SUMMARY

1 INTRODUCTION

There was a time when journalism was a mission and newspaper was a weapon. In 21st century the meaning of journalism has changed a lot and now marketing and consumer era has dominated the whole system including media, the newspapers are termed as ‘Product’ and readers have become ‘customer’, when media openly has become commercialized the “mission” has taken the backseat like other products i.e. oil, soaps, shampoos etc which offer incentives to boost sales, like wise the newspapers also started offering cash incentives or other benefits like free gifts etc.

Some 10-12 years ago there were two newspapers. Punjab Kesari (Jallandhar Edition) and Dainik Tribune (Chandigarh Edition), meaning no newspaper was from Haryana. In the year 2000 ‘Dainik Bhaskar’ and ‘Dainik Jagran’ set up their presses in Panipat and Hisar and covered the local market. ‘Punjab Kesari’ was selling per copy at the rate of Rs.3/- had to reduce the sale price at the rate of Rs. 1.50/- per copy. In this way the circulation of newspapers in Haryana reached up to 10 lacks. How this circulation increased so high? From where the new reader came up? What were the reasons that newspaper coming from outside Haryana (Dainik Jagran, Dainik Bhaskar and Amar Ujala) could establish and become able to find readers. In this way, this type of research was needed as to know the reasons and facts by virtue of which so
many readers were explored by these newspapers, coming from outside Haryana.

Secondly, what is the increasing rate in last five years in Haryana in respect of these newspapers. The need was felt to know, how the circulation of these newspapers increased, what factors influenced increase and what is that theory on the basis of which this reflection was seen in the newspapers of Haryana. For this reason the present research, “Study of Factors affecting the circulation of newspapers in Haryana.” was chosen. The conclusions and suggestions of this research will help various publishers. These conclusions will point such things by which the newspapers will ensure their marketing qualities. In addition, common readers and people too, will be benefitted because they will be enabling to know the reasons of increase demand of newspapers. This research will help further researches and researchers.

OBJECTIVES OF THE STUDY

In fact, our objectives are to find the facts and reasons for the increase and development in circulation number of newspapers in Haryana. The main objectives of the research are as follows:

1. To study the origin and development journey of established newspapers in Haryana.
2. To calculate the circulation number progression of the major newspapers in Haryana.
3. To find out the minimum and maximum circulation of major newspapers in Haryana.
4. Comparative study of growth rate of circulation of major
newspapers in Haryana.

5. To find out such main factors, which can be considered as reasons of increase in circulation of newspapers in Haryana?

**HYPOTHESES OF THE STUDY**

Hypotheses are intuitive knowledge comprising two or more understanding. On the basis of all facts, the following perceptions are considered:

H.1 Circulation is affected by different cover sale prices of the newspapers.

H.2 The schemes, gifts and other benefits given to the customer by the newspaper from time to time affect the circulation figure.

H.3 The survey and the location of printing centers of the edition of the newspapers also affect the circulation of the particular newspapers

H.4 The branding programmes and events run by the newspaper for the promotion of their brand affect the circulation of newspapers.

H.5 Editorial content especially in the shape of local pull outs, extra features pages, magazines on different topics supplementary given to the customer with the newspaper copy also affect the circulation of newspaper.

**LIMITATIONS OF THE STUDY**

The limitation of research makes it easy and it helps in getting objectives. The limitations are explained here under:

1. Research has been conducted only in respect of Haryana.

2. This will only be centered on six Hindi main newspapers.
3. Research will be for the time period of (2004-2008) 5 years figures.

4. Te circulation figures will be on the basis of ABC (Audit Bureau of Circulation) figures.

5. The research is centered on the facts of circulation increase which is determined by the management according to market, its tools and techniques.

6. If needed, to get objective some consultations will be made from media and newspapers related personnel and policy makers of the newspapers management

**WHY THE SELECTION OF HINDI NEWSPAPERS**

Haryana is a Hindi speaking state and Hindi is used in general working and reading. According to the book, “Land and people of Indian States and Union Territory”; edition 36 of 2001, has made a description on the circulation of newspaper. S.C. Bhatt and Gopal K. Bhargava have written in their book the circulation increases tables, on page 379-385. Keeping in view the figures in the book, the daily circulation of Hindi newspapers was 92%. Whereas English newspapers circulation was 6% and others were only 2% in circulation in Haryana

As the market share of the Hindi newspapers was 92%, so it was natural to choose Hindi newspaper for the research. The difference in Hindi and English newspaper circulation is so high that no English newspaper can be compared with the circulation of Hindi newspaper. As the comparison is impossible so the factors of circulation are also different. That is why, Hindi newspapers were selected for research because the research is based on the main newspapers and the
circulation of English newspaper is so small, it cannot be considered for research keeping in view the small circulation.

**SELECTING THE RESEARCH METHOD**

The starting point of the study of this nature is identification of the competitive marketing strategies in the Hindi newspaper industry in recent times. Observation is best method in doing so.

**OBSERVATION METHOD**

The newspapers launch, pre-launch of old newspapers and their pre launching tactics, supplements, magazines, events, branding programmes, district agenda setting strategies, zonewise press establishing etc are all taken from first hand observation. Similar the exist of old newspaper and entry of new newspaper in the market. Such lists from the memory lane were cross checked with published articles in journals or magazines or from the concerned paper offices and press

**STATISTICAL METHOD**

In this method, study can be done easily. Because in this method numerical facts are considered as the basis of conclusion. In this method, first of all we collect the related numerical facts or data and then streamline and organize those figures or editing the organized figures, their classification and tabulation or earmarking. After these analyzing those facts reach a fixed conclusion. In this way, in this method from beginning to the end the numerical facts are the basis of study and conclusion and therefore, evaluation of objective events is made possible.
CONCLUSION

FINDINGS

1.1 The newspaper included in the research Dainik Bhaskar, Dainik Jagran, Punjab Kesari, Dainik Tribune, Hari Bhoomi, Amar Ujala from Haryana region in the last five years circulation of which remained almost stable with some minor increase and decreases. No longer change has been seen.

1.2 The circulation numbers of all the six newspapers has its own reader group. At the time of introduction of Dainik Jagran with local pull out in 2003 the circulation number of Bhaskar was 46000 but the Dainik Jagran started with 1,56000 copies, showing no effect on Bhaskar. In the first phase of 2004 the circulation number of Dainik Bhaskar was 1,48000 copies. This means the Dainik Jagran created new reader groups. This situation remains constant at the re-launching of Punjab Kesari.

1.3 In this period of five years, Dainik Bhaskar sold 248994 copies in the first phase of 2004 which was on lower side and in second phase of 2005 it sold 2,93264 copies which were on higher side. To say it remained between 2.5 lacks to 3.0 lacks in comparison to other newspapers. Dainik Bhaskar remained on top in circulation in the five years in comparison to other papers of the state.

1.4 Under research, the circulation of Dainik Tribune remained less. In this period the minimum circulation of Dainik Tribune was noticed 17764 in 2006 and maximum circulation 28368 copies in 2004.
1.5 There are different reader groups for the newspaper with local pull outs at state level. No competition has also been noticed in these newspapers. Both kinds of newspapers have shown a difference of circulation in lacks.

1.6 Local pullouts newspapers have their own circulation band and none of these affect each other. The circulation of Dainik Bhaskar remained 2.5 to 3 lacks, Dainik Jagran 2 lacks to 2.5 lacks and Punjab Kesari 1.25 lacks to 1.75 lacks.

1.7 In the period of research, the newspapers without local pullouts the circulation remained Dainik Tribune 18 to 23 thousands, Hari Bhomi 60 to 80 thousands and Amar Ujala between 45 to 60 thousands.

2. GROWTH RATE

It was observed in the research that the circulation number decreased and increased in the counting of every six month. It is not stable. During the research period, the increase in circulation in respect of Dainik Bhaskar remained 4.8% meaning the Dainik Bhaskar gained increase of 0.96% per year. The Dainik Bhaskar earned an increase of 29% meaning thereby 5.8% per year. The comparison is respect of Punjab Kesari is 23% meaning average of 4.6% per annum.

Amar Ujala gained decrease of 21% meaning thereby average – 4.2%. The Tribune gained decrease of 35% meaning average - 7.6% per annum. Hari Bhoomi under the period of research gained increase of 31% meaning average 4.4 % per annum.

To conclude the maximum increase rate of Dainik Jagran
remained at 5.6 % per annum whereas maximum circulation decrease was seen for Dainik Tribune approximately - 7.6%.

3. MAJOR FACTORS AFFECT THE CIRCULATION

(I) SURVEY

Dainik Bhaskar management on the basis of popular marketing survey and on the report of ABC in 2001 reached at circulation number of 2.71 lacks copies. Taking a step forward, Dainik Jagran continued its survey and according to ABC report, before survey the Dainik Jagran circulation reached from 16000 to 70000 in the districts of Kaithal, Kurukshetra, Ambala, Yamuna Nagar, Karnal, Panipat and Sonepat. A survey was also conducted in Gurgaon and Faridabad and with circulation of 50000 copies it is almost ahead there also. The circulation in the first phase of 2004 was 1,85723 copies. In this way, the facts reveal that the conduct of survey help more in increasing circulation number.

(II) SCHEMES

The research during period 2004-08 points out that the major commercial media group never stopped the schemes even for a day. Dainik Bhaskar and Dainik Jagran newspaper attracted readers by offering schemes which were in crores of rupees. In year 2003, Dainik Jagran offered “Jagran Aya, Uphar Laya” and “Khelo Jagran Tambola” schemes. Before the start of these schemes, the circulation was 1,56118 which increased 185723 in 2004 due to these schemes which registered an increase of 30000 copies. The result exhibits clear affects of schemes. In 2004, a special scheme was introduced for Haryana – “Haryana Jagran Dhamaka”. This scheme also
showed positive response and an increase the circulation by 28000 copies.

Likewise, Dainik Bhaskar started new scheme – “Jeeto Panch Crore” and “Har Mahiney Malamal”. These schemes also yielded results and during first six months of 2004, the circulation of newspaper is 2,48,994 and increased by 24,098. Like Dainik Jagran, Dainik Bhaskar also started scheme of “Jeeto Haryana” in Haryana but failed to attract rather it decreased the circulation by 10000 copies, i.e. the circulation stepped down from 2,73,092 to 2,64,202 copies (in second phase of 2004). To fill up the gap, Dainik Bhaskar adopted new schemes of cash prizes and started “Kiske Honge Sapane Sakar”. The first six months of year 2005, schemes showed remarkable results and increased circulation by 11% i.e. the number increased from 2,64,202 to 2,93,264. In second phase, this scheme could not find favour and circulation declined by 28000 copies and the circulation came to 2,65556. In the year 2006, Dainik Bhaskar re-started scheme “Jito Panch Crore” which did not deliver desired results. It could increase only 4000 copies. Neither the “Ek Kilo Sona - Ek Kilo Chnadi” scheme nor “Dainik Bhaskar Apake Dwar” scheme proved beneficial. Despite these developments, Dainik Bhaskar did not notice considerable decline in circulation during these two years. Notwithstanding tough competition, the management of newspaper maintained constant circulation. The circulation figure in the beginning of 2008 slightly drifted 269417 to 254987. The schemes “Offer Dhamaal”, “Banyia Malamal” some how stopped the trend of decline in circulation number. The paper registered increase by 7000 in the second phase of 2008.
Likewise Dainik Jagran, with a view to increase in circulation, started scheme “Scratch and Win” on the pattern of Dainik Bhaskar. This showed encouraging results and increased the circulation by 9%. With the increase of 20,140 copies, the number reached to 2,34,177 in the first phase of 2005. After this, Dainik Jagran introduced new schemes of “Holi Main Bhar Lo Jholi” and “Utsav Uphaar Yojna” which resulted in the decrease of circulation. In the second phase of 2005, the circulation drifted by 1.63% and circulation reached to 2,30,348. Dainik Jagran made no attempt to start any new scheme after these results. The newspaper registered circulation number of 2,21,319 in the year 2007. The “Mansoon Dhamaka” scheme started in 2007 which plugged the sliding trends and the circulation increased by 20,000 in the last phase of the year of 2007. However, no considerable affects were seen.

(III) PULLOUTS

During the research it has been revealed that the local pullouts newspapers have made an increase in the circulation number a lot in comparison to non-pullout newspapers. The newspapers working with this concept like Dainik Bhaskar, Dainik Jagran and Punjab Kesari increased circulation 2 lacks, 2.13 lacks & 1.5 lacks respectively; and on the other hand, non pullout newspaper like Hari Bhoomi and Dainik Tribune decreased. Their circulation 75000, 55000 and 23000. So, it is clear that newspapers with pullouts are increasing their circulation and publishing a lot. On the other hand, non pullout newspapers have been looser in the circulation process. The leading six newspapers of Haryana may be distributed in
two categories, keeping in view the average of variation in circulation. In the first category, come those papers which publish local district-wise edition with their national edition consisting of 4 and 10-12 pages respectively. In the category are – Dainik Jagran, Dainik Bhaskar and Punjab Kesari. In second category, there are newspapers, which do not publish local edition maintain their national identity. These are – Amar Ujala, Dainik Tribune and Hari Bhoomi. The local-pullout concept was new in Haryana and liked by public. The statistics of circulation clearly indicates that all these three newspapers are fighting neck-to-neck in circulation competition for become number one. The main reason behind the scene is the schemes of gifts, planning etc adopted by these papers. Besides all these factors, some newspapers re-started their edition afresh with new concept. For example – when Dainik Jagran was launched on 26 July-2003 from Panipat, Punjab Kesari started new era by starting publication from June 2006 from Panipat. Dainik Jagran and Punjab Kesari launched their editions from Hisar in 2000 and 2007 respectively through local-pullout in Haryana. Before this Punjab Kesari being published from Ambala (1991) started again in 2006 with “pullout-edition”. To keep a watch on the circulation, this newspaper management appointed observers who will take necessary steps to increase the circulation numbers.

On the other side the newspaper not having local pullout are struggling for their existence. For example Dainik Tribune which is very old is being published on conventions. The Tribune Trust failed to improve its circulation and even did not try to make any fruitful plan to increase its circulation. Dainik
Tribune did not take notice of the changing trends in society and the taste of readers. During 2004-08, Dainik Tribune made no breakthrough in increasing its circulation and its circulation decreased from 28000 to 18000. Dainik Jagran and Dainik Bhaskar maintained their circulation number intact during these five years. The study shows that the circulation of Dainik Tribune is separate and they have taste for it only. Amar Ujala started in Haryana after intensive survey with great ethics of journalism. But its circulation faded from 61423 in 2004 to 48261 in 2008. Amar Ujala could not stand in competition in Haryana despite making best efforts. Hari Bhoomi also met the same fate due to non publication pull-out edition and limited reasons. The other facts of failure of this newspaper were due to non coverage of national and international news. By comparison between these two newspapers, Hari Bhoomi showed encouraging results in his circulation of 82,990 copies in 2008 from 67,911 copies in 2004. In brief, non start of “local-pullout” edition, lead to decline of newspaper.

(IV) PRICE

To sell a product in the market, the price is a big factor. This rule also applies with the newspaper. Therefore, the newspaper management tries to develop income resources and care is taken on expenditures, so that sale price of newspaper may be stable. This is why the sale price of all the newspapers is the same and equal. The newspapers which did not compete and have upside sale prices and limited readers, loose circulation in Haryana.

(V) PUBLICATION CENTERS

During the period of research in five years, the
newspapers published from Haryana gained increase in circulation in comparison to Noida and Chandigarh based newspapers which gained decrease a lot. The newspapers being printed in various cities of Haryana have increased circulation and it is growing more and more.

(VI) MAGAZINES AND FEATURE PAGES

The newspapers now, are not the medium of news but are also the medium of entertainment, information useful knowledge and news. This responsibility is owned by the magazines and feature pages coming with the newspapers. The Dainik Bhaskar, Dainik Jagran & Punjab Kesari provide in the week-end days magazines for women, children and youths separately. They are prepared keeping in view the interest of these groups and to maintain their interest so that the circulation can be maintained.

SUGGESTIONS

1. In the conclusion of research, survey was considered an important factor. So the newspaper managements should take care of this. This is much important for Amar Ujala, Dainik Tribune and Hari Bhoomi because they can increase their circulation by conducting surveys.

2. The research also provides that with circulation of local pullouts with newspaper can help increase in circulation in comparison to the newspaper which is not publishing pullouts. This may be taken care of.

3. The research provides conclusions that the schemes and proposals, provided by newspapers effect sale a many more. So, it is suggested that on different occasion to
maintain circulation increase and stability they should launch schemes and proposals so that reader's interest may be maintained and circulation can be stabilized.

4. The sale price also affects the circulation. This factor has been noticed in the research. During the period of research all the newspapers have maintained sale price equal to each other. So, the management should be careful in respect of price fixation. As the price factor is a sensible factor for a product. Therefore, the newspaper management should fix the sale price keeping in view the market necessity readers and competition strategy.

5. There can be a point of suggestion for the newspapers management as to where there is a publishing place out of Haryana they should establish their presses in Haryana. In this way, they will be able to increase the circulation of the newspapers because our research has analyzed this point. The newspapers like The Tribune and Amar Ujala which have their place of publication outside Haryana are loosing in circulation number side by side new information and events are not being supplied to the readers. Whereas newspapers are being published from Panipat, Hisar, Rohtak viz Dainik Bhaskar, Dainik Jagran and Hari Bhoomi have their circulation in increasing side and providing fresh information and events to their readers successfully. So it is suggested that the newspaper coming from outside Haryana should establish at least one printing press each in Haryana, so that they can succeed in increasing circulation in Haryana.
6. The another suggestion by which the newspaper can increase their circulation is, to get published attractive feature pages and magazines and distribute these into the readers. Because during research this factor has also emerged as an important to include the element of magazines a feature for the circulation increase.

7. The management of newspapers can be suggested for the continuation of readership to organize branding programmes and other events, so that the readers may remain attractive and effective for the newspaper. The branding programs and events leave an effect on the minds of readers.

8. Under the conclusions of research, it has been found that the newspapers have their publication band. None of the circulation number is cutting the other’s circulation band. So, it can be assumed that each newspaper has its own readership. Therefore, it is suggested that each newspaper should make efforts to maintain their readership.

9. After the research it has been noticed that whenever any newspaper is launched or re-launched that has not affected the circulation of other newspaper. This means that every newspaper has made its new readers. So, it is suggested that still there are so many customers which can be included as the readers. There are so many possibilities in the market.

10. From the results of research it can be suggested to the newspaper management to get feed-back about their product. Such as, how the readers are feeling about the newspaper, what is most favourite for them, what is not of
interest, what changes they want. These all feed backs can be collected at district level headquarters by appointing officers and surveyors from the readers. By doing so, the newspaper will be in a position to make changes according to the interests of their readers and will also be able to provide a better newspaper for reading of the customers. In this way, the newspaper will possibly find increase in circulation.

In the last, a suggestion has come out for the newspaper management that to get increase in circulation number of their newspaper, they should search out new readers and try to engage them in reading newspapers who still do not read newspaper. Because it is easy job for the newspaper to overall new readers instead of fetching readers from other newspaper groups.