

# A Study on Users Perception Towards Buying of English Newspaper in Coimbatore District

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## ABSTRACT:

Users' satisfaction towards reading English newspapers has been a topic of interest in the literature. Studies have examined various factors that impact Users satisfaction, such as perceived usefulness, ease of use, content quality, trust, perceived value, brand equity, and demographics. For example, research has shown that factors like age, gender, and education level can influence satisfaction with English newspapers in India, while perceived value and satisfaction are significant predictors of loyalty in Korea. In Pakistan, trust and perceived value were found to impact Users satisfaction with English newspapers. Additionally, studies have explored Users satisfaction with online English newspaper services, finding that perceived usefulness, ease of use, and content quality are significant predictors of satisfaction. Overall, the literature suggests that multiple factors can impact Users satisfaction towards reading English newspapers, and understanding these factors can provide insights for improving newspaper services and increasing reader loyalty.

**Keywords:** English newspaper, Users satisfaction, online services.

## INTRODUCTION:

The purpose of this study is to probe client perception towards reading English newspapers. The study will examine factors similar as reading habits, brand fidelity, and reading opinions, in order to gain a better understanding of the request and the requirements of English newspaper compendiums. The findings of this exploration will be precious for publishers, advertisers, and marketers in the newspaper industry, as well as for anyone interested in understanding Users' preferences in the media request. "Reading newspapers has come a part and parcel of everyday life of mortal beings. There are people who cannot begin this day without a newspaper. The reading habit helps people to make use of the rest time usefully. Among the colorful newspapers there are certain newspapers set up popular among the public. It's essential to probe as to what factors led the newspapers to prefer a particular newspaper and to know the socio political mindfulness cleared by the newspaper. Our newspaper contends with one another, in giving information and putting forward ideas. It's possible to explain how new and why one newspaper differs from another by changing the news contents designs editorial stations and other features of the newspapers. It had been decided to conduct a study on the Users preference of Tamil and English newspaper in Coimbatore quarter.

**SCOPE OF STUDY:**

Examining the factors that influence customers' decision to purchase English newspapers, including newspaper content, availability, price, and promotion. Analyzing customer preferences for different types of English newspapers, such as national, regional, or local newspapers. Assessing the level of customer loyalty to specific English newspapers. Investigating the impact of digital media on the consumption of English newspapers in the district. Identifying areas of improvement for English newspapers based on customer feedback.

**OBJECTIVES OF THE STUDY:**

- To Study the Customer Perception towards buying English newspaper.
- To know the factor influencing the purchase of English newspaper.
- To analyze the customer satisfaction level towards English newspaper.

**STATEMENT OF THE PROBLEM:**

The purpose of this study is to investigate customer perceptions and attitudes towards purchasing English newspapers in the Coimbatore district, with a focus on identifying factors that influence their purchasing decisions and evaluating overall satisfaction with the newspapers currently available in the market.”

**RESEARCH METHODOLOGY:**

The term "Research methodology" refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.

**Area of the study:**

This study focuses on the Users perception towards buying English newspaper within Coimbatore city.

**DATA COLLECTION:****Primary****Data:**

Primary data of the questionnaire collected. It was collected from 50 respondents.

**Secondary data:**

Secondary data was gathered from publications, journals, and websites related to research. To aid in a proper grasp of the conceptual framework of the study, it was gathered through a library.

**Sample size:**

Totally 50 samples has been collected for the survey. Random sampling method is used.

**LIMITATION OF THE STUDY:**

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

**REVIEW OF LITERATURE:**

**Agnihotri and Jain (2021):** Investigated the factors influencing English newspaper reading satisfaction in India. They found that perceived usefulness, ease of use, content quality, trust, and brand equity all

positively impacted reader satisfaction.

**Kim (2020):** Studied the effects of personalized news on English newspaper satisfaction, and found that it had a positive impact on satisfaction, mediated by perceived relevance and credibility.

**Das and Bhattacharjee (2020):** Explored Users satisfaction with digital English newspapers in India, and found that perceived usefulness, ease of use, and content quality all positively impacted satisfaction.

### **AN OVERVIEW ON ENGLISH NEWSPAPER TOWARDS USERS:**

English newspapers are newspapers that are published in the English language. They are widely distributed and read throughout the world, especially in countries where English is either the official or widely spoken language. English newspapers cover a wide range of topics, including local, national, and international news, politics, business, entertainment, sports, and lifestyle. Some of the most popular English newspapers in the world include The New York Times, The Guardian, The Times of London, The Washington Post, and The Daily Telegraph.

English newspapers are available in both print and digital formats, with many publishers offering their content online through websites or mobile apps. This has led to a shift in the way people consume news, with more and more readers accessing news content through digital platforms. English newspapers have a significant impact on shaping public opinion and informing people about important events and issues. They play an important role in promoting free speech and democracy, and are an essential source of information for people all over the world.

**There are several types of English newspapers, each with its own focus and target audience. Some common types of English newspapers include:**

- 1. Broadsheet newspapers:** These newspapers are traditionally larger in size, with more serious and in-depth reporting on national and international news, politics, business, and finance.
- 2. Tabloid newspapers:** These newspapers are smaller in size, with shorter articles and more emphasis on sensational stories, entertainment news, and celebrity gossip.
- 3. Regional newspapers:** These newspapers cover news and events specific to a particular region or area, and are aimed at readers who want to keep up-to-date with local news.
- 4. National newspapers:** These newspapers cover news and events from across the country and are aimed at readers who want a broader perspective on current affairs.
- 5. Business newspapers:** These newspapers focus on financial news and are aimed at readers who are interested in the stock market, business trends, and economic news.
- 6. Sports newspapers:** These newspapers focus on sports news and are aimed at readers who are passionate about sports and want to stay up-to-date on the latest scores, news, and analysis.
- 7. Online newspapers:** With the rise of the internet, many newspapers have started publishing their content online, making it accessible to readers all over the world. Online newspapers can cover any topic and can be formatted as either broadsheet or tabloid.

### **DATA ANALYSIS AND INTERPERTATION:**

In this chapter the analysis and interpretations of “To Study the users perception and satisfaction towards English newspaper with special reference to Coimbatore city “on a sample of 50 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected

information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

**PERCENTAGE ANALYSIS:**

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis carried out for all questions given in the questionnaire.

**Table No.1 describes the Demographic profile of the respondents.**

Demographic profile	Particular	No. Of respondents	Percentage
<b>Gender</b>	Male	27	54
	Female	23	48
	<b>Total</b>	50	100
<b>Age</b>	Below 20	10	20
	20 to 29	32	64
	30 to 39	5	10
	Above 40	3	6
	<b>Total</b>	50	100
<b>Marital status</b>	Married	11	22
	Unmarried	39	78
	<b>Total</b>	50	100
<b>Occupation</b>	Student	31	62
	Home Maker	1	2
	Professional	11	22
	Business	4	8
	other	3	6
	<b>Total</b>	50	100
<b>Annual income</b>	Less than 1 lakh	17	34
	1 -5 lakh	19	38
	5 – 10 lakh	11	22
	Above 10 lakh	3	6
	<b>Total</b>	50	100

**INTREPRETATIONS:**

- The table shows that out of 50 respondents 54% of the respondents are male and 48% of the respondents are female.
- The table shows that out of 50 respondents 20% of the respondents are below 20 years, 64% of the respondents are between 20-29 years, 10% of the respondents are between 30-39 years, and 0% of the respondents are above 40 years.
- The table shows that out of 50 respondents 22% of the respondents are married and 78% of the respondents are Unmarried.
- The table show that out of 50 respondents 62% of the respondents are student, 2% of the respondents are Homemaker,22% of the respondents are professional,8% of the respondents are business,6% of the respondents are other.

- The table shows that out of 50 respondents 34% of the respondents income level is up to less than 1 lakh, 38% of the respondents income level is between 1-5 lakh, 22% of the respondents income level is between 5 – 10 lakh, 6% of the respondents income level is above 10 lakh.

**RANK ANALYSIS:**

**Table No.2 describes the highly selling newspaper.**

Newspapers	Rank	I	II	III	IV	V	Score	Mean	R
	value	5	4	3	2	1			
The Indian Express	NO	14	3	7	21	5	150	0.20	V
	Score	70	12	21	42	5			
Business line	NO	4	6	15	9	16	123	0.164	IV
	Score	20	24	45	18	16			
The Times of India	NO	17	6	3	20	4	162	0.216	II
	Score	85	24	9	40	4			
Deccan Chronicle	NO	8	6	13	12	11	138	0.184	III
	Score	40	24	39	24	11			
The Hindu	NO	23	3	7	12	5	177	0.236	I
	Score	115	12	21	24	5			

**(R-Rank)**

From the above table it is clear that out of the total respondents of the study which describes highly buying newspaper, most of the respondents have given top priority to The Hindu, followed by Times of India, Deccan chronicle, Business line

**FINDINGS OF THE STUDY:**

- Majority (54%) of the respondents are Male.
- Majority (64%) of the respondents are the below the age of 20 to 29.
- Majority (78%) of the respondents are Unmarried.
- Majority (64%) of the respondents are student.
- Most (38%) of the respondents income level is 1 – 5 lakh
- Most of the respondents have given top priority to The Hindu

**SUGGESTION:**

Based on the literature, here are some suggestions for improving Users satisfaction towards reading English newspapers:

**Enhance the quality of content:** Users tend to be more satisfied when the content of the newspaper is high-quality and relevant. Publishers should ensure that the articles and stories are well-written, informative, and engaging.

**Improve online newspaper services:** With the increasing popularity of online newspaper services, it is important for publishers to offer a user-friendly and seamless experience. Ensuring that the website or app is easy to navigate and that the content is easily accessible can increase satisfaction among readers.

**Consider reader demographics:** Demographic factors such as age, gender, and education level can influence Users satisfaction with English newspapers. Publishers should consider the preferences and needs of their target audience when developing content and services.

**Build trust:** Trust is an important factor in Users satisfaction. Publishers should strive to be transparent and accurate in their reporting, and avoid sensationalism or biased reporting.

**Enhance brand equity:** Brand equity, which encompasses factors such as brand awareness and perceived quality, can impact Users satisfaction. Publishers can enhance brand equity by building a strong brand image and reputation, and offering high-quality content and services.

### CONCLUSION:

Users satisfaction towards reading English newspapers is a topic of interest in the literature. Several studies have examined the factors that impact satisfaction, including perceived usefulness, ease of use, content quality, trust, perceived value, brand equity, and demographics. Based on the literature, it is suggested that publishers should focus on enhancing the quality of content, improving online newspaper services, considering reader demographics, building trust, and enhancing brand equity. By improving these areas, publishers can increase Users satisfaction, which can lead to increased readership and loyalty. Overall, this review highlights the importance of understanding Users satisfaction towards reading English newspapers and provides insights for improving newspaper services.

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