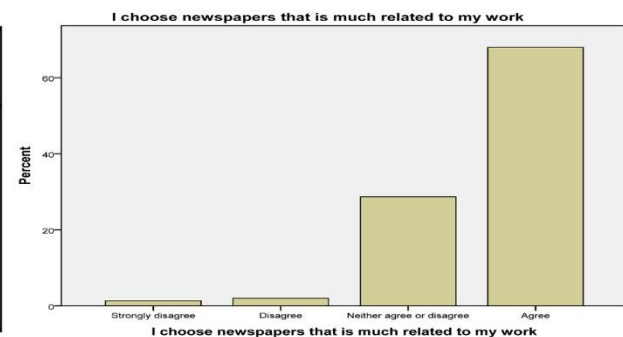
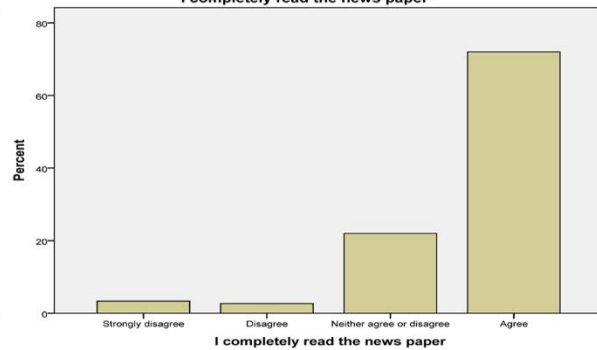**I always read News in newspapers rather than any other form of media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	7	4.7	4.7	6.0
	Neither agree or disagree	18	12.0	12.0	18.0
	Agree	122	81.3	81.3	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	
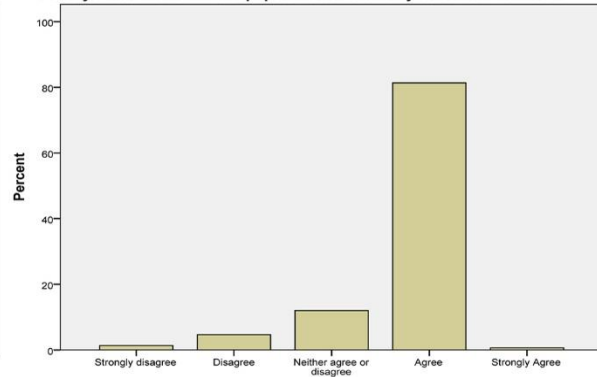
I completely read the news paper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3.3	3.3	3.3
	Disagree	4	2.7	2.7	6.0
	Neither agree or disagree	33	22.0	22.0	28.0
	Agree	108	72.0	72.0	100.0
	Total	150	100.0	100.0	

I buy more than one daily news paper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.0	2.0	2.0
	Disagree	4	2.7	2.7	4.7
	Neither agree or disagree	53	35.3	35.3	40.0
	Agree	90	60.0	60.0	100.0
	Total	150	100.0	100.0	
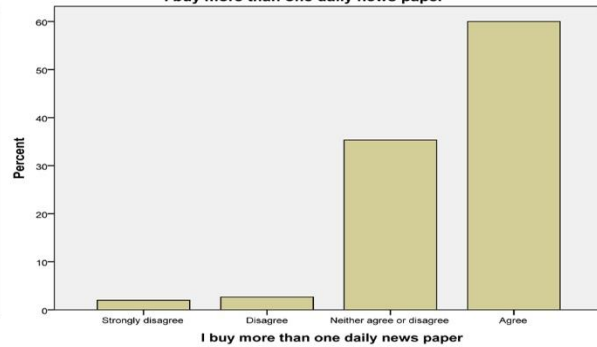
I prefer local news daily rather national ones

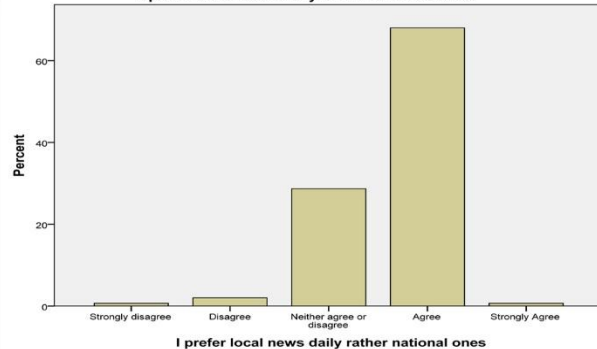|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	3	2.0	2.0	2.7
	Neither agree or disagree	43	28.7	28.7	31.3
	Agree	102	68.0	68.0	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Fig. 1. Frequency distribution for every element in the survey responded based on Likert scale

The frequency data displays the distribution of respondents' age, sex, and income that are considered independent variables in the quantitative statistical analysis. In the gender distribution, it was found that 48 % were male respondents and 52 % female respondents. Moreover, the majority of the interviewees are adolescents within 21 to 31 years, and these ages set people were correspondingly distributed amongst the respondents. Though it was not part of the objective of this study it can be concluded that majority of the interviewees are individuals with a means of current reading habits both in the digital and printed medium. Only a limited respondent is in all other age group but equally distributed within the samples.

The respondents were further categorized with particular to a job which was restricted to 5 major streams, and it was found that most of the interviewees are marketing professionals, following to that public-sector employee and IT professionals were evenly distributed. Student and sports based respondents were found in few numbers but still have found active respondents in the study.

With respect to the study, the data reflected from the questionnaires brings up a possible impact of loyalty of customers towards buying daily newspapers with the frequency of responses. There is evident proof that there is still an impact on the brand loyalty irrespective of age, gender, and occupation of the customers. Most of the respondents were found to be buying newspapers of the same firm for more than five years that exhibits a positive influence of the brand that keeps the consumers to be loyal for a substantial period of time. This shows that people still are reading news as part of their daily routine.

Moreover, the results have also given as ease of availability of newspaper to every place in the country were no internet or telecommunication services can reach so far. This could be one of the chief reasons that many people still prefer the printed form of news rather any other forms of media. Interestingly the majority of the respondents have also shown interest in the digital form of the dailies that are available as an android application, online news, internet services mostly. This has shown that people are changing their opinions to using and sharing knowledge that can be seen through the choices of the medium that their knowledge. Since digitalization has put through a wide platform for several other industries, have influenced the printed media firm to use these facilities to keep up their loyalty among the customers.

The respondents in last part of the questionnaire have brought in a significant detail to be intervened that shows the personal connect towards choosing a printed media firm. It exhibits that the choice of the customer is based in the own interest and from this individualistic experiences play a major role in the brand loyalty. The overall frequency data shows that the study has reflected a positive impact on brand loyalty thus showing customer are still loyal to several firms that fits with much of their interest and believes.

3.1. Anova

Anova response tests whether the model is significantly better at forecasting the conclusion than by using mean as the best guess.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I have easy access to the daily newspaper	Between Groups	.025	1	.025	.101	.751
	Within Groups	36.115	148	.244		
	Total	36.140	149			
I always read News in newspapers rather than any other form of media	Between Groups	.203	1	.203	.541	.463
	Within Groups	55.670	148	.376		
	Total	55.873	149			
I completely read the news paper	Between Groups	.453	1	.453	.924	.338
	Within Groups	72.640	148	.491		
	Total	73.093	149			
I buy more than one daily news paper	Between Groups	.052	1	.052	.122	.727
	Within Groups	63.281	148	.428		
	Total	63.333	149			
I prefer local news daily rather national ones	Between Groups	.062	1	.062	.192	.662
	Within Groups	47.598	148	.322		
	Total	47.660	149			
I prefer digital apps to read newspaper rather than printed ones	Between Groups	.170	1	.170	.458	.500
	Within Groups	54.824	148	.370		
	Total	54.993	149			
I have news apps in my smart devices	Between Groups	.260	1	.260	.559	.456
	Within Groups	68.833	148	.465		
	Total	69.093	149			
I use more than one app in my device for reading news	Between Groups	.003	1	.003	.006	.940
	Within Groups	91.170	148	.616		
	Total	91.173	149			
I choose newspapers that is much related to my work	Between Groups	.517	1	.517	1.463	.228
	Within Groups	52.316	148	.353		
	Total	52.833	149			
I have been using the same newspaper for more than 5 years	Between Groups	.003	1	.003	.015	.901
	Within Groups	33.170	148	.224		
	Total	33.173	149			

Fig. 2. Details of Anova response

The overall ANOVA response on the model that is evaluated in the study has been tabulated in the above. The above response has shown significant prediction in two cases which are of chief importance in the study. This table infers approximation of the dissimilarity in means is seen in the response, the standard error of that estimator, the p-value from a statistical test of zero group difference, and a

confidence interval for the average difference. Moreover, there is a positive F value and are greater than one in all cases except few. This delivers a possible conclusive consequence among the dependent variables. The model is found significant and fit but still there is a need for an enhanced significance of the model. Numbers of samples have to be elevated and repeated with more trails. The Anova response shows a positive output on the study but still the design needs much more significance to prove the proposed strategy.

4. Conclusion

With the overall outcome of the respondents towards the study expressed that they were contented with newspapers subscription primarily since they are in need of updates of the current affairs that they would not afford to miss out. The study has also stated that the newspaper subscription could be low due to the poor generational reading culture by the younger people who preferred another medium of knowing news than reading the news. The study solicits the respondent for their perception of the variables in question. Moreover, the digital media have put through a new source of communication for the companies to directly interact with the customer which will be beneficial to improve client services that could make them loyal to the brand. This study also concludes that to retain loyalty printed medias have to take the news into their fingers in other forms apart from printed types. Even though digital media have reached into hands of every individual but still there is a huge influence of printed media that is potentially due to the brand loyalty. Future studies with multifarious factors that would influence the brand loyalty have to be explored that would result in learning brand stimuli such as price, brand name and core service that were found to impact on consumers' perceived service quality.

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