

A STUDY ON READERS' PREFERENCE TOWARDS TAMIL NEWSPAPERS WITH SPECIAL REFERENCE TO PALLADAM TALUK, TIRUPUR DISTRICT.

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ABSTRACT

In India, the newspaper has proving changes in the economy from independence of the nation. The primary newspaper was published more than 230 years ago. The newspapers have published on many regional and local languages and those also have movements in the millions. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. Hence, the researcher has taken an attempt to identify the readers' preference of the Tamil newspaper in palladam taluk. The primary data collected from the sample respondents and the statistical tools were used like percentage analysis, weighted score analysis and multiple regression analysis.

Keywords: Newspaper, Readers preference, Readers satisfaction.

INTRODUCTION

In India, the newspaper has proving changes in the economy from independence of the nation. The primary newspaper was published more than 230 years ago. The newspapers have published on many regional and local languages and those also have movements in the millions. Traditionally, the newspapers have comprehensively discovered the nation and sharing information as a print medium. In 1780, the first newspaper was started by the British government and after that most of the Indian newspapers came into force. It is an inexpensive printing cost and low grade papers are also used by the newspaper printers. India has emerged as the second largest newspaper market in the world by selling 99 million daily newspapers. Newspapers usually distribute domestic stories, political proceedings, national events, whether news and forecasts, crime, commerce, trade, entertainment, games, sports and celebrities. It is typically sponsored by contributed subscriptions and payment access through advertising of the products. Reading Newspapers and journals has become a part and parcel of everyday 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 every day. Among the various newspaper there are certain newspaper found popular among the public.

REVIEW OF LITERATURE

According to Santanu Sinha Chaudhuri (2013) an expert reader of The Hindu, wrote his opinion in response to the editorial by Harish Khare titled 'Why the intellectual is on the run' on February 6, 2013. Harish Khare is one of the editors of The Hindu, and formerly Media Advisor to the Prime Minister of India. The reader said that the editor presented a convincing case for moderation in the thoughts of readers and media persons, which only would help to keep thought policing at bay. He added that as India had many problems, rising intolerance disabled the capacity to address all these problems.

Patrick (2015) has adopted the questionnaire survey method for collecting data and investigated with a sample of 120 respondents selected for the research analysis. The study concluded that 40 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; enabling them to enlighten others on important issues; and correcting their impressions on issues.

STATEMENT OF THE PROBLEM

Every business unit focuses on the main aspect of profit. At the present scenario, all the customers are more aimed at their benefit by getting best and cheap products which are widely available in the market. The marketer should try their best to satisfy all the categories of the consumer. In the present globalized economy, all the people can easily access to the world updated developments through newspaper, so it is very necessary to keep the Customer by providing the best newspaper. Hence an attempt has been made to analyze the **Readers’ preference towards Tamil newspapers with special reference to palladam taluk, Tirupur district.**

OBJECTIVES OF THE STUDY

1. To study demographic profile of the Newspaper Reader.
2. To analyze customers level of preference on Tamil Newspapers.
3. To identify the Reasons for Reading the Newspaper

AREA OF THE STUDY

The study has been conducted in palladam taluk, Tirupur district.

DATA COLLECTION

The primary data for the study was collected through questionnaire and secondary data also collected wherever necessary.

SAMPLING METHOD AND SAMPLE SIZE

Convenience sampling method has been adopted in this study. Sample size selected for the study is 180 respondents.

STATISTICAL TOOLS OF ANALYSIS

Percentage analysis, Henry Garratt ranking, Weighted score analysis, Friedman rank test, Multiple regression analysis and ANOVA have been used for analyzing the data.

LIMITATION OF THE STUDY

1. The area of the study is confined to Palladam taluk only. Hence the finding and suggestions are applicable only to Palladam taluk.
2. The accuracy depends upon the readers’ information.
3. The details furnished by the readers are considered as true and the results of the study are based on this assumption.

TABLE 1

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

DEMOGRAPHIC VARIABLES		NUMBER OF RESPONDENTS	%
Gender	Male	112	62.22
	Female	68	37.78
	Total	180	100
Age	Less than 20	32	17.78
	20-30	43	23.88
	31-40	48	26.67
	41-50	23	12.78
	More than 50	34	18.88
	Total	180	100
Education	Schoolings	48	26.67
	Under graduate	43	23.88
	Postgraduate	47	26.11

	Professional	42	23.33
	Total	180	100
Monthly income	up to 10000	45	25.00
	10000 - 20000	62	34.44
	20000 - 30000	32	17.78
	Above 30000	41	22.78
	Total	180	100
Marital status	Married	120	66.67
	Unmarried	60	33.33
	Total	180	100
Present status	Student	48	26.67
	Unemployed	23	12.78
	Employed	49	27.22
	Business	60	33.33
	Total	180	100
Type of family	Joint	23	12.78
	Nuclear	157	87.22
	Total	180	100

Source: primary data.

TABLE 2
READERS PREFERENCE ON TAMIL NEWSPAPER
(HENRY GARRATT RANKING)

S.NO	NEWS PAPER	GARRATT SCORE	RANK
1	Dhina Thanthi	987	II
2	Dhina Malar	1022	I
3	Dhinakaran	954	III
4	Dhina Mani	928	IV
5	Malai Murasu	897	V
6	Dhina Boomi	754	VIII
7	Maalai Malar	823	VI
8	The Hinhu	802	VII
9	Theekaathir	612	IX

Source: primary Data.

The above table shows that readers preference seems to be high in Dhina Malar newspaper.

TABLE 3

TYPE OF NEWS PREFERRED BY THE RESPONDENTS

(WEIGHTED SCORE ANALYSIS)

S.NO	TYPE OF NEWS	WEIGHTED SCORE	RANK
1	Current news	804	III
2	Political news	952	I
3	Religious news	723	V
4	Education news	798	IV
5	Employment news	754	VI
6	Sports news	642	VIII
7	Health news	687	VII
8	Cinema news	868	II

Source: primary Data.

The above table clearly shows that Majority of the readers prefer Political news and cinema news.

TABLE 4

READERS PREFERRED ASPECT OF TAMIL NEWSPAPER

(FRIEDMAN RANK TEST)

S.NO	PREFERRED ASPECTS	MEAN SCORE	RANK
1	Timely and updated news presentation	5.25	I
2	Lesser Price	4.98	II
3	Importance to local, business & cinema news	4.65	III
4	Attractive language	4.34	IV
5	Many supplements	3.96	V
6	Brilliant coverage	3.65	VI
7	Color images	2.95	VII
8	Free offers	2.65	VIII

Source: primary Data.

The above table shows the readers preferred aspects of newspaper. Timely and updated news presentation is the first and foremost preferred aspect of newspaper.

MULTIPLE REGRESSION ANALYSIS

Hypothesis: There is no significant association between demographic variables of the respondents and level of preference on newspaper.

TABLE 5
MULTIPLE REGRESSION ANALYSIS
LEVEL OF PREFERENCE

S.no.	Variables	Standardized co-efficient(β)	t- Value	P= Value	S/NS
	(Constant)		3.164	.002	S
1	Gender	.010	.823	.411	S
2	Age	-.119	-7.351	.000	S
3	Education Level	.142	11.407	.000	S
4	present Status	.121	11.042	.000	NS
5	Monthly Income	-.191	-8.280	.000	S
6	Marital Status	.83	4.943	.000	S
7	Type of Family	-.123	-8.163	.000	S
	R²		0.133		
	F Change		15.40		
	Sig in F Change		0.000		

Source: Author’s calculation.

TABLE 6
ANOVA

ANOVA					
Model	Sum of the squares	DF	Mean square	F	Significance
I	Regression	9.04	6	5.276	15.40 .000
	Residual	25.35		.74	
	Total	98.94	199	89	

Source: Author’s calculation.

The above table shows that variables such as Gender, Age, Educational level, Monthly income, Marital status and type of family has a large impact on criterion variable. Hence, overall ANOVA result assesses of this model (F-15.40, $p < 0.05$). This model is statistically significant.

FINDINGS:

Readers preference seems to be high in Dhina Malar newspaper.

Majority of the readers prefer Political news and cinema news.

Timely and updated news presentation is the first and foremost preferred aspect of newspaper.

The above table shows that variables such as Gender, Age, Educational level, Monthly income, Marital status and type of family has a large impact on criterion variable.

SUGGESTIONS

The newspaper publisher should concentrate on giving political news and cinema news and also give timely and updated information so as to improve the reader's satisfaction.

CONCLUSIUON

In India, newspaper services are providing more information and create more attentiveness with adequate knowledge across the world. Newspaper industry is providing more changes to the society and political revolutionize through the precious information. The principal goal of newspaper service is to discover the real condition of the nation and enlightening the knowledge. The present study has provided more information about the newspaper reader's acuity and their fulfillment towards newspaper. The newspaper publishers are gratifying their valuable customer's requirements by their quality information in Palladam taluk. The readers have good perception on the newspaper services with the high level of satisfaction. The study result shows the majority of the Readers preference seems to be high in reading political news and cinema news. So the newspaper publishers should concentrate on the above areas to improve the satisfaction of the readers.

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