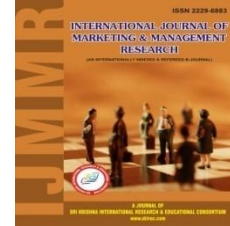




The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
MARKETING AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



SUSTAINABLE COMPETITIVE POSITIONAL ADVANTAGE: AN ANALYSIS OF TAMIL MORNING DAILIES IN VIRUDHUNAGAR DISTRICT, TAMIL NADU

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ABSTRACT

The Tamil morning dailies chosen for the study namely Dinamani, Dinathanthi, Dinamalar, and Dinakaran are in the Tamil morning newspaper industry for a long period with varying market success. This makes it important to study the sustainable competitive positional advantage of each of the Tamil morning daily. The study makes an effort to identify the sustainable competitive positional advantages from the subscribers of the Tamil dailies. This study is a market based view of sustainable competitive positional advantage.

The first ranked Tamil morning newspaper was Dinathanthi with a mean SCPA score of 1107.03, the second ranked Tamil morning newspaper was Dinamalar with a mean SCPA score of 1100.14, the third ranked Tamil morning newspaper was Dinakaran with a mean SCPA score of, 1070.81 and the fourth ranked Tamil morning newspaper was Dinamani with a mean SCPA score of 944.73.

KEYWORDS: *Competitive Advantage, Sustainable competitive advantage, Sustainable competitive positional advantage (SCPA), VRIN.*