



A STUDY ON READERS' SATISFACTION ON ONLINE NEWSPAPER SERVICES IN COIMBATORE CITY

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ABSTRACT

KEYWORDS:

*ANOVA, Online Newspaper,
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In India, the newspaper has proving changes in the economy from independence of the nation. The primary newspaper was published more than 230 years ago. The newspapers have published on many regional and local languages and those also have movements in the millions. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. The newspaper industry has faced more competitive situations and after sometimes the online newspaper services introduced for the readers convenience and selected 325 newspaper readers in the study area. The readers were mostly getting information through the both printed and online newspaper services in India. In online service, the readers have diverse opinion and troubles faced by the readers. Hence, the researcher has taken an attempt to identify the satisfaction level of the newspaper readers in Coimbatore city. The primary data collected from the sample respondents of Coimbatore city and the statistical tools were used like percentage analysis, weighted average and ANOVA test. The reader's satisfaction on the newspaper industry has significant changes towards the demographic factors of the sample respondents in Coimbatore city.

1. INTRODUCTION

In India, the newspaper has proving changes in the economy from independence of the nation. The primary newspaper was published more than 230 years ago. The newspapers have published on many regional and local languages and those also have movements in the millions. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. In 1780, the first newspaper was started by the British government and after that most of the Indian newspapers came into force. It is an inexpensive printing cost and low grade papers are also used by the newspaper printers. India has emerged as the second largest newspaper market in the world by selling 99 million daily newspapers. Newspapers usually distribute domestic stories, political proceedings, national events, whether news and forecasts, crime, commerce, trade, entertainment, games, sports and celebrities. It is typically sponsored by contributed subscriptions and payment access through advertising of the products. Newspaper Industry has observed the superior growth, in spite of the mount of reading the newspapers through telecommunications and internet as feasible

information source in India. Now a day, newspaper industry is obtainable at global level and their investigation opportunities are not constrained to their geographical region. Along with augmented chances, newspaper, other publishing industries in general and in particular newspaper industry have more competition and challenges from a range of competitors both domestic as well as universe. To overcome the challenges in the market, the publishers should have to cover spirit and minds of readers. The newspaper industry provides intention to buy newspaper knowing government policy and information of the economy. It includes the news paper readers' preference and perception towards News paper and impacting factors to the use of Newspaper. The researcher has used more tools and multivariate techniques to study the readers' perception and satisfaction towards Newspapers in Coimbatore city.

2. REVIEW OF LITERATURE

The researcher has taken an existing literature review related to the online newspapers in the present study. The reviews of the literatures are given below:

Christoph et. al. (1998) conducted the research about the future of online newspapers in Germany. Reading online

newspaper in the English Fluent Language (EFL) class a positive exercise because students are able to access to the Internet and get information, online newspapers and magazines can provide students with a wide variety of formal and colloquial English, students practice reading and at the same time, are informed, which is very motivating, it is a refreshing change of routine. Carina & Jonathan (2002) has a research about "Revenues for Online Newspapers: Owner and User Perceptions". The newspaper industry faces hard questions about business models and economic success for their online newspaper ventures. For this study Managers, editors-in-chief and designers at nine local newspapers in Sweden were interviewed and in addition, semi-structured interviews with 153 readers of the news services of these nine newspapers were also taken as respondents. The analysis reveals differences in digital news product content and revenue generation. Cherian & Jolly (2013) has examined that the consumer choice of print and online media with respect to demographics and preference of format. The study adopted a primary quantitative data collection approach wherein a paper based survey of 150 post graduate students in university was carried out. The researcher has used a random sampling method while selecting the sample population among the respondents who were present at the college canteen. The study has concluded that the print edition has been the prevailing choice when compared to the print edition in terms of readership and preference and generate more profit to the advertising field. Patrick (2015) has adopted the questionnaire survey method for collecting data and investigated with a sample of each 40 respondents from three universities and totally sample size was 120 respondents selected for the research analysis. The study concluded that 40 percent of online newspapers readers of Nigerian universities are spend time to read the newspaper in online. However, the online newspapers had significant impact of staff and students of the selected universities in the areas of enriching their knowledge on important issues; enabling them to enlighten others on important issues; and correcting their impressions on issues.

3. STATEMENT OF THE PROBLEM

Media is providing more awareness and social development through the information services. Print media fragment includes the information services such as Internet websites, television broadcasting, newspapers services and the audio-visual communication systems like film, radio, which are used for communicating the news about the economy and government regulations. A newspaper contains the current events, informative articles, health related information, employment opportunities, business and international news, etc. Both the men and women readers have different news expectations in various proportions from the newspapers. Among men and women, different categories like age group, income group, occupation group have different expectations and they have different attitude towards newspaper. The newspaper industry has faced more competitive situations and after sometimes the online newspaper services introduced for the readers convenience and selected 325 newspaper readers in the study area. The readers were mostly getting information through the both printed and online newspaper services in India. In online service, the readers have diverse opinion and troubles faced by the readers. Hence, the researcher has taken an attempt to identify the satisfaction level of the newspaper readers in Coimbatore city.

3. OBJECTIVES OF THE STUDY

The main objectives of the current study are,

1. To describe the demographic factors of the sample respondents in the Coimbatore.
2. To identify the readers satisfaction level on online newspapers in Coimbatore city.
3. To show the changes in readers satisfaction level towards online services in the study area.

4. RESEARCH METHODOLOGY

The study has adopted descriptive and exploratory research design. The sample size and other methodology parts are given below:

4.1 SAMPLE SIZE

Coimbatore, also known as Kovai is a major city in the Indian state of Tamilnadu. The population of the urban agglomeration as per 2011 census is 2,136,916 with males constituting 50.08 percent of the population and females 49.92 percent. Coimbatore has an average literacy rate of 89.23 percent, higher than the national average of 74.04 percent. Male literacy is 93.17 percent and female literacy is 85.30 percent. As per the 2011 census, the numbers of speakers by native language are as follows: Tamil (707,263) followed by Telugu (125,616), Malayalam (46,645) and Kannada (30,195). The present study has selected twelve newspapers were listed as big and medium newspapers based on its circulation in Coimbatore city. The above information about Coimbatore clearly indicates that the present study about readers perception. The researcher has approached news paper agents of different newspapers in Coimbatore and list of long time readers of a news paper is purposively identified for the study to get reliable response. From the long time readers of news papers four hundred readers of different news papers were approached in six regions of Coimbatore by using simple random sampling method with questionnaire and 325 useable questionnaires were used for analysis.

4.2 METHOD OF DATA COLLECTION

To fulfill the objectives of the study, both the primary and secondary data were collected. The primary data was collected with the help of structured questionnaire from 325 online newspaper readers.. The secondary data was collected with the help of various books, journals and from the internet. A pilot study was conducted with 50 respondents to know the depth and frequency of the questionnaire. The respondents were approached individually and the objectives were clearly explained to get accurate response.

4.3 STATISTICAL TOOLS USED IN THE STUDY

The primary data collected from the sample respondents of Coimbatore city have been properly stored, classified, edited, tabulated in a systematic manner and analyzed by applying appropriate statistical tools. The following statistical tools were used like percentage analysis, weighted average and ANOVA test.

5. ANALYSIS AND INTERPRETATION

The newspaper is always providing information for changing and developing the nation. Online newspapers are basically providing more information with innovative services. The descriptive method and analytical tools have used for the present study. The researcher has taken an effort to show the reader's satisfaction level towards newspapers in Coimbatore City.

Table -1 Socio-economic Profile of the Sample Respondents

Sl. No.	Particulars	Respondents	Percentage
1	Age		
	Below 20 years	51	15.70
	20-30 years	134	41.20
	30-40 years	82	25.20
	40- 50 years	42	12.90
	Above 50 years	16	4.90
2	Gender		
	Male	152	46.80
	Female	173	53.20
3	Marital status		
	Unmarried	197	60.60
	Married	128	39.40
4	Family Size		
	Up to 3 members	167	51.38
	3-6 members	153	47.08
	6-9 members	3	0.90
	Above 9 members	2	0.64
5	Education		
	School level	77	23.69
	College level	144	44.31
	Professional level	99	30.46
	Others like ITI, Diploma	05	1.54
6	Monthly income		
	Below Rs.20 thousand	154	47.38
	Rs.20-40 thousand	101	31.08
	Rs.40-60 thousand	49	15.08
	Rs.60-80 thousand	12	3.69
	Above rs.80 thousand	9	2.77
7	Opinion		
	Yes	225	69.20
	No	100	30.80
8	Frequency		
	Every day	250	76.90
	Once in two days	29	8.90
	Once in a week	26	8.00
	Occasionally	20	6.20
9	Satisfaction Level		
	Low	30	9.23
	Medium	125	38.46
	High	170	52.31
	Total	325	100.00

Source: Primary Data

The above table that among the total respondents, 15.7 percent belong to below 20 years, followed by 41.2 percent belong to 20-30 years, 25.2 percent belong to 30-40 years, 12.9 percent belong to 40-50 years and the rest 4.9 percent belong to 50 years and above age group. 20-30 age group has mostly reading the online newspapers in

Coimbatore city. In the present study, based on the gender the respondents 53.2 percent of the respondents who are female and the rest 46.8 percent of the respondents are male. Thus the study reveals that majority of the respondents are female. Out of the 325 sample respondents, 60.6 percent of the respondents were unmarried whereas the rest 39.4 percent

were married. The sample respondents were mostly married. Out of the total respondents 167 respondents have below 3 adult members, followed by 153 respondents have 3-6 adult members, 3 respondents have 6-9 adult members, and only 2 respondents have more than 9 adult members in their family. The study respondents mostly have more than 9 children in their family. It is found from the table that reasonable numbers of joint families still exist in the study area. The majority of the sample respondents who are earning below Rs.20,000 monthly in their family. The newspaper readers have purchasing and reading more than one newspaper regularly. Most of the sample respondents have reading newspaper in

everyday basis. The present study has observed that the newspaper readers has higher level of satisfaction on online newspapers in Coimbatore city.

ANOVA – CHANGES IN READERS SATISFACTION LEVEL TOWARDS ONLINE SERVICES

To estimate and compare the overall mean purchase decision scores on the factors among the respondents weighted average analysis is performed using five rating scale. The ANOVA test has used for the difference in readers satisfaction towards online newspapers in Coimbatore.

Table- ANOVA – Changes in Readers Satisfaction Level towards Online Services

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11477.204	2	5738.602	24.699	.000
Within Groups	92237.953	323	232.337		
Total	103715.157	325			

Source: Calculated Value

The above table has showed the difference between the readers satisfaction on newspaper services in Coimbatore. The results showed that there was a significant difference in

online newspaper in the present study. The mean score about various news items by respondents is furnished below:

Table-4 Level of Satisfaction with the Newspapers Columns

Sl. No.	News	Weighted average score	Rank
1	Current news	4.677	1
2	Political news	4.151	4
3	Religious news	4.015	5
4	Educational news	4.222	2
5	Employment news	4.160	3
6	Cinema news	4.160	6
7	Sports news	3.997	7
8	Health news	3.824	8

Source: primary data

The above table shows that the mean satisfaction score among the news items ranged from 3.824 to 4.677. The satisfaction score is higher for the item present news and it is least for health news among the respondents.

6. CONCLUSION

In India, newspaper services are providing more information and create more attentiveness with adequate knowledge across the world. Newspaper industry is providing more changes to the society and political revolutionize through the precious information. The principal goal of newspaper service is to discover the real condition of the nation and enlightening the knowledge. The present study has provided more information about the newspaper reader’s acuity and their fulfillment towards newspaper. The newspaper publishers are gratifying their valuable customer’s requirements by their quality information in Coimbatore city. The reader’s has good perception on the newspaper services with the high level of satisfaction. The reader’s perception and satisfaction on the newspaper industry have significant changes towards the demographic factors of the sample respondents in Coimbatore city.

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