



## A STUDY ON BRANDING & MARKETING STRATEGIES OF “THE TIMES OF INDIA”

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### **Abstract**

*This study analyzes the branding and marketing strategies of The Times of India, focusing on consumer perceptions and engagement. The research reveals a predominantly young (59% under 18), male (82%), urban (47%), and educated (43% postgraduate) audience. The findings indicate that 95% recognize the logo, 48% prioritize trustworthy news sources, and 49% value journalistic integrity. Regression analysis shows that effective marketing campaigns and regular online content updates significantly influence users' perceptions of the mobile app's convenience. To enhance The Times of India's brand image, recommendations include refining marketing campaigns for young adults, developing engaging content for urban males, improving the mobile app, and regularly updating online content.*

### **Introduction**

Branding is an ongoing process of supporting and cultivating a brand's distinct identity in consumers' minds. It covers multiple activities to increase brand value, reinforce brand recall, and market business through digital and traditional marketing.

Branding is a marketing practice in which companies and organizations create a product name, associated symbol, characteristics, colors and design that are easily identifiable with the product to maintain a cohesive image for the public. Various elements like market research, data analysis, customer service, promotional merchandise, online presence, logo and slogans all work together to create a brand identity. Branding is the process of shaping and creating the brand with the desired image associations and then maintaining that image and reputation.

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.

### **Review of Literature**

White Kotler & Armstrong (2014) define marketing management as the art and science of choosing target markets and building profitable relationships with them. To win marketing strategy, the marketing manager must answer two important questions: What customers will we serve? And How can we serve these customers best? Based on those definitions, it can be concluded that marketing management is the concept to grow a continuous and profitable relationship with customers by creating superior values.

According to (Gamble & Gilmore, 2013) marketing management is a broad concept that includes social processes, incurring implications not only for itself, but also for the roles of the parties directly involved in the marketing process. A necessary and useful starting point for the study of marketing is consideration of the management process. The management of marketing serves as the framework for the process of marketing. Marketing management also serves as a central link between marketing and the societal level and everyday consumption by the general public.



Kotler & Armstrong, 2014 Marketing management wants to design strategies that will build profitable relationships with target consumers. There are five alternative concepts under which organizations design and carry out their marketing strategies: the production, product, selling, marketing, and societal marketing concepts.

**Objective of the Study**

The objective of the study is analyze the branding and marketing strategies of ‘TheTimes of India’

**Primary Objective**

A Study on Branding & Marketing Strategies of THE TIMES OF INDIA

**Secondary Objective**

1. To identify the brand personality among the consumers
2. To know the most used accessibility of THE TIMES OF INDIA content
3. To analyse the effectiveness of THE TIMES OF INDIA in online presence and engagement

**Research Methodology**

Descriptive Research design has been used in this study, to identify the branding and marketing strategies of ‘THE TIMES OF INDIA’ and also Hypothesis testing from the objectives of research. The target respondents are users who utilize TIMES OF INDIA, both primary and secondary data were used in this study. Primary data was collected through well-structured questionnaires and google forms. Among 100 respondents and sample size is 100 taken for research, under Convenience sampling method. The collected data is analysed under Percentage analysis, Correlation, ANOVA, Regression Methods

**Data Analysis and Interpretation**

The questionnaire became the basis to build the hypothesis (Null) for testing. To analyse the results in SPSS is used in the data analysis process Correlation, ANOVA, Regression are used.

**Age of the Respondents**

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	59	59.0	59.0	59.0
	18-25	21	21.0	21.0	80.0
	26-35	14	14.0	14.0	94.0
	36-45	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

**Interpretation:** The age distribution shows that the majority of the sample (59%) is under 18, indicating a focus on a younger demographic. 80% of the respondents are aged 25 or younger, while



only 20% are above 25, with minimal representation from the 26-45 age group. There is no data for individuals older than 45, suggesting the sample is heavily skewed towards youth and may not be representative of the entire population.

**Gender of Respondents**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	82	82.0	82.0	82.0
	Female	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**Interpretation:** From 100 respondents, 82% of them were Male and 18% of them were Female.

**Location of the Respondents**

Location					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	37	37.0	37.0	37.0
	Urban	47	47.0	47.0	84.0
	Others	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**Interpretation:** The location data indicates that the majority of the sample resides in urban areas (47%), followed by 37% from rural locations. A smaller group, 16%, is classified as "Others," possibly representing semi-urban or less clearly defined areas. This distribution suggests that while urban residents make up the largest portion, a significant percentage of the sample comes from rural areas, providing a relatively balanced representation between rural and urban populations. The "Others" category adds diversity but is the smallest group.

Correlations			
		What is your occupation	How would you describe The Times Of India's brand personality
What is your occupation	Pearson Correlation	1	-.165
	Sig. (2-tailed)		.101
	N	100	100
How would you describe The Times Of India's brand personality	Pearson Correlation	-.165	1
	Sig. (2-tailed)	.101	
	N	100	100

The correlation is not statistically significant (.101 > .05), so, null hypothesis is accepted and alternative hypothesis is rejected.



H0: There is no significant correlation between occupation and brand personality preferences

**ANOVA**

H0: There is no significant difference between the perceived convenience of The Times of India's mobile app and a neutral level of convenience.

H1: There is a significant difference between the perceived convenience of The Times of India's mobile app and a neutral level of convenience.

ANOVA					
Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.074	3	1.358	1.589	.197
Within Groups	82.036	96	.855		
Total	86.110	99			

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.218	2	4.109	6.629	.002 <sup>b</sup>
	Residual	47.732	77	.620		
	Total	55.950	79			
a. Dependent Variable: The Times Of India's mobile app is convenient to use						
b. Predictors: (Constant), The Times Of India's marketing campaign are effective, The Times Of India's online content is updated regularly						
Coefficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.085	.220		4.933	.000
	The Times of India's online content is updated regularly	.152	.111	.162	1.368	.175
	The Times of India's marketing campaign are effective	.231	.097	.282	2.389	.019
a. Dependent Variable: The Times of India's mobile app is convenient to use						

(0.197 > 0.05 ) p.value greater than table value. So null hypothesis is accepted and alternative hypothesis rejected.



H0: There is no significant difference between the perceived convenience of The Times of India's mobile app and a neutral level of convenience.

### Regression

H0: The effectiveness of The Times of India's mobile app are effective and regularity of online content updates do not significantly influence users' perceptions of the mobile app's convenience

H1: The effectiveness of The Times of India's mobile app are effective and regularity of online content updates significantly influence users' perceptions of the mobile app's convenience.

The regression analysis reveals a significant relationship ( $F(2, 77) = 6.629, p = .002$ ) between the predictors and the dependent variable, indicating that:- The Times of India's marketing campaigns and online content updates significantly influence users' perceptions of the mobile app's convenience.

### Findings

Majority of respondents are under 18 (59%), (82%) of the respondents are male, (43%) of respondents earn between 10,000-25,000, (43%) possess postgraduate degrees, (47%) live in urban areas, (49%) are employees, (95%) responded "Yes" for logo recognizable, (48%) prioritize trustworthy news sources, (44%) agree advertisement are attention, (41%) favor serious and professional content, (49%) value journalistic integrity most, (43%) Print edition preferred, (46%) agree mobile app is convenient, (51%) strongly agree for online content is updated regularly, (57.5%) effective on marketing campaigns, (70%) prefers news articles, (38%) No for noticed recent marketing campaign, (45.5%) of respondents are Young adults, (45.5%) News and current events dominate.

### Suggestions

- I suggest to improve the marketing campaign
- Develop the logo texture for current trends
- Regular update on mobile application for convenient
- Regular online content update

### Conclusion

This is the study about The Times of India's branding and marketing strategies, highlighting the importance of effective marketing campaigns, regular online content updates, and a convenient mobile app. The findings indicate a predominantly young, male, urban, and educated audience, with a strong preference for trustworthy news sources and journalistic integrity. The study's recommendations, including refining marketing campaigns for young adults, developing engaging content, improving the mobile app, and regular online updates, can enhance The Times of India's brand image and engagement. The research contributes to the understanding of branding and marketing strategies in the media industry, offering implications for practitioners and scholars. By implementing these strategies, The Times of India can strengthen its market position, build brand loyalty, and remain a leading news source.

### References

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