

## **A Study on Behaviour and Attitude of Newspaper Readers’ in Erode District**

**Dr. K. Venkatachalam,**

Assistant Professor,  
Department of Commerce, PGP College of Arts  
and Science, Namakkal, India.

**K. Jamunadevi,**

M.Phil Research Scholar,  
Department of Commerce, PGP College of  
Arts and Science, Namakkal, India.

### **ABSTRACT**

*Consumer behaviour is the study of how individual customers, groups or organizations choose, purchase, use and convey thoughts, goods and services to satisfy their needs and wants. Consumer behavior represents to the actions of the consumers in the marketplace. In the 17th century newspapers developed as data sheets for trading people. By the 19th century, a lot of cities in Europe, North and South America, published newspapers. Certain newspapers with great editorial freedom, high journalism quality, and huge circulation are viewed as newspapers of record. The Newspaper sector is blend of a diverse group of media companies. Majority of the respondents are encouraged by impartiality of news offered and price level and they are willing to endorse to others. With slight alteration or improvements in the coverage of news and distribution strategy that boost up the market share of daily in future period. Attitude is not always associated with people. But it establish than the growing and learning time period.*

**Keywords:** Behaviour, Distribution, Impartiality, Learning, Strategy.

### **INTRODUCTION:**

Consumer behaviour is the study of how individual customers, groups or organizations choose, purchase, use and convey thoughts, goods and services to satisfy their needs and wants. Consumer behavior represents to the actions of the consumers in the marketplace. The study of consumer behaviour assumes that the consumers are major role players in the marketplace. The perspective of role theory assumes that consumers act different roles in the marketplace. In Gordon All port point of view, “An attitude which is a mental and neural state of readiness, organized by experience, exerting a directive or dynamic power upon the person’s reactions to all objects and environments with which it is associated.”

### **Nature of Consumer Behaviour:**

The different factors which influence the consumer behaviour are as follows:

- a. Marketing factors like product design, price of the product, promotional strategies, packaging design, positioning and dis-tribution.
- b. Personal factors like age, sex, education qualification and the level of income.
- c. Psychological factors like buying motives, product perception and attitudes about the product.
- d. Situational factors like as physical environment during the purchase, social environment and time factor.
- e. Social factors like social image, family members and reference groups.
- f. Cultural factors like religion, social class—caste and sub-castes.

### **Formation of Attitude:**

Attitude is not always associated with people. But it establish than the growing & learning time period. There are some means the attitude can be framed: 1.Classical conditioning – Attitudes regarding the products are formed

over the years by continuous tutoring & showing the consumers to product's attributes. Therefore gradually the consumer's attitude is reinforced. 2. Instrumental conditioning – Sometimes this attitude is built from an incidence. This is not intentional, but due to several causes if the consumer attempts some fresh product & develops a unfavourable or favourable attitude that lays the basic of future strengthening of attitude. 3. Cognitive learning theory – This is alike to classical conditioning, with a difference which it is linked with learning thro' mental processing & evaluation, experience of using the products during the period of time.

## **REVIEW OF LITERATURE:**

Larkin & Grotta (2012) in his article mentioned that Consumer Attitudes toward and Use of Advertising Content in a Small Daily Newspaper where they showed that the advertising content of the newspaper in the research was considered as local news by its readers and result of this has the highest readership of any type of content in this paper. When it was assumed that the advertising content of this newspaper would be well-read, the magnitude of readership and reader-interest in advertising was astonishing. It was also discover that rather than feeling there was no. of advertising in the paper; the majority felt that it was either "just right" or those they needed more advertising in the upcoming period.

N.Geetha (2012) this paper searches conclusion and it improves our indulgent of readers attitude towards dinakaran daily newspaper. In a aggressive market place where trade compete for customers, it is too important to locate the readers' attitude and to frame the business techniques to increase their level of satisfaction of the customers. The chief aim of this study is to enhance the understanding about readers' attitude towards dinakaran daily newspaper and also the study considers inspecting the impact of factors affecting attitude towards dinakaran daily newspaper. In this study, the samples of one fifty have been taken from the entire population based on convenience sampling method. The data collection is based on the primary and secondary data source. It concluded that majority of the respondents are inspire by neutrality of news offered and price level for this daily and they are willing to endorse to others.

Carian & 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 hundred and fifty 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.

Akanda, et.al (2013) surveyed about "Reading habit of students in social sciences and arts: A case study of Rajshahi University". They found The World Wide Web has grown in popularity and use in recent years. The respondents of this survey, like other young people, are regular users of the web. It is an encouraging sign that the majority of them browse the web for reading purposes. Cyber cafés have become major places for people to use the Internet. Many young people prefer cyber cafés because they are affordable and comfortable. On the other hand, a substantial number of the respondents access the Internet from home. The pattern of their Internet usage is also noteworthy, because, contrary to the popular belief, the majority of the students surveyed indicated that they use the Internet only for one hour a day.

Patric k (2015) has a doted the questionnaire survey method for collecting data and investigated with a sample of each forty respondents from three universities and totally sample size was hundred and twenty respondents selected for the research analysis. The study concluded that forty 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.

## **STATEMENT OF THE PROBLEM:**

Newspapers have become an important element of modern life. The chief aim of any newspaper is to face the anticipation of their readers. It is crucial for any newspaper is to study the behavior and attitude of their readers. Based on the readers' behavior and attitude only the newspaper could offer quality to the readers and could fetch alterations in their existing presentation. The study is pertaining to study the insisting factors to subscribe the newspaper, regular reading the newspaper, level of satisfaction in reading the newspaper, cause to read the newspaper and their attitude on their reading newspaper in some aspects.

## **OBJECTIVES OF THE STUDY:**

- To study the behavior and attitude of newspaper readers' in Erode district.

- To study the insisting factors to buy the newspaper and frequency of reading the news paper.
- To understand the level of satisfaction of readers in their newspaper.
- To find out their attitude level on content, clarity, presentation style, paper quality and availability of the newspaper.

#### **RESEARCH METHODOLOGY:**

Universe of the study refers to the readers of English news paper in Erode district. The total strength of the English news paper reader is forty thousands. Sampling is the process of learning about the employees which is based on the sample size drawn from the total population. The sample size used for the study is four hundred. Ten per cent of the population has been taken for the research as sample. Convenience sampling method has been used in this study. In this method, the sample units are selected mainly on the basis of the invigilator's convenience. The sample selected may be each person who comes over the researcher

#### **INDUSTRY PROFILE:**

In the 17th century newspapers developed as data sheets for trading people. By the 19th century, a lot of cities in Europe, North and South America, published newspapers. Certain newspapers with great editorial freedom, high journalism quality, and huge circulation are viewed as newspapers of record. The Newspaper sector is blend of a diverse group of media companies. This group is best described as mature. Still, over the previous decade, these companies have moved their concentration away from customary core products, i.e., dailies and weeklies, to maintain the changing media landscape. Circulation revenue enhanced somewhat in 2012, up 4.6 per cent for both weekday and Sunday editions, led by both higher newsstand prices and broader adoption of digital pay plans.

The Newspaper Industry is included a diverse group of media companies. This group is best explained as mature. Most of the members' mainstay gazettes have long publishing history and names familiar in households over the country. Still, over the past decade, these companies have shifted their focus away from traditional core products, i.e., dailies and weeklies, in order to keep up with the changing media landscape.

#### **FINDINGS:**

- Majority 37 per cent of the respondents are highly satisfied with their reading newspapers.
- Above 40 per cent of the respondents are choosing newspapers for its quality.
- More than 37 per cent of the respondents are agree with content of the newspaper.
- Above 34 per cent of the respondents are neither agree nor disagree with the coverage of the newspaper.
- The Hindu ranks the first with an average of 3.56 and Indian Express gets second rank with weighing an average of 3.38.

#### **SUGGESTIONS:**

- News paper price may be reduced attract low income people and school students.
- The news papers should include all contents like political, business, sports and social news and it must cover all the readers' preference and taste.
- Frequent feedback must be get from the customers to meet their expectations
- The news papers must be interesting and informative to attract new subscribers.

#### **CONCLUSION:**

Majority of the respondents are encouraged by impartiality of news offered and price level and they are willing to endorse to others. With slight alteration or improvements in the coverage of news and distribution strategy that boost up the market share of daily in future period Moreover launching further creative games and competition to encourage the newspaper reading habits among school students would provoke the innovative and increase the competitive skill of children as well as sale of daily.

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**DATA ANALYSIS AND INTERPRETATION:**

**Table: 1 Satisfaction with Newspaper**

<b>Satisfaction with Newspaper</b>		
<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Highly satisfied	148	37%
Satisfied	144	36%
Neither satisfied nor dissatisfied	64	16%
Dissatisfied	40	10%
Highly Dissatisfied	4	1%
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Reason to Choose Their Newspaper</b>		
<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Low cost	104	26%
Quality	160	40%
Area coverage	52	13%
Information	56	14%
Less advertisement	28	7%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Table: 2 Opinion Towards Content of the Newspaper**

Opinion Towards Content of the Newspaper		
Particulars	No. of Respondents	Percentage
Strongly agree	68	17%
Agree	148	37%
Neither agree nor disagree	92	23%
Disagree	60	15%
Strongly disagree	32	8%
<b>Total</b>	<b>400</b>	<b>100</b>

**Table: 3 Opinion Towards Coverage of the News**

Opinion Towards Coverage of the News		
Particulars	No. of Respondents	Percentage
Strongly agree	88	22%
Agree	108	27%
Neither agree nor disagree	136	34%
Disagree	60	15%
Strongly disagree	8	2%
<b>Total</b>	<b>400</b>	<b>100</b>

**Table No: 4 Rank of the Newspapers (Weighted Average Method)**

News Papers	Rank (1-5)					Total
	5	4	3	2	1	
The Hindu	112	104	104	56	24	400
Indian Express	136	96	24	72	72	400
Deccan Chronicle	36	88	92	96	88	400
Business Line	40	48	80	68	164	400
Other Newspapers	76	64	84	116	60	400

**Weighted average method = (X1W1+X2W2+X3W3 +-----) / N**

- a) The Hindu =  $(112*5+104*4+104*3+56*2+24*1)/400 = 1424 / 400 = 3.56$
- b) Indian Express =  $(136*5+96*4+24*3+72*2+72*1) / 400 = 1352 / 400 = 3.38$
- c) Deccan Chronicle =  $(36*5+88*4+92*3+96*2+88*1) / 400 = 1088 / 400 = 2.72$
- d) Business Line =  $(40*5+48*4+80*3+68*2+164*1) / 400 = 932 / 400 = 2.33$
- e) Other newspapers =  $(75*5+64*4+84*3+116*2+60*1) / 400 = 1195 / 400 = 2.93$

**Table No: 4 Rank Weighted Average Score**

Rank Weighted Average Score		
News Papers	Rank	Weighted Average
The Hindu	I	3.56
Indian Express	II	3.38
Other Newspapers	III	2.95
Deccan Chronicle	IV	2.72
Business Line	V	2.33

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