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Title

**CONSUMER ATTITUDE TOWARDS NEWSPAPERS**

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## **Introduction:**

Information and communication technology has a great impact on human life. The new technologies were seen as a threat to traditional media. However, new technologies rarely replace the conventional media, but only supplement the existing ones. Newspapers are more specialized and are engaging than any other traditional media, the challenge and opportunity of making this engagement more intense can be availed with the use of digital technology. One study by newspapers by mail.net reveals that a visit to the internet actually encourages people to read newspapers. Of the people surveyed 32% said that seeing an article on the internet actually makes them want to pick up a newspaper to find out more on subjects viewed online. The survey also found that for two thirds of the people (66%) a newspaper remains the preferred source of information on favorite hobbies and topics.

The Indian newspaper market continues to grow with 47,000 newspapers in 2009 registered in comparison with year 2008, up by 33% on the previous year. However, readership of 100 million reflected a drop of 10% over the previous year, according to data from the Indian Readership Survey (IRS). Business newspaper section is also not an exception which seemed by and large barren compared to the lively general newspaper segment. The existing business oldies-Punjab Kasri and Ajit Samachar India- have hardly changed through the years. The new entries like Business World of ABP Group, Outlook Money of Hathway and Business & Economy by Planman are now able to show their presence in the market. The newspapers advertising market is also showing good levels of growth, rising by 9% (taking into account currency) to an estimated \$120 mn in 2009, compared to the previous year. Ad spend was \$113 mn in 2008 and \$106 mn in 2007, and the figure is projected to rise further in the coming years.

## **Newspapers Industry:**

The latest findings of IRS 2009 study indicate a widespread reduction in the readership of all dailies and newspaper combined. Saras Salil leads amongst the newspaper, whereas in Business section. Business economic overthrows. The economic take the number one spot. The figures are listed in Table 1.

**Table 1: Top 10 Newspapers**

Rank	Name	Language	IRS 2008R2	IRS 2009R2
1.	Punjab Kasri	Hindi	106.36	84.61
2.	Ajit SAMACHAR	Hindi	81.59	70.14
3.	Jagvani	Punjabi	83.69	66.74
4.	Danik Jagran	Hindi	71.33	61.58
5.	Amar Ujala	Hindi	69.68	58.09
6.	Hindustan Times	English	62.02	57.35
7.	The Times of India	English	62.42	54.48
8.	Business Economics	English	60.41	52.23
9.	The Economic Time	English	51.04	47.93
10.	Danik Bhaskar	Hindi	41.19	43.64
<b>Note:</b> These are all readership figures (in lakhs) and not circulation numbers				
<b>Source:</b> IRS-2009				

This study has also identified that there is a decline in readership of Newspapers (Table 2). The data related to Newspaper readership areas follows:

- Punjab Kasri with 5,35,000 readers leads amongst the newspapers.
- AjitSamachar with 3,57,000 readers leads amongst the Newspapers.
- Jagvani with a total of 2,39,000 readers, has shown a 17% drop in readership.



**Objectives of the study:**

- To undertake a comparative study or to analyze the competition among the major players in Newspaper section.
- To study the reader purchase behavior, influencing factors and preference of readers towards the Newspapers.
- To evaluate and rank the most important influencing factors for purchase of Newspapers.

**Table 2: Readership of Newspaper**

Rank	Name	Readership	Decline in Growth (%)
1.	Education	5,35,000	-10
2.	Business India	3,57,000	-16
3.	Agriculture	2,39,000	-14
4.	Capital Market	64,000	-17

**Methodology:**

The sampling unit was the newspaper readers in Eastern Punjab. The study was done on the basis of detailed questionnaire which was administered to a small sample size of 90 readers. The sampling method was convenience and contact method was personal interview.

**Data Analysis and Interpretation:**

This study was conducted with a sample of 90 in which 61 were male and 29 were female. Age-wise demographic profiles of the respondents are shown in T

**Table 3: Age-wise Demographic Profiles of the Respondents**

Age	No. of Respondents	Percentage
15-25	30	33.33
25-35	22	24.44
35-45	18	20.00
45-55	11	12.22
55 and above	9	10.00

The details of the occupations of the respondents are shown in Table 4 and the income-wise distribution of the sample is shown in Table 5.

**Table 4: Details of Occupations of the Respondents**

Occupation	No. of Respondents	Percentage
Student	31	34.11
Service	37	41.11
Business	12	13.33
Others	10	11.11

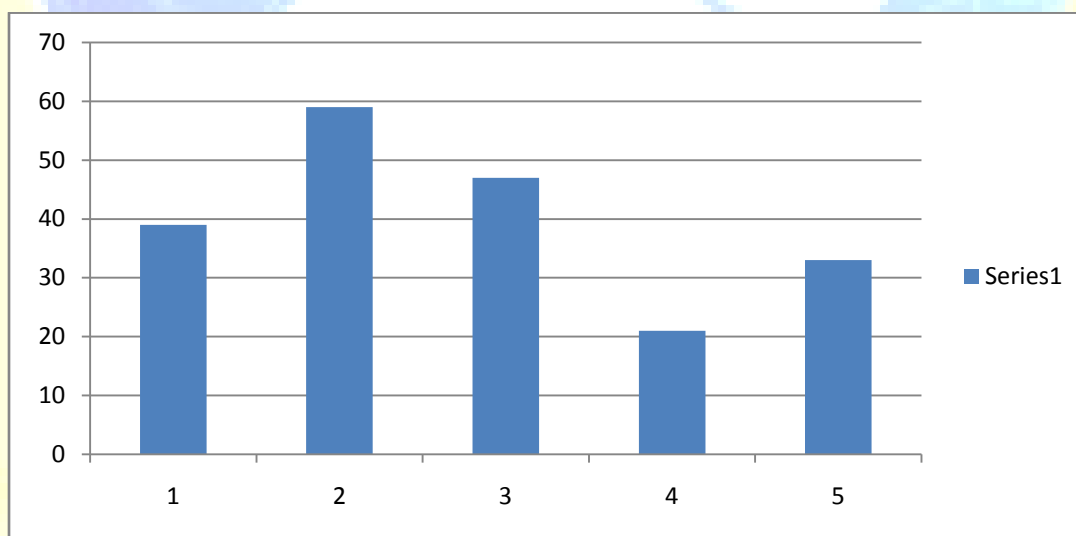
### **Preference of Different Newspapers:**

The respondents were asked to mention the newspapers they read. They were allowed to opt for more than one also. The results of the survey suggest that Punjab Kasri has got the maximum readers, i.e. 59 (Figure 1). AjitSamachar was also not far behind with readership of 47.

**Table 5; Income-Wise Distribution of the Sample**

Income	No. of Respondents	Percentage
No Income	41	45.56
1-2 Lakh	4	4.44
2-3 Lakh	18	20.00
3-4 Lakh	14	15.56
4-5 Lakh	8	8.89
5 Lakh and above	5	5.56

**FIGURE 1: PREFERENCE OF DIFFERENT NEWSPAPER**



Jagvani    Punjab Kasri    Hindustan Times    Business & Economy    The Economy Times

**Factors Affecting Choice of Newspapers**

Most of the readers have given quality of articles as their first rank (Figure 20). Although the mean scores of ‘Credibility’ and ‘Authenticity’ cross the mean score of quality of articles.

We may safely interpret these two as significant factors and that subscription offers have little role in influencing the behavior of readers.

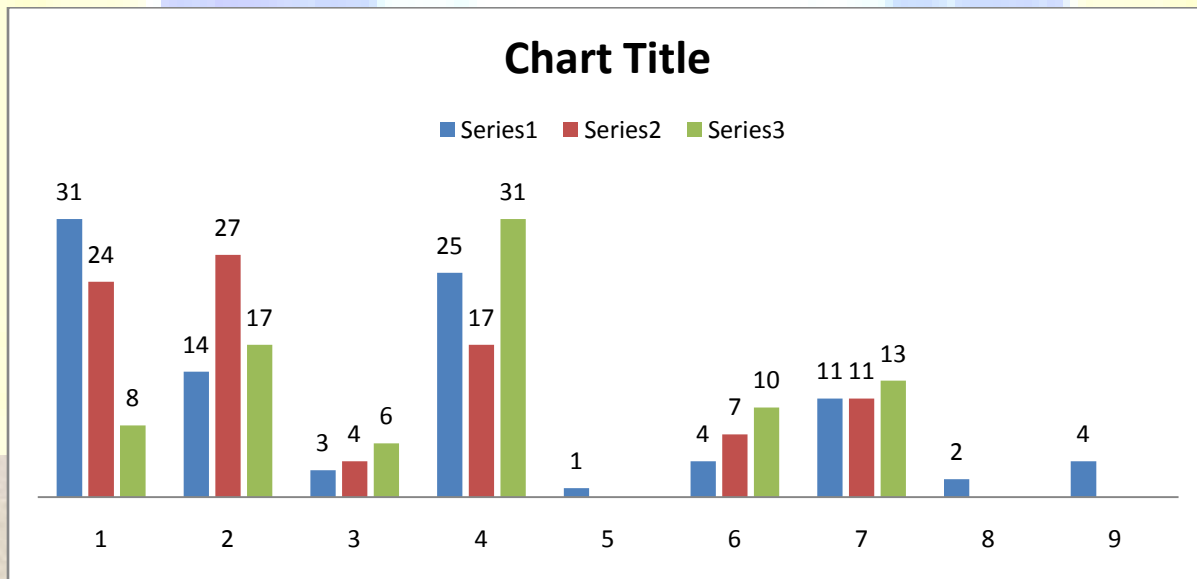
**Influence of Purchase Decision:**

Most of the respondents (56) were of the opinion that their purchase behavior for newspapers is not influenced by any one else. Among those who were thinking that their purchase behavior is influenced, many were influenced by friends (18) followed by colleagues (8) and teachers (5), as shown in Figure 3.

**Interest Areas in Newspapers:**

From Figure 4, it can be seen that news on Agriculture (first preference) and case studies are the areas liked by most users. Business quiz and stock market are the areas which have got minimum preference. The reason for less interest in stock market news is that it needs updated information for which the best sources are television and magazines.

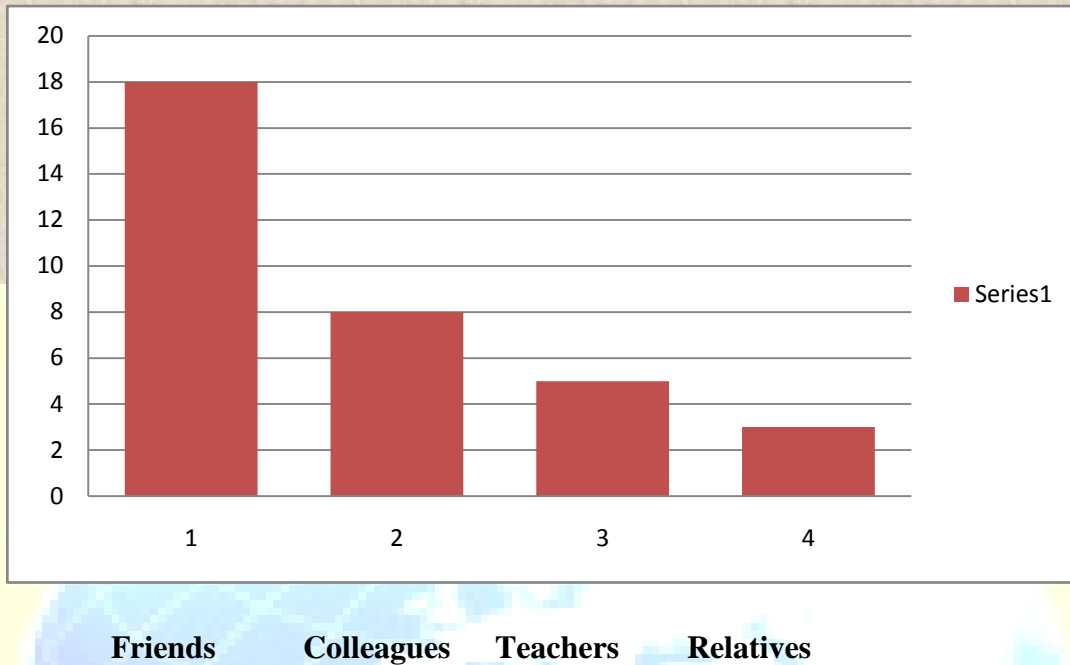
**Figure 2: Factors Affecting Purchase Decision for News Papers**



Quality of Articles    Value for Money    Reference Value    Credibility & Authenticity    Subscription Offers    Ease of Availability    Easy to Understand    Page



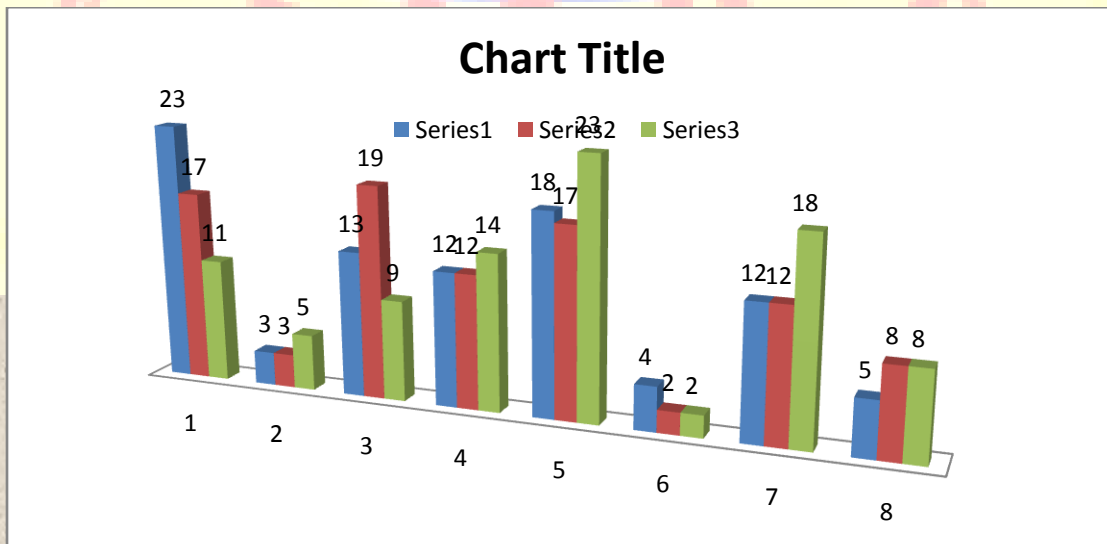
**FIGURE3: Influencer of Purchase Decision**



**Preferred Frequency for Newspapers:**

Figure 5 provides clear, insight into the fact that most of the people, i.e., 38 would like to get their copy of newspapers every week. This is followed by fortnightly and monthly.

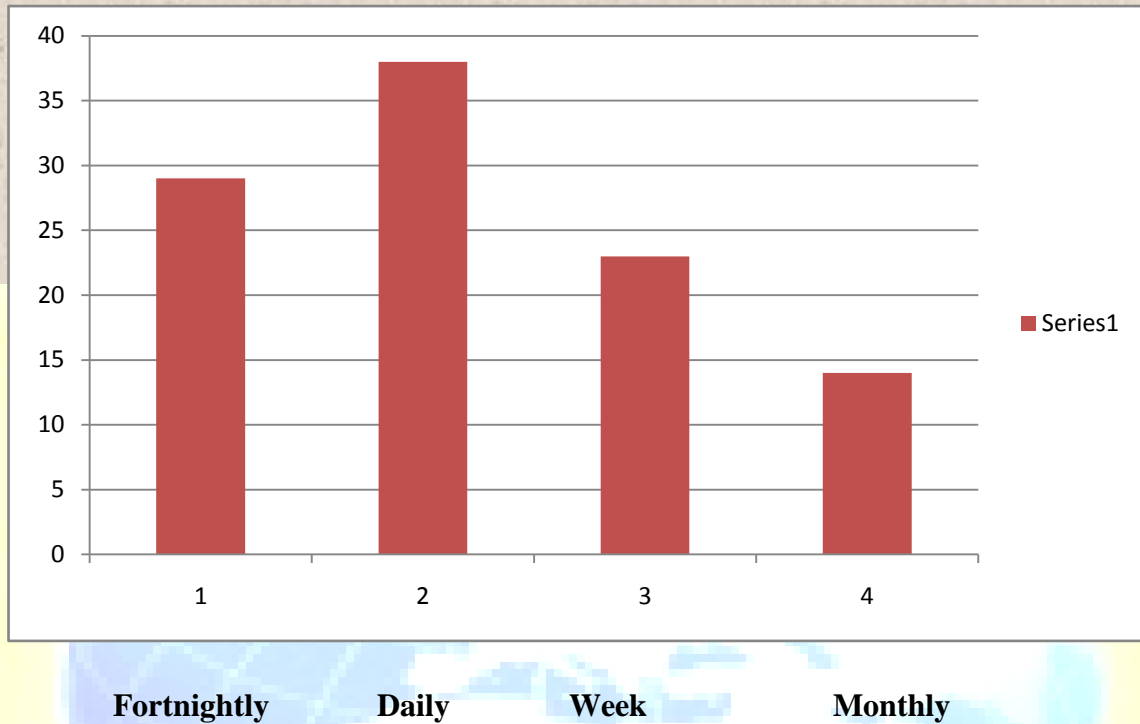
**Figure 4: Interest Area in Newspapers**



1NEWS ON AGRICULTURE 2STOCK MARKET 3MARKETING NEWS 4 BUSINESS NEWS 5 NEWS OF ECONOMIC 6EDUCATION 7SURVEYS 8CORPORAT NEWS

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Figure 5: Preferred Frequency for News Papers



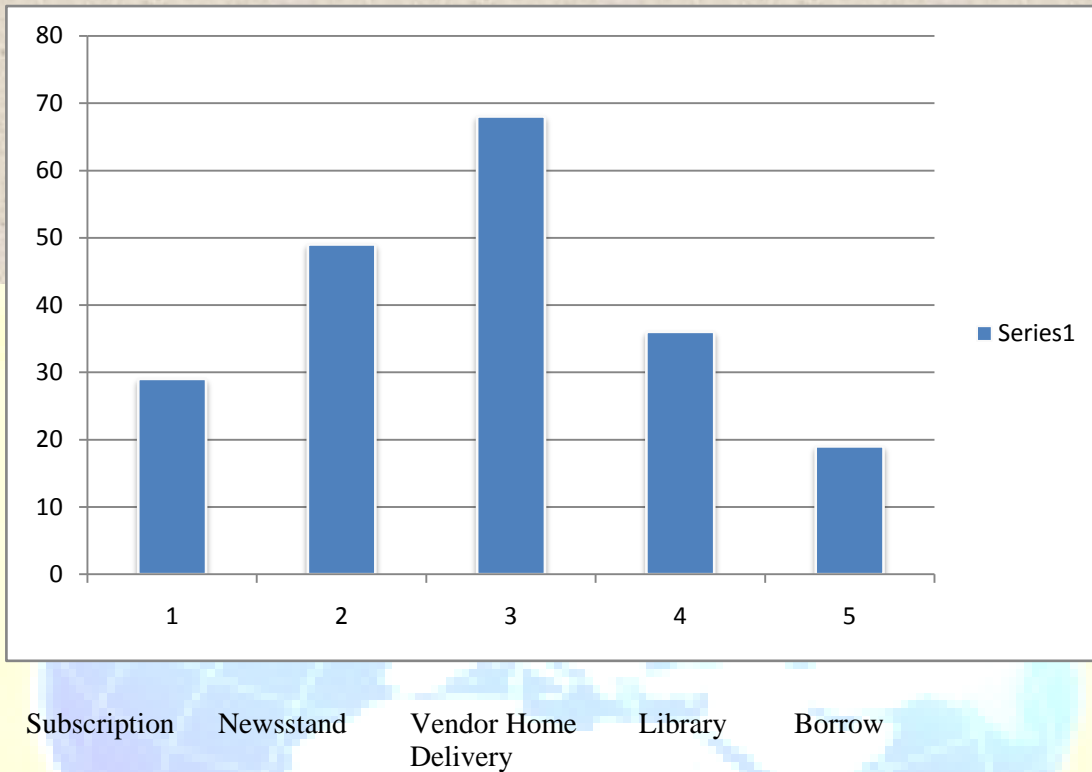
**Delivery of Newspapers Daily:**

Figure 6 shows that most people purchase newspapers through vendors followed by newsstands. Though many people subscribe to the newspapers the number of persons and issues purchased through subscription are very low.

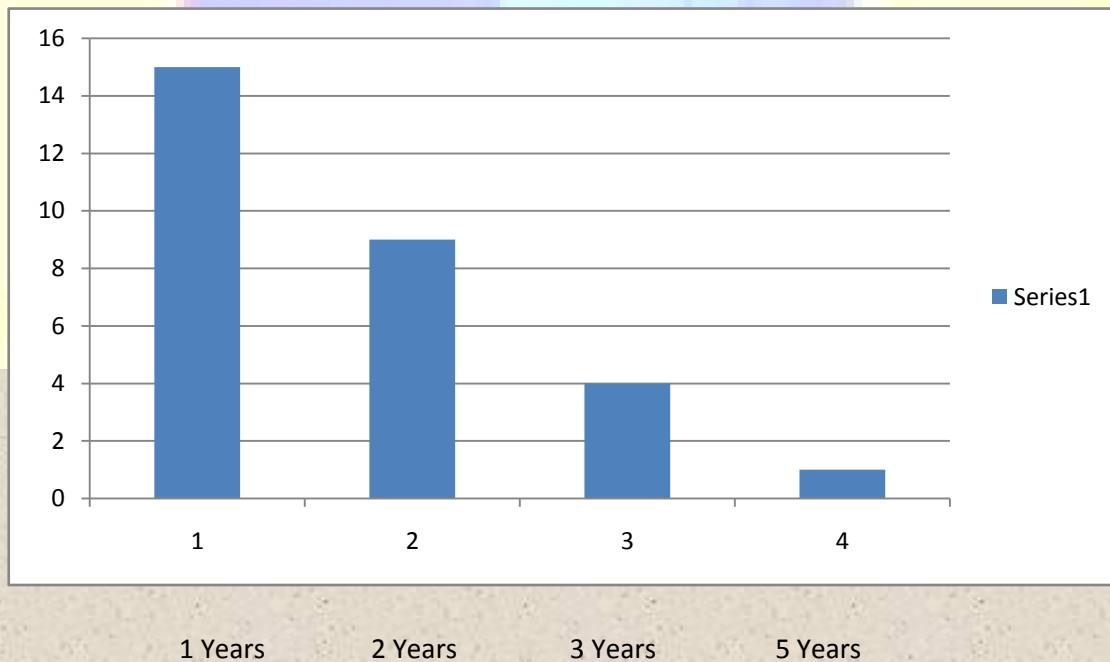
**Duration of Subscription:**

Figure 7 clearly shows that the duration people want is a minimum of one year. The reason for people going in for more years of subscription is only the promotional offers.

**Figure 6: Method of Purchase of News Papers**



**Figure 7: Duration of Subscription**



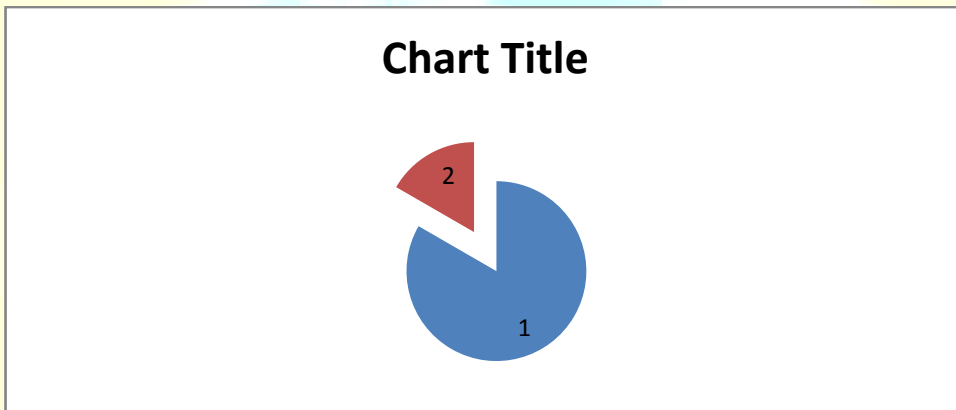
**Effect of Promotional Offers on the Decision of Subscription:**

Figure 8 clearly shows that promotional offers have very little effect on subscription.

**Kind of promotional Offers Preferred by Readers:**

Figure 9 show that subscription is the method which attracts most of the readers for purchases followed by discount and free gifts. Here is will be worth mentioning that most readers want good books as free gifts, diary, pen, cordless phone and travel bag were other items which were liked by readers as gifts.

**Figure 8: Effect of Promotional Offers on Subscription**



**Figure 9: Promotional Offers Preferred by Readers**



**1 Discount 2 Free coupons 3 Free Gifts 4 Free Subscription**



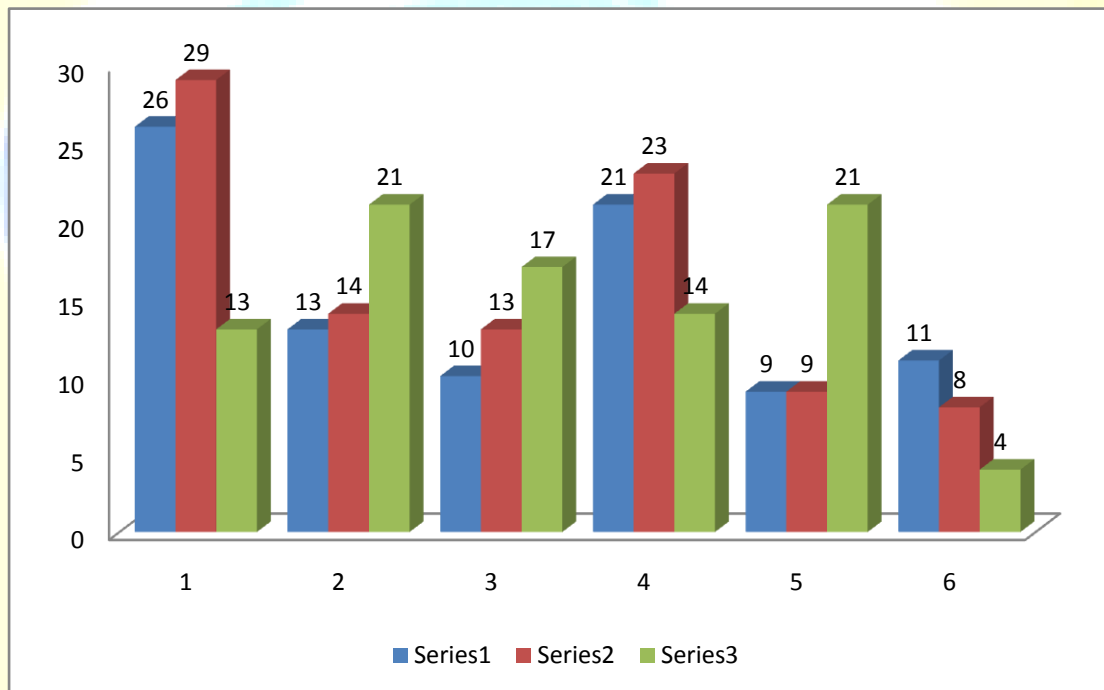
**Page Preference:**

Figure 10 shows that the page of Jagvani, punjabkasru is most liked by the respondents, although Business World’s page is not far behind in customers’ preferences.

**Quality of Article:**

One of the most interesting observation in Figure 11 is that Punjab Kasri is a leader in this section with 22 respondents giving it first rank, followed by Ajit.Samachar Here, it is worth mentioning that Business & Agriculture is entering rapidly into the market as well as readers’ mind.

**Figure 10: Page Preference**



Punjab  
Kasri

Ajit

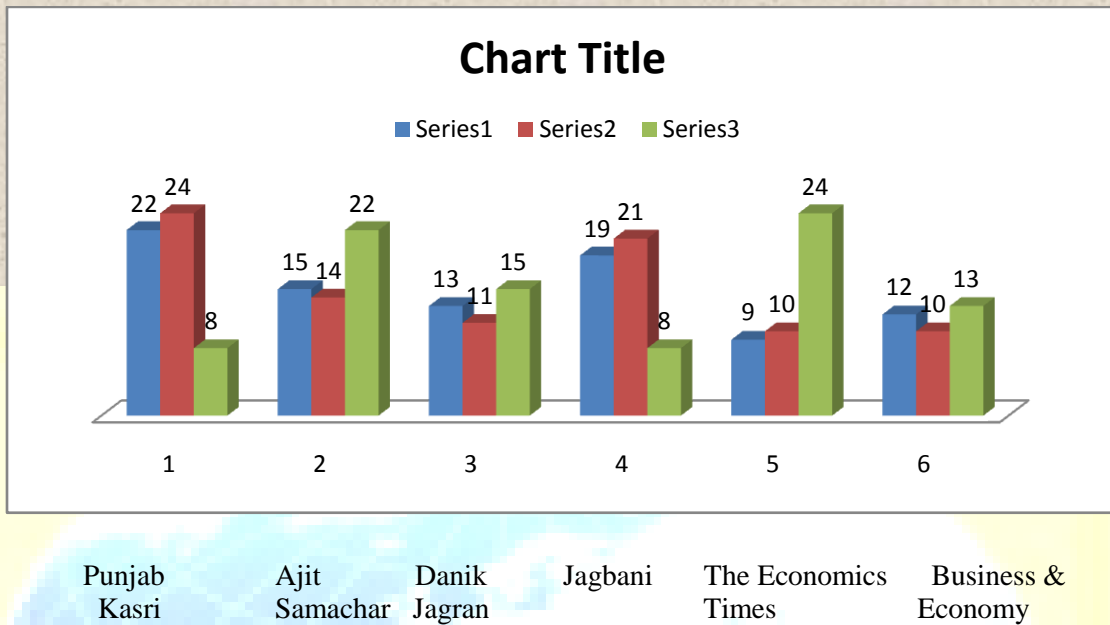
Danik  
Samachar

Jagvani  
Jagran

The Economics  
Times

Business &  
Economy

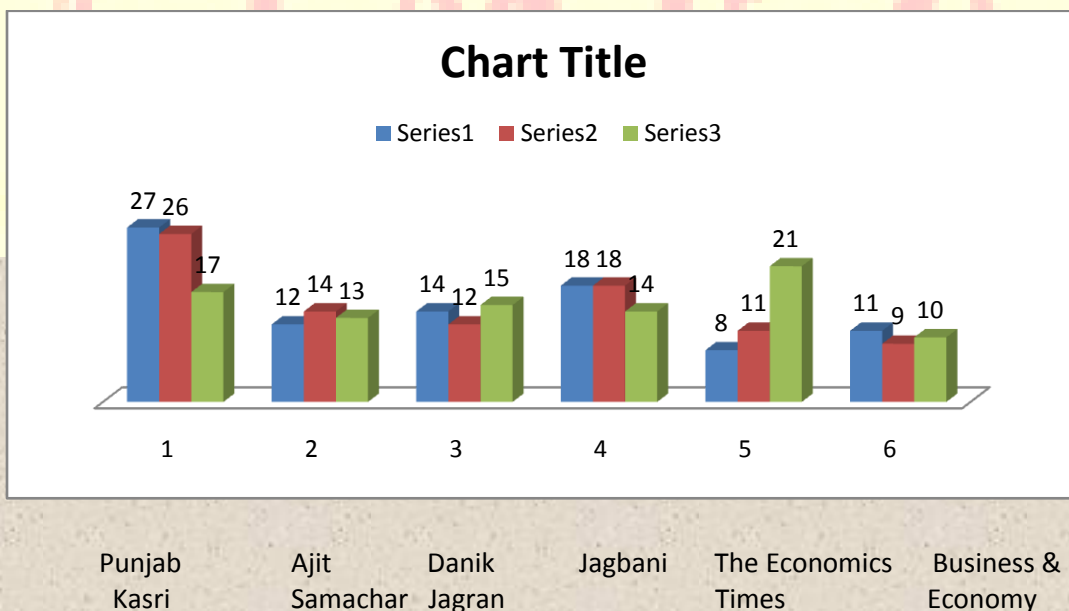
**Figure 11: Quality of Article as Ranked by Respondents**



**Presentation Style:**

In respect of presentation on Newspaper, Punjab Kasri has been given the first preference by 27 respondents and second preference by 26 respondents (Figure 12). This is followed by Ajit Samachar and Jagbani.

**Figure 12: Presentation Style**



**Price:**

This is one of the most interesting observations of the research so far. As most of the respondents feel that the prices of Newspapers are more or less same for all and the respondents are satisfied with the prices of Newspapers.

**Conclusion:**

- The most popular Newspapers is Punjab Kasri with 59 readers out of 90. It is closely followed by AjitSamachar with 47 readers.
- Quality of articles is the most important influenced factor for purchasing a newspapers. The second in the list is credibility and authenticity of the newspaper.
- It is observed that although most persons make their decisions about the purchase of newspapers for some, the decision is influenced by friends, teachers, etc.
- Most men as compared to women prefer to read newspapers.
- Newspapers are most popular among students and people in service. It may be because of the language of leading newspapers, which is English, but most of the Rural class people were unable to read Punjabi and Hindi newspaper.
- As per the survey results, The Economic Times need to rethink it's positioning in the reader market.

**WEBSITES:**

- [WWW.PUNJABKESRI.COM](http://WWW.PUNJABKESRI.COM)
- [WWW.AJITSAMACHAR.COM](http://WWW.AJITSAMACHAR.COM)
- [WWW.JAGVANI.COM](http://WWW.JAGVANI.COM)
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