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A study on customer satisfaction towards Hindu newspaper in Coimbatore city

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Abstract

Newspapers in the modern world played an important role in the exercise of freedom of expression. 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. Media in India, especially newspaper media, are undergoing significant changes in the current liberalized environment. 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. Newspapers have a unique dimension of social responsibility, which means the newspaper industry is different from other industries. Hence a study on customer satisfaction towards Hindu newspaper has been taken up. And also the purpose is to know the customers opinion and factors influencing them to buy the Hindu newspaper. The data was collected from 100 respondents using questionnaire method. Simple percentage analysis has been used in the study. It was found from the study that the respondents are satisfied with the Hindu news paper because of the true news and also that news coverage is the main factor which influences the customers to buy the newspaper.

Keywords: Customers, Hindu newspaper, influence, satisfaction

Introduction

Design of the Study

A newspaper is a periodical publication containing news regarding current events, informative articles, diverse features, editorials, and advertising. It is usually printed on relatively inexpensive, low-grade paper such as newsprint. By 2007, there were 6,580 daily newspapers in the world selling 395 million copies a day. Newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Most traditional papers also feature an editorial page containing editorials written by an editor and columns that express the personal opinions of writers. The newspaper is typically funded by paid subscriptions and advertising.

A wide variety of material has been published in newspapers, including editorial opinions, criticism, persuasion and obituaries entertainment features such as crosswords, Sudoku, horoscopes, weather news and forecasts, advice, food and other columns such as reviews of radio, movies, television, plays and restaurants display ads, radio and television listings, inserts from local merchants, editorial cartoons, gag cartoons and comic strips.

The Hindu is an English-language Indian daily newspaper. Headquartered at Chennai (formerly called Madras), The Hindu was published weekly when it was launched in 1878, and started publishing daily in 1889. According to the Indian Readership Survey in 2012, it was the third most widely read English newspaper in India (after the Times of India and Hindustan Times), with a readership of 2.2 million people. The Hindu has its largest base of circulation in southern India, especially in the states of Tamil Nadu and Kerala, and it is also the most widely read English daily in Tamil Nadu and Kerala. The Hindu was the first newspaper in India to have a website, launched in 1995. On 15th August 2009, the 130-year-old newspaper launched the beta version of its redesigned website at beta.thehindu.com. This was the first redesign of its website since its launch. On 24 June 2010 the beta version of the website went fully live at www.thehindu.com.

The new website retains its core values of independence, authenticity and credibility while adopting contemporary web design principles, tools, and features.

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Supplements of Hindu newspaper

- Metro plus
- Education plus
- Friday review
- Young world
- Property plus

Objectives of the study

- To study the customers awareness about Hindu newspaper.
- To know the ideas, opinions and preference of customers towards Hindu newspaper.
- To study the factors that influences the customer to buy Hindu newspaper.
- To identify the satisfaction level of the customers towards Hindu newspaper.
- To offer suggestions on the basis of the results of the study.

Methodology of the Study

Area of the study refers to Coimbatore city. The sample taken for the study is 100. The study has used primary data.

Primary data was collected by questionnaire method. And also information was collected from respective Books, journals, magazines and websites. Convenient random sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

Limitation

The sample units are 100 and confined to only Coimbatore city. The business conditions fluctuate and hence the results may not hold good for a long time and the findings of the study are purely based on the accuracy of the data given by the respondents.

Analysis and Interpretations

The data collected from the respondents are systematically analyzed and presented in the form of tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the sake. In the study simply percentage analysis has been used for analyzing the data for the purpose of making findings.

Table 1: The Personal Profile of the Respondents

Characteristics	Sub Categories	Number of Respondents	Percentage
Gender	Male	55	55%
	Female	45	45%
Age	12-16	4	4%
	17-21	23	23%
	21-30	65	65%
	Above 31 years	8	8%
Monthly income	Below Rs. 20,000	1	1%
	Rs.20,001-Rs.30,000	32	32%
	Rs30,001-Rs. 50,000	49	49%
	Above Rs.50,001	18	18%
Educational qualification	No formal education	0	0%
	Under graduate	80	80%
	Post graduate	14	14%
	Others (Diploma)	6	6%
Occupational Status	Student	9	9%
	Employee	73	73%
	Business person	9	9%
	Others	9	9%

Source: Primary data

The above table shows that out of the total respondents taken for study, 55% of the respondents are male, belongs to the age group of between 21-30 years (65%), having family

monthly income of Rs. 30,001- Rs. 50,000 (49%), their educational qualification is up to undergraduate level (80%) and their occupational status is employee (73%).

Table 2: The customer ideas, opinions and preference towards Hindu newspaper

Category	Classification	Number of Respondents	Percentage
Most liked part in Hindu newspaper	News	41	41%
	Entertainment	28	28%
	Commercial	16	16%
	Advertisement	15	15%
Respondents opinion about Hindu newspaper	Only legal advertisements are seen	22	22%
	There are local and national advertisements	48	48%
	Not much of national advertisement	16	16%
	There are no relevant advertisement	14	14%
Respondents opinion on the news in the front page	Political news	29	29%
	Current affairs	54	54%
	Crime news	9	9%
	Scientific inventions	8	8%
Number of family members preferring Hindu	1-2	43	43%

newspaper	2-4	38	38%
	More than 4	19	19%
Media by which respondents access their news	Newspaper	61	61%
	Internet / online	17	17%
	I phone / Android apps	21	21%
	Radio	1	1%
Respondents like to see	Sports	37	37%
	Crime	10	10%
	Business	30	30%
	Political	23	23%
Preference of supplements	Metro plus	32	32%
	Education plus	17	17%
	Young world	37	37%
	Friday review	14	14%
Frequency of buying	Daily	61	61%
	2-3 times a week	21	21%
	Weekly once	11	11%
	Never	7	7%

Source: Primary data

The above table shows that out of the total respondents taken for the study, 41% of the respondents like the news part, 48% of the respondents opined that there are local and national advertisement in the newspaper, 54% of the respondents say current affairs occur in the front page of the newspaper, 43% of the respondents opined that 1 – 2

members in a family prefer the Hindu newspaper, 61% of the respondents access the news through newspapers, 37% of the respondents like to see sports news in the newspaper, 37% of the respondents prefer young world supplement in the Hindu newspaper and 61% of the respondents buy Hindu newspaper daily.

Table 3: The factors which influence them to buy Hindu newspaper

Category	Classification	Number of Respondents	Percentage
Hindu newspaper differs from other newspapers	True news	51	51%
	Paper quality	20	20%
	Price	9	9%
	Supplements	20	20%
Factors influence the customer to read the Hindu news paper	News coverage	60	60%
	Price	13	13%
	Supplements	17	17%
	Advertisement	10	10%

Source: Primary data

The above table shows that out of the total respondents taken for the study, 51% of the respondents say that Hindu provides true news than other newspapers and 60% of the

respondents opined that news coverage is the factor that influences them to buy the newspaper.

Table 4: The satisfaction level of the customers towards Hindu newspaper

Category	Classification	Number Of Respondents	Percentage
Information provided	Highly satisfied	33	33%
	Satisfied	49	49%
	Moderately satisfied	3	3%
	Dissatisfied	14	14%
	Highly dissatisfied	1	1%
Usage of picture and picture quality	High satisfied	34	34%
	Satisfied	49	49%
	Not satisfied	14	14%

Source: Primary data

The above table shows that out of the total respondents taken for the study, 49% of the respondents are satisfied with the information provided and usage of picture and picture quality in the Hindu newspaper.

Suggestions

Reduction in the price: As the price of the newspaper is high, people who earn Rs.20000 are not able to buy the newspaper daily; they buy the newspaper weekly twice or thrice. Though they have willingness to read the newspaper their financial support does not favor them, so if the price is reduced many people will buy it often.

Coverage of local news: Many readers prefer to read the local news first. So the newspaper must also cover the local news. Many newspaper give importance for national and international news, but local news must also be given equal importance.

Advertisement: The world is full of business. The business needs advertisement. The best advertisement can earn good response. To make people know the availability of the newspaper advertisement should be provided in televisions etc.

Proper language: The newspaper should use proper and good language. Every people in the country read newspapers which could be easily understandable by all. Hence the way of writing should be simple.

Information for all age groups: The newspaper should provide information for all age groups. People of all age groups read the newspaper. Children's prefer to read sports news and they are also interested in cinema news. Young people prefer to read current affairs and political news, so that the newspaper should provide information for all age groups.

Usage of pictures: The use of picture and graphical content in the newspaper should be more. So that it attract more readers. The news along with the picture and graphical presentation will be more effective and also easily understandable.

No personal bias: The newspapers should not give importance to a particular person or particular news. People of every religion, every state, every caste, political party read the newspaper. If it found that it gives importance to a particular subject, it will create a bad name on the newspaper. So that it must provide news in a way that it doesn't hurt any reader

Conclusion

Hindu newspaper will always have loyal customers and it develops the reader's skills. It is considered as an elite newspaper because of its large news coverage, supplements, editorials etc. But the price of the Hindu newspaper is high; it must be reduced so that many people can buy it often. The Tamil edition needs more advertisement and local coverage. The Hindu newspaper has attracted customers by providing information for all age groups. It has a proper and good language which can be understandable easily by all people. The Hindu newspaper doesn't have personal bias and it gives equal importance for all religion, political parties and hence it is found that they are satisfying their customers in many aspects and if they concentrate on few changes that are mentioned above their customers can be highly satisfied.

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