



## **A Study on Consumer Preference Towards the Hindu Newspaper with Regarding to Coimbatore City**

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### **ABSTRACT-**

This study highlights the consumer preference towards The Hindu Newspaper. The main objective of this study is to know the satisfaction level of the consumer and the buying behavior towards The Hindu newspaper. Newspaper have a unique dimension of social responsibility, which means the newspaper Industry is different from every other Industry. The study was conducted in Coimbatore city with sample size of 100 respondents through random sampling method. The method used for the study is Simple Percentage, Chi-Square Test and Rank Analysis. In this paper the researchers wish to study the Consumer preference Towards The Hindu Newspaper in Coimbatore City.

**Keywords-** Newspaper, Consumer Preference, Buying behavior, Satisfaction level, Social responsibility.

### **INTRODUCTION**

The newspaper is defined as “Any printed periodical work, containing public news or comments on public events” Press and Regulation Book Act 1987.

Media in India, experience newspaper media, are undergoing significant changes in the current liberalized environment. Newspaper is a publication that appears regularly and frequently. It carries news about a wide variety of current events. The newspaper publishes have an overall control by its business and news operations. The newspaper is the most authentic and reliable source of information as it only “print the news after proper investigation”.

“**The press is the Guardian Angel of Democracy**”. A forceful and prosperous press is the guarantor of popular rights. To the most people “The press” means the daily newspaper, but although re-eminent in influence daily newspaper is a only a small part of the press and is usually applied to the publications developed 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 extensively in its range of appeal. The scope of this subject of appeal and matter as so does the press. Newspaper have a unique dimension of social responsibility, which means the newspaper Industry is different from every other Industry. But Business success is 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 “Acto Divra” 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.

### **STATEMENT OF PROBLEM**

Knowledge is a Power in today’s world there is an increasing demand of Knowledge, especially after the economy has opened up the world is becoming one small village newspaper is one effective media which producers relevant information. Newspaper now a days has become one of the most important source of information for reduce to know things in depth no doubt other media like live television, radio and sources provided information but they crack inner course of action that is really wanted by the readers. The print media becoming very competitive throughout the country. There are large number of customers who are modernizing their preference and there are various newspapers that are circulated every day. The need of the study is to know the consumer preference towards The Hindu newspaper will also help to know the attribute which made the reduce to preference of Hindu.

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## OBJECTIVES OF THE STUDY

- To study on Consumer Preference on reading “The Hindu” newspaper.
- To study the satisfaction level of individual towards “The Hindu” newspaper.
- To analyze the newspaper buying behavior of the respondents.
- To offer suitable suggestion for enrich the consumer preference of The Hindu newspaper.

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## RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research solve the research problem. The Research Methodology, which Follows, is the Backbone of the study. The study is primarily based on the Primary Data collected through asking questions from the people’s.

### AREA OF THE STUDY :

The area chosen for the Study was Coimbatore City.

### SAMPLING SIZE :

The study covered a Sample Size of 100 respondents belonging to Coimbatore City.

### COLLECTION OF DATA :

Both Primary and Secondary Data were collected for the purpose of the study.

### PRIMARY DATA :

The Primary Data are those, which are collected fresh and for the first time, thus it happens to be original in character. The study was mainly based on the Primary Data so, first-hand information was collected and used for the study. The Question Session has been targeted the Hindu Newspaper readers in Coimbatore City.

### SECONDARY DATA :

Secondary Data are the data which is already available. They refer to the data which have already been collected and analyzed by someone else. The secondary sources such as various Journals, Magazines and Books, Internet, Newspaper have been referred.

### PERIOD OF THE STUDY :

The Study of the preference towards The Hindu Newspaper has been recorded for the period of Six Months.

### STATISTICAL TOOLS USED IN THE STUDY :

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage Analysis
- Chi square Test
- Rank Analysis

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## SCOPE OF THE STUDY

Today we have to live in competitive and business motive world. The research focuses on the several features of the Hindu and in awareness, suggestions in the market, which may help the Industry in further development of the newspaper. Newspaper are a mirror of public opinion too. Through their columns, the public can present their views on subjects of national and international issues. Letter to the Editor is one very important part of a newspaper. Business houses also make great use of the newspaper to advertise their products and to reach out to their customer. The alluring advertisements have a great impact on popular mind and that is the purpose of such advertisements. But there is one great responsibility which devolved upon the newspaper because the study is overall consumer preference towards The Hindu newspaper with regards to Coimbatore city. The data will be collected through questionnaire only in Coimbatore city.

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## LIMITATIONS OF THE STUDY

- The sample size is only 100.
- The period of study is limited to Coimbatore City.

- The research only deals with people who are literate.
- The study is only based on The Hindu newspaper. It is not applicable for other English newspaper.
- The result of analysis made in the study depends fully on the accuracy, reliability of information's given by respondents.

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## REVIEW OF LITERATURE

**1. Prof. Prathap B N and Ms. Bharathi K (2021)** this study states that the 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 customer. The manufactures cannot easily to satisfying their customer, 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 the newspaper. Reading Newspapers and journals has become a part and parcel of every life 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 Newspaper 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.

**2. Dr. Akanksha Upadhyaya (2021)** Newspaper are the treasure of Knowledge. Newspapers are the most common are important means of information for all of us. From high class people to lower middle; from male to female population everyone read it. There are many daily newspapers in our country Times of India, The Hindu, Indian Express, Divya Bhaskar etc. though there are many newspaper brands but their motive is same to information and spread awareness. Customer preference varies among different brands upon quality of content, price, truthfulness, effectiveness and so on. Higher satisfaction among customer will certify customer loyalty towards a particular brand and will also ensure profit and new customer base in longer terms. Every Newspaper have a unique social responsibility, which means that the newspaper industry is different from all other industries. Although Press media is an independent sector but it serves as a medium to express freely. The main focus of the study is to explore the factors effecting customer's perception towards Newspaper and study the perception of male and female of different age group towards Newspaper. Data of 114 customers is collected using questionnaire method in which male and female ratio is 50% each to ensure effectiveness and equality while conducting the research.

**3. Dr. Sridevi R (2020)** Newspaper are more than just a sheet of paper lined with ink. Newspaper is a medium through which the facts and figure of events going on around the world reach even to the places where there is no electricity. Their productions hold a much greater significance the providing profit for the company. Newspaper give us a medium to get information about news regarding employment, matrimony, gadgets, real estate, sports and the list goes on. The daily newspapers express the interests and understanding of the public. As a result, the entire conservative community – from researchers to managers to educators – watches the press carefully. Apart from this, newspaper industry gives employment to millions of people across the globe. Newspaper is defined as a printed publication consisting of folded sheets and containing news, features articles, advertisements and correspondence.

**4. Dr. R. Prasanna and S. Jincy (2019)** Comparison of two newspapers, when we first look at these two newspapers, “the first thing that comes to our attention is the differences of the front pages of the two” Newspapers are more than just a sheet of paper lined with ink. Newspaper is a medium through which the facts and figure of the events going on around the world reach even to the places where there is no electricity. The researcher has undertaken a study to measure the comparison level of English and Tamil newspaper and to create awareness about the impact of newspaper. Objectives of the study are to identify the customer perception, to investigate the major factors that impact customer satisfaction and to compare the customer satisfaction level of Tamil and English Version of Hindu Newspaper. The study was conducted among the viewers of Coimbatore city by adopting simple random sampling technique. The sample size is 100 respondents which have been considered for study. Tools used for the study are Chi – Square Analysis test and Rank correlation. The study concluded that The Hindu newspaper of Tamil Version requires more effective supplement delivery which is considered as a suggestion on the side of customers.

**5. Dr. V. Balaji and A. Usha (2018)** This paper seeks to develop our indulgent of consumer preference towards “The Hindu” newspaper. In a competitive market place where business competes for customers, it is a very essential to identify the consumer behavior and to frame the business strategies to increase their level of satisfaction of the customers. The main objective of this study is to enhance the understanding about consumer preference towards the newspaper. For this, the sample of 150 have been taken from the total population based on simple random sampling method. The data collection is based on the primary data source and secondary data source. The primary data were collected through questionnaire and personal interview of the readers. The secondary data were collected through official records of the company brochures, magazines and websites. The data were collected and analyzed with the help of the statistical tools. Findings and conclusions were given based on the analysis and suggestions.

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## ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research. In all research studies, analysis follow data collection.

## PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 to which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the sample size.

**Simple percentage =  $\frac{\text{No. of Respondents}}{\text{Sample Size}} * 100$**

Sample Size

### 1. TABLE SHOWING THE INDIAN NEWSPAPER YOU PREFER TO READ THE MOST BY THE RESPONDENTS

S.NO	INDIAN NEWSPAPER YOU PREFER TO READ THE MOST	NUMBER OF RESPONDENTS	PERCENTAGE
1	TIMES OF INDIA	13	13
2	INDIAN EXPRESS	4	4
3	THE HINDU	69	69
4	OTHERS	14	14
	<b>TOTAL</b>	100	100

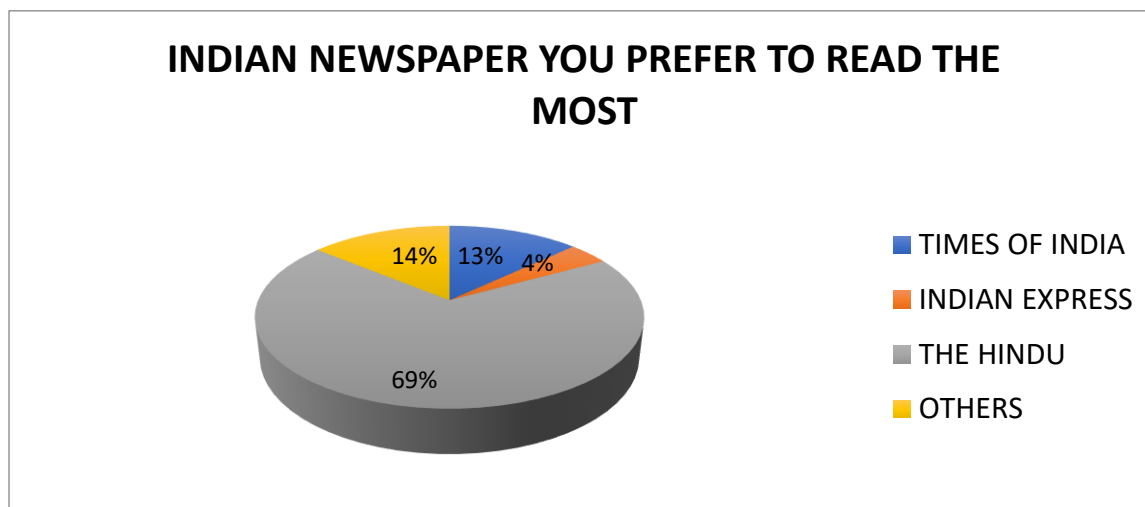
Source: Primary Data

#### Interpretation:

The above table indicates that 13% of the respondents are belongs to Times of India, 4% of the respondents are belongs to Indian Express, 69% of the respondents are belongs to The Hindu and 14% of the respondents are belongs to Others.

Majority of the respondents are Belongs to 69% under The Hindu Indian newspaper you prefer to read the most.

### CHART SHOWING THE INDIAN NEWSPAPER YOU PREFER TO READ THE MOST BY THE RESPONDENTS



### 2. TABLE SHOWING THE NEWS PREFER THE MOST BY THE RESPONDENTS

S.NO	NEWS PREFER THE MOST	NUMBER OF RESPONDENTS	PERCENTAGE
1	UPDATED NEWS	54	54
2	POLITICAL	10	10
3	SPORTS	26	26
4	CINEMA	10	10
	<b>TOTAL</b>	100	100

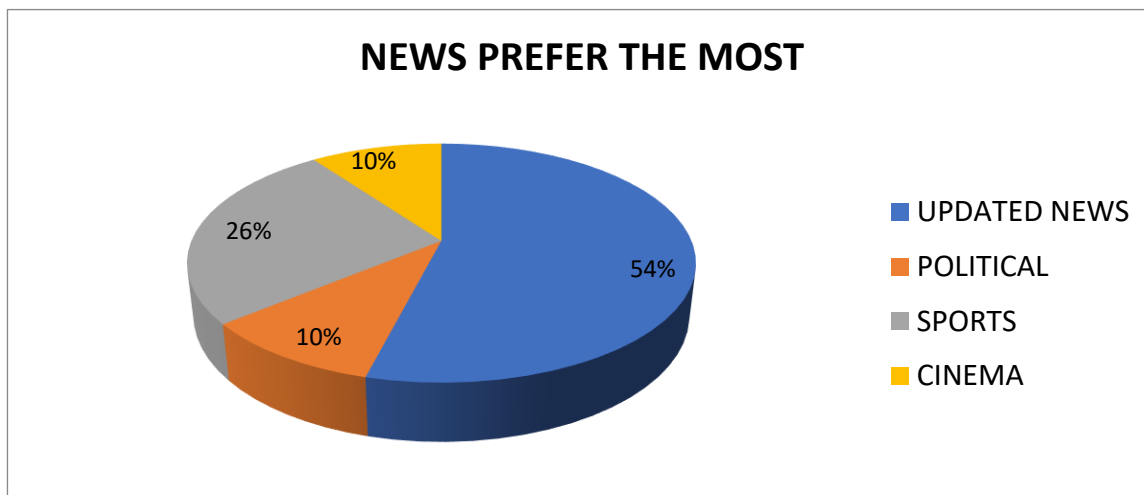
Source: Primary Data

#### Interpretation:

The above table shows that 54% of the respondents are belongs to Updated news, 10% of the respondents are belongs to Political, 26% of the respondents are belongs to Sports and 10% of the respondents are belongs to Cinema.

Majority of the respondents are Belongs to 54% Updated news comes under news prefer the most.

**CHART SHOWING THE NEWS PREFER THE MOST BY THE RESPONDENTS**



3.

**TABLE SHOWING THE HINDU NEWSPAPER HELPS TO IMPROVE BY THE RESPONDENTS**

S.NO	THE HINDU NEWSPAPER HELP TO IMPROVE	NUMBER OF RESPONDENTS	PERCENTAGE
1	VOCABULARY	12	12
2	COMMUNICATION SKILL	33	33
3	BOTH	52	52
4	NONE OF THESE	3	3
	<b>TOTAL</b>	100	100

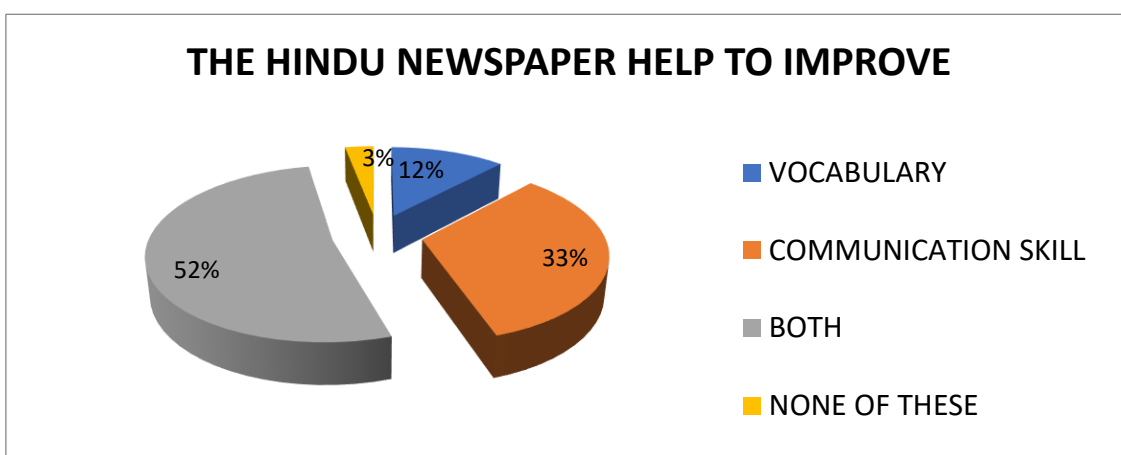
Source: Primary Data

**Interpretation:**

The above table indicates that 12% of the respondents are belongs to Vocabulary, 33% of the respondents are belongs to Communication skill, 52% of the respondents are belongs to Both and 3% of the respondents are belongs to None of these.

Majority of the respondents are Belongs to 52% under Both The Hindu newspaper help to improve.

**CHART SHOWING THE HINDU NEWSPAPER HELPS TO IMPROVE BY THE RESPONDENTS**



**CHI-SQUARE TEST**

Chi-square test is the non – parametric test of significance difference between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in 1900.

**TABLE SHOWING THE RELATIONSHIP OF AGE GROUP AND HINDU NEWSPAPER IMPORTANT FOR DAILY LIFE**

AGE GROUP/HINDU NEWSPAPER IS IMPORTANT FOR DAILY LIFE	LEVELS				TOTAL
	VERY IMPORTANT	IMPORANT	MANDAT ORY	NOT IMP ORTANT	
UNDER 18	0	1	2	0	3
19 – 25	14	46	24	4	88
26 – 30	0	5	0	0	5
30 & ABOVE	0	3	1	0	4
<b>TOTAL</b>	<b>14</b>	<b>55</b>	<b>27</b>	<b>4</b>	<b>100</b>

$$\text{Chi-Square Value } \chi^2 = \sum (\text{O}-\text{E})^2 / \text{E}$$

$$= 8.06805428$$

$$\text{Degree of freedom} = (\text{row}-1) * (\text{column}-1)$$

$$= (4-1) * (4-1)$$

$$= (3) (3)$$

$$= 9$$

Significance Level = 0.05

Table Value= 16.919

#### HYPOTHESIS

**H<sub>0</sub>** There is no significant relationship between Age group and Hindu newspaper important for daily life.

**H<sub>1</sub>** There is significant relationship between Age group and Hindu newspaper important for daily life.

#### INTERPRETATION

In the above comparative analysis the calculated value (8.6805428) is less than the table value 16.919 at 0.05 level of significance. Thus, there is no significant relationship between Age group and Hindu newspaper important for daily life.

#### RANKING ANALYSIS

A ranking is a relationship between a set of items such that, for any items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while Degree of hardness are totally ordered.

**TABLE SHOWING RANKING FOR THE FOLLOWING CATEGORIES BY THE RESPONDENTS**

RANKING FOR THE FOLLOWING CATEGORIES BY THERESPONDENTS	LEVELS							TOTAL	RANK
	1	2	3	4	5	6	7		
GENERAL NEWS	43	13	16	9	3	6	10	274	7
ENTERTAINMENT	10	38	21	8	10	9	4	313	6
COMMERCIAL	7	17	50	12	10	1	3	320	5
ADVERTISEMENT	11	10	16	45	6	7	5	366	4
SPORTS	11	10	25	7	39	2	5	376	3
POLITICAL NEWS	14	19	14	7	8	30	7	391	2
COMPETITIVE EXAMS QUESTIONS	14	12	17	7	6	4	40	451	1

## INTERPRETATION

The above table depicts that the following categories of the respondents as the highest rank towards Competitive exams questions, Second rank towards Political news, Third rank towards Sports, Fourth Rank towards Advertisement, Fifth rank towards Commercial, Sixth rank towards Entertainment, Seventh rank towards General news.

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## FINDINGS

### PERCENTAGE ANALYSIS

1. Majority of the respondents are Belongs to 69% under The Hindu Indian newspaper you prefer to read the most.
2. Majority of the respondents are Belongs to 54% Updated news comes under news prefer the most.
3. Majority of the respondents are Belongs to 52% under Both The Hindu newspaper help to improve.
4. Majority of the respondents are Belongs to 88% under Yes The Hindu is best for preparing UPSC exam.
5. Majority of the respondents are Belongs to 65% under Yes refer dictionary.

### CHI-SQUARE TEST

Age group has no significant relationship between the Hindu newspaper important for daily life.

### RANK ANALYSIS

The above table depicts that the following categories of the respondents as the highest rank towards Competitive exams questions, Second rank towards Political news, Third rank towards Sports, Fourth Rank towards Advertisement, Fifth rank towards Commercial, Sixth rank towards Entertainment, Seventh rank towards General news.

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## SUGGESTIONS

- Hindu newspapers are very useful to gain knowledge especially for school students to develop their communication.
- Reading newspaper is good for vocabulary.
- Best source of general knowledge and it also gives up-to-date news.
- The Hindu newspaper is good to improve communication skills and also improves our reading habits.
- The Hindu newspaper is best to prepare for competitive exams.

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## CONCLUSION

Newspaper plays an important role in our day – to – day life. They have contributed not only for the growth of democracy in a country but also for development of the economy. Indian newspaper enjoy large circulations. It is an influential organ shouldering great responsibilities and should furnish uncolored news without suppressing the facts and also care should be taken to satisfy the needs of consumers.

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