

Customers' Satisfaction Towards Dinamalar Newspaper with Special Reference to Udumalpet Taluk

Dr.V.Suganthi

Head (i/c) & Guest Faculty, Government Arts and Science College, Pollachi

Abstract - Reading newspaper is a great practice in our modern life. Reading Newspaper keeps everyone one of them aware of the current affairs. This paper focus on the customers' satisfaction towards "The Dinamalar" newspaper. It is very essential to see the consumer behavior and to increase their satisfaction level. The main objective of this study is to increase the understanding about the consumers' preference towards the Dinamalar newspaper. For this, the samples of 200 Dinamalar newspaper readers have taken from the total population of Udumalpet Taluk based on convenience sampling method. The data collection is based on the primary data source. The primary data was collected through questionnaire and personal interview of the Dinamalar Newspaper readers. The present study finds that majority of Dinamalar Newspaper readers are satisfied with almost all aspects of the news provided in the Newspaper.

Index Terms - Dinamalar Newspaper, Customer, Satisfaction

INTRODUCTION

A newspaper is a periodical publication containing news, other informative articles and usually advertising. A newspaper is usually printed on relatively inexpensive, low-grade paper such as newsprint. The news organizations that publish newspapers are themselves often metonymically called newspapers. Most newspapers now publish online as well as in print. The online versions are called online newspapers or news sites.

Newspapers are normally published daily or weekly. News magazines are also weekly, but they have a magazine format. General-interest newspapers typically publish news articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, severe weather, and natural disasters; health and medicine, science, and

technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts. Dinamalar was the first to launch magazines in book form. Its 32-page Siruvar Malar on Fridays brings young children entertaining and educative content in interesting formats, including fabulous tales. Its Sunday supplement, a 32-page book Vaaramalar is popular and has engaging content for families. A 16-page supplement Computer Malar on Mondays provides latest updates and news on Computer and Mobile world.

1.1 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. The study attempts to find what the level of satisfaction towards Dinamalar Newspaper readers is. This will provide ideas regarding the demands of the subscribers and to have a frequent customer relationship program.

1.2 SCOPE OF THE STUDY

The study deals with the customer satisfaction of Dinamalar newspaper reader with special reference to Udumalpet Taluk.

1.3 OBJECTIVES OF THE STUDY

- To study demographic profile of the Dinamalar Newspaper Reader.
- To analyze customers satisfaction level for Dinamalar Newspaper reader.
- To offer necessary suggestions for the findings.

1.4 STUDY AREA

The study has been conducted in Udumalpet Town. Udumalpet is a town and a municipality in the district of the Tirupur.

1.5 DATA COLLECTION

The primary data for the study was collected through questionnaire.

1.6 SAMPLE SIZE

The present study has been conducted in and around Udumalpet town. Samples of 200 respondents are selected.

1.7 SAMPLING METHOD

200 Dinamalar readers' from Udumalpet town have been selected based on convenience sampling method.

1.8 STATISTICAL TOOLS OF ANALYSIS

Percentage analysis and scaling technique have been used for analyzing the data.

1.9 PERIOD OF STUDY

The period of study was from April 2015 to September 2015.

1.10 LIMITATION OF THE STUDY

The following are the major limitation of the study

- Due to economic and time constraints of the researcher, the number of Dinamalar readers' was limited to 200 only.
- The area of the study is confined to Udumalpet taluk only. Hence the finding and suggestions are applicable only to Udumalpet taluk.
- The accuracy depends upon the Dinamalar readers' information.
- The details furnished by the Dinamalar readers' are considered as true and the results of the study are based on this assumption.

REVIEW OF LITERATURE

Balaji and Usha in their study of "A study on consumer preference towards "The Hindu" newspaper" suggested that a few respondents are dissatisfied about the reliability of news. So, before the news is published, the reporters should verify it.

Meharaj Banu, Malini and Sreerangam in their Study "A Study on Customer Satisfaction towards Daily Newspaper with Special Reference to Daily Thanthi in Tiruchirappalli City" states that 36.7% of the respondents prefer to read the educational related news in Daily Thanthi newspaper.

Prabhakarraj Kumar and M. Jayammal in their study "Evaluation of Ethnocentric Behavior of Tamil Newspaper Readers in Salem town (Daily Thanthi VS the Hindu (Tamil version))" finds that 50% of the respondents belong to the age group of 21 to 30 years. Rajkumar and Saravanan in their study of "Tamil Newspaper Readers Attitude and Preferences with special references to Thanjavur Town: A Comparison between Daily Thanthi Vs the Hindu (Tamil Version)" inferred that The Hindu Tamil newspaper is recently more challenging than the Daily Thanthi newspaper and pinching more sales and market share.

DATA ANALYSIS AND INTERPRETATION

TABLE: 1 Demographic Profile of the Dinamalar Newspaper Reader

Particulars	Frequency	Percentage
Gender		
Male	168	84
Female	32	16
Age		
Below 30 years	8	4
31 to 40 years	124	62
41 to 50 years	62	31
Above 50 years	6	3
Educational Qualification		
Undergraduate	26	13
Postgraduate	96	48
Professional	66	33
Others	12	6
Place of Residence		
Village	122	61
Town	78	39
Occupation		
Professionals	12	6
Business	66	33
Employees	64	32
Student	50	25
Others	8	4
Monthly Income		
Less than 10000	4	2
Rs.10001 to 20000	98	49
Rs.20001 to 30000	36	18
Rs.30001 to 40000	28	14
Above Rs.40000	34	17
Total	200	100

Source: Primary Data

SATISFACTION LEVEL OF DINAMALAR NEWSPAPER REDER

Level of Satisfaction	Satisfied		Highly Satisfied		Neutral		Dissatisfied		Highly Dissatisfied		Total %
	Respo ndents	%	Respo ndents	%	Respond ents	%	Respondents	%	Respond ents	%	
General news	54	27	98	49	45	22.5	3	1.5	-	-	100
Regional news	39	19.5	122	61	34	17	5	2.5	-	-	100
State news	82	41	60	30	28	14	30	15	-	-	100
International news	55	27.5	137	68.5	8	4	-	-	-	-	100
Business News	128	64	56	28	16	8	-	-	-	-	100
Sports news	136	68	42	21	22	11	-	-	-	-	100
Area & cultural news	95	47.5	35	17.5	36	18	25	12.5	9	4.5	100
Television & entertainment	132	66	56	28	6	3	4	2	2	1	100
Advertisements	127	63.5	68	34	5	2.5	-	-	-	-	100
National news	90	45	68	34	32	16	10	5	-	-	100
Political news	156	78	44	22	-	-	-	-	-	-	100
General knowledge	120	60	46	23	34	17	-	-	-	-	100
Educational & Employment news	148	74	46	23	6	3	-	-	-	-	100

Source: Primary Data

FINDINGS

- Majority (84%) of the Dinamalar readers are male.
- Majority (62%) of the Dinamalar readers' age is between 31 years to 40 years.
- Majority (48%) of the Dinamalar readers' have completed up to PG degree.
- Majority (61%) of the Dinamalar readers' are living in village.
- Majority (33%) of the Dinamalar readers' are business man.
- Majority (49%) of the Dinamalar readers' monthly income is between Rs.10, 001 to Rs.20, 000.
- Majority of the Dinamalar readers' are highly satisfied with General News, Regional News and Advertisements.
- Majority of the Dinamalar readers' are satisfied with State News, International News, Business News, Sports News, Area and Cultural News, Television and Entertainment, National News, Political News, General knowledge and educational and employment news.

SUGGESTION

Based on the findings of this study the following suggestions are made.

- Front page should be attractive.
- Most of the Dinamalar readers' who prefer Dinamalar newspaper are male gender, where it needs to influence the female gender too.
- Only the Dinamalar readers' of village area are buying the Dinamalar newspaper so interest should be created among the peoples living in Town.
- As Majority of the Dinamalar newspaper reader are satisfied with all aspects of news but still they have to improve their circulation to satisfy the readers.

CONCLUSION

The study presents the satisfaction level of readers towards Dinamalar newspaper in Udumalpet taluk. As the majority of the Dinamalar newspaper readers are satisfied with all aspects of news, they have to promote and should increase their circulation to face the competitors in future period. Greater care should be taken to keep the satisfaction level of the readers almost the same.

REFERENCES:

[1] Dr.V.Balaji And A.Usha (2018), "A Study on Consumer Preference Towards "The Hindu" Newspaper", "International Journal of Business and Administration Research Review", Vol.1, Issue.21, Jan-March 2018. P 64 -73.

- [2] A. Meharaj Banu, R. Malini and G. Sreerangam (2015), “A Study on Customer Satisfaction Towards Daily Newspaper with Special Reference to Daily Thanthi in Tiruchirappalli City”, “Asia Pacific Journal of Research”, Vol: I. Issue Xxvi, April 2015, P 19- 24.
- [3] Dr. K. Prabhakarraj Kumar And M. Jayammal (2014),” Evaluation of Ethnocentric Behavior of Tamil Newspaper Readers in Salem Town (Daily Thanthi VS the Hindu (Tamil Version))”, “Intercontinental Journal of Marketing Research Review”, Volume 2, Issue 9, September 2014 P 87-99.
- [4] Dr.R.Rajkumar and Dr.N.R.Saravanan (2016), “Tamil Newspaper Readers Attitude and Preferences with special references to Thanjavur Town : A Comparison between Daily Thanthi VS The Hindu (Tamil Version)”, “International Journal of Informative & Futuristic Research”, Volume-3, Issue -8, April 2016. P.2918 – 2929.