

Study on Customer Satisfaction Towards The Hindu Newspaper

Author Details

Prof. Prathap B N MBA, M.Phil (Ph.D)

Shridevi Institute of Engineering and Technology, Karnataka.

Ms. Bharathi K (2nd year MBA)

Shridevi Institute of Engineering and Technology, Karnataka.

Abstract

Customer Satisfaction a term frequently used in marketing is a measure of how products and services supplied by a company meet or surpass customer expectation. So, the every manufacturer has must needed to satisfy their customers. The manufactures cannot easily to satisfying their customers. So, the manufacturer must understand of the customer needs, they need have fulfilled the customer, so the researcher has chosen the interesting topic for measuring the customer satisfaction towards newspapers.

Reading Newspapers and journals has become a part and parcel of everydaylife of human beings. There are people who cannot begin this day without a newspaper. The reading habit helps people to make use of the leisure time usefully. Because of the interest shown in the reading of newspaper and magazines, the journals and newspapers and getting multiplied every day.

Normally, the Hindu Newspaper has ranked one of the top Newspapers in India and they are maintaining the good publicity in the midst of the public. But it need some support from customer for maintaining the good marketing in future. So the researcher thinks these research will be used to suggest the firm for the upgrading the marketing. This research will be equalizing the expectation and satisfaction about the Hindu Newspapers for the public.

Keywords: Customer Satisfaction, Top News Paper, Hindu.

Introduction:

Newspaper is a storehouse of Knowledge. Newspaper, as we all know, is a daily publication containing current events, advertisement, valuable information, editorials, interview of eminent personalities etc. Despite the challenges from digital media, the traditional print media is still having an upper edge so far total ad media expenditure is considered. So neither the internet nor the Television could have an impact on the newspaper industry. Indian newspaper market is the second worldwide after China. About forty-five percent of the total newspaper area is allocated for advertising. One of the main reasons for it is the low cost and the ease of carrying it and reading it as many time as we desire. Also through the columns of the newspaper readers can be expressed their views. But the newspaper has some shortcomings also. By giving wrong information it can mislead the readers. Sometime newspapers give some advertisement which is unethical for

the society. So it is the duty of the newspaper to publish authentic news, not to distort the original message for some unethical motive.

The Hindu is an English-language Indian daily newspaper. Headquartered at Chennai (formerly called Madras), The Hindu was published weekly when it was launched in 1878, and started publishing daily in 1889. According to the Indian Readership Survey in 2012, it was the third most widely read English newspaper in India (after the Times of India and Hindustan Times), with a readership of 2.2 million people. The Hindu has its largest base of circulation in southern India, especially in the states of Tamil Nadu and Kerala, and it is also the most widely read English daily in Tamil Nadu and Kerala. The Hindu was the first newspaper in India to have a website, launched in 1995. On 15th August 2009, the 130-year-old newspaper launched the beta version of its redesigned website at beta.thehindu.com. This was the first redesign of its website since its launch. On 24 June 2010 the beta version of the website went fully live at www.thehindu.com. The new website retains its core values of independence, authenticity and credibility while adopting contemporary web design principles, tools, and features.

Review of Literature

1. **Sivakumar and Tamilselvan (2015)**, "Paper perusing propensities for undergrads: A contextual investigation of Kalaingar Karunanidhi Institute of Technology". The examination investigated the utilization of papers among undergrads. A poll and individual meetings were utilized for information gathering. The gathered information are arranged utilizing measurable table and rate. The investigation found that greater part of the understudies read paper in English language, the time spent is one to two hours in particular, the understudies read papers to get data and to improve their insight, most prevalent papers are The Hindu Tamil and The Hindu English and understudies like to peruse Headline News segments.
2. **Dr Lynette M. McDonald**, Assoc. Prof. Sharyn Rundle-Thiele, International Journal of Bank Marketing, 26 (3).(2008): Reason – While the beneficial outcomes of CSR are all around archived, there has been little research looking to comprehend the impacts of CSR activities on customer satisfaction. An examination motivation is proposed which assesses the imaginable effect on customer satisfaction of CSR activities versus other more customer-driven activities.
3. **Aaker and Joachimsthaler**, (2000) contended in a study that the AIDA model generates a detailed depiction about the entire procedure of how advertising effects consumer attitude, behavior and the buying “Effectiveness of Promotional Strategies in Increasing Customer Satisfaction with reference to Shopping Malls in Southern Karnataka”

Objectives:

- To study the customers awareness about The Hindu newspaper.
- To know the ideas, opinion and preferences of customers towards The Hindu newspaper.
- To identify the satisfaction level of the customers towards The Hindu newspaper.

- To offer suggestions on the basis of the results of the study.

Research Methodology

The research method used for present study was survey method using structured and predesigned questionnaires. In this method, the information is gathered mainly through personal interviews. The survey consists of gathering data by interviewing a limited number of respondents. The sample is selected from a group on convenience basis.

Sample-Size:

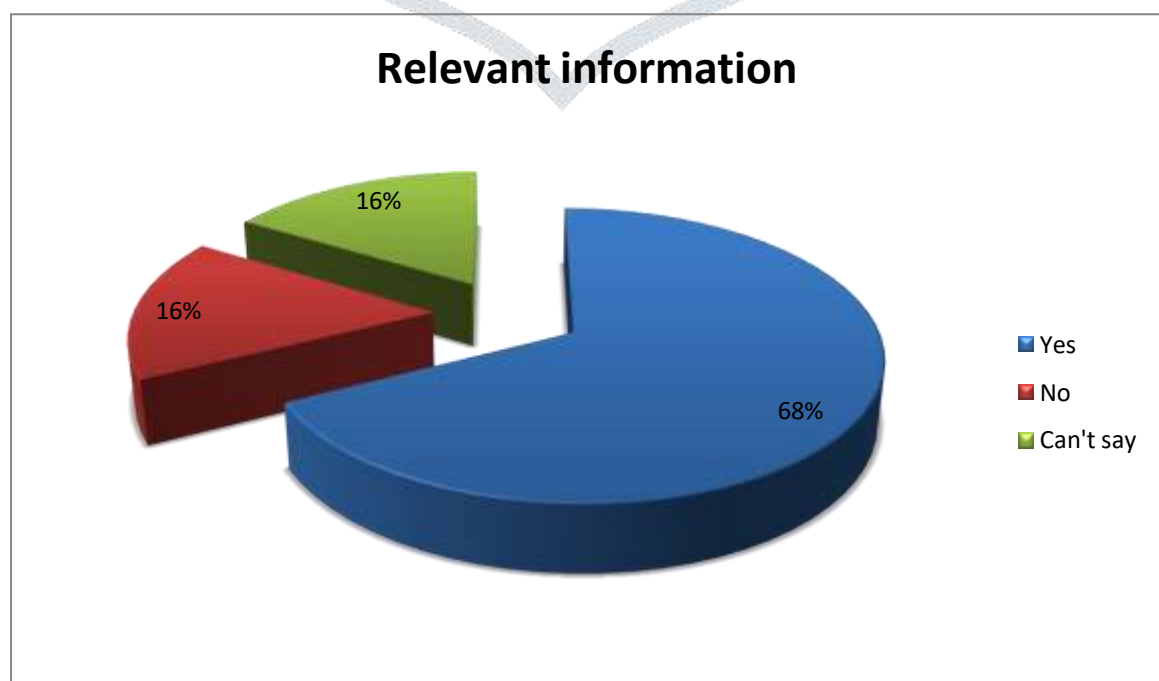
The sample size for the study is 80 customers

Data Analysis & Findings

Do you think 'THE HINDU' has relevant information for all age group?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
Yes	54	68
No	13	16
Can't say	13	16
TOTAL	80	100

CHART

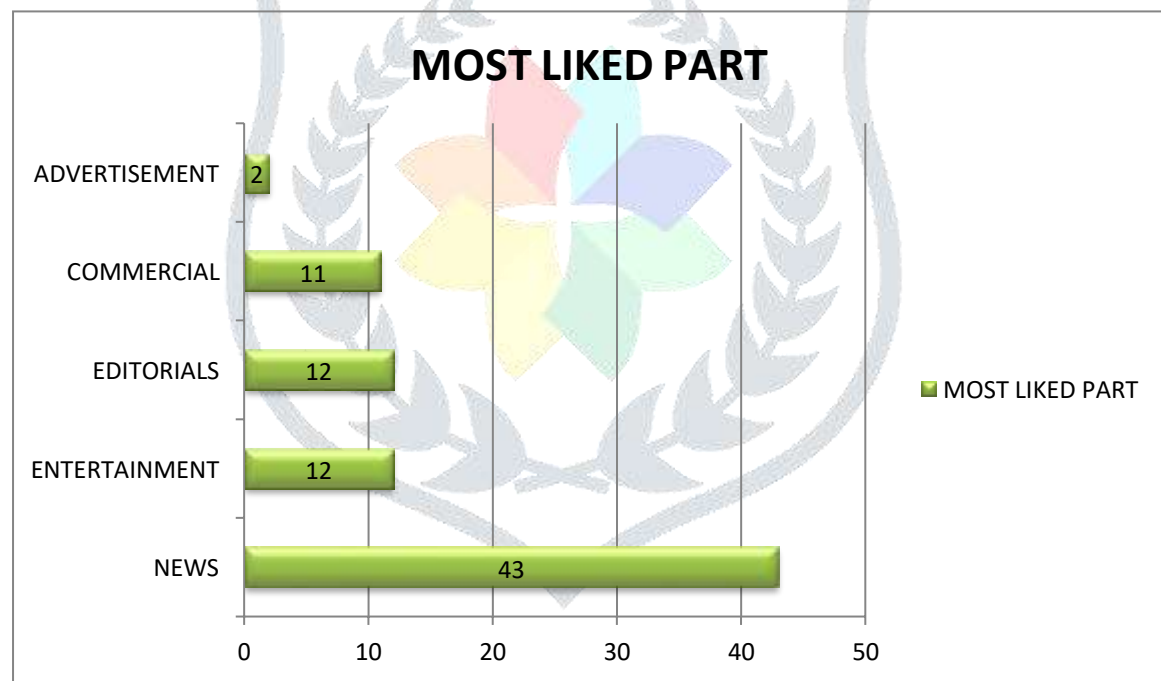


ANALYSIS:

It is evident from the table, out of 80 respondents , 68% of the respondents say that THE HINDU gives relevant information about all age groups and only 16% of the respondents say no.

Most liked part in HINDU newspaper

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
News	43	54
Entertainment	12	15
Editorials	12	15
Commercial	11	14
Advertisement	2	2
TOTAL	80	100

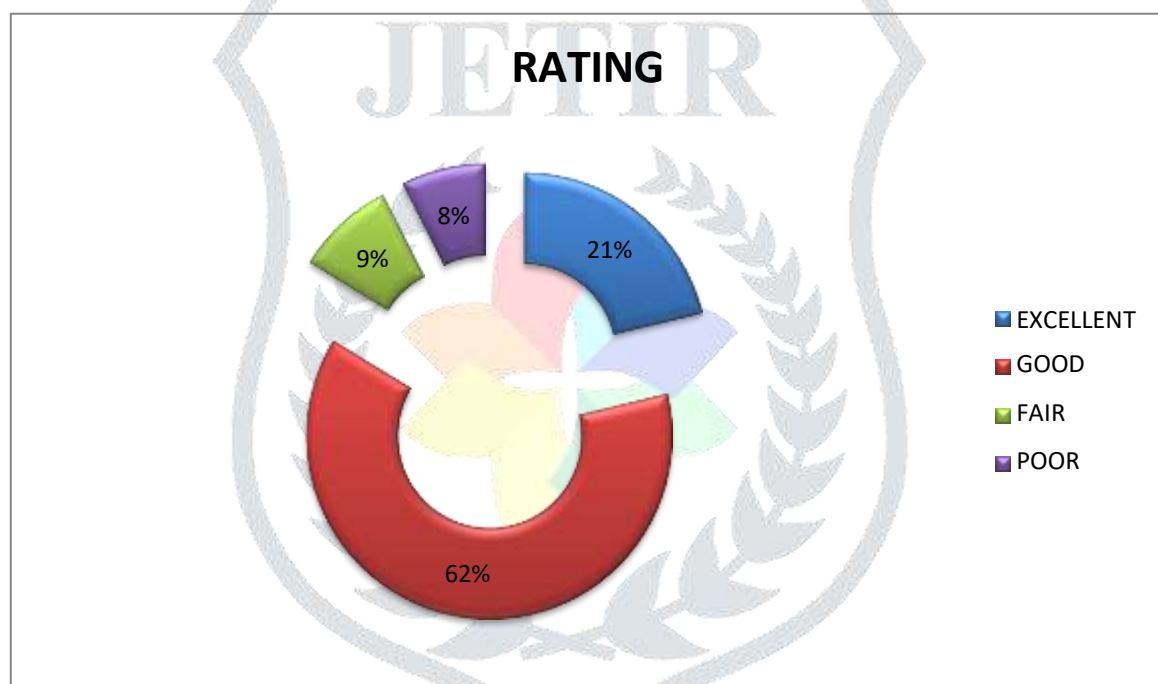
CHART**ANALYSIS:**

From the above graph, it can be interpreted that out of 80 respondents 43 of the respondents are liked to read newspapers because of news 12 of the respondents are liked to read because of editorials and only 2 of the respondents liked THE HINDU because of advertisement.

Table showing the rating of 'THE HINDU' News paper.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE(%)
Excellent	17	21
Good	50	62
Fair	7	9
Poor	6	8
TOTAL	80	100

Chart showing the rating of 'THE HINDU' Newspaper.

**ANALYSIS:**

From the above graph it can be concluded that most of the people rated THE HINDU newspaper as good, 21% of the respondents are rated it as an excellent newspaper.

CONCLUSION

Newspapers play an important role in our day-to-day life. They have contributed more for the growth of democracy in a country. So the HINDU NEWSPAPERS has doing the job correctly still now. And it services to the society is wonder and there is no doubt. It has placed one of the leading newspapers in India. And need some support of the customers for beating the upcoming competition in future.

Hindu newspaper will always have loyal customers and it develops the reader's skills. It is considered as an elite newspaper because of its large news coverage, supplements, editorials etc. But

the price of the Hindu newspaper is high; it must be reduced so that many people can buy it often. The edition needs more advertisement and local coverage. The Hindu newspaper has attracted customers by providing information for all age groups. It has a proper and good language which can be understandable easily by all people. The Hindu newspaper doesn't have personal bias and it gives equal importance for all religion, political parties and hence it is found that they are satisfying their customers in many aspects and if they concentrate on few changes that are mentioned above their customers can be highly satisfied.

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