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<tr>
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Marketing Research For Newspapers

By

Virgilio S Labrador
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.
Types Of Areas Of Topical Interest

- Political
- Economic
- Social
- Cultural
- Sports & Leisure Activity Oriented
- Self Image Oriented
- Others
MODES OF DATA COLLECTION

Qualitative Modes
- F.G.D
- One-to-One Indepth Interviews

Quantitative Modes
- Face-to-Face Interviews
- Distant Interviews
  - Short Street Corner Ones
  - Detailed Ones
  - By Mail
  - By Phone

DATA ANALYSED QUALITATIVELY

DATA ANALYSED THROUGH STATISTICAL TECHNIQUES & MODELS
AN OUTLINE OF THE KINDS OF MARKET RESEARCH NEEDED BY PUBLISHERS

Below is a summary of various types of research which a publisher might consider:

<table>
<thead>
<tr>
<th>TYPE OF RESEARCH</th>
<th>METHODOLOGY</th>
<th>INFORMATION DERIVED</th>
<th>STRATEGIC USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readership Studies</td>
<td>Quantitative study amongst target group. Ideally on independent and comprehensive sampling frame would be used</td>
<td>AIR (Average Issue Readership) Reading frequency. Attitudes to magazines. Areas of reading interest.</td>
<td>Confirm or deny media index data on readers per copy. Define demographics of readers, those positively inclined to a publication i.e. identify potential readers. Define broad editorial areas likely to attract new readers.</td>
</tr>
<tr>
<td>Exploring Possible changes in Editorial Policy, Content or Layout of a Publication</td>
<td>Qualitative followed by Quantitative. Amongst either readers/subscribers and possibly potential readers.</td>
<td>The relationship they have with a particular publication, the role it plays in their total reading, the sort of things they like to read, perceptions of the layout and presentation. The quantitative stage to confirm findings and provide a quantified basis for decisions</td>
<td>To establish the need for changes in editorial policy, or for redesign of the layout. Purpose: To attract new readers. To stop a decline in sales.</td>
</tr>
<tr>
<td>Type of Research</td>
<td>Methodology</td>
<td>Information Derived</td>
<td>Strategic Use</td>
</tr>
<tr>
<td>------------------</td>
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</tr>
<tr>
<td>Publication Positioning</td>
<td>Quantitative study Usage and Attitude type study amongst Target Group</td>
<td>To derive an understanding of competitive positioning</td>
<td>To confirm positioning strategy. To identify major competitors and potential readers</td>
</tr>
<tr>
<td>Measures of Readership Performance</td>
<td>Quantitative Starch type Readership Study</td>
<td>Provides measures of both advertising and editorial performance</td>
<td>Enhance the value of the publication by providing independent proof of readership. Advertising sales aid. To establish the publication as a reputable source of marketing information.</td>
</tr>
<tr>
<td>Identifying Advertisers and Media Planners Needs</td>
<td>Qualitative study among media buyers and marketing executives</td>
<td>Establish attitudes to the publication as a vehicle for ads of various product categories</td>
<td>Identify what you need to do to make the product more attractive to advertisers and media planners</td>
</tr>
<tr>
<td>Buying Habits Study</td>
<td>Quantified study on buying habits in key product areas, and readership of daily/weekly/monthly publications</td>
<td>To define &quot;media imperatives&quot; the relationship between high and low readership and high and low TV viewship and to identify purchasing behaviour in relation to these groups</td>
<td>To define product categories for which press should be a prime – rather than supporting medium. To establish the publication as the media buyers friend in terms of marketing guidance on product that might be said</td>
</tr>
<tr>
<td>Qualitative Assessment of Mail Pieces</td>
<td>Qualitative research – focus groups</td>
<td>Generated Interest to subscribe or buy – reasons for interest/lack of interest</td>
<td>Provide creative guidance in the design of mail pieces</td>
</tr>
</tbody>
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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.
AD-TRACKING:

*Ads Appearing In Various Newspapers*:

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