

READER'S SATISFACTION ON SELECTED NEWSPAPER SERVICES IN COIMBATORE CITY

Abstract

In India, print media has been growing with innovative marketing strategies and providing information for economic development of the country. Media is providing more awareness and social development through the information services. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. In many ways, new electronic communication technologies have brought about unprecedented changes to the newspaper industry. Newspaper reading habits not only creates a habit of reading but also open the doors of self improvements. The newspaper readers are also suffered by the scarcity of newspapers and disappointment on sellers' attitude apart from their expectations. This will provide ideas regarding the demands of the subscribers and to have a frequent customer relationship program. This study contributes more information about newspaper service and readers satisfaction. In Coimbatore District, newspapers are selling by newspapers agents and distributors functioning. The population size of the newspaper readers' is unknown in the present study. So, the researcher has been chosen convenient sampling method for the present study. The researcher has selected 1000 newspaper readers and that questionnaire has been distributed to the sample respondents. It is an empirical and descriptive study in nature, which the methodical tables has been used to portray the results. The present study contains required tools and techniques are given below as per the objectives like Descriptive and Simple Percentage Method, Ranking Technique and ANOVA.

Keywords: Simple Percentage Method, Print Media, Newspaper, Satisfaction.

1.INTRODUCTION

In India, print media has been growing with innovative marketing strategies and providing information for economic development of the country. Media is providing more awareness and social development through the information services. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. In many ways, new electronic communication technologies have brought about unprecedented changes to the newspaper industry. The newspapers have diverse kind of outline towards utility, length, information quality, width, price and design, etc. In numerous ways, e-communication technologies have conveyed about unparalleled adjust to the newspaper sector. Newspaper reading habits not only creates a habit of reading but also open the doors of self improvements. The practice of reading, a newspaper has been associated with improvement in readers and other students' attitudes toward reading overall. The newspaper industry provides intention to buy newspaper knowing government policy and information of the economy. It includes the news paper reader's preference and perception towards News

paper and impacting factors to the use of Newspaper. The researcher has used more tools and multivariate techniques to study the readers' perception and satisfaction towards newspapers in Coimbatore city.

2. LITERATURE REVIEWS

The existing reviews are used to structure the present study. **Tewari (2015)** has conducted among 183 online news consumers of India. The goal of the study was to identify the reading behavior of newspaper readers in online. The structured questionnaire has used to data collection through the e-mail and Facebook, etc. The study concluded that the mainstream of newspaper readers are not involved in paid subscription in India. **Badiru & Ajao (2015)** has selected 104 respondents and collected the data through structured questionnaire. The study concluded that readers of Oriwu Sun community newspaper are not clearly persuaded of the development inclination of the newspaper in spite of the high credibility it enjoyed among them. **Ayoti (2015)** has motivated by recent pioneering introduction of a free daily newspaper, a business model different from the traditional paid daily newspapers that have been in existence in Kenya. The study also found out how free newspaper can be used as a channel for distribution of information. **Bhuvanewari & Sudha (2016)** has collected from 100 respondents using questionnaire method. Simple percentage analysis has been used in the study. The study has concluded that the respondents are satisfied with the Hindu newspaper because of the true news and also that news coverage is the main factor which influences the customers to buy the newspaper.

3. STATEMENT OF THE PROBLEM

In India, newspaper industry is an important segment for recognize the development of the economy and the advertisers has used for product promotional activities. The reader's knowledge and perception on newspaper also influences their buying decisions periodically. All these developments in the technology or new media formats deliver the news faster than the printed newspapers. The newspaper segments are facing more obstacles by the competitors like magazines, radio, television, internet based services apart from that the newspaper industry succeeded by its unique information features. So, the newspaper readers' are also facing more problems to get more information's and current issues in the nation. The technology development and other factors cause the circulation of printed newspapers due to the inadequacy of newspaper distributors in Coimbatore. The newspaper readers are also suffered by the scarcity of newspapers and disappointment on sellers' attitude apart from their expectations. This will provide ideas regarding the demands of the subscribers and to have a frequent customer relationship program. This study contributes more information about newspaper service and readers satisfaction.

4. OBJECTIVES OF THE STUDY

The main objectives of the present study are:

1. To observe the reader's preference towards using newspapers.
2. To measure the reader's satisfaction on newspaper in Coimbatore city.
3. To depict the influencing factors of reader's satisfaction towards reading the newspapers.

5. METHODOLOGY

In Coimbatore District, newspapers are selling by newspapers agents and distributors functioning. The population size of the newspaper readers' is unknown in the present study. So, the researcher has been chosen convenient sampling method for the present study. The researcher has selected 1000 newspaper readers from the Coimbatore city and that questionnaire has been distributed to the sample respondents. It is an empirical and descriptive study in nature, which the methodical tables has been used to portray the results. The present study contains required tools and techniques are given below as per the objectives like Descriptive and Simple Percentage Method, Ranking Technique and ANOVA.

6. SIGNIFICANCE OF THE STUDY

The present study is important study to explore and describe about the growing industry such as printed newspaper segment. The present study covers the key factor which influences to the purchase newspapers and other benefits related to readers' preference. Establishing service quality may be one of the major ways of differentiation particularly, in the case of newspaper industries, where majority of them offer nearly identical newspapers to their readers. The people who are living in Coimbatore city are mostly using online and other newspaper to fulfill their personal needs and requirements of information. The readers' behavior and perception has been changed to getting more information from other newspapers and media. The readers' preferences differ their lifestyle and other external factors. The present study provides more details about the awareness about newspapers and importance to the society.

7. FINDINGS OF THE STUDY

The demographic variables are required one to interpretations and judge the present status of the sample respondents.

Table –1 Demographic Variables of the Sample Respondents

Sl. No.	Variable	Classification	Frequency	Percentage
1.	Age	Below 20 years	180	18.0
		21-30 years	260	26.0
		31-40 years	290	29.0
		Above 40 years	270	27.0
2.	Gender	Male	490	49.0
		Female	510	51.0
3.	Marital Status	Married	700	70.0
		Unmarried	300	30.0
4.	Nature of Family	Joint	280	28.0
		Nuclear	720	72.0
5.	Size of the Family	1-2 Members	130	13.0
		3-4 Members	430	43.0
		4-5 Members	280	28.0
		Above 5 Members	160	16.0

6.	Family Monthly Income	Below Rs.10,000	140	14.0
		Rs.10,000- Rs.30,000	490	49.0
		Rs.30,001- Rs.50,000	300	30.0
		Above Rs.50,000	70	7.0
7.	Educational Qualification	Schooling	300	30.0
		College level	410	41.0
		Professional Degree	130	13.0
		Others	160	16.0
8.	Occupational Status	Student	190	19.0
		Employed	370	37.0
		Business	140	14.0
		Housewife	280	28.0
		Others	20	2.0
9.	Area Residence	Rural	340	34.0
		Urban	380	38.0
		Semi-Urban	280	28.0
Total			1000	100.0

Source: Primary Data

The above table show that the demographic variables of the sample respondents. The researcher has taken one thousand sample respondents and classified into different categories based on the personal aspects. In this present study, the 290 sample respondents who are mostly falling under the age group between 31-40 years greater than other category of respondents. The present study has included 490 male and 510 female respondents by the data collection process. Out of one thousand sample respondents, the study has covered 700 married respondents and most of the respondents from the nuclear family type. The majority of the respondents who are holding family size between 3-4 family members and this group of family members were reading newspaper. The monthly income is depends on the economic condition of the country and the occupation of the respondents. The majority of the persons who are earnings between Rs.10,001-Rs.30,000 and they are called as middle class people. The newspaper services are based on the literacy level of the readers. The analysis part has taken mostly 380 respondents (38.00 percent) from urban area and other area respondents were covered under the limit of Coimbatore city.

Table - 2 - Frequency of Reader's Purchasing Newspaper

Sl.No.	Newspaper	Total Score	Garrett Score	Rank
1	The Hindu	2870	87	2
2	The Times of India	6490	81	5
3	The New Indian Express	6530	79	7
4	Dinamalar	2500	88	1
5	Dinathanthi	3490	85	3
6	Dinamani	4590	82	4
7	Malai Malar	6100	80	6
8	The Economic Times	7760	78	8

Source: Primary Data

The researcher has used the Garrett ranking techniques to rank the newspaper by their responses in table-4.2. Firstly, Dhinamalar newspaper is mostly purchased by the readers and followed by The Hindu in the second position. The Hindu paper is providing more career opportunities information and international news.

The Dhinathanthi and Dinamani newspapers have occupied the third and fourth position in Coimbatore city. The Times of India paper is in the fifth position followed by the Malai Malar, The New Indian Express, The Economic Times, Malayala Manorama, Business Line and Deccan Chronicle newspaper were rated by the sample respondents.

Table -3 Garrett Ranking Table - Reader's Preference towards Newspaper

Sl.No.	Factors	Total Score	Garrett Score	Rank
1.	Local and International News	3260	85	1
2.	Availability of Valuable Articles	5390	81	5.5
3.	Quality Information's	5340	82	4
4.	Reasonable Price	4870	83	3
5.	Family members preferring to read	3600	84	2
6.	News updates and Economy Position	6000	80	7
7.	Availability of Career and Political Info	6760	79	8
8.	Free issues of the newspapers	5700	81	5.5

Note: Calculated Value.

The above table-3 reveals that local and international news services factor is ranked first with the total score of 3260 and the mean score is 85. Secondly, the family members of the respondents mostly prefer the newspapers with the total score of 3600 and the mean score is 84. The reasonable price factor is ranked third with the total score of 4870 and means score of 83. The result indicates that the sample respondents are mostly reading the newspapers for gaining knowledge with their convenience and reasonable price in Coimbatore city.

Table – 4: Satisfaction on Newspaper Services in Coimbatore

Level of Satisfaction	No. of Respondents	Percentage
Low	150	15.00
Medium	210	21.00
High	640	64.00
Total	1000	100.00

Source: Survey Data

The above Table-4 discloses that the categorized satisfaction level towards newspapers of the sample respondents in the present study. In the present study, one hundred and fifty respondents (15.00%) have come under the category of low level satisfaction and Two hundred and ten respondents (21.00%) were classified as Medium level satisfaction. The remaining six hundred and forty sample respondents (64.00%) have come under the category of higher satisfaction on newspaper in Coimbatore city. The analysis result explains that most of the sample respondents have higher satisfaction on newspaper reading in Coimbatore city.

8. CONCLUSION

In India, newspaper services are providing more information and create more attentiveness with adequate knowledge across the world. The newspaper reader's having more eagerness to learn the local and international information with innovative manner. The people have more awareness and good perception on the newspaper services. In Coimbatore city, the respondent's aware about the newspaper services is good and it is providing quality service with low price. The reader's who has good perception on the newspaper services with the high level of satisfaction. The reader's satisfaction on the newspaper industry has significant changes towards the demographic factors of the sample respondents in Coimbatore city. The present study has provided more information about the newspaper reader's acuity and their fulfillment towards newspaper. The newspaper publishers are gratifying their valuable customer's requirements by their quality information in Coimbatore city.

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