



A Study of Consumer Perception towards Odia Newspaper in the City of Balasore, Odisha

¹Dr. Somabhusana Janakiballav Mishra, ²Prof. Debasish Rout, ³Jyotiraditya Mohanty

^{1,2}Assistant Professor, Amity Global Business School, Bhubaneswar

³Student, BBA, Amity Global Business School, Bhubaneswar

DOI: <https://doi.org/10.55248/gengpi.2022.31279>

ABSTRACT

Newspapers are a gold mine of information. The most popular and significant source of information for all of us is newspapers. Everyone read it, from upper class to the middle class, male and female. Although there are other daily newspapers in our nation, like Times of India, The Hindu, Indian Express, and there are many regional newspapers. In Odisha, there are daily newspapers such as The Samaj, The Sambad, The Dharitri, The Prameya, The AjiKali etc., their goals are similar: to provide information and raise awareness. Customer preference differs across various brands based on factors such as pricing, effectiveness, truthfulness, and content quality. Customer devotion to a specific brand will be confirmed by higher client happiness, which will also guarantee profit and a larger customer base in the long run. The research was purely based on the survey conducted in Balasore & Bhadrak districts of Odisha. The sampling technique used was simplerandom sampling of advertisers. The data was collected through personal interview and structured questionnaire. The research instrument used was a questionnaire which helped in knowing the pulse of the readers. The main focus is to find out consumer perception towards Odia newspapers.

Keywords: -Journalism, consumer's loyalty, news consciousness, Freedom of speech, Consumer perception, Odia newspapers

Introduction

The newspaper is defined as "Any printed periodical work, containing public news or comments on public events" Press and Registration Book Act 1987. Media in India, experience newspaper media, are undergoing significant changes in the current liberalized environment. Newspaper a publication that appears regularly and carries news about a wide variety frequently of news current events. The newspaper publishes have aoverall control by its business and operations. "The press is the Guardian Angel of Democracy". A forceful and prosperous press is the guarantor of popular rights. The press flight by itself alone, but not for itself by alone. To most people "The press" means the daily newspaper, but although re-eminent in influence and importance, daily newspapers are only a small part of the press the farm "newspaper" is usually applied to the publications devoted mainly for recording current events and the term "periodicals" to magazines, reviews to journals. In reality the press is a private industry and a public service. No other force in public life operates so persistently and so extensively in its range of appeal. The scope of this subject of appeal and matter as so does the press. Newspapers have a unique dimension of social responsibility, which means the newspaper industry different from every other industry. But business success is as vital to this industry as to any other. According to the recorded facts the first newspaper of the world was published in China around 1000 years ago. It meant "News of the Capital". The second newspaper of the world was the "ActoDivra" which meant, "Daily happening" in Greek. There are the oldest two newspapers in the pre-recorded history. The first newspaper of the world was the "Morning Post" which was started in London in the year 1772 followed by this another newspaper "The London Times" started in publications.

The Origin of the Indian Newspaper

The first newspaper in Indian appeared on 29th January 1780, which James Augustus Hicky started the "Bengal Gazette" or "Calcutta General Advertiser" This was a weekly political and commercial paper open to all parties but influenced by none. Journalism started in India as a mission to expose the malpractices of East India Company Rule and Administration for his criticisms Hicky was fined a large amount and later on imprisoned. Simultaneously a number of Journals emerged under the sponsorship of company official's for defending themselves against the criticism made by Hicky and his followers. The second one came up in November 1780. The third one up in February 1784. The Calcutta Gazette this was followed by "Bengal Chronicle" in 1785 from them onwards the news and newspaper have flooded throughout India, Indian press the present Scenario. The Indian press consists of more than 20000 newspaper magazines and periodicals published in 20 different languages with a combined circulation of more than 55 million. The number of the major newspaper, 'magazines with membership in Indian Newspaper Society (INS) is given 53.4%. It has a combined circulation of 34 millions out of these there and 150 English with circulation of 7 millions and there are 38 in Indian languages with a circulation of 27 million.

News Agencies

There are 4 main news agencies in India.

- Press Trust of India (PTI)
- United News of India (UNI)
- Sam char Bharathi (SB)
- Hindustan Sam char (HS)

While the Press Trust of India is supplying news in English, the other two are operating through the medium of Hindi and other Indian languages. Since May 1982, the United News of India has also launched a new service in Hindi and the credit line of "UNIVARTA". Similarly Press Trust of India has started in 1986 a Hindi language news service called Press Trust of India BHASHA.

Role of Newspapers to the Consumers

The power of the press is felt on our activities. It controls the rise and fall of ministries, cabinets, and presidents. Once an editor said, "I care not who governs the country so long as I can govern the press". The press has rightly been called the "Fourth Estate". Such an influential organ has to shoulder great responsibilities the power, unless used with great care will cause severe damage. The first and foremost duty of the press is to furnish uncoloured news, but at the same time, it should furnish news on all fields such as science, economic, politics etc. The news should not suppress undue emphasis be laid. Some sensational newspaper now a days print unimportant and trivial news in the front pages, while worldwide important news are not given place in the first page. Another great responsibility of the press is to represent public opinion without fear or favors. As the press is called the eyes and ear of the world, it has to keep an eye on what happens and reflects views of the people on those happenings. The press is a medium not only to give news to the public but also to express the public opinion. The letters of the consumers published under "Letters to the Editors" "Yours Views" etc. Initiate debates on controversial issues. It will help to bring out the best of it. Thus, the press is not only a mirror of what the people thinks, but it is also a school of instruction, a source of guidance to the common people.

What is "News"?

Some preliminary remarks are in order about just what "news" is, anyway. We normally think of news as a particular kind of historical reality, which could probably be defined analytically. That is mystification of the subject. If journalists are experts on anything, it is their audience, and not some other aspect of reality. Viewed "phenomenological," news is simply what made it into today's paper or newsbroadcast. There are now 188 countries, 5 billion people, and thousands of things that "happened" yesterday. Only the ones that actually made the paper became news. Tomorrow will have its own news, so the rejected events will never be news. Of course, they might be part of later historical reconstructions of our time. One might think, in such a case, that the journalists just blew it - if you really thought that news was of the same nature as history. But news is not about history, really, but about profits, when publishers are thinking clearly, and newspaper publishers were thinking clearly from the very beginning.

Definitions should come from general usage, and this is what we mean by "news" when we are not being confused with such notions as unimportant news or unreported news. There is no such thing as unreported news, because news is not natural. Events are natural but periodical news is a manufactured product. Of course, that is true of "history" too. History is what historians make out of everything left from the past. News is what news writers squeezed into today's paper. If there is a point to histories, it is ultimately philosophical; the point of newspapers is to be recycled - the first product with planned obsolescence. Our second preliminary point is that there is no necessity of thinking of news as daily. It used to come along irregularly when people, exercising their own judgment, decided that something they heard was unusually interesting or important, and passed it on. People maintained their normal standards of honor and truth in spreading this news, so everyone knew about how far to trust the information. They were not awed by the institutional stature of giant news corporations. That changed in the seventeenth century, when people got used to the idea that there was an absolutely regular quota of news, which was vouchered for by transcendent sources. Daily news then became a steady stream of perceptions, the stream of society's consciousness. One participated in society in a new way.

Third, not all of the content of the many kinds of periodicals published over the years is news, in the accepted sense of important social or political events. This study will be interested in all of it, however, because it all partakes of the same urgency with which we invest politics. There have been many occasions in the history of journalism where opinion has been published as news, where comments have been presented with the authority of facts. Everything becomes strange when it is cut out of reality in the same way as political or commercial reports are, so that our science, religion, ethics, and arts are becoming as curious as our politics. And it bears remembering that this cultural tempo, like our political tempo, is for the convenience of publishers. Fourth, our most common mistake in thinking about news is to imagine that the most important events are those that get the most publicity. The reverse may be true. Powerful people do not usually like publicity. Celebrities like publicity, and the media have learned that customers will pay as much or more to read about celebrities as about the powerful. Given the accessibility of celebrities, reporters may concentrate on them while the powerful go about their business. So, there is a good chance that the news will not cover what historians will later write about our times. The founders of this nation had a seemingly naive faith in the power of the "free" press to responsibly inform the nation's citizens of ongoing events, yet the press has never been "free" in the sense that it takes money to purchase a press, and only its owner is guaranteed the right to publish with it anything he or she wishes. Those who hope that the news will keep them informed about the powerful forces in the world should consider that power might be defined as the ability to keep oneself out of the news. And further, an elite can be defined as a group that is able to monopolize a certain class of information and keep it out of circulation. For even today all-important news is transmitted orally, within elites. If important news is what gives one person an advantage over others, then it follows that valuable news is something you have to pay a lot for, one way or another. What is left over becomes the contents of the media. It is doubtless true that over the centuries media attention has helped the public to monitor and challenge elites. In time, this attention has eroded the power of some of those elites, but only at the point when the press itself became big business, an elite with secrets of its own. What the balance sheet would show of the new distribution of power, and whether the public has a right to feel included in the power structure because of its news consciousness, should get more attention than it has.

Literature Review

John O Shaughnessy (1987) has explored in his research that A marketing strategy's content explains how the essential elements of the film's offering (items, price, promotion, and distribution) are supposed to help the company reach its goals.

Anderson and Mittal (2000) have opined that the same long-term impact on profitability as when such attitudes and behaviours are acquired through superior products and services is unlikely to occur when customer happiness and retention are purchased through price promotions, rebates, switching barriers, and other similar strategies.

Chrystal Szeto and Luis Jimenez (2005), have found out Consumers have a wide range of options for how to access, share, and display various types of information thanks to new media. In the past, new media have complemented previous media rather than replacing it. What does market research have to say about consumers' preferences for electronic vs. paper media now, and whether this pattern is evolving because of the more recent development of digital media.

Rebekah (2006) Wade says success of the newspaper would likely depend less on its journalists and more on free CDs and DVDs. Newspapers are especially hopeful that CDs and DVDs would appeal to the younger generation, who are increasingly consuming news online.

Kathleen and Collins in their research have inferred that over the past forty years, the number of people who read paid newspapers has steadily decreased in the US and most other developed print news markets. Radio, television, and now the internet are just a few of the (generally) free electronic news and information outlets that have contributed significantly to this trend.

Don Heider, Maxwell McCombs, and Paula M. Poindexter (2005) have found out for many years, academics and some journalists have debated the potential effects of journalism on the general population. A smaller group has questioned whether journalistic practise has contributed to Americans' waning interest in news and participation in civic life for the past fifteen years.

Objective of the study

1. To know the perception of readers towards Odia news paper
2. To know why people prefer Odia news paper
3. To find out expectation of readers in current scenario & also find out the factor influencing brand loyalty

Research Methodology

In this paper we have conducted descriptive research design. This design intended to provide accurate data description and relationship between factors which influences the readers' perception. It is based on the questioning of the respondent to obtaining information. For this research we have used a well structure questionnaire to collect the information from sample population. Sampling method used in the study is non-probability convenience sampling.

Data Analysis and Interpretation

Gender

Male	189	63%
Female	111	37%
Total	300	

Among the sample of 300 people, 189 were male and 111 were female.

AGEGROUP

18-25	107	35.67%
26-35	110	36.67%
36-45	52	17.33%
ABOVE46	31	10.33%
TOTAL	300	

Out of 300 male, 107 were teenage boys of age 18 to 25 years. 110 were of age 26 to 35 years, 52 were of age 36 to 45 years, and 19 were of age Up to 46.

OCCUPATION

BusinessExecutive	40
Self-Employed	152
Nurse	2
Teacher	13
Medicalofficer	4
Politician	3
Lecture	12
Other	74
Total	300

Out of 300 people, 40 were Self – Employed, 152 were self-employed, 2 were nurse ,13were teacher,4 were medical officer, 3 were politician,12 were lecture and 74 were other occupation.

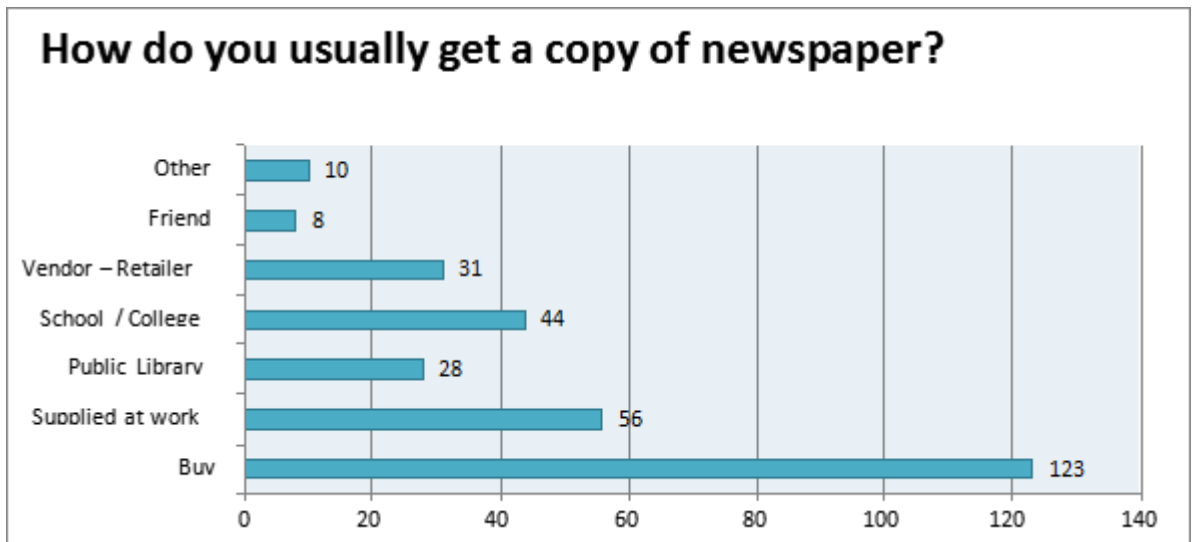
EDUCATION

Primary	17
Secondary	28
Post-Secondary	42
College	58
University	52
PostGraduated	72
Other	31
Total	300

Out of 300 people, 58 were college student, 52 student done university education, 72 have done post graduated course.

How do you usually get a copy of newspaper?

Buy	123
Supplied at work	56
Public Library	28
School /College	44
Vendor –Retailer	31
Friend	8
Other	10
Total	300



Out of 300 people, 123 men said that they buy a newspaper. 56 said that they supplied at work. 28 said that they read a newspaper from a library, 44 said that they read in school or college, 31 said they buy from retail copy daily, 8 said that they read from friend and 10 said that they read newspaper from outside.

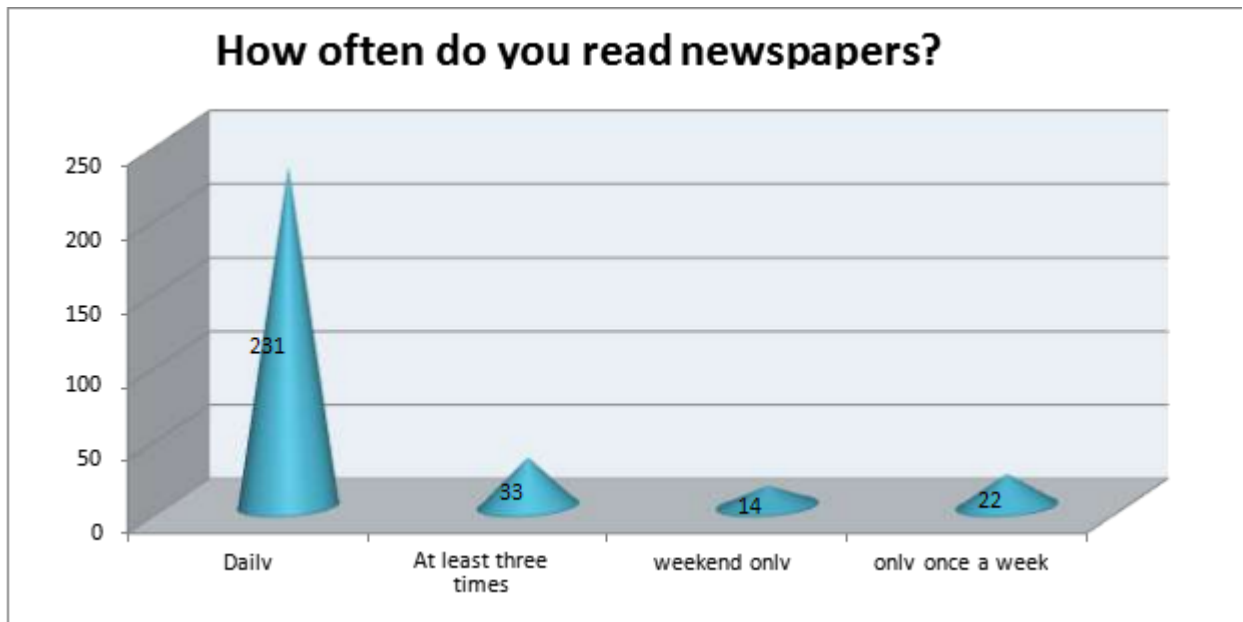
Which newspapers do you read?

Dhwani Pratidhwani	42
Prameya	144
Ajikali	78
Other	36
Total	300

In response to this question, 42 people read Dhwani Pratidhwani, 144 people read Prameya, 78 people read Ajikali and 36 people read other newspaper.

How often do you read newspapers?

Daily	231
At least Three Times a week	33
Weekend Only	14
Only Once a week	22
Total	300



Out of people 300, 231 people read newspaper daily, 33 person read at least three times in week, 14 person read only weekends and 22 person read in only once week.

How much time do you spend for reading or looking the newspaper?

1-15 minute	42
16-30 minute	187
31-45 minute	53
46 or more	18
Total	300

33 people say that they read newspaper for 1-15 minute. 66 people say that they read 16-30 minute, 35 people said that they read 31-45 minute and 12 people said that they read newspaper for 46 minutes or more.

Which ONE of s the most important item you look for in newspapers ?

Political	67
Foreign News	19
Cartoons	7
Business News	32
Advertise	4
Sports	64
Entertainment	49
Science Article	11
Current Affairs	27
Rural News	14
Others	6
Total	300

In response to the given question, out of 300 people, 67 people look for political news, 19 people foreign news, 7 people cartoon, 32 people look business news, 4 people look in newspaper a advertise, 64 people look sports news, 49 people look entertainment news, 11 people look science article, 27 people look current affairs, 14 people look a rural news on newspaper and 6 people look for other news.

Which of these factors motivate you to read newspapers?

Headline	81
Design	16
Layout	5
Picture	148
Well Written Stories	47
Other	3
Total	300

In response to the given question, 81 people said that Headline motivate to read newspaper, 16 people said design, 5 people said that layout, 148 people said that picture is most important to read newspaper, 47 people said that well written stories attract to read newspaper and 3 people said that other factor considered to read newspaper.

Purpose of Reading Newspaper?

1) To get information

Strongly Agree	132
Agree	38
Neither Agree nor disagree	48
Disagree	56
Strongly disagree	26
Total	300

Among the survey 132 persons strongly agree, 38 people agree, 48 people neither agree nor disagree, 56 people disagree and 26 people strongly disagree to the statement that they read newspaper for getting information.

2) To broaden the horizon of general knowledge

Strongly Agree	98
Agree	48
Neither Agree nor disagree	112
Disagree	23
Strongly disagree	19
Total	300

Among the survey 98 persons strongly agree, 48 people agree, 112 people neither agree nor disagree, 23 people disagree and 19 person strongly disagree to the statement that they read newspaper to Broaden the horizon of general knowledge.

3) For searching new jobs

Strongly Agree	48
Agree	38
Neither Agree nor disagree	52
Disagree	108
Strongly disagree	54
Total	300

In the survey 48 persons strongly agree, 38 people agree, 52 people neither agree nor disagree, 108 people disagree and 54 people strongly disagree to read newspaper for searching a job.

4) For entertainment

Strongly Agree	98
Agree	27
Neither Agree nor disagree	42
Disagree	48
Strongly disagree	85
Total	300

In this survey 98 people strongly agree with the statement that they read the newspaper for entertainment and 85 people strongly disagree with that.

5) To keep abreast with the present happenings of all over the world

Strongly Agree	104
Agree	98
Neither Agree nor disagree	22
Disagree	42
Strongly disagree	30
Total	300

In this survey 104 people strongly agree with the statement that they read the newspaper for keeping abreast with the present happenings all over the world and 30 people strongly disagree with that.

According to you Newspaper is..??

A newspaper is a part of a community's character.

Strongly Agree	75
Agree	98
Neither Agree nor disagree	58
Disagree	42
Strongly disagree	27
Total	300

75 persons strongly agree, 98 persons agree, 58 persons neither agree nor disagree, 42 persons disagree and 27 persons strongly disagree to "A newspaper is a part of a community's character".

A newspaper should observe and report what happens in the community without ever getting actively involved.

Strongly Agree	54
Agree	108
Neither Agree nor disagree	52
Disagree	38
Strongly disagree	48
Total	300

54 persons strongly agree, 108 persons agree, 52 persons neither agree nor disagree, 38 persons disagree and 48 persons strongly disagree to "A newspaper should observe and report what happens in the community without ever getting actively involved".

It is not the job of the newspaper to try to solve the problems of the community, only to report them.

Strongly Agree	27
Agree	42
Neither Agree nor disagree	58
Disagree	98
Strongly disagree	75
Total	300

27 people strongly agree, 42 people agree, 58 people neither agree nor disagree, 98 people disagree and 75 people strongly disagree "It is not the job of the newspaper to try to solve the problems of the community, only to report them".

In general, newspaper reporters are fair people who keep their personal feelings out of the stories they write.

Strongly Agree	38
Agree	28
Neither Agree nor disagree	37
Disagree	46
Strongly disagree	151
Total	300

38 people strongly agree, 28 people agree, 37 people neither agree nor disagree, 46 people disagree and 151 people strongly disagree "In general, newspaper reporters are fair people who keep their personal feelings out of the stories they write".

It is important for a local newspaper to cover National news.

Strongly Agree	132
Agree	28
Neither Agree nor disagree	48
Disagree	32
Strongly disagree	60
Total	300

132 people strongly agree, 28 people agree, 48 people neither agree nor disagree, 32 people disagree and 60 people strongly disagree "It is important for a local newspaper to cover national news".

Conclusion

In today's competitive business Environment Company will maintain and attain the Changing needs and wants of readers, they can differentiate a Company's service and develop customer loyalty, helping to sustain profitability in coming days.

References: -

1. Abdulla, Rasha A., Bruce Garrison, Michael Salwen, Paul Driscoll and Denise Casey, "The Credibility of Newspapers, Television News and Online News," A paper presented to the Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, annual convention, Miami Beach, Fla., August 9, 2002.
2. Ang, Peng Hwa and Berlinda Nadarajan, "Correction Policies of Online Publications," INET Conference Proceedings, 1999, pages 1-15.
3. Banning, Stephen A., and Sweester, Kaye D. "How Much do They Think It Effects Them and Whom Do They Believe? Comparing the Third-Person Effect and Credibility of Blogs and Traditional Media," Communication Quarterly, Vol. 55, No. 4 November 2007, pages 452-466.
4. Brauer, David, "Trusting the News Less ... And Spending More Time with it," www.minnpost.com, Sept. 29, 2010, pages 1-2.
5. Chyi, Hsiang Iris and Mengchieh Jacie Yang, "Is Online News an Inferior Good? Examining the Economic Nature of Online News Among Users," Journalism and Mass Communication Quarterly, Autumn 2009, pages 594-612.
6. Craig, David A., "Excellence in Online Journalism: Exploring Current Practices in an Evolving Environment," SAGE Publications 2010.
7. Farhi, Paul, "Lost in the Woods," American Journalism Review, March 2010, pages 1-7.
8. Flanagan, Andrew J. and Miriam J. Metzger. "Perceptions of Internet Information Credibility" Journalism and Mass Communication Quarterly, Vol. 77, No. 3 Spring 2000, 515-540.
9. Flanagan, Andrew J. and Miriam J. Metzger, "The role of site features user attributes, and information verification behaviors on the perceived credibility of web-based information," New Media and Society, 2007, pages 319-342.
10. Gallup New Service, "In U.S., Confidence in Newspapers, TV News Remains a Rarity," August 13, 2010.

-
11. Gallup News Service, "Gallup Poll Social Series: Governance, Final Topline," Sept. 13-16, 2010.
 12. Don Heider, Maxwell McCombs, and Paula M. Poindexter, "What the Public Expects of Local News: Views on Public and Traditional Journalism." *Journalism & Mass Communication Quarterly*. 82: 952- 967 (Winter 2005).
 13. Johnson, Thomas J., and Barbara K. Kaye, "In blog we trust? Deciphering credibility of components of the internet among politically interested internet users," *Computers in Human Behavior* 25 (2009) 175–182
 14. Jo, Samsup, "The Effect of Online Media Credibility on Trust Relationships" *Journal of Website Promotion*, Vol. 1(2) 2005, pages 57-78.