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## **A STUDY ON CONSUMER PREFERENCE OF NEWS PAPER**

**K. REVATHI, R. MONIKA**

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**ABSTRACT:** *Our newspaper compete with one another, in giving information and putting for ideas. It is possible to explain how new and why one newspaper differ from another by changing the news contents designs editorial attitudes and other features of the newspapers. It had been decided to conduct a study on the consumer preference of Tamil and English newspaper in Thanajvur District. There is no conclusion to conclude in newspapers. It is tail in human life. It develops the intelligence and intellectual in human life. It also teaches us to lead a life, by put day to day affairs throw on to every one's life. It spreads its wings through its satellite and enlighten and developing the knowledge through its peak. The newspapers are splitting the news from one to all sides of the world. "Newspapers can never been concluded and it is evergreen process". A small down like Thanajvur District is educationally backward. To create awareness among the general public in various fields, the role played by newspapers are having immense value in the town.*

**KEYWORDS:** *News paper, consumer, Awareness*

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### **INTRODUCTION**

Reading Newspapers and journals has become a part and parcel of every day life of human beings. There are people who cannot begins this day without a newspaper. The reading habit helps people to make use of the leisure time usefully. Because of the interest shown in the reading of newspaper and magazines, the journals and newspapers and getting multiplied everyday. Among the various newspaper there are certain newspaper found popular among the public. It is essential to probe as to what factors led the readers to prefer a particular newspaper and to know the socio political awareness cleared by the newspaper. Our newspaper compete with one another, in giving information and putting for ideas. It is possible to explain how new and why one newspaper differ from another by changing the news contents designs editorial attitudes and other features of the newspapers. It had been decided to conduct a study on the consumer preference of Tamil and English newspaper in Thanajvur District.

### **CUSTOMER AND CONSUMERS**

The term "Customer" is typically used to refer some one who regularly purchase from a particular store or company.

"Consumers" are potential purchase of product and services offered for sale.

### **DEFINITION OF CONSUMER**

"Consumer is one, whom purchase goods and services for his / her own personal use or for house hold use. End use consumption is perhaps the most pervasive of all types of consumer behavior. Since it involves every individuals of every age and background, in the role of buyers or users or both".

### **BUYING BEHAVIOUR**

Buying behaviour is the study of human response to products, services and the marketing of products and services.

### **TYPES OF CONSUMER BEHAVIOUR**

#### **1. COMPLEX BUYING BEHAVIOUR**

This type of buying behaviour is found when the consumer are highly involved in a purchase and aware of significant difference among brands, the involvement of consumers in a purchase will be high only when the products in expensive, purchased rarely, risk and highly self expensive.

**2. DISSONANCE - REDUCING BUYING BEHAVIOUR**

Consumer go through dissonance reducing buyer behaviour when they are highly involved in a purchase but sees little difference in the brands. The consumer purchase the product but later experience dissonance.

**3.HABITUAL BUYING BEHAVIOUR:**

Consumer behaviour in the case does not pass through the normal beliefs / attitudes/ behaviour sequences consumer low involvement with most of the low cost, frequently purchase products.

**4. VARIETY SEEKING BUYING BEHAVIOUR:**

The consumer involvement is low but significant brand differences. Here consumer are often observed to do a lot of brand switching occurs for the sake of variety rather than dissatisfaction.

**STATEMENT OF THE PROBLEM**

The main reason for the selection of consumer preference as a study topic is that it forms and integral part in the ebb and flow of all business. It includes both and physical activities necessarily for making decisions in the market place. It is not always easy to separate consumer behaviour from human bahaviour. The study of consumer preference is as study to know how individual arrive at decisions to spend their available resources on consumption related items. This study on consumer preference towards newspaper in Thanajvur District in an attempt to get an insight into the attitudes and behaviour of consumer at Thanajvur District.

**OBJECTIVES OF THE STUDY**

1. To study the socio- economic character of the respondents.
2. To analyse the consumer awareness and preference towards newspaper.
3. To find out the level of satisfaction towards newspaper.

**METHODOLOGY**

The required data for analysis were collected through a structural questionnaire. The study was made on extensive use of primary data and secondary data to elicit the required information. 100 consumers were selected by adopting the convenient sampling method in Thanajvur District town. This was done to the details of their habit of reading and preferences.

**CONCEPT OF THE STUDY**

In madras, the first newspaper was “the Madras courier” which came into existence on 12<sup>th</sup> October 1785. Richard Johnson was the founder of this paper and it was officially recognized and owned by the state government of Madras. In 1763 “The Harkaru” was introduced, followed by “The Indian Herald” in 1795.

Bombay’s first newspaper was “The Bombay Herald” stated in 1780 merged with “The Bombay Gazettee” in 1791. “The Courier” was another paper to make its appearance in 1790.

**JOURNALIS IN INDIA**

No. of Journals in India

Dailies	5,157
Tri /bi weeklies	337
Weeklies	16,872
Fortnightlies	6,240
Monthlies	12,796
Quarterlies	3,273
Bi-monthlies/Half-yearlies	1,564
Annuals	416

Total

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46,655  
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Source: Manorama year book 2015.

**No. of Newspapers in India**

Languages	No. of dailies
Hindi	2305
Urdu	519
English	371
Tamil	352
Marathi	346
Kannada	314
Malayalam	213
Telugu	151
Gujarathi	118
Punjabi	107
Bengali	99
Bilingual	73
Oriya	71
Multilingual	17
Assamese	15
Manipuri	14
Sindhi	11
Sanskrit	3
Nepali	3
Konkani	1
Others	53
Total	5,157

Source: Manorama Year Book, 2014.

### **TAMIL JOURNALISM**

Tamil is the oldest, the richest and the most highly cultivated of the Dravidan language of south India. It claims a literature, which is more than 2000 years ago. The antiquity of the language reveals that dissemination of knowledge was dependent largely on word of mouth and that letter writing was by hand with iron steel on plan leaves. This laborious as well as problematic process of recording words of wisdom on palmyra leaves and passing them down continued for ages. The art of printing was introduced towards the close of the 16<sup>th</sup> century.

Tamil types were the first among the type of the Indian language to be cast in Germany for use in India. Father GENSAVEZ of Spanish mission produced “Kirsthoova vedopadesam” in the Tamil language of vaippukkottai in 1677. It was the first printed book in the Tamil language.

The first Tamil Journal “Tamil partika” was a monthly. It was published by the religious tract society in 1831. Although it had government support. It closed down after 2 years. Followed by “Viruthanthi” in 1833 and “Madras Chronicle” in 1834. The first regular Tamil newspaper was “The Swadeshmitran” which was started as a weekly in 1882 by G.Subramaniya Aiyar who was also the founder of “The Hindu”. It became a daily in 1899 and dominated Tamil Journalism till 1934.

The researcher find the following:

**TABLE NO – 1 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION**

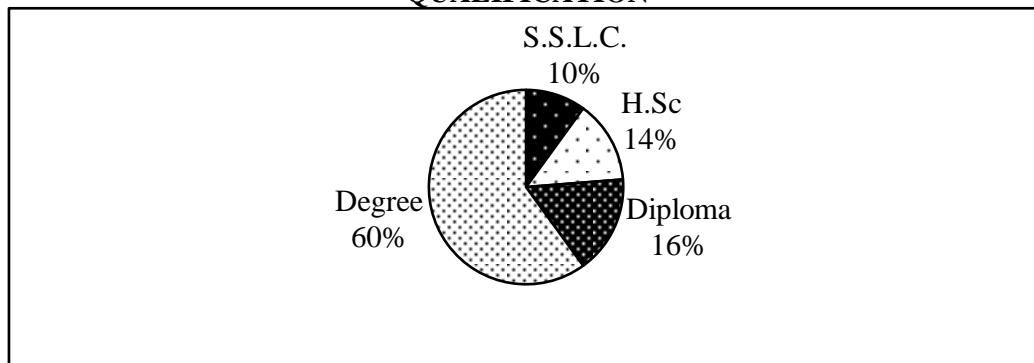
S.No	Educational Qualification	No. of Respondents	% of respondents
1	S.S.L.C.	10	10
2	H.Sc	14	14
3	Diploma	16	16
4	Degree	60	60
	Total	100	100

Source: Primary Data

Inference:

The above table no 3.3 depicts that 60% of the respondents are degree level, 16% of the respondents are diploma Course, 14% of the respondents are H.Sc and 10% of the respondents are S.S.L.C. level.

**Figure No -- 3.1  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION**



**TABLE NO -- 2  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATIONAL LEVEL**

S.No	Occupation	No. of Respondents	% of Respondents
1	Professional	08	08
2	Business Man	12	12
3	Employee	22	22
4	Students	38	38
5	Others	20	20
	Total	100	100

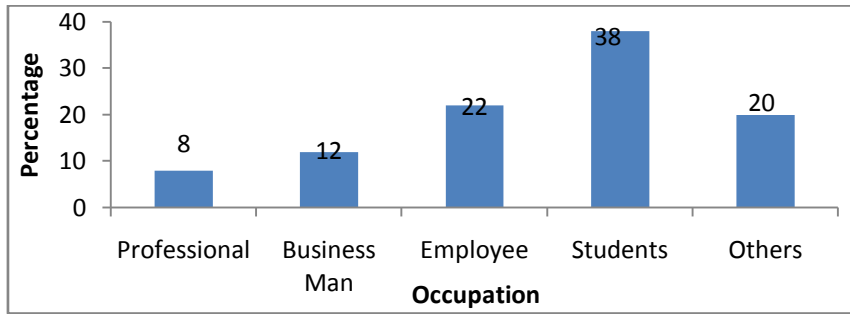
Source: Primary Data

Inference:

From the above table no 3.6 shows that 38% of the respondents are students, 22% of the respondents are Employee, 20% of the respondents are others, 12% of the respondents are Businessman and 8% of the respondents are professionals on the basis of occupational level.

**Figure No-- 3.2  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATIONAL LEVEL**

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**TABLE NO -- 3  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PRICE LEVEL**

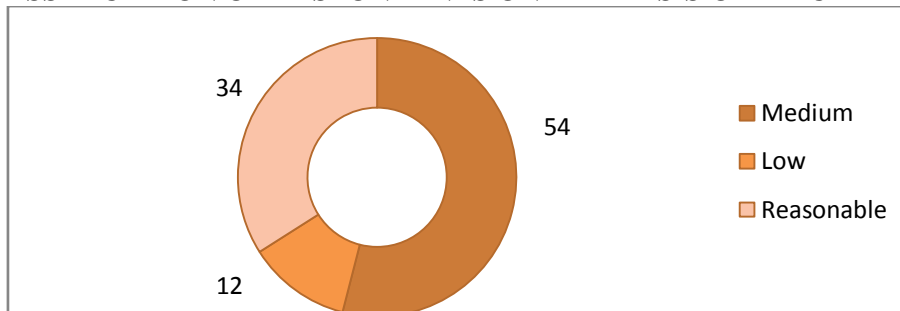
S.No	Price Level	No. of Respondents	% of Respondents
1	Medium	54	54
2	Low	12	12
3	Reasonable	34	34
	Total	100	100

Source: Primary Data

Inference:

From the above table no 3.12 shows that 54% of the respondents are said that the Medium price level of Newspaper, 34% of the respondents are reasonable price level and 12% of the respondents are low price level.

**Figure No -- 3.3  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PRICE LEVEL**



**TABLE NO -- 4  
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF NEWSPAPER SUITS THE BEST**

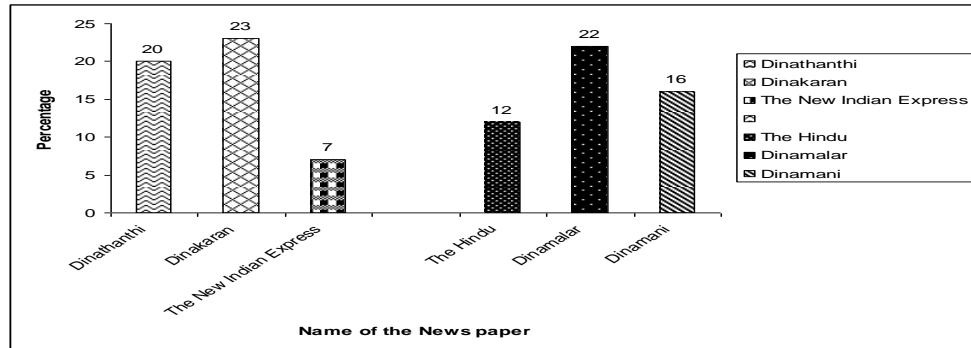
S.No	Name of the News paper	No. of Respondents	% of Respondents
1	Dinathanthi	20	20
2	Dinakaran	23	23
3	The New Indian Express	07	07
4	The Hindu	12	12
5	Dinamalar	22	22
6	Dinamani	16	16
	Total	100	100

Source: Primary Data

Inference:

From the above table no 3.15 it is inferred that 23% of the respondents are prefer Dinakaran news paper, 22% of the respondents are prefer Dinamalar Newspaper, 20% of the respondents are prefer Dinathanthi Newspaper, 16% prefer Dinamani, 12% prefer The Hindu newspaper and only 7% of the respondents are prefer the The New Indian Express news paper.

**Figure No-- 3.4 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF NEWSPAPER SUITS THE BEST**



**The above data analysis and interpret them and find the followings:**

Majority of the respondents 54% are Male reader of Newspaper, 63% of the respondents are falls under the age group of 21-40, 60% of the respondents are Graduate, 62% of the Newspaper reader are unmarried, 56% of the respondents are belongs to joint family, 38% of the respondents are students, 46% of the respondents are comes under the income level of below Rs.5000, In our respondents 54% of the respondents are living in town areas, 60% of the respondents are purchased news paper from retailer, Out of which 56% of the respondents are daily readers, 40% of the respondents are spending Rs. 100- 200, 54% of the respondent are said that the medium level of news paper, 92% of the respondents are regular reader of news paper, Majority of the respondents 42% are read Newspaper from 5-10 years, 23% of the respondents are prefer Dinakaran newspaper, 44% of the readers concentrate in political and sports news, 92% of the respondents are satisfied with reading newspaper, 40% of the respondents are satisfied with the newspaper, 44% of the respondents are wait till it is available, 38% of the respondents prefer the quality of the newspaper, 50% of the respondents are influenced by advertisement, 58% of the respondents are influenced by friends and 34% of the respondents are like to change the newspaper shape.

**SUGGESTIONS**

The primary role and responsibility of the press is to provide current news, in the most honest way to the public. It aims to create an awareness' about the current affairs to the public.

The presentation of news should be truthful, objective and comprehensive.

- More emphasis should be given for career guidance, programmes promoting employment opportunities in the society.
- Report about the local problems like water problem, road facilities, transportation and other necessities can also be given importance which would be brought to the notice of the concerned higher authorities for immediate remedies.
- Through politics, politicians play an important role in our society and much emphasis is given on their consideration for report on unemployment malnutrition, population control, denial of justice, bank loan procedures, developments scheme sports, scientific and economic trends, successful industrialist, outstanding artists, environment, computers, report on human sufferings, culture, peace movements economic exploitations and so an. Thus newspapers have the power to not only mould public opinion but also to mould public choices.

### **CONCLUSION**

There is no conclusion to conclude in newspapers. It is tail in human life. It develops the intelligence and intellectual in human life. It also teaches us to lead a life, by put day to day affairs throw on to every one's life. It spreads its wings through its satellite and enlighten and developing the knowledge through its peak. The newspapers are splitting the news from one to all sides of the world. "Newspapers can never been concluded and it is evergreen process". A small down like Thanajvur District is educationally backward. To create awareness among the general public in various fields, the role played by newspapers are having immense value in the town.

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