The Pharma Innovation

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Evaluation of the readership of the times of India newspaper and magazine in the hospitality segment in Madurai district

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Abstract
The study examines the factors that influence the readership of daily newspapers and magazines in guests staying at hotels. The study attempts to gain a granular understanding of the Times of India newspaper's performance within the changing consumer behaviour trends observed in the hospitality market in Madurai District. The major factors which directly shift the satisfaction of the readers are determined, these factors are then assessed on their interactional nature with other decision variables to implement the best strategies to create increased readership. The tests are conceptualized to offer objective functions to improve the current circulation system of the Times of India daily newspaper. The linear relationship of the major factors was determined using the PLUM ordinal regression analysis. The results give clarity into the sales & marketing efforts needed to succeed in the hotel segment for the print media industry. The major criteria for enriching the target market characteristics of the hospitality segment by print media sales & marketing initiatives are studied in the results.

Keywords: Readership, hospitality, hot-media, newspapers

Introduction
Print media is one of the oldest mediums of mass communication and hot media. The benefits of reading newspapers and magazines can be observed in different levels of society through the increase in cognitive, affective and psychomotor functions. The sample for the study on readership is focused on the ethnography of Madurai, Tamil Nadu. The Madurai district is one of the largest urban agglomerates in India. It has a population of 12 lakhs (2023), with an average literacy of 90.91%. Apart from being a tourist hub, it is in close to tourist hubs such as Chennai, Bangalore, Cochin, Courtrallam, Kodaikanal, etc. Domestic tourism to Madurai is estimated to be 2.09 crores in 2018 with a growth rate of 33%. The main attractions are the Meenakshi Amman Temple and Thirumalai Naicker Mahal. A sample of 40 hotels in Madurai were taken within a period of three months from June 2018 to gauge the readership quality of the newspapers and magazines, with a special focus on that of the Times of India. The Times of India is one of the leading English dailies in the world. Its claim to fame includes being the world's leading English newspaper by readership, India's third-largest newspaper by circulation and it is the second oldest newspaper in India by circulation after the Bombay Samachar. The growth is continually powered by an unquenchable thirst to provide the truth in the most accurate and quality-filled newspaper. The Times of India is an integral part of the Bennet, Coleman & Co Ltd (B.C.C.L) ownership that was founded in 1838. It was first issued as the "Bombay Times and Journal of Commerce" on 3rd November 1838. Robert Knight who worked as an editor, bought out many of its shares and merged the company with its rival the Bombay Standard and created a news agency that had an 800-man workforce, unbiased agenda and sizeable circulation across India. He later named it "The Times of India" and it became the Indian newsagent for the trusted Reuters news service in 1861. The Times of India had its ownership change several times until it was acquired by the joint stock company of Bennet, Coleman & Co Ltd in 1892. It was passed on to Ramakrishna Dalmia when India obtained its Independence. Ramakrishna Dalmia was imprisoned on charges of embezzlement and the business was run by his son-in-law Sahu Shanti Prasad Jain, who later bought the company, and his family are the major stakeholders of the company.

The study is carried out to determine and prioritize the factors that optimize 'The Times of India' newspaper's circulation in the Madurai district among the hospitality market segments. The best strategies for circulation for the Times Groups premium products (Newspapers and

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Magazines) for the hospitality segment are determined based on the results from the survey/interview-based dataset and data analysis done on the same. The factorization of market share drivers for existing customers to be enlarged and the desire to be created amongst the new customers is progressively studied.

Materials and Methodology
The dataset is collected through in-depth interviews and sentiment recognition of the customers. The data is coded into quantitative measures on the net promoter scale to ensure there is clarity and accuracy. The dataset is primary in nature, as it was done through an exclusive survey. The number of respondents from the hotel segment was 40. The tests were conducted on the entire deterministic sample population. The sample population was subject to regression analysis and a correlation matrix was drawn to determine the homogeneity and consistency of the effect of factors on the readership quality. To identify the frequency of its significance a PLUM ordinal regression was run on the dataset. The data analysis was done as part of the marketing campaign for the Times of India, across a period of three months from June 2019 to August 2019.

Result and Discussion
The findings from the study are discussed with their respective business opportunities.

Multiple Regression Equation for Ordinal Response Variable (R-square of 0.990)

S.no	Variable	Coefficient	p Value	Level of Significance
1	Intercept	46.052	0.000	Very Significant
2	Quality of Content	5.588	0.043	Significant
3	Delivery System	-1.903	0.192	Not Significant
4	Size of Hotel	1.948	0.071	Not Significant
5	Recreational Facilities	1.191	0.544	Not Significant
6	Usage by Families	-1.083	0.544	Not Significant
7	Awareness of Hotel	0.042	0.974	Not Significant

The above ordinal regression equation represents the different independent variables that contribute to shaping the readership quality (response variable). The equation has been found to have a statistically acceptable goodness of fit. The significant factors from the PLUM ordinal regression analysis are determined to be 1) Intrinsic readership behavior of hotel guests and 2) Quality of the content in newspaper and magazines.

Readership behavior among guests in hotels: Readership is defined as the number of people who read a particular newspaper or magazine. The readership of the Times of India newspaper is the subject of interest in this research analysis. The PLUM ordinal regression analysis indicates the high probability of readership behavior proportionally contributing to the number of people who read the Times of India Newspaper. It's of no surprise that readership plays such a vital role in determining the purchasing activity of the consumer within the bounded reality of the hospitality segment. According to Hsiang Iris Chyi (2016) [6], multiplatform newspaper readership in the United States is foundational to subscription and advertisement revenue. The increased readership behavior in the hotel segment can be observed in three major demographic segments – Working Professionals, Religious Tourists and Members of Political parties. These population segments rank higher in the social status paradigm and research by Tak Wing Chan and John H Goldthorpe (2007) [7], suggests the strong and systemic association between status and newspaper readership. This solidifies the very significant impact readership behavior has on the consumption of the Times of India Newspapers in Hotels. Therefore, the circulation teams of the Times of India target hotels with increased occupancy of the above-mentioned demographic cohorts to evoke the experience of readership. The circulation can also find behavioral similarities of high-status needs and political power in other demographics to target them in their sales campaigns. The dynamic possibilities of using readership behavior to target audience is endless and can provide a significant turnaround strategy to the current declining customer retention growth rate in the global print media industry.

Quality leads to quantity in readership: The application of improved quality in content is directly boosts the consumer purchase activity leading to the readership among the readers of newspapers and magazines in hotels (Usage Behavior). The research findings show a clear proportional relationship between content development and content marketing being interwoven with the quality of content. Research done by Alexander Jutkowitz, 2014 [3] suggests that 70% of the public prefers articles to learn about a company than an advertisement. The need for quality content is a staple for successful readership ratings. The team at Times of India focuses on producing quality content through their top-talent journalists. The complete understanding of the cultural setting by the editorial team is another important feature for creating better quality content, which can be studied from Marieke de Mooij's, 2019 [4], research on the same, where culture and consumer behavior is described as "intimately knotted together" and "untying the rope" is almost an impossible task. The response method described by Bruce, Peters and Naik (2012) [1] describes the framework which creates a holistic market outlook (Improving the quality of market communication and content) that can scale up the Times of India's efforts to improve their reach of customers and clients. The response model illustrates the effect of intermediary forces in the operating hierarchy of achieving the desired awareness. The level of advertisement across different seasons and the think-feel-do hierarchy of intermediate effects of advertisement are the intermediary forces observed in the print media industry that cause a change in awareness. The laws and theories which govern the English press Industry in India, provided by Kundra (2005) [8], describe the general organization of the newspaper and the predictive elements that create awareness among future generations. It also includes various facets of circulation of the newspaper. The results from the study by Ramendra Singh (2016) [9] in Sales & Distribution Management provide winning combinations of gaining market share through the strategic implementation of information gathering, prospecting, qualifying and Word-Of-Mouth (WOM).

Conclusion
The observations and data analysis are done to exemplify how the relationship of the determinants is effective in the readership behaviours. Through the PLUM ordinal linear

regression model and mainframe test of cross-tabulation, we can get conceptual clarity on decisions to be made while creating sales & marketing budgets. The results portray that the readership of newspapers and magazines improves with 1) intrinsic inclination to read and 2) better quality of content. As the print media industry across the globe has had a negative growth CAGR of -2.2% over the next decade (2018-2028) and the future seems to be shifting to digital & eco-friendly accommodation, we are bound to observe green reforms in the print media industry such as Green Newspaper (Mainichi Shimbun Sha). These changes can play an integral part in how the guests in hotels spend time reading newspapers and magazines in the future. However, at present we can observe that the intrinsic need to read and the quality of the content offered by the newspapers have the highest significance in driving the readership of the Times of Newspaper and Magazine.

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