



READERS' ATTITUDE TOWARDS DINAKARAN TAMIL DAILY NEWSPAPER WITH SPECIAL REFERENCE TO SALEM CITY

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Abstract

This paper seeks to develop our indulgent of Reader's attitude towards Dinakaran daily newspaper in Salem city. In a competitive market where businesses compete for customers, it is very essential to identify the reader's attitude and to frame the business strategies to increase their level of satisfaction of the customers. Hence, the main objective of this study is to analyse the Reader's attitude towards Dinakaran daily and also the study intends to examine the impact of factors which affect their attitude towards Dinakaran daily. For this, the sample of 150 has been taken from the total population based on the convenience sampling method. The data collection is based on both the primary and secondary data sources. The primary data were collected through questionnaire and personal interview of the readers. Finally, the data were analyzed and suggestions were given through this study.

Keywords: Reader's Attitude, Newspaper, Customer's Satisfaction.

Introduction

India has emerged as the second largest newspaper market in the world by buying 99 million newspapers daily, according to World Association of Newspapers (WAN)'s CHARTs released at the 61st World Newspaper Congress and 15th World Editors Forum in Goteborg, Sweden. China leads the pack with highest (107 million) number of dailies sold everyday. Newspaper circulation has been rising or stable in three-quarters of the world's countries over the past five years and in nearly 80 per cent of countries in the past year. Even in places where paid-for circulation is declining, notably the US and some countries in Western Europe, newspapers continue to extend their reach through a wide variety of free and niche publications. The two most populous countries of the world have also ended up as the two largest newspaper-buying countries. China and India are followed by Japan, with 68 million copies, United States with nearly 51 million and Germany with 21 million copies. According to WAN, newspaper sales in the Indian market have increased by 11.2per cent in 2007 and by 35.51per cent in the last five year period. Asia accounts for around 74 of the 100 best-selling dailies of the world, of which around 62 are published in India, China and Japan.

Rapid growth of both free titles and on-line platforms has contributed immensely towards expanding reach of newspapers across countries. When free dailies were added to paid-for daily circulation, global circulation increased by 3.65per cent year on year to 573 million copies. Newspapers remain the world's second largest advertising medium, after television, garnering more ad-revenue than radio, cinema, outdoor, and the internet combined. When newspapers and magazines are combined, print emerges as the world's largest advertising medium, with a 40per cent share, compared to 38per cent of television.

Company profile

Dinakaran

Dinakaran remains at the top of the morning Tamil Daily and has the highest readership compared to any morning daily across the countries, across language. The Dinakaran uses modern fortifies for news gathering page composition and printing the objects of the company include, among other thing, carrying on the business of network and software. It is printer in ten center equal from the main edition at Chennai. The Printing center at: Chennai, Coimbatore, Madurai, Trichy, Salem, Vellore, Tirunelveli, Nagarcoil, Pondicherry and Bangalore. Total readership in Salem city, Salem Edition's coverage includes Namakkal, Dharmapuri and Erode Ditsricts.

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History

Tamil Newspaper Dinakaran was started in 1977 by K. P. Kandaswamy who is the founder of Dinakaran. KP Kandaswamy was in the support of DMK. His father in law S. P. Adithanar is the founder of Tamil daily Dinathanthi. The newspaper was acquired by Kalanidhi Maran's Sun Network in 2005. The daily is being published across 12 centers in India, namely Delhi, Mumbai, Chennai, Bangalore, Madurai, Coimbatore, Trichy, Salem, Nagarcoil, Vellore, Nellai and Pondicherry.



Review of Literature

Loudon and Della Bitta (1993) note that attitude is how for or against, positively or negatively, favorably or unfavorably a person regards a particular object. This definition aims to reveal the idea that attitude contains consumer feelings and evaluations, related with a particular object. The studies of attitude conception disclose the idea that attitudes are related with persons, objects or behaviour that constitutes a part of the individual's world perceived. Summarizing opinions of various authors and indicating the most essential features of attitude, it is possible to state that the most precise definition of attitude determines it as a permanent and achieved (perceived) intention to respond favorably or unfavorably to a certain object or a group of objects.

Rosenberg and Hovland (1960) attitude can be described as a particular evaluation of an object, which could influence emotions, knowledge or behaviour with regard to the object. Attitude is determined indirectly. Scientists, examining consumer behaviour, frequently evaluate attitude asking certain questions and drawing particular conclusions about consumer behaviour. Attitude is defined indirectly while interpreting words and actions of a consumer. All authors commonly agree that attitude is achieved. Being born, a person does not have attitude because it forms as a result of available direct or indirect experience. This means that attitude within the context of consumer behaviour forms as a result of direct experience with a particular good or is achieved during a verbal communication with other consumer or through the means of mass media, Internet and various tools of direct marketing.

Schiff man and Kanuk (2004) state that attitude could be regarded as permanent if consumer behaviour matches up with consumer attitude. In other words, consumer is expected to behave in such a way, which would not contradict to his view/attitude expressed. Attitude as an achieved inclination possesses its own motivation that is it could encourage particular consumer behaviour or deter from certain actions.

Solomon (2002) argues that attitudes exist simply because of the fact that they perform a particular function to a person; this means that they are determined by motives of an individual. One more feature of attitude emphasizes that attitude is relatively permanent and reflects behaviour coherently.

Need for the Study

Every business entity 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 maximum efforts to satisfy all the categories of the consumer. In the present globalized economy all the people can easily access to the world updated developments, so the local customers that type of most modern facilities in all the spans while they go for purchasing. So it is very necessary to keep the readers by providing the best products with maximum benefits' to the readers. The study mainly aims to understand the reader's attitude towards the particular newspaper and which factor influence the customer to for Dinakaran Tamil daily. This will provide ideas regarding the demands of the subscribers and to have a frequent customer relationship program.

Significance of the Study

- It helps in obtaining sufficient back ground information where absolutely nothing is known about the newspaper.
- It renders to increase the customer awareness and it also helps in the concept identification and exploration of the newspaper concept.
- It assists to identify relevant (or) salient felines by preferring pollen beliefs and opinions etc.

Objectives of the Study

- To analyze the readers' attitude towards the Dinakaran Tamil Daily.
- To identify the major factors that influences the readers to buy Dinakaran Tamil Daily.
- To know the readers' satisfaction level towards various aspects of Dinakaran Tamil Daily.
- To offer necessary suggestions and recommendations based on the analysis to improve its brand loyalty.

Limitations of the Study

For the economic and time constraints of the researcher the number of respondents limited the 150 Readers.

- The study is confined to Salem City only. Hence the finding cannot be generalized to other.

Area of the Study: This study covers readers' attitude on Dinakaran Tamil Daily newspaper readers. It was conducted in Salem city.

Period of the Study: The period of the study covers one month during April 2017.

Data Collection

Primary Data: A questionnaire cum schedule was prepared and the primary data were collected.

Secondary Data: Secondary sources of data of this work were obtained from websites, reports, journals and books.

Research Methodology

Research Methodology is a way to systematically solve the research problem. It explains the various steps that are generally adopted by a researcher in studying the research problem along with logic behind them. The systematic search will help the researcher to find out the solution for various problems.

Sample Size and Location

Sample size for this study is 150 subscribers of Dinakaran Tamil Daily in and around of Salem city.

Sampling Design

Sampling is simply the process of learning about the respondent which is based on the sample drawn from total population of subscribers for this study sample is drawn on the basis on convenience sampling methods.

Tools Used for Analysis

For the analysis of data and its interpretation, various tools are employed without which the analysis and interpretation of the data, will be difficult to identify the problems and also suffer from many errors. This may be solving through the analysis and give suitable results. Major tools used to the purpose are,

1. Simple Percentage Analysis
2. Chi – Square Test

1. Simple Percentage Analysis

In this study of the percentage analysis is used.

$$\text{Percentage} = \frac{\text{no. of Percentage}}{\text{Total No. of Respondent}} \times 100$$

2. Chi- Square

The Chi – Square test is one of the simplest and most widely used non – parametric tests in statistical work. The symbol χ^2 is the Greek letter chi. The chi – square test was first used by Karl Pearson in the year 1900. The quantity chi-square describes the magnitude of the discrepancy between theory and observation.

It is defined as,

$$\chi^2 = \sum_{i=1}^n \left[\frac{(O_i - E_i)^2}{E_i} \right] \sim \chi^2 (r - 1)(c - 1) d. f$$

Where,

O_i = Refers to the Observed frequencies.

E_i = Refer to the expected frequencies.

Calculate the Expected Frequencies

In general the expected frequency for any cell can be calculated from the following equation:

$$E = \frac{RT \times CT}{N}$$

E = Expected Frequency

RT = The Row total for the row containing the cell.

CT = The Column total for the column containing the cell.

N = The total number of observation

Table 1.1: Gender Wise Classification of the Respondents

S. No	Gender	No. of respondents	Percentage
1	Male	100	67
2	Female	50	33
	Total	150	100

Source: Primary data

Inference

From the above table it shows that 67per cent of the respondents are Male, and the remaining 33per cent of the respondents are Female. It shows that most of the respondents were male it indicates male respondents are having regular practice of heading News Paper.

Chart 1.1: Gender Wise Classification of the Respondents

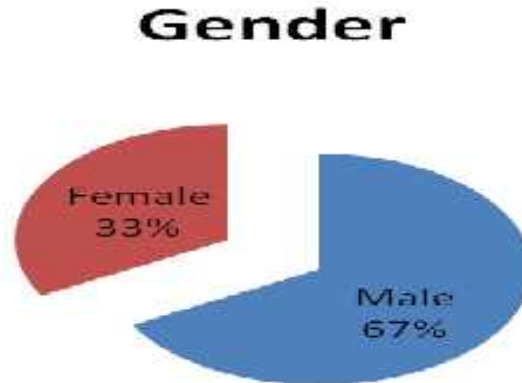


Table 1.2: Statement of Educational Qualification of the respondents

S. No	Educational Qualification	No. of respondents	Percentage
1	School Level	37	25
2	Graduates	51	34
3	Post Graduates	39	26
4	Professional	23	15
	Total	150	100

Source: Primary data

Inference

The above table shows that 34per cent of respondents are Graduates, 26per cent of respondents at Post Graduates, 25per cent of respondents are School Level and the remaining 15per cent of the respondents are Professional.

Chart 1.2: Statement of Educational Qualification of the respondents



Table 1.3: How Long Have been Reading This Newspapers

S. No	Reading Years	No. of respondents	Percentage
1	Less than 1 year	42	28
2	1 to 3 years	60	40
3	3 to 5 years	30	20
4	Above 5 years	18	12
	Total	150	100

Source: Primary data

Inference

The above table shows that 40per cent of the respondents are reading the Newspaper in 1 to 3 years, 28per cent of the respondents are reading the Newspaper Less than 1 year, 20per cent of the respondents are reading the newspaper 3 to 5 years, and 12per cent of the respondents are reading the Newspaper in Above 5 years.

Chart 1.3: How Long have been Reading This Newspaper
Reading Years

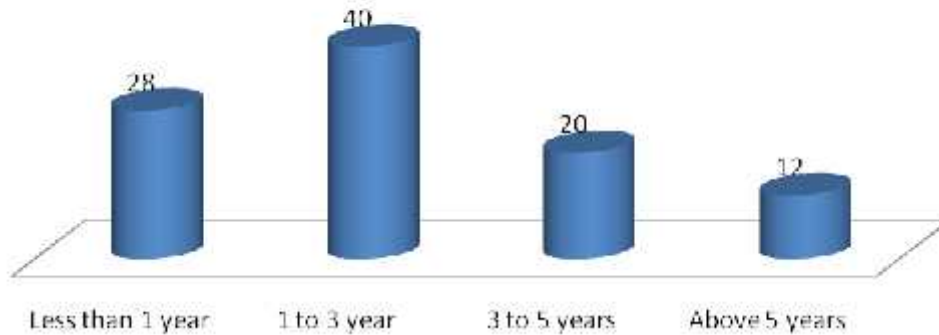


Table 1.4: Types of News Read by the Respondents

S. No	Type of News	No. of respondents	Percentage
1	Political	15	10
2	World	45	30
3	Cinema news	24	16
4	Sports	18	12
5	Opportunities	10	7
6	Business	20	13
7	Advertisement	10	7
8	Domestic News	8	5
	Total	150	100

Source: Primary data

Inference

The above table shows that 30per cent of the Respondents are reading the World news, 16per cent of the respondents are reading the Cinema news, 13per cent of the respondents are reading the Business news, 12per cent of the respondents are reading the Sports news, 10per cent of the respondents are reading the Political news, 7per cent of the respondents are reading the job Opportunities & Advertisement news, and then 5per cent of the respondents like Domestic news.

Chart 1.4: Types of News Read by the Respondents
Types of News

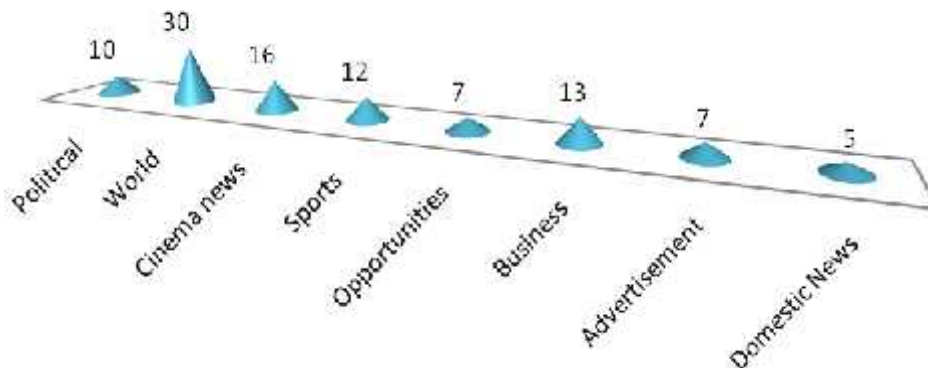


Table 1.5: Time of Reading the Newspaper the Respondents

S. No	Time of Reading the News	No. of respondents	Percentage
1	Morning	90	60
2	After noon	12	8
3	Evening	25	17
4	At any Time	23	15
	Total	150	100

Source: Primary data

Inference

The above table shows that 60per cent of the respondents are read newspaper in the Morning time, 17per cent of the respondents are read newspaper at Evening time, 15per cent of the respondents are read newspaper at any Time, and only 8per cent of respondents are read newspaper at Afternoon.

Chart 1.5: Reading the Newspaper the Respondents

Time of Reading the News

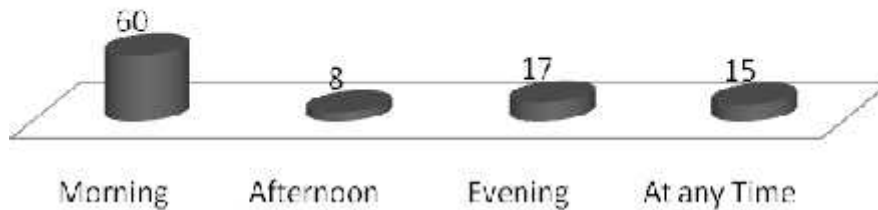


Table 1.6: Satisfaction Level of the Respondents

S. No	Satisfaction Level	No. of respondents	Percentage
1	Highly Satisfied	84	56
2	Satisfied	40	27
3	Not Satisfied	26	17
	Total	150	100

Source: Primary data

Inference

From the above table it is clear that the maximum Percentage 56per cent of respondents are Highly satisfied, 27per cent of respondents are satisfied with their newspaper remaining 17per cent of respondents are dissatisfied.

Chart 1.6: Satisfaction Level of the Respondents

Satisfaction Level

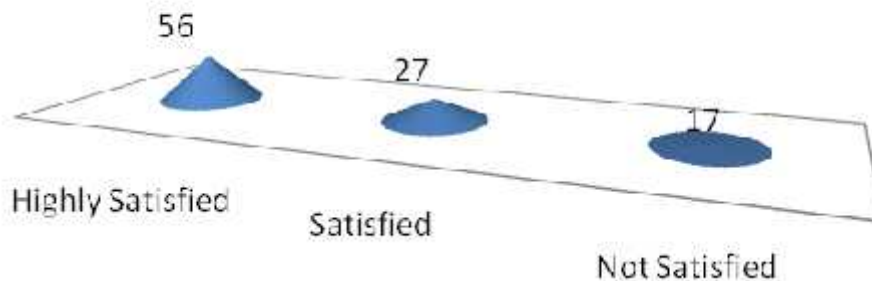


Table 1.7: Table Showing Age Group and Level of Satisfaction

S. No	Age Group	Satisfaction Level			
		Highly Satisfied	Satisfied	Dissatisfied	Total
1	Below 20 years	18	7	0	25
2	20 to 40 years	25	33	2	60
3	40 to 60 years	23	20	2	45
4	Above 60 years	12	8	0	20
	Total	78	68	4	150

Source: Primary data

Hypothesis of the Study

H0: Age group of the customers and the level of satisfaction are independent.

H1: Level of satisfaction is dependent on the age group of customers.

Calculation of Chi-Square Test

O _i	E _i	O _i - E _i	(O _i - E _i) ²	$\frac{(O_i - E_i)^2}{E_i}$
18	13	5	25	1.9230769
25	31.2	-6.2	38.44	1.2320512
23	23.4	-0.4	0.16	6.8376068
12	10.4	1.6	2.56	0.2461538
7	11.3	-4.3	18.49	1.6362831
33	27.2	5.8	33.64	1.2367647
20	20.4	-0.4	0.16	7.8431372
8	9.04	-1.04	1.0816	0.1196460
0	0.66	-0.66	0.4356	0.66
2	1.6	0.4	0.16	0.1
2	1.2	0.8	0.64	0.5333333
0	0.53	-0.53	0.2809	0.53
Calculated value				22.898053

Test of Significance

Factors	X ² value at 5per cent significant level with 6 degrees of freedom	Calculated Value	Result
Age Group of Customers	12.592	22.898053	Rejected Ho

Source: Computed from primary data

Inference

As the calculated value is greater than the table value, the null hypothesis is rejected. Hence, the alternative hypothesis is accepted. Therefore, it is inferred from the above analysis that, the level of satisfaction is dependent on the age group of customers.

Findings

- Most of the respondents are Male.
- The majority of the respondents are coming under the Age group of 20 to 40 years.
- 34per cent of the respondents are comes under the Education Qualification.
- Most of the respondents prefer the Newspaper of dinakaran.
- The most of the respondents would like to recommend of their news paper to others.
- The maximum respondents are Satisfied regarding the information.
- 47 per cent of the respondents are used newspaper in 1-3 years.
- 60 per cent of the respondents read newspaper at Morning time.
- 56per cent of the respondents are highly satisfied with their newspaper.



Suggestions

- Awareness of Dinakaran Tamil daily is at satisfactory level and they are willing to recommend others, hence it is suggested that the awareness strategy has to be maintained.
- Since the readers opined the price of Dinakaran tamil daily is attractive highly to motivate for their buying, it has to be maintained.
- Concentrate on coverage of news which may uniformly attracted by all categories of readers. Hence the same strategy to be continued.
- Provide informative advertisement that will increase the circulation level. The same tempo may be maintained.
- Give some modification in the distribution that will increase the satisfactory level of reader in getting their news paper.
- In addition it is suggested that, introduction of more games and cartoons to motivate the newspaper reading habits of children.

Conclusion

The survey is conducted in and around of Salem city. The Dinakaran Tamil daily has *good brand image* backed by the good reputation of the company in the market. Most of the respondents are motivated by impartiality of news provided and the price level for this daily and they are willing to recommend to others. With slight modification or improvements in the coverage of news and distribution strategy definitely will boost up the market share of daily in future. In addition, if more innovative games and competition are introduced to motivate the newspaper reading habits of children will provoke their creativity and increase their competitive skill as well as sale of daily.

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