

ANALYSIS OF PERCEPTION OF CUSTOMERS TOWARDS
NEWSPAPERS PUBLISHING INDUSTRY WITH SPECIAL
REFERENCE TO THE NEW INDIAN EXPRESS IN
BANGALORE REGION

Dr. G Nagarajan *

Mr. N. Sathyanarayana **

Mr. A. Asif Ali **

Abstract:

The newspaper industry is largely driven by advertising revenues with circulation levels and readership profile all being virtual proxies for advertising effectiveness. The Indian newspaper industry's high dependence on advertising is evident from its revenue composition. Advertising revenues comprise between 55 per cent and 80 per cent of total revenues for the industry with the balance coming from circulation revenues. The ratio is further skewed for the English language newspapers, which account for a chunk of the total ad revenues coming to the newspaper industry. The authors have made more effort to measure the perception and satisfaction level of Respondents towards "The New Indian Express News Paper". The study was conducted based on Non-probable convenience sampling method. Comprehensive and self-administered questionnaires were distributed to 150 respondents in Bangalore to collect the data to fulfil the objectives of the study. The study results highlighted the customer's preferences and perceptions patterns towards the selected newspaper.

Keywords: Indian Newspaper Industry, Customer Awareness, Customer satisfaction, Customer Perception, The New Indian Express Newspaper.

* Professor & Head, Department of Management Studies and Research Centre, T John Institute of Technology, Bangalore, Karnataka

** Asst. Professor, Department of Management Studies and Research Centre, T John Institute of Technology, Bangalore, Karnataka

INTRODUCTION:

A newspaper is a collection of information and entertainment printed on a paper. In broad sense, newspaper is an unbound publication issued at regular interval that seek to inform, analyse influence and entertain. The four letters of the word "NEWS" describes and represents four directions i.e. **N-North, E-East, W-West and S-South**. The news can come from any directions. So, this means that the news from all over the world or from extreme corner are collected and edited in a page called "NEWSPAPER". Newspaper is regularly printed and distributed usually, daily or weekly containing the news, opinion, advertisement and other items of general interest. Most of the issues of Newspaper are out of date, as soon as next one is printed.

The New Indian Express is a newspaper with its head office based in Chennai in south India. It was started in 1932 as the Indian Express. Express Network Private Limited was incorporated on 13.8.99 under the Indian Companies Act, 1956. The company was promoted by The New Indian Express Group. Express Network Private Limited and Express Publications (Madurai) Ltd (EPML) come under The New Indian Express Group of Companies. The major organization in the Group is Express Publications (Madurai) Limited; it brings out the prestigious English language newspaper The New Indian Express from 21 centres spread over the four southern states of Tamil Nadu, Karnataka, Andhra Pradesh, Kerala, and also Orissa. Express Publications (Madurai) Limited, (formerly Indian Express (Madurai) Limited) was incorporated on 11th April 1959 under the Indian Companies Act, 1956.

LITERATURE REVIEW:

Vanita Kohli-Khandekar (2013) in her article about the booming market for news papers in India reveals that the newspaper market in India, contrary to global trends, just keeps growing. In the 7 year period from 2006 to 2012 the total number of paid copies certified by the Audit Bureau of Circulations (ABC), rose by over 10 million to hit 48.29 million. If you take unpaid circulation into account then the total goes well over 100 million copies making India the second largest newspaper market in the world after China. The time spent on English papers has fallen by over 6.5 per cent between 2006 and 2012. In most of these languages it has started falling,

indicating that less people are sharing newspapers and many are now buying their own copy. Compare to any newspapers, especially the English ones, need to seriously start looking at digital platforms to keep the growth going.

Association of America (2012) Perhaps more importantly, daily newspapers' advertising revenue dropped from \$48,670,000 for print advertising in 2000 to \$25,838,000 for combined print and online in 2010 **Newspaper**

Tom Rosenstiel et al (2012) As a result, the newspaper industry has begun to experiment with ways to regain lost revenue, including using the Internet and mobile delivery to increase their reach and make up lost advertising revenue Kirchhoff, The U.S. Newspaper Industry. However, a 2012 study of 38 daily newspapers indicated that the transition to digital is not proceeding quickly, nor is online revenue making up for lost print revenue.

Samantha Barthelemy et al. (2011) seeks to establish to what extent this characterization of the newspaper industry's decline is accurate through an in-depth literature review, a series of lectures by experts in the field, and by conducting 24 interviews with publishers and editors from six countries. News organizations are going through a process of transition and adaptation. Newspaper readership was once so engrained into daily habits that famed sociologist Robert Park suggested the number of print copies sold in a given area could be used as a measure of "urbanization."

Dutta (2009) had concluded advertisers, in fact, knew that by strategically placing ads in newspapers, they were likely to reach the majority of people living in a given geographic market. Much has changed; fears of the demise of the print industry have built considerable momentum with the recent recession, which included a \$7.5 billion decline in newspaper advertising dollars in 2009.

Jung-hua Hsu (2007) has conducted a study on The Plight and Strategies of Newspaper Industry in Taiwan. In his study the author had categorizes newspaper industry into three dimensions : The newspaper industry's plight and strategies in global, in Taiwan, and the

comparative between them. The author found that internet is a greatest threat as well as an opportunity to newspaper.

PROBLEM IDENTIFICATION:

Though there were several studies done by various researchers/authors pertaining to newspaper industry the researcher could find research paper pertaining to perception towards The New Indian express newspaper in India. Thus the researcher has made an effort to do study in this area and topic has been entitled as “**Analysis of Perception of customers towards newspapers publishing industry with special reference to The New Indian Express in Bangalore Region**”.

OBJECTIVES OF THE STUDY:

1. To identify the significance differences towards customer perception between various news sections of The New Indian Express towards its quality, content and its presentation.
2. To find out customers view towards The New Indian Express newspaper in Bangalore.
3. To know whether The New Indian Express newspaper is helpful in taking financial decision provides business and economic related information.
4. To identify the customer perception towards The New Indian Express newspapers' product & services in Bangalore region.
5. To evaluate the customer's views towards availing benefits by reading The New Indian Express newspaper in the study area.

RESEARCH METHODOLOGY

The present study has been conducted on the basis of primary data and is descriptive in its nature. The required Primary data has been collected by interacting with various people, getting the questionnaires filled by them. The data was collected by means of questionnaire and was classified and analysed carefully. Questionnaire is constructed so that the objectives are clear to the respondents. In this research, the questionnaire was formed as a direct and structured one.

The questions were mostly close-ended questions. Open-ended question has been used only for deriving suggestions from the respondents.

SAMPLING DESIGN:

Table: 1 Sampling Design to meet Objectives:

Location	: Bangalore Region
Sampling units	: Newspaper readers
Sampling method	: Non Probability Convenience Sampling
Sample Size	: 150 Respondents
Instrument for data collection	: Structures Questionnaire

TOOLS AND TECHNIQUES OF DATA ANALYSIS:

The statistical analysis carried out in the study by using MS-Excel and SPSS (Statistical Package for Social Science) Software. The statistical technique like Chi-square, ANOVA, has been used for the analysis. Analysed & interpreted data have been presented in the form of tables, charts and figures.

QUESTIONNAIRE RELIABILITY TEST:

The researcher has used Cronbach's Alpha reliability test to evaluate the reliability of the questionnaire for the survey study. The analysis was done using SPSS.

Table: 2 Cronbach's Alpha Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.983	.986	16

(Data Compiled by using SPSS)

As statistics tells more the Alpha value near to 1 more will be the reliability.

The above table-2 reveals that the **Cronbach's Alpha value = .983**. Therefore based on the Alpha value it can be decided that the framed questionnaires are more reliable with each other and the questionnaire survey can be conducted by using the questionnaire.

DATA ANALYSIS & INTERPRETATION:

Hypothesis 1:

Null Hypothesis: H1: There are no significance differences in quality, content and presentation between various news sections in "The New Indian Express".

Table:3 Opinion about Quality, content and presentation of The New Indian Express newspaper.

The New Indian Express - News section	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
A. Political issues	35	76	36	2	1
B. Local issues	8	89	45	7	1
C. National issues	5	30	67	43	5
D. International issues	3	10	63	64	10

(Source: The above data is compiled from the primary questionnaire.)

ANOVA - Two Way Classification has been used, at 5% level of significance.

Table: 4 Tests of Within-Subjects Effects

Source	Measures	Type III Sum of Squares	Degrees of freedom	Mean Square	F	Sig.
Readers Opinion	Sphericity Assumed	187.440	3	62.480	593.467	.000

	Greenhouse-Geisser	187.440	2.547	73.586	593.467	.000
	Huynh-Feldt	187.440	2.595	72.224	593.467	.000
	Lower-bound	187.440	1.000	187.440	593.467	.000
Error (Readers Opinion)	Sphericity Assumed	47.060	447	.105		
	Greenhouse-Geisser	47.060	379.538	.124		
	Huynh-Feldt	47.060	386.696	.122		
	Lower-bound	47.060	149.000	.316		

(Source: Data analysed using SPSS ANOVA 2 way classification.)

Inference: The above ANOVA table reveals F value as 593.467 under sphericity assumed method. The variables used in this analysed are readers opinion as independent variables, political issues, Local issues, National issues and International Issues are dependent variables. Level of significance level in the table indicates 0.000 which is close to zero but not zero. Since the significance level or p value is less than 0.05 defined. We can reject null hypothesis and conclude that, there are significance differences in quality, content and presentation between various news sections in “The New Indian Express” in Bangalore.

A reasonable high percentage of respondents are convinced that political issues in The New Indian Express and has good quality, content and presentation. A considerably large percentage of respondents feel local issues are dealt with very well in this newspaper. But few people think so in the case of national and international issues. So it is quite clear that respondents feel that national and international news coverage is insufficient and needs improvement.

Hypothesis-2:

H2: Majority of the respondent’s like The New Indian Express newspaper in Bangalore.

Table: 5. Do you like “The New Indian Express” Newspaper?

Particulars	No of Respondents
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Yes	95
No	55
TOTAL	150

(Source: The above data is compiled from the primary questionnaire.)

Assume companies expected results = 95%, then,

$150 \times 0.90 = 135$, Therefore expected value 135 = “Yes” and 15 = “No”

Level of Significance = 0.05%

Degrees of Freedom $n-1 \Rightarrow 2-1 = 1$

The researcher has used Chi-Square test for analysing the data.

Table: 6 Chi-square analysis

Particulars	Observed Value	Expected Value	O-E	(O-E) ²	((O-E) ²)/E
Yes	95	135	-40	1600	11.85
No	55	15	40	1600	106.67
				TOTAL	118.51

(Source: The above data is compiled from the primary questionnaire and MS-Excel)

From the above table the calculated value of chi-square is 118.51. And the tabulated value is 3.841. Since the calculated value is greater than tabulated value the null hypothesis is rejected and it can be concluded that majority of the respondents don't like “The The New Indian Express newspaper” in Bangalore.

Hypothesis-3:

H3: The New Indian Express newspaper is helpful in taking financial decision & provides business and economic related information.

Table: 7 Do The New Indian Express newspaper is helpful in taking financial decision & provides business and economic related information?

Particulars	No of Respondents
Yes	110
No	40
Total	150

(Source: The above data is compiled from the primary questionnaire.)

Assume companies expected results = 95%, then,

$150 \times 0.90 = 135$, Therefore expected value 135 = “Yes” and 15 = “No”

Level of Significance = 0.05%

Degrees of Freedom $n-1 \Rightarrow 2-1 = 1$

The researcher has used Chi-Square test for analysing the data.

Table:8 Chi-square analysis

Particulars	Observed Value	Expected Value	O-E	(O-E) ²	((O-E) ² /E)
Yes	110	135	25	625	4.629
No	40	15	25	625	41.67
				TOTAL	46.30

(Source: The above data is compiled from the primary questionnaire and MS-Excel)

From the above table the calculated value of chi-square is 46.30. And the tabulated value is 3.841. Since the calculated value is greater than tabulated value the null hypothesis is rejected and it can be concluded The New Indian Express newspaper is not helpful in taking financial decision & provides business and economic related information to the companies expected level.

Hypothesis-4:

H4: There is no significance difference in the perception of customers towards various services of “The New Indian Express” newspapers’.

Table:9. Customer Perception towards The New Indian Express newspapers

Particulars	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied	Total
Brand	54	61	27	6	2	150
News quality and content	54	32	60	3	1	150
Early availability in morning	91	48	9	2	0	150
Incentives and loyalty programmers	13	33	44	45	15	150
Price	20	69	43	12	6	150
Number of supplements	30	69	35	12	4	150
Language and presentation	105	34	8	3	0	150
Entertainment	57	58	32	2	1	150
Other Services	5	47	77	20	1	150
Market value	4	31	99	10	6	150

(Source: The above data is compiled from the primary questionnaire)

TABLE:10 Tests of Within-Subjects Effects

Source	Measures	Type III Sum of Squares	Degrees of freedom	Mean Square	F	Sig.
Customer Perception	Sphericity Assumed	461.403	9	51.267	367.845	.000
	Greenhouse-Geisser	461.403	4.779	96.545	367.845	.000
	Huynh-Feldt	461.403	4.957	93.085	367.845	.000
	Lower-bound	461.403	1.000	461.403	367.845	.000
Error(Customer Perception)	Sphericity Assumed	186.897	1341	.139		

	Greenhouse-Geisser	186.897	712.092	.262		
	Huynh-Feldt	186.897	738.561	.253		
	Lower-bound	186.897	149.000	1.254		

(Source: Data analysed using SPSS ANOVA 2 way classification).

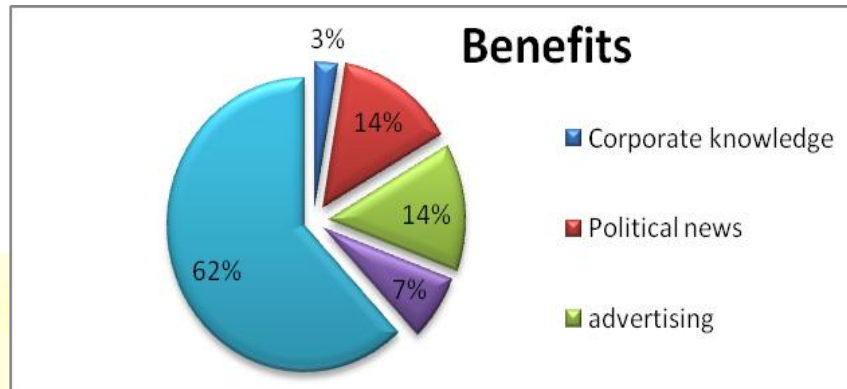
Inferences: The above ANOVA table reveals F value as 367.845 under sphericity assumed method. The variables used in this analysed are readers opinion as independent variables, political issues, Local issues, National issues and International Issues are dependent variables. Level of significance level in the table indicates 0.000 which is close to zero but not zero. Since the significance level or p value is less than 0.05 defined. We can reject null hypothesis and conclude that there is a significance difference in the perception of customers towards various services of “The New Indian Express” newspapers’.

Therefore, newspaper readers tend to consider not one but host of factors while choosing the newspaper Incentives, loyalty programs, price, number of supplements don’t seem to be most important criteria Brand, news quality, content, early availability, language, presentation and entertainment don’t seem to be important to respondents while selecting a newspaper Respondents place these factors above all factors like price, number of supplements and loyalty programs, they seem to consider these factors very seriously and decide about selecting newspaper based on it.

Table: 11 Benefits of The New Indian Express.

Particulars	No of respondents	Percentage
Corporate knowledge	4	3%
Political news	21	14%
advertising	21	14%
Business trade information	11	7%
All the above	93	62%
Total	150	100%

(Source: The above data is compiled from the primary questionnaire)

Graph: 1 Benefits of the New Indian Express

Analysis: About 62 per cent of respondents think that they are getting all the benefits, which include political news, corporate knowledge, business trade information and corporate knowledge by reading The New Indian Express. Only a small percentage of respondents i.e. 3 per cent of respondents think that they are getting benefit only the corporate knowledge. Only about 14 per cent of respondents think that they are getting benefit only the political news. About 14 per cent of respondents think that they are getting benefit only the advertising news.

Inference: A reasonably high percentage of respondents think that they are getting the all the news information in this newspaper are beneficial to them. People seem to think is doing well in all the sections of news coverage and the respondents are so beneficial.

Kolmogorov-smirnov Test

Company claims that the customer thinks that they get equal benefit from different particulars/sections of The New Indian Express. Let us take the company claim and do analysis at 5% level of significance.

Hypothesis-5:

Null hypothesis (H_0): Population of Bangalore thinks that they are getting equal benefit from various section of The New Indian Express newspaper.

Alternative hypothesis (H_1): Population of Bangalore don't thinks that they are getting equal benefit from various section of The New Indian Express newspaper.

Data in table is ordinal in nature; hence it is needed to compare observed frequency with expected frequency distribution. At 5 per cent level of significance critical value of degree of freedom (D) is calculated using the formula $D = 1.36/n$

Where n is the sample size.

Therefore critical value is $D = 1.36/150 = 0.009066$

Decision process: If the calculated value is greater than 0.009066, H_0 will be rejected.

At various levels of significance the value of D is as follows

Table:12 Showing significance the value of D at various levels

Level of significance	Formula to calculate D
0.01	1.63/n
0.05	1.36/n
0.10	1.22/n
0.15	1.14/n
0.20	1.07/n

(Source: Data analysed using MS-Excel)

Table:13 Showing calculation of Kolmogorov-smirnov test

Accompanied with	Observed frequency	Expected frequency	Observed percentage	Expected percentage
Corporate knowledge	4	30	.03	0.20
Political news	21	30	0.14	0.20
Advertisement	21	30	0.14	0.20
Business trade information	11	30	0.07	0.20
All the above	93	30	.62	0.20
Total	150	150	1	1

(Source: Data analysed using MS-Excel)

Table:14 Showing cumulative percentage calculation

Accompanied with	Observed cumulative frequency	Expected cumulative frequency	Difference
Corporate knowledge	0.03	0.20	0.17
Political news	0.17	0.40	0.23
Advertisement	0.31	0.60	0.29
Business trade information	0.38	0.80	0.42
All the above	1	1	0

(Source: Data analysed using MS-Excel)

Therefore the value of highest difference in frequency is 0.42

Calculated value = 0.42

Since the calculated value of 0.42 is more than critical value of 0.009066 as per formula, the null hypothesis is rejected and alternative hypothesis is accepted.

Therefore it can be concluded that the customer don't get equal benefit for the every benefit what they are getting by The New Indian Express.

RECOMMENDATIONS:

The researcher would here by like to put forth the following recommendations to the company based on observation, analysis and interpretation of the collected data from the respondents.

1. The respondents should cover more national and international news and needs improvement in this section.
2. Respondents want that Express and Indulge should carry more celebrity interviews and beauty tips and exclusive section for teenage issues regularly.
3. The respondents want the weekly supplement for employment news and electronic gadgets and fashion accessories.
4. The respondents likes to see more Indian comics with the foreign comics in the comic section and the brief stories about worlds prominent personalities and tips for self-defense for women.

5. The respondent feels that the paper should increase their quality of content and quality of the paper and they feels that The New Indian Express price is a bit more compare to other papers and this is one of the main reason why so many people are not preferring this paper.
6. The readers want some more articles about the business world and economy.
7. The reader feels that the paper should also provide articles for agriculture, focus on civic problem and health care supplement.
8. The readers want a separate supplement for the children interest.
9. Frequent surveys can be conducted to know the levels of awareness in people in opinion and about the company position in the market.

CONCLUSION:

Today companies are facing toughest competition ever. The answer lies in doing a better job of meeting and satisfying customer needs. Only consumer oriented companies are adopting at building customers. A satisfied customer will act as a spokesperson of the company's product and bring more buyers. A small percentage of loyal consumers will increase the companies' sales. Therefore it is necessary to ensure customer value satisfaction. It is required to maintain good relationship with them in order to enhance their business.

SCOPE FOR THE FUTURE RESEARCH:

The sample study survey was based on general newspaper reader's perception only on The New Indian Express newspaper readers using convenience sampling so the future researchers can do the study based on different newspapers with comparative study to get customer's perception in more comparative way. The study is restricted to Bangalore readers only so a further study can be done with comparing Karnataka with other states.

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