



AN ANALYTICAL STUDY ON READERS' ATTITUDE TOWARDS SELECTED NEWSPAPERS WITH SPECIAL REFERENCE TO KANGAYAM TALUK, TIRUPUR DISTRICT, TAMILNADU.

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ABSTRACT:

Newspapers provide information and general knowledge. Newspapers provide news about a country's economic situation, sports, games, entertainment, trade and commerce. Reading newspaper makes a good habit and it is already part of the modern life. Newspaper provides us with information collected from around the globe. It also helps to develop new ideas, and at times guide the common man. A newspaper acts an important medium to control corruption and scams. Reading Newspapers and journals has become a part and parcel of everyday life of human beings. There are people who cannot begins 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. Among the various newspaper there are certain newspaper found popular among the public. It is essential to probe as to what factors led the readers to prefer a particular newspaper and to know the socio political awareness cleared by the newspaper. Our newspaper compete with one another, in giving information and putting for ideas. It is possible to explain how new and why one newspaper differs from another by changing the news contents designs editorial attitudes and other features of the newspapers. Hence it is decided to conduct a study on the consumer attitude towards newspaper in Kangayam taluk. In this study it can be concluded that the newspaper agencies should promote and increase their circulation to face the competitors in future period. Greater care should be taken to keep the satisfaction level of the readers almost the same..

Key Words: Customer preferences, Customer satisfaction, Customer Attitude on newspaper.

INTRODUCTION:

Attitude towards reading mainly depends on learners' psychological state of mind and emotions. Attitudes are also defined as the “predispositions to respond in a consistently favorable or unfavorable manner with respect to a given object”. A learner’s attitude can change due to environmental influence, conditions, interests and peers' motivation and influence, or the way the person currently feels. The “object” in the definition can be a thing, process or behavior, which has a direct or indirect effect on attitude with respect to a learner’s personal experience and belief towards the object and the norms for this object in society . Reading attitude is an affective domain, which includes feeling, thought, belief and intent.

REVIEW OF LITERATURE:

Okonofua (2012) chose a survey method to examine the level of exposure and satisfaction of internet subscribers to online newspapers among cyber café users. His findings revealed that 50% of the readers read online newspapers frequently and only 7.5% seldom reads online newspapers. The findings indicated that print newspapers satisfy the news demands of readers more than the online newspapers. Therefore, it is clear that online newspapers did not satisfy the news demands of majority of the readers in the study. It is evident that online newspaper readers also read print newspapers

Ekareafu, et al. (2013) suggests that a key issue in the management of newspapers is the combination of editorial decisions with technical decisions to bring about quality print run. Therefore, the present study goes beyond examining online newspaper reading in relation to its print counterpart, to measuring the readers’ satisfaction with online newspaper contents. Meanwhile, the study measures the level of readers’ satisfaction with the content of online versions of newspapers particularly in the North Western Nigeria where the related literature suggests little attention by researchers.

STATEMENT OF THE PROBLEM

Every business unit focuses on the main aspect of profit. At the present scenario, all the customers are more aimed at their benefit by getting best and cheap products which are widely available in the market. The marketer should try their best to satisfy all the categories of the consumer. In the present globalized economy, all the people can easily access to the world updated developments through newspaper, so it is very necessary to keep the Customer by providing the best newspaper. The study attempts to findout the level of satisfaction towards selected newspapers in Kangayam Taluk.

OBJECTIVES OF THE STUDY

1. To find out the type of Newspapers preferred by the respondents.
2. To know the specific reasons to prefer newspapers.
3. To analyze customer level of satisfaction on content of newspapers.

METHODOLOGY:**Sources of Data:****Primary Data:**

This study is mainly based on primary Data. Questionnaire method has been adopted to collect primary Data. Secondary data also used which are collected from journals, websites, books and newspapers etc...

Sampling technique:

The researcher selected leading newspapers in Kangayam Taluk, such as Dinamalar, Dina Thanthi, Malai Malar, Malai Murasu and Makkal Kural. Convenient sampling technique has been used for collecting data.

Sample size:

110 customers have been chosen as sample in this study.

Area of the study:

Area chosen for the study is Kangayam Taluk, Tirupur District.

Statistical Tools used:

Percentages analysis, ANOVA and Hendry Garratt Ranking analysis has been used in this study.

Hypothesis:

There is significant association between age and level of satisfaction.

There is significant association between monthly income and level of preference.

Limitations of the study:

1. Due to economic and time constraints of the researcher, the number of respondents was limited to 110 only.
2. The area of the study is confined to Kangayam Taluk only. Hence the finding and suggestions are applicable only to Kangayam taluk.

TABLE 1
GENDER OF THE RESPONDENTS

| Gender | No of respondent | Percentage |
|--------|------------------|------------|
| Male | 64 | 58.2% |
| Female | 46 | 41.8% |
| Total | 110 | 100 |

Source: Primary Data

Majority (58.2%) of the respondents are Male.

TABLE 2
MARITAL STATUS OF RESPONDENT

| Marital status | No .of respondent | Percentage |
|----------------|-------------------|------------|
| Married | 47 | 43.1% |
| Unmarried | 62 | 56.9% |
| Total | 110 | 100 |

Source: primary Data

Majority (56.9%) of the respondents are belonging to unmarried category.

TABLE 3

AGE OF THE RESPONDENTS

| Age | No. of respondents | Percentage |
|----------|--------------------|------------|
| 15-20 | 21 | 19.1% |
| 21-30 | 44 | 40% |
| 30-40 | 32 | 29.1% |
| 40-50 | 10 | 9.1% |
| Above 50 | 3 | 2.7% |
| Total | 110 | 100% |

Source: primary Data

Majority (40%) of the respondents are coming under the age group of 21 to 30 years.

TABLE 4

PRESENT STATUS OF RESPONDENTS

| Status | No .of respondents | Percentage |
|------------|--------------------|------------|
| Home maker | 27 | 24.5% |
| Business | 61 | 55.5% |
| Profession | 19 | 17.3% |
| Employed | 3 | 2.7% |
| Total | 110 | 100 |

Source: primary Data

Majority (55.5%) of the respondents are doing Business.

TABLE 5

MONTHLY INCOME OF THE RESPONDENTS

| Monthly Income | No. of respondents | Percentage |
|----------------|--------------------|------------|
| Below 20000 | 25 | 22.7% |
| 20000 - 30000 | 38 | 34.5% |

| | | |
|---------------|-----|-------|
| 30000 - 40000 | 35 | 31.8% |
| Above 40000 | 12 | 10.9% |
| Total | 110 | 100 |

Source: primary Data

Majority (34.5%) of the respondents have monthly income between 20000 to 30000.

TABLE 6
NEWSPAPER PREFERRED BY THE RESPONDENTS

| Newspaper | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Dinamalar | 20 | 18% |
| Dina Thanthi | 36 | 32.4% |
| Malai Malar | 26 | 23.4% |
| Malai Murasu | 18 | 16.2% |
| Makkal Kural | 11 | 9.9% |
| Total | 110 | 100 |

Source: primary Data

Majority (32.4%) of the respondents prefer Dina Thanthi.

TABLE 7
TYPE OF NEWS PREFERRED BY THE RESPONDENTS

| Type of news | No. of Respondents | Percentage |
|-------------------------------|--------------------|------------|
| General news | 19 | 17.27 |
| Regional news | 14 | 12.72 |
| State new | 21 | 19.09 |
| Business News | 12 | 10.90 |
| Sports news | 8 | 7.27 |
| National news | 6 | 4.55 |
| Political news | 22 | 20.00 |
| Educational & Employment news | 8 | 7.27 |
| Total | 110 | 100 |

Source: primary Data

Majority (26.6%) of the respondents prefer to read political news.

Hypothesis:

There is no significant association between age and level of satisfaction.

TABLE 10
AGE AND LEVEL OF SATISFACTION
(Two Way Table)

| AGE | LEVEL OF SATISFACTION | | | TOTAL |
|--------------|-----------------------|--------|-----|------------|
| | HIGH | MEDIUM | LOW | |
| 15-20 | 11 | 6 | 4 | 21 |
| 21-30 | 23 | 13 | 8 | 44 |
| 30-40 | 25 | 5 | 2 | 32 |
| 40-50 | 6 | 2 | 2 | 10 |
| Above 50 | 1 | 1 | 1 | 3 |
| Total | 66 | 27 | 17 | 110 |

Source: primary Data

TABLE 11
AGE AND LEVEL OF SATISFACTION
(ANOVA TEST)

| SOURCES | SUM OF SQUARES | DF | MEAN SQUARE | F | F. CRT |
|----------------|----------------|----|-------------|-------|--------|
| Between Groups | 268.133 | 2 | 134.067 | 2.867 | 3.89 |
| Within Groups | 561.200 | 12 | 46.767 | | |
| Total | 829.333 | 14 | | | |

Source: Calculated result from primary Data

The table 11 shows that the calculated value of F is < F Critical value (at 5% level of significance). The hypothesis is accepted. Hence it is concluded that there is no significant association between age and level of satisfaction.

Hypothesis:

There is significant association between monthly income and level of preference.

TABLE 12
MONTHLY INCOME AND LEVEL OF PREFERENCE
(Two Way Table)

| MONTHLY INCOME | LEVEL OF PREFERENCE | | | TOTAL |
|----------------|---------------------|--------|-----|-------|
| | HIGH | MEDIUM | LOW | |
| Below 20000 | 15 | 5 | 5 | 25 |
| 20000 - 30000 | 20 | 10 | 8 | 38 |

| | | | | |
|---------------|----|----|----|-----|
| 30000 - 40000 | 21 | 9 | 5 | 35 |
| Above 40000 | 7 | 3 | 2 | 12 |
| Total | 63 | 27 | 20 | 110 |

Source: primary Data

TABLE 13
MONTHLY INCOME AND LEVEL OF PREFERENCE
(ANOVA TEST)

| SOURCES | SUM OF SQUARES | DF | MEAN SQUARE | F | F .CRT |
|----------------|----------------|----|-------------|-------|--------|
| Between Groups | 266.167 | 2 | 133.083 | 6.903 | |
| Within Groups | 173.500 | 9 | 19.278 | | 4.86 |
| Total | 439.667 | 11 | | | |

The table 13 shows that the calculated value of F is > F Critical value (at 5% level of significance). The hypothesis is rejected. Hence it is concluded that there is significant association between monthly income and level of preference.

FINDINGS:

- Majority (58.2%) of the respondents are male.
- Majority (40%) of the respondents are coming under the age group of 21 to 30 years
- Majority (56.9%) of the respondents are belonging to unmarried category.
- Majority (55.5%) of the respondents are doing Business.
- Majority (34.5%) of the respondents have monthly income between 20000 to 30000.
- Majority (32.4%) of the respondents prefer Dina Thanthi.
- Majority (26.6%) of the respondents prefer to read political news.
- Majority (60.00%) of the respondents are highly satisfied.

SUGGESTIONS:

1. Most of the readers' who prefer newspaper is male gender, where it needs to influence the female gender too.
2. As Majority of the newspaper reader are satisfied with all aspects of news but still they have to improve their circulation to satisfy the readers.

CONCLUSION:

The study presents the satisfaction level of readers towards selected newspaper in kangeyam taluk. As the majority of the newspaper readers are satisfied with all aspects of news, they have to promote and should increase their circulation to face the competitors in future period. Greater care should be taken to keep the satisfaction level of the readers almost the same.

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