



A Study of Factors Affecting the Buying Behavior of Newspapers of Consumers in Amravati Region, Maharashtra, India.

Kuldeep D. Tayade

Asst. Professor

Department of Chemical Technology,

Sant Gadgebaba Amravati University, Amravati 444602 (M.S.) India.

Abstract

This study investigates the variables impacting Amravati, Maharashtra, India, customers' newspaper-buying behavior. The emergence of digital media has caused a tremendous upheaval in the newspaper industry, and understanding consumer preferences is essential to survival and expansion. This study looks into how consumers' decisions are influenced by elements like perceived legitimacy, brand loyalty, pricing, accessibility, and content. According to the findings, consumers' changing requirements and the availability of digital alternatives are impacting their purchasing decisions, even though conventional variables like content and pricing are still important. The research offers valuable perspectives for Amravati-area newspaper publishers on how to effectively adjust to current market conditions and maintain a loyal readership.

Key words: Newspaper buying behavior, consumer preferences, Amravati region, Maharashtra, India, digital media, content, price, accessibility, brand loyalty, perceived credibility, market dynamics and readership.

Introduction

With the rise of digital media and consumers' shifting media consumption patterns, the newspaper industry is confronting previously unheard-of issues on a global scale (Lewis, 2011). Newspapers still have a big role in India's media landscape, especially in smaller cities and villages, but the sector is having a hard time changing with the media landscape. The purpose of this study is to identify the variables that influence newspaper buying behavior in this particular setting by concentrating on the Amravati area of Maharashtra, a thriving metropolis with a diversified population. Newspaper publishers must comprehend customer preferences in order to customize their products and advertising tactics, increase readership, and maintain long-term viability.

Review of Literature

A number of variables impacting consumer decisions are highlighted in the literature on newspaper readership and purchasing behavior. Numerous research studies have examined how reader preferences are shaped by the quality of content, which includes editorial viewpoints, news coverage, and the inclusion of varied sections (such as sports, business, and entertainment) (Donsbach, 2003). Another important consideration is price, especially in developing nations where disposable money is limited (Anderson, 2010). Purchase decisions are significantly influenced by accessibility, which includes distribution networks, availability at convenient places and subscription alternatives (Deuze, 2005).

Also brand loyalty comes into play, as readers frequently form preferences for particular newspapers based on prior encounters and perceived reliability (Kim & Lee, 2009). Moreover, reader choices are influenced by a newspaper's perceived credibility, which is derived from its reputation for objectivity, veracity and ethical reporting (Tewksbury, 2015).

But the digital revolution has given reading newspapers a whole new meaning. Customers now have access to a wide variety of easily accessible information sources thanks to the rise of social media, smartphone apps, and online news platforms (Pew Research Center, 2012). This change calls for a reassessment of conventional wisdom as well as a greater comprehension of how consumers view and engage with print and digital media.

Methodology

This research uses a mixed-methodologies strategy, gathering data using both quantitative and qualitative methods. An Amravati region representative sample of newspaper readers was given a survey. Numerous topics including demographics, newspaper reading habits, preferred content, perceived value, and the impact of digital media were examined in the poll. To determine the links between various factors and newspaper purchase behavior, descriptive statistics and correlation analysis were used to evaluate the quantitative data that was obtained.

To learn more about the reasons and experiences of a smaller group of newspaper readers, in-depth interviews were also carried out with them. Thematic analysis was used to examine the qualitative data in order to find recurrent themes and patterns in the viewpoints of the customers.

Results and Analysis

Table 1: Demographics of Survey Respondents

Variable	Frequency	Percentage
Age (Years)		
18-25	120	20%
26-35	200	33%
36-45	150	25%
46-55	100	17%
55+	30	5%
Gender		
Male	250	42%
Female	350	58%
Education		
Graduate	300	50%
Post Graduate	150	25%
Others	150	25%
Occupation		
Employed	350	58%
Self-Employed	150	25%
Others	100	17%

Table 2: Factors Influencing Newspaper Buying Behavior

Note: Mean scores range from 1 (Not Important) to 5 (Very Important).

Factor	Importance (Mean Score)	Correlation with Purchase Frequency
Content Quality	4.2	0.65
Price	3.8	-0.45
Accessibility	3.5	0.50
Brand Loyalty	3.0	0.35
Perceived Credibility	4.0	0.70
Digital Media Usage	2.8	-0.25

The findings show that the most important variables influencing Amravati residents' decisions to buy newspapers are perceived credibility and the quality of the content. News coverage that is trustworthy and educational is important, according to respondents time and time again. Even though it was a major component, pricing had a negative connection with the frequency of purchases, indicating that readers are willing to pay a little bit more for newspapers they believe provide worthwhile content. Another factor was accessibility; users emphasized how convenient it was to get newspapers at neighborhood stores and kiosks.

The data also showed an interesting negative link between the frequency of newspaper purchases and digital media usage. This implies that those who use the internet for news purposes on a regular basis are not as inclined to buy printed newspapers. Notwithstanding the existence of digital alternatives, a significant segment of readers still place a high value on printed newspapers, as evidenced by the moderate link between the two.

Conclusion

This study sheds insight on the intricate interactions among variables that affect Amravati residents' decisions to purchase newspapers. When making purchasing selections, readers give perceived trustworthiness and the quality of the material top priority. Although cost and availability are still crucial, the emergence of digital media is posing new difficulties for the newspaper sector. The results highlight the necessity for newspapers to carefully adjust to readers' shifting consumption habits in addition to continuing to provide high-caliber journalism.

Recommendations for Newspaper Publishers

The following suggestions are made to newspaper publishers in the Amravati area in light of the findings:

- a) **Improve Content Quality:** Pay close attention to providing in-depth, pertinent, and interesting content that speaks to the target audience's particular interests.
- b) **Leverage Digital Platforms:** To reach a larger audience and improve the user experience, integrate online and mobile platforms.
- c) **Enhance Brand Identity:** Develop a solid reputation for your brand based on reliability, credibility, and a dedication to ethical reporting.
- d) **Investigate Creative Pricing Strategies:** To draw in and keep readers, think about providing a range of subscription options and special incentives.
- e) **Enhance Distribution Networks:** Make sure newspapers are easily accessible by building a strong distribution network.

Limitations and Future Research

The Amravati region was the sole focus of this study, so it might not be applicable to other areas. Future studies can examine the variables affecting newspaper purchasing decisions among various geographic areas and demographic groups. Publishers can also benefit from more focused insights by investigating the particular content preferences of certain reader segments.

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