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# A Study on Low Distribution of Newspapers in the Media Industry With Reference To Coimbatore

**Mrs. Anitha Rose**

Research Scholar (PhD)
Dept. of Commerce
Sri Ramakrishna College of Arts and Science
Coimbatore

**Dr. V. Nirmaladevi**

Associate Professor and HOD
Dept. of Commerce
Sri Ramakrishna College of Arts and Science
Coimbatore

## ABSTRACT

All the products should reach the consumers, the distribution might be short or long. The ultimate consumers need of the products. The sound distribution system enable that the products reach the consumers in time. Demand may change, market favour may swift from one company to another. The distribution system should be more effective to make the products available to the ultimate consumers. The products shows the companies performance, achieve customers satisfaction on costs. whenever consumer gets products the consideration move from consumers to producers, between intermediates share their commission. Newspaper should print more and publish to the entire society, people those are rich or poor invariably reading newspapers. People selecting newspapers according to their requirements, because of the digital and more television news channels the printed form of newspaper distribution reduced because of low demand. researchers suggested that There is need to enhance security for newspapers transporters. In this case the transporters would deliver the newspapers to vendors or pick from the sources in good time. Proper security includes ensuring the safety and well-being of transporters so that they can safely and effectively do their jobs. They concluded that newspaper distribution management was poor. In addition, it was concluded that poor remuneration of transporters affect distribution, poor work benefits of transporters affect distribution and late production of newspapers affect distribution newspaper distribution are the factors that lead to low distribution of newspapers.

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## INTRODUCTION

All the products should reach the consumers, the distribution might be short or long. The ultimate consumers need of the products. The sound distribution system enable that the products reach the consumers in time. Demand may change, market favour may swift from one company to another. The distribution system should be more effective to make the products available to the ultimate consumers. The products shows the companies performance, achieve customers satisfaction on costs. whenever consumer gets products the consideration move from consumers to producers, between intermediates share their commission. The same time the intermediate communicate the procedures and consumers, consumers complaints carrying by the intermediaries, finally complaints reach producers. Communication can be complaints or suggestions and improvements in the existing products. The distribution process can affect lot of functions in an organizations, they need to organize it well to issue goods to the consumers. Producers are also account the distribution expenses, which incurred while transfer the goods. Manufacturer are trying to reduce the transportation cost, hence they are in need of effective tool to give advertisement without huge expenses while distribution.

International Organization for Standardization defined as newspaper is a publication that is chronological order and it has current issues, sports news, companies advertisements, lifestyle and features among others. Newspapers are publish frequently ranging from daily publications, weekly, fortnightly or monthly. It is printed on paper which is newspaper, folded and stapled on edges finally it bound. Newspaper are in various sizes the same time it is larger than 297 mm x 420 mm sizes. Some pages may be colored and remaining pages are in white and black with added features and companies and service sectors advertisements to complement them.

Newspapers has important information sources which is available to enlighten societies by providing news, current affairs to readers. newspapers are helps to get the updated news for students, politicians, business people and human rights activities, sports personalities, sports updation, world records and local issues. Newspapers are written documents in the society, it is available in all places at reasonable price. It also enhance literacy and it promote learning.

The news are available in digital form, the information seekers are getting news through their computer, laptop and smart phones. It helps to store more papers and more pages, they could not carry the papers. While travelling and being at other places, they could read updated

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news.

## STATEMENT OF THE PROBLEM

Newspaper should print more and publish to the entire society, people those are rich or poor invariably reading newspapers. People selecting newspapers according to their requirements, because of the digital and more television news channels the printed form of newspaper distribution reduced because of low demand. Many newspaper organizations are panic of long term decline of newspapers, due to inability to distribute as many newspapers as possible, the decline in sales. Newspapers are competing television and internet, it is critical in distribution and delivery. Newspaper has long life than the television news but the same time lot of televisions news channels available to watch the news continually, but it reduce the reading habit. It leads to low distribution of news papers, the researcher conduct study to give solution for the problem. This study sought to establish the factors which affect low distribution of newspaper.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study.

(i) To assess how distribution channels, affect distribution of newspapers.

(ii) To examine how newspaper distribution management affect distribution of newspapers.

(iii) To determine the extent to which environmental and social factors affect distribution of newspapers.

## DISTRIBUTION CHANNELS

Coimbatore District has different forms of channels which make use of intermediaries for a particular function. They include the following: Producer to Consumer (where the producer uses no middleman and sells straight to the consumer); Producer - Retailer- Consumer (producer sells to retailer who sells to consumer);Producer -Wholesaler -Retailer –Consumer; Producer-Agent/Distributor -Retailer – Consumer; and Producer-Agent/Distributor -Wholesaler -Retailer - Consumer. Producer to Consumer channel is the fastest and simplest channel. It gives selling various selling options such as; through retail shops, as door to door or direct mail. The distributor has full control of operations. The producer- retailer –consumer channels is more popular with big retailers because they buy in large numbers. The channel is used to distribute

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products of high quality or value.

## NEWSPAPER DISTRIBUTION MANAGEMENT

Channel management involves evaluation of intermediaries and their activities. The distributors need to be managed in order to be able to ensure the newspapers get to the customers on time. Some of the ways of motivating them is by giving them cold breakers jackets to use during harsh cold seasons and rewarding best performers quarterly. Selection of channels is also very important. The management should be able to come up with a channel that is fast and very simple to avoid delays. Producer to consumer is the fastest and simplest channel. Middle men will affect the price because they have to be paid their commission from profits generated. If middle men are many, the product ends up being expensive.

## ENVIRONMENTAL AND SOCIAL FACTORS

This is a group that decides to offer class of products that are close substitutes to each other in order to satisfy a specific market needs. Most salespeople would suggest that their difficulty is not customer dissatisfaction but too much competition and their difficulty is therefore to maintain and sustain competitive advantage. Age group of the target population is also important. Most people who read the newspapers are employed and can afford a newspaper. They are also interested in issues unlike young people who do not really worry much about that which does not affect them directly.

## RESEARCH METHODOLOGY

Researcher designed questionnaire to collect data from the samples, which is descriptive design. 50 samples were taken for this current study from the study area, researcher adopted cluster and convenient sampling method. Both the methods used to collect data from the sample vendors. Systematic sampling adopted to pick the transporters and managers. Convenience sampling was used to select vendors from each cluster due to the nature of work. The data collected was analyzed quantitatively using simple descriptive statistics such as frequencies and mean scores.

## ANALYSIS AND INTERPRETATION

### Distribution of newspapers by vendors

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The study sought to establish the extent of distribution of Newspapers which is distributed to vendors. The results are indicated in the following table.

54.62% of the respondents strongly disagreed with the statement that customer are happy with the time newspaper arrive, 42.63% of the respondents strongly disagreed with the statement that there is high uptake and demand of newspapers, 44.63% of the respondents neutral with the statement that the vendors have generated adequate profits in selling of the newspapers and 29.75% of the respondent strongly agree with the statement that they intended to continue with the same business. The mean score of 2 on a 5-point scale shows that majority of the respondents disagreed with the statement about factors that lead to low distribution. The findings agree with those in Richard (2009, p.6) who noted that many newspaper organizations fear a long-term decline due to inability to distribute as many newspapers as possible therefore leading to decline in sales.

**Table 1 : Distribution of newspapers by vendors**

| Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree | Mean |
|---|---|---|---|---|---|---|
| My customers are happy with the time the newspapers arrive | 54.62 | 21.54 | 9.13 | 10.66 | 4.05 | 1.48 |
| There is high uptake and demand of newspapers | 42.63 | 22.54 | 10.54 | 14.54 | 9.75 | 2.58 |
| I have generated adequate profit in selling newspaper | 14.63 | 22.54 | 44.63 | 8.66 | 9.54 | 2.17 |
| I intend to continue with the same business | 9.56 | 14.64 | 21.41 | 24.64 | 29.75 | 2.07 |

**Factors that lead to low distribution**

The respondents were asked to indicate the factor that led to low distribution of newspapers. Results are as follows.

Results on Table 2 indicate that 57.66% of the respondents agreed with the statement that change in customers preferences is the major factor that affect distribution of newspapers by vendors,61.57% of the respondent agreed that competition from online distribution such as facebook, twitter and online newspapers also lead to low distribution of newspapers, 58.41% of the respondent strongly agreed that late delivery of newspapers affect its distribution, 54.42% agreed that pricing of newspapers was also a key factor of low distribution of newspapers and 66.18% agreed that the newspaper were dropped off in a convenient place for them . The mean score of 4 on a 5 point scale shows that majority of the respondents agreed with the statement

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about factors that lead to low distribution.

**Table 2 : Factors that lead to low distribution**

| Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree | Mean |
|---|---|---|---|---|---|---|
| Change in customers preferences | 2.15 | 11.42 | 12.57 | 16.2 | 57.66 | 5 |
| Competition from online distribution such as face book, twitter and online Newspapers | 3.22 | 4.57 | 11.7 | 61.57 | 18.94 | 4 |
| Late delivery of newspapers | 4.66 | 5.55 | 10.32 | 21.06 | 58.41 | 4 |
| Pricing of newspapers | 8.64 | 8.88 | 11.41 | 54.42 | 16.65 | 4 |
| The newspapers are dropped off in a convenient place for me | 5.49 | 6.48 | 10.31 | 66.18 | 11.54 | 4 |

The findings agree with those in Kibera,F., &Wariungi,C.(1998) who noted that most salespeople would suggest that their difficulty is not customer dissatisfaction but too much competition and their difficulty is therefore to maintain and sustain competitive advantage. Age group of the target population is also important. Most people who read the newspapers are employed and can afford a newspaper. They are also interested in issues unlike young people who do not really worry much about that which does not affect them directly.

The findings also agree with those in Post Press Packaging and Logistics (2006, p.2006). Time when the newspaper is made available is crucial. Delay in distribution of newspapers can lead to stale news. Post Press Packaging and Logistics (2006, p.2006) identifies that the Newspaper being a highly perishable good requires strict timings to be able to appeal to the customer. It is for this reason that the publisher has to be effective in delivery.

The findings agree with those in Office of Fair Trading (2008, P.9). The newspaper has to cater for the customer by offering latest news and at the same time meet advertising requirements by offering a wide window for purchase of advertised products. Most magazines unlike newspapers have more time to go through the supply chain and distribution system because of their length of time before another edition is out.

The findings also agree with those Ahlstrom,C.,&Henfrisson,O (2005) which noted that technology is more advanced than ever lately. Most newspaper providers have online access to

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the newspapers. Some people prefer to use the online newspaper to get the news which is free rather than use money to but the newspapers. This affects the number of newspapers being sold at any one given time. This is also affecting by the number of people who have access to the internet.

**Findings**

The findings indicated that a majority disagreed with the statement that their customers are happy with the time the newspapers arrive, there is high uptake and demand of newspapers, they have generated adequate profits in selling newspaper and they intend to continue with the same business. This implies that the statement affects the distribution of newspapers by vendors.

The results also indicate that a majority agreed with the statement that change in customers preferences, Competition from online distribution such as facebook, twitter and online newspapers, Late delivery of newspapers, Pricing of newspapers, The newspapers are dropped off in a convenient place for me are the factors that lead to low distribution of newspapers.

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**Suggestions**

The following suggestions were given by the researchers through this study.

i) There is need to enhance security for newspapers transporters. In this case the transporters would deliver the newspapers to vendors or pick from the sources in good time. Proper security includes ensuring the safety and well-being of transporters so that they can safely and effectively do their jobs.

ii) The study would recommend that the sources of newspapers to reduce the pricing to sustain the business in market so as to encourage more entrepreneurs by inventing in the newspaper selling as long as it is profitable.

iii) By improving the timing in production the newspapers would be delivered in time hence the customers would be satisfied and assured of reliability

**Conclusion**

The researcher concluded the following points through the analysis part of this study. Effect of distribution channels on distribution of newspapers. Findings also led to the conclusion that there is no high uptake and demand of newspapers due to poor distribution management. Effect of newspaper distribution management on distribution of newspapers. It was concluded that newspaper distribution management was poor. In addition, it was concluded that poor remuneration of transporters affect distribution, poor work benefits of transporters affect distribution and late production of newspapers affect distribution newspaper distribution are the factors that lead to low distribution of newspapers. Effect of environmental and social factors on distribution of newspapers. The results led to conclusion that change in customers preferences, competition from online distribution such as facebook, twitter and online newspapers, late delivery of newspapers, pricing of newspapers, inconvenient place for dropping newspapers are

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the social and environmental factors affecting distribution.

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