

DISTRIBUTION PRACTICES OF NEWSPAPER AGENCIES IN KERALA

Thesis

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By

SANESH C.

Under the Supervision of

Dr. B. JOHNSON
Professor & Head



**Department of Commerce and Management Studies
School of Business Studies
University of Calicut
Kerala**

January 2018

DECLARATION

I, Sanesh C. hereby declare that the thesis entitled **Distribution Practices of Newspaper Agencies in Kerala** is a bonafide record of research work carried out by me under the guidance of Dr. B. Johnson, Professor and Head, Department of Commerce and Management Studies, University of Calicut. The thesis has not previously formed the basis for the award of any degree, diploma, associateship, fellowship of other similar title or recognition.

Calicut University

Sanesh C.
(Research Scholar)



**Department of
Commerce and Management Studies
School of Business Studies
University of Calicut**

Calicut University P.O. PIN - 673 635 Kerala, India

Dr. B. Johnson
Professor and Head

Phone: 0494 - 2400297 (Off.)

Mob : 09446182862

Email : dcmshod@uoc.ac.in

CERTIFICATE

This is to certify that the thesis entitled **Distribution Practices of Newspaper Agencies in Kerala** is a bonafide record of research work carried out by **Mr. Sanesh C.** under my supervision and guidance for the award of Ph.D degree of the University of Calicut and no part of the thesis has been previously formed the basis for the award of any degree, diploma, associateship, fellowship of other similar title or recognition.

He is permitted to submit the thesis.

Calicut University

Dr. B. Johnson
(Supervising Teacher)

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LIST OF ABBREVIATIONS

ABC	:	Audit Bureau of Circulation
AIR	:	Average Issue Readership
AFP	:	Agence France Press
AP	:	Associated Press
CII	:	Confederation of Indian Industries
FDI	:	Foreign Direct Investment
FY	:	Financial Year
FICCI	:	Federation of Indian Chamber of Commerce and Industry
GDP	:	Gross Domestic Product
IIP	:	Index of Industrial Production
INS	:	Indian Newspaper Society
INR	:	Indian National Rupee
IRS	:	Indian Readership Survey
KMA	:	Kerala Media Academy
NAB	:	Newspaper Advertising Bureau
NDNP	:	National Digital Newspaper Program
PCI	:	Press Council of India
PTI	:	Press Trust of India
PWC	:	Price water Cooper
RNI	:	Registrar of Newspapers of India
UNI	:	United News India
WAN	:	World Association of Newspapers
WPT	:	World Press Trend

Chapter 1

Introduction

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Chapter 1

INTRODUCTION

1.1 Introduction

A newspaper is a regularly scheduled publication containing news of present events, information giving articles, different features and advertising. Newspapers are generally printed on relatively inexpensive, low-grade paper known as newsprint. Newspapers typically publish stories on local, national and international political events and personalities, crime, business, entertainment, society, and sports. Most traditional papers also feature an editorial page and columns that express the personal opinions of writers. A newspaper is generally funded by paid subscriptions and advertising. Newspapers are recognized as the fourth estate of a functioning democracy. Indian print media constitute a massive business field in the media world. India has the largest number of daily newspapers published in the world with over 1,795 publications in English, Hindi, and regional languages.

There was a huge growth in sales of newspapers during the past few years. There have been a lot of activities happening in the Indian newspaper industry. Some industrial participants view it with pleasure and some with anxiety, but the flow of fresh developments is continuing. Introductory editions, fresh titles, multi-color pages, entry of foreign newspapers in the national market, mergers, and acquisitions, internal co-operation etc. have changed the entire scenario. Undoubtedly newspaper industry is in its full bloom posing a win-win situation for everyone connected with the field. Publishers, agents, readers and advertisers are the potential beneficiaries of Indian newspaper industry.

India is the second largest newspaper market in the world. It is growing in double digits. The increasing literacy rate in rural India has seen the growth of the newspaper industry by circulation figures. Of the hundred subscriber's paid-for daily newspapers in the world, twenty-one is from India. The Newspaper industry is one of the most stable and profitable businesses in India. By opening up of Foreign

Direct Investment [FDI] in print media, the last few years have seen dozens of new editions and brands being launched. From different regions of the world, we are in receipt of reports of reducing circulation figures and revenue drops as well as staff strength reduction at some newspapers or the other in America or the United Kingdom. While looking the future of the Indian newspaper industry, it cannot see the immediate loss of advertising and readership experienced by many western newspapers. There are mainly two reasons for this: One is the possibility of growth given that newspaper penetration is quite low. The other factor is that newspaper agents through the delivery boys appointed by them deliver daily newspapers in India at home. In the western markets bulk of newspaper, sales came from newsstands and through vending machines. Until the home subscription delivery model works economically, it will be very difficult to take out dailies from the family's media basket.

In the morning, most of the people have the habit of reading the newspaper along with a cup of tea. Whatever is the weather condition, whether its winter or rainy season people are expecting the newspaper to be delivered early morning throughout every day of the year. Subscribers consider it as a right to get their copy of the newspaper as soon as they get up in the early morning. If there is a delay in newspaper delivery, they will call up the newspaper agent, and they will ensure that while paying their monthly newspaper subscription bill, the issue is raised up with the newspaper agent without fail. The delay in the delivery of the newspaper by newspaper delivery boys may create anxiety and frustration among most of the subscribers. It can be seen that many people will be walking restlessly waiting for the newspaper through the corridors.

Newspaper agency is the most crucial factor that determines the successful operation of sales and distribution of newspapers. They are the link between the publishers and the readers. A customer may choose a newspaper for various reasons. But newspaper agents have the main role to communicate towards the customer that they're supplying newspaper can deliver all the features a customer might want. Newspaper agency as a business avenue developed very aggressively along with the

development of the newspaper industry. Various stakeholders in the distribution chain need to work very closely to deliver quality service expected in the newspaper delivery system without fail.

1.2 Significance of the Study

Newspapers have been distributed to readers on every morning by numerous newspaper agents spread over the nation. The content changes substantially within hours and demand for them will expire by lunchtime on the day of sale. Even a minor issue in the distribution operation can adversely affect the newspaper. The reach and popularity of a newspaper largely depend on its distribution network or the newspaper agents. Newspaper industry faces a severe problem of getting the required number of delivery boys. About 70 percentage of the newspaper agents, sub-agents and distributors are above the age of 50 years. The problems faced by the newspaper industry in distributing newspaper need to be correctly assessed and addressed by the publishers, readers, the general public and the Government. This will lead to policy decision making by the authority concerned.

1.3 Scope of the Study

Newspaper agents collect their newspapers from distribution centers and deliver them to customers. Newspaper agents are larger in scale and employ delivery boys. The main area of this study is related to newspaper agents, their role and work pattern, cost associated with newspaper distribution, revenue and commission system of newspaper agents, problems associated with distribution especially with delivery boys, relation with subscribers and publishers, financial matters related to agents, social security measures for newsagents, government interest in this field, newspaper delivery boys and their work profile and subscribers opinion on newspaper delivery system are the areas considered in the study.

1.4 Research Problem

Newspaper agents are the publishers' sole touch point to customers. The newspaper is a highly perishable good that requires stringent timings in the delivery.

Newspaper agents required to deliver the newspaper on time to the customers along with supplements been sent to the newspaper by the company without any pilferage. Along with this crucial job some newspaper agents also collect advertisements from customers and report local news. Publishers do not have a direct relation with the subscribers like the agents. Kerala lying on the Southwestern tip of India has a population of around three crores, and the largest selling Indian language newspaper is published in this State. With total literacy and committed readership, the State can claim 190 daily and 160 weekly publications to its credit. Approximately 25000 newspaper agents and 150000 delivery boys are working in the newspaper industry in Kerala.

Even though the newspaper agency contributes to hectic business in the industry, their condition is not that much attractive. Newspaper agents are facing certain challenges nowadays. Increasing distribution costs, reducing revenue, lack of delivery boys in the distribution network, problems of collection from subscribers, time requirement from the part of subscribers, supplement copy insertion, tough competition among agents, increased requirement of advance security deposit, problems with newspaper delivery boys, lack of social security measures, unorganized nature of newspaper agents, strict rules framed by newspaper publishers are some of them. Newspaper agencies and newspaper delivery boys are demanding pension scheme, festival allowances, and separate incentives for supplements and separate pay structure for delivery boys and newspaper agents. They also demand a change in their status, permanent employment in the industry with all benefits.

The newspaper agents are not an organized class, and they do not have a platform for discussing their problems. However, any failure in dealing with their problems will badly affect the entire newspaper distribution system. Moreover, at present, there is no mechanism for analyzing the quality of newspaper agents' service to subscribers from the publisher's point of view. This research work would like to address these issues that have been faced by newspaper agents. The following research questions are relevant in this context.

- What are the different distribution problems faced by newspaper agents?

- Are there any financial challenges faced by newspaper agents while running an agency business?
- What are the reasons behind the non availability of delivery boys?
- Why newspaper agents are not covered under any social security schemes?
- Is there any unhealthy competition prevailing among the newspaper agents?
- Whether newspaper agents are availing any incentive schemes from the publishers?
- Whether newspaper subscribers are satisfied or not with the performance of newspaper agents?

1.5 Objectives of the Study

1. To identify distribution related problems faced by newspaper agents in Kerala.
2. To examine the problems associated with the financial management of newspaper agents.
3. To identify the problems in the availability of newspaper delivery boys in the timely distribution newspapers to the subscribers.
4. To study social security measures, if any, offered by publishers to newspaper agents.
5. To identify the problems related to unhealthy competition prevailing among the newspaper agents.
6. To assess the extent of incentives offered by publishers to newspaper agents.
7. To assess whether the newspaper agents are satisfied or not and to examine problems there on the level of satisfaction of newspaper agents.
8. To examine the satisfaction level of subscribers with respect to the service of newspaper agents.

1.6 Hypotheses

1. H0: There is no significant difference between number of newspaper agencies under a newspaper agent and their delivery problems.
2. H0: There is no significant difference between place of agency and their delivery problems.
3. H0: There is no significant difference between the experience of newspaper agents and their delivery problems.
4. H0: There is no significant difference between delivery related problems and number of hours spent by newspaper agents.
5. H0: There is no significant difference between delivery related problems and number of newspapers delivered by newspaper agents.
6. H0: There is no significant difference between delivery related problems and number of delivery boys employed by newspaper agents.
7. H0: There is no significant difference in the commission provided by newspaper publishers to the newspaper agents.
8. There is no significant difference between financial problems of newspaper agents and the commission offered by publishers.
9. H0: There is no significant difference between the experience of newspaper agents and their financial management problems.
10. H0: There is no significant difference in the financial management practices of part time/full time newspaper agents.
11. There is no significant difference between capital employed by newspaper agents and their financial problems.
12. H0: There is no significant difference between cash collection method followed by newspaper agents and their financial problems.
13. Ho: There is no significant difference in the competition among newspaper agents based on the number of newspaper agencies holding by newspaper agent, number of subscribers serving, number of delivery boys employed, locality and previous experience of newspaper agent.
14. H0: Newspaper agents are not satisfied with the current functioning style of newspaper agency business.

15. H0: There is no significant difference in delivery boys issues based on age, education, and number of newspapers delivered by delivery boys.
16. H0: There is no gender, income, education, location, reading time, duration, and number of newspapers subscribed wise significant difference in subscribers' satisfaction determining factors of newspaper agency service.

1.7 Methodology and Database

The study is descriptive and exploratory in nature and is an attempt for discovering unrevealed truths in newspaper distribution system prevailing in Kerala. Several issues were discussed with experts in the newspaper industry, academicians, researchers and the public to have an idea on the subject before collection of data. The information and views obtained while discussions were utilized for framing the methodology of the study.

1.7.1 Data Sources

Both primary and secondary data used for the study.

1.7.2 Secondary Data

At the exploratory stage of this research study, a detailed literature review has been made in order to identify the various dimensions of newspaper distribution system prevailing all over the world. The secondary data were very useful for developing an appropriate research methodology for study and a conceptual framework for the study. For this purpose, various secondary sources like books and journals, websites, research articles, and theses, study report of government and professional agencies were surveyed. Even though literature available in the newspaper distribution area is very limited, a careful survey of available literature helped the researcher to identify important dimensions and variables relevant to the problem.

1.7.3 Primary Data

Primary data have been collected by administering 3 structured interview schedule among 385 newspaper subscribers, 386 newspaper agents, and 384 newspaper delivery boys.

1.7.4 Sampling Design

Sample is the part of the population that helps us to draw inferences about the population. It is not possible to collect data from everyone of the population and it is time consuming and expensive. Therefore, researchers are collecting an appropriate sample size so that they can make inferences about the population based on that sample.

Probability sampling method is used for this study. In calculating the sample size, the researcher may have interest in calculating the population parameter. Thus, the researcher may determine the confidence intervals, so that all the values of the sample lie within that interval range. In this research study, Kerala state is divided into three regions based on newspaper headquarters. Kottayam, Ernakulam, and Calicut was found to be sample districts. Three different structured interview schedules were administered among newspaper agents, newspaper delivery boys, and newspaper readers. From this sample districts total population identified with the discussion with industrial experts and lottery method was used for sample size selection. Under this method, all items of the population are numbered and named on separate slips of paper of identical size and shape. These slips are then folded, and mixed up in a box. A blindfold selection is then made of the number of slips required to constitute the desired sample size. The selection of items thus depends entirely on chance.

1.7.5 Sample Size Determination

The following statistical equation was used to determine the appropriate sample size of Newspaper agents, Delivery Boys, and Newspaper readers. The highest standard deviation of the population among the variable estimated from the trial sample was taken for calculating sample size.

$$n = \frac{Z^2 \times \sigma^2}{e^2}$$

Where

n = sample size

Z = Standard variant at a given confidence level (1.96 to 95% confidence level)

σ = Standard Deviation of the population estimated from the trial sample

e = Acceptable Error (precision limit assumed as 0.128)

By administering, the above equation sample sizes determined as

- Newspaper Agents =
$$\frac{(1.96)^2 * (1.124)^2}{0.01259}$$

= 386
- Newspaper Delivery Boys =
$$\frac{(1.96)^2 * (1.122)^2}{0.01259}$$

= 384
- Newspaper Subscribers =
$$\frac{(1.96)^2 * (1.123)^2}{0.01259}$$

= 385

The sample size and population of this study relating to Newspaper agents, Delivery Boys, and the Readers are presented in the following table.

Table 1.1

Sample Frame

Districts	Newspaper Agents		Delivery Boys		Subscribers	
	Population	Sample	Population	Sample	Population	Sample
Kottayam	1400	137	12600	138	700000	135
Ernakulum	1200	118	10800	118	650000	125
Calicut	1300	131	11700	128	650000	125
	3900	386	35100	384	2000000	385

1.8 Research Instruments Used for Data Collection

In order to collect the required data from the respondents, three well-structured interview schedules were developed for newspaper agents, newspaper delivery boys and newspaper subscribers separately. A detailed discussion with the various newspaper agents, literature review and academicians helped to identify the different variables to be incorporated in the interview schedule. The interview schedules are finalized after conducting the pilot study.

1.8.1 Pilot Study

A pilot study was conducted with the help of a draft interview schedule among 30 newspaper agents, 40 newspaper delivery boys, and 50 newspaper subscribers. The respondents were randomly selected for the pilot study. Based on the pilot study the irrelevant questions found in the draft interview schedule were removed and relevant questions were included. After collecting data from the pilot study a detailed analysis was made and the pattern and forms of some questions were modified to avoid probable ambiguities and for obtaining more relevant, reliable and accurate answers. The collected data from the newspaper agents, newspaper subscribers, and newspaper delivery boys were studied in detail to incorporate changes in the preliminary interview schedule.

1.8.2 Reliability Analysis

Cronbach's alpha is a measure of internal consistency and it shows how closely related a set of items are as a group. It is considered a measure of scale reliability. The Cronbach Alpha Model for reliability was used to test the reliability of questions. If the Cronbach Alpha Coefficient was above the minimum acceptable limit of 0.70, then it is considered as reliable. At the initial stage, the interview schedule contained 8 aspects, explaining the distribution related issues, 9 aspects describing financial management aspects, 6 aspects, explaining social security aspects, 4 aspects, explaining Competition aspects, 7 aspects describing delivery boys' issues and 6 aspects describing subscribers' satisfaction.

The 8 aspects, explaining the distribution related issues are reduced to 6 through the reliability analysis. The final Alpha value after eliminating the two aspects was 0.714. The 9 aspects describing financial management aspects are reduced to seven to reach an Alpha value of 0.769. The 7 aspects describing delivery boys' issues are reduced to 6 after eliminating one statement.

No reduction was made to the aspects, explaining Social security aspects, competition aspects, and subscriber satisfaction because an elimination of statements would not improve the Alpha Value. The following table shows the coefficient of alpha and standardized Cronbach alpha results for each of the items. The overall scale ensures the reliability of the instrument and internal consistency of their respective items.

Table 1.2
Chronbach Alpha Values of Variables Used

S.No.	Dimensions	No. of items	Cronbach alpha
1	Distributional aspects of newspaper agents	6	0.714
2	Financial management aspects of newspaper agents	7	0.769
3	Social security aspects of newspaper agents	6	0.723
4	Competition aspects of newspaper agents	4	0.718
5	Delivery boy's issues	6	0.762
6	Subscriber satisfaction	6	0.737

1.9 Validity Analysis

1.9.1 Content validity

It refers to how accurately an assessment or measurement tool taps into the various aspects of the specific construct in question. The validity of a construct concerns the extent to which it captures the concept, it is intended to measure and its assessment is more of a qualitative approach than quantitative. The content validity depends on the degree of which the scale item represents a construct domain. In order to ensure the content validity of the questionnaire, a number of experts have

been consulted and their valuable suggestions were incorporated in it. Content validation refers to a process that aims to provide assurance that an instrument like questionnaire measures the content area it is expected to measure. Lawshe developed a model for analyzing the content validity ratio and this formula yields values which range from -1 to +1 positive content validity ratio value indicates above zero indicating that over half of panel members agree an item essential. Here it is found to be a high positive value, that means content aspect also most of the expert panelists approved the questionnaire.

In the present study made a content validity test proposed by C.H Lawshe and its results are as follows.

$$\text{CVR} = [(E - (N / 2)) / (N / 2)]$$

Where

CVR= Content Validity Ratio

E= Number of panelists indicating Essential

N= Total number of panelists

$$\text{CVR} = [(9 - (10 / 2)) / (10 / 2)]$$

$$\text{CVR} = [(9 - 5) / 5]$$

$$\text{CVR} = 4 / 5$$

$$\text{CVR} = 0.80$$

Here it is found to be a high positive value, and hence schedule is relevant and appropriate.

1.9.2 Face Validity

It is the extent to which a test is subjectively viewed as covering the concept it purports to measure. It refers to the transparency or relevance of a test as it appears to test participants.

1.9.3 Normality Test

To assess normality, skewness and kurtosis are commonly used by the statisticians. A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick and Fidell; 2001). However, there are few

clear guidelines about how much non-normality is problematic. It is suggested the absolute values of univariate skewness indices greater than 3.0 seem to describe extremely skewed data sets (Chou and Bentler 1995). Regarding kurtosis, there appears that kurtosis index greater than 10.0 may suggest a problem. To assess normality, skewness and kurtosis are commonly used by the statisticians. A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick and Fidell; 2001).

Analysis for univariate normality done using Kolmogorov-Smirnov test many of the variables are not normally distributed. However, skewness was between -0.9 to 0.1 range showing most of the data negatively skewed. Non-normality of the data was anticipated as most of the respondents preferred to agree or strongly agree with the survey dimensions indicating the bulk of the values (including the median) lie to the right of the mean. In this study, all the variables fall below the kurtosis value of 3, inferring kurtosis was not problematic in this research.

1.10 Tools Used for the Study

One way ANOVA

The One-way ANOVA is used to determine whether there are any significant differences among the means of three or more independent groups. It is a way to test the equality of three or more means at one time by using variances.

Correlation

It is used to measure how strong a relationship is between two variables. It shows a value between -1 and +1. -1 shows a strong negative correlation and +1 indicates there is a strong positive correlation.

T-test

It is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

Post Hoc Tests in ANOVA

Post hoc tests are designed for situations in which the researcher has already obtained a significant omnibus F-test with a factor that consists of three or more means and additional exploration of the differences among means is needed to provide specific information on which means are significantly different from each other.

Frequency analysis

It is an important area of statistics that deals with the number of occurrences and analysis, measures of central tendency, dispersion, percentiles, etc.

1.11 Variables Used for the Study

The different variables used for the study came from three broader heads

Table 1.3

Newspaper Agents - Variables

S. No.	Dimensions of the study	Study variables	Classification variables
1	Distributional aspects of Newspaper Agents	Availability of Delivery boys	The Number of newspaper agencies
		Distribution related issues with the publisher	Newspaper agency locality category
		Distribution related issues with the subscriber	Experience in distribution
		Competition with other agents	Number of hours spend on newspaper distribution
		Financial management aspects of distribution issues	Number of newspapers distributed
		Government support on distribution issues	Number of delivery boys employed
2	Financial management aspects of newspaper agents	Loan repayment of capital borrowed by the agent	Commission rate offered by the publisher to the agent
		Timely bill payment of newspaper bill to the publisher by newspaper agent	Experience
		Collection lag from subscribers	Job status

S. No.	Dimensions of the study	Study variables	Classification variables
		Delivery boys remuneration	Capital employed
		Rent and other fixed expenses	Cash collection method
		Excess copy billing by publisher	
		Opinion about newspaper publisher by agent	
3	Competition aspects of Newspaper Agents		The Number of newspaper agencies
		Competition with other agents	Newspaper agency locality category
			Experience in distribution
			Number of delivery boys employed
			Number of newspapers served per day

Table 1.4
Delivery Boys - Variables

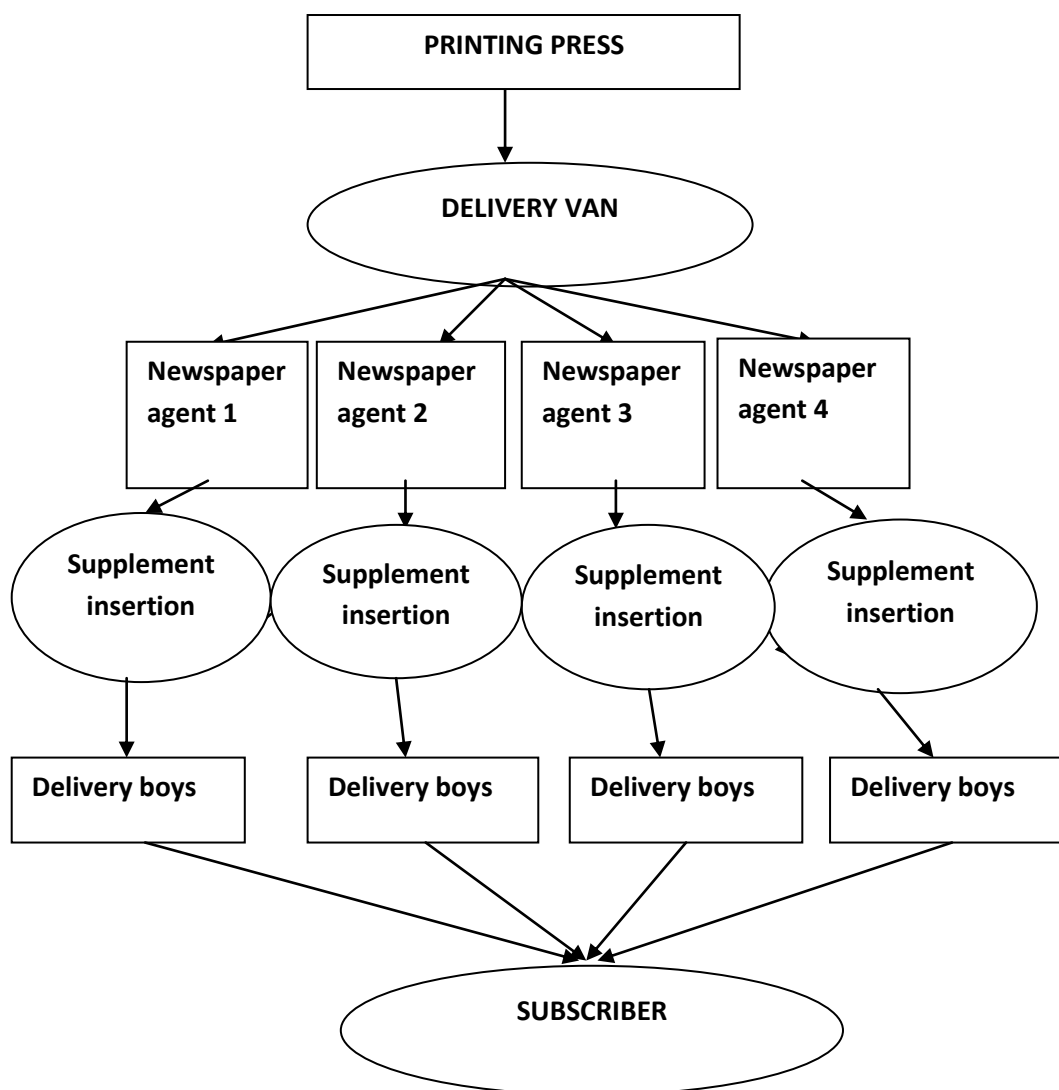
S.No.	Dimension of the study	Study variables	Classification variables
1	Delivery boys issues	Comfortableness with subscriber	Age
		Comfortableness with newspaper agent	Education
		Comfortableness with fellow delivery boy	Number of newspapers delivered
		Comfortableness with wages	
		Comfortableness with distribution time	
		Comfortableness with conveyance	

Table 1.5

Variables on Subscribers - Satisfaction

S.No.	Dimension of the study	Study variables	Classification variables
1	Subscribers satisfaction	Timely delivery of newspapers	Gender
		Regularity of delivery of newspapers	Educational Qualification
		Neat distribution of newspapers	Locality
		Prompt billing of newspapers	Number of Newspapers subscribed
		Prompt cash collection of newspapers	Income
		Grievance handling process	Years since subscribing Newspapers

1.12 Conceptual Model



1.13 Reference Period of the Study

The study was based on primary and secondary data. A literature review was conducted between January 2013 to December 2015. The pilot study was conducted between the months of January 2016 to March 2016. Primary data were collected during June 2016 to December 2016 from among newspaper agents, delivery boys, and subscribers.

1.14 Operational Definitions of Terms Used

Newspaper

A newspaper is a scheduled publication containing news of current events, informative articles, diverse features and advertising. It is usually printed on relatively inexpensive, low-grade paper such as newsprint.

Newspaper agent

One who acts as a link between a newspaper publisher and subscriber. He/she generally works on agency terms with the newspaper publisher and he/she generally receives a commission for selling the newspaper to the subscriber.

Delivery boy

He/she, one who collects newspaper from newspaper agent and deliver into the hands of the subscriber.

Subscriber

One who subscribes newspaper from newspaper agent.

Newspaper publisher

One who owns the newspaper by owing largest shares of the newspaper corporate entity was termed as the newspaper publisher.

Commission

The remuneration that is earned by the newsagent for his service.

Wages

The remuneration that is granted by newspaper agents to the delivery boy.

Credit note

A receipt given by the publisher to the agent who has returned the goods, which can be offset against future purchases.

1.15 Limitations of the Study

- The personal bias of the respondents may affect the accuracy of the results
- Some of the respondents were reluctant to reveal all the information required as per the schedule
- Interview schedules administered during agents and delivery boys doing their job. This may affect the response

1.16 Chapter Scheme

The first chapter includes an introduction to the topic of research, scope, objectives and methodology and limitations of the study in detail. In the second chapter, the related works of literature are reviewed under two heads, National and international studies. The third chapter gives in-depth details of the Newspaper Industry and an overall idea regarding how the newspaper industry developed in the world, India and in Kerala. This chapter also includes business model and distribution network used for the distribution of newspapers in India. Fourth chapter mainly devoted to understanding specialties of newspaper agency business, role and working styles of newspaper agents, costs associated with newspaper distribution, financial and revenue streams of newspaper agents and relationship with delivery boys and newspaper publisher by collecting data from the field. The fifth chapter is intended for analyzing the data collected from newspaper delivery boys and it includes demographic profiles of newspaper delivery boys, the job profile of delivery boys, remunerations to delivery boys, Issues of delivery boys and opinion of delivery boys on various issues. In the sixth chapter, a picture about the subscribers' perception about different content aspects of newspapers and subscribers opinion on services provided by newspaper agents and delivery boys. The last chapter is the summary of findings, conclusions, and recommendations.

Following chapter, headlines are used for presenting each chapter.

- Chapter 1. Introduction
- Chapter 2. Review of Literature
- Chapter 3. Newspaper Industry - An Overview
- Chapter 4. Distribution Practices of Newspaper Agents
- Chapter 5. Distribution Styles of Delivery Boys
- Chapter 6. Newspaper Distribution System and Subscribers
- Chapter 7. Summary of Findings, Conclusions and Recommendations

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Chapter 2

Literature Review

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2.3	Research Gap	37

Chapter 2

LITERATURE REVIEW

The first chapter focused mainly on the study, the scope of the study, the relevance of the study, research methodology for the study, hypotheses framed in the study and sampling framework. In the second chapter, main intention is to analyse previous studies already done in the newspaper distribution in India and all over the world. After conducting a detailed literature review researcher will be able to identify the research gaps with the previous studies and the present research work.

Introduction

Gathering and noting information from printed sources is often considered as a simple task and taken for granted, but it is done poorly when it is not planned properly. The review of literature is not mere reading for reading's sake. It is focused and directed towards specific purposes. Literature review starts with the selection of a problem for research, continues through the various stages of the research process and ends with report writing.

Review of literature helps the researcher to gain background knowledge of the research topic and to identify the concepts relating to it, potential relationships between them and to formulate researchable hypotheses. It also helps to identify appropriate research methodology, research design, measuring concepts and techniques of analysis. Researchers are generally conducting a literature review in order to identify data sources used by other researchers and to learn how others structured their reports.

A number of studies regarding newspaper industry have taken place all around the world. Following are the major studies happened previously in the newspaper industry and its distribution practices. The review is done under two heads.

1. International studies
2. National studies

2.1 International Studies

Julian L. Simon (1965) in his article “**The Cause of the Newspaper Rate Differential A Subjective Demand Curve Analysis**” discussed newspaper rate setting behaviour and the comparative elasticities of demand for retail and national advertising in America. The distribution of responses was identical to the main mailing except for the occurrence of some positive-elasticity estimates. Even though half of the respondents believe that an increase in retail advertising has either no effect or a negative effect on circulation.

Rikuma Ito (1966) in the article entitled “**Effects of a Newspaper Strike on Retail Sales**” provided a method for studying the impact of newspaper strikes on retail sales in Standard Metropolitan Areas. Using the 134-day 1964 Detroit newspaper strike for investigation, studied the effects on sales, distribution among cities within the Metropolitan Area. In order to assess the possible impact of the strike on retail sales of the cities within the city data on per capita sales of the cities were used. The study inferred that the strike increased the degree of concentration of the retail business into a small number of big department stores.

John A. Hannigan (1977) in the article entitled “**The Newspaper Ombudsman and Consumer Complaints: An Empirical Assessment**” described those who use the newspaper ombudsman and their attitudes towards third party mechanism. A basic finding was that the newspaper ombudsman works best as a communication "facilitator", but less well as a dispute "mediator."

Robin Jeffrey, (1987) “**Culture of Daily Newspapers in India- How It's Grown, What It Means**” tried to identify the newspaper circulations. This paper goes through 13 major languages prevailing in India and described about how the trends relate to political activity and social change. This paper described that the Malayalam language in which the daily newspaper culture is most elaborately developed and so the first part of the paper concentrating on Kerala to identify the characteristics of daily newspaper culture. The second part of the paper analyses daily newspaper circulations in the major languages from 1971 to 1983 and makes tentative suggestions about the significance of the growing daily newspaper culture.

David Demers (1998) “**Revisiting Corporate Newspaper Structure and Profit Making**” A national probability survey of US newspapers was conducted in 1993 and found that whenever a newspaper exhibits the characteristics of the corporate form of organization, there will be chance for less emphasis it places on profits as an organizational goal and whenever it is given more emphasis on product quality and other nonprofit goals. Another survey, also conducted in the year 1996 failed to support the profit findings. The study detailed in this article was conducted in 1997 in an attempt to resolve the issue. Corporate newspapers were always structurally organised to maximise profits, but they place less stress on profits because those newspapers have a greater division of labour, role specialisation, financial stability, and professionalism in management.

Michael G. Van Buer, David L. Woodruff, Rick T. Olson (1999) in the article entitled “**Solving the Medium Newspaper Production/Distribution Problem**” gone through a problem in the newspaper industry where production and distribution are closely related and there will be no closing inventories. They described the problem and made a mathematical formulation and developed a solution using a heuristic search algorithm. Widely using data from newspaper sources and found out that re-using trucks that completed the earlier route assignment is the most cost efficient ways to achieve economic solutions.

Michael Antecol & James W Endersby (1999) “**Newspaper Consumption and Beliefs About Canada and Quebec**” The Canadian press media presented differentiated viewpoints on federalism and the future of Canada and Quebec. This study analyses the different newspapers reads by Canadians and their feelings toward Quebec and Canada. Data for the study collected from individual responses from the 1993 Canadian Election Study. The analysis showed that consumers of French newspapers had positive feelings toward the province of Quebec and the more negative assessments of the nation of Canada. Readers of nationally oriented papers in the English language have more favourable views of Quebec than other Canadians. This research also addressed the effects of mass media on individual’s political and social attitudes and the formation of beliefs in the Canadian polity.

Robert G. Picard & Stephen Lacy (1999) “**Legal and Economic Aspects in Theft of Newspapers**” This study mainly focused the theft of newspapers. In many cases, the prosecutors in court did not bring charges because they do not know the value of newspapers. The study analysed legal and economic issues surrounding the theft of newspapers, and it tries to estimate the monetary value of stolen copies. Equations can be used to determine the magnitude of loss from newspaper theft.

Robert G. Picard (2001) in the article entitled “**Strategic Responses to Free Distribution Daily Newspapers**” analyses free daily newspapers, the markets they serve and functions they play, their competitive positions, and strategies that publishers of traditional daily newspapers can employ regarding these new dailies. According to him the strengths of free dailies include their easy acquisition, the fact that readers do not have to pay money for them, the quick readability, their captive audiences, and the fact that their advertising is more effective than most transportation advertising. They suffer weaknesses by having little original content, limited local news, and limited distribution and he observed that paid daily newspapers must continually emphasise and improve on their strengths in news, context, and analysis. This is the key feature that free dailies and other media are unable to effectively provide and the factor that makes paid dailies indispensable for those who have active interests in social, economic and political life.

Hsiang Iris Chyi & George Sylvie (2001) “**The Medium is Global, the Content is not: The Role of Geography in Online Newspaper Markets**” This paper said that print newspaper’s local nature and the Internet’s mass appeal enable online newspapers to operate in local and wide area markets. A study about online newspapers in four states was conducted through email to examine the existence of and differences between the two markets. Results showed that the wide area market is a substantial submarket that constitutes about one-third of the online readership, while the local market still a step forward than the long distance market in terms of usage and online newspapers targeting intention.

Edward C. Malthouse & Bobby J. Calder (2002) “**Measuring newspaper readership: A qualitative variable Approach**” in their study of newspaper

readership they were trying to establish that newspaper readership can't be measured by a single variable such as frequency of use, amount of use, etc. and suggests treating it as a latent variable reflecting the time, frequency, and completeness of readership on both Sundays and weekdays. The study used data from more than hundred newspaper markets in the United states of America. Factor analysis is used to define the quantitative variable and latent class analysis, the qualitative variable. The relationship between the approaches is studied with principal components analysis, profiling, and hierarchical linear models. The two approaches are shown to produce complementary conclusions when relating readership to demographics and content interests.

Lisa George, Joel Waldfogel (2003) in their article entitled “**Who Affects Whom in Daily Newspaper Markets**” examined the relationship between group size in a market and the tendency for group members to purchase daily newspapers using a combination of zip code–level data on newspaper sales and demographics in conjunction with market-level data on the population of different groups. Market demography determined the nature of products available, were heterogeneous individuals in the market may find more or less appealing. The sizes of local black and white populations determine the target of each market's local newspaper. The study revealed that Blacks are more likely to purchase a daily newspaper in markets with larger black populations, and blacks were not like to purchase a newspaper in a market where a larger white population and also find little evidence of effects for groups defined by education, income, or age. The study also provided evidence that product positioning underlies the operation of preference externalities in daily newspaper markets.

Taotao Xu & Difang Wan (2005) “**Newspaper Innovation and Advertising Competitiveness in Beijing and Shanghai**”, Beijing and Shanghai is economically developed cities and there is high competition between the newspapers of both cities. This study found that the degrees of newspaper competitiveness in Beijing and Shanghai do not relate positively to their GDP growth rates. While Shanghai's GDP is more than Beijing, the newspaper business in Beijing is much higher than

Shanghai. This research paper also said that as per the current Chinese governance system, economic impact upon the newspapers' development is limited. Only after the government management over the media is liberalised, then only economic factors become a decision-making force behind newspapers' innovation and advertising competitiveness.

Ken Smith & Eric Wiltse (2005) "**Rate Setting Procedures for Preprint Advertising at Non Daily Newspapers**", This study covered hundred and seventeen nondaily newspapers and found that nine methods used to set preprint advertising rates. The most common method used in the study is cost based pricing. However, non dailies include only direct costs involved in distributing the preprint and they were not using any other costs in the equation. Rate setting for preprints was different from rate setting for the run of the press (ROP) at non dailies in that ROP pricing takes into account all of the costs of producing a newspaper. Circulation, ownership, and competition all affected preprint pricing.

Ya-Ching Lee, (2007) "**Effects of Market Competition on Taiwan Newspaper Diversity**" This paper analysed the effects of market competition on newspaper divergence in Taiwan. Using Simpson's D, this study found that the overall newspaper market divergence increased after a new daily newspaper entered the market. Even though the overall divergence increased, the traditional newspapers decreased their content divergence. The new newspaper offered a higher level of content diversity and difference than traditional newspapers, that differentiated themselves by becoming more specialised one.

C. Flavian, R. Gurrea (2007) in the article entitled "**Duality of Newspaper Distribution Channels: An Analysis of Readers' Motivations**" on the spread of the use of the internet has had a significant effect on the newspaper sector. This paper analysed the duality of press distribution channels from the demand perspective. Specifically identified the main reasons that lead readers to read the press and, thereafter, the study analysed the possible influence of such reasons for the decision to read online newspapers rather than the traditional press. The results confirm that both channels of information distribution are complementary, always

provided that the products offered are sufficiently differentiated, given they may be associated to different motivations and use situations. Finally, the paper offers various recommendations for internet press management.

Ergun Eraslan, Tusan Derya (2008) in the article entitled “**Daily Newspaper Distribution Planning with Integer Programming: An Application in Turkey**” This study dealt with the newspaper distribution problem. It estimated the transportation of newspapers from printing press to newsagents with distribution vehicles under various particular constraints or problems. The main objective was to minimise the distance of travel by the distribution vehicles or the number of vehicles. Here the routes for delivery vehicles of a leading newspaper distributor company in the Turkish press sector are examined. The problem is defined as determining optimal delivery routes for a fleet of homogeneous vehicles, starting and ending at the printing plant that is required to serve a number of geographically dispersed newsagents with known demands under capacity and time constraints while minimising the total distribution cost. An integer linear programming model is proposed under this study as a solution. Computational results demonstrated that the proposed model is fast and able to find optimal solutions for problem scenarios with up to 55 newspaper agents within reasonable commuting times. It was found that the proposed model reduced the delivered cost by 21% on average when compared to the current manual method. The results show that this model is adequate for medium-sized distribution problems.

Martin Conboy, John Steel (2008) in the article entitled “**The Future of Newspapers**” sketched an analysis of how the shift of newspapers from news to commentary and identity politics which is already occurring may be informed by previous paradigms of periodical news production. This study gone through certain aspects of the newspaper’s function over a period of time in order to consider what it has to offer in whatever reinvented the technological future. The study concluded that the evidence suggested that the impact of the Internet on the contemporary newspaper practice and indeed on the potential future of newspapers is far from a simple switch of technological engagement with readerships. It is rather a switch

which has within its institutional and political dynamic a great deal, which destabilises traditional notions of citizenship and community. Hyper-differentiation may indeed place pressure on the deliberative ideal, yet ultimately it is the producers and the readers of newspapers who have the ultimate say and even responsible for the future days. Beyond the sort of technological determinism which disempowers both of these parties, need to be able to restore confidence that it was human intervention in the processes of technology which will determine the quality of social readership available to us in the near future and therefore the quality of our media communication as a ritual of shared beliefs.

Bob Franklin, (2008) “**The Future of Newspapers**” an article mentioned in the proceedings of the future of Newspapers Conference, hosted by the Cardiff School of Journalism, Media and Cultural Studies and sponsored by the publishers Routledge, Taylor & Francis, provided a forum for more than 170 scholars from 29 countries to analyze and discuss these questions and to debate recent developments in newspapers and their implications for journalism studies and journalism practice. The response from the academic community, suggesting that the future of newspapers is a crucial topic, within journalism studies and worthy of the sustained attention.

The main theme to emerge in the discussion of the future of newspapers, centers on the changing shape of newspapers, the emphasis on newspaper relaunches and redesigns, as well as the constant “tweaking” and shifting of editorial content resulting in an enhanced editorial emphasis on news and features about lifestyle, fashion, leisure and travel as well as a tendency to focus on celebrity and human-interest stories. The reasons informing such shifts are broadly economic. Newspapers are obliged to operate in increasingly competitive and fragmented markets for readers and advertising revenues and it is this “hypercompetition” (Brin and Drolet), more than developments in media technology, which has motivated newspapers’ constant changes to their design and contents to meet readers’ shifting requirements for news and its presentation.

Shirley J. Ho & Mine Ping Sun (2008) “**Heterogeneous Multi-product Competition in Taiwan's Newspaper Industry**” Taiwan’s newspaper industry was characterised by multiple products and heterogeneous competitively. This article moved through using a game theory model to analyse the strategic and competitive reaction of the incumbent in the newspaper market to a new entertainment newspaper entrant and its impact on the industrial structure through a modification of Judd’s multi-product competition model (1985), considering the heterogeneous competition in the Taiwan newspaper market. The leading incumbent operated newspapers in the general news and entertainment drove news segments of the market and their equilibrium analysis showed that closing its entertainment oriented paper was the optimal response to the competitive entry in the short run. Even though when the possibility that the new entrant might invest in innovations in other product segments after the entry is considered, the model showed that the incumbent’s withdrawal from the entertainment market could induce more severe competition in the general news market and thus hurt its long term profits. Managerial insights and implications of the analysis are discussed.

Piet Bakker (2008) “**The Simultaneous Rise and Fall of Free and Paid Newspapers in Europe**”, this article mainly focused on the development of paid and free circulation newspapers in Europe. Paid dailies in Europe showed declining circulation tendency between 1995 and 2006. At the same time free daily newspapers showing an increasing tendency. Further analysis showed whether free newspapers grabbing the place of paid dailies. The study covered the entire European continent and found that paid and free newspapers had a substantial place in the reader's mind. Data from different European countries without free newspapers are used to analyse how markets without free newspapers are affected. The rise of free newspaper dailies explained by economic factors while the decline of paid circulation of newspaper dailies may be due to the availability of other media alternatives for new generations.

Jennifer Wood Adams (2008) “**Innovation Management and U.S. Weekly Newspaper Web Sites: An Examination of Newspaper Managers and Emerging**

Technology” This study used the findings of Saksena and Hollifield (2002) in the assessment that newspapers are adopting and managing emerging technology in a “relatively haphazard fashion.” Most newspaper managers reporting that they are not trying to develop a business plan for the new product or not setting specific goals to aid in assessing the success of the online newspaper. In addition, most of the newspapers did not try to gather target market or audience research before launching the online newspaper. The study also found that newspaper managers were sensitive to their employee's questions, needs, and concerns about publishing an online newspaper and most involved their employees in the decision making process and also majority reported that they did not meet any resistance from their staffs about the adoption of new technology to produce the online newspapers.

Robert G. Picard & Aldo van Weezel (2008) “**Capital and Control: Consequences of Different Forms of Newspaper Ownership**” This article moved through the discussions about exploring private, public, not-for-profit, and employee ownership using economic and managerial theories about ownership and control of enterprises. It showed the managerial and economic conditions that emerge under the different forms of ownership, their implications, and the advantages and disadvantages of each. The article concluded that there is no perfect form of newspaper ownership.

Gary Graham, John Hill (2009) in the article entitled “**The British Newspaper Industry Supply Chain in the Digital Age**” article tried to address the issue of how the Internet factors on different activities in the newspaper industry supply chain. To understand the issue, 15 semi-structured in-depth interviews were conducted at three regional newspapers in the Manchester area. The findings indicated that even though initial fear and rejection, the Internet is now taking its position in newspaper supply chain operations. Media houses are now using the Internet as an indispensable resource and working actively with consumers to develop various forms of relationship value. This article highlighted the role of consumers in the creation of news content and consumer driven moves toward a merged media platform of distribution (including television, online, mobile and printed forms). Newspapers

will probably survive if they supply an 'elite' service news audience. This would be in the form of hybrid' content: analysis, interpretation and investigative reporting in a print product that appears less than daily combined with constant updating and reader interaction on the Web.

Agostino Manduchi & Robert Picard (2009) "**Circulations, Revenues, and Profits in a Newspaper Market with Fixed Advertising Costs**" This article investigated a model in which two newspapers compete between them for readers with differentiated preferences and advertise new products at a cost per reader that decreases as the circulation increases. This model said that the revenues from advertising and the profits of the newspapers increase more than proportionally with the circulation. Another finding is that a larger number of potential advertisers lowers the profits of both newspapers.

Aldo van Weezel (2009) "**Organizational Changes in Newspaper Firms and Their Relation to Performance**" In this article tried to show the organisational changes in the newspaper industry. Newspaper industry passing through turbulent times. The newspaper industry had mainly two form of revenue source that is readers and advertisers. Their two main income sources seem to be captured by other media forms, thus negatively affecting newspaper financial performance. In response to the challenges, newspaper industry changing the organisational mechanism. This study looked at a sample of newspapers to investigate the extent to which two of these organisational changes integration and outsourcing are affecting performance. The study showed that the higher the degree of integration within the firm, the more positive the performance. Outsourcing is found to have a negative impact. These effects are over and above those of the perceived environment.

Hsiang Iris Chyi, J. Sonia Huang (2011) published a paper entitled "**Demystifying the Demand Relationship Between Online and Print Products Under One Newspaper Brand: the Case of Taiwan and the Emergence of a Universal Pattern**" This study opened a universal pattern regarding the mistaken demand relationship between online and print products under single newspaper brand. This study concentrated the newspaper market in Taiwan. Secondary data

collected from 7706 Web users confirmed that; (1) the print edition attains a much higher penetration relative to its online counterpart, suggesting that more people would like to consume the print edition over free Web offerings; and (2) while comparing with the general public, readers of the online edition were more likely to read the same newspaper's print edition. Such counterintuitive findings carry important theoretical and managerial implications regarding the management of multiple product offerings under single newspaper brand.

Claudia Archetti, Karl F. Doerner & Fabien Tricoire (2013) published a paper entitled “**A Heuristic Algorithm for the Free Newspaper Delivery Problem**” addressed the problem of finding an effective distribution plan to deliver free newspapers from a production plant to subway, bus, or tram stations. The overall goal is to combine two factors: first, the free newspaper producing company wants to minimise the number of vehicle trips needed to distribute all newspapers produced at the production plant. Second, the company is interested in minimising the time needed to consume all newspapers, i.e., the time needed to get all the newspapers taken by the final readers. The resulting routing problem combines aspects of the vehicle routing problem with time windows, the inventory routing problem, and additional constraints related to the production schedule. Study formulated different heuristic approaches and hybrid methods. In addition, they conducted computational experiments with a set of instances derived from real data related to an application with the city of Vienna. The results showed that the hybrid algorithm, which improves a starting solution by repeatedly solving to optimality a Mixed Integer Linear Program model (MILP), was the best approach, especially when the solution of the first phase is of poor quality. When the solution of the first phase is of reasonable quality, a simple heuristic for the second phase, such as Large Neighbourhood Search (LNS), can give a good final solution and can thus constitute a good compromise between quality and implementation effort and/or time.

Erik Lakomaa, (2014), “**Technology, Labor and the Rise of a Financial Newspaper – The Early years of Dagens Industri**” The financial newspaper, ‘Dagens Industri’ published by the Swedish media conglomerate the Bonnier Group,

was not only the first successful financial newspaper in Sweden but also one of the few newspapers that managed to internationalize one. In this research paper, tried to argue that the survival and the success of Dagens Industry may be due to the production model that the newspaper was trying to adopt in order to change with the special technological and labour market-related issues that were present at the time of its creation. These issues may be included the outsourcing of composition and printing, that helps the newspaper to stay out of the labour conflicts that cracked the media industry at the time. It is also seen that, due to the differences in the structure of the labour movement, the challenges met, and the solutions used by the Bonnier Group, differed significantly from those of American newspaper companies.

J. Ian Tennant, (2014), “**Free Newspapers in the United States: Alive and Kicking**” this article mainly focused on Free newspapers that are a substantial segment of the U.S. newspaper industry. This study also considered the economic health of free newspapers in the United States in the context of their heavy dependence on advertising, that is a source of revenue showing a decline of newspapers. Free newspapers are facing a leading question that is to continue printing of free newspapers by depending solely on the advertisement or avoiding advertisement dependant free newspaper model. A good number of issues were covered in this paper that may include free newspapers profitability, changes in the business model and alternative sources of revenue for the running newspaper, reader and price fixation, the future of the free newspaper industry. An online survey administered among decision makers of free newspapers in the United States to respond to questions related to the health and future of their newspapers. In addition to the survey researcher also interviewed publishers of four different types of free newspapers in Texas. The study concluded by suggesting free newspapers are not only economically viable but in many markets, they are thriving. Sweeping generalisations (often seen in industrial discourse) about the future of print newspapers can be misleading.

Alice Ju, Sun Ho Jeong & Hsiang Iris Chyi, (2014) “**Will Social Media Save Newspapers?**” This study mainly focused social media impact on newspaper

survival. Due to the popularity of social networking sites, newspapers are distributing their content through Facebook, WhatsApp and Twitter. Even though the role of social media in these newspapers' total business remained unclear even now, whether content producers repeating the same mistake seen in their online experiment by soaking before locating a revenue stream, giving content away as free newspapers. When analysing the top 66 US newspapers social media connectivity, this paper systematically examined the effectiveness of Facebook and Twitter as news platforms. Since 2012, the distribution of newspaper content through social networking sites has become a common practice. Twitter is more effective than Facebook in terms of audience reach. While the results indicated a positive relationship between newspapers' Facebook, Twitter, online, and print readerships, social media subscribers continue to represent a small fraction of print and online users. Even though the hype about the potential of social media sites as news delivery channels, their contribution to online Web traffic and advertising revenue seems underwhelming.

2.2 National Studies

Madhusudhanan Pillai (1993) has conducted his study with the intention of examining the organisation and management practices of the newspaper industries in Kerala with particular reference to the marketing aspects. The study was conducted by making a detailed investigation on the two most popular Malayalam dailies, Malayala Manorama and Mathrubhumi daily. It was observed that more than 60% of the cost of newspaper industry were incurred to acquire the raw materials needed, i.e. newsprint and other stores. Revenue analysis revealed that about one third of the total revenue is received from an advertisement and two third from circulation. His study also Suggested that there is no close coordination among different departments in the newspaper organisation. He also pointed that there was no conscious effort on the part of management to increase the marketing capability of the business unit in order to meet the challenges from visual media.

Jayaprakash (1998) made a study with the objective of identifying the major technological changes carried out by the newspaper industry in Kerala and the

economics of the newspaper industry. He observed that the economics of newspaper are such that the price paid by readers was only a part of the cost of assembling and producing each copy. He opined that the Newspaper companies are using their net circulation revenue to cover the direct variable costs on newsprint, ink and other materials. All other costs like labour, news gathering, etc. are met from the advertising revenue. He also stressed the importance of absorbing latest technology to face the cut throat competition prevailing in the media industry.

Vivek Chaudary (1998), in the article “**Pricing and Efficiency of a Circulation Industry: The Case of Newspapers**” explained the trend of monopolisation of the Australian newspaper industry and it addressed some of the issues associated with a monopoly in the newspaper industry. It analysed the pricing policies for a newspaper proprietor under different market structures. It was shown that the special structure and nature of the newspaper industry; namely the duality in product space since newspaper proprietors service two markets: advertisers and consumers of newspapers.

Sridhar & Sainath (2003) conducted a case study of ‘Times of India group’ for innovations in marketing strategies in the newspaper business. As a part of the study, a survey has been conducted among the readers on innovation in the marketing strategy of trimming and slimming the size of newspapers. The data were collected from 357 newspaper readers by using Structured questionnaires. The results of the study revealed that the readers very carefully observe all the changes and innovations introduced in the newspaper business. They argued that such an understanding of the sensitivity of the reader is crucial for the success of marketing strategies.

Harikrishnan (2011) conducted a study with the objective to develop a 360 degree business model for the newspaper industry, by integrating advertising, circulation and reporting. The respondents included seven leading newspaper publishers in India, Advertising agencies and Newspaper readers, both online and offline. According to this study, the majority of the respondent was of the view that the best and foremost strategy of the newspaper for the future is looking at new

platforms and new ways of delivering content. He noticed that with the advancement of the web as a platform for news delivery, most of the readers are interested in listening breaking news.

Vinesh Ottuparammal (2016) conducted a study entitled marketing orientation of the newspaper industry in Kerala examined reader orientation, communication & coordination, marketing mix orientation, competitor orientation and technological orientation of the newspaper industry in the State of Kerala. In his study, he suggested introducing a separate system for the distribution of newspapers at the doorstep of potential readers. The existing system lacks the availability of newspaper boys for the final distribution of newspapers. In order to tackle the problems related. In the distribution of newspapers, the installation of an automatic vending machine in busy railway stations and bus stands should be considered.

2.3 Research Gap

The newspaper industry is a ‘hot’ industry of the Indian economy. It is providing employment, direct and indirect; the newspaper industry plays an important role in the economic development of the country. Even though the heavy impact of technology in all the fields of mass media, newspapers still continues to serve as the basic news media for the majority of the mass. There may be no other commodity in all over the world's perishable as a newspaper, the product of the newspaper industry. In most situations, a newspaper has a life of only a few hours. The production and distribution of the product of this industry require being managed simultaneously without leaving much time in between the two activities. It is essential for the industry to manufacture and distribute its product racing at the time.

Even though many of the studies regarding newspaper industry has happened all over the world, only a few studies happened in India in this context. Newspaper distribution is the most crucial factor which determines the success of a newspaper. A newspaper may handle wide quality contents and if it is not reached in the hands of readers on the appropriate time news have no value. The distribution area is a joint effort by newspaper publishers, newspaper agent, and newspaper delivery boy

which creates delightedness in the mind of readers. Now the newspaper distribution area facing a number of distribution related issues. Distributional aspects are not at all covered in Indian research activities. Kerala is one of the thick newspaper penetrated market; here no research studies are carried out about the newspaper distribution related aspects. So it is inevitable to study the distribution aspects of the newspaper industry in Kerala and it looks like the totally unexplored area and a detailed investigation might identify the probable distribution related issues in the newspaper industry.

Conclusion

All the above discussed previous articles and research papers are mainly focused on the newspaper industry and the distribution mechanism. A careful analysis of these studies revealed that newspaper industry and its distribution was a very hot subject all over the world. Though studies related with media and newspaper industry can be seen, very limited numbers of studies were conducted in the Indian newspaper industry regarding distribution related aspects and not at all in Kerala. The studies reviewed are excellent sources to identify the research gap existing in the research area and to understand the different variables related to the topic. The review of literature indeed points out to the fact that newspaper distribution and its satisfaction on subscribers was not even enquired by the publishers. In this context, it's evident that there is a lot of scope on research in newspaper distribution practices prevailing in the Kerala.

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Chapter 3

Newspaper Industry An Overview

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Chapter 3

NEWSPAPER INDUSTRY AN OVERVIEW

Introduction

The main objective of this chapter is to give an overall idea regarding how the newspaper industry developed in the world, India and in Kerala. It also narrates business model and distribution network used for the distribution of newspapers in India.

Over the course of its long and complex history, the newspaper has undergone many transformations. Examining the newspapers' historical roots can help shed some light on how and why the newspaper has evolved into the multifaceted medium that it is today. The newspaper publishing sector in all over the world was in a transition phase. Its legacy business is declining; it is facing increased competition from different media like online and mobile services. Newspaper publishers are trying out various new models, none of which has so far compensated the revenue losses in the Newspaper Publishing Industry. The world newspaper industry got a hard blow by the advent of the digital age. Today, more readers began to move online, newspapers were still producing strong profit margins with the vast majority of revenues tied to their legacy product. Newspaper industry is more tied to the creation of content than to engineering.

3.1 World Newspaper Industry

Early Newspapers

In the world history, newspapers began circulating in the 17th century. The first newspaper in England was printed in 1641 even though the world newspaper history was not recorded until 1670. The first successful daily newspaper in Britain was printed in 1702. The first American newspaper was printed in 1690. It was

called Public Occurrences Both Foreign and Domestic. The first newspaper in Canada was the 'Halifax Gazette' in 1752. The first daily American newspaper was published in 1783.

In Britain, the first Sunday newspaper was the 'British Gazette' and 'Sunday Monitor' published in 1780. In 1785 'The Daily Universal Register' was first published. In 1788 it was renamed 'The Times'. 'The Observer', was founded in 1791. In 1814 'The Times' was printed with a steam-powered press for the first time. In 1848 'The Times' used a rotary printing press with the printing face wrapped around a cylinder. 'The Daily Telegraph' was first published in 1855. 'The Manchester Guardian' founded in 1821. It changed its name to 'The Guardian' in 1959. 'The Sunday Times' was first published in 1822. 'The Financial Times' began in 1888. 'The News of The World' published in 1843. Meanwhile, the first Australian newspaper was published in 1803. It was called the 'Sydney Gazette' and 'New South Wales Advertiser'.

Newspapers became far more common in the late 19th century. In the 18th century and the early 19th-century stamp duty was charged on newspapers, which made them expensive. However, in 1855 stamp duty on newspapers was abolished and they became cheaper and more common. In the mid-19th century newspaper, reporters began to use the telegraph as a means to get news to their newspapers quickly. Then in 1880, 'The New York Graphic' became the first newspaper to print a photo. In Britain, the first tabloid newspaper was 'The Daily Graphic' published in 1890. In 1891 it became the first British newspaper to print a photo.

3.1.1 World Newspaper Industry Timeline

- **59 B.C:** '*Acta Diurna*' the first newspaper is published in Rome.
- **1556:** First monthly newspaper '*Notizie Scritte*' published in Venice.
- **1605:** First printed newspaper published weekly in Antwerp called '*Relation*'.
- **1631:** The first French newspaper published, '*The Gazette*'.
- **1645:** Post-och Inrikes '*Tidningar*' was published in Sweden and is still being published today, making it the world's oldest newspaper.

- **1690:** The first newspaper is published in America, '*Publick Occurrences*'.
- **1702:** The first English language daily newspaper is published called '*The Daily Courant*'. The Courant was first published (periodical) in 1621.
- **1704:** Considered the world's first journalist, Daniel Defoe publishes '*The Review*'.
- **1803:** First newspapers published in Australia, '*The Sydney Gazette*' and '*New South Wales Advertiser*'.
- **830:** Number of newspapers published in the U.S. is 715.
- **1831:** The famous abolitionist newspaper '*The Liberator*' is first published by William Lloyd Garrison.
- **1833:** *The New York Sun* newspaper costs one cent - the beginning of the penny press.
- **1844:** First newspaper published in Thailand.
- **1848:** '*The Brooklyn Freeman*' newspaper is first published by Walt Witman
- **1850:** P.T Barnum running newspaper ads for Jenny lind the "*Swedish Nightingale*" performances in America.
- **1851:** The Post Office starts offering a special cheap newspaper rate.
- **1855:** First newspaper published in Sierra Leone.
- **1856:** The first full-page newspaper ad is published in '*The New York Ledger*'. Large type newspaper ads are made popular by photographer Mathew brady. Machines now mechanically fold newspapers.
- **1860:** A "morgue" in newspaper terms means an archive. '*The New York Herald*' starts the first morgue.
- **1864:** William James Carlton of J. Walter Thompson Company begun selling advertising space in newspapers. The J. Walter Thompson Company is the longest running American advertising agency.
- **1867:** The first double column advertising appears for the department store Lord & Taylor.
- **1869:** Newspaper circulation numbers published by George P. Rowell in the first Rowell's American Newspaper Directory.
- **1870:** Number of newspapers published in the U.S. is 5,091.

- **1871:** First newspaper published in Japan - *The daily Yokohama Mainichi Shimbun*. Famous newspaper interview with explorer Stanley Livingston published.
- **1873:** First illustrated daily newspaper published in New York.
- **1877:** First weather report with map published in Australia. '*The Washington Post*' newspaper first published with a circulation of 10,000 and a cost of 3 cents per paper.
- **1879:** The benday process improves newspapers. The first whole page newspaper ad placed by an American department store (John Wanamaker) is run.
- **1880:** First halftone photograph (Shantytown) published in a newspaper.
- **1885:** Newspapers are delivered daily by train.
- **1887:** '*The San Francisco Examiner*' published.
- **1893:** The Royal Baking Powder Company becomes the biggest newspaper advertiser in the world.
- **1903:** The first tabloid style newspaper, '*The Daily Mirror*' was published.
- **1931:** Newspaper funnies now include Plainclothes Tracy starring Dick Tracy.
- **1933:** A war breaks out between the newspaper and radio industries. American newspapers try to force the Associated Press to terminate news service to radio stations.
- **1954:** There are more radios than daily newspapers.
- **1955:** Teletype setting is used for newspapers.
- **1967:** Newspapers use digital production processes and began using computers for operations.
- **1971:** Use of offset presses became common.
- **1977:** First public access to archives offered by Toronto Globe and Mail.
- **2007:** There are now 1,456 daily newspapers in the United States alone, selling 55 million copies a day.
- **2009:** This was the worst year in decades as far as advertising revenues for newspapers. However, newspapers are moving into online internet versions.

3.2 Indian Newspaper Industry

Communication of information through oral ways was prevalent in Indian kingdoms. The news and information have reached the public through oral message. Even the animals like parrots, swans and deer were used to carry news or information from one point to another. The sending process of news by different media was there in India during ancient days. The inscriptions on temple walls and copper plates by the kings also played a great role in the communication of mass information.

History of Indian newspaper industry is an interesting story. First printing press was set up in Goa in 1556, September 15th 'Doutrina Christ' was printed. The Spanish Coadjutor, Brother John de Bustamante, known as the 'Indian Gutenberg', was the first printer. The first language printing press with vernacular types was established in 1576 at Vaipicotta. In India, communication meant primarily for the emperor, get a fillip under the Moguls. Aurangzeb allowed great freedom in news reporting during his period. The East India Company's news writers were under great control under the Moghul Emperors.

The printing press preceded the invention of printed news in India more than hundred years. William Bolts was the first person who made an attempt to start a newspaper based in Calcutta in 1760 but unfortunately, he couldn't complete the venture. On 29th January 1780 India's first newspaper Calcutta General Advertiser, also known as James Augustus Hicky's Bengal Gazette was printed from Calcutta. In February 1784, the Calcutta Gazette and Oriental Advertiser, a quarto size paper, were published. In 1785, the Oriental Magazine or Calcutta Amusement was published as the first monthly publication. The Calcutta Chronicle has published since 1786. This first printed newspaper was published in weekly format., the first newspaper from Bombay 'Bombay Herald' established in the year 1789, followed by the 'Bombay Courier' in the coming year. Later this newspaper merged with Bennet Coleman and Co.Ltd owned Times of India in 1861. The first newspaper ever published in an Indian language was the Samachar Darpan in the Bengali language. The maiden issue of this daily was published from the Serampore Mission Press on

May 23, 1818. On July 1, 1822, the first Gujarati newspaper, 'The Bombay Samachar', was published from Bombay, which is still in existence.

3.2.1 Indian Newspaper Industry during Pre-Independence Period

India as a whole in those days was struggling to discover its identity and fight British rule. The need of the hour was to spread the message of independence. Newspapers spread all over the places and shut down with equal speed. Many editors of defunct newspapers usually managed to get the funds to start another one. Rajaram Mohan Roy started first Indian-owned English daily, Bengal Gazette, in 1816. When the newspaper shut down he launched sambad kaumudi, which shut shop in 1823. Before that in 1822, Roy started the Persian weekly Mirut-UI-Akhbar. This too was shut down eventually.

In the south, The Malayala Manorama, one of the largest selling dailies nowadays in India began as weekly in 1888. For over nine years between 1938 and 1947, The Diwan of Travancore shut down the newspaper because of Manorama's demand for an independent Travancore. But it was relaunched on 1947. Many of the top newspapers circulating in India are the products of the freedom struggle. Times of India, Mathrubhumi, Mumbai Samachar, Anandbazar Patrika, The Hindu, among others are all veterans of Indian freedom struggle. They played their role very well in bringing down British empire in what was then, a largely illiterate country. Many were financed by wealthy patriotic businessmen or through public donations. They could afford to do so because most had other successful business, for example, the Goenkas who owned Indian Express also owned real estate. During those times and after getting independence Indian newspapers publishers were not money minded. Because they were family owned, newspaper firms never looked beyond their own general reserves and owners limited version for growth.

Before independence, both Indians and English peoples worked parallel over English press journalism. In 1838 J.E .Brennen started an English newspaper from Bombay named as Bombay Times in 1861 its name changed as Times of India. In 1878 The Statesman started its publication from Calcutta by Robert Nite. Annie Bazent started New India in 1914 from Bombay.

The Indians were also busy with English Journalism. In 1818 Gangadhar Bhattacharya started Bengal Gazette from Calcutta. Hareesh Chandra Mukherjee established Hindu Patriot in the year 1853. Devendranath Tagore and Manmohan Ghosh were jointly started Indian Mirror in 1861 from Calcutta. In 1864 V.N Mangalik started Native opinion from Bombay. Sisir Kumar Ghosh in 1868 established Amritbasar Patrika and later it was changed as an English newspaper. It was done so of to escape from the Vernacular Press Act. In 1865 Pioneer from Allahabad and in 1868 Madras Mail from Madras has also started its publication. In 1881 freedom fighter Balagangadhara Thilakan started Maratha as a weekly in order to motivate freedom fighters. G.S Iyyer and Veera Raghavachari took initiation to establish The Hindu from Madras in 1878. In 1919 Pandit Motilal Nehru started Independent from Allahabad. Mahatma Gandhi started Young India in 1922. In the next year, 1923 K.M Panicker started Hindustan Times from NewDelhi. On 13th June 1930, S.Sadanandh started Free Press Journal from Bombay. The Indian Express [Madras-1932] Free India [1934-Calcutta] was also started by Sadanandh. Jawahar Lal Nehru established National Herald in 1938 August from Lucknow.

Table 3.1
Indian Newspaper Time line

No.	Name of Newspaper	Type	Publishing Month & Year
1	Bengal Gazette or Calcutta General Advertiser	Weekly	29 th January 1780
2	India Gazette or Calcutta Public Advertiser	Weekly	18 th November 1780
3	Calcutta Gazette or Oriental Advertiser	Weekly	4 th March 1784
4	Bengal Journal	Weekly	February 1785
5	Oriental magazine or Calcutta amusement	Weekly	April 1785
6.	Calcutta chronicle and general advertiser	Weekly	January 1786
7	Calcutta Advertiser	Weekly	April 1787
8	Asiatic Mirror and Commercial Advertiser	Weekly	February 1788
9	Calcutta Monthly Register or India Repository Of Instruction and Entertainment	Monthly	November 1790
10	Calcutta Sunday Recorder	Weekly	7 th November 1790
11	Bengal Universal Intelligencer	Bi-weekly	12 th November 1790
12	Calcutta General Advertiser	Weekly	April 1791
13	Journal	Weekly	October 1791
14	Calcutta Magazine and Asiatic Museum	Monthly	October 1791
15	The World	Weekly	15 th October 1791
16	The times	Weekly	February 1792
17	Calcutta Friday morning post and general advertiser	Weekly	3 rd May 1792
18	Oriental Star	Weekly	January 1793
19	Calcutta monthly journal	Monthly	November 1794
20	Bengal hircarrah	Weekly	20 th January 1795
21	Indian Apollo	Weekly	4 th October 1795
22	Calcutta Telegraph	Weekly	23 rd April 1796
23	Asiatic magazine	Monthly	April 1798
24	Calcutta courier	Weekly	6 th May 1798

Source: Compiled by the researcher from various sources

Madras based and Bombay based newspapers are given below.

Table 3.2

Madras Based Newspapers

No.	Name of Newspaper	Type	Publisher	Publishing month & year
1	Madras Courier	Weekly	Richard Johnston	12 th October 1785
2	Weekly Madras Gazette	Weekly	Robert Williams	November 1795
3	India Herald	Weekly	Hamfriz	1795 December

Source: Compiled by the researcher from various sources

Table 3.3

Bombay Based Newspapers

No.	Name of Newspaper	Type	Publishing Month & year
1	Bombay Herald	Weekly	February 1789
2	Bombay courier	Weekly	April 1790
3	Bombay gazette	Weekly	June 1791

Source: Compiled by the researcher from various sources

Table 3.4

English Language Newspapers

No.	Name of Newspaper	Publisher	Publishing Month & year
1	Times of India	J.E Brennen	3 rd November 1838
2	Pioneer	Sir George Allen	October 1864
3	Amrit Basar Pathrika	Hemantkumar, Sisirkumar, Mothilal	March 1868
4	Statesman	Robert nite	15 th January 1875
5	The Hindu	G. Subrahmanya Iyyer	20 th September 1878
6	Triboon	Dayal singh majithiya	2 nd february 1881
7	Hithawadha	Madhava Rao	May 1910
8	Hindustan Times	K.M Paniker	June 1923
9	Free Press Journal	S.Sadanand	13 th june 1930
10	Indian Express	S.Sadanand	1932 november
11	Dechan Chronicle	K.S Rajagopal	June 1938
12	Dechan Herald	C.G.K Reddy	March 1948

Source: Compiled by the researcher from various sources

3.2.2 Indian Newspaper Industry after Independence

The First Press Commission Report [1953] appointed by the Indian Government to look at press laws in the light of the country's freedom, took a detailed look at the capital invested, returns generated, cost and revenues of newspapers. The publishing business was a difficult one to be in. The low returns and high capital investment combined with the acute shortage of raw material, newsprint. To add further problem tight governmental control through The News Print control order of 1962.

Even after Independence English newspapers dominated Indian newspaper Industry. In India English language treated as the official language and treating English was treated as a connecting link between different regional languages in India. Language dailies have inherent limitations by their nature, but English newspapers able to circulate all over India. That is the main reason English language newspapers growing in a substantial way. PTI, UNI like news agencies is mainly collecting and distributing news in the English language. Indian newspaper history inextricably tangled with the political history of India. India seriously suffered colonial ruthlessness more than four decades. Patriotic movements got its strength along with colonial ruthlessness. India is a mass country and it is not easy to access everywhere without a proper medium everyone can access. Indian newspaper media developed along with freedom fight movements all over India and Indian newspapers used as a vehicle for information dissemination. During those days journalists played a double role both as professionals and journalists. Many freedom fighters from Mahatma Gandhi to Vajpayee were journalists as well. Bombay, Calcutta, Delhi, Madras is the main urban centres that produced fertile land for Indian newspaper industry along with the freedom movement. After 1970's only Indian regional language newspapers flourished in India.

Indian newspapers are basically under two categories. One type is English newspapers and another type is language newspapers. Major differences between those two types of newspapers are the language they are representing. English newspapers are generally published in English language and language newspapers

are published in regional languages. English newspapers are generally city centric editions and a city focus, but the regional language newspapers cover mainly regional focus news and their editions are local in nature.

Indian Press Media involved in great social and political campaigns and other exciting freedom struggles fuelled newspaper growth and circulation and built up the credibility and wider image for the industry. Growing literacy levels, better communication and technological up gradation drives the circulation figures of Indian newspaper in upper circuit. Freedom struggles activities all over India paved the way for the development of regional language newspapers. The circulation of newspapers increased very quickly after the emergency declared by Indira Gandhi in 1977. Between the period of 1977 and 1981 circulation figures of Indian newspapers in all languages rose very aggressively from 9.3 million copies per day to 15.3 million per day. That means an increase of circulation of 65% within five years. An Indian language newspaper's revolution started late 1970s. Indian newspaper revolution was capitalized due to the following main factors. Attractive design, written in simple language, regional concentration, informative advertisement and printing revolution.

Following transfer of power from the British to the Indian Government, the newspaper industry was taken over by big Indian business houses that alone had the financial capacity and means to run it. The Dalmia Jain group acquired The Times of India, Tatas got for themselves The Statesman and Birlas The Hindustan Times. The Goenka group started their own daily, The Indian Express. Most of the leading newspapers in English and regional languages are closely held by family and individual concerns.

The transformation of the publishing industry into a business began post 1977 after the emergency was lifted. The Janatha Government, which came to power in post emergency elections, repealed most of the regressive laws. Across the country people bought more newspapers because they wanted to know what had happened in the preceding month. The best account of these years is recorded in a series of 11 essays on the language press and a book, both by Robin Jeffery [2000].

Jeffery traces the growth of Indian language press from 1977-1999. He found three main factors for the development of language newspapers. Growth of literacy, the rise of capitalism, and the spread of technology. Offset printing technology coupled with communication technology that allowed the use of satellite editions. During 1970-1980 many new companies and brands had hastened to tap into this growth and make money.

3.3 Kerala Newspaper Industry

Kerala state situated at the southern part of the Indian peninsula and its official language is Malayalam. Malayalam language belongs to the Dravidian family of languages and spoken by more than three core people. Kerala people are known as 'Keralites' giving more emphasis on education and cultural transformation and the literacy levels of Kerala almost cent percentage. Kerala is one of the most literate states in the country following strict political views and a committed approach towards newspapers. Kerala has a legacy of highest newspaper readers when compared with other states. It is no wonder viewpoint regarding various issues of Keralites decided by newspapers and press media.

The printing press journalism in Kerala started by Christian missionaries. Revolutionary invention and use of printing press, setting up of educational institutions by Christian missionaries, general interest in current affairs matters paved the way for newspapers in Kerala. The first printing press in Kerala was established by Rev. Benjamin Bailey in the C.M.S. Press Kottayam in the year 1811, with the assistance of the British Resident Colonel Monroe. Kerala history treating Rev. Bailey as the father of modern Malayalam printing technology.

In June 1847 the first journal from Kerala was published with the name of 'Rajyasamacharam'. It was published from Thalassery. It was eight page cyclostyle press printed in cyclostyled sheets. The world renowned western scholar Dr. Herman Gundart was the main motivating spirit behind the publication of 'Rajyasamacharam'. In October 1847 Dr. Herman Gundart started another historical publication called as 'Paschimodayam' and it also printed in cyclostyled style. The first printed magazine in Malayalam was 'JnanaNikshepam' it was published in the

CMS Press, Kottayam in November 1848. Rev. Benjamin Bailey of the Church Mission Society was the mastermind behind this publication. In the year 1860, the first newspaper published from Kerala was in the English language named as 'Western Star' from Kochi. 'Kerala Pathaka' another newspaper from Kochi started publication in the year 1870. The first Malayalam newspaper was published outside Kochi and it was from Malabar: 'Keralapatrika'. It was started by Chengulath Kunhirama Menon in 1884 from Kozhikode. In 1881 the first systematic newspaper Keralamitram started publishing from Kochi.

The first commercial newspaper from Kerala was 'Nasrani Deepika' which was started publication on 15 April 1887 from the Mannanam St. Joseph Press on the initiative of Nasrani Jatyaikya Sangham. The first managing editor of 'Nasrani Deepika' was Nidhiyirikkal Manikkathanar. Upliftment of Christian community was the main aim behind Nasrani Deepika.

Kandathil Varghese Mappila started 'Malayala Manorama' in the year 1890 as a weekly under the banner of a joint stock company The Malayala Manorama Company in 1889 at Kottayam. After the death of Kandathil Varghese Mappila in 1904, K.C.Mammen Mappila took his position and guided the newspaper for the next half century. His long vision and leadership quality were the major force behind the success of Malayala Manorama today. He made a new appearance for the Manorama in the viewpoint of readers by including news of social, political and national importance by looking financial viability made Malayala Manorama one of the greatest success stories in the Indian media industry. Malayala Manorama was converted as a full daily in 1928.

The origin of another daily newspaper 'Kerala Kaumudi', one of the leading newspapers of nowadays in Kerala was started in the year 1911 as a weekly and later it transformed as a daily in the year 1940. It was founded by C.V.Kunhiraman, he was a multifaceted personality. Kerala Kaumudi initially started publication from Mayyanad then it was shifted to Kollam and then to Trivandrum. Kerala Kaumudi converted into a full-fledged daily in 1940.

As a part of the independence movement in Kerala 'Mathrubhumi', another traditional newspaper was founded in 1922 by K.P Kesava Menon, an active freedom fighter against British rule. Mathrubhumi started its publication as a registered joint stock company named as The Mathrubhumi Printing and Publishing Company Limited on 15 February 1922. K. Madhavan Nair was the first managing editor of Mathrubhumi. During civil disobedience movement in April 1930, the Mathrubhumi started issuing as a daily. The main agenda behind the formation of Mathrubhumi is to familiarise the principles and ideologies of the Indian National Congress and to assure involvement of the people of Malabar in the independence struggle.

Kerala is one of the highly politically oriented people and all major political parties publishing their own newspapers to spread their ideology to the people. The Communist movement in Kerala leads to the starting of their newspaper 'Desabhimani' as a weekly from Kozhikode in the year 1940 as a weekly and later they shift it as a daily in 1944. Indian Union Muslim League (IUML) started their newspaper 'Chandrika' in the year 1927 from Thalassery. 'Veekshanam' organ of Indian National Congress started in 1976. Bharatiya Janata Party [BJP] formed their publication 'Janmabhoomi' from Cochin. The Communist Party of India (CPI) publishes its own daily 'Janayugam' from Kollam and Kozhikode.

'Madhyamam' another Malayalam newspaper started its publication in the year 1987 from Calicut with main target subscribers of Muslims in Malabar region. 'Varthamanam' is a Malayalam daily published from Calicut for uplifting humanity and morality of Muslim reformation movement of Kerala. 'Thejas' is a Malayalam newspaper run by Intermedia Publishing Ltd., a Public Limited Company based in Calicut started its functioning from February 2006. Details of Kerala based newspapers are given below.

Table 3.5**Kerala Based Newspapers Origin**

S No.	Name of Newspaper	Place of Publication	Publisher	Month & Year of Publication
1	Rajyasamacharam	Thalassery	Basel Mission Society	June 1847
2	Paschimodayam	Thalassery	Basel Mission Society	October 1847
3	Keralopakari	Mangalore	Basel Mission Society	April 1878
4	Jnananikshepam	Kottayam	Church Mission Society	November 1848
5	Vidyasamgraham	Kottayam	Church Mission Society	March 1864
6	Sathyanada kahalam	Koonamavu	Protestant Publications	12 th October 1876
7	Nasrani Deepika	Mannanam	Nasrani Jatyaihya Sangam	15 th april 1887
8	Malayala Manorama	Kottayam	Kandathil Varughese Mappilai	22 nd march 1890
9	Kerala Mithram	Kochi	Devji Bhimji	1 st January 1881
10	Kerala Pathrika	Calicut	Chenkulath Kunjirama Menon	May 1884
11	Lokamanyan	Thrissur	Poovathungal Sebastian	June 1920
12	Swarad	Kollam	A.k Pillai	January 1921
13	Mathrubhumi	Calicut	K.P Kesava Menon	18 th march 1923
14	Al- Ameen	Calicut	Muhammed Abdul Rahman	12 th October 1924
15	Malayala Rajyam	Kollam	K.G Shankar	1929
16	Deenabhandhu	Thrissur	V.K Krishnan Ezhuthachan	26 th January 1941
17	Deshabhimani	Calicut	Communist Party of India[Marxist]	1942
18	Chandrika	Thalassery	IUML	26 th march 1934
19	Madhyamam	Calicut	Ideal Publication Trust	1 st June 1987

Source: Compiled by the researcher from various sources

3.3.1 Malayalam Press Current Scenario

The Malayalam print media currently dominated by Malayala Manorama, Mathrubhumi and Kerala Kaumudi, the big three dailies. Together, they account for over 60 percent of the total circulation of the dailies. The big three publishing different periodicals catering to special audience groups. The Manorama Weekly, a low priced weekly for the mass people, Vanitha, women's magazine, Balarama, children's weekly, and The Week, an English news weekly, are the other publications of the Malayala Manorama group. The Mathrubhumi group had a weekly Mathrubhumi weekly for general readers, Grihalakshmy, a bi-weekly for women readers, Thozhilvartha a weekly for job seekers and Chitrabhumi, a film fortnightly for film lovers. The Kerala Kaumudi brings out Kala Kaumudi, a politico-literary weekly, The political party owned dailies too have their own periodicals. A couple of publishing groups produce only magazines catering to the divergent tastes of readers. These types of magazines have a set content with sensational news, features include local affairs and events, Continuing episode novels, short stories, literary criticism and film entertainment gossip with comics. Mangalam a sensational weekly publishing from Kottayam have exceeded the million mark in circulation figures exceeding the conventional magazine publishers.

As per latest data from the Press Commission of India in their 2014 report in Kerala 347 dailies, 1756 monthlies and with all the forms of publications a sum total of 3057 publications were registered.

Unlike in the other States of India, where the newspapers are concentrated in a couple of cities, in Kerala, a large number of newspapers originate from small towns. Another unique feature of the Malayalam press media is its high diffusion rate. For the Malayalam dailies with a diffusion rate of 56.1 copies per 1000 people speaking the language were ahead of even the Hindi dailies which claim the first place in circulation and numerical strength.

The main reasons behind the success of the Malayalam newspapers industry where high literacy levels of Malayalis', high socio-political consciousness and local

news-oriented newspaper editions. Once in a time, Kerala's literacy was cent percentage even though it can't follow the same level still Kerala's literacy level is far ahead than any state in India. With this literacy level Keralites showing high political and social interactions while approaching various issues in their daily life. In such a state there will be no doubt newspapers will be sold very quickly like any other fast moving consumer goods. In fact, it is a common sight in Kerala to notice newspapers displayed prominently in almost all shops selling groceries, fruits, and other consumer goods.

The Malayalam Press media functioning as an informer and interpreter in Kerala society. At many times it becomes a critic of the ruling political party. But seldom does it have a faithful adjutant of the Government. With the exception of the party-owned newspapers, the Malayalam press, in general, depicts with public opinion, lending ready support to popular demands, be it social or political. With the constant increase in literacy and good reading habits among Keralites, and with the reader oriented editorial policies, the Malayalam press, as a whole registered exceptional growth rate. At this pace, however, it has a long way to go to reach the unavoidable saturation point.

3.4 Indian newspaper Industry Related Statutory Reports & Organizations

3.4.1 The First Press Commission Report

After independence, there was a growing demand by publishers and journalists towards Government of India to inquire into the state of the press in India and put forward recommendations that can be enacted for the benefit of the press. Thus the then Prime Minister, Jawahar Lal Nehru announced the constitution of the first press commission under the chairmanship of Justice G.S Rajyadhyaksha on September 23, 1952. The commission was asked to examine the state of the press in the country and its present and future lines of development. The commission submitted its report on July 14, 1954, after two years of work. The major recommendations of the commission include:-

1. The press commission recommended constituting a press council
2. A press Registrar should be appointed in the country in order to bring out an annual report which will contain the facts and figures relating to press industry.
3. An advertising council may be created to advise on the ethics of advertising, to organise market research and to carry out readership surveys.
4. Independent news agencies without Govt. assistance should be started.
5. The complete statements of the names of proprietors and responsible executives of the newspapers should be published periodically.

3.4.2 Second Press Commission Report

A Second press commission under Justice K.K Mathew taken charge in 1980. The commission placed a report in 1982 and following are the major recommendations.

1. The commission recommended Monopolies and Restrictive Trade Practices Act 1969 should be made applicable to newspaper Industry.
2. The commission recommended for the enactment of a law for making it mandatory for the person carrying on the business of publishing a newspaper to refrain from engaging in other business activities.
3. A news to advertisement ratio is essential for freedom of the press to be effective, the present degree of dependence on an advertisement will have to be lessened.
4. In order to improve the quality of newspapers, the commission recommended the setting up of a Newspaper Development Commission.
5. Newspapers and periodicals should annually publish their financial accounts.

3.4.3 Press Council

Press council in India was introduced by the first press commission report on 1954. The council is a body corporate having perpetual succession. The first press council of India was set up in July 1966 as per the press council Act of 1965. Later a

second press council came into existence on October 1, 1970, with a wider range of functions, authority and power. The major objectives of the press council are:-

1. To maintain the independence of newspapers and news agencies
2. To build up a code of conduct for the press
3. To encourage a sense of responsibility
4. To express its opinion when issues refer to it by the Government
5. To maintain and improve the standards of newspapers and news agencies

The press council has the power to consider complaints suo moto, in addition to inquiring into complaints brought before it. It has been also empowered to make observations against any authority, including the Government if it considers it necessary for the performance of functions. Council is not armed with any punitive powers.

3.4.4 Press Information Bureau

It is a nodal agency of the Govt. of India to disseminate information to the print and electronic media on Government policies, programs, Initiatives and achievements. It acts as an interface between the Government and media, Press Information Bureau also provide feedback to the Government on people's reaction as reflected in media. Press Information Bureau disseminates information through different modes of communication such as press releases, press notes, feature articles, press briefings, press conferences, etc.

3.4.5 Press Institute of India

Press Institute of India was set up in 1963 in New Delhi as a premier research institute of newspapers in India. They organise workshops and seminars for editorial and managerial personnel. Press Institute of India also arranges for consultants from home and abroad to work with Indian newspapers and other publications. Newspapers, periodicals, and house journals qualify for corporate membership in the Institute.

3.4.6 Indian Newspaper Society

Indian Newspaper Society [INS] is the central body representing newspaper publishers. INS founded in 1939, the society safeguards and promote the interests of newspaper proprietors. INS was earlier known as the Indian and Eastern Newspaper Society [IENS].

The objectives of the INS are:-

- To act as a central organization of the Press of India, Burma and Ceylon.
- To promote and safeguard such business interests of members as affected or are likely to be affected by the action of the Legislatures, Governments, the Law Courts, municipal and local bodies and associations or organizations commercial or formed for any other purpose and to take such steps as may seem desirable to that end.
- To collect information upon all topics having a practical interest for members and to communicate the same to them.
- To promote co-operation in all matters affecting the common interests of members.
- To hold periodical conferences of its members to discuss and determine action on matters of common interest.
- To make rules to govern the conduct of its members, to provide penalties for the infringement thereof, and to provide means of determining whether there has been such infringement.
- To maintain a permanent secretariat in India to watch over the interests of members and to permit of a constant interchange of information and views.
- To do or concur in doing all such other things as may be considered conducive or incidental to the attainment of the aforesaid objects or to the interests of newspapers in general or of the Society or any of its members in particular.

Table 3.6

Total number of Registered Newspapers from 2001-02 to 2013-14

Year	Dailies	Bi/ Tri Weekly	Weekly	Fortnightly	Monthly	Quarterly	Annuals	Others	Total
2001-02	57844	516	32417	8453	13421	670	888	1046	115255
2002-03	72939	548	40979	8888	16344	646	1005	657	142006
2003-04	73537	1177	34542	7727	13395	558	1522	630	133088
2004-05	78689	554	42164	10331	20231	1616	937	2197	156719
2005-06	88863	566	50581	12310	21137	1552	2986	2744	180739
2006-07	98837	738	52082	12941	22131	1489	1581	2278	192077
2007-08	105791	655	57996	13074	23760	1635	2917	1280	207108
2008-09	135805	575	69181	16545	30742	1860	1311	1935	257954
2009-10	162313	636	83790	18521	30185	1818	8979	2575	308817
2010-11	175665	969	89484	19698	36287	1907	2888	2306	329205
2011-12	196951	929	103472	22294	41643	2224	3124	3203	373840
2012-13	224338	1188	104860	23301	45653	1956	1399	2342	405038
2013-14	264290	893	112006	22759	45886	1808	1568	1377	450586

Source: Ministry of Information and Broadcasting, Govt. of India

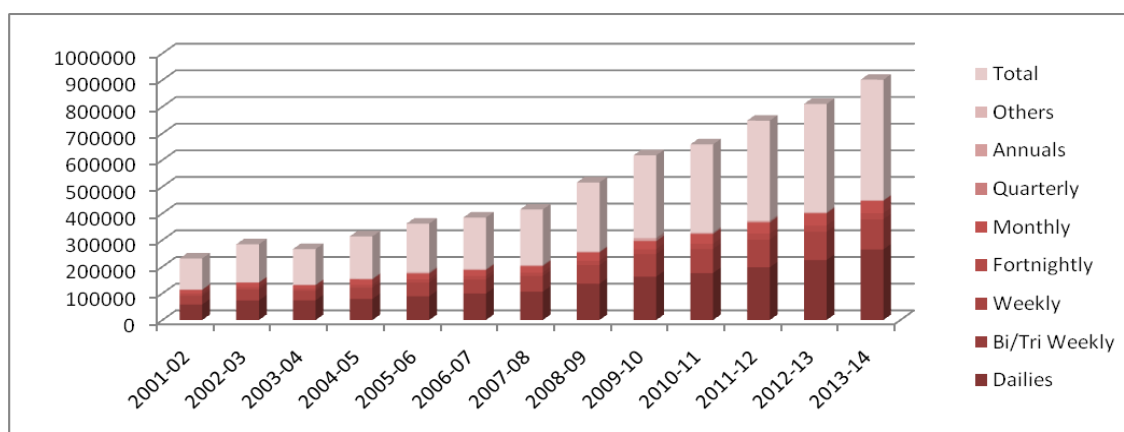


Chart 3.1

Total number of Registered Newspapers from 2001-02 to 2013-14

Table and chart revealed that in the year 2001-02, the total number of registered newspapers was only 115255 and it was increased to 450586 at the end of the year 2013-14. It is also very evident in the growth of the newspaper industry on all formats of newspapers. As of 31st March 2014, there were 450586 registered publications on record as against 405038 at the end of March 2013. There was a 9.9

% increase in total registered publication over the previous year. Of the 450586 publications that registered up for the period 2013-14, 264290 were dailies, 893 Tri-Bi/weekly, 112006 weeklies, 22759 fortnightlies, 45886 monthlies, 1808 quarterlies, 1568 annuals and 1377 of other periodicals.

3.4.7 Newspaper Publishing Locality Statistics

The Print Media is showing its tendency to concentrate more in certain important cities, towns giving them more importance to major printing and publishing centres. During 2013-2014 the total numbers of publications registered from the four Metropolitan Cities were 27,333 or 27.43% of all India total. State capitals were publishing 19,945 registered publications accounting for 20.01 percent of the total. Big cities (population more than 1 Lakh) published a total of 36,942 publications or 37.07 %. Another 11,054 publications came out from small towns and villages constituting 11.09 % and Union Territory accounting for the balance 4.40 %.

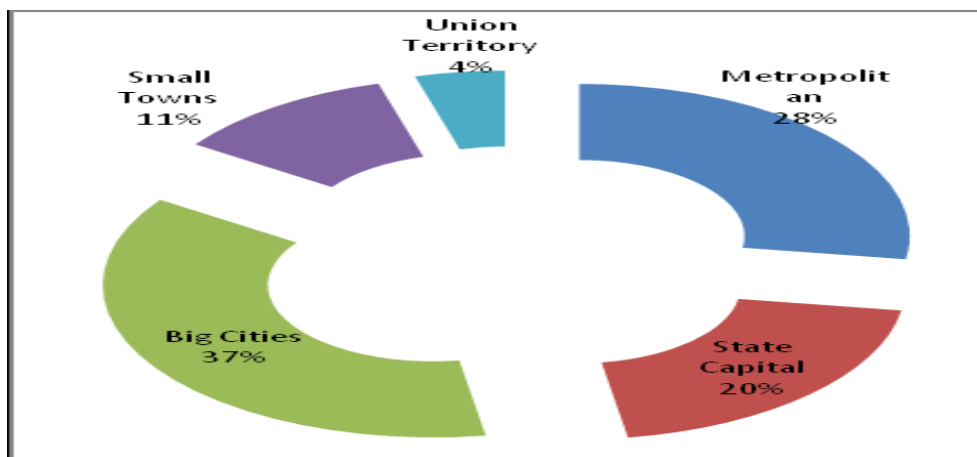


Chart 3.2

Locality of Printing and Publishing Center

3.4.8 Audit Bureau of Circulation

The Audit Bureau of Circulation [ABC] founded in 1948 is a non-profit association consisting of publishers, advertisers and advertising agencies. Its function is to a device and lay down a standard and uniform method by which

member publishers shall compute their circulation. The ABC verifies circulation claims of publishers using the services of chartered accountants it appoints. It also issues certificates of circulation once in six months. The main function of ABC is to evolve, lay down a standard and uniform procedure by which a member publisher shall compute its net paid sales. From a modest beginning, it has grown to remarkable proportions. ABC's membership today includes 411 Publishers of national and regional importance, 151 Advertising Agencies, 51 Advertisers & 20 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

ABC's primary objective is to certify authentic circulation figures representing Net Paid Sales of member publications and disseminate the data for the use of space buyers. Together with the ABC Certificate, data on the territorial distribution of copies in various states, major cities and small towns is included as an add-on. As ABC Certificates are regularly referred to for media selection, the publisher has a far better chance of being selected by space buyer members of ABC. By enjoying the confidence of space buyers, publishers are able to increase their Ad revenues and also improve their services.

Table 3.7**Languages Wise Certified Circulation Figures for the Audit Period January-
June 2015**

Languages	January – June 2015	July –December 2014
Hindi	20,199,720	21,036,263
English	8,128,262	8,869,777
Malayalam	4,166,724	4,143,968
Tamil	4,140,915	4,191,760
Telugu	3,532,263	3,527,511
Marathi	2,963,865	5,204,508
Bengali	2,720,746	2,980,272
Kannada	2,370,596	2,498,415
Gujarati	855,736	916,992
Punjabi	789,642	801,720
Oriya	575,216	574,974
Assamese	391,137	542,162
Urdu	128,685	128,490
Manipuri	112,562	106,962
Bilingual (Hindi / English)	107,288	111,160
Khasi	35,424	34,862
Nepali	35,098	36,252
Total Copies Certified	51,253,879	55,706,048

Source: Audit Bureau of Circulations report 2015

The total circulation of publications decreased from 55,706,048 copies per publishing day in July-December 2014 to 44,521,699 copies per publishing day in January - June 2015. The annual decrease of 44,521,699 copies over the previous year was about 7.99 %. “Ananda Bazar Patrika”, a Bengali Daily newspaper published from Kolkata was the largest circulated single edition daily with a claimed circulation of 11, 81,112 copies per publishing day followed by “The Times of India”, an English Daily newspaper published from Mumbai with a circulation of 10, 26,153 copies and “Hindustan Times” an English newspaper published from

Delhi with a circulation of 9, 75,737 copies per publishing day. “The Times of India”, having 29 editions in English with a total claimed the circulation of 47, 42,671 copies per publishing day occupied the first position among multi-editions dailies during 2013-14. “Dainik Bhaskar”, had 35 editions in Hindi with a total claimed a circulation of 35, 49,796 copies per publishing day occupied the second position among multi-editions dailies.

3.4.9 Indian Readership Survey [IRS]

It is the largest readership research survey in India with an annual sample size of 300000 respondents. It collects comprehensive demographic information and provides wide coverage to fast moving consumer goods. IRS didn't restrict to survey of readership alone but it is synonymous with both readership and consumption across FMCG products. IRS covers information over hundred product categories. IRS is conducted by MRUC [Media Research Users Council] and RSCI [Readership studies council of India].

3.4.10 News Agencies

News agencies are organisations which collect news and distribute reports of current events to newspapers, magazines and other subscribers. The news agency, also called press agency, wire service, or news service is an organisation that gathers, writes, and distributes news from around the nation or the world to the newspapers, periodicals, radio and television broadcasters, Govt. agencies, and other users. It does not itself publish news but supplies news to its subscribers. They will set up offices, communication networks and appoint correspondents in important cities around the world. The demand to start an Indian news agency promoted by Indian newspapers gained great support as when India moved towards independence.

Indian News Agencies

3.4.11 Press Trust of India (PTI)

PTI is the leading news agency in the country is a non-profit sharing cooperative of newspapers. It was established on 27th august 1947, this news agency

took over the Associated Press of India [API] and Indian operations of Reuters and began functioning from 1st February 1949. The establishment of PTI is a milestone in the history of Indian news agencies. It has rendered glorious service to the country as a premier news agency. Subscribers of this agency include 450 newspapers in India, and abroad.

3.4.12 United News India [UNI]

The first press commission report recommended the setting up of a second news agency in the country along with PTI. The UNI was registered as a company on November 10, 1959, and began its news operations from March 21, 1961. UNI was formed by the sponsoring of 40 leading newspapers of India.

3.4.13 Hindustan Samachar

Hindustan Samachar is India's first multilingual news agency. It was set up by Mr.S.S Apte as a private limited company in 1948. The agency provided teleprinter service in Hindi, Marathi, Nepali, Gujarati, Oriya, Kannada, till it was wound up in 1988.

World News Agencies

3.4.14 Agence France-Press [AFP]

It is a French cooperative news agency, and one of the world's largest wire news services. Its headquarters located in Paris, where it was found under its current name in 1944. In addition to having bureaus in major French cities, it has bureaus and correspondents in major cities all over the world.

3.4.15 Associated Press [AP]

It is one of the world's largest newsgathering services in the world. AP distributes international, regional, and local news to media everywhere. AP is a non-profit organisation it is owned and controlled by more than 1500 daily newspapers in the USA. The AP offers daily reports, features, photographs and graphics.

3.4.16 Reuters

Reuters services are available more than 200 countries and its bureau in 100 countries. It is one of the first news services to furnish financial, political, and general news to European newspapers, Reuters was founded in 1851 by Paul Julius Reuter. The ownership of Reuters is in the hand of the Principal Daily Newspapers Association of the UK. It is a cooperative news agency in which newspapers from Ireland, Australia, and New Zealand also have shares.

3.4.17 United Press International [UPI]

UPI is one of the largest privately owned news agencies in the world. It distributes news, photographs, television news, radio news, to over 8000 subscribers includes major newspapers, radio, television channels situating around 100 countries.

3.5 Newspaper Business Model

The contemporary newspaper business model developed in the nineteenth century, replacing a very different model that was based on a special group of the audience rather than a mass audience. During their first hundred years of publication, newspapers served a relatively small audience about 25 percentage of the population depending upon location, literacy, the degree of economic development, and other social factors. The audience represented the politically, socially, and economically active members of the community. Newspapers were highly dependent upon circulation sales for their income and the price of a newspaper subscription is quite high. The business model was therefore based upon circulation sales to this group and the little advertising that existed was primarily for raw materials and imports available to merchants and manufacturers rather than retail advertising. In the last half of the nineteenth century the market began to change due to urbanisation, the industrial revolution, wage earning, and literacy created social changes that resulted in discretionary income and leisure time among an increasing amount of the population. Newspapers began changing to serve this larger mass audience. New sections to serve diversionary interests and attract more readers were added to newspapers such as entertainment, sports, comics, games, etc.

This altered the business model to put more emphasis on advertising revenue and to produce a large mass audience of interest to retail advertisers. The magnitude of this change in the business model can be seen in the fact that advertising provided one-half of the revenue of newspapers in the United States by 1890. That amount rose to two-thirds by 1910 and to about 80 percent in the year 2000. The growth of readership and advertising support continued rather steadily until the years after World War II. When television appeared, it began to provide diversion and other information in forms increasingly attractive to those parts of the mass audience who were not part of the politically, socially, and economically. A portion of the reading audience began leaving newspapers behind and many readers began spending less time with newspapers. That problem has been exacerbated by the rise of multiple networks and stations, cable, and other electronic information and diversion opportunities that have developed in recent years.

The average reader of newspapers is relatively old and newspapers are experiencing difficulties in reaching to younger audiences. In addition to that demographic and social demographic factors in the industrial world, shrinking societies, individualization, and less interest to read. Buying a newspaper is no longer a matter of issue to most young citizens. This means that it will become more difficult to attract advertisers, especially those who have their target groups in the age group of 14- 50. The classifieds markets will to a substantial extent move to the internet.

As the changes continue in the twenty-first century changing audiences and use patterns for newspapers will continue. It can be expected that there will come a time when newspaper readership will look much more like its initial position rather than the position at its mid-twentieth century height. Given the facts of greater income, literacy, and world outlook it will probably not decline to the 15 percent level of the early nineteenth century. However, somewhere in the range of one-quarter to one-third of the population seems realistic. As this change takes place, a new business model will evolve. It may look less like the current model and more like the model of the early history of the industry, or it may take on a whole new rationale with additional factors involving new communications technologies.

Today, most newspaper publishers do more than what they have done in the past. Internet publishing has become almost a standard publishing channel, despite the fact that the large-scale commercial breakthrough has not yet happened. In the past years, customers experienced many new product launches, product makeovers as well as an orientation towards value added services for readers, such as selling tickets, etc. The newspaper market is very dynamic and predictions indicate that the changes have just begun.

3.5.1 Economics and Business Model of Newspaper Business

Newspaper as a business model involves both costs and revenue streams. The cost of producing a newspaper depends on a number of pages, quality of the newsprint used, the colour combination used, circulation of newspaper and competition involved in the market and like other factors. These heads may change year by year. Following are different costs of newspaper business

Production /Printing Cost

These are variable costs which vary with the size of the print run. Newsprint is the main ingredient for printing of newspapers. It may have formed 60 percentage of production costs and its price always showing an upward trend all over the world. The more paper printed the more will be the cost it may optimizable with every increase in circulation fetches an increase in advertising revenues more than or equal to the rise in printing cost. Typically advertising revenues have subsidised the real price of newspapers for readers. As per calculation, a newspaper costs anywhere between 18-25 rupees to produce, but it is selling for 5- 7 rupees. That would bring back 3.50 to 5.00 rupees in the publisher's cash box after meeting trade commission. In the years that the advertisement spends on print was growing slowly, there was no incentive to invest in circulation for it would eat into profits. It is routine for publishing companies to drop in and out of ABC in the years that when newsprint costs are high. Those are the years they do not spend on increasing circulation.

People Costs

It is more or less fixed cost, human resources are the driving force of any organisation, staff involves journalists, administrative staffs, office staffs, factory workers, etc .People cost varies between 15-20% of revenues depending on the newspaper.

Marketing Costs

Today is the age of competition newspaper wants to compete not only with other newspapers but also other Medias like television, radio, and social network sites. In order to meet competition well efficient marketing strategy and good marketing staff may be required. So necessary advertisement through different media and direct marketing may be required for increasing circulation and to sell out advertisement space.

Distribution Costs

It includes trade commission and the cost of credit notes for unsold copies. Each copy sold through agents may want to grant 25-30% as trade commission of newspaper agents. The commission may vary according to the publication, the area, and the city, etc. it could be very much higher if the newspaper, not an ABC member and therefore not subject to rules. Unsold copies are a regular part of the business and the average volume of these unsold returns may vary between 3-6% of total copies printed.

3.5.2 Revenue Streams of Newspaper Business

Circulation

It is the price brought in from the cover price of each newspaper after deducting trade commission to newspaper agents and cost of the unsold copies credit note.

Advertising

Almost 80 percentages of the publisher's revenue coming through advertisement projected in the newspaper and the balance revenue coming from circulation. Advertisement revenue of newspaper may vary according to language, frequency, price, the market addresses, etc.

Subscriptions

Today, most of the newspapers and magazines are developing attractive subscription schemes to readers. Most subscription schemes are subsidised with free gifts. Subscription schemes bring cash to the table, but also involve huge cost, of more copies to be printed, transported as well as the cost of marketing the subscription offer. Most subscription schemes are used to increase circulation figures and demand a higher rate from advertisers.

Brand extensions

There are a number of ways through which a newspaper can extend the brand into different revenue streams. These include events, TV programs, seminars, syndication of content and education. In many specialist media companies, brand extensions could bring anywhere between 30-50 percentage of revenues.

Internet edition and Mobile Apps

Most newspapers in India are ramping up their internet and mobile presence to generate revenues using their original content. Nowadays, mobile applications and internet editions catching advertisers very widely and becoming a popularising revenue stream.

3.5.3 Key Measures of Newspaper Business

The key measures to newspaper business include Circulation, readership, reach , and cost per thousand.

Circulation

It is measured by Audit Bureau of Circulation [ABC]. ABC certifies audited net paid circulation figures of newspapers registered with it for a continuous and

definite six monthly audit periods. Any free distribution and bulk sales are also shown separately on the certificates. It certifies circulation based on Publisher's records on copies shipped, newsprint purchased, and even carries out surprise checks on the printing facilities at times.

Readership

Here looking the number of readers of a newspaper not the buyers for a newspaper. It may treat as multiple circulations. A section of the industry represented by publishers, agencies, advertisers, commissioned Indian Readership Survey [IRS] in 1995. IRS figures used by advertisers to market their products through the newspaper. IRS figures are the industry standard for readership and other media measurement and to provide insights on media and product consumption and consumer behaviour patterns.

Reach

This is measured in circulation and readership numbers. It says not only the number of readers, but also the proportion of readers reading the newspaper in a certain target group. Establishing a more precise connection between reach and purchasing power is IRS is trying to capitalise.

Cost Per Thousand

This refers to the cost of reaching a thousand people through a particular newspaper. Media planners nowadays looking average cost per issue versus the readership. Cost per thousand becoming an important tool for comparison between media.

3.5.4 Starting of a Newspaper

Publishing and printing of newspapers and periodicals within India are governed by the Press and Registration of Books Act, 1867 and the Registration of Newspapers (Central) Rules, 1956. As per this Act, no newspaper or periodical should bear a same or similar title to any other newspaper or periodical already been published, either in the same language or in the same State, unless the latter is also

owned by the same person. In order to ensure compliance with this condition, the Government of India has appointed the Registrar of Newspapers, also called the Press Registrar, who maintains a register of newspapers and periodicals published in India. The Office of the Registrar of Newspapers for India is headquartered in New Delhi and has three regional offices at Calcutta, Mumbai and Chennai to cater to the needs of publishers in all corners of the country.

When a person is interested in starting a newspaper, firstly he has to contact District Magistrate or sub-Divisional Magistrate under the jurisdiction the proposed newspaper comes under and file a declaration before him in the prescribed form. In the filing declaration, a prospective publisher must mention the title, language, periodicity and other details of the newspaper. The publisher should also mention alternative titles in the order of preference. Then the magistrate before authenticating the declaration has to make an inquiry with the Registrar of newspaper in India whether the proposed title is not the same or similar to that of any other publication brought out in the same language throughout the country or in any other language in the same state. The proposed title is checked with a catalogue of existing titles maintained in the registrar's office. Then registrar will send a reply whether the title is available or not to the magistrate. The Magistrate will communicate the same to the intending publisher. If the title is available Magistrate will authenticate the declaration. If the title is not available, the publisher may be asked to suggest some more titles to the Magistrate in order of preference. After getting clearance from The Registrar of newspapers in India, The district magistrates authenticates the declaration and send an authenticated copy to the office of the Registrar of Newspapers in India.

As soon as the newspaper has started publication the publisher is required to send a copy of the first issue of the publication to the Registrar of newspapers in India at New Delhi. On receiving the first issue of the paper and a copy of authenticated declaration from the magistrate office of the registrar of newspapers allot a register number to it. A certificate of registration is also issued to the publisher. Each issue of the newspaper is to have an imprint line containing the name of the publisher, printer, owner, editor, and place of printing of the paper.

3.5.5 Duties of a Newspaper Publisher

Newspaper publishers and printers can help the Office of Registrar of Newspapers in India in discharging its functions in a better manner by ensuring timely compliance with the duties enjoined upon them by the Press and registration of Books Act 1867 and related Rules.

According to the Registration of Newspaper (central) Rules, 1956, within 48 hours of the publication of a newspaper, one copy of the issue is to be sent to the Press Registrar, either by post or by a messenger. In the case of multi-edition newspapers published under the same declaration, one copy of each edition is required to be sent if the retail selling price or the number of pages in an edition is different from another edition. Copies of newspapers published in English, Hindi or regional languages are sent to the Office of Registrar of Newspapers in India. Every publisher should also need to furnish to the Press Registrar an annual statement regarding the newspaper. Where the circulation of newspaper exceeds 2000 copies per publishing day, a certificate from a chartered accountant or a qualified auditor is to be furnished along with the annual statement. Failure in timely submission of the annual statement is liable to penal action under the PRB Act.

Press Registrar follows these strict rules because every year the Press Registrar is required to submit to the government a report on the status of the Press in the country, which is largely based on the annual statements. Therefore, newspapers must provide complete and accurate information in the annual statements. Every year, in the first issue after the last day of February, a statement regarding the ownership and other details of the newspaper should be published, in the format given as Form IV in the Schedule to the Registration of Newspapers (Central) Rules, 1956. In a case in the event a person ceases to be the printer or a publisher of the newspaper, he/she should appear before any Magistrate (District, The Presidency, or Sub-Divisional) and make a declaration regarding ceasing of being a printer and publisher.

The publisher-owner of a newspaper should submit half-yearly returns for the period ending 30th September by 31st October of the same year and annual

returns for the period ending 31st March by 30th April, indicating the quantity of imported newsprint purchased and consumed during the relevant periods. The half-yearly return is to be certified by the publisher or owner and the annual is to be certified by a Chartered Accountant. Failure to submit the returns in time or submission of false information will disqualify the newspaper for authentication of Certificate of Registration for import of newsprint.

Table 3.8

Language Wise Number of Registered Newspapers from 2008-09 to 2013-14

Language	2008-09	2009-10	2010-11	2011-12	2012-2013	2013-14
Assamese	728	769	782	1006	968	1322
Bengali	3448	3578	3643	3987	4639	4782
Bodo	51	52	65	84	120	168
Dogri	30	32	47	48	49	49
English	19241	21059	24303	27367	27938	33149
Gujarati	5832	6357	7284	8092	9875	12347
Hindi	60141	71854	79096	88960	104682	126478
Kannada	1668	3560	2563	3532	3605	4812
Kashmiri	NA	NA	NA	53	118	117
Konkani	6	4	4	3	3	3
Maithili	18	17	16	17	18	17
Malayalam	3962	4298	5960	6557	6855	7181
Manipuri	110	93	107	90	157	167
Marathi	7310	9457	9066	11434	11960	12812
Nepali	153	200	185	207	191	289
Oriya	3815	4731	5251	6285	6981	7529
Punjabi	1626	1977	2273	1999	2669	3128
Sanskrit	2	113	38	49	47	91
Santhali	NA	0	0	0	61	26
Sindhi	305	364	389	387	442	423
Tamil	3687	6583	4608	4531	4492	4819
Telugu	9255	11304	11987	11668	12453	14133
Urdu	12838	14180	15944	18164	23360	27288
Bilingual	1338	1408	1580	1935	2143	2484
Multilingual	103	137	95	164	188	198
Others	137	187	382	333	324	477

Source: Ministry of Information and Broadcasting, Govt. Of India

It can be inferred from the above table that Hindi is the most common language using for printed newspapers with 126478 daily newspapers and many south Indian languages showing exceptional growth in the registered number of newspaper dailies

3.5.6 State Wise Newspaper Publishers

Uttar Pradesh constituting maximum number of registered newspapers with 15,209 newspapers or 15 per cent of all India total. This is mainly because of the fact that it is the most populous state in India. Maharashtra (13,375) and Delhi (11,767) earned the second and third position with 13 and 12 percentage share in total newspaper registered in India.

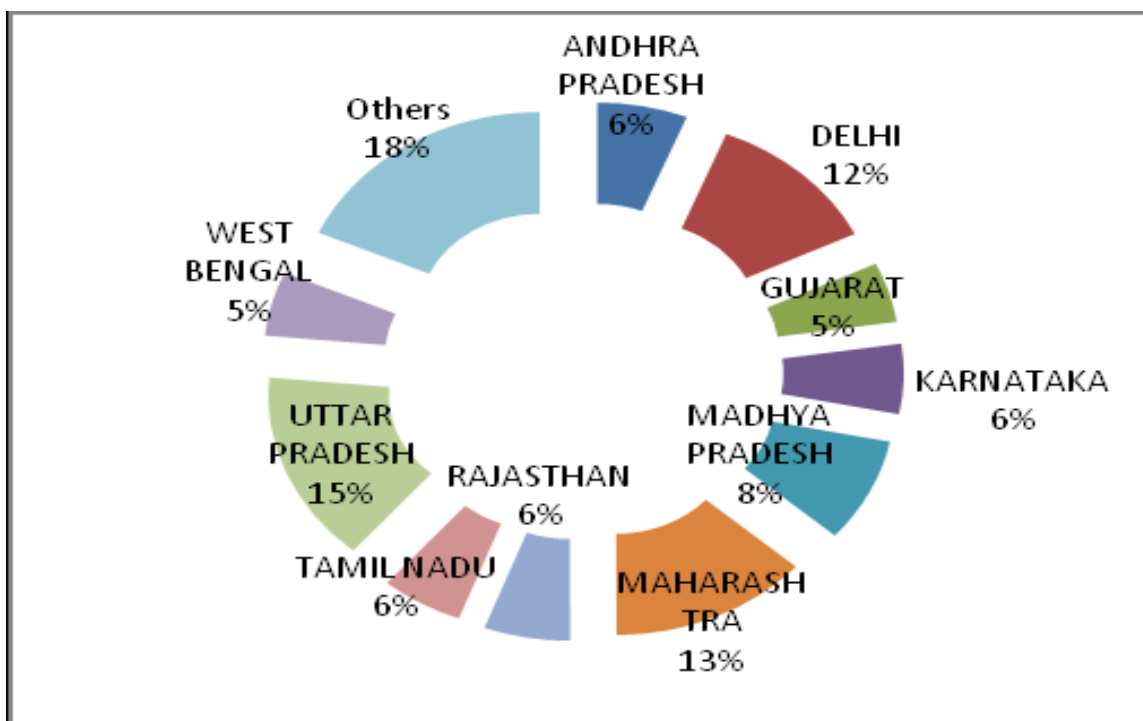


Chart 3.3

State wise Newspaper Publishers

3.5.7 Organizational Structure of a Newspaper

Newspapers are doing their role as a mass media and they are shaping and molding public opinion in many issues. Like any organisation, newspapers are also

holding good organisation structure having commercial interests. Newspaper as a business entity involves a huge amount of investment. In order to ensure the efficient operation of an organisation harmonious coordination of various departments of a newspaper unit is essential. Collection and distribution of news alone will not grant success to any newspaper organisation. Circulation and advertisement must be ensured for the financial viability of the organisation. The organisational structure of each newspaper may vary according to their size and turnover. There are different departments in a newspaper organisation and they are performing multiple roles. A newspaper organisation developed with various departments and those departments makes it possible for the collection of information, printing and distributed to the general public. Each and every department of a newspaper organisation is important. A newspaper organisation can't survive in the absence of any of these departments. Different roles are carried out by departments of a newspaper organisation. Below described are the basic departments that an average newspaper organisation composed with

The Editorial Department

As the name implies, this department is the one responsible for content creation in any newspaper establishment. News, features, comments, columns, editorials, cartoons, letters to the editor are handled by this wing under the chief editor. Assistant editors, sub-editors, special correspondents, and reporters work under the editor. They are gathering news and preparing news reports and articles, columns, editorials, comments, etc. reputed newspapers have separate desks for the feature, sports, science & technology entertainment and agriculture. Photographers provide photo coverage of various events. Final touches for a newspaper are given by the copy desk. The main responsibilities of this department are the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that have been selected for publication and then laying them out for print. Like said above, the Editor is the head of the Editorial department of a newspaper and he or she is the one responsible for all the content that appears in a newspaper. The Editor works in conjunction with Assistant Editors, Sub-Editors,

Copy tasters, feature writers, correspondents and so many others to gather news from various sources and bring them to the doorsteps of readers.

Advertising Department

The advertising department is an important department in a newspaper establishment. The advertisement is treated as one of the major sources of revenue of a newspaper establishment. Without advertisements in a newspaper, the establishment cannot meet its cost of production. The Advertising Department will be responsible for different advertisement projected on a newspaper.

The Circulation Department

The Main duty of circulation department is to distribute or circulating newspaper in different parts of the country. They are responsible for selling the newspapers that earn revenue for the newspaper company. They look around all over the world to ensure newspaper reached with the right customer at the right time and right place.

The Production/Printing Department

This department is mainly held responsible for the printing of the newspapers. The department is in charge of everything that has to do with the production and printing of the papers, which includes, transforming journalists' stories into type and maintaining the printing machines. They deal with composing, plate making, printing, packing and dispatching. Once the stories are composed and arranged each page is put in a metal plate for offset printing. Once the newspapers are printed they are folded, counted, and packed for delivery to various destinations.

The Accounting Department

The accounting department is responsible for all the accounting work in the newspaper organisation. Some of these accounting works include the preparation of books of accounts, preparation of the budget, making financial plans, preparing the balance sheet, etc.

The Administrative Department

This department is mainly responsible for the general administration of the entire newspaper organisation. The administrative department is in charge of certain very important duties such as planning, organising and staffing, directing, controlling, etc. of organisational activities.

The Stores Department

The main duty of this department is to properly store newsprint and all the raw materials used for printing. They also store all other materials which may require for different purposes in the organisation.

3.6 Newspaper Distribution Chain

Newspapers have been distributed to readers on every morning by a large number of newspaper agents spread over the nation. The reach and popularity of a newspaper to a large extent depends on its distribution network or the newspaper agents. Newspaper agents collect their newspapers from distribution centres and deliver them to customers. Newspaper agents are larger in scale and employ delivery boys. Major activities involved in a newspaper distribution are listed below.

Newspaper Printing

It is the first step in the entire activity of newspaper distribution. Newspapers are printed on a printing press by the media company. They generally print the newspapers before 3:00 am on every day. Every newspaper company estimates its print-order for each day. The print order of a newspaper depends upon various factors like the subscription rate of the newspaper, the daily demand of copies which it receives from the agents a day before, the popularity of the newspaper that allows to print more extra copies, the outbreak of a sensational event which provokes curiosity amongst the public and the seasons of the year like rain and summer vacations when the demand falls.

Newspaper Packaging & Loading of Vehicles

Packaging involves processes of counting, bundling and uploading and the issue of labels. All these processes are done mechanically with the help of machines

in newspaper presses. Counting here involves the counting of newspaper bundles in accordance with the demand at the different newspaper agencies in the circulation area. Stipulated numbers of bundles of the main paper and the supplements are sorted to be sent to the respective agencies. These are then uploaded into various vehicles that transport the newspapers to the concerned places. The Vehicles that carry the newspapers to the various agencies usually have an annual contract with the newspaper firm. How many vehicles actually carry these newspapers depends upon the number of newspapers a printing press prints and the distance of depots to which they have to be transported.

Distribution of Newspapers on Agency Centre

Before 4:30 am vehicles carrying newspaper will reach the different destinations assigned to them and they will unload the newspaper at those places. Newspaper agents will collect the newspaper from the assigned area and they will sort out each newspaper, insert supplements, count them and transfer to the hand of newspaper delivery boys. Newspaper delivery boys leave the distribution counter as early as possible and the last delivery boy might move from the distribution counter before 6:00 am. Delivery boys purchase their daily demand of copies from the agent at the agency office directly. They have to queue individually near the agent to get their copies. Once the copies are received, the delivery boy unbundles them to check the insertion of supplements inside the main paper if any. In a case when a reader has also ordered a magazine then the delivery boy buys that as well from the concerned agent on the day of their availability. Newspapers are then segregated according to the demand of the reader.

Home Delivery

The delivery to home is performed by the delivery boy early morning every day. Delivery boy rubber strings the newspapers into a roll, arrange them in his bicycle-vehicle basket and rides for delivery. For each delivery boy, a particular locality is assigned to them and he will distribute newspaper to assigned homes and shops. Delivery boys are generally paid by wages as per the number of copies distributed on a monthly basis.

3.6.1 Emerging Trends in Newspaper Supply Chain

Print newspapers are an ancient way of news and information transmission. Newspapers reach the remotest locations of the country and using of diverse logistic models and keeping their stipulated timelines. A supply chain could briefly be described as a system of people, processes, activities, information and resources involved in moving a product or service from many input suppliers to varied customers. In the case of newspapers, supply chain includes the transfer of physical goods as well as data in the form of information across various channels.

While the overall circulation trends of the Indian newspapers are growing in a steady way, there is a clear shift of advertisement revenues to other developing social media. India has a big number of newspapers with very negligible circulation figures. However, the huge circulation dailies which survive on the advertisement revenues will have new break-even points with input cost showing increasing trend and reducing revenues.

The processes and efforts involved in the production of a print newspaper can be described as sequential in that it involves different types of processes at different stages to produce the final product. During the production of a daily newspaper, a very big number of human resources, processes, content and divergent technologies are used. Changes in the technology, readers taste trends, styles and developments directly affect the newspaper industry. It is so crucial to identify the emerging trends in the supply chain of newspapers which are now passing through a transformation due to the developments in other emerging Media. The changes encompassed in the supply chain of the newspaper industry and its impact on the value chains will affect a number of depending industries and the way and style of the traditional business structure of this industry functions and delivers goods and services. There is a requirement for technological innovation in few important parts of the production value chain and post production processes. The supply chain models may reduce the time to market and compete with standard industry trends in emerging media like the internet applications etc. which delivers information instantaneously and spontaneously. The major idea behind the effort to modify the

supply chain is to reduce the timelines and distribution costs while innovating on newspaper production and processes.

Indian newspaper publishers admit the need to transform and invest into other media and businesses, including commercial printing, packaging and e-commerce. Today, most of the newspaper publishers have an effective e-paper and is available on the internet. The major success factors that will ensure a sustainable growth for the newspapers may be the focus of content to the taste and behaviour of readers, right pricing for the product to ensure affordability and better technology to support the innovation. As newspapers serve the purpose of information transmission, they are under a tremendous pressure and are under the influence of various factors. A newspaper would continuously look at the following factors which affect the readership trends of the newspapers:

General State of Economy

The economies of Europe, America, China and other industrial countries are showing tendencies of recession mode or at negligible growth. This factor may seriously affect the revenue models of advertising for media and newspapers. The survival of the newspaper industry is directly related to the growth of revenues across the industry and the economy.

Literacy Levels in Developing Economies

Increasing literacy in the developing economies like India, China and other developing countries are providing a great chance for reaching untapped areas of newspaper readership and these economies have not yet reached saturation levels of readership. However, development of telecommunication technology and the emergence of cheap smartphones, tablets, computers and other devices the emerging media will have a tremendous advantage compared to traditional newspapers to capture the young readership.

Interaction with Readers

The newspapers are generally one side information disseminators. That may not allow active interaction between the readers and the newspaper. The emerging

Media like the internet, mobile phone are two-way devices with active communication links. This may affect seriously all traditional media for information.

Changing Technology

Spontaneous changes in technology in different forms of the industries affect the printing industry as a whole. Nowadays Newspapers employ the latest technologies in computers, graphics, communications and engineering. The technological development in other forms of industries affects the newspapers.

Digital Media

Media industry is passing through revolutionary changes. Collection, analysis and dissemination and storage of information are passing through great changes. Mobile telecommunication, smartphones, tablets, etc. are providing news and information on a 24x7 basis.

3.7 Future of Newspaper Industry

All over the world newspaper industry is showing declining readership tendencies as the growing prominence of technology, new entrants in social media and fast paced lifestyle of the peoples. Western world consumers look up for an information choice. Circulation drops of newspapers are repeated stories of western newspapers. In the Indian context, newspaper circulation has not really dipped. A Leading credit rating agency CRISIL expects Indian newspapers will continue increasing their readership base in the near to medium term. Growth will come on account of rising population and literacy levels and low cover price of newspapers. Further increased competition between the newspapers has resulted in innovations, aggressive pricing and marketing, which also helped for rising newspaper circulations. For instance, nowadays newspapers started special supplements targeted particular areas, demographic community, special interest group like which has renewed newspaper interest. Newspaper publishers are recently targeting children and youth to make them potential readers.

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Chapter 4

Distribution Practices of Newspaper Agents

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Chapter 4

DISTRIBUTION PRACTICES OF NEWSPAPER AGENTS

The last chapter has presented a broad view of the newspaper industry. It includes an overall development of newspaper industry all over the world, Indian context and in Kerala. Among the different aspects taken into consideration in analysing the newspaper distribution practices of newspaper agents are the most crucial link between the newspaper publisher and newspaper reader. This chapter is mainly devoted to understanding specialties of newspaper agency business, role and work styles of newspaper agents, the cost associated with newspaper distribution, financial and revenue streams of newspaper agents and relationship with delivery boys and newspaper publisher.

A clear profile of newspaper agency business has been outlined within the viewpoint of newspaper agents by using a structured interview schedule. It includes demographic characteristics of newspaper agents, the volume of total business both in terms of revenue and cost aspects, various financial and distribution obstacles faced by newspaper agents, the intensity of the relationship between different channel partners of the distribution chain, and the various social security means provided to newspaper agents. The various mathematical and statistical tools like Mean, Standard Deviation, Percentages, ANOVA, T-test and Correlation Analysis have been employed for the analysis of the data collected from the total sample size of 386 newspaper agents from different parts in the state of Kerala.

This chapter mainly contains following heads:

- 4.1 Demographic characteristics of newspaper agents
- 4.2 Newspaper agents' business profile
- 4.3 Motivational factors of conceiving newspaper agency business
- 4.4 Distribution practices of newspaper agents
- 4.5 Distribution related problems of newspaper agents

- 4.6 Financial management aspects of newspaper agents
- 4.7 Family support for newspaper agency business
- 4.8 Relation between newspaper publisher and agent
- 4.9 Social security measures of newspaper agents
- 4.10 Competition aspects of newspaper agency business
- 4.11 Online newspapers and newspaper agents

To achieve the research objectives in this chapter certain hypotheses are formulated and tested. Following are the research objectives taken in this chapter for close scrutiny.

1. To identify distribution related problems faced by newspaper agents in Kerala.
2. To examine the problems associated with the financial management of newspaper agents.
3. To study social security measures, if any, offered by publishers to newspaper agents.
4. To identify the problems related to unhealthy competition prevailing among the newspaper agents.
5. To assess the extent of incentives offered by publishers to newspaper agents.
6. To assess whether the newspaper agents are satisfied or not and to examine problems there on the level of satisfaction of newspaper agents.

Different variables used for the study are as follows.

S. No.	Dimensions of the Study	Study Variables	Classification Variables
1	Distributional aspects of Newspaper Agents	Availability of Delivery boys	The Number of newspaper agencies
		Distribution related issues with the publisher	Newspaper agency locality category
		Distribution related issues with the subscriber	Experience in distribution
		Competition with other agents	Number of hours spend on newspaper distribution
		Financial management aspects of distribution	Number of newspapers distributed

S. No.	Dimensions of the Study	Study Variables	Classification Variables
		issues	
		Government support on distribution issues	Number of delivery boys employed
2	Financial management aspects of Newspaper Agents	Loan repayment of capital borrowed by the agent	Commission rate offered by the publisher to the agent
		Timely bill payment of newspaper bill to the publisher by newspaper agent	Experience
		Collection lag from subscribers	Job status
		Delivery boys remuneration	Capital employed
		Rent and other fixed expenses	Cash collection method
		Excess copy billing by publisher	
		Opinion about newspaper publisher by agent	
3	Competition Aspects of Newspaper Agents	Competition with other agents	The Number of newspaper agencies
			Newspaper agency locality category
			Experience in distribution
			Number of delivery boys employed
			Number of newspapers served per day

4.1 Demographic Characteristics of Newspaper Agents

Newspaper agents differ in their demographic characteristics. Different demographic features of newspaper agents are outlined below.

Table 4.1
Demographic Characteristics of Newspaper Agents

Description	Independent Variables	Frequency	Percentage
Gender	Male	372	96.4
	Female	14	3.6
	Total	386	100
Age of Respondents	15-25	58	15.0
	25-40	148	38.3
	40-70	169	43.8
	70 Above	11	2.8
	Total	386	100.0
Education Profile of Respondents	Below 7 Std	102	26.4
	7std-SSLC	47	12.2
	SSLC-PDC/+2	57	14.8
	PDC/+2-Graduation	91	23.6
	Graduation To PG	89	23.1
	Total	386	100.0
Marital Status	Single	102	26.4
	Married	284	73.6
	Total	386	100.0
Agency Locality	Rural	123	31.9
	Urban	153	39.6
	Semi urban	110	28.5
	Total	386	100.0

Source: Primary data

It is clear from the above table 4.1 that

- A majority of newspaper agents respondents are males with 96.4% and only 3.6% are females. It is also clear from the table that newspaper agency businesses are highly dominated by males.
- Age group of respondents shows that 43.8 % of respondents belong to the age group of 40-70, followed with 38.3% belongs to the age group of 25-40, 15.0% belongs to 15-25 age group denominates younger generation newspaper agents and only 2.8% belongs to the age group of 70 above or senior citizens.
- Educational profile of newspaper agents revealed that most of them are not highly educationally qualified, as per cumulative percentage 53.4 % of respondents have educational qualification up to SSLC-PDC/+2 and out of this 53.4 %, 26.4% have only education below 7 std. It can be inferred that nowadays the trend is changing a number of new generation agents having higher educational qualification are joining for taking newspaper agency as a business career.
- Regarding the marital status of the respondents, Most of the newspaper agents are married.
- It is inferred from the table that most of the agency locality samples for the study come from the urban area [39.6%] rural area samples were 31.9% and semi-urban agency locality with 28.5%.

4.2 Newspaper Agents Business Profile

Newspaper agencies are run by a mass number of newspaper agents. Even though profile of each newspaper agent is quite different from one another some similarity can be identified from their business profile. Following table and interpretations may provide an idea of the general business profile of newspaper agents.

Table 4.2
Newspaper Agents Business Profile

Variable	Status	Frequency	Percentage
Previous Experience	Yes	249	64.5
	No	137	35.5
	Total	386	100
Engaged with Other Job along with the Agency	Yes	254	65.8
	No	132	34.2
	Total	386	100
Running a Shop	Yes	79	20.47
	No	307	79.53
	Total	386	100.0
Location Selection	Yes	30	7.8
	No	356	92.2
	Total	386	100

Source: Primary data

- It can be understood that most of the existing newspaper agents have previous experience as a newspaper delivery boy before engaging as a newspaper agent.
- It can be inferred that majority of the newspaper agents is conducting newspaper agency business along with their other income earning job. Many of the agents have the opinion that newspaper agency business is their part time business. After distributing newspaper in the early morning most of the newspaper agents are free with their time and they are utilising this opportunity for doing another job.
- It is clear from the table that most of the newspaper agents [79.53%] are not running a shop for their newspaper agency business and they were using street sides or some one's business premises temporarily for sorting and distribution of newspapers.

- From the above table, it is clear that newspaper agents didn't think about cost or marketing advantage while selecting their location selection. There is limited choice while starting a newspaper agency business.

Job profile of newspaper agents included multiple activities. In order to ensure efficiency in the newspaper agency business some of the newspaper agents concentrated only selected area of the business. Below tabulated data summarized the job profile of newspaper agents.

Table 4.3
Job Profile as a Newspaper Agent

Jobs	Frequency	Percentage
Newspaper distribution and collection of cash	200	51.8
Newspaper distribution, collection of cash and advertisement canvassing	6	1.6
Newspaper distribution, collection of cash, advertisement and reporting local news	180	46.6
Total	386	100.0

Source: Primary data

It has been observed that majority of newspaper agents [51.8%] concentrated only in core business that means newspaper distribution and cash collection. The next category of agents [46.6%] concentrated whole functions as a newspaper agency in addition to the basic function advertisement canvassing and reporting local news.

Newspaper agents were handling their business by making agency relations with many publishers simultaneously. It is necessary for the organic growth of newspaper agency business. Numbers of newspaper agencies handling by newspaper agents are shown below.

Table 4.4
Number of Newspaper Agencies Handling by Newspaper Agents

No. of agencies	Frequency	Percentage
One newspaper	102	26.4
2-5 newspapers	183	47.4
5-8 newspapers	101	26.2
Total	386	100.0

Source: Primary data

Observations based on table 4.4 that 47.4 % of the newspaper agents are holding 2-5 newspaper agencies, 5-8 newspaper agencies are holding by 26.2 % of agents and 26.4 % of newspaper agents are holding only one newspaper agency. By holding more than one newspaper agency majority of newspaper agents were able to serve their customers very easily.

Newspapers needed to be delivered to subscribers within the prescribed time limits. By the passage of time, news value will be diminished and in this aspect newspaper is very perishable in nature. Number of hours spends in a day for newspaper agency businesses by the agents are tabulated below.

Table.4.5
Number of Hours Spending in a day for Newspaper Agency Business

Number of hours	Frequency	Percentage
Less than 2 hours	35	9.1
2-4 hours	273	70.7
4-8 hours	78	20.2
Total	386	100.0

Source: Primary data

It can be noticed from the table 4.5 that most of the newspaper agents are completing their newspaper distribution within 2-4 hours in the early morning that is 70.7%, another category of newspaper agents with 20.2 % spending around 4-8 hours for completing their job and 9.1% of the agents were completing their job within 2 hours.

Success of a newspaper agency business will be based on the number of subscribers serving each day. Small and big newspaper agencies differ by the copies distributed by them.

Table 4.6
Number of Subscribers Serving a Day

Number of subscribers	Frequency	Percentage
Below 100	32	8.3
100-500	217	56.2
500-1000	73	18.9
Above 1000	64	16.6
Total	386	100.0

Source: Primary data

It can be understood from the above table that majority of newspaper agents [56.2%] were served between 100-500 customers. 16.6% of respondents were serving more than 1000 subscribers each and every day. Only 8.3% of respondents, serving below 100 respondents.

Newspaper circulation can be increased in many ways. Newspaper agents are the main factor behind the circulation growth of each publisher. The ways through which newspaper agents are expanding their business are tabulated below.

Table 4.7

Canvassing of Fresh Newspaper Orders by Newspaper Agents

Mode of canvassing	Frequency	Percentage
Direct canvassing	48	12.4
Motivating delivery boys	11	2.8
Publishers marketing executives	35	9.1
Customer Queries	34	8.8
All of these	258	66.8
Total	386	100.0

Source: Primary data

Observing the results from the table that newspaper agents use all types of measures for canvassing fresh newspaper orders from the public, that includes direct canvassing of orders from the public, motivating delivery boys for canvassing of new orders, engaging publishers, marketing executives for canvassing fresh newspaper orders, availing better customer services and getting leads from them for new orders.

4.3 Motivational Factors of Conceiving Newspaper Agency Business

Starting with a new business idea depends upon a variety of complex factors. They include financial, institutional, cultural, personal and environmental factors. Among these factors, the personal and the cultural factors of the individual entrepreneurs play a key role in designing the business venture development as well as the successful running of the business. There are plenty of opportunities available for starting a new business venture but without a passion for doing a particular kind of business, no one can able to survive in that field. Newspaper agency as a business opportunity promotes many passionate entrepreneurs for their thirst of starting a new business venture. From the below table, a clear idea regarding what is the motivational factor behind starting a newspaper agency business may be understood.

Table 4.8
Mean Score Distribution of Factors Motivated in Starting a
Newspaper Agency Business

[In percentages]

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D
Independent employment	0	18.1	6.2	11.9	63.7	4.2124	1.17615
Encouragement from family	8.8	0	8.5	53.4	29.3	3.9430	1.08202
To make money	6.2	18.1	0	34.5	41.2	3.8627	1.29707
Motivated by publisher	0	8.5	25.9	44.0	21.5	3.7850	0.87854
Success stories of others	6.2	18.1	0	61.7	14.0	3.7720	.91160
Service orientation	0	0	2.8	76.4	20.7	4.1788	0.45203
Society acceptance	0	9.1	26.2	43.8	21.0	3.7668	0.88423
Part Time Job	0	0	18.1	45.1	36.8	4.1865	0.71817

Source: Primary data

From the above table, it can be interpreted that:

- Majority of the respondents agreed that they were running a newspaper agency because of its ability to provide an independent employment opportunity. Out of 386 respondents, 11.9% or 46 persons are agreeing and 63.7% or 246 respondents strongly agreeing with the fact. It is the most motivating factor in conceiving a newspaper agency business when comparing with all other factors since this factor got the highest mean value with 4.2124 and standard deviation 1.17615.
- Most of the respondents thought that because of encouragement and support from their family [53.4% or 206 respondents agree and 113 respondents or 29.3% strongly agree] they were in a position to run newspaper agency business.
- 75.7% of respondents on a combined basis admitted they started the newspaper agency business for making money but almost 25% of

respondents [6.2 % strongly disagree and 18.1% disagree] are not thinking so.

- Most of the respondents agreed [65.5% on a combined basis] that they were running a newspaper agency business because of the motivation from newspaper publisher
- Many agents started their newspaper agency because of hearing success stories from senior newspaper agents. That is 61.7% or 238 samples agree and 54 respondents or 14% strongly agrees with this fact. 18.1% of respondents were neutral on their stand.
- Most of the respondents thought that running a newspaper agency is like giving a service to the society other than earning profit as a main motive. Newspaper agents have a wide reach in their locality and they can actively interfere with growing social issues in their locality.
- Most of the respondents agreed that they are getting good acceptance from the society because of they were entrepreneurs of newspaper agencies.
- The Most attracting feature of running a newspaper agency felt by newspaper agents are this is a good part time job/business they can ever think. No one disagrees with this fact. Since mean score distribution shows the mean value of 4.1865 and it is the second most influential factor when compared with other factors.

4.4 Distribution Practices of Newspaper Agents

The reach and popularity of a newspaper mainly depend on its distribution network by the newspaper agents. Newspaper delivery is the last stage of newspaper circulation and it is the distribution of newspapers to those who are interested in buying a paper. Customers may prefer the newspaper to be delivered regularly at the same time and it is important that the newspaper agent should understand this as it is an important aspect of service. Newspaper agents collect their newspapers from distribution centers and deliver them to customers. Newspaper agents are larger in

scale and employ delivery boys. Many activities are involved in a newspaper distribution process.

Table 4.9
Preferred Mode of Distribution of Newspaper

Mode of distribution	Response	Frequency	Percentage
Self	Not selected	24	6.2
	Selected	362	93.8
	Total	386	100.0
Delivery Boys	Not selected	24	6.2
	Selected	362	93.8
	Total	386	100.0
Vending Machine	Not selected	386	100
	Selected	0	0
	Total	386	100
Shops	Not selected	120	31.1
	Selected	266	68.9
	Total	386	100.0

Source: Primary data

Table 4.9 can be interpreted as follows.

- Most of the agents [93.8%] are delivering newspaper themselves along with delivery boys
- The Vending machine is not familiar among newspaper agents and subscribers since no newspaper agent selected the vending machine for distribution of newspapers.
- 68.9 % of newspaper agents are also resorting shop sales of newspapers along with a direct delivery into the home. Nowadays newspaper publishers are also

appointing stall newspaper agents they had an exclusive right to sell newspapers through the stalls.

Availability of delivery boy is one of the main factors for the efficient operation of newspaper distribution. In order to ensure the availability of delivery boys manpower planning is required.

Table 4.10
Manpower Planning and Shortage of Delivery Boys for Distribution of Newspapers

Variable	Status	Frequency	Percentage
Manpower Planning	Yes	275	71.2
	No	111	28.8
	Total	386	100.0
Shortage of Delivery Boys	Yes	338	87.6
	No	48	12.4
	Total	386	100.0

Source: Primary data

- It is clear that most of the newspaper agents [71.2%] doing manpower planning for the appointment of newspaper delivery boys. Manpower planning is essential in newspaper distribution activities since most of the newspaper agents are resorting delivery boys for distribution of newspapers.
- It can be established from the above table that majority [87.6%] of newspaper agents were facing shortage or availability of newspaper delivery boys

Delivery boys are the backbone of the newspaper distribution system. Their requirement may depend on the locality covered and the number of newspapers needed to be delivered. In order to ensure the timely delivery of newspapers in the specific locality more number of delivery boys may be appointed by newspaper agents.

Table 4.11
Number of Delivery Boys Employed

Number of Delivery Boys	Frequency	Percentage
1-5	116	30.1
5-15	157	40.7
15-25	81	21.0
25 above	32	8.3
Total	386	100.0

Source: Primary data

It can be inferred from the above table that most of the newspaper agents [40.7%] employed between 5-15 delivery boys for newspaper distribution. Between 1-5 Delivery boys were employed by 30.1% of respondents. Only a small portion [8.3%] of agents employed more than 25 delivery boys.

For understanding the relationship between the number of subscribers serviced and corresponding delivery boys employed cross tabulation between those two variables has been done.

Table 4.12
Cross Tabulation Summary of Number of Subscribers and Delivery Boys

Number of subscribers	Number of delivery boys employed				
	1-5	5-15	15-25	25 above	Total
Below 100	32	0	0	0	32
100-500	84	126	7	0	217
500-1000	0	30	43	0	73
Above 1000	0	1	31	32	64
Total	116	157	81	32	386

Source: Primary data

From the above table, it is clear that based on the number of subscribers' requirement of delivery boys may be varied. That is when the subscriber base

increases the requirement for delivery boys may also increase. In order to analyse the relationship between these two variable correlation test has been done.

Table 4.13

Result of correlation analysis of Number of Subscribers and Delivery Boys

Variables		Number of subscribers	Number of delivery boys
Number of subscribers	Pearson Correlation	1	.829**
	Sig. (2-tailed)		.000*
	N	386	386
Number of delivery boys	Pearson Correlation	.829**	1
	Sig. (2-tailed)	.000*	
	N	386	386

** Correlation value

*Significant at 5% level

From table 4.13 it is clear that Karl Pearson's correlation value is 0.829, which means there is a perfect correlation between the variables.

Satisfaction of newspaper agents is the most requisite part of the newspaper distribution system. Dissatisfied newspaper agents are the real threat to the newspaper industry.

Table 4.14

Satisfaction of Present Newspaper Distribution System

Response	Frequency	Percentage
Yes	11	2.8
No	358	92.7
Can't say	17	4.4
Total	386	100.0

Source: Primary data

It can be noticed that most of the newspaper agents [92.7%] were not satisfied with present newspaper distribution system prevailing.

Newspaper agent and delivery boys' relation exists when delivery boys perform work or service under certain conditions in return for remuneration from newspaper agent. It is through the employment relationship reciprocal rights and obligations are created between the agent and delivery boy.

Table 4.15
Relationship with Delivery Boys

Response	Courteous		Professional		Cordial		Satisfactory		Problematic		Responsive	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	35	9.1	17	4.4	41	10.6	0	0	0	0	0	0
Disagree	36	9.3	46	11.9	0	0	0	0	292	75.6	0	0
Neutral	26	6.7	62	16.1	5	1.3	0	0	24	6.2	0	0
Agree	59	15.3	106	27.5	65	16.8	143	37	35	9.1	224	58.0
Strongly Agree	230	59.6	155	40.2	275	71.2	243	63	35	9.1	162	42.0
Total	386	100.0	386	100.0	386	100.0	386	100	386	100	386	100.
Mean	4.1218		3.5440		4.2720		4.6295		2.5155		4.4197	
S.D	1.36684		1.25641		1.40170		0.48356		0.98878		0.49415	

Source: Primary data

It is observed that relationship of newspaper agents on different aspects looks sound. Following are the observations.

- Most of the newspaper agents were courteous to delivery boys since 15.3% agreed and 59.6% of agents strongly agreed that they had a courteous relationship with delivery boys. Only 9.1% strongly disagreed with this fact. Mean value shows a strongly agree opinion with 4.1218.
- Majority of the newspaper agents agreed or strongly agreed [combined 67.5%] by admitting that they were professional newspaper agents while dealing with delivery boys. The mean value is 3.5440 and S.D is 1.25641.

- Newspaper agents are holding a cordial relationship with delivery boys since 71.2% strongly agreed with the fact.
- All the newspaper agents have a satisfactory relationship with delivery boys since all agents agreed or strongly agreed by saying they have a satisfactory relationship with delivery boys.
- Majority of newspaper agents [75.6%] disagreed that their relationship with delivery boys are problematic.
- All the newspaper agents are highly responsive when dealing with delivery boys matters.

Newspaper distribution problems differ with respect to the situations of a newspaper agent. It needs proper understanding and analysis for the solution of various problems in the distribution system.

Table 4.16
Distribution Problem Uniqueness

Variable	Status	Frequency	Percentage
Distribution problem uniqueness	Yes	386	100
	No	0	0
	Total	386	100
Solutions to distribution problem without external help	Yes	0	0
	No	362	93.8
	Can't say	24	6.2
	Total	386	100

Source: Primary data

- It can be understood that that newspaper distribution is a unique area of problem and it must be handled in a specialized way.
- It is clear that agents thinking that distribution related problems in the newspaper publishing industry can be solved by publisher and agent since no agent was ready to seek external support to solve the issues.

4.5 Distribution Related Problems of Newspaper Agents

Newspaper agents are facing a number of distribution related problems. These problems required proper attention for the successful operation of distribution activities engaged by the newspaper agents and delivery boys. After consulting many experts who are familiar with newspaper distribution activities it is found that following issues are the major factors affecting the distribution activities of newspaper agents.

1. Availability of delivery boys
2. Distribution related issues with the publisher
3. Distribution related issues with the subscriber
4. Competition with other agents
5. Financial management aspects of distribution issues
6. Government intervention and support on distribution related issues

All the above specific factors require detailed analysis in order to understand the delivery related problems prevailing in the newspaper distribution system.

Table 4.17
Newspaper Agents Delivery Related Problems

Response	Lack of delivery boys		Distribution issues with publisher		Distribution issues with subscriber		Competition with other agents		Financial management issues		Govt.support	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	5	1.3	4	1.0	3	.8	4	1.0	4	1.0	0	0
Disagree	7	1.8	14	3.6	180	46.6	52	13.5	7	1.8	22	5.7
Neutral	23	6.0	0	0	67	17.4	5	1.3	6	1.6	24	6.2
Agree	67	17.4	186	48.2	134	34.7	233	60.4	187	48.4	140	36.3
Strongly Agree	284	73.6	182	47.2	2	.5	92	23.8	182	47.2	200	51.8
Total	386	100.0	386	100.0	386	100.0	386	100	386	100	386	100.
Mean	4.6010		4.3679		2.8756		3.9249		4.3886		4.3420	
S.D	.79046		.75895		.92305		.93811		.70933		.83255	

Source: Primary data

It can be inferred from the table 4.16 that

- Majority of the newspaper agents agreed [67 respondents or 17.4%] and strongly agreed [73.6%] that newspaper distribution system suffers the acute shortage of delivery boys. Mean value of 4.6010 shows this is the most difficult problem faced by newspaper agents.
- Most of the newspaper agents agreed or strongly agreed that they have a number of distribution issues with newspaper publishers.
- Newspaper agents took a moderate stand regarding issues with subscribers since mean value is 2.8756 and the standard deviation is 0.92305.
- Many newspaper agents were competing each other for survival of their business. The Cumulative percentage of 94.2 either agreed or strongly agreed that they were competing with fellow agent for the business.
- Majority of the newspaper agents are facing financial management problems.
- Government support to newspaper agents is very limited or negligible as per the opinion of newspaper agents since mean value is 4.3420.

For analysing in detail the delivery problems faced by newspaper agents, certain hypotheses are formulated and tested by specifying the study variables and classification variables. Major study variables are the distribution related problems faced by newspaper agents and classification variables are the number of newspaper agencies, locality category, distribution experience, number of hours spend, the number of newspapers distributed, and the number of delivery boys employed.

Newspaper agents are holding newspaper agencies of more than one newspaper. It is necessary for the orderly growth of their business. An analysis is required, whether holding more number of newspaper agency by the agents created any delivery related problems.

4.5.1 One way ANOVA Test on Number of Newspaper Agencies and Delivery related problems

H₀: There is no significant difference between number of newspaper agencies under a newspaper agent and their delivery problems

H1: There is significant difference between number of newspaper agencies under a newspaper agent and their delivery problems

Table 4.18
One Way ANOVA on Number of Newspaper Agencies and Delivery Related Problems

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	2.145	2	1.073	6.793	.001*
Within Groups	60.480	383	.158		
Total	62.625	385			

Source: Primary data

**Significant at 5%*

After conducting one-way ANOVA test between the number of newspaper agencies under a newspaper agent and their delivery problems, it is clear that $F=6.793$, $p\text{ value}=0.001$. The results of ANOVA reveal that there is a significant difference between the number of newspaper agencies and delivery-related problems. The P value (0.001) is less than 0.05 and the null hypothesis is rejected that means there is significant difference between the number of newspaper agencies and delivery-related problems. In order to identify the area of the problem Tukey HSD Post Hoc test has been administered.

Table 4.19
Multiple Comparisons of Number of Newspaper Agencies and Delivery Related Problems

Tukey HSD						
(I) Number of Newspaper Agencies holding by newspaper agent	(j) Number of Newspaper Agencies holding by newspaper agent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Lower Bound
One only	2-5 newspapers	-.12595*	.04910	.029	-.2415	-.0104
	5-8 newspapers	-.20268*	.05578	.001	-.3339	-.0714
2-5 newspapers	One only	.12595*	.04910	.029	.0104	.2415
	5-8 newspapers	-.07673	.04926	.265	-.1926	.0392
5-8 newspapers	One only	.20268*	.05578	.001	.0714	.3339
	2-5 newspapers	.07673	.04926	.265	-.0392	.1926
* The mean difference is significant at the 0.05 level.						

Source: Primary data

The Table lists the pair wise comparison of the group means for all selected post hoc procedures. Mean difference shows the difference between the sample means, 95% confidence interval is constructed for each difference. Post-Hoc table depicts that the difference in the mean score of the number of newspaper agencies and delivery related problems is found between one only newspaper agencies with 2-5 newspaper agencies (Significance Value is 0.029) and one only newspaper agencies with 5-8 newspaper agencies (Significance Value is 0.001) were rejected at the 5% level. It means newspaper agents who have only one newspaper agency has to face more delivery-related problems.

Newspaper agencies locality can be classified under three heads. They are urban, semi urban and rural area. Agents concentrated their business on different locality have their own delivery related issues. To measure which locality facing more delivery related problems one way ANOVA test has been administered.

4.5.2 One way ANOVA test on Place of Agency and Delivery Problems

H0: There is no significant difference between place of agency and their delivery problems.

H1: There is significant difference between place of agency and their delivery problems.

Table 4.20
ANOVA – Place of Agency and Delivery Related Problems

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	8.379	2	4.189	29.578	.000*
Within Groups	54.246	383	.142		
Total	62.625	385			

Source: Primary data

**Significant at 5%*

The above table shows the results of analysis of variance of the place of agency and their delivery problems. The hypothesis is rejected at the 5% level of significance and showed that there is significant difference between agency place category and their delivery problems. For understanding where the issue is more prevalent Tukey HSD Post Hoc test has been done. The result of the Tukey HSD Post Hoc test is scrutinized under.

Table 4.21
Multiple Comparisons of Place of Agency and their Delivery Problems

Tukey HSD						
(I) Agency Place Category	(J) Agency Place Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Rural	Urban	.34470*	.04558	.000	.2375	.4519
	Semi Urban	.25042*	.04939	.000	.1342	.3666
Urban	Rural	-.34470*	.04558	.000	-.4519	-.2375
	Semi Urban	-.09429	.04705	.113	-.2050	.0164
Semi Urban	Rural	-.25042*	.04939	.000	-.3666	-.1342
	Urban	.09429	.04705	.113	-.0164	.2050

* The mean difference is significant at the 0.05 level.

Source: Primary data

From the analysis of Post-Hoc table, it can be understood that the agency place category of rural area is significantly different between urban and semi-urban areas (Significance value is 0.000 and is rejected at 5% level). Urban and semi-urban have no significant difference in the view on delivery-related problems. That means agents who are located in the rural area facing more delivery related problems in comparison with urban and semi-urban areas.

It is quite relevant to examine how the experience of the newspaper agents influence the delivery related problems, the following hypotheses are formulated and tested.

4.5.3 Leven's Test for Equality of Variance [Independent Sample T-Test] Newspaper Agents Experience and Delivery Related Problems

H0: There is no significant difference between the experience of newspaper agents and their delivery problems.

H1: There is significant difference between the experience of newspaper agents and their delivery problems.

Table 4.22

T- test on the Experience of Newspaper Agent and Delivery related Problems

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	T	DF	Sig. (2-tailed)
Equal variances assumed	1.177	.279	.857	384	.392
Equal variances not assumed			.826	251.807	.410

Source: Primary data

The t-test applied to find out whether there is any difference between the experience of newspaper agents and their delivery problem on the basis of total delivery related problems revealed that there is no significant difference between the experience of newspaper agents and their delivery problem on the basis of delivery-related problems. The P value (0.410) is found more than 0.05 and the null hypothesis is accepted. That means whatever be the experience of newspaper agent it will not make any change in delivery-related problems.

Newspaper agency business was dominated by part-time newspaper agents. They will not be able to spend their full time for newspaper agency business. Results of ANOVA test on delivery related problems and the number of hours spend for agency business is examined below.

4.5.4 ANOVA on Delivery Related Problems and Number of Hours Spend by Newspaper Agents

H0: There is no significant difference between delivery related problems and number of hours spend by newspaper agents.

H1: There is significant difference between delivery related problems and number of hours spend by newspaper agents

Table 4.23

ANOVA on Delivery related Problems and Number of Hours Spend by Newspaper Agents

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	27.808	2	13.904	152.950	.000*
Within Groups	34.817	383	.091		
Total	62.625	385			

Source: Primary data

**Significant at 5%*

As per the above ANOVA table, the hypothesis is rejected at 5% level of significance and showed that there is significant difference between delivery related problems and a number of hours spend by newspaper agents.

Newspaper agents business volume related to the number of newspapers delivered to subscribers through him. For measuring whether the number of newspapers delivered creates any impact on delivery related problems, following hypotheses has been tested.

4.5.5 ANOVA test on Delivery related Problems and Number of Newspapers Delivered by Newspaper Agents

H0: There is no significant difference between delivery related problems and number of Newspapers delivered by newspaper agents

H1: There is a significant difference between delivery related problems and number of Newspapers delivered by newspaper agents

Table 4.24

ANOVA on Delivery Related Problems and Number of Newspapers Delivered by Newspaper Agents

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	.366	3	.122	.749	.524
Within Groups	62.259	382	.163		
Total	62.625	385			

Source: Primary data

After conducting one-way ANOVA test between the number of newspapers delivered by a newspaper agent and their delivery problems it is clear that $F=0.749$, p value= 0.524 . The results of ANOVA shows that there is no significant difference between the number of newspapers delivered by newspaper agents and delivery-related problems. The P value (0.524) is greater than 0.05 and the null hypothesis is accepted.

Delivery boys are employed on the basis of number of newspapers needed to be delivered. It is necessary to measure whether employing more delivery boys can solve delivery related problems to newspaper distribution or not.

4.5.6 ANOVA on Delivery Related Problems and Number of Delivery Boys Employed by Newspaper Agents

H0: There is no significant difference between delivery related problems and number of delivery boys employed by newspaper agents.

H1: There is significant difference between delivery related problems and number of delivery boys employed by newspaper agents.

Table 4.25
ANOVA on Delivery Related Problems and Number of Delivery Boys
Employed by Newspaper Agents

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	.022	3	.007	.044	.988
Within Groups	62.603	382	.164		
Total	62.625	385			

Source: Primary data

After conducting one-way ANOVA test between the number of delivery boys employed by a newspaper agent and their delivery problems it is clear that $F=0.044$, p value= 0.988 . The results of ANOVA indicate that there is no significant difference between the number of delivery boys employed by newspaper agents and delivery-related problems. The P value (0.988) is greater than 0.05 and the null hypothesis is accepted.

4.6 Financial Management Aspects of Newspaper Agents

Finance is considered to be the lifeblood of any business. Newspaper agencies operating in the distribution of newspapers require sufficient availability of finance whenever they are in need. In the newspaper agency business agents must find sources of fixed and working capital. Fixed capital will be raised from different sources; because as per the agency agreement with the publisher each newspaper agent should deposit a security amount with the newspaper publishing company. This fixed capital will be returned only when newspaper agents stop their business. Working capital is circulatory in nature; it may circulate throughout the business each and every day. The newspaper agents collect cash from subscribers most commonly on a monthly basis after delivering newspapers to subscribers; accordingly there is a monthly working capital cycle in newspaper agency business. Newspapers for agents are available in credit terms from publishers. Whenever

newspaper agent failed to settle his bill dues towards the publisher, the publishing company may stop the daily supply of newspapers towards that particular agent.

Newspaper agencies as a business avenue require a very limited amount of capital. The following table will show the capital investment of newspaper agents.

Table 4.26
Total Capital Employed by Newspaper Agents

Capital employed (Rs)	Frequency	Percentage
Less than 25000	15	3.9
25000-100000	221	57.3
100000-500000	145	37.6
500000 above	5	1.3
Total	386	100.0

Source: Primary data

It can be noticed from the above table that most of the agents [57.3%] invested between Rs. 25000-100000. Very limited percentages of agents invested above 500000 and below 25000. Another segment of agents [145 respondents or 37.6%] invested between 100000-500000.

Return on the investment is the most attracting feature of any business. Newspaper agency business provides income to newspaper agents in the following pattern.

Table 4.27
Monthly Income from Agency Business

Monthly Income	Frequency	Percentage
Below 5000	34	8.8
5000-10000	73	18.9
10000-20000	185	47.9
20000 above	94	24.4
Total	386	100.0

Source: Primary data

An Observation based on the table that 47.9% respondents are earning a monthly income between 10000-20000 by running a newspaper agency business and 24.4% of respondents earning more than Rs. 20000. Also 8.8% of respondents earning below 5000 from this business.

Total capital employed and monthly income from newspaper agency business is cross tabulated below.

Table 4.28
Cross Tabulation Summary of Total Capital Employed and Monthly Income from Agency Business

Capital employed	Monthly income				
	Below Rs.5000	Rs.5000-10000	Rs.10000-20000	Rs.20000 above	Total
Less than 25000	29	0	0	0	29
25000-100000	4	68	117	31	220
100000-500000	1	5	68	33	107
500000 above	0	0	0	30	30
Total	34	73	185	94	386

Source: Primary data

Table 4.29

Result of correlation analysis of Total Capital Employed and Monthly Income from Agency Business

Variables		Total capital Employed	Monthly Income
Total capital Employed	Pearson Correlation	1	.649**
	Sig. (2-tailed)		.000*
	N	386	386
Monthly Income	Pearson Correlation	.649**	1
	Sig. (2-tailed)	.000*	
	N	386	386

** Correlation value

*significant at 5% level

Reviewing the cross tabulation summary and correlation analysis, it is clear there is a positive co-relation between capital employed and monthly income from newspaper agency business since the Karl Pearson's correlation value is 0.649. It means when capital investment increases, increased monthly income can be expected.

It is to be examined whether newspaper publishers demanding any advance security deposit from newspaper agents for the purchasing of newspaper for the daily delivery.

Table 4.30

Advance Security Deposit for Purchase of Newspaper

Response	Frequency	Percentage
Yes	386	100%
No	Nil	Nil
Total	386	100

Source: Primary data

All the respondents said that they made an advance security deposit for starting a newspaper agency business and paid an additional security deposit on a monthly basis to newspaper Company and all the respondents opined that they are getting interest for the advance security deposit from the newspaper company.

The sources of capital borrowed by the agents are presented in the following table.

Table 4.31
Sources of borrowed capital

Borrowed Source	Frequency	Percentage
Banks	160	41.5
NBFC	47	12.2
Money Lenders	81	21.0
Borrowed From Relatives & Friends	98	25.4
Total	386	100.0

Source: Primary data

From table 4.31 It is clear that most of the newspaper agents [41.5%] borrowed money from banks by pledging their gold ornaments, property documents since there are no loan products in banks for newspaper agency business, 25.4% of agents borrowed money from friends & relatives, money lenders contributed capital for 21.0% of agents and 12.2% borrowed capital from Non-Banking Finance Companies.

Newspapers for the daily delivery are purchased by newspaper agents directly from publishers. Newspaper agents' purchases of newspaper from the publishers are based on security deposit maintained with the publisher by the agent and the credit facility provided by the publisher on the basis of this security deposit.

Publishing companies are generally providing one month average credit period to the newspaper agent for paying the due bills towards the publishing company.

Newspaper agents have the sole right to sell the newspaper and they can decide the payment mode of the distributed newspapers. Newspapers are generally sold by the newspaper agents on the following basis.

Table 4.32

Basis of Newspaper Sales Followed By Newspaper Agents

Credit period	Frequency	Percentage
One month credit sale	313	81.1
Credit and cash sales	73	18.9
Total	386	100.0

Source: Primary data

It can be analysed from the table 4.32, majority of the agents [81.1%] following one-month credit sale of the newspaper subscriber and another group of agents following all the methods of sale including credit and cash sales.

Subscription collection from subscribers requires special attention since many of the newspaper agents closed their business because of lack of their attention in the collection of subscription money from subscribers and there by financial issues. Following are the mode through which agents are collecting subscription from subscribers.

Table 4.33

Cash Collection Method Followed by Newspaper Agents

Cash collection method	Frequency	Percentage
Daily collection	Nil	Nil
Weekly collection	Nil	Nil
Monthly collection	162	42
Annual subscription	Nil	Nil
All of the above	224	58
Total	386	100

Source: Primary data

Table 4.33 indicated that majority of the newspaper agents following all the methods of cash collection, including daily, weekly, monthly and yearly collection. Here 58% of respondents agreed that fact. 42% of respondents following only monthly collection method from subscribers.

Regular collection of the subscription of subscribers must be ensured for the financial well-being of agency business. Most of the cash collection issues are solved by agents whenever the issue arises. The following table shows the difficulty faced by newspaper agents for cash collection from subscribers.

Table 4.34

Cash Collection Difficulty of Subscription Amount from Subscribers

Response	Frequency	Percentage
Yes	199	51.6
No	141	36.5
Can't say	46	11.9
Total	386	100.0

Source: Primary data

It can be observed from table 4.34 that cash collection from subscribers is a difficult task felt by most of the newspaper agents [51.6%] another group of newspaper agents [36.5%] does not have a feel that cash collection is a difficult task. 11.9% of respondents can't say the collection of subscription is difficult.

Unsold copies are the real financial burden for agency business. Credit note facility provided by the publisher to the agents is the only solution for this problem.

Table 4.35

Credit Note Facility from Publisher for Unsold Copies

Response	Frequency	Percentage
Yes	177	45.9
No	209	54.1
Total	386	100.0

Source: Primary data

It can be inferred from the table 4.35 that most of the newspaper agents are not getting credit note facility from the newspaper publisher for the unsold copies. Since 54.1% agents have the opinion that they were not getting a credit note facility from newspaper publisher. The remaining groups of agents are getting a credit note facility from newspaper publisher.

Newspaper agency business is going through agency terms as specified between agent and publisher. Commission is the real income for newspaper agents. Satisfaction status of the present commission system for newspaper distribution is tabulated below.

Table 4.36

Satisfaction Status of Present Commission System for Newspaper Distribution

Response	Frequency	Percentage
Yes	70	18.1
No	316	81.9
Total	386	100.0

Source: Primary data

From table 4.36 it is very clear that majority of newspaper agents [81.9%] are not satisfied with the present commission structure prevailing in the industry. Newspaper commission rates are prescribed by newspaper publishers. Newspaper agent's have no role in determining commission rates for newspaper. Presently 28% is the commission rate on the sale price of each newspaper provided by the publisher to the agents.

4.6.1 One Way ANOVA on Commission Provided by Newspaper Publishers to the Newspaper Agents.

H0: There is no significant difference in the commission provided by newspaper publishers to the newspaper agents.

H1: There is significant difference in the commission provided by newspaper publishers to the newspaper agents.

Table 4.37

ANOVA- Commission Provided by Newspaper Publishers to the Newspaper Agents

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	12.201	1	12.201	141.429	.000*
Within Groups	33.128	384	.086		
Total	45.329	385			

Source: Primary data

**Significant at 5%*

From the Table-ANOVA, it is clear that $F=141.429$ and p-value are .000 since the P value is less than 0.05 and the null hypothesis is rejected at 5% significance level, implying that there is a statistically significant difference between opinion about newspaper publisher and the commission offered by the publishers. It can be concluded that newspaper agents are not happy with the current commission system prevailing in the newspaper industry.

Nowadays newspaper agents are charging delivery charge from subscribers in addition to the subscription rate. Newspaper agents have their own reason for this additional collection of delivery charge from subscribers. Newspaper agents were collecting additional delivery charge from newspaper subscribers in addition to their fixed commission and paying this additional charge to their delivery boys.

Financial issues faced by newspaper agents are multiple in nature. For the easy running of newspaper agency business smooth flow of finance is required. Newspaper agents have many financial commitments and all of those commitments should be cleared in due time itself. Following are the major financial commitments to be handled by agents;

1. Loan repayment
2. Timely bill payment to the publisher.
3. Collection from subscribers
4. Delivery boy remuneration

5. Rent and other fixed expense
6. Excess copy billing

The views and opinions of the newspaper agents relating to their financial commitments are presented in the table below.

Table 4.38
Financial Problems Faced by Newspaper Agents

[In percentages]

Financial problems	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D
Loan repayment	0	9.1	9.1	44.3	37.6	4.1036	0.90576
Timely bill payment to the Publisher	6.2	2.8	6.2	58.5	26.2	3.9560	0.99903
Collection lag from Subscriber	24.4	5.2	0	61.4	9.1	3.2565	1.39350
Delivery boy remuneration	0	14.0	25.9	47.7	12.4	3.5855	0.87931
Rent & other fixed expenses	0	37.8	9.1	46.9	6.2	3.2150	1.02584
Excess copy billing	0	0	0	68.7	31.3	4.3135	0.46451

Source: Primary data

From table 4.38 following facts can be concluded

- Majority of newspaper agents failed to repay the loans taken in running newspaper agency business. 44.3% of agents agreed and 37.6% strongly agreed on this fact. The Mean value is 4.1036 and the standard deviation is 0.90576
- Newspaper agents are failing to repay the bills generated against them timely. 58.5% of agents agreed and 26.2% strongly agreed on this fact. The Mean value is 3.9560 and the standard deviation is 0.99903

- Newspaper agents are not able to collect the money from subscribers within due date. 61.4% newspaper agents admitted this fact.
- Newspaper agents are also finding it difficult to pay the remuneration of delivery boys because of multiple financial problems faced by them. 47.7% agreed and 12.4% agents strongly agreed on this fact. Their mean value is 3.5855 and the standard deviation is 0.87931.
- Newspaper agents can't find ways of meeting the fixed expenses like rent, electricity because of financial problems. 46.9% agreed and 6.9% strongly agreed on this fact. Mean value is 3.2150 and the standard deviation is 1.02584.
- All the newspaper agents are not happy with the approach of newspaper companies they were sending excess newspapers than they demanded to create financial problems for them. Since mean value is much higher [4.3135] for this problem than any other factors, it shows that means this is the most crucial financial problem affecting the newspaper agents.

Financial accounts of agency business should be maintained by newspaper agents in a proper way. It is the official record of payment and obligations between publishers and subscribers. Financial accounts should be updated at regular intervals.

Table 4.39

Maintaining Proper Financial Accounts of Subscribers and Publishers

Response	Frequency	Percentage
Yes	128	33.2
No	210	54.4
Can't say	48	12.4
Total	386	100.0

Source: Primary data

From the table 4.39 it is clear that the majority of the newspaper agents are not maintaining proper financial accounts as 54.4% of respondents or 210 respondents opined. Also 33.2% of the agents are keeping proper accounts and 12.4% are ready to express their opinion. All those agents who maintain proper financial accounts make detailed assessment and analysis of their accounts.

Since 210 respondents are not analyzing their financial accounts, the reasons for not analyzing financial accounts should be analysed. The following table discloses the reasons for the same.

Table 4.40
Reasons for Not Analyzing Financial Accounts

Response	No legal obligation		Not necessary		No skill to analyse accounts		Complexity		Laziness	
	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	0	0	9	4.285	0	0	0	0	0	0
Disagree	2	.0095	114	54.28	3	.0095	0	0	2	.0095
Neutral	0	00	87	41.43	0	0	18	8.57	39	18.57
Agree	208	99.05	0	0	93	44.28	192	91.43	169	80.47
Strongly Agree	0	0	0	0	114	54.28	0	0	0	0
Total	210	100	210	100	210	100	210	100	210	100
Mean	3.9810		2.3714		4.5143		3.9143		3.7952	
S.D	0.19471		0.56631		0.58062		0.28061		0.42750	

Source: Primary data

From table 4.40 the following observations can be made.

- There is no legal obligation regarding the maintenance of financial accounts, almost all the agents are thinking that way since 99.05 % of respondents agreed that there is no legal obligation regarding maintenance of accounts with high mean value 3.9810 and S.D is 0.19471.

- Majority of the respondents disagreed [54.28%] and strongly disagreed [4.285] regarding the opinion of the necessity of maintenance of accounts. The mean value is 2.3714 and S.D is 0.58062.
- Most of the agents admit the fact that they are not much educated and they are not able to analyse the accounts well and also they are not in a position to appoint an accountant for this job.
- Complexity regarding the accounts of each subscriber and with the publisher demotivates most of the respondents for maintaining accounts. The mean value is 3.9143.
- Monotonous nature of newspaper agency business also creating an issue in the minds of newspaper agents and they are very lazy when doing their business and this also take them back from creating and maintaining accounts and the mean value is 3.7952.

Financial problems faced by agents as specified above should be properly analysed for reaching a meaningful conclusion. Financial management aspects of newspaper agents should be analysed with the classification variables of commission rate offered, experience, job status, capital employed and collection method followed by newspaper agents.

Commission rate offered by publishers and its role in the financial problems of newspaper agents need careful analysis since agents are always demanding more commission at the same time publishers were always trying their level best to reject agents claim.

4.6.2 One Way ANOVA on Financial Problems of Newspaper Agents and the Commission Offered by Publishers

H0: There is no significant difference between financial problems of newspaper agents and the commission offered by publishers.

H1: There is significant difference between financial problems of newspaper agents and the commission offered by publishers.

Table 4.41

ANOVA- Financial problems and commission offered by publishers

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	6.992	1	6.992	41.151	.000*
Within Groups	65.247	384	.170		
Total	72.239	385			

Source: Primary data

**significant at 5% level*

From the Table-ANOVA, it is clear that $F=41.151$ and p-value is .000 since the P value is less than 0.05 and the null hypothesis is rejected at 5% significance level, implying that there is a statistically significant difference between financial problems of newspaper agents and the commission offered by publishers. It can be concluded that commission rate offered by publishers is one of the factor of the financial problems faced by agents.

Experience of a newspaper agent helps him to manage financial issues while running a newspaper agency. Independent sample T- test has been administered in order to understand the relationship between experience and financial management problems.

**4.6.3 Leven's Test for Equality of Variance [Independent Sample T-Test]
Newspaper Agents Experience and Financial Management Problems**

H0: There is no significant difference between the experience of newspaper agents and their financial management problems

H1; There is significant difference between the experience of newspaper agents and their financial management problems

Table 4.42

Result of T test on Experience of Newspaper Agent and Financial Management Problems

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	T	DF	Sig. (2-tailed)
Equal variances assumed	22.446	.000	-5.709	384	.000*
Equal variances not assumed			-5.464	246.714	.000*

Source: Primary data

**significant at 5% level*

The t-test applied to find out whether there is any difference between the experience of newspaper agents and their financial management problem on the basis of total financial management related problems revealed that there is a significant difference between the experience of newspaper agents and financial management problem on the basis of total financial management related problems. The P value (0.000) is found less than 0.05 and the null hypothesis is rejected. It means those who have lesser experience as a newspaper agent have more financial problems.

Part time nature of newspaper agency business may make financial issues for the newspaper agents. It will be relevant to test whether the nature of newspaper agency influence financial management problems.

**4.6.4 Leven's Test for Equality of Variance [Independent Sample T-Test]
Financial Management Practices of Part Time/ Full Time Newspaper Agents.**

H0: There is no significant difference in the financial management practices of part time/ full time newspaper agents.

H0: There is significant difference in the financial management practices of part time/ full time newspaper agents.

Table 4.43

T-test on Newspaper Agents Job Status and Financial Management Problems

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	T	DF	Sig. (2-tailed)
Equal variances assumed	26.259	.000	-9.665	384	.000*
Equal variances not assumed			-9.416	247.077	.000*

Source: Primary data

**significant at 5% level*

As per Levene's test of statistical significance when equal variances are not assumed t value is 9.416 and P value stands 0.00. Since p-value less than 0.05 it can be assumed that there is significant difference between part-time/full-time newspaper agents and their financial management problems. Both full-time and part-time newspaper agents agree that they face financial management problems. Full-time newspaper agents nowadays face serious financial management problems and they can't find their ways and means by running only a newspaper agency. That's why most of the newspaper agents are taking newspaper agency as a part-time business.

Cash collection method followed by a newspaper agent may affect newspaper agency business either favorably or unfavorably. If the cash collection is proper and up to date chances of financial related issues can be reduced.

4.6.5 One Way ANOVA Test on Cash Collection Method Followed by Newspaper Agents and Financial Problems

H0: There is no significant difference between cash collection methods followed by newspaper agents and their financial problems

H1: There is significant difference between cash collection methods followed by newspaper agents and their financial problems.

Table 4.44

ANOVA on Cash Collection Method Followed by Newspaper Agents and Financial Problems

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	16.525	2	8.263	56.800	.000
Within Groups	55.714	383	.145		
Total	72.239	385			

Source: Primary data

Table 4.45

Result of correlation analysis Cash Collection Method Followed by Newspaper Agents and Financial Problems

Variables		Cash collection method followed	Financial problem
Cash collection method	Pearson Correlation	1	.477**
	Sig. (2-tailed)		.000*
	N	386	386
Financial problem	Pearson Correlation	.477**	1
	Sig. (2-tailed)	.000*	
	N	386	386

***correlation value*

**significant at 5% level*

The results of ANOVA test on cash collection methods followed by newspaper agents and financial problems it is clear that $F=56.800$, $p\text{ value}=0.000$. As per result of one-way ANOVA, there is significant relationship between cash collection method followed by newspaper agents and their financial problems. Since calculated p-value is 0.000, less than .05, the alternate hypothesis can be selected.

Moreover there is a positive correlation between [.478] cash collection method followed by newspaper agents and their financial problems. It means if cash collection is not proper there will be more chances for financial related problems.

Capital invested and the returns generated from the invested capital are the main criteria for the evaluation of any business idea. In order to measure is there any relation with capital invested and financial related issue faced by agent following hypotheses test has been administered.

4.6.6 One Way ANOVA Test on Capital Employed by Newspaper Agents and Financial Problems

H0: There is no significant difference between capital employed by newspaper agents and their financial problems.

H1: There is significant difference between capital employed by newspaper agents and their financial problems.

Table 4.46

ANOVA on Capital Employed by Newspaper Agents and Financial Problems

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	.256	3	.085	.454	.715
Within Groups	71.983	382	.188		
Total	72.239	385			

Source: Primary data

The results of ANOVA test on capital employed by newspaper agents and their financial problems, it is clear that $F=0.454$, $p \text{ value}=0.715$. As per result of one-way ANOVA, the P value is not significant at 5 per cent level; it can be assumed that there is no significant difference between capital employed by newspaper agents and their financial problems.

4.7 Family Support for Newspaper Agency Business

The family of newspaper agent plays a large role in newspaper agency business. The family must cope up with an agent's financial situation, work schedule, business stress and many other things from the business which will emerge out from the business on to the family life. If agents can get family support behind the business, which will be a great help for their business in many ways. Family members will be more mindful of agent's difficult situations and will likely put less stress on agents. Additionally, having the support of their family will give agents the extra confidence to keep moving forward when things become difficult.

Table 4.47

Family Members Support for Running Newspaper Agency Business

Response	Frequency	Percentage
Yes	375	97.2
No	11	2.8
Total	386	100.0

Source: Primary data

From table 4.46 it is clear that out of 386 respondents, 97.2% of newspaper agents are getting support from family members for discharging their newspaper agency functions. From the following table, we can see the sort of help delivered by family members for discharging newspaper agency functions.

Table 4.48**Family Members Kind of Support for Newspaper Agency Business**

Mode of distribution	Response	Yes	No	Total
Sorting of newspaper	Not Selected	34	11	45
	Selected	341	0	341
	Total	375	11	386
Supplement insertion	Not Selected	54	11	65
	Selected	321	0	321
	Total	375	11	386
Distribution	Not Selected	77	11	88
	Selected	298	0	298
	Total	375	11	386
Bundling and packaging	Not Selected	87	11	98
	Selected	288	0	288
	Total	375	11	386
Cash collection	Not Selected	44	11	55
	Selected	331	0	331
	Total	375	11	386

Source: Primary data

From the above table, it can interpret following things

- Out of 375 respondents, 341 newspaper agents get help from family members for sorting of the newspaper.
- Majority of respondents [321 respondents] get help from family members for supplement copy insertion on newspaper
- 288 agents get help from family members for bundling and packing of the newspaper for distribution
- 298 newspaper agents get support from family for efficient distribution of newspapers and collection of cash from subscribers.

4.8 Relations between newspaper Publisher and Agent

An agency relationship requires two parties. The first is the principal, who gives legal authority to another to act on his or her behalf in a business transaction. The second party is an agent, who is legally authorized to act on behalf of the principal in the principal's business transaction. In the newspaper business newspaper publisher act as the principal and newspaper agent act as agent for their publisher. An agency relationship requires fiduciary relationships because the agent owes a fiduciary duty to the principal. This means the agent is obligated to act in the best interests of the principal. But the principal also owes certain obligations to the agent, too. Let's take a look at different aspects of this fiduciary relationship, issues and problems between newspaper agent and publisher.

Table 4.49
Opinion about Newspaper Publishers

Response	Courteous		Professional		Supportive		Motivating		Accurate Information		Responsive	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	94	24.4	0	0	6	1.6	0	0	0	0	0	0
Disagree	68	17.6	0	0	176	45.6	24	6.2	0	0	0	0
Neutral	78	20.2	24	6.2	77	19.9	24	6.2	54	14.0	92	23.8
Agree	146	37.8	54	14.0	127	32.9	338	87.6	262	67.9	294	76.2
Strongly Agree	0	0	308	79.8	0	0	0	0	70	18.1	0	0
Total	386	100.0	386	100.0	386	100.0	386	100	386	100	386	100.
Mean	2.7150		4.7358		2.8420		3.8135		4.0415		3.7617	
S.D	1.20459		.56533		.90792		.52612		.56600		.42662	

Source: Primary data

The following observation can be made from the table.

- Majority of respondents taking a moderate stand that newspaper publishers are courteous to them since mean value is 2.7150 and the standard deviation is 1.20459.

- Most of the respondents [308 agents or 79.8% of respondents] think that newspaper publishers are highly professional. High mean value [4.7358] also establishing this fact.
- A good number of respondents felt that newspaper publishers are moderately supportive of their business since mean value is 2.8420 and the standard deviation is .90792.
- Almost majority of newspaper agents admitted that newspaper publishers are motivating them for achieving business expansion.
- Majority of newspaper agents either agreed or strongly agreed that newspaper publishers are providing accurate information for doing their business.
- Most of the newspaper agents are thinking that newspaper publishers are responsive towards their business since mean value is 3.7617.

4.9 Social Security measures of Newspaper Agents

Social security plays a crucial role in determining retirement from the newspaper agency business. Social security may also refer to the action programs of Government intended to promote the welfare of the population through assistance measures guaranteeing access to sufficient resources for food and shelter and to promote health and well-being for the population at large and potentially vulnerable segments such as children, the elderly, the sick and the unemployed. Newspaper agents like self-employed peoples are not eligible for any social protection granted to employees, or their benefits are limited. Extending social security measures to this unprivileged section can be seen as a measure of social justice. Newspaper publishers have the role to ensure sufficient social security protection to the newspaper agents since most of their time in their career spend for the business of newspapers.

Table 4.50
Training & Social Security Measures from Publisher

Variables	Response	Frequency	Percentage
Training	Yes	Nil	Nil
	No	386	100
	Total	386	100
Incentive and Gifts	Yes	292	75.6
	No	94	24.4
	Total	386	100.0
Pension	Yes	Nil	Nil
	No	386	100
	Total	386	100
Insurance	Yes	370	95.9
	No	06	1.6
	Don't know	10	2.6
	Total	386	100

Source: Primary data

- It can be understood that newspaper publishers are not providing any type of training to newspaper agents for efficient distribution of newspapers.
- It can be realized that majority of newspaper agents are getting gifts and incentives from newspaper publishers for increasing sales and better performance and 75.6% of respondents agreed that they are getting gifts from their publishers.
- Pension schemes for the unorganized class of people came to the reality in the country. Newspaper agents are not covered under any pension scheme proposed by the publishers or Government.

- It is clear that newspaper publishers are providing insurance benefits to newspaper agents since 95.9% of respondents had opined that they are getting insurance benefits from newspaper publishers.

From the above table, it is clear that very limited security measures are provided by newspaper publishers. Whether this approach of publishers creates any impact on the relationship with newspaper publisher by newspaper agent is needed a detailed analysis. Different relationship aspects are the study variables and classification variables are the different social security measures offered by publishers.

Incentives are the only additional source income provided by newspaper publishers to newspaper agents for their dedicated service. Incentive structures of different publishers are different in nature. Publishers generally provide cash discount, different gifts, the contribution of incentives to the security deposit, etc.

Newspaper agents need a comprehensive social insurance system of old-age pension, death/ disability insurance, and health insurance for peoples engaged in the unorganised sector. Most of the publishers providing death/ disability insurance to agents while excluding them from health insurance schemes.

Government intervention in the newspaper industry is very negligible. Lack of Government interest in this sector created many imbalances in the performance of newspaper distribution and overall performance of the newspaper industry. Hence there is a growing thought among newspaper agents with respect to the agents for organizing agency association for raising their demands with publisher and Government.

Table 4.51

Government Assistance & Membership in Newspaper Agency Association

Variables	Response	Frequency	Percentage
Government assistance	Yes	0	0
	No	386	100
	Total	386	100
Newspaper Agency Association	Yes	238	61.7
	No	148	38.3
	Total	386	100.0
Newspaper associations and ability for solving issues	Yes	332	86.0
	No	54	14.0
	Total	386	100.0

Source: Primary data

- It is clear that no type of assistance from Government side is available to newspaper agents
- It can be observed that 61.7% or 238 newspaper agents are nowadays part of newspaper agents association even though 38.3% of the agents are not joined in any association.
- It is seen that majority of newspaper agents [86% or 332 agents] felt that newspaper agents associations can solve their issues in a better way.

4.10 Competition of Newspaper Agency Business

Competition in business drives for innovation, inspires perseverance and builds team spirit. The presence of competition increases the market for everyone. At the same time competition gives chances to threatening rivals to steal the customers of the organisation. In newspaper agency business all the rivalry competitors are offering the same product to the customers and hence no chances for any product innovation. Service quality is the only aspect in which newspaper agents can excel and win in the competition. Competition with other agents is analysed

with classification variables of the number of newspaper agencies, locality, experience, and the number of delivery boys employed.

By handling more number of newspapers agencies, agents can serve the subscribers in a better way. Some of the agents were holding only one newspaper agency and may face a problem of lack of options to the subscriber regarding the selection of newspaper. In this respect, analysis has been carried out on the number of newspaper agencies and competition with other agents.

4.10.1 One Way ANOVA on Competition Between Agents and Number of Newspaper Agencies Holding by Newspaper Agent

Ho: There is no significant difference between competition between agents and the number of newspaper agencies holding by newspaper agent.

H1: There is significant difference between competition between agents and the number of newspaper agencies holding by newspaper agent.

Table 4.52

ANOVA on Competition between Agents and Number of Newspaper Agencies Holding by Newspaper Agent

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	59.688	2	29.844	40.949	.000*
Within Groups	279.133	383	.729		
Total	338.821	385			

Source: Primary data

**significant at 5% level*

From the Table-ANOVA, it is clear that $F=40.949$ and p value is .000 since the P value is less than 0.05 and the null hypothesis is rejected at 5% significance level implying that there is statistically significant difference between competition between agents and number of newspaper agencies holding by newspaper agent .

For understanding where the issue is more prevalent Tukey HSD Post Hoc test has been done. The result of the Tukey HSD Post Hoc test is scrutinized below.

Table. 4.53

Multiple comparisons on Competition between Agents and Number of Newspaper Agencies holding by Newspaper Agent

(I) Number of newspaper agencies under newspaper agent	(j) Number of newspaper agencies under newspaper agent	Mean difference (i-j)	Std. Error	Sig.	95% confidence interval	
					Lower Bound	Upper Bound
One Only	2-5 Newspapers	.80906*	.10549	.000	.5609	1.0573
	5-8 Newspapers	.99437*	.11984	.000	.7124	1.2763
2-5 Newspapers	One Only	-.80906*	.10549	.000	-1.0573	-.5609
	5-8 Newspapers	.18531	.10582	.188	-.0637	.4343
5-8 Newspapers	One Only	-.99437*	.11984	.000	-1.2763	-.7124
	2-5 Newspapers	-.18531	.10582	.188	-.4343	.0637

* The mean difference is significant at the 0.05 level.

Source: Primary data

There is statistically significant difference between groups as determined by one-way ANOVA $F(2,383) = 40.949, p = .000$. A Tukey post-hoc test revealed that the competition between agents is statistically significantly lower after taking agencies of 2-5 newspapers ($3.7596 \pm .9000$ min, $p = .000$) and 5-8 newspaper agencies ($3.5743 \pm .87575$ min, $p = .000$) compared to one only newspaper agencies ($4.5686 \pm .73807$). There are no statistically significant differences between 2-5 newspaper agencies and 5-8 newspaper agencies ($p = .188$). That means competition between agents became more intense when a particular agent holding only one newspaper agency.

Newspaper agents are competing for capturing more customers for their growth. It is relevant to analyse whether the number of subscribers served by the agent creates any significant difference in the competition aspects of the newspaper agents.

4.10.2 One way ANOVA on Competition between Agents and Number of Subscribers Serving by Newspaper Agent

H0: There is no significant difference between competition between agents and the number of subscribers serving by newspaper agent.

H1: There is significant difference between competition between agents and the number of subscribers serving by newspaper agent.

Table 4.54

ANOVA- Competition between Agents and Number of Subscribers Serving by Newspaper Agent

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	2.461	3	.820	.931	.426
Within Groups	336.361	382	.881		
Total	338.821	385			

Source: Primary data

The above table gives details of the competition between agents and the number of subscribers serving by newspaper agent. From the Table-ANOVA, it is clear that the P value [0.426] is greater than 0.05 and the null hypothesis is accepted at the 5% significance level and hence there is no statistically significant difference between competition between agents and the number of subscribers serving by newspaper agent.

The locality of the newspaper agency creates change in the spirit of competition of newspaper agents. Rural, semi-urban, and urban area concentrated agents face competition in different ways. Competition with other agents is tested with locality category as follows.

4.10.3 One way ANOVA on Competition between Agents and Locality of Newspaper Agent

Ho: There is no significant difference between competition between agents and locality of newspaper agent.

H1: There is significant difference between competition between agents and locality of newspaper agent.

Table 4.55

ANOVA on Competition between Agents and Locality of Newspaper Agent

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	81.089	2	40.544	60.251	.000*
Within Groups	257.732	383	.673		
Total	338.821	385			

Source: Primary data

*significant at 5% level

From the Table-ANOVA, it is clear that F=60.251 and p value is .000 since the P-value is less than 0.05 and the null hypothesis is rejected at the 5% significance level, implying that there is statistically significant difference between competition between agents and locality of newspaper agent. For understanding where the issue is more prevalent Tukey HSD Post Hoc test has been done. The result of the Tukey HSD Post Hoc test is scrutinized below.

Table 4.56

Multiple Comparisons on Competition between Agents and Locality of Newspaper Agent

(I) Locality of newspaper agent	(j) Locality of newspaper agent	Mean difference (i-j)	Std. Error	Sig.	95% confidence interval	
					Lower Bound	Upper Bound
Rural	Urban	-1.01212*	.09934	.000	-1.2459	-.7784
	Semi Urban	-.18300	.10765	.207	-.4363	.0703
Urban	Rural	1.01212*	.09934	.000	.7784	1.2459
	Semi Urban	.82911*	.10255	.000	.5878	1.0704
Semi Urban	Rural	.18300	.10765	.207	-.0703	.4363
	Urban	-.82911*	.10255	.000	-1.0704	-.5878

* The mean difference is significant at the 0.05 level.

Source: Primary data

Tukey post-Hoc test revealed that the competition between agents is statistically significantly lower after looking rural locality concentrated agents ($p = .000$) and semi urban locality concentrated agents ($p = .000$) compared Urban locality concentrated agents There is no statistically significant difference between semi urban and rural area concentrated agents ($p = .207$). This means competition between agents become more intensive in urban area concentrated agents.

In order to know whether the experience of newspaper agents creates any impact in competition between agents, following hypotheses has been tested.

4.10.4 One Way ANOVA on Competition between Agents and Previous Experience of Newspaper Agent

Ho: There is no significant difference between competition between agents and previous experience of newspaper agent.

Ho: There is significant difference between competition between agents and previous experience of newspaper agent.

Table 4.57

ANOVA on Competition between Agents and Previous Experience of Newspaper Agent

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	6.139	1	6.139	7.086	.008
Within Groups	332.682	384	.866		
Total	338.821	385			

Source: Primary data

From the Table-ANOVA, it is clear that $F=7.086$ and p value is $.008$ since the P value is less than 0.05 and the null hypothesis is rejected at the 5% significance level, implying that there is statistically significant difference between competition between agents and previous experience of newspaper agent.

By employing more delivery boys' quality of newspaper distribution can be improved. Agents are always trying to employ more delivery boys for the timely

and quick distribution of newspapers. However the availability of delivery boys is very less in the newspaper industry. Hence the following analysis in this aspect has been done.

4.10.5 One way ANOVA on Competition between Agents and Number of Delivery Boys Employed by Newspaper Agent

H0: There is no significant difference between competition between agents and the number of delivery boys employed by newspaper agent.

H1: There is significant difference between competition between agents and the number of delivery boys employed by newspaper agent.

Table 4.58

ANOVA- Competition between Agents and the Number of Delivery Boys Employed by Newspaper Agent

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	1.050	3	.350	.396	.756
Within Groups	337.771	382	.884		
Total	338.821	385			

Source: Primary data

The above table gives details of competition between agents and number of delivery boys employed by newspaper agent. From the Table-ANOVA, it is clear that the P value [0.756] is greater than 0.05 and the null hypothesis is accepted at 5% significance level and hence there is no statistically significant difference between competition between agents and number of delivery boys employed by newspaper agent.

4.11 Online Newspapers and Newspaper Agents

Going online created terrific opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a timelier manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers are also seen in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help to reduce costs such as hard-copy newspapers and have the same legal boundaries.

Table 4.59
Online Newspaper Threat to Distribution

Response	Frequency	Percentage
Yes	159	41.2
No	202	52.3
Can't say	25	6.5
Total	386	100.0

Source: Primary data

It can be analysed that majority of newspaper agents [52.3%] thinking that online newspaper subscription doesn't create a problem for their business.

Newspaper agents problems with respect to different aspects of agency business have been explained in the above heads. Hence it is ideal to analyse their overall satisfaction with respect to the present newspaper distribution system as envisaged by the publishers and subscribers.

4.11.1 One Way ANOVA on Newspaper Agents Satisfaction on Present Functioning Style of Newspaper Agency Business and Total Problems Faced by Newspaper Agents

H0: Newspaper agents are not satisfied with the present functioning style of newspaper agency business

H1: Newspaper agents are satisfied with the present functioning style of newspaper agency business

Table 4.60

ANOVA- Newspaper Agents Satisfaction on Present Functioning Style of Newspaper Agency Business and Total Problems Faced by Newspaper Agents

	Sum of Squares	DF	Mean Square	F Value	P Value
Between Groups	.241	20	.012	.159	1.000
Within Groups	27.666	365	.076		
Total	27.907	385			

Source: Primary data

From the Table-ANOVA, it is clear that $F=0.159$ and p-value is 1 .000 since the P value is greater than 0.05 and the null hypothesis is accepted at 5% significance level, implying that newspaper agents are not satisfied with the present functioning style of newspaper agency business.

The summarized form of hypotheses examined in this chapter is presented below.

Table 4.61
Hypotheses Test Result Summary

Dimension of the Study	Classificatory Variable	Tool Used in the Study	Test Statistic	Result
Distributional Problems of Newspaper Agents	Number of newspaper Agencies	One way ANOVA	0.001	Rejected
	Agency Locality	One way ANOVA	0.000	Rejected
	Newspaper Agents Experience	Independent Sample T-Test	0.410	Accepted
	Number of Hours Spend for Agency Business	One way ANOVA	0.000	Rejected
	Number of Newspapers Delivered	One way ANOVA	0.524	Accepted
	Number of Delivery Boys Employed	One way ANOVA	0.988	Accepted
Financial Management Aspects of Newspaper Agents	Commission Offered	One way ANOVA	0.000	Rejected
	Newspaper Agents Experience	Independent Sample T-Test	0.000	Rejected
	Newspaper Agents Job Status	Independent Sample T-Test	0.000	Rejected
	Capital Employed	One way ANOVA	0.715	Accepted
	Cash collection Method Followed	One way ANOVA	0.000	Rejected
Competition aspects of Newspaper Agents	Number of Newspaper Agencies	One way ANOVA	0.000	Rejected
	Number of Subscribers Serving per day	One way ANOVA	0.426	Accepted
	Number of Delivery Boys Employed	One way ANOVA	0.756	Accepted
	Locality	One way ANOVA	0.000	Rejected
	Experience	One way ANOVA	0.008	Rejected
Present Functioning Style Satisfaction	Total problems faced	One way ANOVA	1.000	Accepted

Conclusion

In the present chapter, a detailed profile of newspaper agents has been outlined. It contained demographic characteristics of newspaper agents, agent's volume of total business both in terms of revenue and cost aspects, various financial and distribution obstacles faced by newspaper agents, the intensity of the relationship between different channel partners of the distribution chain, and the various social security measures provided to newspaper agents. From the analysis, it is clear that newspaper distribution is not a simple task and it involve a number of sequential steps, each and every step needs its own attention otherwise entire distribution chain may be broken. Current chapter is an attempt to establish various facts existing in the newspaper distribution with the viewpoint of newspaper agencies. Newspaper agents were admitting many facts unanimously and they have a divergent opinion on many facts prevailing in the newspaper industry. In the current study, most of the newspaper agents were doing a middle sized business and many of them were not willing to expand the business above this safety level. Most of the newspaper agents are part-time newspaper agents because they were thinking that they can't find their ways and means only through running a newspaper agency. In the next chapter newspaper industry and its distribution issues under the viewpoint of delivery boys is explained.

Chapter 5

Distribution Styles of Delivery Boys

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Chapter 5

DISTRIBUTION STYLES OF DELIVERY BOYS

In the last chapter, an outline of the analysis of data collected from newspaper agents through interview schedule was presented. The analysis of newspaper agent revealed peculiarities of newspaper agency business, role and work styles of newspaper agents, the cost associated with newspaper distribution, financial and revenue streams of newspaper agents and relationship with delivery boys and newspaper publisher. Newspaper delivery boys are the crucial link between a newspaper publisher and subscribers. In this chapter, various aspects of newspaper delivery boys have been examined. It includes a demographic profile of newspaper delivery boys, the job profile of delivery boys, remuneration for delivery boys, issues of delivery boys and opinion of delivery boys on various issues. The various mathematical and statistical tools like Mean, Standard Deviation, Percentages, ANOVA, Tukey's multiple comparisons and Correlation Analysis have been employed for the analysis of the data collected from the total sample size of 384 newspaper delivery boys from different parts in the state of Kerala. The main intention behind this chapter is to identify the problems in the availability of newspaper delivery boys in the timely distribution of newspapers to the subscribers. Following variables were used for the study. Study Variables are comfortable with subscribers, agent, fellow delivery boys, wages, distribution time, and conveyance. Classification variables are age, education, number of newspapers delivered, transportation mode used, and time taken for delivery by newspaper delivery boys.

The results of the analysis are shown under the following heads.

- 5.1 Demographic Profile of Newspaper Delivery Boys
- 5.2 Job Profile of Delivery Boys
- 5.3 Remunerations to Delivery Boys
- 5.4 Issues & views of Delivery Boys
- 5.5 Newspaper Reading Habits of Delivery Boys

5.1 Demographic Profile of Newspaper Delivery Boys

Before going for detailed analysis, it is highly relevant to have an understanding of the demographic profile of the selected samples of delivery boys.

Table 5.1
Demographic Profile of Newspaper Delivery Boys

Description	Independent Variables	Frequency	Percentage
Gender	Male	334	87.0
	Female	50	13.0
	Total	384	100.0
Age of respondents	8-15	53	13.8
	15-25	204	53.1
	25-30	49	12.8
	30-60	78	20.3
	Total	384	100.0
Education of respondents	Below 7 standard	26	6.8
	7std- SSLC	105	27.3
	SSLC-PDC/+2	151	39.3
	PDC/+2- Graduation	102	26.6
	Total	384	100.0

Source: Primary data

From table 5.1, It can be inferred from the demographic profile of respondents that

- Majority of newspaper delivery boys are males with 87% and only 13% are females. It is also clear from the table that newspaper distribution activities are highly dominated by males than females.
- It can be analyzed from table that 53.1 % of respondents belong to the age group of 15-25, that is most of the delivery boys are very young and most of them are taking it as a part time job, 20.3% belongs to the age group of 30-60, a noticeable fact that 13.8% of delivery boys are children under 15.

- It can be observed that most of the newspaper delivery boys [39.3%] studied up to SSLC-PDC/+2 and still they are continuing their studies. The education level of 27.3% of the delivery boys is between 7th standard and SSLC, 26.6% of the respondents have their education of +2 and graduation. The main notable phenomena from the above table is that majority of newspaper delivery boys were continuing their studies. They were taking newspaper distribution as a part time job.

5.2 Job Profile of Delivery Boys

Newspaper delivery boys (newspaper delivery girls also) were one of the iconic role played by many youngsters, often their first job in their life. The main job of a newspaper delivery boy is to distribute printed newspapers to homes or offices of subscribers on a regular route, usually by bicycle or motorcycle. This has often been a before school job of many youngsters. For newspaper delivery boys, newspaper delivery is the selling or delivering of newspapers to consumers on a regular route to regular subscribers, called a “newspaper route”. Newspaper delivery was generally done by adolescent boys using bicycles, called “newspaper boys”. News Paper distribution is a complex job. It consists of mapping out one's newspaper route and using it to advantage in distributing paper. Knowledge of bicycle maintenance (if used) and basic customer service skills must be developed. Following table and interpretations might provide an idea of job profile of newspaper delivery boys.

Table 5.2

Reason for Undertaking Newspaper Distribution

Reasons	Frequency	Percentage
To meet pocket money	102	26.6
Education expense	102	26.6
Personal needs	77	20.1
Home requirements	103	26.8
Total	384	100.0

Source: Primary data

From table 5.2, it can be seen that most of the delivery boys undertaken newspaper distribution because of similar reasons and they were home requirements, education expense and to meet pocket money, 20.1% of respondents undertake newspaper distribution for managing their personal needs.

The distribution time when the delivery boys reach at their distribution centre is presented below.

Table 5.3
Time of Reaching Distribution Centre

Time	Frequency	Percentage
Before 4'0 clock	42	10.9
4-5'0 clock	214	55.7
5-6'0 clock	128	33.3
Total	384	100.0

Source: Primary data

From table 5.3 it can be inferred that the majority of the delivery boys will reach their distribution centre in between 4-5'0 clock [55.7%]. 33.3% of delivery boys would reach distribution centre between 5-6'0 clock and only 10.9% of respondents will reach distribution centre before 4'0 clock.

The distribution activity begins from the time the boys reach at the distribution centre and ends by 8'0 clock. The schedule for completion of distribution is presented below.

Table 5.4
Time of Completing Newspaper Distribution

Time	Frequency	Percentage
Before 6'0 clock	50	13.0
6-7'0 clock	190	49.5
7-8'0 clock	144	37.5
Total	384	100.0

Source: Primary data

From table 5.4 it can be summarized that the majority [49.5%] of the delivery boys will finish their newspaper distribution before 6 am and 7 am. Some of the delivery boys will finish distribution between 7-8'0 clock [37.5%] and 13% of delivery boys will finish even their work before 6'0 clock.

The time schedule required for distribution of newspaper purely depends upon the locality for distribution, conveyance facility used, and newspaper subscription penetration. There is no predetermined standard time for distribution of each and every copy of the newspaper. The following table will show the time required for newspaper distribution.

Table 5.5

Time Schedule Required for Newspaper Distribution

Time	Frequency	Percentage
5-30 minutes	26	6.8
30 minutes-1 hour	99	25.8
1-2 hours	108	28.1
2-3 hours	107	27.9
3 hours above	44	11.5
Total	384	100.0

Source: Primary data

From table 5.5 it can be analyzed that majority of delivery boys take at least 1-2 hours[28.1%] for completing newspaper distribution, 27.9% of respondents taking 2-3 hours time, 25.8% of delivery boys taking 30 minutes-1 hour, 11.5% of respondents need more than 3 hours and 6.8% of delivery boys will complete distribution within 30 minutes.

Number of newspapers distributed by a delivery boy depends upon the time available for delivery, conveyance facility used and newspaper penetration in a locality. In order to understand an average, how many number of newspapers are delivered by a single delivery boy is presented below.

Table 5.6

Number of Newspapers Distributed per Day

Number of newspapers	Frequency	Percentage
25-50	61	15.9
50-100	156	40.6
100 above	167	43.5
Total	384	100.0

Source: Primary data

The graphical representation of number of newspapers distributed per day is given in figure 5.1.

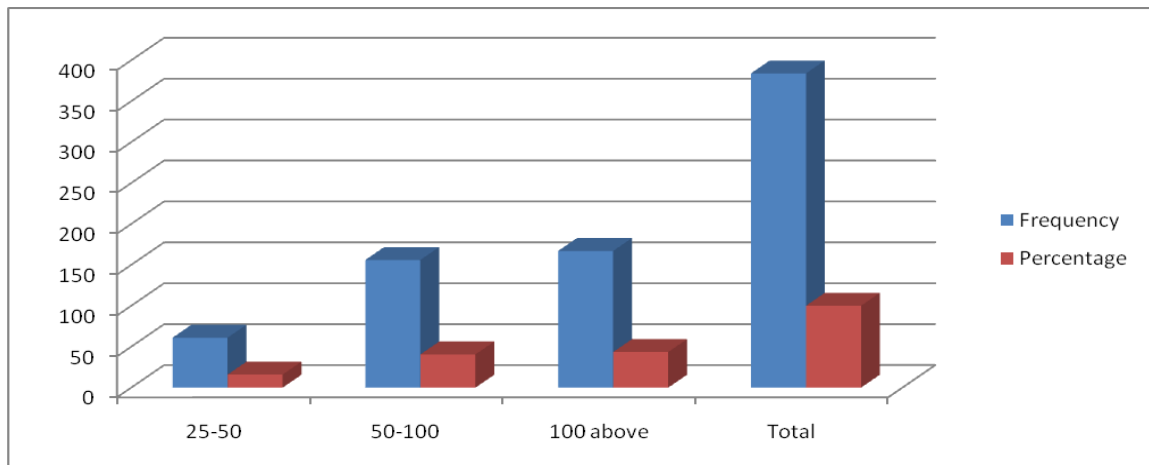


Figure 5.1

Number of newspapers distributed per day

From table 5.6 and figure 5.1 it can be inferred that the majority of the newspaper delivery boys was carrying more than 100 newspapers for daily distribution [43.5%] and 156 respondents or 40.6% of delivery boys were distributed between 50-100 newspapers in a day.

Newspaper should reach in to the hands of subscribers in due course of time. In order to ensure timely delivery of newspapers, different conveyance modes are used by delivery boys. Those conveyance facilities are tabulated below.

Table 5.7

Mode of Transportation for Delivery of Newspapers

Mode of transportation	Frequency	Percentage
By Walk	17	4.4
Bicycle	181	47.1
Motor Cycle	186	48.4
Total	384	100.0

Source: Primary data

The means of transportation used for delivering the newspapers to the distribution of subscribers are shown below diagrammatically.

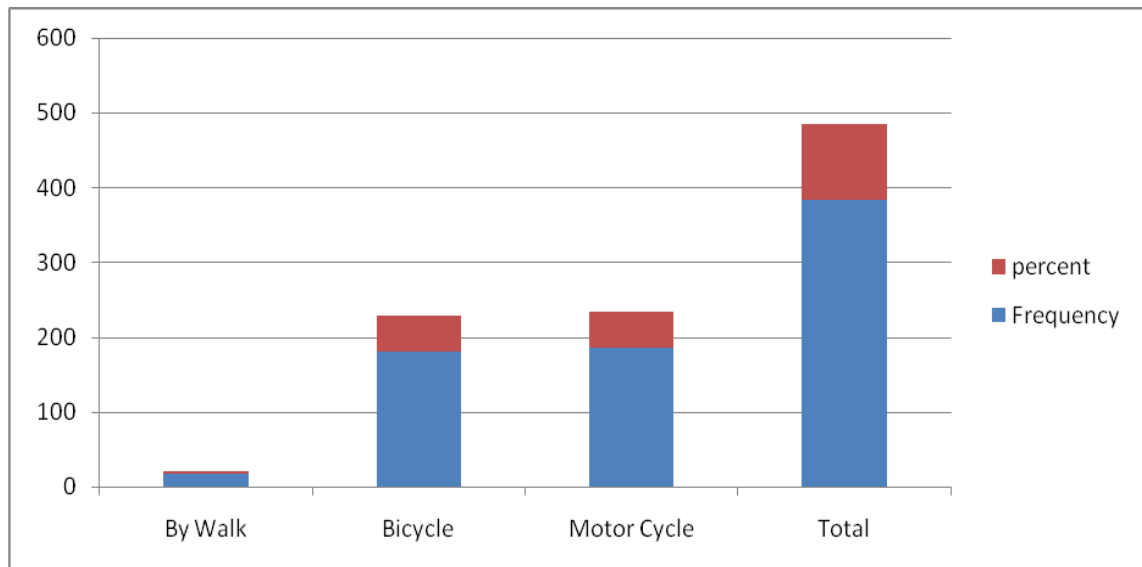


Figure5.2

Mode of transportation for delivery of newspapers

From table.5.7 and figure 5.2 it is clear that most of the newspaper delivery boys use either motorcycle [48.4%] or bicycle [47.1%] for newspaper distribution and a very less number [4.4%] of respondents distributing newspaper by walking to each locality.

Neat delivery of the newspaper is one of the criteria of the subscribers' choice while selecting a newspaper agency service. Delivery boys are distributing newspapers in the following places.

Table 5.8
Dropping Place of Newspaper to a Subscriber

Place of dropping	Frequency	Percentage
Gate	24	6.3
Newspaper box	58	15.1
Inside house	141	36.7
Lawn	161	41.9
Total	384	100.0

Source: Primary data

Graphical representation of dropping place of newspaper to a subscriber is shown below.

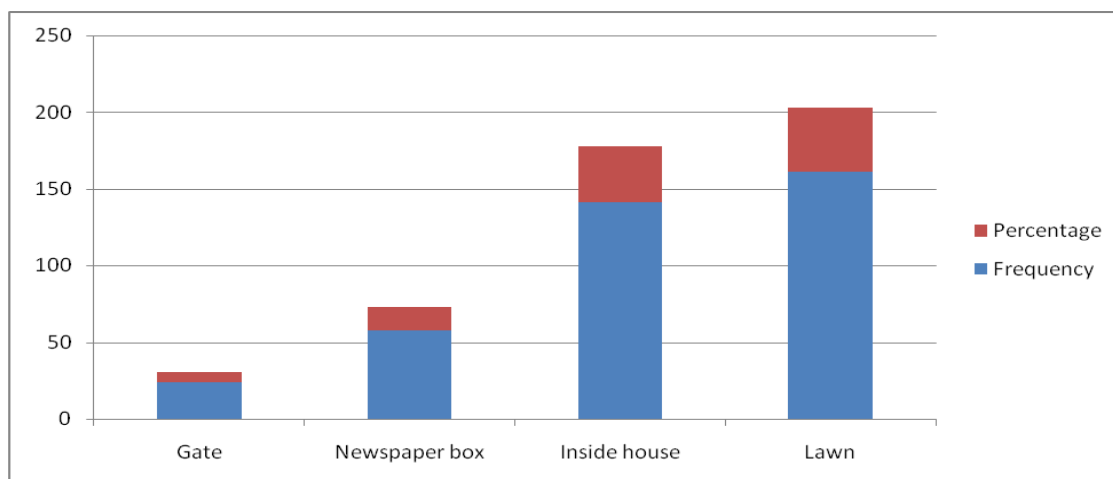


Figure 5.3
Dropping place of newspaper to a subscriber

From table 5.8 and figure 5.3 It can be noticed that the majority of newspaper delivery boys are dropping newspaper on the lawn of the house [41.9%], 36.7% of newspaper delivery boys are dropping the newspaper inside the house, and

15.1% of the newspapers are delivered in the newspaper box and rest of the newspapers are left above the gate of house.

Job profile of a newspaper delivery boy is different with each other. Each dimension of job profile may not be carried by each and every delivery boy. Dimensions of a delivery boy's job profile are tabulated below.

Table 5.9
Dimensions of Newspaper Delivery boys' Job Profile

Dimensions	Response	Frequency	Percentage
Sourcing advertisement	Yes	79	20.6
	No	305	79.4
	Total	384	100.0
New subscription order collection	Yes	262	68.2
	No	122	31.8
	Total	384	100.0
Passing feedback from subscribers	Yes	149	38.8
	No	235	61.2
	Total	384	100.0
Collection of subscription amount from subscriber	Yes	135	35.2
	No	249	64.8
	Total	384	100.0
Training from newspaper agent	Yes	145	37.8
	No	239	62.2
	Total	384	100.0

Source: Primary data

- It can be summarised that most of the delivery boys [79.4%] are not canvassing any type of advertisement from newspaper subscribers and 20.6 % of delivery boys are sourcing classifieds from newspaper subscribers.

- From the above table, it can be summarized that most of the delivery boys [68.2%] are taking fresh newspaper orders from subscribers and 31.8 % of delivery boys are not sourcing any type of fresh newspaper orders.
- It can be noticed that majority of the delivery boys [61.2%] are not passing feedback from subscribers to the newspaper agents even though 38.8% of delivery boys passing feedback on different matters they are getting from subscribers to the newspaper agents.
- It is clear that most of the delivery boys [62.2%] are not getting any type of training on distribution matters from newspaper agents, but 37.8% of delivery boys are getting training on distribution matters from agents.
- Most of the delivery boys [64.8%] are not collecting newspaper subscription amount from subscribers and 35.2 % of collecting newspaper subscription amounts from subscribers along with newspaper distribution.

5.3 Remuneration to Delivery Boys

Job of a newspaper delivery boy is comparatively a low profile job and therefore has relatively lower payment. Newspapers need to be delivered early in the morning, so it requires the delivery boy to get up early, which can also mean not minding weather, darkness, rain and other unpredictable conditions.

Newspaper delivery boys are generally getting wages from newspaper agents for their delivery service. The periodicity of getting wages from newspaper agent is tabulated below.

Table 5.10
Time of Getting Wages from Newspaper Agent

Time	Frequency	Percentage
Daily	27	7.0
Weekly	51	13.3
Monthly	281	73.2
Bi monthly	25	6.5
Total	384	100.0

Source: Primary data

It can be understood from table 5.10 that majority of newspaper delivery boys [73.2%] are getting wages from the newspaper agent on a monthly basis. 13.3 %of respondents are getting weekly wages, 7% of delivery boys are getting daily wages and 6.5% of respondents are getting wages Bi monthly basis.

Newspaper delivery is generally carried by delivery boys on a daily basis. Due to unavoidable reasons, delivery boys may need to take leave on some days. It is also necessary to analyse the availability of various allowance admissible to delivery boys. The Following table will show the availability of leaves and allowances for delivery boys.

Table 5.11
Leaves and Allowance of Delivery Boys

Allowances	Response	Frequency	Percentage
Incentive	Yes	25	6.5
	No	359	93.5
	Total	384	100.0
Delivery charge from subscriber	Yes	323	84.1
	No	29	7.6
	Don't Know	32	8.3
	Total	384	100.0
Transportation allowance	Yes	71	18.5
	No	243	63.3
	Don't Know	70	18.2
	Total	384	100.0
Festival allowance	Yes	46	12.0
	No	304	79.2
	Don't Know	34	8.9
	Total	384	100.0
Urgent leave	Yes	214	55.7
	No	145	37.8
	Don't Know	25	6.5
	Total	384	100.0
Gift from subscribers	Yes	93	24.2
	No	265	69.0
	Don't Know	26	6.8
	Total	384	100.0
Tea and refreshments	Yes	89	23.2
	No	295	76.8
	Total	384	100.0

Source: Primary data

- It is clear that majority of newspaper delivery boys [93.5%] are not getting any incentive from newspaper agents.
- It can be summarised that majority of the newspaper delivery boys [84.1%] are well known for the additional delivery charge collected from customers.
- It is clear that majority of the newspaper delivery boys [63.3%] are not getting any type of transportation allowance from newspaper agents and 18.5% of delivery boys are getting some sort of transportation allowance from agents.
- It can be inferred that that majority of the newspaper delivery boys [79.2%] are not getting any type of festival allowance from newspaper agents and 12% of delivery boys are getting festival the allowance from agents.
- It can be inferred that majority of the newspaper agents [55.7%] grant permission for delivery boys to leave under their personal emergency reasons and 37.8% of newspaper agents are not granting leave even urgent situations of newspaper delivery boys.
- Majority of the newspaper delivery boys [69%] are not getting or receiving any gift from subscribers, 24.2% of delivery boys may receive the gift from subscribers.
- It is clear that majority of the newspaper delivery boys [76.8%] are not getting any sort of tea and refreshments from newspaper agents and 23.8% of delivery boys are getting tea and refreshments from newspaper agents.

5.4 Issues & Views of Delivery Boys

A good newspaper distribution system is subject to a number of issues and challenges. In a newspaper distribution chain delivery boys have to deal with newspaper agents, fellow delivery boys and subscribers. In order to provide better service, delivery boys may demand better wages and emoluments from newspaper agents. Some newspaper delivery routes have also moved away from simple 'walking newspaper routes' to larger distant 'driving newspaper routes'. 'Distant Driving newspaper routes' have become less profitable with the rising price of fuel, since the cost of fuel is not paid for by most newspapers/ newsagents. The following

tables will provide a general insight into various issues faced by newspaper delivery boys and their views on these issues.

Table 5.12
Issues and Views of Delivery Boys

Response	Comfortable with subscribers		Comfortable with newspaper agent		Comfortable with fellow delivery boy		Comfortable with wages		Comfortable distribution time		Comfortable with conveyance	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	0	0	2	.5	21	5.5	74	19.3	54	14.1	46	12.0
Disagree	59	15.4	95	24.7	19	4.9	161	41.9	121	31.5	64	16.7
uncertain	127	33.1	73	19.0	43	11.2	51	13.3	68	17.7	24	6.3
Agree	102	26.6	159	41.4	176	45.8	98	25.5	100	26.0	141	36.7
Strongly Agree	96	25.0	55	14.3	125	32.6	0	0	41	10.7	109	28.4
Total	384	100.0	384	100.0	384	100.0	384	100	384	100.0	384	100
Mean	3.6120		3.4427		3.9505		2.4505		2.8776		3.5286	
S.D	1.02346		1.03053		1.06212		1.0769		1.24666		1.36889	

Source: Primary data

From table 5.12, Newspaper delivery boys opinion on various factors reveal following things.

- Most of the delivery boys are comfortable with subscribers [26.6% agreed, 25% strongly agreed] and 33.1% of newspaper delivery boys have uncertain relations with subscribers and only 15.4% only have uncomfortable relations.
- Majority of the delivery boys [41.4% agreed, 14.3% strongly agreed] have comfortable relations with newspaper agents. Combined 25.2% of respondents had unpleasant relations with agents and 19% had an uncertain relationship with agents.
- Majority of newspaper delivery boys have very comfortable relations with fellow delivery boys.

- Most of the delivery boys [41.9% disagreed, 19.3% strongly disagreed] are uncomfortable with wage system prevailing in the newspaper distribution system.
- Regarding distribution time, most of the delivery boys are uncomfortable [combined 45.6%] with distribution time available to them for distributing this newspaper.
- Most of the delivery boys [combined 65.1%] are satisfied with conveyance facilities prevailing in the newspaper distribution system.

For the successful operation of the distribution system in the newspaper industry, active co-operation from newspaper delivery boys are required. Delivery boys are acting as a link between newspaper agent and newspaper subscriber. Any deficiency felt by the delivery boys may affect the distribution system. Newspaper delivery boys' availability and their satisfaction with respect to various parties in the newspaper distribution system require detailed analysis. In order to have detailed analysis, certain hypotheses were framed and tested. Following are the test results.

H0: There is no significant difference of delivery boys issues based on age, education, number of newspapers delivered by delivery boys.

H1: There is significant difference of delivery boys issues based on age, education, number of newspapers delivered by delivery boys.

Table 5.13

One Way ANOVA Showing Delivery Boys Issues on Various Factors

Factors	Sum of squares	DF	Mean sum of squares	F value	P value
Age of delivery boy	3.903	3	1.301	7.142	.000*
Education of delivery boy	4.113	3	1.371	7.549	.000*
Number of newspapers delivered	6.384	2	3.192	18.223	.000*

Source: Primary data

*Significant at.05level

The statistical inference from above table indicates that p-value is .000 since the P-value is less than 0.05 and the null hypothesis is rejected at 5% significance level implying that there is statistically significant difference between delivery boys' issues based on age, education, number of newspapers delivered by delivery boys. For understanding where the issue is more prevalent Tukey HSD Post Hoc test has been done. The result of the Tukey HSD Post Hoc test is scrutinized below.

Table 5.14

Multiple Comparisons of Delivery Boys Issues and Age of Delivery Boys

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95 % Confidence Interval	.0834
					Lower Bound	Upper Bound
	30-60	-.14606	.07597	.220	-.3421	.0500
15-25	8-15	.08640	.06580	.555	-.0834	.2562
	25-30	-.27509*	.06790	.000	-.4503	-.0999
	30-60	-.05965	.05682	.720	-.2063	.0870
25-30	8-15	.36149*	.08458	.000	.1432	.5798
	15-25	.27509*	.06790	.000	.0999	.4503
	30-60	.21544*	.07780	.030	.0147	.4162
30-60	8-15	.14606	.07597	.220	-.0500	.3421
	15-25	.05965	.05682	.720	-.0870	.2063
	25-30	-.21544*	.07780	.030	-.4162	-.0147
<i>Source: Primary data</i>						
* The mean difference is significant at the 0.05 level.						

The Tukey Post-Hoc test revealed that delivery boys' issues are statistically significantly lower at the age of 8-15 years of age, 15-25 and 30-60 compared to 25-30 years of age. There are no statistically significant differences between 15-25 age group, 30-60 and 8-15 age groups. The post hoc table resulted significance values 0.000, 0.000, 0.020 and 0.030 respectively, which are less than 0.05 and there found a significance difference between at the age of 8-15 years of age, 15-25 and 30-60

compared to 25-30 years of age. That means many youngsters in the age group of 25-30, who are searching for job are not taking newspaper distribution even as a part time job.

Education is an important factor when considering the availability of delivery boys. Many highly educated people even in the job scarcity not find any opportunity in newspaper distribution. For a discussion related to education and newspaper delivery boys' related issues Tukey Post-Hoc test has been done.

Table 5.15
Multiple Comparisons of Delivery Boys Issues and Education of Delivery Boys

(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95 % Confidence Interval	.0834
					Lower Bound	Upper Bound
BELOW 7 Standard	7STD-SSLC	.17289	.09335	.251	-.0680	.4138
	SSLC-PDC/+2	.17901	.09048	.198	-.0545	.4125
	PDC/+2-Graduation	-.05204	.09362	.945	-.2936	.1895
7 STD-SSLC	BELOW 7 Standard	-.17289	.09335	.251	-.4138	.0680
	SSLC-PDC/+2	.00612	.05415	.999	-.1336	.1458
	PDC/+2-Graduation	-.22493*	.05924	.001	-.3778	-.0721
SSLC-PDC/+2	BELOW 7 Standard	-.17901	.09048	.198	-.4125	.0545
	7STD-SSLC	-.00612	.05415	.999	-.1458	.1336
	PDC/+2-Graduation	-.23105*	.05462	.000	-.3720	-.0901
PDC/+2-GRADUATION	BELOW 7 Standard	.05204	.09362	.945	-.1895	.2936
	7STD-SSLC	.22493*	.05924	.001	.0721	.3778
	SSLC-PDC/+2	.23105*	.05462	.000	.0901	.3720

Source: Primary data

* The mean difference is significant at the 0.05 level.

From the above table, the result of the Tukey HSD test revealed significance value 7 std-SSLC (0.001) and SSLC- PDC/+2 (0.000) Comparing with PDC/+2- Graduation since p-value is less than .05 on the above variables can find a significant difference. Post-Hoc Test resulted that there is no significance difference between below 7 standard and 7 standard to SSLC, SSLC-PDC/+2 and PDC/+2- Graduation This gives an inference that significant difference is observed between college going students and school students who are pursuing their higher classes in schools.

Newspaper delivery boys are trying their level best to distribute the maximum number of newspapers in the limited available time. Delivery boys' remuneration is directly linked to the number of newspapers delivered. For understanding where the issues are prevalent in relation to the number of newspapers delivered and delivery boys' issues, Post Hoc test has been administered.

Table 5.16

Multiple Comparisons of Delivery Boys' Issues and Number of Newspapers Delivering a Day by Delivery Boys

(I) Number of newspapers delivering a day	(J) Number of newspapers delivering a day	Mean Difference (I-J)	Std. Error	Sig.	95 % Confidence Interval	.0834
					Lower Bound	Upper Bound
25-50	50-100	.11269	.06320	.177	-.0360	.2614
	100 above	-.16747*	.06261	.021	-.3148	-.0201
50-100	25-50	-.11269	.06320	.177	-.2614	.0360
	100 above	-.28016*	.04660	.000	-.3898	-.1705
100 Above	25-50	.16747*	.06261	.021	.0201	.3148
	50-100	.28016*	.04660	.000	.1705	.3898

Source: Primary data

* The mean difference is significant at the 0.05 level.

The above table analysed the Post Hoc test relating to delivery boys' issues and Number of newspapers delivered a day by delivery boys. Though the ANOVA rejected the null hypothesis and reported there is significant difference in delivery boys' issues and Number of newspapers delivered a day by delivery boys, Post hoc test resulted that there is no significance difference between 25-50 copies per day delivery and 50-100 copy per day delivery. The difference is between 25-50 per day delivery and 50-100 copy per day delivery in comparison with 100 above copies delivered per day.

Mode of transportation is another determinant of the issues connected with delivery boys. Time utility, cost, distance needed to be covered are the basic criteria for the selection of transportation mode.

Timely delivery of the newspaper is one of the criteria for satisfying the newspaper subscriber. Distributing more number of newspapers with the available limited time and satisfying the subscriber was a tedious task done by delivery boys.

5.5 Newspaper Reading Habits of Delivery Boys

It is quite interesting to know that how a newspaper delivery boy is reading the newspaper. Following tables will answer newspaper reading habits of delivery boys.

Table 5.17
Reading Habits of Delivery Boys

Response	Frequency	Percentage
Yes	338	88.0
No	46	12.0
Total	384	100.0

Source: Primary data

From table 5.19 it is clear that most of the delivery boys [88%] are reading newspapers. Only 12% of delivery boys are not interested in reading newspaper.

Table 5.18

Mode of Reading Newspapers by Delivery Boys

Response	Frequency	Percentage
Subscribing newspaper	10	2.95
Read when distributing newspaper	49	14.49
Read some subscriber's copy after or before distributing news paper	279	82.5
Total	338	100

Source: Primary data

From table 5.20 it can be noticed that majority of the delivery boys [82.5%] are reading some subscriber's copy after or before distributing the newspaper, 14.49% of respondents are reading when distributing newspaper and only 2.95 % are only subscribing newspapers.

Some of the delivery boys are not reading the newspaper. Their reasons for not reading the newspaper are given below.

Table 5.19

Reason for Not Reading Newspaper by Delivery Boys

Response	Frequency	Percentage
Lack of time	12	26.08
No interest	10	21.73
Influence of other media	19	41.30
Cost factor	5	10.86
Total	46	100

Source: Primary data

From table 5.21 it is clear that influence of other media [41.3%] is the main reason for not reading newspapers by delivery boys, 26.08% have the reason of lack of time for reading newspapers, 21.73% have no interest and 10.86% of delivery boys are not in a position to spend money for newspaper subscription.

The summarized results of hypotheses related to the delivery boys' issues are presented below.

Table 5.20
Hypotheses Test Result Summary

Dimension of the Study	Classificatory Variable	Tool Used in the Study	Test Statistic	Result
Delivery boys' issues	Age	One Way ANOVA	0.000	Rejected
	Education	One Way ANOVA	0.000	Rejected
	Number of newspapers delivered	One Way ANOVA	0.000	Accepted

Conclusion

For a successful newspaper distribution chain, active involvement of delivery boys is a pre requisite. In the present chapter work profile of newspaper delivery boys has been presented. It includes the demographic profile of newspaper delivery boys, the job profile of delivery boys, Remuneration for delivery boys, Issues of delivery boys and opinion of delivery boys on various issues. Delivery boys are continuing their distribution job only in a short span of time for their own reason. Newspaper delivery job required utmost attention and regularity of service is required from the part of delivery boys. In the recent past, the availability of delivery boy's was very short and entire newspaper distribution system is suffering the issue right now. Nowadays most of the newly inducted delivery boys are school going children and their main intention is higher level studies and they are not willing to continue in this Job. Availability of middle aged delivery boys is very rare because of remuneration offered to them is insufficient when it is compared with other sectors of the economy. Newspaper delivery boys are not satisfied with the present distribution and the wage sharing system prevailing in the newspaper distribution system. Hence it is inevitable to develop a newspaper distribution system which satisfies delivery boys too.

Chapter 6

Newspaper Distribution System and Subscribers

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Chapter 6

NEWSPAPER DISTRIBUTION SYSTEM AND SUBSCRIBERS

In the fifth chapter, a detailed analytical view of newspaper delivery boys and their service have been presented. The analysis revealed the job profile of delivery boys, remuneration for delivery boys, issues of delivery boys and opinion of delivery boys on various issues. The success of a newspaper distribution network entirely depends on the satisfaction of subscribers who are subscribing newspapers, even in the digital age home distribution of printed newspapers remains a key link between newspapers and its readers. In the present chapter, the main objective is to give a picture about the subscribers' perception about different content aspects of newspapers and subscribers opinion on services provided by newspaper agents and delivery boys.

The independent variables used for the study are the gender of subscribers, educational qualification of subscribers, income of the subscribers, locality of subscribers, number of newspapers reading per day, time spent for daily newspaper reading, years since subscribing newspapers etc. The dependent variables used for the study are timely delivery of newspapers, regularity of delivery of newspapers, neat distribution of newspapers, prompt billing of newspapers, prompt cash collection of newspapers, grievance handling process, etc. The main statistical tools used for the study are mean, standard deviation, standard error, and one way ANOVA.

This chapter is presented under the following heads.

- 6.1 Demographic profile of newspaper subscribers
- 6.2 Reading habits of newspaper subscribers
- 6.3 Subscribers opinion on delivery related issues
- 6.4 Subscribers opinion about newspaper agents
- 6.5 Subscribers satisfaction determining factors of newspaper agency service

6.1 Demographic Profile of Newspaper Subscribers

Newspaper readers are different in nature. It is better to see from the beginning itself how newspaper subscribers are different in their demographic characteristics.

Table 6.1
Demographic Profile of Newspaper Subscribers

Description	Independent variables	Frequency	Percentage
Gender	Male	286	74.3
	Female	99	25.7
	Total	385	100.0
Annual Income of Respondents	Below 200000	203	52.7
	200000-500000	158	41.0
	500000-1000000	24	6.2
	Total	385	100
Education of Respondents	Below 7 standard	24	6.2
	7std-SSLC	130	33.8
	SSLC-PDC/+2	104	27.0
	PDC/+2-Graduation	113	29.4
	PG and above	14	3.6
	Total	385	100.0
Locality of Respondents	Rural	137	35.6
	Urban	165	42.9
	Semi Urban	83	21.6
	Total	385	100.0

Source: Primary data

From table 6.1 it can be inferred that

- Majority of the reader respondents is male [74.3%] and females are 25.7%.

- Majority of the reader respondents [52.7%] has an annual income below 200000 followed 41% have income between 200000-500000 and 6.2% of respondents have income between 500000-1000000.
- Most of the respondents have education between 7th standard–SSLC [33.8%] followed by SSLC-PDC/+2 [27%] and least of the respondents have education PG and above.
- The locality of subscribers, it can be understood that majority of the respondents belong to the urban area with 42.9%, followed by rural, 35.6% and semi-urban subscribers by 21.6% respectively.

6.2 Reading Habits of Newspaper subscribers

Kerala is confirmed as one of the highly literate States in the nation and continues to have a high percentage of readership for newspapers. From the following tables and figures, an overall idea of reading habits may be available.

Table 6.2
Way of Accessing News

Response	Newspaper		Mobile Apps		Radio		Television		Internet	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	385	100	24	6.2	48	12.5	133	34.5	42	10.9
No	0	0	361	93.8	337	87.5	252	65.5	343	89.1
Total	385	100	385	100	385	100	385	100	385	100

Source: Primary data

From table 6.2 can summarise following facts.

- The main way of news access is reading the newspaper for all the respondents.
- The next way after newspaper for news access is Television [34.5%] for majority of the newspaper readers.
- The Internet and mobile applications are gaining their momentum by increasing their market share as a way for news access.

It may be quite relevant to know the reading habit of newspaper subscribers as to how many newspapers are read by the subscribers, the result of the same is shown in the table below.

Table 6.3
Number of Newspapers Reading in a Day

Number	Frequency	Percentage
Single Newspaper	303	78.7
1-3 Newspaper	82	21.3
Total	385	100.0

Source: Primary data

From table 6.3 it can be inferred that most of the newspaper readers are reading one newspaper [78.7%] on a daily basis 21.3% of respondents were reading 1-3 newspapers.

Newspapers are available in English, Hindi, and in regional languages. Subscriptions of the readers are different as per their tastes and interest. Language preferences of subscribers in the study are shown below.

Table 6.4
Preferred Language of Newspaper

Response	Frequency	Percentage
Malayalam	309	80.3
English	0	0
Both Malayalam & English	76	19.7
Others	0	0
Total	385	100

Source: Primary data

Table 6.4 indicated that most of the readers prefer to read Malayalam newspapers [80.3%] and 19.7% would like to read both English and Malayalam language newspaper.

Newspaper reading widens the scope of knowledge of readers and their outlook. It keeps readers updated and will create a great sense of educational value. The primary reasons for reading a newspaper by the subscriber are shown in the table below.

Table 6.5
Primary Reason for Reading a Newspaper

Reason	Weighted Rank Points	Ranks
Local news	2168	1
General knowledge	1967	2
Sports	1462	3
Films/gossip	1128	4
Advertisement	977	5
Others	620	6

Source: Primary data

From table 6.5 it is clear that the major reason for reading a newspaper is to know the local news [rank 1] followed by general knowledge [rank 2], sports [rank 3], films/gossip [rank 4], advertisement [rank 5], and others [rank 6].

People are busy in their nature. Even in their fast life, they are spending time for reading newspapers. The table given below shows the time spending for reading a newspaper by subscribers.

Table 6.6
Time Spending for Reading a Newspaper

Time	Frequency	Percentage
5-10 minutes	108	28.1
10-30 minutes	157	40.8
30-60 minutes	96	24.9
60 minutes above	24	6.2
Total	385	100.0

Source: Primary data

It can be noticed from the above table that most of the readers [40.8%] spend in between 10-30 minutes a day for reading newspaper followed by 24.9% of readers taking in between 30-60 minutes, only 6.2% of readers taking more than 60 minutes for reading the newspaper.

News and developments in all over the world are one of the most important things in most people's lives. Whatever be the profession or job of a person, everybody is interested in daily news. Each and every minute something is happening on a local, regional, national or global scale that merits headline coverage. Each and every morning the first question on every person's mind will be about the latest news. It will be answered by newspapers and media. In the following table what prompted a reader to read the newspaper is analysed.

Table 6.7
Newspaper Regular Reading Factors

Response	Getting information		General knowledge		Education		Job		Entertainment		Sports		Habit		Time pass		Status		Health		Obituary	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	0	0	24	6.2	24	6.2	58	15.1	24	6.2	19	4.9	0	0	182	47.3	0	0	24	6.2	52	13.5
Disagree	0	0	0	0	0	0	56	14.5	86	22.3	128	33.2	14	3.6	61	15.8	195	50.6	96	24.9	66	17.1
Neutral	0	0	56	14.5	100	26.0	110	28.6	115	29.9	110	28.6	118	30.6	128	33.2	138	35.8	199	51.7	147	38.2
Agree	94	24.4	291	75.6	162	42.1	133	34.5	160	41.6	114	29.6	143	37.1	14	3.6	52	13.5	52	13.5	82	21.3
Strongly Agree	291	75.6	14	3.6	99	25.7	28	7.3	0	0	14	3.6	110	28.6	0	0	0	0	14	3.6	38	9.9
Total	385	100.0	385	100.0	385	100.0	385	100	385	100	385	100.	385	100.0	385	100.0	385	100.0	385	100	385	100
Mean	4.7558		3.7039		3.8104		3.0442		3.0675		2.9377		3.9065		1.9325		2.6286		2.8338		2.9688	
S.D	0.43014		0.81048		1.02210		1.17731		0.94130		0.98492		0.85488		0.97394		0.71057		0.86807		1.14976	

Source: Primary data

From table 6.7 the following facts are observed.

- All the respondents either agree or strongly agree that they are reading the newspaper for getting information with a higher mean value as 4.7558.
- Majority of the respondents [75.6%] agree that they are reading newspaper for getting new insights of general knowledge
- Most of the respondents reading newspaper for educational purpose for themselves or for their children
- A good number of respondents (34.5%) agree that they are very interested in job-related news and 28.6% respondents taken a neutral stand
- Even though most respondents admitted that they are most interested in entertainment columns in newspapers, other respondents opined either neutral or disagree the entertainment aspects of the newspaper.
- There was a mixed response regarding sports columns of newspapers since mean value is 2.9377.
- Most of the respondents read the newspaper as a regular habit with mean value 3.9065 establish this fact.
- Majority of the respondents disagree that they are reading the newspaper for time pass.
- Most of the respondents [50.6%] disagree that they are reading the newspaper for status creation.
- Most of the respondents [51.7%] take a neutral stand on health news from newspapers.
- Majority of the respondents [38.2%] take a neutral stand on obituary news from newspapers

Nowadays People can get news from a variety of sources, including television, radio, magazines and the Internet. However, newspapers remain the most admirable medium through which news is delivered to people of all ages throughout the country. Every person has his/her own reason for selecting their copy of the newspaper.

Table 6.8

Main likely Features of Selecting a Newspaper

Response	Content		Editorial		Layout		Paper quality		Big story		Latest news		Language		Local news		News reliability		Gossip		Sports section		Classifieds	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	0	0	0	0	0	0	24	6.2	0	0	0	0	0	0	0	0	0	0	166	43.1	24	6.2	4	1.0
Disagree	0	0	24	6.2	48	12.5	52	13.5	76	19.7	0	0	0	0	0	0	0	0	109	28.3	47	12.2	90	23.4
Neutral	24	6.2	175	45.5	186	48.3	148	38.4	138	35.8	0	0	0	0	0	0	80	20.8	69	17.9	107	27.8	141	36.6
Agree	146	37.9	144	37.4	127	33.0	76	19.7	119	30.9	94	24.4	151	39.2	180	46.8	162	42.1	15	3.9	175	45.5	99	25.7
Strongly Agree	215	55.8	42	10.9	24	6.2	85	22.1	52	13.5	291	75.6	234	60.8	205	53.2	143	37.1	26	6.8	32	8.3	51	13.2
Total	385	100.0	385	100.0	385	100.0	385	100	385	100	385	100.	385	100.0	385	100.0	385	100.0	385	100	385	100	385	100.
Mean	4.4961		3.5299		3.3299		3.3792		3.38180		4.7558		4.6078		4.5325		4.1636		2.0286		3.3740		3.2675	
S.D	0.61289		0.77039		0.77242		1.1509		.95043		.43014		.4888		.49959		.74423		1.1733		1.0105		.9966	

Source: Primary data

Table-6.8 Continued

Response	Language		Local news		News reliability		Gossip		Sports section		Classifieds		Reputation		Circulation		Editions			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Strongly Disagree	0	0	0	0	0	0	166	43.1	24	6.2	4	1.0	0	0	18	4.7	24	6.2		
Disagree	0	0	0	0	0	0	109	28.3	47	12.2	90	23.4	28	7.3	26	6.8	14	3.6		
Neutral	0	0	0	0	80	20.8	69	17.9	107	27.8	141	36.6	108	28.1	99	25.7	100	26.0		
Agree	151	39.2	180	46.8	162	42.1	15	3.9	175	45.5	99	25.7	163	42.3	204	53.0	227	59.0		
Strongly Agree	234	60.8	205	53.2	143	37.1	26	6.8	32	8.3	51	13.2	86	22.3	38	9.9	20	5.2		
Total	385	100.0	385	100.0	385	100.0	385	100	385	100	385	100.	385	100.0	385	100.0	385	100.0		
Mean	4.6078		4.5325		4.1636		2.0286		3.3740		3.2675		3.7974		3.5662		3.5325			
S.D	.4888		.49959		.74423		1.1733		1.0105		.9966		.8693		.92781		.8693		.92781	

Source: Primary data

Table 6.8 can be summarised as follows:-

- Majority of the respondents would like to see better content in the newspaper when selecting a newspaper since 55.8% strongly agree and 37.9% agree on the factor.
- An editorial is an influencing factor while selecting a newspaper since half of the respondents [37.4% agree and 10.9% strongly agree] and 45.5% of respondents taken a neutral stand.
- Regarding layout, most of the respondents take a neutral stand [48.3%]
- Regarding printing paper quality also most of the individual respondents take a neutral stand [48.3%] when taking the combined response, that is either agree [19.7%] or strongly agree [22.1%] in favor of printing paper quality of a newspaper is a determining factor.
- Big stories in newspapers are also a determining factor for the selection of newspaper since 30.9% agree and 13.5% strongly agree that they might look big stories as a determining factor for selecting newspaper.
- All the respondents either agree [24.4%] or strongly agree [75.6%] that the arrival of the latest news in the newspaper is a determining factor for the selection of newspaper.
- All the respondents give importance to the language used in newspaper before selecting newspaper
- All the respondents either agree or strongly agree on coverage of on local news is an important determinant of selecting newspaper
- Majority of the respondents admitting that reliability of news in the newspaper is a very important factor for selecting newspaper
- Majority of the respondents had an opinion that gossip is not an influencing factor for the selection of newspaper
- Most of the respondents agree that coverage of sports column and news are determining factors for the selection of newspaper.

- Majority of the respondents take a neutral stand regarding classified columns, making a determinant factor for the selection of newspaper. Followed by 25.7% of respondents agree and 23.4% of respondents disagree the choice.
- Most of the respondents [42.3%] consider reputation of the newspaper as a determining factor for the selection of newspaper.
- Circulation figures of newspapers are also creating images in the mind of readers for newspaper selection since 53% of respondents thought it that way.
- The number of editions of newspapers is also an important factor because most of the respondents think [59%], increased number of editions improve the coverage of newspaper.

The importance of online news media grew rapidly over the last decade. Nowadays, digitalization plays a leading role in the newspaper industry, newspapers of the world are moving to 100% digital page assembly and distribution, streamlining workflow processes while ensuring higher quality. It is very important to identify whether readers of newspapers are moving along with this trend.

Table 6.9

Interest of Reading Newspaper Online Edition

Response	Frequency	Percentage
Yes	104	27.0
No	281	73.0
Total	385	100

Source: Primary data

From table 6.9 it is clear that majority of the readers [73%] are not interested in reading newspaper online edition and only 27% would like to read newspaper online edition.

From the above table, it is clear that some of them (27%) would like to read the online edition of the newspaper. The reason for their selection is shown below.

Table 6.10
Reason for Reading Newspaper Online Edition

Response	Frequency	Percentage
Time Saver	10	9.61
Easy Availability	68	65.38
Money Saver	10	9.61
Mobility	16	15.38
Total	104	100

Source: Primary data

From table 6.10 it can be seen that out of 104 readers who are interested in reading online editions of newspaper mainly because it's easy availability [65.38%] followed by its mobility [15.38] and time and money saving capacity.

6.3 Subscribers Opinion on Delivery Related Issues

The responsibility for getting the newspaper from the publisher's press into the hands of subscriber falls to the newspaper agents and delivery boy. Newspaper subscription simply means that making an arrangement with newspaper publisher for daily receipt of newspaper either in home or office and which will be delivered through the distribution network owned by newspaper agent. The price for the newspaper subscription is paid by the subscriber to the newspaper agent. Subscribers have their own opinion on various newspaper delivery related issues. These are tabulated.

Table 6.11
Ways of Getting the Newspaper

Response	Frequency	Percentage
Don't get in a regular way	24	6.2
Delivered at home	347	90.1
Delivered at workplace	14	3.6
Total	385	100.0

Source: Primary data

From table 6.11 it can be referred that most of the respondents [90.1%] are subscribing newspapers at their home. Followed by 6.2% of respondents not getting newspapers on a daily basis to their home because of different reasons and 3.6% of respondents are getting newspaper by delivering to their workplace.

Nowadays, newspapers and magazines can be subscribed or purchased from multiple sources. From the following table, a clear idea regarding purchasing pattern of the newspaper may be available.

Table 6.12
Purchasing of Newspaper

Response	Frequency	Percentage
Newspaper agent	367	95.3
Vending machine	Nil	Nil
Online	Nil	Nil
Shop	18	4.7
Total	385	100

Source: Primary data

It is clear that majority of the newspaper readers are purchasing the newspaper from newspaper agents [95.3%] and 4.7% buying newspapers from street shops. The Vending machine is not used anywhere in Kerala for the selling of a newspaper.

Newspaper subscribers need to pay their subscription amount to the newspaper publisher. They can pay their subscription amount in the following ways.

Table 6.13
Paying the Subscription Amount

Response	Frequency	Percentage
Directly to publisher	Nil	Nil
Agent	238	61.8
Delivery boy	147	38.2
Total	385	100.0

Source: Primary data

As per the above table 6.13, most of the subscribers are paying subscription amount directly to newspaper agent [61.8%] and remaining readers are paying subscription amount to delivery boys and no reader is paying subscription amount directly to the publisher.

Newspaper subscription and reading is a traditional habit among most of the people living in Kerala. So it is necessary to understand for how long year they subscribe their copy of the newspaper.

Table 6.14
Subscription Period

Period	Frequency	Percentage
Less than 1 year	52	13.5
1-5 year	77	20.0
5-10 year	80	20.8
More than 10 years	176	45.7
Total	385	100.0

Source: Primary data

From table 6.14 it is clear that most of the respondents are subscribing newspapers more than 10 continuous years [45.7%] followed by 5-10 year subscription by 20.8%, 1-5 years by 20.0% and 13.5% of respondents comparatively lesser experience of the newspaper subscription.

Most of the people in Kerala start their daily routine by reading a newspaper with a cup of tea. In different places, newspapers may be reached in different time slots. Every reader would like to get their copy of the newspaper as early as possible.

Table 6.15
Time of Receiving the Newspaper

Time	Frequency	Percentage
At home before 6 am	66	17.1
Between 6-7am	253	65.7
Between 7-9 am	42	10.9
At workplace after 9 am	24	6.2
Total	385	100

Source: Primary data

Table 6.15 revealed that most of the newspaper readers are getting their copy of newspaper between 6-7 am at their home [65.7%] and some of the readers [6.2%] are getting their newspaper in their workplace after 9'0 clock.

Newspaper delivery related issues are very common in newspaper delivery system. It may depend upon the service nature of a newspaper agency. In order to understand the experience of delivery related issues of subscribers following tables may be useful.

Table 6.16
Experience of Delivery Problem

Response	Frequency	Percentage
Yes	217	56.4
No	168	43.6
Total	385	100.0

Source: Primary data

From table 6.16 it is clear that most of the readers [56.4%] have experienced newspaper delivery problems followed by 43.6% doesn't feel any delivery related issues.

Delivery related issues may be faced by subscribers in following ways.

Table 6.17
Delivery Problem experienced in last 30 days

Problems faced	Frequency	Percentage
4 times or more [frequently]	19	8.75
3 times [occasionally]	79	36.40
Perhaps once or twice	77	35.48
Don't know	42	19.35
Total	217	100

Source: Primary data

From table 6.17 It is clear that readers who felt delivery problem occurring occasionally or 3 times for 36.40%, followed by perhaps once or twice with 35.48%, 19.35% don't know and 8.75% experienced 4 times or more delivery related issues out of 30 days.

When experiencing a delivery related issue subscribers are compelled to contact their newspaper agent and to solve their issue.

Table 6.18
Contacting News agent for Informing Delivery Related Issues

Response	Frequency	Percentage
Yes	178	46.2
No	169	43.9
Don't Know	38	9.9
Total	385	100.0

Source: Primary data

Most of the readers [46.2%] used to inform newspaper agent for informing delivery related issues and 43.9% of readers wouldn't like to inform delivery related issues to the newsagent.

The subscribers may contact their newspaper agent in a regular way. It is necessary for the harmonious relationship between agent and the subscriber.

Table 6.19
Contacting News Agent for Last 60 Days

Response	Frequency	Percentage
Yes	194	50.4
No	191	49.6
Total	385	100.0

Source: Primary data

As per table 6.19, it is concluded that half of the respondents equally contacted and not contacted their newspaper agent for last 60 days.

In the era of technology, multiple sources for communication of information are available. Through the following ways newspaper agents are contacted by subscribers.

Table 6.20
Method of Contacting Newspaper Agent

Response	Frequency	Percentage
Direct Contact	180	46.8
Phone	205	53.2
Total	385	100.0

Source: Primary data

It is clear that most of the readers are contacting their newsagent using telephone [53.2%] followed by direct contact.

The reason for contacting their newspaper agent by each subscriber is different. Following are the main reasons which may prompt the subscriber to contact the newspaper agent.

Table 6.21

Main Reason for Contacting Newspaper Agent

Reason	Frequency	Percentage
Delivery problem	138	35.8
Vacation	83	21.6
Billing problem	37	9.6
Address change	32	8.3
Renewal	95	24.7
Total	385	100.0

Source: Primary data

From table 6.21 can be analysed that most of the customers [35.8%] contact their newspaper agent to inform delivery issues followed by renewal [24.7%], then vacation [21.6%], billing problem [9.6%] and address change [8.3%].

If delivery issues continue subscribers may stop their subscription. In order to understand whether any subscribers canceled their subscription due to delivery related issues following table may be useful.

Table 6.22

Recent Cancellation of Newspaper Due to Delivery Issues

Response	Frequency	Percentage
Yes	24	6.2
No	361	93.8
Total	385	100.0

Source: Primary data

It can be inferred that the majority of the respondents didn't cancel their subscription to the newspaper due to delivery related issues since 93.8% had an opinion of No.

Delivery related issues should be informed the newspaper agent in due course by the subscribers. It is the duty of a newspaper agent to solve the issue as early as possible.

Table 6.23**Time Elapsed between First Contact and Solution to the Issue**

Time frame	Frequency	Percentage
Immediately	110	28.6
One or two days	76	19.7
Three days	14	3.6
Don't know	185	48.1
Total	385	100.0

Source: Primary data

It is clear that most of the subscribers [48.1%] not remembering the time frame for a solution regarding various delivery issues followed by 28.6% got an immediate solution, 19.7% got the solution within one or two days and 3.6% got the solution in 3 days after the issue.

6.4 Subscribers Opinion about Newspaper Agents

Newspaper agent's service quality must be evaluated by newspaper publishers from the opinion of newspaper subscribers. If subscribers are not happy with the service of newspaper agent and delivery boys it may affect the overall prosperity of the newspaper itself. So it is inevitable to measure the service quality of newspaper agents.

Table 6.24**Opinion about Newspaper Agent**

Response	Courteous		Professional		Knowledgeable		Ability to solve problems		Accurate information		Responsive	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	20	5.2	0	0	8	2.1	5	1.3	5	1.3	20	5.2
Disagree	20	5.2	20	5.2	20	5.2	43	11.2	34	8.8	12	3.1
Neutral	104	27.0	147	38.2	73	19.0	55	14.3	69	17.9	46	11.9
Agree	165	42.9	194	50.4	210	54.5	212	55.1	178	46.2	188	48.8
Strongly Agree	76	19.7	24	6.2	74	19.2	70	18.2	99	25.7	119	30.9
Total	385	100.0	385	100.0	385	100.	385	100	385	100	385	100.
Mean	3.6675		3.5766		3.8364		3.776		3.8623		3.9714	
S.D	1.0173		.68843		.8670		.91684		.9433		1.0112	

Source: Primary Data

- Most of the newspaper agents are courteous to subscribers were 42.9% agree and 19.7% of agents strongly agree that they had a courteous relationship with an agent. Only 5.2% strongly disagree with this fact.
- Majority of the newspaper subscribers agree or strongly agree [56.2%] by admitting that they got professional newspaper agents while dealing with them.
- Newspaper agents are very knowledgeable personalities in their distribution matters. Since combined 73.8% either agree or strongly agree on the fact
- Majority of the newspaper agents had the ability to solve distribution related issues since 55.1% agreed that fact.
- Majority of newspaper agents, giving accurate information about different distribution matters to subscribers.
- Majority of the newspaper agents is highly responsive when dealing with subscribers matters, as 79.7% of the respondents either agree or strongly agree.

6.5 Subscriber Satisfaction Determining Factors of Newspaper Agency Service

From the analysis of the above tables, it is very evident that newspaper subscribers differ in their newspaper subscription pattern and reading habits. Newspaper agents as like any other fast moving consumer goods distributors would try their level best to win the subscriber's heart and make them loyal by providing appropriate service. Therefore it is very relevant to analyse the quality of service being provided by the newspaper agents to the subscribers. For assessing the quality of newspaper agency service seven variables are identified. They are:

- a) Timely delivery of newspaper
- b) Regularity of delivery
- c) Neat distribution

- d) Prompt billing
- e) Prompt cash collection
- f) Grievance handling

6.5.1 Timely Delivery of Newspaper

Newspapers needed to be delivered in the early morning itself. Readers have the habit of reading newspaper along with a cup of tea. Most of the subscribers may prefer to get their copy of newspaper when they are waking up in the morning. In Kerala, most of the daily newspapers are delivered between 5'0 clock to 8'0 clock. It may treat as peak time in the newspaper distribution system. Subscribers would like to get their copy of newspaper before they are moving to their workplace. Every newspaper agent tries to deliver the subscriber copy as early as possible. Subscribers may complain if newspapers are not delivered on proper time.

6.5.2 Regularity of Delivery

Daily newspapers needed to be delivered at subscribers' home or office each and every day early morning without any interruption. Subscribers may wait for their copy of newspaper each and every day. It is the duty of a newspaper agent to deliver the subscriber copy of newspaper without any interruption into the subscriber's home or office. The regularity of newspaper delivery is one of the important criteria for measuring service quality of newspaper agent by subscribers. At many times subscribers complained to the publisher regarding the non-delivery of the newspaper.

6.5.3 Neat Distribution of Newspaper

Newspapers needed to be delivered to subscriber's home or office in good condition. Newspaper delivery boys generally throw the newspaper into the corridor or lawn of the house of subscribers. In different weather conditions newspaper needed to be delivered in its proper form without any pilferage. Many times it may be a central reason for quarreling between subscribers and delivery boys because getting the newspaper in bad condition in the subscriber's hand. When analysing the

quality of a newspaper agency, neat distribution of newspaper by delivery boy also became a central point.

6.5.4 Prompt Billing

Subscriber's newspaper bills are generally prepared by newspaper agents. When preparing the subscriber bill, it is the duty of the agent to keep a proper register for billing and collection. There is every chance for a common amount for each month of the subscriber bill for most of the newspapers charge the same rate for their copy of the newspaper. But non-delivery of newspapers on any day, pending of the balance amount, more number of newspapers, magazine subscription, etc may make a change in the newspaper bill. Newspaper bills should be prepared with utmost care otherwise it may create unwanted problems between newspaper agent and subscriber.

6.5.5 Prompt Cash Collection

Agents are usually collecting the newspaper bills on a monthly basis. Each and every month newspaper agents hand over the newspaper bill to the subscriber and will collect the subscription amount from the subscriber. If any break in this collection happened, it may create arrear in the newspaper bill and may create overburden on the shoulders of subscribers. Many salaried subscribers would like to see their agent's face in the early days of the month because of getting salary on initial days of the month or final working day of every month. If newspaper agents come for collection in the late part of the month, there may be chances for nonpayment of subscription by the subscriber and they might request an extension of the payment. A comfortable subscriber always likes to pay their subscription charge without any delay. So it is also a quality determining factor for the newspaper agency service to collect newspaper subscription bills on proper time.

6.5.6 Grievance Handling

Subscribers usually complain regarding the delivery issues to the newspaper agents. Hence it is highly essential to listen and hear the subscriber and to solve the grievance of the subscriber. Newspaper agents must show their esteemed effort to

solve the issue of subscribers. When grievances are raised by subscribers it should be properly handled. The approach of the newspaper agents when raising the grievance also becoming an integral part of the quality of service provided by the agent.

Following table shows the satisfaction level of subscribers regarding the above variables.

Table 6.25

Factors Determining Subscriber Satisfaction of Newspaper Agency Business

Response	Timely delivery		Regularity of delivery		Neat distribution		Prompt billing		Prompt cash collection		Grievance handling	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Highly dissatisfied	39	10.1	45	11.7	53	13.8	39	10.1	45	11.7	32	8.3
Dissatisfied	59	15.3	100	26.0	86	22.3	72	18.7	125	32.5	18	4.7
Neutral	99	25.7	35	9.1	76	19.7	102	26.5	57	14.8	75	19.5
Satisfied	142	36.9	161	41.8	142	36.9	132	34.3	119	30.9	204	53.0
Highly satisfied	46	11.9	44	11.4	28	7.3	40	10.4	39	10.1	56	14.5
Total	385	100.0	385	100.0	385	100.	385	100	385	100	385	100.
Mean	3.2519		3.1532		3.0156		3.161		2.953		3.6078	
S.D	1.1598		1.2582		1.1988		1.1524		1.2281		1.0603	

Source: Primary data

Above table described the subscriber satisfaction level with respect to the factors determining the quality of newspaper agency service.

- Majority of the readers [36.9%] are satisfied as they are getting their copy of newspaper in proper time, followed by 25.7% have a neutral stand and 10.1% strongly dissatisfied.
- Most of the subscribers are satisfied [41.8%] and 11.4% highly satisfied as they are getting their newspaper on a daily basis without any hindrances and a

combined 37.7% dissatisfied and strongly dissatisfied regarding the regularity of delivery.

- Number of subscribers [36.9%] opined that they are getting their newspaper in good condition followed by 22.3% of readers dissatisfied the fact and 13.8 strongly dissatisfied and said that distribution of a newspaper is not neat.
- Majority of the respondents [34.3%] admit that billing of newspaper is prompt, followed by 26.5% taken a neutral stand, then 18.7% dissatisfied and 10.1% are strongly dissatisfied that billing is prompt.
- Most of the respondents [53%] satisfied with grievance handling policy of newspaper agents and only 8.3% strongly dissatisfied with grievance handling procedure of newspaper agents.

It is highly relevant to analyse these service qualities determining factors with the various subscriber associated variables. The independent variables selected for analysis are gender, income, education, location, number of newspaper subscribed and period of subscription of newspaper. The results of each one is presented below.

6.5.7 Gender wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service.

Gender is one of the important demographic variable, and it may act as a social information cue signal on different aspects. Males and females are showing a general tendency of different opinion on various aspects. Following table will show the gender wise descriptive statistics with respect to the subscriber satisfaction determining factors of newspaper agency service.

Table 6.26
Gender Wise Analysis on Factors Determining Subscriber Satisfaction of
Newspaper Agency Service

Factors Determining Satisfaction	Gender	N	Mean	Std. Deviation	Std. Error
Timely Delivery	Male	286	3.3147	1.19308	.07055
	Female	99	3.0707	1.04249	.10477
	Total	385	3.2519	1.15983	.05911
Regularity of Delivery	Male	286	3.2867	1.25724	.07434
	Female	99	2.7677	1.18518	.11912
	Total	385	3.1532	1.25826	.06413
Neat Distribution	Male	286	3.1399	1.20001	.07096
	Female	99	2.6566	1.12632	.11320
	Total	385	3.0156	1.19886	.06110
Prompt Billing	Male	286	3.2343	1.20132	.07104
	Female	99	2.9495	.97283	.09777
	Total	385	3.1610	1.15246	.05873
Prompt cash collection	Male	286	2.9161	1.25094	.07397
	Female	99	3.0606	1.15898	.11648
	Total	385	2.9532	1.22810	.06259
Grievance Handling	Male	286	3.6503	1.11927	.06618
	Female	99	3.4848	.86146	.08658
	Total	385	3.6078	1.06039	.05404

Source: Primary data

When analysing factors determining subscriber satisfaction of newspaper agency service with respect to gender, it can be inferred that in most of the satisfaction determining factors male subscribers are showing the positive approach of satisfaction than female subscribers except in the case of prompt cash collection. When analysing the satisfaction level of cash collection its mean value is the lowest. When comparing mean values, women subscribers are not satisfied with the regularity of delivery (2.7677), Neat distribution (2.6566) and Prompt billing

(2.9495). But in the case of prompt cash collection female subscribers are satisfied (3.0606) than dissatisfied male subscribers (2.9161). As per Kerala family culture, women are getting the better position in family decisions since many of the females are engaged in their job and earn income for their family. Working women are highly engaged in the routine works of their family life and in many of the cases women are waking up in the early morning than their male husband. Newspaper distribution is an early morning activity and women are directly watching the actions of newspaper agents and delivery boys. So the negative opinion of females shows some alarming situations in the newspaper distribution system prevailing in Kerala.

6.5.8 Hypotheses Testing of Gender Wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service.

H0: There is no gender wise significant difference in factors determining subscriber satisfaction of newspaper agency service.

H1: There is gender wise significant difference in factors determining subscriber satisfaction of newspaper agency service.

Table 6.27

ANOVA on Gender Wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors Determining Satisfaction	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	4.378	1	4.378	3.274	.071*
Regularity of delivery	19.812	1	19.812	12.902	.000*
Neat distribution	17.178	1	17.178	12.304	.001*
Prompt billing	5.964	1	5.964	4.532	.034*
Prompt cash collection	1.536	1	1.536	1.019	.314*
Grievance handling	2.014	1	2.014	1.795	.181*

Source: Primary data

**Significant at 5% level of significance*

The result of the analysis clearly shows that p values of regularity of delivery, neat distribution and prompt billing is less than.05 and the null hypotheses is rejected at 5% significance level which gives implication that there is significant difference in the opinions of gender in regularity of delivery (p value=0.000), neat distribution (0.001) and prompt billing (0.034). P values of timely delivery, prompt cash collection and grievance handling is greater than.05 and it can be inferred that there is no significant difference in the opinions of timely delivery (0.071), prompt cash collection (0.314), and grievance handling (0.181), based on gender.

6.5.9 Income wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Income of a person determines the purchasing and spending capacity of the person. In the earlier days subscription of a newspaper treated as a luxury expense but nowadays newspaper subscription is treated as a necessity good purchase. It will be ideal to understand how the income of subscriber differentiates subscriber satisfaction determining factors of newspaper agency service.

Table 6.28

Income wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Annual Income (RS.)	N	Mean	Std. Deviation	Std. Error
Timely Delivery	Below 200000	191	3.3455	1.09831	.07947
	200000-500000	170	3.2294	1.26877	.09731
	500000-1000000	24	2.6667	.48154	.09829
	Total	385	3.2519	1.15983	.05911
Regularity of Delivery	Below 200000	191	3.2513	1.19635	.08656
	200000-500000	170	2.9824	1.34768	.10336
	500000-1000000	24	3.5833	.88055	.17974
	Total	385	3.1532	1.25826	.06413
Neat Distribution	Below 200000	191	3.0785	1.15125	.08330

Factors determining satisfaction	Annual Income (RS.)	N	Mean	Std. Deviation	Std. Error
	200000-500000	170	2.8471	1.26870	.09731
	500000-1000000	24	3.7083	.69025	.14090
	Total	385	3.0156	1.19886	.06110
Prompt Billing	Below 200000	191	3.3770	1.06341	.07695
	200000-500000	170	3.0235	1.23534	.09475
	500000-1000000	24	2.4167	.71728	.14641
	Total	385	3.1610	1.15246	.05873
Prompt cash collection	Below 200000	191	3.0262	1.17175	.08478
	200000-500000	170	2.8529	1.30389	.10000
	500000-1000000	24	3.0833	1.10007	.22455
	Total	385	2.9532	1.22810	.06259
Grievance Handling	Below 200000	191	3.6178	.81143	.05871
	200000-500000	170	3.5706	1.31818	.10110
	500000-1000000	24	3.7917	.72106	.14719
	Total	385	3.6078	1.06039	.05404

Source: Primary data

It is clear that different income group thinks differently on satisfaction determining factors. For the analysis purpose annual income of the subscribers categorised as low-income people (below 200000), Middle-income people (200000-500000), and upper-income group (500000-1000000). From the descriptive analysis, it is clear that low-income subscribers satisfied with all satisfaction determining factors as the total mean of all individual factors are high. But some differences in the opinions of middle and upper income can be seen on selected factors. Middle-income subscribers are not satisfied with respect to the regularity of delivery (2.9824), neat distribution (2.8471), and prompt cash collection (2.8529). Upper-income classes have a different opinion on timely delivery (2.6667) and prompt

billing (2.4167). When looking the totality of mean factor wise except for prompt cash collection (2.9532) remaining all factors are satisfied in general.

6.5.10 Hypotheses Testing of Income wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

H0: There is no income wise significant difference in Subscribers' opinion on factors determining satisfaction of newspaper agency service.

H1: There is income wise significant difference in Subscribers' opinion on factors determining satisfaction of newspaper agency service.

Table 6.29

ANOVA on Income Wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining Satisfaction	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	9.981	2	4.991	3.763	.024*
Regularity of delivery	11.241	2	5.620	3.598	.028*
Neat distribution	17.103	2	8.551	6.108	.002*
Prompt billing	25.418	2	12.709	10.018	.000*
Prompt cash collection	3.132	2	1.566	1.039	.355*
Grievance handling	1.066	2	.533	.473	.624*

Source: Primary data

**Significant at 5% level of significance*

The above table gives details of the ANOVA on income wise difference on factors determining subscriber satisfaction of newspaper agency service. It is clear that p values of timely delivery (.024), regularity of delivery (.028), neat distribution (.002) and prompt billing is less than .05 and the null hypothesis is rejected at 5% significance level and hence there is an income wise significant difference in subscriber's opinion on the factors of satisfaction determining newspaper agency service. Regarding prompt cash collection (0.355) and grievance handling (0.624),

the p-value is greater than .05 and the null hypotheses are accepted at 5% significance level and hence there is no income wise significant difference in subscriber's opinion on these factors determining satisfaction on newspaper agency service.

6.5.11 Education wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

The State of Kerala considered being one of the highly literate states in the country. People living in Kerala give foremost importance to educational activities. Newspapers are highly penetrated in Kerala. In order to understand whether the difference in the education of subscribers creates any impact in subscriber satisfaction determining factors of newspaper agency service, following analysis has been made.

Table 6.30

Education Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining Satisfaction	Education	N	Mean	Std. Deviation	Std. Error
Timely Delivery	Below 7 standard	24	2.6667	.48154	.09829
	7STD-SSLC	130	3.0769	1.32135	.11589
	SSLC-PDC/+2	104	3.0673	1.24061	.12165
	PDC/+2-Graduation	113	3.8230	.77032	.07247
	PG and above	14	2.6429	.49725	.13289
	Total	385	3.2519	1.15983	.05911
Regularity of Delivery	Below 7 standard	24	3.5833	.88055	.17974
	7STD-SSLC	130	2.9769	1.26040	.11054
	SSLC-PDC/+2	104	3.1827	1.32023	.12946
	PDC/+2-Graduation	113	3.3451	1.20097	.11298
	PG and above	14	2.2857	1.26665	.33853
	Total	385	3.1532	1.25826	.06413
Neat Distribution	Below 7 standard	24	3.7083	.69025	.14090

Factors determining Satisfaction	Education	N	Mean	Std. Deviation	Std. Error
	7STD-SSLC	130	2.8462	1.28474	.11268
	SSLC-PDC/+2	104	2.9615	1.11410	.10925
	PDC/+2-Graduation	113	3.2035	1.20386	.11325
	PG and above	14	2.2857	.91387	.24424
	Total	385	3.0156	1.19886	.06110
Prompt Billing	Below 7 standard	24	2.4167	.71728	.14641
	7STD-SSLC	130	3.1923	1.18188	.10366
	SSLC-PDC/+2	104	3.2885	1.16313	.11405
	PDC/+2-Graduation	113	3.2566	1.14781	.10798
	PG and above	14	2.4286	.75593	.20203
	Total	385	3.1610	1.15246	.05873
Prompt Cash Collection	Below 7 standard	24	3.0833	1.10007	.22455
	7STD-SSLC	130	2.6923	1.16703	.10236
	SSLC-PDC/+2	104	3.0288	1.21045	.11869
	PDC/+2-Graduation	113	3.1947	1.31515	.12372
	PG and above	14	2.6429	1.00821	.26945
	Total	385	2.9532	1.22810	.06259
Grievance Handling	Below 7 standard	24	3.7917	.72106	.14719
	7STD-SSLC	130	3.3923	1.32065	.11583
	SSLC-PDC/+2	104	3.5385	.89142	.08741
	PDC/+2-Graduation	113	3.9735	.85000	.07996
	PG and above	14	2.8571	.36314	.09705
	Total	385	3.6078	1.06039	.05404

Source: Primary Data

It can be inferred from the above table that education wise analysis of subscriber's opinion was different in many aspects. It can be seen that highly educated peoples (PG and above) dissatisfied with all variables determining subscriber satisfaction. While considering the rest of the group of education of subscribers, low educated subscribers (below 7 standard) were not satisfied with billing and timely delivery of the newspaper. Newspapers were not delivered in

proper form was the opinion of SSLC/PDC qualified subscribers opinion in addition to the opinion of postgraduates. As per the total mean analysis of variables except for prompt cash collection (2.9532) all other variables are satisfied by the subscribers which determine service quality of newspaper agency.

6.5.12 Hypotheses Testing of Education wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

H0: There is no education wise significant difference in factors determining subscriber satisfaction of newspaper agency service

H1: There is an education wise significant difference in factors determining subscriber satisfaction of newspaper agency service

Table 6.31

ANOVA on Education wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	57.794	4	14.448	11.968	.000*
Regularity of delivery	23.269	4	5.817	3.781	.005*
Neat distribution	27.003	4	6.751	4.887	.001*
Prompt billing	23.658	4	5.914	4.621	.001*
Prompt cash collection	17.788	4	4.447	3.010	.018*
Grievance handling	30.345	4	7.586	7.181	.000*

Source: Primary data

**Significant at 5% level of significance*

The above ANOVA table gives the result of education wise differences on factors determining subscriber satisfaction of newspaper agency service. The P value of all the factors is less than 0.05 and the null hypothesis is rejected, meaning that there is an education wise significant difference in factors determining subscriber's satisfaction of newspaper agency service.

6.5.13 Location wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Location of subscribers is considered to be one of the important elements for efficient distribution of newspapers in Kerala. Kerala is a small state located in the south-west corner of India. It represents only 1.22 percentage of the total area of India but has 2.84% of the total population of the country. As per geographical classification, Kerala can be divided into three. They are rural, urban and semi urban. Moreover, rapid urbanisation from rural land is happening in Kerala. The impact of location wise analysis of factors determining subscriber satisfaction of newspaper agency service is presented below.

Table 6.32

Location Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Locality	N	Mean	Std. Deviation	Std. Error
Timely Delivery	Rural	137	3.3577	1.27035	.10853
	Urban	165	3.1818	1.09474	.08523
	Semi urban	83	3.2169	1.09375	.12006
	Total	385	3.2519	1.15983	.05911
Regularity of Delivery	Rural	137	3.1533	1.32782	.11344
	Urban	165	3.0970	1.24560	.09697
	Semi urban	83	3.2651	1.16958	.12838
	Total	385	3.1532	1.25826	.06413
Neat Distribution	Rural	137	3.1971	1.26514	.10809
	Urban	165	2.9515	1.20874	.09410
	Semi urban	83	2.8434	1.02982	.11304
	Total	385	3.0156	1.19886	.06110
Prompt Billing	Rural	137	3.0949	1.25372	.10711
	Urban	165	3.1515	1.14021	.08877
	Semi urban	83	3.2892	.99425	.10913
	Total	385	3.1610	1.15246	.05873
Prompt cash collection	Rural	137	3.0803	1.29512	.11065
	Urban	165	2.9576	1.16531	.09072
	Semi urban	83	2.7349	1.22060	.13398
	Total	385	2.9532	1.22810	.06259
Grievance Handling	Rural	137	3.7007	1.08034	.09230
	Urban	165	3.5333	1.05653	.08225
	Semi urban	83	3.6024	1.03523	.11363
	Total	385	3.6078	1.06039	.05404

Source: Primary data

From the location wise analysis of subscriber satisfaction determining factors of newspaper agency service, it is clear that rural subscribers are satisfied with all the factors which determine the quality of newspaper agency service. Both urban and semi-urban customers are not satisfied with cash collection factor and neat distribution of newspapers since their mean values are 2.9532 and 3.0156.

6.5.14 Hypotheses Testing of Location Wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

H0: There is no location wise significant difference on factors determining subscriber satisfaction of newspaper agency service.

H1: There is location wise significant difference on factors determining subscriber satisfaction of newspaper agency service.

Table 6.33

ANOVA on Location wise Difference on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	2.445	2	1.222	.908	.404*
Regularity of delivery	1.560	2	.780	.491	.612*
Neat distribution	7.652	2	3.826	2.685	.069*
Prompt billing	1.977	2	.988	.743	.476*
Prompt cash collection	6.170	2	3.085	2.057	.129*
Grievance handling	2.101	2	1.050	.934	.394*

Source: Primary data

** Significant at 5% level of significance*

The above ANOVA table gives the result of location wise difference on subscriber satisfaction determining factors of newspaper agency service. The P value of all the factors is more than 0.05 and the null hypothesis is accepted meaning that there is no location wise significant difference in factors determining subscriber satisfaction of newspaper agency service.

6.5.15 Number of Newspapers Subscribed on a Daily Basis Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Newspaper reading is a daily habit for most of the people of Kerala. Many of them read more than one newspaper. Subscribing more number of newspapers show the interest of subscriber in the newspapers and thereby their interest in the newspaper industry. In order to analyse, the number of newspapers subscribed on a daily basis wise analysis of subscriber satisfaction determining factors of newspaper agency service has been made.

Table 6.34
Number of Newspapers Subscribed on a Daily Basis Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Number of newspapers	N	Mean	Std. Deviation	Std. Error
Timely delivery	One only	303	3.4851	.96920	.05568
	1-3 numbers	82	2.3902	1.38561	.15301
	Total	385	3.2519	1.15983	.05911
Regularity of delivery	One only	303	3.3102	1.17766	.06765
	1-3 numbers	82	2.5732	1.37913	.15230
	Total	385	3.1532	1.25826	.06413
Neat distribution	One only	303	3.0825	1.13192	.06503
	1-3 numbers	82	2.7683	1.39928	.15453
	Total	385	3.0156	1.19886	.06110
Prompt billing	One only	303	3.3168	1.05099	.06038
	1-3 numbers	82	2.5854	1.32359	.14617
	Total	385	3.1610	1.15246	.05873
Prompt cash collection	One only	303	3.0132	1.20971	.06950
	1-3 numbers	82	2.7317	1.27704	.14103
	Total	385	2.9532	1.22810	.06259
Grievance handling	One only	303	3.7690	.87615	.05033
	1-3 numbers	82	3.0122	1.41852	.15665
	Total	385	3.6078	1.06039	.05404

Source: Primary data

From the analysis, it is clear that except grievance handling, all other factors are dissatisfied by more number of newspapers subscribed (1-3 numbers) subscribers on the basis of mean value. At the same time those subscribed only one newspaper is satisfied with all the factors which determine the quality of newspaper agency service. Newspaper agents are failing to collect subscription amount from the subscriber (mean 2.9532) at proper time is the only one factor of dissatisfaction.

6.5.16 Hypotheses Testing of Number of Newspapers Subscribed on a Daily Basis Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

H0: There is no difference in the number of newspapers subscribed on a daily basis with factors determining subscriber satisfaction of newspaper agency service.

H1: There is difference in the number of newspapers subscribed on a daily basis with factors determining subscriber satisfaction of newspaper agency service.

Table 6.35

ANOVA on Number of Newspapers Subscribed on a Daily Basis Wise Analysis of Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	77.366	1	77.366	67.467	.000*
Regularity of delivery	35.059	1	35.059	23.438	.000*
Neat distribution	6.372	1	6.372	4.473	.035*
Prompt billing	34.529	1	34.529	27.813	.000*
Prompt cash collection	5.114	1	5.114	3.412	.066*
Grievance handling	36.960	1	36.960	35.854	.000*

Source: Primary Data

* Significant at 5% level of significance

The above ANOVA table gives the result of the number of newspapers subscribed on a daily basis wise difference on subscriber satisfaction determining factors of newspaper agency service. The P value of all the factors except prompt

cash collection (0.066) is less than 0.05 and the null hypothesis is rejected meaning that the number of newspapers subscribed on a daily basis wise significant difference in Subscriber's opinion on satisfaction determining factors of newspaper agency service. But in the case of prompt cash collection factor null hypotheses stands accepted.

6.5.17 Duration of Subscription wise Analysis on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Duration of subscription of a subscriber clearly determines the long association between the subscriber and a newspaper. It is very necessary to identify how distribution related activities of a newspaper affect the subscriber satisfaction of newspaper agency service.

Table 6.36

Duration of Subscription wise Analysis on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Factors determining satisfaction	Duration of subscription	N	Mean	Std. Deviation	Std. Error
Timely delivery	Less than 1 year	52	2.9808	1.24444	.17257
	1-5 years	77	2.5844	1.13961	.12987
	5-10 years	80	3.5875	.97687	.10922
	More than 10 years	176	3.4716	1.08984	.08215
	Total	385	3.2519	1.15983	.05911
Regularity of delivery	Less than 1 year	52	2.8462	1.21081	.16791
	1-5 years	77	2.8052	1.45131	.16539
	5-10 years	80	3.3875	1.23753	.13836
	More than 10 years	176	3.2898	1.14698	.08646
	Total	385	3.1532	1.25826	.06413
Neat distribution	Less than 1 year	52	2.5000	1.26025	.17477
	1-5 years	77	2.6494	1.23295	.14051

Factors determining satisfaction	Duration of subscription	N	Mean	Std. Deviation	Std. Error
	5-10 years	80	3.3750	1.28649	.14383
	More than 10 years	176	3.1648	1.03156	.07776
	Total	385	3.0156	1.19886	.06110
Prompt billing	Less than 1 year	52	3.1923	.99091	.13741
	1-5 years	77	3.0260	1.45976	.16635
	5-10 years	80	3.7375	.93786	.10486
	More than 10 years	176	2.9489	1.04892	.07907
	Total	385	3.1610	1.15246	.05873
Prompt cash collection	Less than 1 year	52	2.9615	1.02826	.14259
	1-5 years	77	2.5584	1.17533	.13394
	5-10 years	80	3.3750	1.39052	.15546
	More than 10 years	176	2.9318	1.17396	.08849
	Total	385	2.9532	1.22810	.06259
Grievance handling	Less than 1 year	52	3.3462	.73790	.10233
	1-5 years	77	2.9481	1.27626	.14544
	5-10 years	80	4.1000	.96259	.10762
	More than 10 years	176	3.7500	.91652	.06908
	Total	385	3.6078	1.06039	.05404

Source: Primary data

From the analysis of the above table, it can be understood that subscribers with delivery experience of 1-5 years duration are dissatisfied with all the factors except prompt billing. Another low duration experienced subscribers (less than 1 year) are also dissatisfied with timely delivery, regularity of delivery, prompt cash collection, and neat distribution. Longest duration subscribers (more than 10 years) are dissatisfied with prompt cash collection and billing. Subscribers are satisfied

with rest of the factors Prompt cash collection is the factor wherein total as per mean analysis (2.9532) dissatisfied by the customers.

6.5.18 Hypotheses Testing on Duration of Subscription wise Analysis on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

H0: There is no significant difference on duration of subscription on factors determining satisfaction of newspaper agency service.

H1: There is significant difference on duration of subscription on factors determining satisfaction of newspaper agency service.

Table 6.37

ANOVA on Duration of Subscription wise Analysis on Factors Determining Subscriber Satisfaction of Newspaper Agency Service

Satisfaction Determining Factors	Sum of Squares	Degree of Freedom	Mean sum of squares	F value	P value
Timely delivery	55.634	3	18.545	15.329	.000*
Regularity of delivery	21.902	3	7.301	4.746	.003*
Neat distribution	38.402	3	12.801	9.498	.000*
Prompt billing	35.963	3	11.988	9.635	.000*
Prompt cash collection	26.317	3	8.772	6.045	.000*
Grievance handling	60.015	3	20.005	20.502	.000*

Source: Primary data

**Significant at 5% level of significance*

The above ANOVA table gives the result of the duration of subscription wise analysis on factors determining subscriber satisfaction of newspaper agency service. The P value of all the factors is less than 0.05 and the null hypothesis is rejected meaning that there is subscriber duration wise significant difference in subscriber's opinion on satisfaction determining factors of newspaper agency service.

Conclusion

In the present chapter various aspects of the newspaper subscription, in the viewpoint of newspaper subscriber had been measured under different heads. Reading habits, the opinion of delivery related issues and newspaper agents' service are closely evaluated using appropriate statistical tools. Newspaper subscribers are providing bread and butter to the publishers, newspaper agents and delivery boys. Therefore satisfaction of newspaper subscriber is to be ensured for the successful operation of the newspaper industry. Readers/ subscribers are very divergent in their news selection and newspaper intended to be read by them. They have their own preference regarding all the aspects of a newspaper. Nowadays readers have more options for getting information on varying issues. It revealed that regarding the distribution matters of newspapers, many of the subscribers are not pleased with the current status. Interestingly publishers are not interested to know from the subscribers regarding delivery related issues.

Chapter 7

Summary of Findings, Conclusions and Recommendations

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Chapter 7

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

Newspapers are basically a publication consisting of a number of larger sheets of folded paper and it contains news, advertisement, and other printed information. Newspaper circulation is the number of average copies circulated each and every day in a particular area. India's market for a newspaper is highly dynamic and enlarged one. India is showing growing trends of newspaper circulation than the western parts of the world where we can get the reports of declining newspaper circulation trends. Reading of newspapers is treated as a habit by Keralites. Newspaper distribution is a unique task and it involves a number of sequential steps that may require maximum results with minimum resources. Without any technological backup newspaper agents and delivery boys are delivering newspapers to the doorsteps in each and every morning. Newspaper delivery boys manually sort their newspaper copies and using bicycles for the delivery. Newspaper agents cost of service depends upon the number of newspapers ordered and the cover price of newspapers. The supply chain of newspaper determines the route for travel of each and every newspaper. Any issues in the supply chain affect the availability of newspaper to the ultimate subscriber. Newspaper agents owe some certain fixed points as their agency area and they are getting sole authority for the distribution of a particular newspaper in that particular area. The agency place is an area in which an agent distributes his newspapers and he would not allow other agents to distribute in that particular area. Even a minor issue in the distribution operation can adversely affect the newspaper.

Even though the newspaper agency contributes to hectic business in the industry, their condition is not that much attractive. Newspaper agents are facing certain challenges nowadays. Increasing distribution costs, reducing revenue, lack of

delivery boys in the distribution network, problems of collection from subscribers, time requirement from the part of subscribers, supplement copy insertion, tough competition among agents are some of them. The agency and newspaper delivery boys are demanding pension scheme, festival allowances, and separate incentives for supplements and separate pay structure for delivery boys and newspaper agents. They also demand a change in their status, permanent employment in the industry with all benefits. Any failure in dealing with their problems will badly affect the entire newspaper distribution system. Moreover, at present there is no mechanism for analyzing the quality of newspaper agents' service to subscribers from the publisher's point of view. This research work would like to address all these issues that have been faced by newspaper agents.

The study is exploratory in nature and is an attempt for discovering unrevealed truths in newspaper distribution system prevailing in Kerala. Both primary and secondary data used for the study. Primary data has been collected by administering 3 structured interview schedules among 385 newspaper readers, 386 newspaper agents and 384 newspaper delivery boys. The probability sampling method was used for this study. In this research study the state Kerala divided as three regions on the basis of newspaper headquarters Kottayam, Ernakulum and Calicut was found to be sample districts. Three different structured interview schedules administered among newspaper agents, newspaper delivery boys and newspaper readers.

A pilot study was conducted with the help of a draft interview schedule among 30 newspaper agents, 40 newspaper delivery boys and 50 newspaper subscribers. The respondents were randomly selected for the pilot study. After reliability and validity tests, final schedule for data collection was determined. The pilot study was conducted between the months of January 2016 to March 2016. Primary data were collected during June 2016 to December 2016 among newspaper agents, delivery boys and subscribers.

After collecting data from pilot study a detailed analysis was made and design of some questions was modified to avoid unnecessary ambiguities and for obtaining

more relevant, reliable and accurate answers. The collected data from the newspaper agents, newspaper subscribers and newspaper delivery boys were examined in detail to incorporate changes in the preliminary interview schedule. The Cronbach Alpha Model for reliability was used to test the reliability of questions in the schedule. If the Cronbach Alpha Coefficient is above the minimum acceptable limit of 0.70, then it is considered as reliable. In the present study all the aspects of study are above the prescribed limit and thereby reliability is ensured.

In order to ensure the content validity of the schedule, a number of experts have been consulted and their valuable suggestions were incorporated in it. As per content validity equation, it is found to be 0.80 it is considered to be a high positive value, that means content aspect also, most of the expert panelists approved the schedule. In order to test the normality analysis for univariate normality done using Kolomogorov Smirnov test, many of the variables are not normally distributed. However skewness was between -0.9 to 0.1 range showing most of the data negatively skewed. Non-normality of the data was anticipated in advance as most of the respondents preferred to agree or strongly agree with the survey dimensions indicating bulk of the values (including the median) lie to the right of the mean. It is suggested the absolute values of univariate skewness indices greater than 3.0 seem to describe extremely skewed data sets. Regarding kurtosis, there appears that kurtosis index greater than 10.0 may suggest a problem. In this study, all the variables fall below the kurtosis value of 3, inferring kurtosis was not problematic in this research. So based on assumed normality variables were analysed.

Variables used for the study are

Table 7.1

Newspaper Agents - Variables

S.No.	Dimensions of the study	Study variables	Classification variables
1	Distributional aspects of Newspaper Agents	Availability of Delivery boys	The Number of newspaper agencies
		Distribution related issues with the publisher	Newspaper agency locality category
		Distribution related issues with the subscriber	Experience in distribution
		Competition with other agents	Number of hours spend on newspaper distribution
		Financial management aspects of distribution issues	Number of newspapers distributed
		Government support on distribution issues	Number of delivery boys employed
2	Financial management aspects of newspaper agents	Loan repayment of capital borrowed by the agent	Commission rate offered by the publisher to the agent
		Timely bill payment of newspaper bill to the publisher by newspaper agent	Experience
		Collection lag from subscribers	Job status
		Delivery boys remuneration	Capital employed
		Rent and other fixed expenses	Cash collection method
		Excess copy billing by publisher	
		Opinion about newspaper publisher by agent	
3	Competition Aspects of Newspaper Agents		The Number of newspaper agencies
		Competition with other agents	Newspaper agency locality category
			Experience in distribution
			Number of delivery boys employed
			Number of newspapers served per day

Table 7.2**Delivery Boys -Variables**

S.No.	Dimension of the study	Study variables	Classification variables
1	Delivery boys issues	Comfortableness with subscriber	Age
		Comfortableness with newspaper agent	Education
		Comfortableness with fellow delivery boy	Number of newspapers delivered
		Comfortableness with wages	
		Comfortableness with distribution time	
		Comfortableness with conveyance	

Table 7.3**Variables on Subscribers - Satisfaction**

S. No.	Dimension of the study	Study variables	Classification variables
1	Subscriber satisfaction	Timely delivery of newspapers	Gender
		Regularity of delivery of newspapers	Educational Qualification
		Neat distribution of newspapers	Locality
		Prompt billing of newspapers	Number of Newspapers subscribed
		Prompt cash collection of newspapers	Income
		Grievance handling process	Years since subscribing Newspapers

The various mathematical and statistical tools like Mean, Standard Deviation, Percentages, ANOVA, t-test and Correlation Analysis have been employed for the analysis of the data.

7.1.1 Objectives of the Study

1. To identify distribution related problems facing by newspaper agents in Kerala.
2. To examine the problems associated with the financial management of newspaper agents.
3. To identify the problems in the availability of newspaper delivery boys in the timely distribution newspapers to the subscribers.
4. To study social security measures, if any, offered by publishers to newspaper agents.
5. To examine the satisfaction level of subscribers with respect to the service of newspaper agents.
6. To identify the problems related to unhealthy competition prevailing among the newspaper agents.
7. To assess the extent of incentives offered by publishers to newspaper agents.
8. To assess whether the newspaper agents are satisfied or not and to examine problems there on the level of satisfaction of newspaper agents.

7.1.2 Hypotheses

1. H₀: There is no significant difference between number of newspaper agencies under a newspaper agent and their delivery problems
2. H₀: There is no significant difference between place of agency and their delivery problems
3. H₀: There is no significant difference between the experience of newspaper agents and their delivery problems

4. H0: There is no significant difference between delivery related problems and numbers of hours spent by newspaper agents
5. H0: There is no significant difference between delivery related problems and number of newspapers delivered by newspaper agents
6. H0: There is no significant difference between delivery related problems and number of delivery boys employed by newspaper agents
7. H0: There is no significant difference in the commission provided by newspaper publishers to the newspaper agents.
8. There is no significant difference between financial problems of newspaper agents and the commission offered by publishers.
9. H0: There is no significant difference between the experience of newspaper agents and their financial management problems
10. H0: There is no significant difference in the financial management practices of part time/full time newspaper agents.
11. There is no significant difference between capital employed by newspaper agents and their financial problems.
12. H0: There is no significant difference between cash collection method followed by newspaper agents and their financial problems
13. Ho: There is no significant difference in the competition among newspaper agents based on the number of newspaper agencies holding by newspaper agent, number of subscribers serving, number of delivery boys employed, locality and previous experience of newspaper agent.
14. H0: Newspaper agents were not satisfied with the current functioning style of newspaper agency business
15. H0: There is no significant difference in delivery boys issues based on age, education, and number of newspapers delivered by delivery boys,

16. H0: There is no gender, income, education, location, reading time, duration, and number of newspapers subscribed wise significant difference in Subscriber's satisfaction determining factors of newspaper agency service.

The data collected are entered into the computer and edited, coded and analyzed by using Statistical Package for Social Sciences (SPSS Version-20). Simple statistical tools such as frequencies, cross-tabulation, and descriptive statistics such as percentages, arithmetic mean, standard deviation, etc., are used to describe the study variables.

The analytical tools used include

One-way ANOVA, Pearson's Correlation, Tukey Post- Hoc Test. The study was organized in seven chapters as shown below:

- Chapter 1. Introduction
- Chapter 2. Review of Literature
- Chapter 3. Newspaper Industry - An Overview
- Chapter 4. Distribution Practices of Newspaper Agents
- Chapter 5. Distribution Styles of Delivery Boys
- Chapter 6. Newspaper Distribution System and Subscribers
- Chapter 7. Summary of Findings, Conclusions, and Recommendations

7.2 Summary of Findings

The findings emerged from the analysis of the data are presented below.

7.2.1 Newspaper Agents Demographic and Functional Profile

1. Newspaper agency business is highly dominated by males. Females are not coming to this field because of the specific nature of newspaper agency business. Even though in many cases as per records females are the official newspaper agents, but the operations are handled and controlled by their husband or brothers. Nowadays there is slight change is happening more and more female candidates were inquiring about newspaper publishers about to start a newspaper agency in their locality.

2. Most of the newspaper agents have previous experience as a delivery boy before starting a newspaper agency business. Experience is one of the criteria to be a successful newspaper agent since no training was provided by newspaper publishers to agents and delivery boys. By working as a delivery boy the prospective newspaper agent would have understood the business well.
3. Majority of the newspaper agents seeking newspaper agency business as a part time venture as per their opinion newspaper agency business is not sufficient to find their ways and means and also newspaper distribution can be finished before 9'0 clock in the morning and they can engage any other jobs for earning additional income. Many people were attracted to this business because of its part time nature; those having other jobs can ensure an additional source of income within the limited hours of work.
4. Most of the newspaper agents have done middle sized agency business since as per percentage and mean analysis majority of the newspaper agents was handling 2-5 newspapers agencies simultaneously and 100-500 newspapers are distributing each and every day. If agency business expanded above the manageable level, it may not be easy to distribute the newspapers in the prescribed time frame of subscribers. Another aspect was lack of delivery boys' availability also withdrawing many newspaper agents from expanding the newspaper agency.
5. Independent employment, ability to serve the society and part time business nature are the most motivating factors for starting a newspaper agency business since as per mean score distribution analysis, among different factors motivated for starting a newspaper agency business, above three factors scored higher than all the other factors. Newspaper agency provides an opportunity for unemployed youth for starting their own business with limited capital by serving the society since newspaper service is considered as a social service.

6. Most of the newspaper agents getting family support for newspaper agency business in the areas of sorting of newspaper, supplement insertion, bundling, distribution and collection of cash from subscribers. By employing more supporting staff the profitability of newspaper agent may derail so it is better to allocate jobs in the newspaper agency more to the family members who are ready to handle the job.

7.2.2 Distribution Practices of Newspaper Agents

1. Most preferred modes of delivering newspapers was distributed by newspaper agents themselves and with the help of delivery boys newspapers are delivered in the subscribers' home and office. The vending machine is not familiar among newspaper agents and subscribers since no newspaper agent selected the vending machine for distribution of newspapers. Vending machine as a model of newspaper distribution is very prevalent in western parts of the world.
2. Requirement of delivery boys for the distribution of newspapers may vary according to the subscriber base of newspaper agents. That is if more newspapers were added to the existing distribution area in order to deliver it more delivery boys may be required. But our existing system of newspaper distribution facing acute shortage of delivery boys for the distribution of newspapers.
3. Most of the newspaper agents are professional in their business and making a sound relationship with the delivery boys. Professional approach towards this business is required for successful newspaper agent since publishers were highly professional in their dealings with newspaper agents and subscribers expecting professional quality in the newspaper distribution service.
4. It is observed that as per the opinion of newspaper agents problems in the newspaper distribution chain are unique in nature and the problems related with newspaper distribution can be solved only by publisher and agent since no agent were ready to seek external support to solve the issues. External

parties may not know what is actually happening in this specific field since comparison of this business with many other types of business may not be worthwhile.

5. Majority of the newspaper agents have a planned approach regarding their manpower, but they are facing acute shortage of delivery boys for distribution of newspapers. Manpower planning may help the newspaper agent to forecast the required number of delivery boys for each day delivery of newspaper. Delivery boys may leave the agency by informing or not informing the newspaper agent. Newspaper agent must forecast all these situations and should take necessary steps to avoid the unnecessary situations that may affect the distribution network of newspaper.
6. It is clear that most of the newspaper agents are not satisfied with the current newspaper distribution system as per a percentage analysis, 92.7% of newspaper agents have such like opinion and corresponding mean value is 2.0155.
7. There is a significant difference among the number of newspaper agencies and delivery related problems. After conducting one way ANOVA test between number of newspaper agencies under a newspaper agent and their delivery problems the P value (0.001) is less than 0.05 and the null hypothesis is rejected. The Post-hoc table depicts that the difference in the mean score of the number of newspaper agencies and delivery related problems is found among one only newspaper agencies with 2-5 newspaper agencies (Significance Value is 0.029) and one only newspaper agencies with 5-8 newspaper agencies (Significance Value is 0.001) are rejected at the 5 % level. It means newspaper agents concentrated only one newspaper has to face more delivery related problems. That is if a particular newspaper agent devoted all his efforts for a single newspaper agency, which might not be easy to find sole delivery boys for his agency and also during the distribution time delivery boys may find it difficult because many delivering points are distant to each other.

8. There is a significant difference between agency place category and their delivery problems. After conducting ANOVA test between agency place category and their delivery problems p value is 0.000. From the analysis of Post-hoc table, it can be understood that the agency place category of rural area is significantly different between urban and semi urban areas. Urban and semi urban have no significant difference on delivery related problems. That is agents who are located in rural area are facing more delivery related problems when compared with urban and semi urban areas. Rural area is purely scattered one when comparing with city limits and also newspaper penetration in the rural area is extremely low comparing with urban or semi urban area.
9. There is no significant difference between the experience of newspaper agents and their delivery related problems. The t-test applied to find out whether there is any difference between the experience of newspaper agents and their delivery related problems P value (0.410) is found more than 0.05 and the null hypothesis is accepted. That is whatever be the experience of newspaper agent it will not make any change in delivery related problems. So the claim of more experienced newspaper agents is not suffering delivery related issues stands rejected. Whether an agent was experienced or not may not be the question here, but an agent who had previous experience with many issues were prevailing in the agency business might be easy to solve the issues. Inexperienced agent can also perform in this business by finding innovative solutions for distribution related problems.
10. There is a significant difference between delivery related problems and numbers of hours spend by newspaper agents. As per the ANOVA the results of analysis of variance of the number of hours spend by newspaper agents and their delivery problems the hypothesis is rejected at the 5 % level of significance and showed that there is a significant difference between delivery related problems and numbers of hours spend by newspaper agents. By spending more time in the agency business, an agent might have to look

all the issues facing his agency than a news agent who had very less time to devote for his agency business.

11. There is no significant difference between the number of newspapers delivered by newspaper agents and delivery related problems. The P value (0.524) is greater than 0.05 and the null hypothesis is accepted. So whatever be the number of newspapers needed to be delivered delivery problem may persist. So it is very clear the number of copies needed to be delivered is not the determining factor of agency related problems, small newspaper agents have their own problems and big newspaper agents have their own issues.
12. There is no significant difference between the number of delivery boys employed by newspaper agents and delivery related problems. As per ANOVA test the P value (0.988) is greater than 0.05 and the null hypothesis is accepted. It can be concluded that even appointing more delivery boys for distributing newspapers than the required delivery related problems can't be avoided. Availability or non - availability of delivery boy is only one issue of a multiple faceted problem.

7.2.3 Financial Management Aspects of Newspaper Agents

1. Most of the newspaper agents invested between rupees 25000-100000 for starting their newspaper agency business and they are earning between 10000-20000 rupees as monthly income by running newspaper agency business. As a business opportunity newspaper agency business needed only limited capital exposure and this capital was protected as a security deposit with the publisher. By investing 100000 and getting about 10-20% per month returns look good but newspaper agents want to meet all their expense from this earning. All the newspaper agents wanted to remit advance security deposit to the publisher as per the number of copies required and the publishers are paying interest to this advance security deposit.
2. It is clear that as per a percentage analysis most of the newspaper agents [41.5%] borrowed money from banks by pledging their gold ornaments,

property documents since there is no loan products in banks for newspaper agency business. Newspaper agency business was not treated as a business by banks and financial institutions; hence the chance of developing new loan products for the agency community by the bankers was very rare.

3. Major financial problems faced by newspaper agents as per mean analysis and as per its intensity are as follows. Excess copy billing by the publisher (4.3135), loan repayment for the borrowed capital (4.1036), default in the timely bill payment to the publisher (3.9560), failure in the timely payment of remuneration for the delivery boy (3.5855), collection lag from subscribers (3.2565) and meeting of rent and other fixed income expenses (3.2150). Excess copy send by newspaper companies without informing newspaper agents creates chaos in the business relations between newspaper agents and newspaper companies. Failure of loan repayment was not accepted by the financial institutions since the uncertainty of agency business income and they may take necessary legal steps against the newspaper agents. Any failure in the payment of remuneration to delivery boys may strike the distribution activity without the help of delivery boys' newspaper agents can't move a single step. If any failure in the timely bill payment to the publisher may create the situation of non- availability of newspaper for distribution because the publishers may not send the newspaper from the press to the agency place. If any collection lag from subscribers bills may create the chances of bad debt since overburden of newspaper bills may hesitate the subscribers from paying right timely payment of their newspaper bill to the agent. Renting a shop in the delivery point is not a necessity for newspaper agents only concentrated on distribution, but it may become a big problem for newspaper stall agents since their most of the sales may come from the stall sales of newspaper.
4. Majority of the newspaper agents were not maintaining proper financial accounts for 54.4% or 210 respondents admitted that fact. Major reasons for the non maintenance of financial accounts are no legal obligation,

complexity in the accounts, the laziness of the agent and the lack of skill to analyze the account. Many of the agents resorted to keep their account in some paper pieces. There is no compulsion from the publishers' part for the maintenance of financial accounts of newspaper agency and as per people's nature some might have properly maintained the financial accounts and some may not be interested for the maintenance of financial accounts and also many newspaper agents have lesser education experience also detain them from making of financial accounts. There is no significant difference between capital employed by newspaper agents and their practice of analyzing financial accounts. That means newspaper agents are not at all analyzing their financial accounts on a regular basis.

5. One month credit period is provided by newspaper publishers to newspaper agents for paying their due newspaper bills and majority of newspaper agents was collected from subscribers their newspaper bill after distributing newspaper for a period of one month. That means one month credit period, providing by the publisher was equally enjoyed by newspaper agent and newspaper subscriber. It can be also found that there is a one month cash cycle in the newspaper agency business.
6. Newspaper agents resort to all modes of collection from subscribers that mean the daily collection, weekly collection, monthly collection and annual subscription. Subscribers are different in nature and they may have their own financial problems and they may insist the newspaper agent to collect their due bills as per the mode they wish. There is no compulsion on the part of newspaper agent towards subscribers.
7. Most of the newspaper agents are not getting a credit note facility from the newspaper published for the unsold copies. 54.1% agents have the opinion that they are not getting a credit note facility from newspaper publisher. Credit note is the facility offered by the publisher to the newspaper agent for returning the unsold copies within the hand of a newspaper agent to the publisher and publisher may reduce the credit note amount from next month

sale bill of newspaper agent. If the credit note facility was not available to the agency community, it may create an extra burden on the shoulders of newspaper agents and they might want to pay even the bill for unsold copies.

8. It can be observed that cash collection from subscribers is a difficult task felt by most of the newspaper agents [51.6%] and its mean value is 1.6036. Some subscribers may intentionally avoid the newspaper agent without paying the newspaper bill at the due time and some subscribers may not be available in the subscriber's house/office when the newspaper agent came to ask the newspaper bill.
9. It is very clear that the majority of newspaper agents [81.9%] are not satisfied with the present commission structure prevailing in the industry. Corresponding mean value is 1.8187 and the standard deviation is 0.38581. Presently newspaper agents are getting a commission of 28% on the maximum retail price of a single newspaper copy and as per newspaper agents' opinion, it is not sufficient to meet all their expense from the prescribed commission rate and increasing of commission rate was the main slogan of all newspaper agents. There is statistically significant difference between opinion about newspaper publisher and the commission offered by publishers. It can be concluded that newspaper agents are not happy with the current commission system prevailing in the newspaper industry. As per ANOVA table $F=141.429$ and $p\text{-value is } 0.000$ since the P value is less than 0.05 and the null hypothesis is rejected.
10. All the newspaper agents are collecting additional delivery charge from newspaper subscribers in addition to their commission and paying this additional charge to their delivery boys. It means newspaper agents charged additional delivery charge in excess of maximum retail price of a newspaper copy in the names of 'delivery charge' or 'service charge'. Newspaper agents opined that they are paying this additional charge directly to the distribution boy.

11. Newspaper agents who have lesser experience have more financial problems. Agents with lesser experience may not be in a position to forecast all the future events that may have financial consequences and there is every possibility of financial disaster in their agency business.
12. Both full time and part time newspaper agents agree that they are facing financial management problems. Full time newspaper agents are nowadays facing serious financial management problems and they can't find their ways and means by running only a newspaper agency. That's why most of the newspaper agents are taking newspaper agency as a part time business.
13. If collection of subscription from subscribers is not proper, there will be more chances for financial related problems.

7.2.4 Newspaper Agents and Newspaper Publisher

1. Newspaper publishers are not providing any type of training to newspaper agents for efficient distribution of newspapers. Untrained newspaper agents are resorting to different approaches on delivery related issues and it may affect the overall quality of the distribution network. Furthermore, these untrained newspaper agents are providing training to the newly recruited newspaper delivery boys.
2. Majority of newspaper agents are getting gifts and incentives from newspaper publishers for increasing sales and better performance. Corresponding mean value is 1.2435 and 75.6% of respondents agreed that they are getting gifts from their publishers. But there is a significant difference between opinion about newspaper publisher and incentives offered by publishers. As per one way ANOVA it is clear that $F=164.318$ and p-value is .000 since the P value is less than 0.05 and the null hypothesis is rejected at the 5 % significance level, implying that there is statistically significant difference between opinion about newspaper publisher and incentives offered by publishers. It is very clear that newspaper agents are not pleased with the current incentive system offered by publishers.

3. No newspaper agents get any type of pension benefits from publisher after relieving from newspaper agency business because newspaper agents relations with newspaper publisher is only agency relationship not an employment relationship. A newspaper agent with long duration of service is leaving the agency relation with the publisher only with the balance of the security deposit that he was already deposited during the initial stages of starting agency and further more contribution in each month. It can be observed that many old aged agents are not happy with this approach of publisher.
4. Newspaper publishers have provided insurance benefits to newspaper agents since 95.9% of respondents had opined that they are getting insurance benefits from newspaper publishers.
5. Majority of respondents taken a moderate stand that newspaper publishers are courteous to them since mean value is 2.7150 and standard deviation is 1.20459 and most of the respondents think that newspaper publishers are highly professional in their dealings with newspaper agents a high mean value [4.7358] also establishes this fact. A good number of respondents felt that newspaper publishers are moderately supportive of their business since mean value is 2.8420 and standard deviation is.90792. Almost majority of newspaper agents admitted that newspaper publishers are motivating them for achieving business expansion because no business expansion of the publisher is possible without expanding business of the newspaper agencies. Majority of newspaper agents either agreed or strongly agreed that newspaper publishers are providing accurate information for doing their business. Most of the newspaper agents are thinking that newspaper publishers are responsive towards their business since mean value is 3.7617.

7.2.5 Newspaper Agents Problems

1. Newspaper agents are facing multiple faceted problems in their area of business according to their intensity mean analysis provided following are the major problems faced by newspaper agents in Kerala. Lack of delivery

boys for distribution of newspapers (4.6010), financial management issues of newspaper agency business (4.3886), distribution related issues with the publisher (4.3679), lack of government support (4.3420), competition with other agents (3.9249) and distribution related problems with subscribers (2.8756).

2. Competition between agents becomes more intense when a particular agent holding only one newspaper agency. As per one way ANOVA it was clear that $F=40.949$ and p value is .000 since the P - value is less than 0.05 and the null hypothesis is rejected at the 5 % significance level. Tukey post-hoc test revealed that the competition between agents is statistically significantly lower after taking agencies of 2-5 newspapers and 5-8 newspaper agencies compared to one only newspaper agencies. There are no statistically significant differences between 2-5 newspaper agencies and 5-8 newspaper agencies ($p = .188$).
3. Competition between the agents are mainly based on creating a new customer base, but they are not concerned on the number of existing customers with each agent. As per one way ANOVA it was clear that the P value [0.426] is greater than 0.05 and the null hypothesis is accepted at 5% significance level. Competitions between the agents are mainly on creating a new customer base, but they were not concerned on number of existing customers with each agent.
4. Competition between the agents and number of delivery boys employed has no significant difference. As per one way ANOVA it was clear that the P value [0.756] is greater than 0.05 and the null hypothesis is accepted at the 5 % significance level and hence there is no statistically significant difference between competition between agents and the number of delivery boys employed by newspaper agency. In many cases, delivery boys are employed by newspaper agents together and not by solely one delivery boy to one area by an agent that means the newspapers in a particular area delivered through a specific delivery boy is handed over by multiple newspaper agents.

5. Competition between agents and the locality of newspaper agent has a significant difference. From one way ANOVA it is clear that $F=60.949251$ and p value is $.000$ since the P - value is less than 0.05 and the null hypothesis is rejected at the 5% significance level, implying that there is statistically significant difference between competition between agents and the locality of newspaper agent. Tukey post-hoc test revealed that the competition between agents is statistically significantly lower after looking rural locality concentrated agents ($p = .000$) and semi urban locality concentrated agents ($p = .000$) compared urban locality concentrated agents there were no statistically significant differences between semi urban and rural area concentrated agents ($p = .207$). Competition between agents becomes more intensive in urban area concentrated agents. In urban area many flats and residential colonies are existing and newspaper agents are trying all their efforts to achieve maximum circulation from these areas since these localities may be treated as the catchment area of a newspaper agency.
6. Competition between agents and previous experience of newspaper agent has significant difference since p value is $.008$ since the P - value is less than 0.05 and the null hypothesis is rejected at the 5% significance level, implying that there is statistically significant difference between competition between agents and previous experience of newspaper agent. Many highly experienced newspaper agents are not competing with their fellow agents and they are thinking that these competitions may affect the better relationships between newspaper agency friendship.
7. From one way ANOVA it is clear that $F=0.159$ and a p - value is 1.000 since the P value is greater than 0.05 and the null hypothesis is accepted at 5% significance level, implying that newspaper agents are not interested with the current functioning style of newspaper agency business. They want changes in many areas of newspaper agency relations with the publisher.
8. Newspaper agency business has no type of Government intervention and the majority of the newspaper agents joined in newspaper agency association

and newspaper agents felt that newspaper agents associations can solve their issues in a better way. Governments are not interested in intervening of different aspects of the newspaper business and they feared that if they intervened on different issues of employees and agents may make them treated against the newspaper publisher.

9. Majority of newspaper agents [52.3%] thinking that online newspaper subscription doesn't create a problem for their business. Corresponding mean value is 1.6528 and the standard deviation is 0.59757. Many young newspaper readers are resorting reading of newspapers via mobile applications and newspaper websites, but the majority of the people felt newspaper reading as an experience and it will not complete without the physical copy of the newspaper.

7.2.6 Newspaper Delivery Boys Demographic & Work Profile

1. Most of the delivery boys are male candidates and only a small number of female candidates engaged in newspaper distribution. Newspaper distribution is basically an early morning job and need to spend their time as a delivery boy/girl out of the home and need to move with newspapers to many unknown places in their home place. As per our cultural priority parents of woman may not allow them to go for a newspaper distribution job.
2. Majority of the delivery boys are either school going or college going students and within the age group of 15-25. Many schools/college going student fraternity thought that this is a good part time job and they can find their ways to meet their expenses through the income from distribution work. Most of the delivery boys undertaken newspaper distribution for meeting their educational expense, to earn pocket money and for home requirements.
3. Majority of the delivery boys will reach their distribution center in between 4-5'0 clock in the early morning and engaged in distribution related activities for 1-2 hours and finish their job before 7'0 clock. So it can be observed that delivery boys can enjoy their study/job without affecting their prescribed

time of joining for the job/ study. Subscribers are also happy that when they are opening their door in the early morning they can get their copy of the newspaper delivered by delivery boys.

4. Most of the delivery boys are distributing more than 100 newspapers on a daily basis and they were using either on a bicycle or motorcycle for newspaper distribution. Newspaper distributing with a bicycle or motorcycle helped delivery boys to cover more area allotted to them and can carry more newspapers in the carriers of a bicycle or motorcycle. Many delivery boys do not prefer newspaper distribution via walk because of mainly on the above reasons.
5. It can be noticed that the majority of newspaper delivery boys are dropping the newspaper on the lawn of the house. The main reason behind dropping of newspaper in the lawn was delivery boys can't meet their targets regarding time, number of newspapers and area needed to be covered for newspaper distribution as prescribed by their newspaper agents. If they are spending more time to drop each newspaper they can't meet their time targets and it will end with less number of copies delivered and may affect their income.
6. Newspaper delivery boys are not getting any type of training from newspaper agent and publisher. Newspaper distribution and management of subscribers required professional training, but no such like training is provided to either delivery boy or the publisher.
7. It can be observed that delivery boys are collecting new subscription orders from the field and they are reluctant to source advertisement and passing of newspaper related feedback from subscribers. When they can canvas more newspaper orders it will increase the number of newspapers for their daily delivery since newspaper distribution jobs remuneration is based on piece rate system that means number newspapers delivered by a delivery boy into the remuneration for each copy delivered. Many subscribers not even find their delivery boy since they passed from their house location after distributing their newspaper.

8. Majority of the delivery boys are reading newspapers by not subscribing themselves, but they were reading newspapers subscribed by someone else before or after newspaper distribution. Subscribing a newspaper involves further cost to them so to avoid that cost many delivery boys resorted this mechanism as reading someone's copy.

7.2.7 Emoluments for Delivery Boys

1. Most of the newspaper delivery boys are getting their wages on a monthly basis and no incentives are provided by newspaper agents. Wages to delivery boys are generally paid in the middle of each month for most of the newspaper subscription collection will be covered only at that time. Majority of newspaper delivery boys are not getting transportation allowance, tea and refreshments and festival allowance from newspaper agents. Newspaper delivery boys are using either bicycle or motorcycle involved many costs such as repairing charges, fuel cost of motorcycle, etc. without getting transportation allowance delivery boys needed to meet their expenses from their own source of income.
2. Most of the newspaper delivery boys admitted the fact that they are getting an additional delivery charge from the agent that newspaper agents collected from subscribers for providing for delivery boys service. These additional delivery charge collection are not authorized by newspaper publishers.

7.2.8 Issues & Opinions of Delivery Boys on Various Issues

1. Most of the delivery boys are comfortable with subscribers, fellow delivery boys and newspaper agents satisfied with conveyance facilities prevailing in the newspaper distribution system. Majority of the newspaper delivery boys are uncomfortable with wage system and conveyance facilities for newspaper distribution.
2. Delivery boys' issues are statistically significantly lower at the age of 8-15 years of age, 15-25 and 30-60 compared to 25-30 years of age. There are no statistically significant differences between 15-25 age group, 30-60 and 8-15

age groups. The post hoc table resulted a significance value 0.000, 0.000, 0.020 and 0.030 which are less than 0.05 and there found a significance difference between at the age of 8-15 years of age, 15-25 and 30-60 compared to 25-30 years of age. It shows that many youngsters in the age group of 25-30 are searching for a job not taking a newspaper distribution as a serious part time job.

3. Tukey HSD tests revealed a significance value 7 std.-SSLC (0.001) and SSLC- PDC/+2 (0.000) comparing with PDC/+2 graduation since p-value is less than .05 on the above variables can find a significant difference. The post - hoc test resulted that there is no significance difference between below 7 standard and 7 standard to SSLC, SSLC-PDC/+2 and PDC/+2-graduation. This gives an inference that significant difference is observed between college going students and school students who are pursuing their higher classes in studies. Nowadays students are giving more priority to their studies and they were not ready to spend their time for part time jobs.
4. The post - hoc test resulted that there is no significance difference between 25-50 copies per day delivery and 50-100 copy per day delivery. The difference is between 25-50 per day, delivery and 50-100 copy per day delivered in comparison with 100 above copies delivered per day showing that more delivery related issues are faced by delivery boys who are distributing more than 100 newspaper copies per day.
5. The Post-Hoc table depicts that the difference in the mean score of delivery boys' issues and transportation mode used by delivery boys is found among bicycle using delivery boys. Tukey post-hoc test revealed those delivery boys' issues was statistically significantly lower at by walk and motorcycle compare with a bicycle. There were no statistically significant differences between by walk and motorcycle. Nowadays cost of repairing of bicycle is becoming higher due to the non availability of parts for their bicycle.
6. Post - hoc tests revealed that delivery boys' issues are statistically significantly lower at 2-3 hours and 3 hours above in comparison with 30

minutes to 1 hour. There is no statistically significant difference between the rest of the time frames. It shows that delivery boys are not interested for long time duration required delivery routes in comparison with less time duration delivery routes.

7.2.9 Reading Habits of Newspaper Subscribers

1. From the ranking analysis of reading behavior of newspaper subscribers, it is clear that a major reason for reading a newspaper is to know the local news [rank1] followed by general knowledge [rank2] sports [rank3] films/gossip [rank 4] advertisement [rank 5] and others [rank6].
2. The main way of news access is newspaper for all the respondents since all the respondents had an opinion on that option. The next way after newspaper for news access is television [34.5%] for majority of the newspaper readers. Internet and mobile applications are gaining their momentum by increasing their market share as a way for news access.
3. Most of the newspaper readers are reading one newspaper [78.7%] on a daily basis 21.3% of respondents are reading 1-3 newspapers and most preferred language of the newspaper is Malayalam. Many respondents also liked to read English language newspaper.
4. From percentage analysis, it can be inferred that most of the readers [40.8%] spending in between 10-30 minutes a day for reading newspaper followed by 24.9% of readers taking in between 30-60 minutes, only 6.2% of readers taking more than 60 minutes for reading the newspaper. There is a significant difference between satisfaction on newspaper agency service and time spend by subscribers for reading newspapers on a daily basis. Tukey post-hoc test revealed that the satisfaction of subscribers who were reading newspapers on an average 30-60 minutes per day is statistically significantly lower when compared to other groups of readers.
5. From percentage analysis, it can be inferred that the majority of the subscribers [73%] are not interested to read newspaper online edition and

only 27% would like to read newspaper online edition. Most of the readers consider newspaper reading as a habit and it can be pleasing experience only when a printed newspaper is with their hand.

6. It can be analyzed that out of 104 readers who are interested in reading online editions of newspaper mainly because it's easy availability [65.38%] followed by its mobility [15.38] and time and money saving capacity. Online newspaper reading was keeping its pace as many youngsters prefer the online mode of newspaper reading.

7.2.10 Subscribers' Opinion on Delivery Related Issues

1. Most of the subscribers subscribed their newspaper with newspaper agents and it was delivered directly to their home by newspaper delivery boys and the subscription amount was directly paid into the hands of newspaper agents. This is one of the main reasons for mass penetration of newspaper reading in Kerala while compared with other nations.
2. Most of the newspaper subscribers have subscribed newspapers more than 10 years [45.7%] followed by for 5-10 year subscription by 20.8%, 1-5 years by 20.0% and 13.5% of respondents comparatively lesser experience of newspaper subscription. Continuous subscription of newspapers shows the strong bond between newspapers and readers in Kerala.
3. Most of the newspaper readers are getting their copy of newspaper between 6-7 am at their home [65.7%]. Majority of subscribers had an experience of delivery related problem in the last 30 days at least 3 or more times. These problems may be either non delivery of the newspaper, late delivery or delivery of another newspaper that was not subscribed by the subscriber.
4. Delivery related issues are well informed by newspaper agents by subscribers using either phone or direct contact. It can be analyzed that most of the customers [35.8%] contacting their newspaper agent to inform delivery issues followed by renewal [24.7%] then vacation [21.6%], billing

problem [9.6%] and address change[8.3%]. Mean value shows 2.6442 and S.D is 1.61233.

5. It can be inferred that majority of the respondents didn't cancel their subscription of the newspaper due to delivery related issues since 93.8% had an opinion of No. It is clear that most of the subscribers [48.1%] not remembering the time frame for a solution regarding various delivery issues followed by 28.6% got the immediate solution, 19.7% got the solution in between one to two days and 3.6% got a solution in 3 days after the issue.

7.2.11 Subscribers' opinion about newspaper agents and their Service

1. Subscribers expressed that as per mean analysis their newspaper agents are responsive (3.9714), giving accurate information on different issues (3.8623), knowledgeable personality (3.8364), courteous (3.6675) and professional (3.5766) in their dealings with subscribers.
2. Majority of the subscribers are satisfied with the timely delivery of newspapers, regularity of delivery, grievance handling of subscriber issues, neat delivery by delivery boys and they are moderately satisfied with the cash bill collection from subscribers that means many newspaper agents are not collecting their newspaper cash bill from subscribers on a regular basis.
3. In most of the satisfaction determining factors, male subscribers are showing the positive approach of satisfaction than female subscribers except in the case of prompt cash collection. The results of the analysis clearly shows that p values of regularity of delivery, neat distribution and prompt billing is less than.05 and the null hypotheses is rejected at 5% significance level which gives implication that there is significant difference in the opinions of gender in regularity of delivery (p value=0.000), neat distribution (0.000) and prompt billing (0.034). P values of timely delivery, prompt cash collection, and grievance handling is greater than.05 and it can be inferred that there is no significant difference in the opinions of timely delivery (0.071), prompt cash collection (0.314), and grievance handling (0.181).

4. Income wise analysis of subscriber satisfaction determining factors of newspaper agency service shows that low-income people subscribers are satisfied with all satisfaction determining factors as like the total mean of all individual factors. But some differences in the opinions of middle and upper income can be seen on selected factors. Middle-income subscribers are not satisfied with respect to the regularity of delivery (2.9824), neat distribution (2.8471), and prompt cash collection (2.8529). Upper-income classes have a different opinion on timely delivery (2.6667) and prompt billing (2.4167). when looking the totality of mean factor wise except for prompt cash collection (2.9532) remaining all factors are satisfied in total.
5. Education wise analysis of subscriber's opinion about newspaper agency service was different in many aspects. It can be seen that highly educated people are (PG and above) dissatisfied with all variables determining subscriber satisfaction. While considering rest in the group of education of subscribers, low educated subscribers (below 7 standard) are not satisfied with billing and timely delivery of the newspaper. Newspapers were not delivered in proper form is the opinion of SSLC/PDC qualified subscribers, in addition to the opinion of postgraduates.
6. From the location wise analysis of subscriber satisfaction determining factors of newspaper agency service, it is clear that rural subscribers are satisfied with all the factors which determine the quality of newspaper agency service. Both urban and semi-urban customers are not satisfied with cash collection factor and neat distribution of newspapers.
7. Subscribers subscribed only one newspaper was satisfied with all the factors which determine the quality of newspaper agency service. Newspaper agents were failed to collect subscription amount from the subscriber (mean 2.9532) proper time was only one factor where newspaper subscribers are dissatisfied with.
8. Serious readers of newspapers who are taking more than one hour for daily newspaper reading are dissatisfied with timely delivery and prompt billing of

a newspaper. People who are taking very less time for the reading of newspapers 5-10 minutes and 10-30 minutes are satisfied with all the factors which are determining satisfaction of newspaper agency service.

7.3 Conclusions

Indian newspaper industry's growth in the emerging world is completely different from that of the declining newspaper markets of the American and parts of Europe. Newspaper industry in the emerging markets is growing along, even with the explosion of online media. Indian newspaper industry is nowadays moving at a pace of double digit growth trajectory. Even now newspapers reach in India is just over 40 per cent of Indians households. The newspaper industry is one of the most profitable and stable business.

Indian printed newspaper industry has a bright future ahead. There are mainly two reasons for this. The low penetration level provides sheer headroom for growth in the newspaper industry. Another factor is newspapers in India are delivered at home. But in the western markets bulk of newspaper sales come from newsstands. The home delivery model is working very economically it is very difficult to avoid printed newspapers from the common man's media portfolio. The strong presence of newspaper agency network is helping the newspaper industry in its growth. Even a minor issue in the distribution operation can adversely affect the growth possibility of the newspaper industry. But nowadays newspaper agents face a lot of challenges in their business field. Increasing distribution costs, reducing revenue, lack of delivery boys in the distribution network, problems of collection from subscribers, time requirement from the part of subscribers are some of them.

Newspapers were providing service to both readers and advertisers. For the efficient growth of newspaper industry efficient distribution of newspaper is required. Any bottleneck in the distribution network should be cleared in the right time. Newspaper agents and delivery boys are the crucial factors for the success of every newspaper. Their issues should be properly identified by the publisher and should try for an amicable solution to the issues raised by agents and delivery boys.

Without their support and active involvement no newspaper can survive in the market.

The newspaper industry is getting some heavy patronage from the governments on different aspects in the forms of various concessions and subsidies, but Governments is not intervening in the distribution matters of the newspaper industry in a proper way. It should be changed, government must have an active role in various issues raised by newspaper agents and publishers. Price fixation of newspaper industry is not on the basis of competition, but unilateral decisions come from the publisher's mind and the subscribers of newspapers are not an organized class so they are not in a position to object the price hikes.

7.4 Recommendations

1. Newspaper agents' commission should be gradually increased. During the last ten years, advertisement rates have been increased, but the price of the newspaper has not seen as many hikes. Since newspaper agents are only given a share of the price of the newspaper sold by them, their commission rate has been stagnating. Newspaper agents' workload has been surging with the additional pages and the various supplements being introduced. Newspaper publishers have hiked their advertisement tariff twice in the last ten years, newspaper agents are of the view that being exploited by publishers by denying their share of the increased commission.
2. Additional delivery charges imposed by the newspaper agents should be withdrawn. Newspaper Agents simply added their additional delivery charge in the mode of service charge and giving receipts for a service charge of a particular newspaper without the permission or consent of the printer and publisher of the newspaper. It is against the rules of the land. Subscribers may move into court and raise the issue may invite court intervention in the issue, it is better to stop the taking of additional delivery charge by the newspaper agent himself without the prior permission of the printer and publisher of the newspaper.

3. Festival allowance may be provided to newspaper agents. During the festival season weight of the newspaper have seen an increase considering the number of pages and the various supplements being brought out and advertisements seen a jump on pre festival days. Kerala is one of the consumer states here bulk of purchase different high value goods happened during these festival days. Shares of this additional revenue from advertisement may be shared with newspaper agents as festival allowance and that may increase the industrial relation between newspaper agents and publishers.
4. Welfare and pension fund for newspaper agents may be implemented by accepting an equal contribution from publishers and agents. This contribution may be based on the number of copies sold by newspaper agents. This pension fund may be used for distributing pension for old aged agents, they were not in a position to engage in newspaper distribution activities. Providing of welfare and pension funds to the newspaper agents will certainly become a motivating factor for newspaper agents since there is no welfare and pension fund for newspaper agents.
5. A health insurance scheme may be considered covering all the newspaper agents, family members and delivery boys. Since newspaper distribution activities involved heavy chances of risks because most of the distribution activities take place before sunrise that might provide possible financial assistance in terms of reimbursement of reasonable hospital expenses to agents and their family members, and also provide accident insurance. Healthcare benefits are essentially one of the main attractive packages of many business and employment relationships for health care cost as one of the factors which had far reaching implications on family budgets.
6. An alternative distribution channel for newspapers through supermarkets and milk distribution agents may be considered. It is not to be considered as an exact substitution for the existing distribution channel, but the availability of an alternate channel reduces the pressure of the prevailing distribution

system. New agencies may be granted to supermarket and milk distribution agents since many of them carrying a distribution network for essential goods. Carrying of different items through the same channel had its own implications, but in a phased manner this option can also be considered.

7. Additional incentives on the basis of subscription figures may be provided to newspaper agents and delivery boys by the publisher for increasing circulation by the newspaper agents and delivery boys. Since additional incentives will motivate the agents and delivery boys and they may try their level best to increase the subscription base of newspaper agency and thereby overall circulation of newspapers. Each month agency contest for increasing circulation may be the ideal choice in this respect.
8. Necessary training should be provided to newspaper agents and delivery boys by the publisher on newspaper agency related activities in order to ensure service quality on newspaper distribution, cash collection and customer care services. Untrained newspaper agents and delivery boys can't manage all the distribution matters and service quality may be different on their agency related activities. A training center for newspaper agents and delivery boys on each newspaper headquarters for training on agency related matters might be a good choice professional trainer's may be appointed for energizing newspaper agents and delivery boys.
9. Necessary registers and vouchers should be provided to newspaper agents for the proper maintenance of accounts of each subscriber that might avoid unwanted quarrels with the subscribers and it will help financial well being of newspaper agency. It may also help the newspaper agents to get necessary business information for their planned growth and will help them to meet their financial commitments such as paying newspaper publisher's bills and wage payment for delivery boys in right time. Business records can be maintained either manually or computerized way and make it sure that it is easy to operate and it would complement the business operations.

10. In order to avoid unwanted competition among newspaper agents, sole agency of all newspapers in a particular small area to a single agent may be considered. It will help the agent to serve well the allocated area and also it will reduce the requirement of more delivery boys for the distribution of the newspapers. Newspaper publishers should make joint consultations on this aspect if it can be implemented, it may improve the overall business relationship between the agents and newspaper publishers.
11. Newspaper agents' meeting should be convened on each quarter by the publisher and discuss all the agency related issues in the meeting and problems should be sorted out and solutions may be reached with consultations and discussions. These meetings can be used for introducing many new agencies related inventions and newspaper agents can raise their complaints and queries related to the various issues during these meetings. All the department heads of newspapers should attend the meeting and they should answer the grievance raised by newspaper agents.
12. There is acute shortage of delivery boys in the newspaper distribution system. In order to tackle the availability of delivery boys, installation of vending machines in selected places may be considered. Installation of vending machines may be a costly affair to newspapers, but the main problem of this sophisticated technology device is the lack of user friendliness and lack of user interest in these devices. Necessary publicity may be given to these inventions to the subscribers and discounts may be granted to readers for subscribing newspaper via using of vending machines.
13. There is no mechanism for assessing readers' opinion on newspaper price and service quality matters. A commission may be appointed by government to understand newspaper subscribers' opinion on newspaper pricing, distribution service of agents, cash collection mechanism of subscribers by agents, grievance handling and customer care services provided by newspaper agents and publishers. The commission should consider the opinions of all stakeholders in the newspaper distribution system like

newspaper publisher, agent and delivery boys. This commission's report may be taken for the government intervention on newspaper agency related services.

7.3 Related Topics of Research

1. Financial management practices of newspaper agencies in Kerala.
2. A comparative study of distribution practices of newspapers in Kerala and Tamilnadu.
3. An exploratory study on digitized newspaper distribution in Kerala.
4. A comparative study on the readers' satisfaction on the traditional printed newspaper and online editions of newspapers.

APPENDICES

APPENDIX 1

SCHEDULE

Newspaper Agents

1. Name of agent :
2. Agency place : KTYM EKM KZD
Agency place-----
3. Gender : Male Female
4. Age of agent
15-25 25-40 40-55 55-70 70 above
5. Year of commencement of newspaper agency

6. Age of agent at commencement of agency

7. Educational Qualification
Below 7thstd. 7th std. - SSLC SSLC-PDC /+2 PDC /+2-
Graduation Graduation- PG PG and above
8. Marital status
Single Married
9. Do you have previous experience as newspaper delivery boy before starting newspaper agency?
Yes No
10. Do you have any other jobs other than newspaper agency business?
Yes No
11. Your agency place was situating under which category
Rural Urban Semi urban
12. Do you own a shop for carrying out newspaper business
Yes No

13. Number of newspaper agencies under your fold for newspaper agency business
 One only 2-5 news papers 5-8 newspapers more than 8 newspapers
14. How many hours you are spending on a daily basis for your agency business
 Less than 2 hours 2-4 hours 4-8 hours 8 hours and above
15. How do you canvas fresh newspaper orders?
 Direct canvassing Motivating delivery boys Publishers
 Marketing executives Customer queries All of these
16. While selecting newspaper agency location did you consider cost or marketing advantage
 Yes No
17. Which of the following factors motivated you in conceiving idea to start a newspaper agency business

Kindly rate the degree of importance

Particulars	S.D	D	N	A	S.A
Independent employment					
Encouragement from family					
To make money					
Motivated by publisher					
Success stories of others					
Service orientation					
Society acceptance					
Part time job					

18. Total capital employed in the agency business
 Less than 25000 25000-100000 100000-500000
 500000 –above
19. Whether you deposited any amount with your publisher as security deposit for the purchase of newspapers
 Yes No

20. Are you getting any interest for this security deposit from your publisher?

Yes No

21. Monthly commission income from agency business

Below 5000 5000-10000 10000-20000 Above 20000

22. Monthly expenditure for conducting agency business

Below 5000 5000-10000 10000-20000 20000 above

23. If you borrowed money for starting this business, from where you have borrowed

Banks NBFC Money lenders

Borrowed from relatives & friends

24. Are you facing any financial problem for running your business?

Yes No Can't say

25. If yes, nature of financial problem

Please rate the most appropriate number of each word which correspond most closely to your desired response

Particulars	S.D	D	N	A	S.A
Re payment of loan					
Timely bill payment to publisher					
Lagging of collection from subscribers					
Remuneration payment to delivery boys					
Rent & other fixed expense payments					
Excess copies are billed in your bill than your demand					

26. Do your family members help you to run newspaper agency business

Yes No

27. If yes, kind of help delivered by family members

Sorting of newspaper

Supplement insertion

Bundling & packing

Distribution

Cash collection

28. How many newspaper subscribers are serving by you on a daily basis?
 Below 100 100-500 500-1000 above 1000
29. Your preferred mode of distribution of newspapers
 Yourself Delivery boys Vending machine Shops
30. Does the agency make manpower planning for distribution of newspapers
 Yes No can't say
31. How many delivery boys are employed in your newspaper distribution agency?
 1-5 5-15 15-25 25 Above
32. Average Age of your delivery boys
 Below 15 15-30 30-60 60 above
33. Does your distribution agency face any difficulty in getting sufficient delivery boys
 Yes No Can't say
34. Your relation with your delivery boys

Please rate the most appropriate number of each option which correspond most closely to your desired response

Particulars	S.D	D	Uncertain	A	S.A
Courteous					
Professional					
cordial					
satisfactory					
problematic					
Responsive					

35. Your job profile as a newspaper agent as per your evaluation
- Newspaper distribution only
- Newspaper distribution and collection of cash
- Newspaper distribution, collection of cash and advertisement canvassing
- Newspaper distribution , collection of cash, advertisement and reporting of local news
36. Whether you have maintained proper financial accounts of your subscribers and publisher
 Yes No Can't say

37. If yes, do you have practice of analyzing accounts

Yes No Can't say

38. If no, the reason for not analyzing the financial accounts

Please rate the most appropriate number of each option which correspond most closely to your desired response

Particulars	S.D	D	Uncertain	A	S.A
No legal obligation					
Not necessary					
No skill to analyze accounts					
It is a complex process					
laziness					

38. Basis of newspaper purchase followed by your agency

Cash advancement to publisher credit availed by publisher

credit availed by banker

Cash advancement and credit availed by publisher

39. Average credit period availed to you by your publisher

1 week 2 weeks 1 month More than 1 month

40. Basis of newspaper sale followed by you

Cash sale Cash advance sale One month credit sale All of them

41. Do you avail credit note facility from publisher for unsold copies?

Yes No can't say

42. Cash collection method followed by your agency

Daily collection weekly collection monthly collection

Annual subscription All of them

43. Do you feel collection of subscription amount from subscribers is a difficult task?

Yes No can't say

44. Your opinion about your newspaper publishers

Please rate the most appropriate number of each option which correspond most closely to your desired response

Particulars	S.D	D	Uncertain	A	S.A
Courteous					
Professional					
supportive					
Motivating					
Giving you accurate information					
Responsive					

45. Do you think distribution is a unique problem in newspaper agency business?

Yes No Can't say

46. Do you think that you can solve distribution related problems without external help

Yes No Can't say

47. Please indicate your level of agreement with special reference to problems you have to face in running your agency business

Particulars	S.D	D	Uncertain	A	S.A
Lack of delivery boys					
Issues with publisher					
Issues with subscriber					
Competition with other agents					
Financial management issues					
Lack of government support					

48. Do you get any assistance from Government

Yes No Can't say

49. Do you get any training from publisher for efficient distribution of newspapers

Yes No Can't say

50. Whether newspaper publisher will provide you insurance benefits
Yes No Can't say
51. Are you satisfied with present functioning style of newspaper agency business
Yes No Can't say
52. Are you competing with your neighborhood newspaper agent for business
Yes No Can't say
53. Do you have membership in any newspaper agents related association
Yes No Can't say
54. Do you feel newspaper agents association is a necessity for solving your issues
Yes No Can't say
55. Do you get any incentives/Gifts from publisher for increased sales/early payment of bills
Yes No Can't say
56. Are you comfortable with the present commission system offered by your publisher
Yes No can't say
57. Do you have pension benefit from publisher after retiring from agency business
Yes No can't say
58. Do you feel growing prominence of online newspaper subscription is a threat for your business
Yes No can't say
59. Did you charge delivery charge from subscribers in addition to the commission provided by publisher
Yes No Can't say
60. Are you giving any delivery charge to delivery boys
Yes No Can't say

APPENDIX II

SCHEDULE

Newspaper Delivery Boys

1. Name of delivery boy:
2. Agency Region : KTYM EKM KZD
Area of delivery boy -----
3. Gender : Male Female
4. Age of delivery boy
8-15 15-25 25-30 30-60 60 above
5. Educational Qualification
Below 7th standard 7- SSLC SSLC-PDC /+2
PDC /+2-Graduation Graduation- PG PG and above
6. What prompted you to undertake newspaper distribution
To meet pocket money To meet Education expenses
To meet personal needs To meet Home requirements
7. On what time you will reach on your distribution centre
Before 4'o clock 4-5'o clock 5-6'o clock After 6'o clock
8. On what time you will complete your newspaper distribution
Before 6'o clock 6-7'o clock 7-8'o clock After 8'o clock
9. How much time you will spend for delivery of newspapers
5-30 minutes 30 minutes-1 hour 1-2 hours 2-3 hours
3 hours above
10. How much newspapers are delivering you in a day
5-25 25-50 50-100 100 above
11. Your mode of transportation for delivering newspapers
By walk Bicycle Motor cycle Autorikshaw
12. Where did you generally drop the newspaper to a subscriber?
Gate Newspaper box Inside the house Lawn
13. When did you get your wages from newspaper agent
Daily Weekly Monthly Bi-Monthly

14. Did you get any incentive from your newspaper agent?
Yes No
15. Do you have awareness about newspaper agents are collecting delivery charges from subscribers in order to compensate you?
Yes No Don't know
16. Are you getting transportation allowance from newspaper agent?
Yes No Don't know
17. Did you get any festival allowance
Yes No Don't know
18. Are you taking fresh subscription orders for your newspaper agent from the field
Yes No
19. Did you source Advertisement/classifieds from subscribers?
Yes No
20. Do you collect subscription rate from subscribers
Yes No
21. Do you have good relation with subscribers
Yes No
22. Do you have good relation with fellow delivery boy
Yes No
23. Whether agent will grant you permission if you want to take an urgent leave
Yes No Don't know
24. Did you get any gift from subscribers
Yes No Don't know
25. Are you getting tea and refreshments from your newspaper agent
Yes No Don't know
26. Do you pass feedback from subscribers regarding content, layout, distribution matters to your newspaper agent
Yes No
27. Whether your newspaper agent/publisher train you regarding distribution matters
Yes No

28. Please indicate your level of agreement with special reference to the relations with various stake holders in distribution chain

Particulars	S.D	D	Uncertain	A	S.A
Comfortable with newspaper agent					
Comfortable with wages					
Comfortable with Distribution time					
Comfortable with conveyance					

29. Do you have the habit of reading newspaper
 Yes No
30. If yes, the mode of reading newspaper
 Subscribing newspaper Read when distributing newspaper
 Read someone's copy after distributing newspaper
31. If no, reason for not reading newspaper
 Lack of time No interest Influence of other media Cost factor

APPENDIX III

SCHEDULE

Newspaper Readers

1. Name of subscriber :
2. Gender : Male Female
3. Annual income : Below 200000 200000-500000
500000-1000000 1000000 above
4. Educational Qualification
Below 7th std. 7- SSLC SSLC-PDC /+2 PDC /+2-Graduation
Graduation- PG PG and above
5. How do you access your news
Newspaper Internet/online Mobile applications
Radio Television Others
6. Do you like to read newspaper yes No
7. If no, Kindly rank [1-5: 1 being highest and 5 lowest] the following factors according to their relative importance for not like to read newspaper
Lack of time
Non availability of newspaper
Influence of other media
Bad content
Cost factor
8. How often do you read newspaper?
Daily Weekly Occasionally Monthly

9. If it is occasionally how many days in a week do you read newspaper
 1-3 days 2-3 days 3-5 days 5-7 days in a week
10. Number of newspapers you prefer to read daily
 1 no. 1-3 3-5 5above
11. Which statement below best describes how you get your newspaper?
 Do not get the newspaper
 Don't get in regular way
 Delivered to my home
 Delivered to my workplace
 Purchased regularly from store
 Read someone else copy
12. From where did you purchase your newspaper?
 Newspaper agent Vending machine Online Shop
13. To whom you pay your newspaper subscription amount
 Direct to publisher Agent Delivery boy
14. Where do you have your subscription of newspaper delivered?
 Home Office Both Home and Office Other
15. Which Language Newspaper do you prefer to read
 Malayalam English Both Malayalam&English Other
16. Primary reason of reading newspaper. Rank them
 Local news
 General knowledge
 Sports
 Films/gossips
 Advertisement/classifieds
 Others
17. How much time do you spend on an average for reading newspaper
 Less than 5 minutes-10 minute 10-30 minute 30-60 minute
 60 minutes above

18. You are like to go through newspaper regularly because of
Kindly rate the degree of importance

Particulars	S.D	D	Uncertain	A	S.A
Getting information					
Broader horizon of general knowledge					
Educational purpose					
Searching new jobs					
entertainment					
sports					
Habit of the day					
For time pass					
Improve status in society					
Health awareness					
obituary					
Business news					

19. How long you have been subscribing newspaper
Less than one year 1-5 year 5-10 year More than 10 year
20. What is the main feature you like to see while selecting any newspaper?
Kindly rate the degree of importance

Particulars	S.D	D	Uncertain	A	S.A
Content					
Editorial section					
Lay out					
Paper quality					
Big stories					
Latest news					
Language					
Local news coverage					
News reliability					
Gossip news					
Sports section					
Classifieds					
Reputation					
Circulation					
Editions					

21. Did you experience a problem of not getting the newspaper regularly
 Yes, I have experienced a delivery problem/issue
 No, I have not experienced a delivery problem/issue
 Don't know
22. If yes, how often this has occurred in last 30 days
 4 times or more [frequently] 3 times[occasionally]
 Perhaps once or twice None Don't know
23. Did you attempt to contact the agent to make them aware delivery related issues ?
 Yes No Don't Know
24. Did you attempt to contact newspaper publisher to solve delivery related issues
 Yes No Don't Know
25. On about what time you receive your copy of newspaper
 At home before 6 a.m Between 6-7 a. m Between 7-9 a.m
 At workplace after 9 a.m
26. Have you contacted your newspaper agent with in last 60 days
 Yes No
27. What method did you use to contact your agent?
 Direct contact Phone Whatsapp E-mail Others
28. What was main reason for contacting your newspaper agent?
 Delivery problem Vocation Billing problem
 Address change Renewal
29. Have you recently cancelled your subscription of newspaper due to bad distribution service?
 Yes No
30. How much time elapsed between your first contact with the agent and having the matter resolved?
 Immediately One or two days Three days More than three days
 Don't know

31. Your opinion about your newspaper agent

Please rate the most appropriate number of each word which correspond most closely to your desired response

Particulars	S.D	D	Uncertain	A	S.A
Courteous					
Professional					
Knowledgeable					
Able to solve your problems					
Giving you accurate information					
Responsive					

32. Your overall satisfaction of your newspaper agent's service

Please rate the most appropriate number of each word which correspond most closely to your desired response

Particulars	Highly Dissatisfied	Dissatisfied	Uncertain	Satisfied	Highly Satisfied
Timely delivery					
Regularity of delivery					
Neat distribution					
Prompt billing					
Prompt cash collection					
Grievance handling					

33. Would You Like To Read Newspaper from Online

Yes No

34. If yes, why?

Time saver Easy availability Money saver Mobility Others

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