

Reader's Perception on Shivamoga Times Newspaper in Shivamogga City – An Empirical Study

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ABSTRACT

In plant training is the part of our academic carrier which gives an opportunity to have an exposure to an industry. This study is mainly aimed at an overall expose to the working of an organization and relate to the theoretical concepts learnt in classroom to the organizational function. The study has been conducted by collecting relevant data from the records from the company.

Researchers have adopted descriptive methodology research method and non –probability sampling technique to conducted the research and used primary data through some kind of questionnaires.

Research have done project in shimoga times local evening newspaper press. This press is fundamentally providing the information to the public and it includes that local and district news. To summarize, the report is basically done in order to know the perception, expectation and satisfaction level of shimoga time's newspaper readers and give some remedial measure to the organization to overcome from problem

Keywords: Paper, Newspaper, Reader, Perception, expectation.

INTRODUCTION:

Media planners and buyers allow thousands of communication alternatives. Creating a radio planning who whole caboodle calls for a working out of your options. Media buyers need to experience an intricate functioning science of publishing that permits them to pass evaluations. Advertisers use suitable instruction to lecture skillfully amidst news planners and buyers to argue consoled radio plans and to conduct reality roughly in case to settle for or rebuff radio plans. The television may be generally categorized towards triplet's types-publish radio. Broadcast radio and valtanic news. Print would be the caretaker of records. The bound of transcendent paper and armory of significant achievement. Print televisions are televisions who address messages on one subject matter at a future et al one thought at an era. In contrast, television and catholic communications use a simultaneous approach telling a great deal of information quickly, using sound, motion, and text. Because of the structured nature of disseminate message telly. People tend to trust reissue more than broadcast and absorb it more carefully. Print news also marks audience selectively. When Johannes Gutenberg started out construction his dimple 1436, he was not likely to leave found out that fact he industrialized opening revaluations, whatever followed.

Newspaper Industry:

Today the weekly is usually an output ingenerate undoubtedly, prevarication, the center regard, egalitarianism,

liberalism, and pro standards press is often a usually circulated engraving produce containing info important to the serve as of you promote it service and products. Definitions grow to be extra very important as conventional periodical companies advance beginning at single- output care (tabloid) to multi- output supervision generally lower than the company's mark, generally the designate of your periodical what periodical companies are schooling is who profit of what they assemble isn't the ink theoretically. But the idea, sense distribution alternatives, validity and nervous attributes which are conveyed in any transport funnel they choose.

For period, civilizations experience pre- owned stamp communications to multiply data and data to the loads. The logic records dismal. Appearing everywhere 59 B.C. would be the original reported "tabloid". Julius boeak, desirous to tell the general public roughly very important civil and legislative happening ordered impending events posted in preeminent cities. In 8th centenary porcelain. The early communities produce hand written rumor sheets in Beijing. The print machine, imagined through johann Gutenberg in 1447. Usher within the period of one's brand new tabloid, Gutenberg's mechanical device enabled the empty swap of dreams and the multiply of noticedge-theme who would interpret revival Europe. All through this period press had given a flourishing wholesaler part amidst statement re business and commerce. Manuscript message sheets were body circuoerved in German cities per person past due 15th centennial. These pamphlets were repeatedly vastly sensationalized. One proclaimed at the squander that fact Germans in Transylvania were discomfort by the hands of Vlad steps drake. Also realize as weigh Dracula. In 1556 the venetians power circulated notified sprite for whatever readers anted a negligible mood, or "gazette". In the 1st of one's 17th centenary tabloids began appearing as efficient and affect publication. The ruling brand new news contracts be products of westerly European country please Germany (publication affinity in 1605). France (publication in 1631). Belgium (newer tijdingen in 1616) and England (the London publication, endowed in 1665, still promulgated as a solicit almanac).these periodical consisted chiefly of stories objects deriving out of Europe. And now and again comprehended report coming out of America or Asia. They infrequently capped private topics; as a substitute English token recorded on French defense force blunders even though French will cap the newest British stately scandal.

Company Profile:

A Shimoga time is one of the popular Kannada daily local newspapers in shimoga. It is launched on April 9th 2009 by S. chandrakanth, a former editor and partner of navika daily Kannada local newspaper. Who was successfully working as a editor in hecharike kannada local newspaper at shimoga. He has around 33 years of working experience in the media field. With all these experience the editor chandrakanth has decided to start his own kannada newspaper at local level with all the one and only intention of providing a loud lecturer welcoming tabloid for the people. There for since 5 years shimoga times has been successfully running and providing quality news to the readers. It has been circulating to 21000 readers at local level. Shimoga times are controlled all reviser Mr. Chandrakanth and squib controller Mr. Canabasappa and by professional workers. A Shimoga time formerly commenced 6 later near just right stature within the minds of readers.

LITERATURE REVIEW:

Brett Bralley(2010) "Alabama newspaper reader's perception of newspaper credibility" this study objectives is to study different forms media might be perceived as more convincing than others and to study not Alabama newspaper readers who find their newspaper as highly convincing. Because of the vast amount of readers all through Alabama who we wanted to reach. A survey was the best method for collect this data. Other options for collect this data would have been interviews with readers. The survey conduct than a descriptive survey. Therefore, the analytical survey method, while is has control, provides the strongest move toward to help explore these relations. It is the primary data. The researcher area for survey was Alabama US state. The researcher has taken a sample of 1046 respondent. They contain use non-probability. Convenience sampling technique. From the survey concluded that these difference are possible related to their fact that the higher credibility users reported greater frequency of use mobile/text and social media than those who indicate low reliability.

Oritesan Wilfred (2015)"reader's perception of Nigerian newspapers on the internet" this study objectives is To study on readership of online newspapers and to study the perception on whether online newspapers differ from hard copies and to find factor affecting the readership of online newspapers to the timely update and always available. Survey techniques usually allow for the compilation of a large data from a large population in a exceedingly economical method. The population for the study consisted of all newspaper readers in selected cities in the south-south geo-political zone of Nigeria. The choice of the zone became necessary and suitable for this study based on the available and high population of newspaper publisher originating from the zone. The

researcher area for survey was south-south geo-political zone of Nigeria. The researcher has taken a sample of 300 respondents. They have used random sampling techniques. From the survey concluded that Nigerian online newspaper of the same standard with their western counterparts. Nigerian exposed to online newspaper publication.

Dr. Obaid s (2013) “readership and reader’s perception of Omani newspapers”. This study objectives is the main reason of this study are to explore interview reading habits of newspapers and readers attitudes towards the editorial content and layout character of daily newspapers, it also examine the position of some socio-economic factor in the issue of readership and perception. This study is based on a survey questionnaire to examine circulation and readers perception of Omani newspapers. The magazine publisher of America uses “average issue viewers” for circulation and define it as the projected number of people who have read or looked into an “average matter of a magazine”. The researcher area for survey was Oman, country in the Middle East. The researcher has taken a sample of 747 respondents. They have used Non-probability, convenience sampling techniques. From the survey concluded the confidential alwatan was seen as reliable, responsible brave and timely in its coverage and reporting, alshabiba was perceived as a amazing newspaper. These results give confidence prospect researches to thoroughly look at and study the factors that shape readers perception and images of unlike media in Oman.

Jinal parikh (2014) “reader’s perception of leading vernacular dailies in Ahmadabad “this study objectives is To locate out the most chosen vernacular dailies amongst the readers in Ahmadabad and to recognize the attributes considered by readers while evaluate vernacular dailies and to find out whether there is an relationship between the important attached to attributes and the demographics of the readers surveyed for each of the most important vernacular dailies. An exploratory research methodology has been utilize so as to know the market of print media, level of war and the readership and movement of the three considered newspapers in Ahmadabad. We conduct a descriptive research in order to map the reader’s perception of the most important vernacular dailies as well as to find out whether there is a important difference amongst the preference of the readers based on their demographics. The researcher area for survey was Gujarati. The researcher has taken a sample of 134 respondents. They have used Non-probability, convenience sampling techniques. From the survey concluded the learn is limited to Ahmadabad region due to access offered readership of Gujarati newspaper and readiness to share information on the part of newspaper readers.

Hayley collard (2011) “attitude & perception of newspapers journalist toward public relation practitioner in Newzealand” this study objectives is To learn examine the attitudes and perceptions newspaper press hold towards public relations practitioners in newzealand and to study update and expand on information that exits abroad and in newzealand. to finding show that the attitudes newspaper press hold towards practitioner in newzealand are usually negative and difficult. This chapter provides a detailed account of the research methodologies used to gather and analyze the data for this study. This study used two different methods to collect primary data from working newspaper journalist in newzealand. the chapter concludes with a description of now thematic content analysis was employed to analyze the qualitative findings of this study. The researcher area for survey was Newzealand. The researcher has taken a sample of 401 respondents [online survey]. They contain use Non-probability, convenience sampling method. From the survey concluded this study major finding to factor influence the such as, negative attitudes are common, but not Omni present, a strained co-existence, the divergent agendas of both industries, economic pressures in the newsroom.

Mr.H. Naresh Rao (2015) “Audience perceptions of the credibility of local news channel “this study objective is to study your priority content in news channel and to judgment factor influencing the language credibility of news and to study the point out your views on news channels. this Research methodology is a lot of peak news channels head and older reporters were interview to get a better idea of the ready on the news channel. This was also helpful for calculating of the questionnaire. This learning intends to find if local news channels are perceived to be more realistic by the viewers than national news channels and so believe the news on local channels more. The researcher area for survey was Bangalore city. The researcher has taken a sample of 250 respondents. They have used Non-probability, convenience sampling techniques. From the survey concluded the information that more people in international city live Bangalore is switch to national news channels is a point to be renowned by the choice makers in the local news channels.

Sylvester (2017) “influence of fake news on public perception of Nigerians online newspapers” this study objective is to find out how frequent cases of fake news are reported in the country and to discover if popular online newspaper plays a part in the dissemination of fake news in Nigeria and to unearth the perception Nigerians have of news reports published in popular online newspapers. This Research methodology is given the topic of this study; the study research design was picked as tool for carrying out these work residents of

Enugu metropolis constituted the population of the study. Quantitative and qualitative methods of data analysis were used to present and analyze data gathered from the study. The researcher area for survey was Enugu city. The researcher has taken a sample of 376 respondents. They have used Quota sampling techniques. From the survey concluded the means that fake news still poses a threat to the perception Nigerians have of repeatable online newspaper.

Amy lynn dromgoole (2012) "influence of newspaper images on student perception of agricultural issues" this study objective is Determine if a significant difference existed in student's perception of print when compared by photographic presences and Determine if a significant relationship existed between student perceptions of news stories content and accompanying photos. This Research methodology is the descriptive study conducted aimed to explain if photographs had an effect on the perception of agriculture in news articles pertaining to natural disasters. a pretest-posttest design was used to compare treatment groups with the treatment being photographs. The researcher area for survey was New York. The researcher has taken a sample of 290 respondents. They have used Non-probability, convenience sampling techniques. From the survey concluded these finding may also negate previously stated research in regards to photographic effects of new stories.

Apejoye adeyanju (2015) "comparative study of social medias, televisions and newspapers news credibility" This objectives is to learn conducted a relative study of the news ability of social medias, televisions and newspaper and to judgment of the research exposed that the level of education and in order of internet. This Research methodology is this paper has as its purpose to sensibly investigate social media, television and newspaper news reliability. The study consequently used the triangulation method by employing focus group discussion and survey technique in its research design for the focus group discussion three sitting were conduct with the sample population drawn from the students population of plateau state university from side to side the purposive sampling technique. The researcher area for survey was Plateau state. The researcher has taken a sample of 100 respondents. They have used Simple random sampling techniques. From the survey concluded the study that level of education and information of internet control the choice of media and in the end

Pradeep tewari (2015) "The habit of online newspapers reader in India" this study objectives is preservation in view the above argument the broader object of the learn be to assess the habits of online news customers The exact objectives of the study are as follows, do people contain payment of online newspapers and do you people write commentary and sources of news for the online news customer. This research methodology is the online survey method war adopts to charge the habits of the readers in India. It is a most accepted technique to study internet users. The researcher area for survey was India. The researcher has taken a sample of 3183 respondents. They have used drawn a reproving techniques. From the survey concluded as per the result of this research, most of the online readers be expectant continuous updates. They expect online news outlets to provide 24- hours updates of all kind of news.

Dipika majumder (2013) "newspaper reading habits of private university students; a case study on world university of Bangladesh". This objectives study is to explore the level of newspaper reading habits of respondents and to recognize the factors affecting reading habit. The research methodology is the study is totally based on primary data, simple inspection and structured interview taken place through an open end and closed end questionnaire. 200 randomly selected respondents were distributed questionnaire. The researcher area for survey was Bangladesh. The researcher has taken a sample of 200 respondents. They have used random sampling technique. From the survey concluded as parents should provided a supporting environment to power a habit of reading in children at the young age. All the troubled parties should power students to read and should provide well cooperation to read newspaper.

Kenneth Fleming (2009) "understanding readers of local newspaper and editorial journalism in small communities". This objectives is to build a theoretical framework for the present study, we will first review the significant of local newspaper and their links to group of people arrangement and civic appointment in American life. This research methodology is the research questions were addressed use a telephone survey data of 505 adults aged 18 years or oldest those were interviewed using the random digit dialing (ROD).method in all fifty states of the us in July from end to end September 2007. The survey was sponsored by the national newspaper association (NNA). The researcher area for survey was United States. The researcher has taken a sample of 505 respondents. They have used random sampling technique. From the survey concluded as even though the study provide support to the relationship between perceived good local newspaper and use of local newspapers, causality of direction is not clear.

AKWABI LINDA AYOTI (2013) "Fee newspaper and reading culture: A case study of the people daily". This objectives of to find out how free newspaper power reading culture in Kenya. And to find out group of people perception of free newspapers in Kenya. And to find out editorial strategy used by free newspapers in Kenya.

This research methodology is the research for this study was a case study as give details by Creswell a case study approach “involve the study of an issues explore through one or more cases within a surrounded system” the case here being a free newspaper the people daily, and bounded system being newspaper reading in Kenya. The researcher area for survey was Kenya. The researcher has taken a sample of 109 respondents. They have used random sampling technique. From the survey concluded as the study concluded that free newspaper can make a reading culture but only. If these newspapers are support by other more on purpose plan for create a suitable reading culture. It was found. Out that reading culture is subjective by many others variable apart from availability of reading materials.

Andreu casero-Ripolles castellan(spin) (2012) “Beyond newspapers: news consumption among young people in the digital era”. This objectives of to decide young people’s news spending habits, mainly of newspapers in the digital era and to find out the attitudes and perception of young people towards journalistic in order. This research methodology design of this exploration is base on a quantitative survey. This technique aim to obtain data about objectives aspect and subjective aspect based on the in order from person interviews. The researcher area for survey was Catalonia (Spain). The researcher has taken a sample of 549 respondents. From the survey concluded as the outcome allow us to truth the two hypotheses available at the beginning of this article. The data show that young people’s news consumption is leaning towards new media, particularly social network, while newspaper readership among young people is in decline.

RESEARCH METHODOLOGY:

The scope of the learn is limited to only shimoga city to collect primary data from readers of shimoga time’s newspaper. The study was conducted in shimoga city for period of 10 weeks. Total sample size is restricted to 150 readers. The study was confined to the reader perception from the Kannada daily. Especially shimoga times. This particular topic is selected because gaining and maintaining a good market share of the product of a particular company is an important aspect in building and maintaining. Knowledge is power in today’s world. There is an increasing demand of information particularly after the economy has opened up the world’s attractive one small village newspaper is one effective media which producer’s important information. By providing wrong information it can take in the people. The title of the “Reader’s Perception on Shimoga Times Newspaper in shivamogga city- An Empirical Study”

OBJECTIVES OF THE STUDY:

1. To study reader’s attributes in understanding reading habits of newspaper.
2. To study various perspective comparison of shimoga times with their competitors.
3. To study factors affecting the choice and the preferences of youth upon adult readers of shimoga times.
4. To recommend suitable Changes and suggest appropriate measurement in improving Shimoga Times Newspaper identity in Shivamogga City

RESEARCH DESIGN:

For achieve the objectives of study, survey was conducted. For survey, personal interview of shimoga times readers were undertake. Personal interview was done with the help of a structured questionnaire as the form of survey to make the study more significant and so that maximum information collected. The questionnaire be structured with open ended and close ended questions.

Explanatory (Descriptive) research:

The definition of the explanatory research technique refers to the technique used to describe data and character used to explain the population. The purpose of using the explanatory research technique is to obtain accurate, factual, methodical data that can provide with an actual picture of the data set which the researcher will be review.

Data collection:

The required data has been collect by primary and secondary sources.

Primary data: primary data has been collect from side to side personal interview method with help of structured questionnaire which was administered to the reader of shimoga times. Researcher has contacted the reader and interviewed directly and collected their response.

Secondary data: secondary data has been collect from journal Wikipedia, websites, textbooks, newspapers, and magazines.

1. Sample size: - sample size means restricted number of readers enclosed under the research study from a population and the researcher has in use a sample of 150 readers to identify their view in reader's perception from shimoga times.
2. Sampling area: - the researcher area used for survey was shimoga city.
3. Sampling method: - non- probability.
4. Sampling technique: - cluster Random and convenience sampling.
5. Sampling Instrument- Structured Questionnaire

LIMITATION OF THE STUDY:

1. The survey is limited to 150 respondents, due to constraints of time.
2. Getting response from respondents was very difficult.
3. The basis of respondent might have led to error in the survey findings.
4. Respondents reply may be biased
5. Sampling may be too small to interpret results

DATA ANALYSIS AND INTERPRETATION:

Age group:

Table No:1 Table showing age of the Respondent

Particulars	No of respondents	Percentage (%)
20-30 years	65	43
30-40 years	15	10
40-50 years	25	17
Above 50 years	45	30
Total	150	100

Source: Primary Data

Analysis: From the above table it cleared that 43 %(65) of the respondent 20-30 years, 10 %(15) of the respondent 30-40 tears, 17 %(25) of the respondent 40-50 years and 30 %(45) of the respondent 50 above years.

Gender group :

Table No: 2 Table showing gender of the respondent

particular	No of respondents	Percentages %
Male	90	60
Female	60	40
Total	150	100

Source: Primary data

Analysis:From the above table it 60 %(90) of the respondent is male and 40 %(60) of the respondent is female

Marital Status:

Table No 3: Table showing marital status of the respondent

Particular	No of respondent	Percentage %
Married	90	60
Unmarried	60	40
Total	150	100

Source: Primary data

Analysis: From the above table it 60 %(90) of the respondent is married and 40 %(60) of the respondent is unmarried.

Educational back ground:

Table No 4: Table showing educational background of the respondent

Particular	No of respondent	Percentage %
SSLC	20	13
PUC	19	13
DEGREE	56	37
PG	55	37
Total	150	100

Source: Primary data

Analysis: From the above table it 13 %(20) of the respondent SSLC, 13 %(19) of the respondent PUC, 37 %(56) of the respondent DEGREE and 37 %(55) of the respondent PG.

Family size:

Table No 4.5: Table showing family size of the respondent

Particular	No of respondent	Percentage %
Less than 4	83	55
4 to 6	59	39
Above 6	10	7
Total	150	100

Source: Primary data

Analysis: From the above table it 55 %(83) of the respondent less than 4, 39 %(59) of the respondent 4 to 6 and 7% (10) of the respondent above 6.

Occupation/Profession:

Table No 6: Table showing occupation/profession of the respondent

Particular	No of respondent	Percentage %
Employee	24	16
Self-Employee	15	10
Retired	32	21
Business	14	9
Housewife	9	6
Students	56	37
Total	150	100

Source: Primary data

Analysis: From the above table it was 16%(24) of the respondent employee, 10%(15) of the respondent self-employee, 21%(32) of the respondent retired, 9%(14) of the respondent business, 6%(9) of the respondent housewife and 37%(56) of the respondent students.

Do you have, habit of reading local newspaper?

Table No 7: Table showing habit of reading local newspaper

Particular	No of respondent	Percentage %
yes	150	100
no	0	0
Total	150	100

Source: Primary data

If yes, which of the following evening local newspapers do you prefer to read the most?

Table No 8: Table showing evening local newspapers do you prefer to read the most

Particular	No of respondent	Percentage %
Shimoga times	150	100
navika	0	0
Hecharike	0	0
Namanadu	0	0
ajaya	0	0
Total	150	100

Source: Primary data

Analysis: From the above table it was 100 %(150) or the respondent in shimoga times. That is the evening local newspapers do you prefer read the most is shimoga times local newspaper.

How much time do you spend in reading news on a daily basis?

Table No 9: Table showing time do you spend in reading news on a daily basis

Particular	No of respondent	Percentage %
Less than 20 minutes	96	64
30 minutes to an hour	54	36
2 hours or more	0	0
Total	150	100

Source: Primary data

Analysis: From the above table it was 64%(96) of the respondent is less than 20 minutes, 36%(54) of the respondent is 30 minutes to an hour and remaining not respondent to the 2 hours or more.

Which newspaper format do you usually prefer to read?

Table No 10: Table showing newspaper format do you usually prefer to read

Particular	No of respondent	Percentage %
Tabloid	10	7
broadsheet	80	53
compact	12	8
Any, I don't mind	48	32
Total	150	100

Source: Primary data

Analysis: From the above table it was 7%(10) of the respondent is tabloid, 53%(80) of the respondent is broadsheet, 8%(12) of the respondent is compact and 32%(48) of the respondent is any, I don't mind.

Mention you're of reading local newspaper? (1 is highest 5 is lowest):

Table No 11: Table showing Mention you're of reading local newspaper

Particular	1	2	3	4	5	mean	Rank
To get information	36	41	28	35	10	2.61	4
For searching new jobs	16	47	44	29	14	2.85	8
For educational purpose	23	25	64	29	9	2.47	1
For entertainment	19	37	59	25	10	2.80	7
To stay update	30	42	42	25	11	2.63	5
To post advertisement	20	42	48	30	10	2.78	6

I read newspaper daily as it has become a habit to do so	32	46	43	22	7	2.50	2
Newspaper reading is good way to pass time	29	51	40	22	8	2.52	3

Source: Primary data

Analysis: From the above table it was the rating one is highest and five is highest. That is for education purpose is highest (2.47) strongly agreeing. And remaining I read newspaper daily as it has become a habit to do so (2.50).

With the internet being widely used, will you read less newspaper than before?

Table No 12: Table showing with the internet being widely used, will you read less newspaper than before

Particular	No of respondent	Percentage %
Yes	0	0
No	150	100
Total	150	100

Source: Primary data

Analysis: From the above table it was 100 %(150) of respondent is no, which internet being used, will you read less local evening newspaper than before.

What problems have you faced while reading newspaper? (1 is highest 5 is lowest)

Table No 13: Table showing problems have you faced while reading newspaper (1 is highest 5 is lowest)

Particular	1	2	3	4	5	mean	Rank
Newspapers are Not available in time	27	27	25	50	11	2.74	2
Limited news coverage	16	33	59	32	10	2.19	1
High price of newspaper	25	16	70	14	25	2.98	3
Distribution problems causes in not receiving paper on daily basis	22	27	46	30	25	3.06	4

Source: Primary data

Analysis: From the above table it was rating to the problem faced while reading newspaper was limited is highest news coverage (2.19) and not available in time (2.74) and remaining.

What do you think about quality of information of “shimoga times” as compare to other Kannada evening newspaper?

Table No 14: Table showing do you think about quality of information of “shimoga times” as compare to other Kannada evening newspaper

Particular	No of respondent	Percentage %
Excellent	9	6
Good	113	75
Fair	21	14
Poor	4	3
Very poor	3	2
Total	150	100

Source: Primary data

Analysis: From the above table it was 6%(9) of the respondent is excellent, 75%(113) of the respondent is good, 14%(21) or the respondent is fair,3%(4) of the respondent is poor and remaining 2%(3) of the respondent is very poor.

Your priority content in local newspaper with respect to competitor?

Table No 15: Table showing your priority content in local newspaper with respect to competitor

Particular	No of respondent	Percentage %
Local news	105	70
District news	20	13
State news	10	7
others	15	10
Total	150	100

Source: Primary data

Analysis: From the above table it was 70 %(105) of the respondent is local news, 13 %(20) of the respondent is district news, and 7 %(10) of the respondent is state news and remaining 10 %(15) other news that content of local newspaper.

According to you, which local newspaper is giving tough competition to shimoga times? (1 is highest 5 is lowest)

Table No 16: Table showing which local newspaper is giving tough competition to shimoga times

Particular	1	2	3	4	5	mean	Rank
Navika	25	22	21	31	51	3.40	1
Hosadiganta	5	11	17	12	105	4.34	4
Ajaya	2	12	18	11	107	4.39	5
Namanadu	10	9	18	13	100	4.22	3
hecharike	7	10	20	20	93	4.21	2

Source: Primary data

Analysis: From the above table it was rating to the competitor that is navika (3.40) and hecharike (4.21) local newspaper highest competitor from the shimoga times and remaining.

To enhance shimoga times reading habits do you agree they need to reinvent way publish news?

Table No 17: Table showing shimoga times reading habits do you agree they need to reinvent way publish news

Particular	No of respondent	Percentage of respondent
Yes	150	100
No	0	0
Total	150	100

Source: Primary data

Analysis: From the above table 100 %(150) of respondents are reading habits shimoga times local newspaper do you agree they need to reinvent way publish news with supplement news.

If yes, please pick the following new supplement planning to add with daily evening newspaper?

Table No 18: Table showing new supplement planning to add with daily evening Newspaper

Sl no	Supplement	Strongly agree(5)	Agree(4)	Neutral(3)	Disagree(2)	Strongly disagree(1)	mean	Rank
a)	Education	32	92	20	3	3	3.98	1
b)	Job/career	15	99	30	5	3	3.82	2
c)	Real estate/ property	10	63	62	11	4	3.42	3
d)	Time life	9	62	59	17	3	3.38	4
e)	Gaming hobbies	7	59	61	14	9	3.27	5

Source: Primary data

Analysis: From the above table rating to the supplement planning highest is education (3.98) and job/career (3.82) that is strongly agreed.

How do you rate following attribute of shimoga timers with respect to competitor?

Table No 19: Table showing do you rate following attribute of shimoga timers with respect to competitor

SL NO	Attributes	Excellent	Good	Average	Poor	Very poor
a)	Language	33	109	8	0	0
b)	New Content/coverage	10	105	31	3	1
c)	Presentation	19	70	57	4	0
d)	Advertisement	9	76	55	7	3
e)	Services	8	92	44	6	0

Source: Primary data

Analysis: From the above table it was language (109) highest of the attributes and new content/coverage (105) highest of the attributes in shimoga times.

Anything you dislike in shimoga times?

Table No 20: Table showing anything you dislike in shimoga times

Particular	No of respondent	Percentage %
Paper has more advertisement than news	28	19
Poor news image quality	15	10
Small front size & congested appearance	10	7
Paper quality is not standard	78	52
Supply management	19	13
Total	150	100

Source: Primary data

Analysis: From the above table it was 19%(28) of the respondent is Paper has more advertisement than news,10%(15) of the respondent is Poor news image quality,7% (10) of the respondent is Small front size & congested appearance,52% (78) of the respondent is Paper quality is not standard and 13% (19) of the respondent is Supply management.

What in your opinion are the most eye catching aspects of a newspaper?

Table No 21: Table showing your opinion is the most eye catching aspects of a newspaper

Particular	No of respondent	Percentage %
The images	43	29
The text	42	28
The logos	17	11
The colors	48	32
Total	150	100

Source: Primary data

Analysis: From the above table it was 29 %(43) of the respondent is the image, 28 %(42) of the respondent is the text, 11 %(17) or the respondent is the logos and 32 %(48) of the respondent is the color it most eye catching newspaper.

Which is the factors affecting the preference of youth upon adult reader’s newspapers?

Table no: 22 Table showing the factors affecting the preference of youth upon adult reader’s newspapers

Sl no	Sections preferred for reading news	youth	Adult
a)	Sports news	128	22
b)	Cinema news	125	25
c)	Sensational news	62	88
d)	Editorial Colum	50	100
e)	Political/social issues	43	107
f)	Advertisement	84	66
g)	Local news	46	104

Source: Primary data

Analysis: From the above table it was observed that preferred for reading news for youth people (15-24) was a more than sports news (128) cinema news (125) and advertisement (84). adult people (18 above) was a more than political news (107), editorial Colum (100) and local news (104).

Sl no	Sections preferred for editorial content	youth	Adult
a)	Interesting to read	80	70
b)	Informative and Enlightening	76	74
c)	Speaks about contents of the image	78	72
d)	Summarize industry practice	49	101

Source: Primary data

Analysis: From the above table it was observed that preferred for editorial content for youth Readers (15-24) was a more than interesting read and speaks about contents of the image. Adult people (18above) were a more than summarize industry practice and speaks about contents of the image.

sl no	Sections Preferred for Layout characteristics	youth	Adult
a)	Minimal graphics	115	35
b)	Preferring multi-Colum	96	54
c)	categorization	52	98
d)	Useful primary & secondary content	43	107

Source: Primary data

From the above table it was observed that preferred for layout characteristics for youth people (15-24) was a minimal graphics and preferring multi Colum. Adult people (18 above) were more than categorization and useful primary & secondary content.

Overall please rate accordingly about shimoga time’s performance as an evening news paper in reader’s mind (1-declining, 10-improving)

Table No 23: Table showing shimoga time’s performance as an evening news paper in reader’s mind

Decline	1	2	3	4	5	6	7	8	9	10
	1	3	3	3	19	24	33	35	12	17

Source: Primary data

Analysis: From the above table it was 35(8) of the respondent in improving the performance shimoga times.

SUGGESTIONS:

1. Readers of the shimoga suggested that content of shimoga times should be clear and elaborative.
2. Concentrate more on some of the education purpose related news that may help in circulation by education person. In shimoga education persons are more in number.
3. Readers finds it more concerned as Enough care must be taken care to publish sufficient News details covering all categories (Sports to Politics) as it had limited coverage it's improvement their coverage in different category
4. Since Navika Newspaper is its competitor, Shimoga Times has to effectively compete By introducing a effective competitive strategy (Supplement News.....) to become leader in shimoga city.
5. Most of the respondents suggest that shimoga time's newspaper must look at improvising the contents, coverage and advertisement with respect to competitor.
6. Readers are ready to switch the newspapers if competitor's newspapers offer more quality news (Local, National and International) and others elements
7. Shimoga Times can initiate a loyalty programs to retain customers.
8. It is noted that Readers have totally disliked shimoga times paper quality (Color and page alignment) not meeting their standard and must be improved.
9. Since Youth Expectations about reading Newspaper varied as they are opting that special weekly section for cinema news and time life will enhance reader's attention. Whereas majority of adult respondents expects news related to local news, enhanced editorial Column article and political news will enhance Credibility of Newspaper
10. It section preferred by the editorial contents youth respondents finds its more appealing and interesting to read and adult expect any contents which summarize industry practices. Also, Youth expects to have Minimal Graphics and must highlight Useful Primary and Secondary Contents expected by Adult Readers of Shimoga Times

CONCLUSION:

Shimoga times evening local newspaper was effectively problem solved the reader perception of shimoga times. Readers conclude having more local content and news from National and International will eventually Progress News Paper. To attract youth and to maximize Newspaper circulation, it is advisable to Shimoga Times to introduce a Separate News Supplement of different categories in Daily Basis (Education, Job related News, Life Choices and etc.) news etc.). To strengthen Newspaper Visibility, Quality of Newspaper must be looked into and enough care must be taken while distribution/Circulation of Newspaper should have ore professional approach to ascertain its credibility among readers. Shimoga Times truly enjoys being the best circulated Evening Newspaper in Shimoga. Since Competition across varies Newspaper will eventually may disturb its Position, hence Shimoga Times must encourage to adopt Newer approach (Introducing Supplements on daily basis) and must understand what readers are expected on timely basis to grow

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