

International Multidisciplinary  
Research Journal

*Indian Streams  
Research Journal*

Executive Editor  
Ashok Yakkaldevi

Editor-in-Chief  
H.N.Jagtap

---

## Welcome to ISRJ

**RNI MAHMUL/2011/38595**

**ISSN No.2230-7850**

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

### ***International Advisory Board***

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinte,ia Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	.....More
Titus PopPhD, Partium Christian University, Oradea,Romania		

### ***Editorial Board***

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India Ex - VC. Solapur University, Solapur	Iresh Swami N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	Narendra Kadu Jt. Director Higher Education, Pune	R. R. Yaliker Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	K. M. Bhandarkar Praful Patel College of Education, Gondia	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	Sonal Singh Vikram University, Ujjain	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirottriya Secretary,Play India Play,Meerut(U.P.)	S.Parvathi Devi Ph.D.-University of Allahabad	S.KANNAN Annamalai University,TN
	Sonal Singh, Vikram University, Ujjain	Satish Kumar Kalhotra Maulana Azad National Urdu University

**Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India**  
**Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.org**



## IMPACT OF PROMOTIONAL STRATEGIES ON ORGANIZATIONAL PERFORMANCE: A STUDY OF DAILY MARATHI NEWSPAPERS IN SATARA DISTRICT



### First Author Details :

**Dr. More Dinkar Khashaba**

**Associate Professor, Kusumtai Rajarambapu Patil Kanya Mahavidhyalay,  
Islampur, District-Sangli.**



### Co - Author Details :

**Mr. Vinod Mahadev Babar**

**Assistant Professor, Krishna Foundation's Jaywant Institute of Management,  
Wathar.**



### ABSTRACT

This study empirically reveals the influence of Promotional strategies lead to increase in number of readers and attract more business advertisements. This study reveals the nature of sales promotional strategy of daily Marathi newspapers; examine the comparative growth of newspapers on the basis of a number of readers, penetration, brand positioning and the class of readers etc. Evaluate the impact of promotional strategies on stakeholders such as readers, advertisement agencies, distributors and clients placing advertisements in newspapers, to develop promotional mix for newspaper companies and newspaper. Evaluate the impact of promotional strategies and newspaper readers buying behavior.



**KEYWORDS :** *Promotional strategy, organizational performance, readership, business advertisement.*

### 1.0 INTRODUCTION

Promotions are usually embarked upon in orders to increase the sales volume in both short and long run. The promotion should be tailored towards achieving impulse buying. In today's era of cut throat competition, it is necessary for every news paper organization to change according to situation and promotion is one of the instruments available at the hand of management. The presentation of newspaper with respective manner is important to sustain in intense competition. Management of news paper industry would interest to analyze promotional activities administered and its effect on readers, advertisers, distributors. Sales promotion techniques are intended to have a direct impact on buying behavior, which implies their short-term focus. However, every aspect of communication by a company has some sort of effect on the company's brand image, and therefore any company which has recognized the importance of thinking strategically knows that it must look beyond short-term effects. In terms of brand building, sales promotion has traditionally been associated with a negative

long term impact due to its predominantly price-orientated nature. But, as we have seen, this view has neglected the full scope of sales promotion methods.

## 2.0 OBJECTIVE OF STUDY

In the past, various research studies related to the marketing and sales promotion activities have been conducted by different researchers and market experts. They have studied the several aspects of sales promotion activities related to consumer durable goods, food items etc.. Cut no attempts were made in the past to study the sales promotional activities concerned with the newspapers, especially local language newspapers. Therefore, the present study was carried out with the following objectives –

- 1) To examine the comparative study of nature of promotional strategies of newspaper.
- 2) To evaluate the impact of different supplements into increased readership

## 2.0 LITERATURE REVIEW

Study paper by Ali Akbar Balaghar and M. Mazidazar (2012), titled, “Evaluation of effectiveness of sales promotional tools on sales volume”, published in the Middle East Journal of Scientific Research Vol. 11, No. 4. The main objective of the study is to evaluate effectiveness of the promotional tools of advertisement sales promotional, public relations, direct selling and direct marketing on sales volume of products of the Iran tractor manufacturing complex in Iran. The findings of this study indicate that, there is a significant relationship between promotional tools and sales volume.

The study paper by Asha Sindhu, (2011), titled, “Sales promotion strategy of selected companies of FMCG sector in Gujarat region”, published by Department of business management, Saurashtra University. Author has stated that contribution of sales promotion strategy is significant in present time coping with competitive market situations. The main objective of the study is to understand Indian FMCG sector and explore the practices they've adopted by the leading organizations regarding sales promotional activities, the effects and challenges faced by the selected organizations.

A study paper by Mohhamad Anwar and M. Saeed, (1996), titled “Promotional tools of marketing: An Islamic Perspective”, published in Intellectual Discourse, Vol. 4 No. 1 & 2. Authors have stated that, mostly businessmen and marketers had to be conscious of their position and role in the management of marketing and selling activities. Authors have discussed on Quranic view about man and resources. Authors have further stated that the sources of the human being should be the basis for designing emotional tools and media studies.

A study paper by P. Ranjan and R. Sahdev, (2012), title “Effects of Sales Promotion Activities Adopted by Mahindra Automobiles in Rural Markets of Punjab”, published in the International Journal of Research in Commerce and Management, Vol. 3, No. 8. In the study authors have discussed the stiff competitive edition in the automobile industry though the study through the study authors have made the identifiable factors which affect the purchasing behavior of consumers versus Mahindra companies vehicles and highlights the effects of sales promotion activities implemented by Mahindra automobile company.

A study paper by Z. Rahmani and H. L. Mujaviri and A. Allah Baksh (2012), title, “Reviewing the impact of advertising and sales promotion on brand with”, published in the Journal of business studies quarterly Vol. 4., No. 1. Through the study authors have opined that, the strong brand gives the possibility to organizations for setting itself in the market, avoiding the organizations exposure to danger my competitive activities and significant role incorporating supporting the brand expansion



chances.

A study paper by Steven Warrickson, (2008), titled "Advertising, Publicity and Sales Promotion", published in the Journal of Business and Marketing, Vol. 3, No. 4. Author has stated that it may seem simple to develop an advertising campaign, author says, just choose the medium and develop a advertising message, but it is not so easy. In this study author has highlighted that, by marketing managers should set specific objectives to guide the entire advertising efforts.

A study article by, Charsoughi and T. H. Yasory, (2011), titled "Effects of Sales Promotion on Consumer Behavior Based on culture", published in African Journal of business management. Vol. 3, No. 2. Authors have opined that the studies strive to understand the effects of sales promotions and consumer behavior is significant. According to the authors culture has profound implications on the psyche of the consumer's behavior in a various framework is very useful for the improvement and growth of an organization in national or international level markets.

### 3.0 THEORETICAL FRAMEWORK AND HYPOTHESES BUILDING

Today, every newspaper company has realized the significance of sales promotion and are putting it to great use. Considerable creativity is being demonstrated by newspaper companies to promote their publication (i.e. newspaper). In today's era of keen competition, sales promotion is used as a tactical tool in newspaper industry. Many newspaper companies are new now realized that, if they are not carefully planned about their sales promotion activities in advance, it may lead them to take hasty decisions in this regards. Therefore, there must be a systemic approach in planning and execution of sales promotion activities. Management of newspaper companies understand that the objectives of any sales promotion activities must pass SMART test that is Specific, Measurable, Achievable, Relative and Time. (Arun Mittal, 2008)

The objective of newspaper sales promotion is to increase brand loyalty levels by 10% of the level currently enjoyed by the company's major competitors. Another objective is to increase the trial level of potential reader. It important from the point of view of new newspaper companies to define the target group of readers of the since promotion activities as this will determine the effective techniques to be used and incentive to be given. The next step in the planning is to design sales promotion activities considering the news paper as a product, its market share of the deal levels. For example, should all the titles in the newspaper staple will be involved? Should the promotion regional or national? Should it be a real or perceived value? What are your expectations from the readers? and what is the duration of the sales promotion activities?

To study the formulated objectives, the researcher has reached to the stage of formulating following hypothesis guiding the direction of study. The present study aims to test the following hypothesis formulated by the research.

H1 Promotional strategies lead to increase in number of readers and attract more business advertisements.

H2 The nature of promotional strategies is independent of newspaper.

### 4.0 HYPOTHESIS TESTING

The present hypothesis has two variables coincides one is finding relationship between a promotional strategy and its impact on readership and another is finding relationship between promotional strategy and its impact on amount of business advertisement revived. The data of promotional strategies has been taken in frequency as to how many promotional activities has been

undertaken by sample newspapers for last ten years and the said data is compared with number of circulations of respective last ten years.

To test the first relationship i.e. impact of promotional strategies on increase in readership two tests has been executed one is Mann-Whitney U test and another is Spearman's rank correlation. Since both the test are non parametric for simplification the said hypothesis is restated below.

In alternative way the hypothesis can be stated that promotional strategy and readership are equal as well as promotional strategy and business of advertisements are equal.

**Table: 1**

**Mann-Whitney U test for promotional strategy and readership**

**Following table shows the results of Mann-Whitney U test for promotional strategy implemented by sample newspaper and its impact on readership.**

Sr.	GR	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
1	Sakal Circulation	10	15.50	155.00	0.000	55.000	-3.782	0.000
	Sakal Promotion	10	5.50	55.00				
	Total	20						
2	Lokmat Circulation	10	15.50	155.00	0.000	55.000	-3.784	0.000
	Lokmat Promotion	10	5.50	55.00				
	Total	20						
3	Pudhari Circulation	10	15.50	155.00	0.000	55.00	-3.801	0.000
	Pudhari Promotion	10	5.50	55.00				
	Total	20						
4	Mah. Times Circulation	3	5.00	15.00	0.000	6.000	-1.964	0.050
	Mah. Times Promotion	3	2.00	6.00				
	Total	6						

Above table 1 shows the significance value i.e. 'p' value of relationship between Sakal readership and promotion, Lokmat readership and promotion and Pudhari readership and promotion is 0.000 which significant hence the null hypothesis is rejected and alternative hypothesis i.e. the promotion done by sample newspapers and their respective readership is not equal is accepted.

**This signifies that these two variables are quite unequal.**

The said relationship of readership and promotional techniques implemented by daily

Maharashtra Times are on the border of significance since the 'p' value is 0.050. Since the daily Maharashtra Times has existed in the study market for last three years hence, the data was not sufficient for the analysis. Hence, it is advisable to reject the null hypothesis in this case as well.

The said hypothesis is verified with the help of spearman's rank correlation for confirmation of results as follows.

**Table: 2**

**Spearman's Rank Correlation of promotional strategy and readership**

**Following in the calculations of relationship between promotional strategy and readership using spearman's Rank Correlation.**

Sr.	Particulars	Spearman's Correlation Coefficient	Sig (2-tailed)	N
1	Sakal Circulation & Promotion strategy	0.591	0.072	10
2	Lokmat Circulation & Promotion strategy	0.104	0.791	09
3	Pudhari Circulation & Promotion strategy	0.132	0.716	10
4	Mah. Times Circulation & Promotion strategy	0.500	0.667	3

Above table 2 shows that the spearman's rank correlations not significant with any of the case of readership and promotional strategy implements by sample dailies since the 'p' value ranges from 0.072 to 0.791. Hence the null hypothesis i.e. Promotional strategy does not lead to increase in readership is accepted.

The second part of null hypothesis set to test for this study is,

A Promotional strategy does not attract more business advertisement.

The said hypothesis is tested taken into consideration the promotional expenses made by sample newspaper in last ten years and advertisements received to sample newspaper last ten years. Unlike in the first part of hypothesis testing the figures of daily Maharashtra Times were available for only three years which are considered for the analysis.

Since the figures of both i.e. promotional expenses and advertisements received were available in actual rupees, for testing the hypothesis Pearson correlation is used as follows.

**Table: 3****Pearson Correlation of Promotion strategy Expenses and Amount advertisement received**

Following in the calculations of relationship between promotional expenses incurred by sample newspaper and amount of advertisements received, using Pearson correlation.

Sr.	Particulars	Pearson Correlation	Sig (2-tailed)	N
1	Sakal Promotion strategy Expenses and Amount advertisement received	0.311	0.382	10
2	Lokmat Promotion strategy Expenses and Amount advertisement received	0.844"	0.002	10
3	Pudhari Promotion strategy Expenses and Amount advertisement received	-0.89	0.806	10
4	Mah. Times Sakal Promotion strategy Expenses and Amount advertisement received	-.981	0.125	3

Above table 3 shows that with respect to Lokmat promotional strategy expenses and amount of advertisement received the Pearson correlation is 0.844 which is significant at 0.01 level of significance. Otherwise with all reset three newspaper there is no significant relationship found as far as promotion strategy expenses and amount of advertisement received are concerned since the value of significance lies between 0.125 to 0.806 hence the null hypothesis is accepted and the alternative hypothesis i.e. A Promotional strategy attract more business advertisement is rejected.

Hence, looking at the findings and facts of both the parts of this hypothesis it can be concluded that the null hypothesis is accepted i.e. A Promotional strategy does not lead to increase in readership and attract more business advertisement. The alternative hypothesis is rejected.

H0:2: The nature of promotional strategies is similar to newspaper.

H1:2: The nature of promotional strategies is independent to newspaper.

The hypothesis set to test is qualitative in nature. But for the testing the said hypothesis initially quantum of promotional strategies implemented has been considered first and then the discussion led on different types of promotional strategies extended by sample newspapers.

The quantity of promotional strategies of last ten years from 2004 to 2013 has been considered.

**Table: 4****Promotional Strategies of Newspaper**

Following table shows the analysis of quantum of promotional strategies implemented by sample newspapers using Kruskal Wallis test.

Sr.	Sample News Papers	N	Mean Rank
1	Sakal	10	22.15
2	Lokmat	10	24.05
3	Pudhari	10	7.05
4	Maharashtra Times	3	9.50
	Total	33	

**Table: 5****Kruskal Wallis test of quantum of promotional strategies extended**

Following table shows the quantum of promotional strategies extended by sample newspapers for last ten years.

Sr.	Description	Figures
1	Chi-Square	20.653
2	df	3
3	Asymp. Sig.	.000
	a. Kruskal Wallis Test	
	b. Grouping Variable: GR	

Above table 5 shows that the quantum of promotional strategies are not equally executed since the chi-square is 20.653 at three degrees of freedom the 'p' value is 0.000 the test is significant hence, null hypothesis is rejected and alternative hypothesis is accepted.

**5.0 FINDING**

Promotional strategies lead to increase in readership and attract more business advertisement.

The present hypothesis has two variables coincides one is finding relationship between a promotional strategy and its impact on readership and another is finding relationship between promotional strategy and its impact on amount of business advertisement revived.

To test the first relationship i.e. impact of promotional strategies on increase in readership two tests has been executed one is Mann-Whitney U test and another is Spearman's rank correlation. Since both the test are non parametric.

The test shows the significance value i.e. 'p' value of relationship between Sakal readership and promotion, Lokmat readership and promotion and Pudhari readership and promotion is 0.000 which significant hence the null hypothesis is rejected and alternative hypothesis i.e. the promotion done by sample newspapers and their respective readership is not equal is accepted.

The spearman's rank correlations not significant with any of the case of readership and promotional strategy implements by sample dailies since the 'p' value ranges from 0.072 to 0.791. Hence the null hypothesis i.e. Promotional strategy does not lead to increase in readership is accepted.



looking at the findings and facts of both the parts of this hypothesis it can be concluded that the null hypothesis is accepted i.e. A Promotional strategy does not lead to increase in readership and attract more business advertisement. The alternative hypothesis is rejected.

## 6.0 CONCLUSION

It has found that daily Sakal has more spending on promotional expenses followed by daily Lokmat, daily Pudhari and at the last rank on promotional expenses are daily Maharashtra Times. The significant difference did not find in the promotional expenses made by daily Sakal and daily Lokmat but the significant difference found in the sales promotion expenses made by daily Sakal and Pudhari. Pudhari, Sakal & Lokmat newspapers has more readers than Maharashtra Times. Lokmat is more preferred in Satara district. Male respondents are more in Satara. It has found that daily Sakal has more spending on promotional expenses followed by daily Lokmat, daily Pudhari and at the last rank on promotional expenses are daily Maharashtra Times. The significant difference did not find in the promotional expenses made by daily Sakal and daily Lokmat but the significant difference found in the sales promotion expenses made by daily Sakal and Pudhari.

## REFERENCES

- 1) Aleesha Patel, (2010), "The Survival of the Newspaper in the Digital Age of Communication", published by Leonard N. Stern School of Business, New York University.
- 2) Bhandari, Labdhi and Vora M. N., (1987), "Indian Distribution System: Role of Private Trade", Nikhilesh Dholakiya (ed), "Public Distribution Systems in India: Evolution, Evaluation and Prospects", Oxford and IBH New Delhi., pp. 48-52.
- 3) Charsoughi and T. H. Yasory, (2011), "Effects of Sales Promotion on Consumer Behavior Based on culture", African Journal of business management. Vol. 3, No. 2.
- 4) Das D. K. Lal, (2002), "Practice of Social Research", Rawat Publications, Jaipur, pp 25-144.
- 5) Fernandes, A., (2009), "Breathing their last breath? The effects of the internet on print media", published by Chestnut Hill College, Pennsylvania, USA.
- 6) H. J. Amin and A. L. Ala, (2003), title, "The Role of Advertising and Sales Promotion in Students Choice of Service Providers", the International Journal of Sciences – Basic and Applied Research, Volume 7., No. 2.
- 7) Kyoung Nankwon and Y. J. Kwon, (2007), "Demographics in this Sales Promotion Proneness: A Socio Cultural Approach", Advances in Consumer Research, Vol. 34.
- 8) M. Ganesan, Alexander CVJ Victoria, (2014), "Study on Role of Sales Promotion in FMCG Products towards Instant Cooking Food Products: With Special Reference to Chennai City", Indian Journal of Applied research, Vol.4, No.1.
- 9) Nitasha Sharma and Raman Sharma, (2013), "Impact of Advertising and Sales Promotion on sales: A case study of Lovely Autos- Jalandhar City", the Pacific business review, International, Vol. 6, No. 5.
- 10) O. Omatayo, (2011), "Sales Promotion and Consumer Loyalty: A Study of Nigerian Telecommunication Industry", the International Journal of Competitiveness, Issue 4.
- 11) William Selen, (2004), "Optimized Resource Planning In Newspaper Subscriptions". This paper presented in the Second World Conference held on April 30, 2004, at Cancun, Mexico.
- 12) Ying Fan, (2012) "Ownership Consolidation and Product Characteristics: A Study of US Daily Newspaper market", The Journal of Trade and Commerce, Vol. 3, No. 1.
- 13) Z. Rahmani and H. L. Mujaviri and A. Allah Baksh (2012), title, "Reviewing the impact of advertising and sales promotion on brand with", the Journal of business studies quarterly Vol. 4., No. 1.

# Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

## Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

## Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal  
258/34 Raviwar Peth Solapur-413005, Maharashtra  
Contact-9595359435  
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com  
Website : [www.isrj.org](http://www.isrj.org)