COMPETITVE STRATEGIES OF DAILYTHANTHI IN TAMILNADU

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ABSTRACT

Newspapers have a huge role to play in informing and improving the information within society. Usually everyone begins their daily day by reading the Newspaper. The newspaper industry has been facing dramatic difficulties due to the proliferation of News Outlets, Digital Content, Smartphone Alerts and Social Media etc., hence the need for proper marketing strategy to improve the communication process. A successful marketing campaign should draw more new buyers and keep their readers as well. A newspaper as a platform can satisfy the need of readers and have some information to help them obtain more basic knowledge about their culture, society, and world they live in. This research review aims to offer an outline of how "The DailyThanthi" can improve its business approach and fulfil the needs of the public. This research study revolves around evaluating a few of the competitive strategies.

Keywords: *Newspaper, strategy, DailyThanthi, Readers, Competitive and marketing strategy.*

1. INTRODUCTION

Newspapers are the main source of news. It is a platform by which the facts and evidence of the incidents taking place all over the world and have a tremendous reach even in those places where there is no electricity. Their productions are much more important than providing the company with profit. Newspaper is believed as a powerful medium to provide information about news in 360-degree format. Newspaper is a reliable source of information related to job opportunities, government actions and reactions, new innovations, politics, sports, business, health and more in building a knowledgeable society. Everyday newspapers reflect the public's interest and understanding. A large exposure of data is accessed by newspaper at low cost. Newspaper provides us with knowledge obtained from within and beyond the nation and also the world. At present the newspaper industry facing many challenges both within and outside media players. Internal threats from other newspaper companies and external threats such as online media and digital media divided the newspaper readers.

Therefore, the newspaper industry's is in a position to be more focused on developing its own competitive strategies to withstand in the competitive market.

In the early stages the newspaper industry had fewer rivals. As the timeline grows, the growth of the rivals has also risen, leading to a reduction in the number of newspaper subscribers. The DailyThanthi, one of the traditional and leading newspaper in Tamil is also one of the victim of the internal and external threats in the Industry. It has been observed that the drop in readership is due to the inadequate application of the competitive strategies. In order to tackle the above issue, this study aimed to identify and analyze the competitive strategies of "The DailyThanthi" which instantaneously promotes the increase of newspaper subscriptions in the recent trend. This research study focusses on the following objectives,

1. To determine the competitive strategies used by DailyThanthi to sustain its competitive advantage in newspapers industry.
2. To analyse various reasons for the sudden decline in DailyThanthi readers.
3. To study the effective marketing strategy for motivating potential readers of DailyThanthi.
4. To define the reason for choosing the dailythanthi for advertisement, compared to other Newspapers.
5. To suggest steps to recapture the dailythanthi competitive position.

2. REVIEW OF LITERATURE

SFN Home Published Reports (2003) evaluated and confirmed that the newspaper industry is highly competitive, and threats are changing all the time. It is uniquely dependent on inter-related revenue streams provided by sales and advertising.

Chrystal Szeto and Luis Jimenez (2005), briefed that the new media offers a consumer, A vast range of options for storing, disseminating and displaying information in all ways. Traditionally, the older media have been complemented by new media rather than eliminated. Then is trend shifting with the latest evolution of smart media how much market analysis can say everyone about reader-oriented tastes for digitized vs. print media.

Narasimha Rao P.V. L.National consumer ship survey (2005), defines that time to time the paper industry continues to expand. In the last 2years, Press adds 34 million customers in the last 3 years, the number of dailies and magazines customers for all those aged fifteen years and over has increased from 180mn to 200mn annually by 4%.

Rebekah (2006), has noted that the newspaper's reputation probably depends more on free Cassettes and DVD's than on its reporters. News agencies also expect that CDs and DVDs can attract young audiences who've been rapidly getting their news from the internet.

Kathleen (2008), confirms that past four decades, the consumption of paid newspapers in the U.S and several other advanced print media economies has been stable but globally declined. A number of (usually) free online news and intelligence sources have precipitated much of this downturn, most prominently radio, television and now the Internet.

3. RESEARCH MODEL
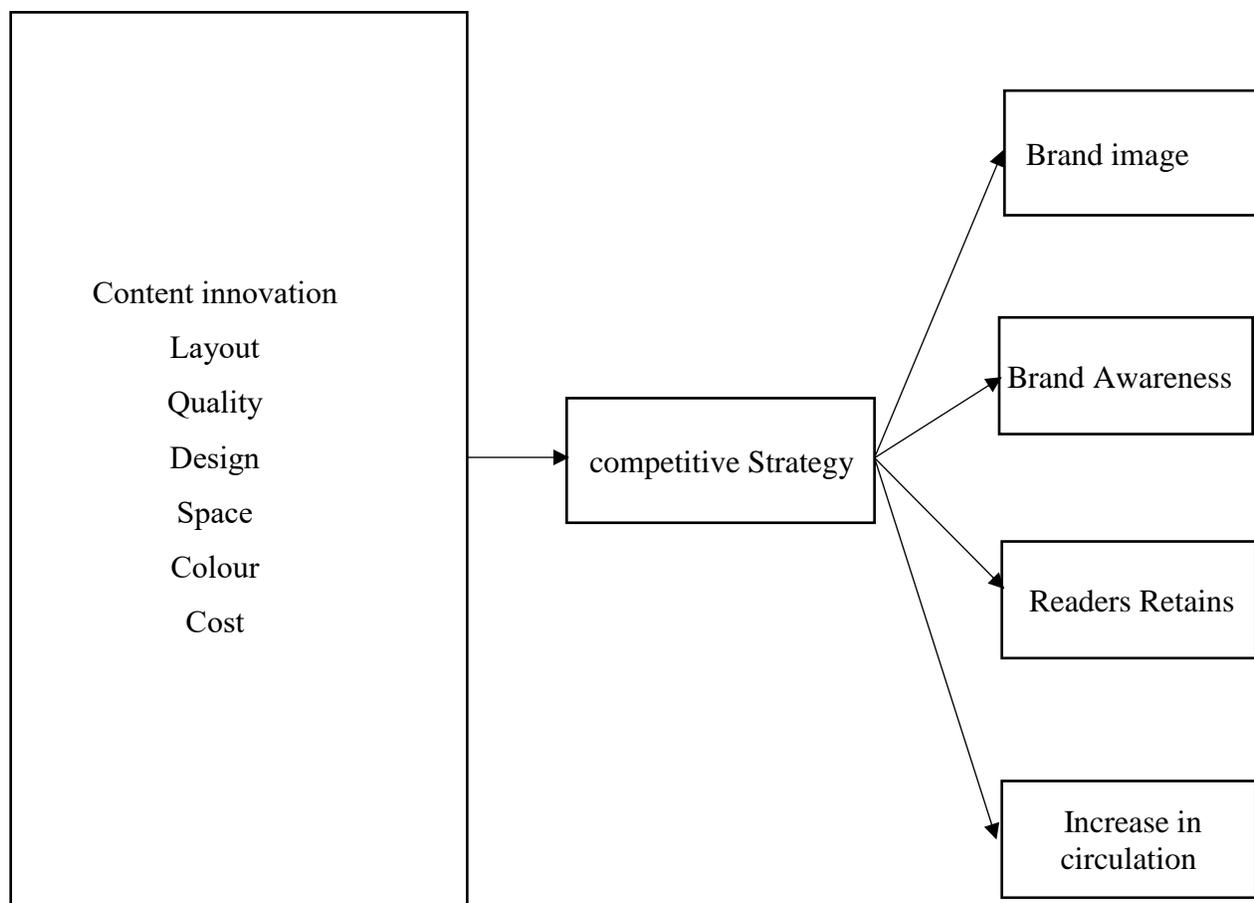
4. METHODOLOGY

The analysis is descriptive. Data collected comprising the readers view about DailyThanthi newspaper via questionnaire. The respondents are contacted directly and the data are obtained through schedules.

In this analysis, the population is limitless. The sample size is 384, using Cochran 's formula. But 242 samples are collected and 200 samples were chosen because information remain incomplete and unanswered. The data were obtained in the city of Chennai from DailyThanthi readers.

Demographic analysis: male (54%), female (46%) and age is 31-40(25%), 21-30(24%), 40-50 (21%), above 51(13.5 %) and below 20 years (16.5 %), (27%) bachelor's degree. (25%) holds diploma. 25% are undergraduates and 16.5% are secondary school.

4.1 Factor analysis

Factor analysis is a method used to decrease a large number of factors into smaller component numbers. This strategy removes from all factors the highest standard variance and positions them in a standard ranking. We may use the value for further study as an index of all variables. Factor analysis is a method of minimising results. It achieves this by searching for underlying non-observable (latent) variables which are expressed in the variables observed (manifest variables).

The factor analysis model is:

$$X = \mu + L\,F + e$$

5. DATA ANALYSIS

5.1 Factor Analysis

The test value of the KMO and Bartlett is 0.601. Values between 0.6-0.9 are necessary for an interpretation of the element.

Table No.5.2.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.601
Bartlett's Test of Sphericity	Approx. Chi-Square	1303.298
	df	561
	Sig.	.000

Table No.5.2.2: Communalities

	Initial	Extraction
READ_NP_MORNING	1.000	.391
GET_COPY_OF_NP	1.000	.467
READ_NP	1.000	.399
TIME_SPEND_FOR_READ_NP	1.000	.338
IMP_OF_NP	1.000	.428
IMP_CONTENT_IN_NP	1.000	.226
OTHER_NP_YOU_READ	1.000	.500
HOW_LONG_READERS_OF_DT	1.000	.127
SUPPLIER_DELIVER_NP	1.000	.211
TIME_NP	1.000	.165
MAANAVAR_SPECIAL	1.000	.647
AANMIGA_MALAR	1.000	.610
VANAVIL	1.000	.283
ILLANGAR_MALAR	1.000	.375
THANGAMALAR	1.000	.381
MUTHUCHARAM	1.000	.562
SUNDAY_SPECIAL	1.000	.563
QUALITY_OF_DT	1.000	.364
WHICH_SEGEMENT_IS_BETTER_IN_DT	1.000	.354
NOTICED_PAGES_IN_DT	1.000	.085
SEE_AD_IN_DT	1.000	.309
AD_ATTRACTION_IN_DT	1.000	.365
AD_PROVIDE_SHOPPING_INFO	1.000	.699
AD_CREATE_AWARENESS_OF_PRODUCT	1.000	.346
AD_ENHANCE_REACH	1.000	.650
SUBSCRIBE_DT	1.000	.310
MOTIVATE_TO_READ_DT	1.000	.517
PHOTOS_DRAWN_ATTENTION	1.000	.618
AFFORDABLE_TO_BUY	1.000	.431
LANGUAGE	1.000	.458
CONTENT	1.000	.433
PRESENTATION	1.000	.516
ADVERTISEMENT	1.000	.582
SERVICE	1.000	.628

Extraction Method: Principal Component Analysis.

Table No.5.2.3: Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.853	11.334	11.334	3.853	11.334	11.334	2.871	8.444	8.444
2	2.336	6.871	18.205	2.336	6.871	18.205	2.467	7.256	15.700
3	2.000	5.883	24.087	2.000	5.883	24.087	1.947	5.725	21.425
4	1.752	5.153	29.240	1.752	5.153	29.240	1.809	5.319	26.744
5	1.556	4.578	33.818	1.556	4.578	33.818	1.596	4.694	31.438
6	1.438	4.228	38.046	1.438	4.228	38.046	1.535	4.514	35.952
7	1.403	4.128	42.174	1.403	4.128	42.174	1.406	4.135	40.087
8	1.323	3.890	46.064	1.323	3.890	46.064	1.372	4.035	44.122
9	1.303	3.832	49.897	1.303	3.832	49.897	1.357	3.992	48.114
10	1.232	3.622	53.519	1.232	3.622	53.519	1.351	3.974	52.088
11	1.141	3.356	56.875	1.141	3.356	56.875	1.307	3.845	55.933
12	1.118	3.287	60.162	1.118	3.287	60.162	1.305	3.837	59.770
13	1.079	3.175	63.337	1.079	3.175	63.337	1.213	3.567	63.337
14	1.000	2.940	66.277						
15	.955	2.810	69.087						
16	.902	2.653	71.741						
17	.842	2.477	74.218						
18	.781	2.296	76.514						
19	.758	2.229	78.742						
20	.751	2.210	80.952						
21	.705	2.073	83.025						
22	.689	2.027	85.052						
23	.595	1.749	86.801						
24	.553	1.625	88.426						
25	.542	1.594	90.020						
26	.507	1.490	91.510						
27	.472	1.388	92.898						
28	.439	1.292	94.190						
29	.415	1.219	95.410						
30	.399	1.173	96.583						
31	.374	1.099	97.682						
32	.293	.863	98.545						
33	.268	.789	99.334						
34	.227	.666	100.000						

Extraction Method: Principal Component Analysis							
Table No.5.2.4: Rotated Component Matrix[a]							
	Component						
	1	2	3	4	5	6	7
READ_NP_MORNING	-.056	.233	.378	.175	.388	-.092	.034
GET_COPY_OF_NP	.040	.009	-.075	-.021	.670	-.089	-.047
READ_NP	-.032	-.157	.315	.223	-.423	-.098	-.191
TIME_SPEND_FOR_READ_NP	.022	.210	-.234	-.113	.062	.448	.147
IMP_OF_NP	.074	.048	.085	.010	-.084	.189	-.608
IMP_CONTENT_IN_NP	.081	-.042	.081	.179	.099	.385	.143
OTHER_NP_YOU_READ	.002	-.031	.166	-.086	-.124	.651	-.156
HOW_LONG_READERS_OF_DT	.000	.133	-.031	-.115	-.301	.018	.065
SUPPLIER_DELIVER_NP	-.087	.016	.432	.004	-.033	.120	-.032
TIME_NP	.136	.216	.030	-.055	-.283	-.122	.033
MAANAVAR_SPECIAL	.766	.006	.001	.191	.123	-.049	-.073
AANMIGA_MALAR	.102	.756	-.033	.031	-.111	.091	-.077
VANAVIL	.166	.112	.466	.093	.009	.008	.129
ILLANGAR_MALAR	.214	.106	.378	.062	.342	.017	.233
THANGAMALAR	.092	.221	.286	.161	-.199	.171	.384
MUTHUCHARAM	.713	.032	.005	.019	.069	-.163	.144
SUNDAY_SPECIAL	-.021	.683	-.103	.010	.191	.138	-.174
QUALITY_OF_DT	.258	.218	.216	-.116	.119	-.416	.048
WHICH_SEGEMENT_IS_BETTER_IN_DT	-.061	.018	-.097	.496	.060	.050	-.297
NOTICED_PAGES_IN_DT	.178	.028	-.090	-.046	-.144	-.098	.108
SEE_AD_IN_DT	-.232	-.181	.328	-.310	-.133	-.038	.001
AD_ATTRACTION_IN_DT	.001	-.086	.308	.053	.345	.375	-.017
AD_PROVIDE_SHOPPING_INFO	.082	.043	.134	.806	.074	-.056	.116
AD_CREATE_AWARENESS_OF_PRODUCT	.043	.159	.148	-.092	.062	-.075	-.528
AD_ENHANCE_REACH	.078	-.019	.162	.771	.007	.073	.132
SUBSCRIBE_DT	-.044	-.098	.525	.038	.062	.070	-.113
MOTIVATE_TO_READ_DT	.666	.048	.196	.159	-.028	-.076	-.034
PHOTOS_DRAWN_ATTENTION	-.013	.733	.120	.019	-.242	-.081	.003
AFFORDABLE_TO_BUY	.293	.118	.537	.093	-.176	-.065	.003
LANGUAGE	.324	.007	.530	-.109	.061	-.237	.027
CONTENT	.193	.093	.253	-.096	-.071	.149	.536
PRESENTATION	.685	.004	.023	-.127	-.005	.160	.069
ADVERTISEMENT	.690	.053	.086	-.001	-.182	.235	-.090
SERVICE	.055	.737	.121	.034	.020	-.219	.134

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 7 iterations

Factor Loadings for competitive strategies of DailyThanthi variables

Table No.5.2.5: Factor Loading

Factor Names & Variable Explained	Strategies of DailyThanthi Variable	Factor Loading
Newspaper Factor	Language	.530
	Content	.536
	Presentation	.685
	Advertisement	.690
	Service	.737
Supplement Factor	Maanavar Special	.766
	Aanmigamalar	.756
	Vanavil	.466
	Illangarmalar	.378
	Thangamalar	.384
	Muthucharam	.713
	Sunday Special	.683
Advertisement Factor	See Advertisement in Newspaper	.328
	Ad Provide Shopping Information	.806
	Advertisement Create Awareness	.148
	Advertisement Enhance the Reach	.771

Table 5.2.5 reveals that three factors have been extracted and they explain the variance of sixteen dimensions variables. The most dominant factor is Factor 1 and it has five dimensions variables of Language, Content, Presentation, Advertisement and Service. It has been labelled as Newspaper Factor. The second dominant factor is Factor 2 variance and it has seven dimensional variables of Maanavar Special, Aanmigamalar, Vanavil, Illangarmalar, Thangamalar and Muthucharam. It has been labelled as Supplement Factor. The third most dominant factor is Factor 3 and it has four variables of See Advertisement in Newspaper, Advertisement provide Shopping Information,

Advertisement Create Awareness and Advertisement Enhance the Reach and it has been labelled as Advertisement Factor.

6. FINDINGS

Newspaper Factor

This element has served as the main factor of study including Language, Content, Presentation, Layout, Advertisement and Service. Major element of this factor is Service (0.737) and Presentation (0.685). These factors influence the readers to buy DailyThanthi Newspaper continuously for long years and they increase the circulations and brand image in the industry.

Supplement Factor

This element has been the second main determinant of this study. It includes various supplement issues such as Maanavar Special, Aanmigamalar, Vanavil, Illangarmalar, Thangamalar and Muthucharam. Major load of this factor is Maanavar special (0.766). This aspect influences the students of class 10 and 12 in Tamilnadu to improve their knowledge in tier subjects. This factor created an awareness among students community that this special supplement helping in their exams.

Advertisement Factor

This aspect emerged as the major determinant of study about the selected variables including viewing of Advertisement in Newspaper, Advertisement in DailyThanthi provide shopping information, Advertisement create awareness and Advertisement enhance the reach. Main element of this factor is Advertisement provide shopping information (0.896) and Advertisement enhance the reach (0.771). It is identified that DailyThanthi have a wonderful advertising scope is strong compared to its rival.

7. RECOMMENDATIONS

DailyThanthi's delivery of services makes readers more sustained in their subscription compared to other Tamil newspapers. While they aim to spread their wings to all those areas that cannot be shipped, the crucial challenge is to maintain continuity in delivery time. It is suggested to maintain the consistency in delivery time even it reaches untapped rural area of Tamilnadu. Promoting and accelerating the agent network will help in this aspect as this is considered one of the major competitiveness of DailyThanthi.

The format and the news presentation are also playing a vital role in deciding a standard and position of the newspaper. It is analysed that the current format of news presentation is good but

for upcoming generations, the expectation will be a miserable threat. They end to expect more focus on presentation based on their interest and trend. So, it's important to revitalize the news format of the presentation with correct and reliable content covering all generations.

One of the specialities of DailyThanthi is providing Student special supplement! This supplement had a huge retort in students' community. This supplement provided the detailed Questions & Answers part for all the subjects that are impressive and it is highly helpful to the students during exam sessions. Therefore, it is suggested that this is the main area to concentrate and enhance the DailyThanthi into the next level focusing on student. The next stream of focus is to give a more supplement like" Students Special" not only in school standards and covering the whole student community as their career guidance special. This stream competitiveness may give a tough competition to their rivals.

Public and advertisement agency strongly believe that DailyThanthi reach rate is extremely immersive because DailyThanthi has more readers than other newspapers in Tamilnadu. But still, DailyThanthi newspaper traditional advertisement standard has to be revamped and refurbished to attract new advertisers which help their brand image moving to the next stage**.**

8. CONCLUSION

DailyThanthi is believed as Top most Newspaper in Tamilnadu, but the position is not stable because nowadays there's a lot of competitors in Newspapers industry and they have a separate ideology to cover the Young Readers. Whereas, DailyThanthi follows traditional methodologies for their content and presentation. So, this is the correct time to restructure their core competency to attract young readers towards them. Before 78 years, historical newspaper industry who holds a lot of reputation and popularity in this society had not given focus on travel and environmental news as DailyThanthi. Nowadays people are willing to travel a lot and they feel travel as a part of their stress less life. DailyThanthi should concentrate on this part along with educating the challenges and trends of environmental system. It is concluded that understanding the mind-set of readers is the basic stuff for the competitiveness in the newspaper industry. This may be help in use of the company to sustain the brand image and identity. In this initiative, DailyThanthi should look at the ambiguities and attempt to rectify them with recommendations that are offered.

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