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<td>Author(s)</td>
<td>H. Aftab Ahmad.</td>
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Research For Newspaper

By

H Aftab Ahmad
RESEARCH FOR NEWSPAPER

PRESENTED BY

H. AFTAB AHMAD
CHIEF EXECUTIVE
9th DECEMBER, 1993
Definition of Marketing Research

Marketing research is the function which links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Marketing research specifies the information required to address these issues; designs the method for collecting information; manages and implements the data collection process; analyzes the results; and communicates the findings and their implications.
SOME WAYS OF CLASSIFYING MARKETING RESEARCH

- On-going Research Vs. One Time or Ad-hoc Research

- Consumer Research Vs. Trade Research Vs. Industrial Research

- Qualitative Research Vs. Quantitative Research

- In-house Research Vs. Outside Agency Research
TYPES OF SURVEYS:

READERS’ PROFILE
READERSHIP HABITS AND OPINIONS
SURVEY OF ADVERTISERS
AD-TRACKING

SURVEY METHODS:

MAIL
FACE-TO-FACE
TELEPHONE
FOCUS GROUPS
READERS' PROFILE

A. PERSONAL:

DEMOGRAPHIC:
- Age
- Marital Status
- Sex
- Language

SOCIO-ECONOMIC FACTORS:
- Income
- Occupation
- Employment (Govt./Private/Self)
- Education
- Ownership of house.

LIFE STYLE:
- Music
- Sports, etc.
B. USE OF PRODUCTS AND SERVICES:

OWNERSHIP OF DURABLES:

- Car
- Motor Cycle
- T.V.
- VCR
- Fridge
- Dish etc.

CONSUMER PRODUCT USAGE:

- Shampoo
- Tea
- Soft drinks

TRAVEL:

- Frequency
- Airline etc.

BANKS USED:

- For Personal
- For Business
- Types of Services
READERSHIP HABITS AND OPINIONS:

- Most widely read newspaper and why?

  Share by Segment.

- How frequently e.g. (Daily/Friday's/Sunday's)?

- At what time do you read the Newspaper?

- At what place is it mostly read?

- How much time is spend reading the Newspaper?

- Where is it delivered?

- How many people share the copy?
WHICH PART/SECTION OF THE NEWSPAPER IS READ THE MOST? (LIKES/DISLIKES)

- Front Page
- Back Page
- National/Local
- International etc.
- Leisure (Cartoons etc.)
- Supplements
- Magazines
- Editorials
- Sports
- Business
- Science, Art etc.
- Ads
- Classified Section
- Art etc.
SURVEY OF ADVERTISERS:

- Share spent on newspaper ads in total advertising budget.
- Reasons for allocation of budget.
- Newspapers preferred and reasons.
- Decision-making process (who decides?)
- Role of advertising agencies.
AD-TRACKING:

Ads Appearing In Various Newspapers:

- Frequency
- Size
- Type
- Placement
- Coloured vs. Black & White
- Advertising Spent
- Share of voice (in terms of value)