



A STUDY ON CUSTOMER SATISFACTION TOWARDS THE HINDU NEWSPAPER (COIMBATORE CITY)

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ABSTRACT

This study said that in this modern business economy it is very important to analyses the marketing strategy used in the hindu newspaper. The study result shows the majority of the consumers are satisfied with the hindu newspaper i but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re-solve problems of retaining customers of the hindu newspaper will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of the hindu newspaper Company.

KEY WORDS-*Customer Satisfaction, Marketing strategy, modern business economy, analyses*

INTRODUCTION

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.

The Hindu 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. 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.

STATEMENT OF PROBLEM

We known well Knowledge is power to all the human beings “In today’s world there is an increasing demand of knowledge. The people have chosen the news paper as one of the source for developing the knowledge. Most of them have preferred the newspapers for gathering the news. And they consume newspapers at every morning. At the same time their thought is it’s one of the less expensive media compare with others meanwhile no one could not carry the other source of media at everywhere except newspapers. Although the print media will become very competitive throughout the country. This study analysis the consumer satisfaction toward The Hindu Newspaper special preference in Coimbatore city.



SCOPE OF THE STUDY

Newspapers are a mirror of public opinion too. Through their columns, the public can present their views on subjects of national and international issues. Letters to the Editor is one very important part of a newspaper. Business houses also make great use of the newspapers to advertise their products and to reach out to their customers. 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 devolves upon the newspapers because the study is overall consumer satisfaction towards The Hindu Newspaper special preference in Coimbatore city. The data will be collected through questionnaire only in Coimbatore city.

OBJECTIVE

- To study the consumer preference towards The Hindu Newspaper in coimbatore city.
- To know the consumer preference towards supplement issued by The Hindu News paper.
- To analyze the buying behavior and reading time.
- To find out the satisfaction of availability of THE HINDU Newspapers.

REVIEW OF LITERATURE

Mrs. Ruchita Ramani, Mr Sagar Dhabade (2013)¹ in their study- "The Study of Consumer Behaviour with Special Reference to Business Standard Newspaper" Our research paper is based on the study of overall consumer behaviour towards selection of financial newspaper with special reference to Business Standard Newspaper in Pune. The study of consumer behaviour helps organizations in improvisation of their marketing strategies by understanding the consumer's psychology while evaluating different alternatives and selecting the best one available. The study also emphasizes on environmental factors influencing the buying decision. This study helps the firms to know about the customer's needs and provide customized products as desired by the customers thereby leading to customer satisfaction and boost in the sales

G. Purushothaman & K. Krishnamurthy (2015)² in their study- "a study on consumer satisfaction towards "the hindu" newspapers (with special reference to kanchipuram district)" Customer satisfaction is the main thing for promoting the sales because the consumer is the king of every business. So, the every manufacturer has must needed to satisfy their customers. The

RESEARCH METHODOLOGY

A Research methodology or involves specific techniques that are adopted on research process to collect, assemble and evaluate data. It defines these tools that are used to gather relevant information in a specific in a research study.

PRIMARY DATA

Primary data are collected by way of distributing questionnaires to the customer in The Hindu Newspaper.

SECONDARY DATA

Secondary data is collected from Articles, Magazine & Book and website

AREA OF THE STUDY

It is limited to Coimbatore city

LIMITATION

- The time allocated for the study is only 3 months.
- The study is only limited to Coimbatore city.
- The sample size was limited to 150 customers due to time constrains.

manufactures cannot easily to satisfying their customers. 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 consumer satisfaction towards newspapers.

HISTORY OF THE HINDU NEWSPAPER

The newspaper and other publications in the Hindu groups are owned by the family – held company, Kasserri and sons Ltd. In 2010 the newspaper employed over 1600 works and annual turnover reached almost 200 million. According to data from 2010 most of the revenue comes from advertising and subscription. The Hindu become in 1995, the first Indian newspaper after an online edition. As of march 2018 it is published from 21 locations across 11 states, Bangalore, Chennai, Hyderabad, Thiruvananthapuram, Vijayawada, Kolkata, Mumbai, Coimbatore, Madurai, Naiad, Visakhapatnam, Kochi, Mangalore, Hubble, Mohall, Allahabad, Kozhikode, Luck now, Cuttack, Patna and Tirupathi.

The Hindu was founder in madras on 20 September 1878 as the weekly Newspapers of the period established to protest the policies of the British Raj. About 100 copies of the inaugural issue were printed at Srinithi press, Georgetown on one rupee and Twelves annals of borrowed money.



Subramanian Ayer became the first editor and Vera Raghavacharya, the first managing director of the newspaper

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The Hindu Home till 1939, there issued a guard – size paper with a front page full of advertisements, - a practice that came to an end only in 1958 when it followed the lead by its idol, the pre-Thomson Times- and three back papers also at the service of the advertiser. In between, there were more views than news. It was headed by G.Kasuturi from 1965 to 1991. N.Ravi from 1991 to 2003 and by his brother N.Ram since June 27th 2003. The present is that information which is available as right time to the

right person.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis interpretation of the study on “Consumer satisfaction towards the Hindu newspaper “ is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 18 questions analyzed through

1. Simple percentage analysis.
2. Rank analysis method.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw stream of the data as a percentage for the better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It is a particularly useful method of expressing the relative frequency of survey responses and other data’s.

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

**TABLENO:1
TABLE SHOWING THE MAIN NEWS REASONS FOR READING NEWS PAPER**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	To get the latest update and news	81	67.5
2	To pass time	31	25.83
3	Entertainment purpose	8	6.67
	Total	120	100

Source: Primary data

INTERPRETATION

The above table shows that 56.67% of the respondents are male 43.33% of the respondents were female.

REFERENCE

Majority (43.33%) of the respondents were female

**TABLE 4.1.2
TABLES SHOWING THE HOW LONG HAVE YOU READING THE HINDU NEWSPAPER**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1 years	71	59.17
2	2 years	39	32.5
3	More than 2 years	10	8.33
	Total	120	100

(Source: Primary Data)

**INTERPRETATION**

Its is revealed that 59.17% of the respondents are 1 year and the 32.5% of the respondents are 2 year the 8.33% of the respondents are more than 2 years .

REFERENCE

Majority 59.17% of the respondents are 1 year.

LINKERT SCALE ANAYLSIS

A Likert scale is a psychometric scale commonly involved in research that employs questionnaires.

It is the most widely used approach to scaling in survey research, such that the term is often used interchangely with the rating scale.

$$\begin{aligned} \text{Likert scale} &= (\text{Fx})/\text{no of the respondents} \\ &= 548/120 \\ &= 4.5 \end{aligned}$$

Likert scale value 4.53 is greatest than the middle value (3) so the customers are satisfied with general news .

FORMULA

LIKERTSCALE =SUM OF (FX)/NUMBER OF RESPONDANTS

F =NO.OF RESPONDENTS

X =LIKERT SCALE VALUE

(FX)=TOTAL SCORE

MID VALUE

Mid-value indicates the middle most value of the likert scale.

SNO	FACTORS	NO OF THE RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1	Highly satisfied	76	5	380
2	Satisfied	30	4	136
3	Neutral	9	3	27
4	Dissatisfied	2	2	4
5	Highlydissatisfied	1	1	1
	TOTAL	120		548



FINDINGS, SUGGESTIONS AND CONCLUSION FINDING

SIMPLE PERCENTAGE ANALYSIS

- ✓ Majority 56.67% of the respondents are Female.
- ✓ Majority 45% of the respondents are 41 years-50 years
- ✓ Majority 69.17% of the respondents are Married.
- ✓ Majority 52.5 % of the respondents Educational qualification is degree.
- ✓ Majority 42.5% of the respondents employee.
- ✓ Majority 56.67% of the respondents of the earning Rs.20,001-Rs.30000
- ✓ Majority 61.67% of the respondents are nuclear.
- ✓ Majority 36.67% of the respondents are four members.
- ✓ Majority 75.85% of the respondents are collect newspaper.
- ✓ Majority 32.15% of the respondents are sensational news.
- ✓ Majority 47.5% of the respondents are others.
- ✓ Majority 66.67% of the respondents are good.
- ✓ Majority 60% of the respondents are neutral.
- ✓ Majority 43.33% of the respondents are interesting and innovation.
- ✓ Majority 51.67% are strongly agree.
- ✓ Majority 56.67% of the respondents are 30min to an hour.
- ✓ Majority 59.17% of the respondents are alternative days.
- ✓ Majority 67.5% of the respondents are to get the latest updates and newses.
- ✓ Majority 59.17% are one year.
- ✓ Majority 81.67% are the respondents are yes.
- ✓ Majority 35 are the respondents are business line.
- ✓ Majority 60% of the respondents are easy language.

LINKERT SCALE METHOD

- ✓ Linkert scale value 4.53 is greater than the middle value(3), so the customer are
- ✓ Satisfied with the general news.
- ✓ Linkert scale value 3.167 is greater than the middle value (2), so the customer are
- ✓ Satisfied with the field news.
- ✓ Linkert scale value 4.55 is greater than middle value(3),so the customer are satisfied with the employment news.
- ✓ Linkert scale value 3.48 is greater than the middle value(2),so the customers are satisfied with the quality of the paper.

- ✓ Linkert scale value 2.75 is greater than the middle value (1),so the customer are satisfied with the quality of painting.

SUGGESTIONS

Thus study suggested that the marketing techniques and strategies can be improved for The Hindu newspaper. Most of the respondents came to know about the Hindu newspaper services only through the family members and friends. The study suggested that the design of the mobile phone can be further improved. To price offers / discount offers to attract more member of customers.

CONCLUSION

This study concluded that in this modern business economy it is very important to analysis the marketing strategy used in the Hindu newspaper services. The study result shows the majority of the consumers are satisfied with the Hindu news paper taxi services but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re solve problems of retaining customers of Hindu newspaper services will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Hindu newspaper services.

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