

Customer Preference Towards The Hindu Newspaper With Special Reference To Coimbatore City

Ms.N.Kavishree¹, Hefshiba A²

^{1,2}Dept of Commerce

^{1,2} SriKrishna Adithya College of Arts and Science, Coimbatore

Abstract- Newspaper are the most powerful tool to express ideas and information. It is a part and parcel of modern life. It plays a vital role by providing information and creating awareness among the people. A newspaper acts an important medium to control corruption and scams. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide coverage of information is obtained at low cost though newspaper. Newspaper provides us with information collect from globe. Hence the research work is carried out to know the customer preference towards THE HINDU NEWSPAPER.

Pollachi town of Coimbatore District. They came up with the conclusion that educational qualification, occupation, and family type are having a significant association with the customer satisfaction related to online.

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

I. INTRODUCTION

The newspaper industry works to inform people about current events happening all around the world. The newspaper industry is globally moving from traditional print technology to digital technology as everyone seems to generally prefer digital and mobile platforms.

STATEMENT OF THE PROBLEM:

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 produce relevant information. The need of the study areas to know the preference towards The Hindu newspaper will also help to know the attributes which made the reduce to preference of Hindu.

OBJECTIVES OF THE STUDY:

- To find out the economic factors of the Hindu newspaper buyers.
- To study the customer preference on reading Hindu newspaper.
- To know the satisfaction level of individual preference towards the Hindu newspaper.

II. REVIEW OF LITERATURE

1. **Keerthana & Saranya (2017)** 1. carried out their study on customer satisfaction towards online newsreader in

III. RESEARCH METHODOLOGY

RESEARCH DESIGN:

This research was aimed at analyzing the customer preference and satisfaction towards “THE HINDU NEWSPAPER”. Random sampling method was used. In this method a questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire.

DATA COLLECTION:

PRIMARY DATA: Primary data is information that you collect specifically for the purpose of your research project by way of preparing a questionnaire. Data observed or collected from first-hand experience.

SECONDARY DATA: Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science for other research purpose.

TOOLS USED FOR ANALYSIS:

The collected data will be analyzed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools is used.

1. Simple Percentage Analysis Method.
2. Ranking Method.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE: Showing that Customer Preference towards THE HINDU NEWSPAPER

Factors	Options	No. of Respondents	Percentage
Gender	Female	64	57.7
	Male	47	42.3
Age	Under18	9	8.1
	18-24	81	73
	24-30	19	17.1
	Above30	2	1.8
	Other	3	2.7
Monthly	Below10000	31	27.9
Income	10001-15000	24	21.6
	15001-20000	30	27
	Above20001	26	23.4
Newspaper Preference of the Customer	TheHindu	94	84.7
	TimesofIndia	11	9.9
	IndianExpress	4	3.6
	Hindustan Times	2	1.8
Spending time for the newspaper	Less than 10mins	50	45
	10-15mins	43	38.7
	15-20mins	13	11.7
	More than 20mins	5	4.6
Money Spending for newspaper	Free onlineservice	54	48.6
	Less than Rs. 50	38	34.2
	Rs.50– Rs.100	13	11.7
Language Preference	English	61	55
	Tamil	47	42.3
	Hindi	3	2.7

Gathering Information	Newspaper	50	45
	Onlinesources	29	26.1
	Radio/FM	11	9.9
	Socialmedia	21	18.9
Main key Factors	Sufficienttime	56	51.4
	MutualInterest	28	24.3
	Powerful Outcome	21	18
Supplementary copy of THE	Youthful world	57	51
	Magazine	28	25
HINDU	FridayReview	21	19
	Openings	5	5

INTERPRETATION:

This study reveals that majority (57.7%) of the respondents are Female, majority (73%) of the respondents are in age group between 18-24 years, majority (27.9%) of the respondents are below Rs.10000, majority (84.7%) of the respondents are prefer the Hindu newspaper, majority (45%) of the respondents spends less than 10mins, majority (48.6%) of the respondents spends money on free online services, majority (55%) of the respondents prefer English language, majority (46.8%) of the respondents read the newspaper once in a week, majority (45%) of the respondent refer Newspaper for gathering the information, majority (51.4%) of the respondents are belongs to showing their sufficient time, majority (51%) of the respondents are belongs to preference for Youthful World of Supplementary copy of The Hindu Newspaper.

V. FINDINGS:

1. Majority (57.7%) of the respondents are Female.
2. Majority (73%) of the respondents are in age group between 18-24 years.
3. Majority (27.9%) of the respondents are below 10000 as their monthly income.
4. Majority (84.7%) of the respondents are prefer The Hindu newspaper.
5. Majority (45%) of the respondents are spend their time less than 10 mins for reading newspaper.
6. Majority (54%) of the respondents spends money on free online services.
7. Majority (55%) of the respondents prefer English newspaper.

8. Majority (45%) of the respondents gathering the information through the newspaper.
9. Majority (51.4%) of the respondents are showing that main key factor as sufficient time.
10. Majority (51%) of the respondent belongs to youthful world as their preference showing for supplementary copy of the HINDU Newspaper

VI. SUGGESTIONS

- Most of the customers expressed dissatisfaction over the number of advertisement both commercial and cinema should be taken by the publishers to reduce the advertisement coverage and add more sports news, IT news, job opportunities etc.,
- This newspaper should cover the international news more and more level.
- This newspaper should cover the free page of District news daily.
- For the benefit of the students the paper should publish the past years question with answers at the beginning of the years they usually publish it nearly to the exam time.
- It should cover less political advertisement even though they charge such amount for it.
- It should try cover less miscellaneous news.
- The use of pictures and graphical content in the newspaper should be more. So that it attracts more readers.

VII. CONCLUSION

The Hindu has been playing an important role in the communication department and improvement of English language, its services to the society is wonderful and splendid. It develops the business and employee and employer students and all knowledge fully. The Hindu has to do such social oriented activities like free education and free employment benefit. Their service is reachable to all the class people and in future to it has to be developed in the entire field to survive and face the competitors. From this study The Hindu alter such changes definitely it can capture full share of the market. The project has given me an idea about the operation of The Hindu newspaper and their circulation. The experience gained in the projects given me an opportunity to build up brings between the theoretical knowledge and practical functions.

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