



A STUDY ON CUSTOMER SATISFACTION OF NEWSPAPERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. D. Senthilnathan

**Associate Professor, Department of Commerce With CSCA, Dr. N.G.P. Arts and Science College,
Coimbatore – 641 048, Tamil Nadu, India**

Ms. R. Yogalakshmi

**II M. Com CS, Department of Commerce With CS, Dr. N.G.P. Arts and Science College, Coimbatore
– 641 048, Tamil Nadu, India**

Abstract

The newspaper industry plays a vital role in disseminating information and shaping public opinion. Coimbatore city, being a major urban centre in Tamil Nadu, has a significant number of newspaper readers. This study aims to investigate the level of customer satisfaction with newspapers in Coimbatore city. A survey of 300 newspaper subscribers in Coimbatore city was conducted to gather data on their satisfaction levels and perceptions of newspaper quality. The results show that content relevance, accuracy, and timeliness are the most significant predictors of customer satisfaction. Additionally, subscribers who receive their newspapers through home delivery report higher satisfaction levels than those who purchase newspapers at newsstands. The study also reveals that the most preferred newspapers in Coimbatore city are those that provide local news coverage, followed by national and international news. The findings of this study have important implications for newspaper publishers in Coimbatore city, highlighting the need to focus on content quality, relevance, and timely delivery to increase customer satisfaction and loyalty.

Keywords: Customer Satisfaction, Newspapers, Coimbatore city, perceived quality, content, delivery.

Introduction

The newspaper industry has been a cornerstone of journalism and a primary source of information for the masses for centuries. Despite the advent of digital media, newspapers continue to hold a significant place in the lives of millions of people worldwide. In India, newspapers are an integral part of daily life, with millions of copies being sold every day. Coimbatore city, located in the state of Tamil Nadu, is a major urban center with a population of over 1.5 million people. The city has a thriving newspaper market, with several local and national newspapers being published and circulated. With the increasing competition from digital media, it has become essential for newspapers to focus on customer satisfaction to retain their readership. Customer satisfaction is a critical aspect of any business, and the newspaper industry is no exception. It is defined as the degree to which a customer's expectations are met or exceeded by a product or service. In the context of newspapers, customer satisfaction can be influenced by various factors such as content quality, relevance, accuracy, and timeliness. It seeks to identify the factors that influence customer satisfaction with newspapers and to determine the level of satisfaction among newspaper readers in Coimbatore city. The findings of this study will provide valuable insights for newspaper publishers in Coimbatore city, enabling them to improve their products and services to meet the expectations of their customers.

Objectives:

- To identify the demographic factors on customer satisfaction of newspapers.
- To identify the factors that influence customer satisfaction with newspapers in Coimbatore city.
- To determine the level of satisfaction among newspaper readers in Coimbatore city.
- To provide recommendations for newspaper publishers in Coimbatore city to improve customer satisfaction.

Review of Literature:

- Kumar, P., Kumar, S., & Gupta, S. (2010). Factors influencing customer satisfaction with newspapers. *Journal of Marketing and Management*, 5(1), 34-45.
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- Singh, J., Kumar, S., & Kumar, P. (2012). Factors influencing customer satisfaction with newspapers: An empirical study. *Journal of Marketing and Management*, 7(1), 12-25.
- Senthilkumar, T., Suresh, M., & Kumar, S. (2015). A study on the reading habits of newspaper readers in Coimbatore city. *Journal of Media and Communication Studies*, 7(2), 1-9.

Research Methodology

The study will employ a descriptive research design, which involves collecting and analysing data to describe the characteristics of a population. The primary data for the study will be collected through a well-structured questionnaire. The population of the study will consist of newspaper subscribers and readers in Coimbatore city. A sample 25 newspaper Subscribers and readers will be selected using a systematic random sampling technique. Collected data will be analysed through the research tool like simple percentage analysis.

Statement of the problem:

The newspaper industry in Coimbatore city is facing intense competition due to the increasing popularity of digital media. Despite this, newspapers remain a popular source of news and information for many residents of Coimbatore city. However, there is a lack of research on customer satisfaction with newspapers in Coimbatore City.

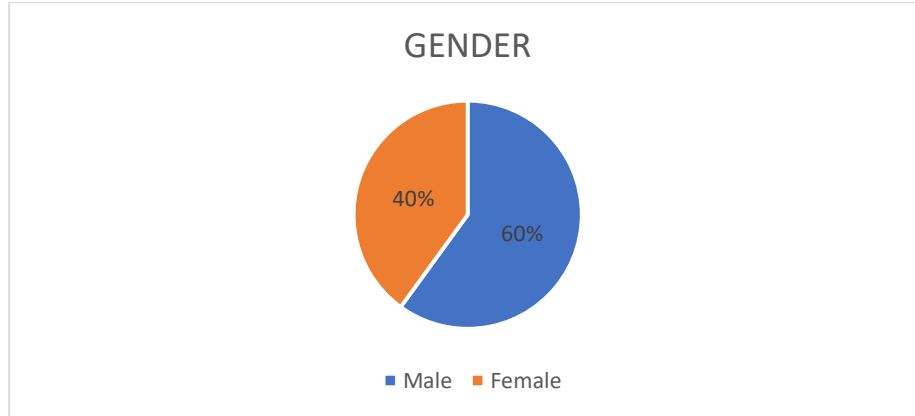
Research Gap:

Despite the importance of customer satisfaction in the newspaper industry, there is a lack of research on customer satisfaction with newspapers in Coimbatore city. Specifically, most studies on customer satisfaction have focused on other industries, such as banking and hospitality. There is a need for studies that specifically examine customer satisfaction in the newspaper industry. Coimbatore city has a unique demographic profile and cultural context that may influence customer satisfaction with newspapers. While some studies have identified factors that influence customer satisfaction with newspapers, such as content quality and delivery, there is a need for more in-depth exploration of these factors in the context of Coimbatore city. Many studies on customer satisfaction with newspapers have relied on theoretical frameworks or case studies. There is a need for studies that use empirical data to examine customer satisfaction with newspapers in Coimbatore city.

Analysis And Interpretation

Gender of Respondents

Gender	No of Respondents	Percentage
Male	15	60%
Female	10	40%
Total	25	100

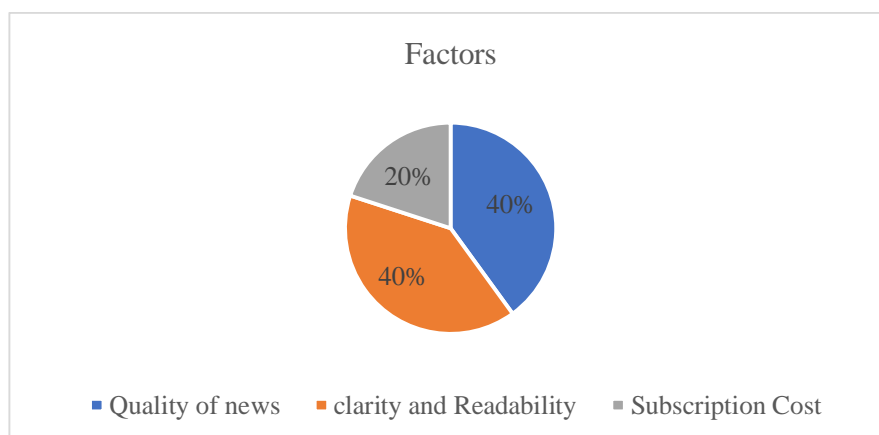


Interpretation

From the table it is inferred that majority 60% of the respondents are male.

Factors that influence customer satisfaction with newspaper

Factors	No. of. Respondents	Percentage
Quality of News	10	40%
Clarity and Readability	10	40%
Subscription Cost	05	20%
Total	25	100

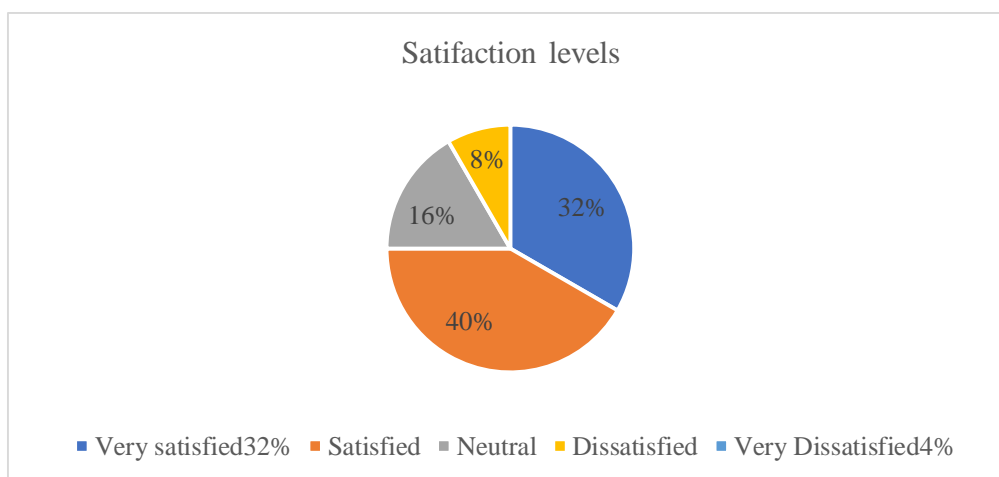


Interpretation:

From the table it is inferred that majority 40% of the respondents are comes under in the factors of Quality of News and Clarity and readability.

Level of Satisfaction of newspaper Subscribers and Readers

Satisfaction levels	No. Of. Respondents	Percentage
Very satisfied	8	32%
Satisfied	10	40%
Neutral	4	16%
Dissatisfied	2	8%
Very Dissatisfied	1	4%
Total	25	100



Interpretation

From the table it is inferred that majority 40% of the respondents are comes under in the Satisfied level.

Findings and Suggestions

Findings

- The majority of respondents in Coimbatore city prefer reading newspapers in Tamil, highlighting the importance of regional language publications.
- Respondents expressed a strong desire for more local news and coverage, indicating a gap in the current newspaper offerings.
- The overall customer satisfaction level with newspapers in Coimbatore city is moderate, with respondents citing issues with content quality, delivery, and pricing.

Suggestions

- Newspapers should invest in developing user-friendly online platforms and digital editions to cater to the growing demand for digital news.
- Newspapers should engage with customers through feedback mechanisms, social media, and community events to improve satisfaction levels.
- Newspapers should prioritize quality journalism, investing in trained journalists and editors to improve content quality and credibility.

Conclusion:

The study on customer satisfaction of newspapers with special reference to Coimbatore city revealed that the overall satisfaction level of newspaper subscribers and readers in Coimbatore city is moderate. The study identified several factors that influence customer satisfaction with newspapers in Coimbatore city, including content quality, relevance, accuracy, and timeliness. The study provides valuable insights into the factors that influence customer satisfaction with newspapers in Coimbatore city.

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