

## **A Study on Handbill Insertion (Pamphlet) Activity in Newspaper by Newspaper Agents of Selected Districts of Karnataka**

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### **Abstract**

The present research paper throws light on the insertion of a Pamphlet in a newspaper by newspaper distributing agents in selected districts of Karnataka namely, Dharwad, Haveri, and Karwar districts. A Pamphlet or handbill or flyer insertion is an exercise undertaken by newspaper agents in a few markets, as the most cost-effective method of advertising to reach out target audience with the help of a newspaper. This method of advertising ensures the advertiser or message, which will reach a location specific to the hands and minds of the target audience. The primary data on handbill insertion by newspaper agents was empirically examined about the quantity of handbill insertion, the number of days, and the time taken to insert handbills is verified through inferential statistics using a chi-square test at a 5 percent significance level.

The insertion of handbills is higher in Dharwad city than in the other two districts of Haveri and Karwar. Handbill insertion frequency and quantity are comparatively more among agents in the cities of Hubli & Dharwad than in semi-urban and rural places. It can be inferred that Handbill insertion activity is high among the city agents than among the agents in other smaller places. There is a significant difference in the agents' activity of handbill insertion, getting requests for insertion, and insertion on the number of days, quantity, and time taken to insert handbills in the newspaper in the three districts namely Dharwad, Haveri & Karwar. The higher the number of handbills to be inserted, the higher will be the time consumed in the insertion, resulting in a delay in the delivery of newspapers and a notional loss of Advertisement revenue to the companies.

### **Keywords**

Handbill insertion, Newspaper, Newspaper distribution, Newspaper Agents, Advertising, and City agents.

### **1. Introduction**

As per the 2011 census, India's total population stands at 1.21 billion, and almost 70 percent reside in rural areas. The literacy rate, which was around 17 percent at

the time of Independence, has gone up to 74.04 percent (2011 census). With time, more literate and educated people with reasonable economic growth are expected. This change is bound to impact the reading habits of people. Literacy and consequential growth of potential readers backed by economic growth are likely to help the print media. The above statistics give positive hope for most of the publishing houses to spread their foothold in other untapped markets to reap good returns. Many newspaper publishers have started identifying the niche approach as an opportunity for future growth (customer targeting drive, for information from mass markets to niche audiences). This has resulted in increased circulation numbers for all the publishers.

In India, Newspaper agents will generate an additional income along with the main income in distributing the newspaper in and around a specified geographical area. Each newspaper agent takes responsibility from an advertiser, who wants to reach a specific target audience cost-effectively, rather than advertising in a newspaper. A pamphlet or handbill or flyer insertion is an exercise undertaken by newspaper agents in a few markets, as the most cost-effective method of advertising in a newspaper. A pamphlet insertion in a newspaper by newspaper distributing agents of Prajavani and Vijayavani Kannada vernacular in selected districts of Karnataka namely, Dharwad, Haveri, and Karwar districts were studied. This method of advertising ensures the advertiser or message, which will reach a location specific to the hands and minds of the target audience.

## **2. Statement of the Problem**

Handbill/flyer insertion in the Newspaper by the newspaper agents has many advantages. It is an additional source of income for a Newspaper agent and it is a cost-effective means to an advertiser over other forms of advertising. The flip side of this activity, which requires additional time, resulting in a delay in the delivery of newspapers. Hence, “**A Study of Handbill insertion (Pamphlet) activity in Newspapers by Newspaper Agents of Selected Districts of Karnataka**” from agents of Dharwad, Haveri, and Karwar districts was studied.

## **3. Objectives of the Study**

Below mentioned are the vital objectives in undertaking handbill insertion activities by the newspaper distributing agents of selected districts of Karnataka namely, Dharwad, Haveri, and Karwar.

**3.1** To know the agents getting requests for handbill insertion in newspapers.

**3.2** To understand the agents inserting handbills, the number of days, the quantity of handbill insertion in a month, and the time taken by agents in handbill insertion.

#### **4. Scope of the Study**

The major objective of the present study is to have insights into the opportunity and agents' getting requests for handbill insertion. The geographical scope of the survey is confined to the three districts of Karnataka namely, Dharwad, Haveri, and Karwar. The newspaper-selling agents of Kannada vernacular (namely Vijaya Vani & Prajavani) were contacted and interviewed personally about their opinion on undertaking the activity of handbill insertion, the number of days, quantity of handbills inserted in a month and time taken to insert the handbill.

**H<sub>0</sub>:** There are no significant differences in the handbill insertion by agents, getting requests for insertion, insertion in the number of days, quantity, and time taken to insert handbills in the newspaper in the three districts.

**H<sub>a</sub>:** There is a significant difference in the handbill insertion by agents, getting requests for insertion, insertion in the number of days, quantity, and time taken to insert handbills in the newspaper in the three districts.

#### **5. Research Design and Methodology**

The researcher has undertaken descriptive research to examine the Handbill insertion by agents of three districts namely, Dharwad, Haveri, and Karwar.

#### **6. Sources and Collection of Data**

- i. **Primary Data:** The primary data was collected through a semi-structured questionnaire and telephonic interview administered to the newspaper-selling agents of Dharwad, Haveri, and Karwar Districts of Karnataka.
- ii. **Secondary Data:** Secondary data for this study has been collected from websites, journals, previous research works, and the internet.

##### **6.1 Sampling Design**

- a. **Sampling Unit:** The target respondents of the study were the Newspaper selling agents from Dharwad, Haveri, and Karwar, who were selling Kanadda vernacular.
- b. **Sample Size:** 80 Agents of Dharwad, Haveri, and Karwar districts.
- c. **Sampling Procedure:** Convenient Sample Method.

## 7. Data Analysis Techniques and Tools

The data collected through various sources were analyzed and interpreted using simple and advanced statistical techniques, frequency distribution, mean, percentages, and related statistics were used to analyze data collected from agents who are distributing newspapers. The SPSS package has been appropriately utilized during the analysis and interpretation of data. The chi-square test, and Cramer's P-value, techniques have been utilized for testing hypotheses.

## 8. Handbill Insertion Activity by Agents

From the tabulated values in Table 1 on the collected primary data, on handbill insertion by agents, the quantity of handbill insertion in the number of days, and time taken to insert handbills is verified through inferential statistics using a chi-square test at a 5 percent significance level with a 95 percent confidence level using an alpha value of 0.05 as criteria for decision. The calculated p-value of the hypothesis revealed the value of p is less than 0.05 which is lesser than the alpha co-efficient significant value of 0.05 ( $p < 0.05$ ).

It can be concluded that Handbill insertion activity is high among the city agents than among the agents in other smaller places. There will be a significant difference in the agents' activity of handbill insertion, getting requests for insertion, and insertion in the number of days, quantity, and time is taken to insert handbills in the newspaper in the three districts.

**Table 1:- Handbill Insertion by Agents**

Agents' Activity of Handbill Insertion	Decision	Test statistics	
		X <sup>2</sup> - value	P-Value
1. Agents getting requests for handbills insertion	Rejected	X <sup>2</sup> =5.000	P=.025
2. Agents inserting handbills, number of days	Rejected	X <sup>2</sup> =64.300	P=.000
3. Quantity of handbills insertion in a month	Rejected	X <sup>2</sup> =72.200	P=.000
4. Time is taken by agents in handbills insertion	Rejected	X <sup>2</sup> =65.000	P=.000

Source: SPSS output

**Table 2:- Frequency and Percent Responses of Agents Getting Requests for Handbills Insertion and the Results of Tests Statistics**

S. No.	Insertion of Handbills	Number of Agents			
		Dharwad	Haveri	Karwar	Total
1	Yes	8	9	13	30
		(53.3%)	(32.1%)	(35.1%)	(37.5%)
2	No	7	19	24	50
		(46.7%)	(67.9%)	(64.9%)	(62.5%)
<b>Total</b>		15	28	37	80
		(100.0%)	(100.0%)	(100.0%)	(100.0%)
Test Statistics		$X^2 = 5.000$ ; $P=.025$ ; $CV = .160$ ; $P=.361$			

Source: Primary data

When the agents are asked about the insertion of handbills/pamphlets in the newspaper, 63 percent of the agents won't get the request for the insertion of handbills/pamphlets. About 38 percent of the agents get requests.

The chi-square value revealed a significant difference between 'yes' and 'no' responses, having 'no' responses significantly higher ( $X^2 = 5.000$ ;  $P = .025$ ); indicating, agents not getting the request for insertion is a significantly higher percentage. Cramer's V revealed a non-significant association towards agents getting requests for insertion of handbills/pamphlets in the newspaper and the different districts; indicating, similarity in the activity of handbill insertion among the agents across the three districts ( $CV=.160$ ;  $P=.361$ ); But, agents of Dharwad districts 53 percent getting request for handbill insertion is found to have a statistically higher percentage than the agents of Karwar 35 percent and Haveri districts 32 percent.

**Table 3:- Frequency and Percent Responses of Agents Inserting Handbills in Number of Days and the Results of Tests Statistics**

S. No.	Handbills Insertion in the Number of Days	Number of Agents			
		Dharwad	Haveri	Karwar	Total
1	No Insertion	6	19	25	50
		(40.00%)	(67.90%)	(67.60%)	(62.50%)
2	< 2 days	4	5	7	16
		(26.70%)	(17.90%)	(18.90%)	(20.00%)
3	2 - 5 days	4	2	5	11
		(26.70%)	(7.10%)	(13.50%)	(13.80%)
4	6 - 10 days	1	2	0	3
		(6.70%)	(7.10%)	(0.00%)	(3.80%)
<b>Total</b>		15	28	37	80
		(100.00%)	(100.00%)	(100.00%)	(100.00%)
Test Statistics		$X^2 = 64.300$ ; $P = .000$ ; $CV = .212$ ; $P = .302$			

Source: Primary data

The number of days the insertion of handbills/pamphlets in a month is observed. About 63 percent of the agents won't get the request for the insertion of handbills/pamphlets. About 20 percent of the agents get requests for insertion of handbills/pamphlets in the newspapers for less than 2 days in a month, followed by 13 percent of agents insert for 2 to 5 days in a month and 3 percent of agents insert 6 to 10 days in a month.

There is a significant difference between the number of days of pamphlets inserted in a month and the different districts, which is confirmed by the chi-square test ( $X^2 = 64.300$ ;  $P = .000$ ); indicating, "No insertion" is found to have a significantly higher percentage.

Cramer's V revealed a non-significant association between the number of days Pamphlets were inserted and the different districts ( $CV=.160$ ;  $P=.361$ ); indicating, similarity in the activity of insertion across the three districts. But, In Dharwad district (27 percent), agents inserting handbills/pamphlets for 2 to 5 days in a month are found to have a statistically higher percentage than the other two districts Karwar (14 percent) and Haveri districts (7 percent).

**Table 4:- Frequency and Percent Responses towards the Quantity of Handbills Insertion in a Month and the Results of Tests Statistics**

S. No.	Quantity of Handbills	Number of Agents			
		Dharwad	Haveri	Karwar	Total
1	No Insertion	6	19	25	50
		(40%)	(67.90%)	(67.60%)	(62.5)
2	<1000	4	7	8	19
		(26.70)	(25.00%)	(21.60%)	(23.80%)
3	-1000 - 5000	3	2	4	9
		(20.00)	(7.10%)	(10.80%)	(11.20%)
4	5000 and above	2	0	0	2
		(13.33)	(0.00%)	(0.00%)	(2.5%)
<b>Total</b>		15	28	37	80
		(100.00%)	(100.00%)	(100.00%)	(100.00%)
Test Statistics		$X^2 = 72.200$ ; $P = .000$ ; $CV = .206$ ; $P = .343$			

Source: Primary data

The number of handbills/pamphlets inserted in a month is observed. 63 percent of the agents won't insert handbills/pamphlets. About 24 percent of the agents insert less than 1000 copies of handbills/pamphlets, followed by 11 percent of agents who insert between 1000 and 5000 copies. Only 3 percent of the agents insert above 5000 numbers.

There is a significant difference between the number of pamphlets inserted in the newspaper and the different districts, which is confirmed by the chi-square test ( $X^2=72.200$ ;  $P=.000$ ); indicating, agents not inserting is a significantly higher percentage, followed by less than 1000 in a month.

Cramer's V revealed a non-significant association between the number of pamphlets inserted in a month and the different districts ( $CV=.206$ ;  $P=.343$ ); revealing, similarity in the number of handbills inserted among the agents in different districts. But in Dharwad districts, agents inserting handbills/pamphlets above 5000 copies are found to have a statistically higher percentage (20 percent) than in Karwar 11 percent and Haveri district 7 percent.

**Table 5:- Frequency and Percent Responses towards Time Taken by Agents in Handbills Insertion in a Month and the Results of Tests Statistics**

S. No.	Time is Taken to Insert the Handbill (Minutes)	Number of Agents			
		Dharwad	Haveri	Karwar	Total
1	No Insertion	6	19	25	50
		(40%)	(67.90%)	(67.56%)	(62.5)
2	<15 Minutes	5	5	3	13
		(33.33%)	(17.85%)	(8.10%)	(16.25%)
3	15 - 25 Minutes	2	4	3	9
		(13.33%)	(14.8%)	(8.10%)	(11.25%)
4	30 Minutes and above	2	0	6	8
		(13.33%)	(0.00%)	(16.00%)	(8.75%)
Total		15	28	37	80
		(100.00%)	(100.00%)	(100.00%)	(100.00%)
Test Statistics		$X^2 = 65.000$ ; $P = .000$ ; $CV = .257$ ; $P = .102$			

Source: Primary data

As far as the time taken by agents to insert handbills/pamphlets in the newspaper is observed. 63 percent of the agents won't insert handbills/pamphlets. About 16 percent of the agents take less than 15 minutes to insert Handbills/pamphlets in the newspapers. 11 percent of the agents take 15 to 25 minutes, and about 9 percent of agents take 30 minutes and above to insert.

There is a significant difference between the time taken by agents in insertion and the different districts, which is confirmed by the chi-square test ( $X^2=72.200$ ;  $P=.000$ ); no insertion is found to have a significantly higher percentage.

Cramer's V revealed a non-significant association between the time taken to insert pamphlets and the different districts ( $CV=.206$ ;  $P=.343$ ); indicating, similarity in the duration of handbill insertion across the different districts. In the Dharwad district, agents taking less than 15 minutes in inserting handbills/pamphlets are statistically higher percentages compared to the other two districts Haveri 18 percent and Karwar district 8 percent followed by 15 to 30 minutes.



## **9. Findings**

- The majority of the agents won't get a request for the insertion of handbills/pamphlets. Handbill insertion frequency and quantity are comparatively more among agents in cities than in semi-urban and rural places.
- About 20 percent of the agents get a request for insertion of handbills/pamphlets in the newspapers for less than 2 days in a month, followed by 2 to 5 days in a month (14 percent). Insertion activity revealed a significant difference in the number of days in a month, and in the number of Pamphlets, between the different districts.
- About 23 percent of the agents insert less than 1000 copies of handbills/pamphlets in the newspapers, and 11 percent of agents insert between 1000 copies and 5000 copies.
- The primary data revealed a similarity in the pattern of insertion between three districts in a month. However, in the Dharwad district, about 27 percent of the agents insert handbills/pamphlets for 2 to 5 days a month. This percentage seems to be higher as compared to Haveri and Karwar districts.
- About 16 percent of the agents take less than 15 minutes to insert handbills/pamphlets in the newspapers, followed by 15 to 25 minutes (11 percent), and 30 minutes and above (9 percent).
- The higher the number of handbills to be inserted, the higher will be the time consumed in the insertion, resulting in a delay in the delivery of newspapers and a notional loss of advertisement revenue to the companies.

## **10. Conclusion**

There is a similarity in the pattern of insertion between three districts in a month. The insertion of handbills is higher in Dharwad city than in the other two districts. The higher the number of handbills to be inserted, the higher will be the time consumed in the insertion, resulting in a delay in the delivery of newspapers and a national loss of advertisement revenue to the companies. Handbill insertion activity is high among the city agents than among the agents in other smaller places. There is a significant difference in the agents' activity of handbill insertion, getting requests for insertion, and insertion on the number of days, quantity, and time taken to insert handbills in the newspaper in the three districts. Insertion of handbills and advertisement materials at the agent's level leads to delays in the delivery of newspapers to readers. Agents must be instructed to hand over handbills to delivery boys and ask them to deliver newspapers along with a handbill at the

point of delivery. This is an effective measure to avoid delay. A further study may be undertaken on the financial loss to newspaper companies by the activity of handbill/flyer insertion.

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