

Published Date: - 03-04-2022

# UNVEILING ECONOMIC DAILIES: A STUDY OF BRAND PERCEPTIONS ACROSS DIFFERENT PUBLICATIONS

**Kiran Gogri**

Assistant Professor, Faculty of Business Administration, GIs University,  
Ahmedabad, Gujarat, India

**Abstract:** This study delves into the realm of economic dailies and investigates brand perceptions across various publications. Economic newspapers play a crucial role in disseminating financial information and shaping readers' perspectives on economic matters. This research employs a comprehensive approach to analyze brand perceptions by examining the content, design, and overall presentation of economic dailies from diverse publications. By employing both qualitative and quantitative methods, the study uncovers the nuanced ways in which readers perceive and engage with different newspaper brands. The findings shed light on the significance of branding in the realm of financial journalism and offer insights into the factors that influence readers' trust, loyalty, and engagement with economic dailies.

**Keywords:** Economic dailies, brand perceptions, financial journalism, readership, content analysis, design analysis, brand engagement, trust, loyalty.

## INTRODUCTION

Economic dailies hold a unique position in the media landscape, serving as key sources of financial information and analysis for individuals, businesses, and investors. These newspapers not only provide insights into economic trends but also shape readers' perceptions and understanding of financial matters. The way economic news is presented, the credibility of the information, and the overall reader experience contribute to the formation of brand perceptions associated with different publications. Understanding how readers perceive and engage with various economic dailies is essential in comprehending the impact of media on financial literacy and decision-making. This study aims to unveil and analyze brand perceptions across different economic dailies, shedding light on the factors that influence readers' attitudes, trust, and loyalty toward specific publications.

## METHOD

To achieve the objectives of this study, a mixed-methods approach combining qualitative and quantitative analyses was employed. The study focused on a selection of prominent economic dailies from diverse

**Published Date:** - 03-04-2022

publications to ensure a comprehensive representation of the landscape. The research encompassed the following steps:

**Content Analysis:**

A qualitative analysis was conducted to examine the content of the selected economic dailies. This involved assessing the types of articles, tone of coverage, use of expert opinions, and overall editorial stance. The goal was to understand how different publications frame economic news and how these nuances might influence readers' perceptions.

**Design Analysis:**

The design elements of the economic dailies, including layout, typography, graphics, and visual consistency, were analyzed. Design plays a crucial role in conveying the publication's identity and professionalism, which can contribute to readers' perceptions of credibility.

**Survey Questionnaire:**

A survey questionnaire was developed to gather quantitative data on readers' perceptions of the various economic dailies. The survey included questions related to trust, reliability, quality of reporting, and overall satisfaction with the publication. Demographic information and reading habits were also collected to understand the audience profile.

**Sampling and Data Collection:**

The survey was distributed among a diverse group of readers who regularly engage with economic dailies. The sample included both print and digital readers to capture the evolving media consumption patterns.

**Data Analysis:**

Quantitative survey data were analyzed using statistical techniques to identify trends, correlations, and patterns in readers' responses. Qualitative findings from the content and design analyses were triangulated with the survey results to provide a comprehensive understanding of brand perceptions.

By combining qualitative insights from content and design analyses with quantitative survey data, this study aimed to provide a holistic view of brand perceptions across different economic dailies. The findings contribute to the broader understanding of the role of media in shaping financial perceptions and offer valuable insights for both publishers and readers.

## RESULTS

The study on brand perceptions across different economic dailies yielded intriguing insights into how readers engage with and perceive various publications. Through content analysis, it was evident that different publications adopted distinct editorial stances, resulting in variations in the framing of economic

**Published Date:** - 03-04-2022

news. Some newspapers prioritized in-depth analysis and expert opinions, while others focused on concise summaries of financial trends. Design analysis revealed that layout, typography, and visual consistency contributed to the overall professional appearance of each publication.

The quantitative survey responses provided a comprehensive view of readers' perceptions. Trust emerged as a central factor influencing brand loyalty, with readers more inclined to rely on newspapers they perceived as objective and accurate. The content's reliability and quality of reporting were closely tied to readers' trust levels. Interestingly, the survey also highlighted that readers' perceptions were influenced not only by the content itself but also by the publication's design and visual appeal.

## DISCUSSION

The findings suggest that readers' perceptions of economic dailies are multifaceted and influenced by a combination of content, design, and credibility. The diversity in editorial stances underscores the importance of providing a variety of perspectives to cater to different reader preferences. The study also emphasizes the significance of consistent design in enhancing a publication's professionalism and approachability.

The alignment between content analysis and survey responses indicates that brand perceptions are shaped by a synergy between what is communicated and how it is presented. Publications that effectively balance credible reporting with appealing design tend to foster stronger reader engagement and loyalty.

## CONCLUSION

In conclusion, this study's comprehensive approach to unveiling brand perceptions across different economic dailies provides valuable insights for publishers, readers, and researchers alike. The interplay between content, design, trust, and loyalty underscores the intricate relationship between media and reader perceptions. As economic dailies continue to shape financial literacy and decision-making, understanding the factors influencing brand perceptions becomes crucial. This study's findings emphasize the importance of maintaining a balance between informative content, professional design, and building reader trust to create a holistic brand perception that resonates with diverse audiences.

## REFERENCES

1. B, Ranganayaki and Rajendran G. "A comparative study on the effectiveness of advertisement in newspaper and television media with reference to Chidambaram." *International Journal of Multidisciplinary Research Review* 1.17 (2016): 218.
2. Bamezai, Gita; Kesharvani, Prashant; Yumnam, Babyrani; Goswami, Shashwati; Pradhan, Anand; Roy, Anupriya; Ambade, B. N. "Impact of Internet on Changing Patterns of Newspaper Access and News-reading Habits in India." *Media Asia*. 2011, Vol. 38 Issue 2, p110-121. 12p. 2 Charts, 5 Graphs.

**Published Date:** - 03-04-2022

3. Belch, George E and Michael A Belch. Advertising and Promotions - An integrated marketing communications perspective. The McGraw-Hill Companies, 2003. Book.
4. India - The second largest newspaper market. 4 June 2008. Webpage. 11 April 2017.
5. India's 15 most-read newspapers. <http://business.rediff.com>. 5 May 2010. Webpage. 11 April 2017.
6. Kotler, Philip and Kevin L Keller. Marketing Management. Pearson Education, 2012. book.
7. Peress, Joel. "The Impact of the Media in Financial Markets: Evidence from Newspaper Strikes." Insead. March 14, 2011
8. Reviews, CTI. Mass Media Revolution: Communication, Mass media. Ebook: Cram101 Textbook Reviews, 2016. Online.
9. Young and Rubicam. "Brand Focus 9.0 - BrandAsset Valuator." Keller, Kevin L. Strategic Brand Management - Building, Measuring and Managing Brand Equity. Global Edition: Pearson Education Limited, 2013. Book.