

## A STUDY ON CUSTOMER SATISFACTION TOWARDS “THE HINDU NEWSPAPERS AND ITS SUPPLEMENTRIES



**G.Murali Daran**

Scholar, Department of Commerce D.B Jain College, Chennai

**Dr.M.Rajesh**

Research Guide and Supervisor, Department of Commerce, D.B Jain College, Chennai

### Abstract

*The purpose of this paper is to understand the satisfaction level of customers towards THE HINDU newspapers and its Supplements for the reason that the news paper has vital media to communicate the news for the society. So the region selected for the study is Chennai .The structured questionnaire was*

*construct and Data were collected through field research with 150 customers through convenient sampling method and the data were analyzed using SPSS and Excel. The paper finds that fulfillment about s THE HINDU newspaper.*

**Keywords:** Customer satisfaction; Main paper; Supplements.

### Introduction

Customer satisfaction is the main thing for promoting the sales because the consumer is the king of every business. So, every manufacturer must need to satisfy their customers. The manufactures cannot easily satisfy their customers. So, the manufacturer must understand the customer needs, and must be full filled, so the researcher has chosen the interesting topic of measuring the consumer satisfaction towards newspapers. Normally, we had known well that the newspaper is one of the important media to bring out the news to the public. The people have chosen the newspapers for gathering the news. At the same time the readers always expect the truthful and reality of news at that time news printer is liable to publish people the news of honest, they do not follow as a profit motive. In India lot of newspapers bring the news every day. It may be different from state-wise and language basics, etc. But all of them focus on the same news but quality varies. So the researcher has selected THE Hindu Newspaper for his research, which is one of the leading newspapers in India. The purpose of the research is to find out the expectation and perception from the readers of THE HINDU newspapers.

### Statement of Problem

We know well that Knowledge is power to all the human beings “In today’s world there is an increasing demand of knowledge. The people have chosen the newspaper as one of the source for developing their knowledge. Most of them have preferred the newspapers for gathering the news. And they consumer newspapers every morning, at the identical time their thought is it’s one of the less expensive media compared to others. Meanwhile no one can carry the other source of media everywhere except newspapers. The print media has become very competitive throughout the country. Because every day there are lot of printed Medias that are circulated wide open in the market. So the aim of the paper is to identify the areas to know the preference towards The HINDU Newspaper among the customers .It will also help to know the attributes which contributed to the increase of preference of The Hindu Newspapers among the customers.

### Significance of the Study

Many businesses are aspire for high satisfaction of the consumers. Because it is a very competitive market and if the marketers not succeed to satisfy their customers it becomes difficult to continue to exist in the market. On The other hand competitors have ready plans to fulfill the needs and capture the heart of the consumers. So the need for the study is assessing the consumer expectation of the HINDU NEWSPAPERS and to understand the existing preference of the customers. And suggest ways and means to improve the satisfaction level of the customers.

### Objectives of the Study

- To study on impact of Customer's Demographics on Satisfaction towards "THE HINDU" Newspapers
- To provide valuable suggestions to the company for fulfillment of customer expectations in forthcoming days.
- To find out which basis the consumer choosing the "THE HINDU" newspapers and its supplements

### Research Methodology

The research method used for this study is survey method using structured and predesigned questionnaires. In this method, the information is gathered mainly through personal interviews. The survey consists of gathering data by interviewing a 150respondents. The sample is selected from a group on convenience basis.

### Limitations of Study

- It is difficult to make a survey in all the areas. So the researcher has only confined to a Chennai area.
- There is a chance for bias in the information given by respondents.
- Most of the consumers refused to fill the complete questionnaire as they were busy in their work.
- The researcher faced difficulty to target particularly THE HINDU Newspapers customers.
- Time constraint was a major limitation.
- No comparative study has been made.

### Review of Literature

According to **Anderson & Sullivan** (1993) customer satisfaction may affect repurchase intentions. First, given that the customer is satisfied, satisfaction serves to narrow the variance in expectations.

**Kotler** (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations"

**Debarun chakraborty** (2012) conducted the research towards customer satisfaction and expectation Towards newspaper and he suggested to the company the Front page should be more attractive for readers' and he also recommended THE HINDU' should be more focused in the product front page to utilize its brand image, which is much more famous than the business line itself.

**A. Meharaj Banu (2015)** inferred that the Newspapers are the most powerful tool to communicate thoughts and information to the society .and It is a part and parcel of modern life. It plays imperative role by providing information and generate knowledge among the people. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide coverage of information is obtained at low cost though newspaper that's the reason the peoples more prefer the newspapers to compare with other medias. and it provides us with information collected from around the globe. It also helps to develops new ideas, and at times guides the common man and it also influences the habit of thinking in men.

**C. Anandhan, Prasanna Mohanraj, Madhu etal (2006)** were conducted the research towards the brand loyalty of English newspapers and found Indian Newspaper Industry is eyewitness highly development, even though the rise of the Internet and of telecommunications as possible sources of information. Earlier all the newspapers thought that the opportunity for them was within their own environmental. But, in forthcoming years publishers will be spending over Rs.1000 crores to occupy into other's region. if the publishers recognize the preferences of readers, it would be unlikely that they would succeed in winning the hearts of the customers.

### Analysis and Interpretation

Influence of customers' demographics on satisfaction on main paper of "THE HINDU" Newspapers

		N	Mean	S D	t/ F values
<b>Gender</b>	Male	3	19.91	2.988	t=1.625(p=.106)
	Female	7	19.13	2.849	
<b>Age</b>	Below 21 yrs	5	20.12	2.818	F=2.834* (p=.049)
	21-35 yrs	9	19.30	3.112	
	35-50 yrs	2	18.45	3.528	
	Above 50 yrs	4	20.41	1.876	
<b>Occupation</b>	Student	7	19.05	2.972	F=2.849* (p=.048)
	Employee	2	20.33	3.404	
	House wife	0	18.65	3.082	
	Business	1	20.06	1.590	
<b>Marital Status</b>	Married	5	19.68	2.592	t=0.549 (p=.584)
	Single	5	19.41	3.362	
<b>Monthly Income</b>	Nil		19.21	2.657	F=0.651 (p=.583)
	Below Rs.10,000	7	19.37	3.375	
	Rs.11,000 to 30,000	4	19.41	3.285	
	Above Rs.30,000	2	20.01	2.682	
<b>Educational Qualifications</b>	School level	6	19.00	3.440	F=1.723 (p=.165)
	Under graduate	5	20.37	2.543	
	Post graduate	1	19.24	3.064	
	Others		19.34	2.802	

\*significant at 5% level

### Gender

The obtained 't' value is 1.625 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's gender on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(a) that "there is no significant influence of customer's gender on main paper of the news paper "THE HINDU" is accepted.

### Age

The obtained 'F' value is 2.834 and it is significant at 5% level. The value indicates that there is significant influence of customer's age on main paper of the news paper "THE HINDU".

Further, the mean table indicates that the customers with age above 50 years have scored higher mean value of 20.41 and the lowest mean was scored by the customers with 35 - 50 years of age (18.45). This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(b) that "there is no significant influence of customer's age on main paper of the news paper "THE HINDU" is rejected.

### Occupation

The obtained 'F' value is 2.849 and it is significant at 5% level. The value indicates that there is significant influence of customer's occupation on main paper of the news paper "THE HINDU". Further, the mean table indicates that the employees have scored higher mean value of 20.33 and the lowest mean was scored by the customers who are housewife (18.65). This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(c) that "there is no significant influence of customers' occupation on main paper of the news paper "THE HINDU" is rejected.

### Marital Status

The obtained 't' value is 0.549 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(d) that "there is no significant influence of customers' marital status on main paper of the news paper "THE HINDU" is accepted.

### Monthly Income

The obtained 'F' value is 0.651 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's monthly income on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(e) that "there is no significant influence of customers' Monthly income on main paper of the news paper "THE HINDU" is accepted.

### Educational Qualification

The obtained 'F' value is 1.723 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's educational qualifications on main paper of the news paper "THE HINDU". Therefore, the formulated hypothesis  $H_0$  1(f) that "there is no significant influence of customers' educational qualifications on main paper of the news paper "THE HINDU" is accepted.

#### Friedman Test for Customer Showing Preference While Purchasing Main Paper

Statement	Mean Rank	Chi square Value
Easy to read and easily to understand	3.61	46.150** (p<.001)
Low cost to compare with other newspapers	2.78	
News are truthful and broad	3.08	
I prefer "THE HINDU" newspaper to upgrade my skills	2.95	
Available in all the shops	2.58	

\*\* Significant at 1% level

The result in the table 4.40 shows that the null hypothesis  $H_0$  4 is rejected at 1% level. All the factors of purchasing and using the main paper in the news paper "THE HINDU" do not carry equal importance. Further the mean ranks in the table shows clearly that "Easy to read and easily to understand" and "News are truthful and broad" are the main factors that influenced the customers to buy the main paper in "THE HINDU" and "Available in all the shops" and "Low cost to compare with other newspapers" are the least factors that influenced the customers to buy "THE HINDU" the main paper.

#### Important Showing by Customers While Choosing Supplementries of "The HINDU" NEWSPAPERS

Customers reading newspaper "THE HINDU" have expressed their views on the supplementries which made them to purchase and use the newspaper. Testing the significance of various supplementries that made the customers to purchase and use the newspaper, Friedman's test for k-related samples was applied to study the relationship between various supplementries. Null hypothesis  $H_0$ 5: All the supplementries carry equal importance among the users of the news paper "THE HINDU".

##### Friedman Test for Purchasing Supplementries

Supplements name	Mean Rank	Chi square Value
Science and Technology edition	5.15	62.664** (p<.001)
Weekly Magazine covering Social issues, art, literature, Gardening, Travel, Health	5.16	
Metro Plus	4.71	
Habitat (Real estate service)	3.71	
Friday Features Covering cinema, arts, Music and Entertainment Young World	5.59	
Job Opportunities	5.64	
Book Review	4.97	
Business Review	4.95	
Education Plus	5.13	

\*\* Significant at 1% level

The result in the table shows that the null hypothesis  $H_0$ 5 is rejected at 1% level. All the supplementries do not carry equal importance among the users of the news paper "THE HINDU". Further the mean ranks in the table shows clearly that "Job Opportunities" and "Friday Features Covering cinema, arts, Music and Entertainment Young World" are the main supplementries that influenced the customers to buy the News paper "THE HINDU" and "Habitat (Real estate service)" and "Business Review" are the least supplementries that influenced the customers to buy the News paper "THE HINDU".

#### Findings from Analysis

- The mean values are above the average level it is observed that the customers are satisfied towards the main paper of the newspaper "THE HINDU."
- It is inferred that the mean values are above the average level the customers are satisfied towards the supplementries of the newspaper "THE HINDU."
- It is found that significant influence of customer's gender on main paper of the news paper "THE HINDU" is not observed There is no significant influence of customer's gender on main paper of the news paper "THE HINDU" is accepted.

- It is found that significant influence of customer's age on main paper of the news paper .This shows that the customers with age above 50 years are more satisfied with the main paper of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the main paper of the news paper "THE HINDU".
- It is ascertained there is significant influence of customer's occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper.
- It is ascertained there is significant influence of customer's occupation on main paper of the news paper. This shows that the customers who are employees are more satisfied with the main paper of the news paper "THE HINDU" and the housewives are less satisfied with the main paper of the news paper "THE HINDU".
- It is found that there is no significant influence of customers' marital status on main paper of the news paper "THE HINDU" is accepted.
- It is ascertained that no significant influence of customer's monthly income on main paper of the news paper THE HINDU is not observed.
- It is found that there is no significant influence of customers' educational qualifications on main paper of the news paper "THE HINDU" is accepted.
- The researcher found that there is no significant influence of customer's gender on Supplementary papers of "THE HINDU"
- There is significant influence of customer's age on Supplementary papers of the news paper IS observed. this shows that the customers with age below 21 years are more satisfied with the Supplementary papers of the news paper "THE HINDU" and the customers with age 35 - 50 years are less satisfied with the Supplementary papers of the news paper .
- It is observed there is significant influence of customer's occupation on Supplementary papers of the news paper. This shows that the customers who are employee are more satisfied with the Supplementary papers of the news paper "THE HINDU" and the customers running business are less satisfied with the Supplementary papers of the news papers
- That there is no significant influence of customer's marital status on Supplementary papers of the news paper.
- It is found that there is no significant influence of customer's monthly income on Supplementary papers of the THE HINDU news paper.
- The researcher concludes there is significant influence of customer's educational qualifications on Supplementary papers of the news paper. This shows that the customers with education of under graduate are more satisfied on Supplementary papers of the news paper "THE HINDU" and the customers with other education qualification are less satisfied on Supplementary papers of the news paper "THE HINDU".
- It is found there is significant association between gender and satisfaction with the cost of newspaper that most of the males (49.3%) are satisfied with the cost of the news paper "THE HINDU".
- There is no significant relationship between gender and satisfaction with the availability of newspaper "THE HINDU".

- It is observed that there is significant association between gender and satisfaction with the availability of newspaper that most of the males (50.7%) are satisfied with the availability of the news papers.
- There is no significant relationship between Marital status and satisfaction with the cost of THE HINDU newspaper.
- It is observed that there is significant association between marital status and satisfaction with the cost of newspaper that most of the married customers (48.7%) are satisfied with the cost of the news paper THE HINDU.
- It is observed that there is significant association between Marital status and satisfaction with the availability of newspaper that most of the married customers (53.3%) are satisfied with the availability of the news paper.
- There is no significant relationship between impression of metro plus and supplementries are useful.
- It is observed that there is no significant association between supplementries is useful and referring the children for reading the young world and children supplement.
- Easy to read and easily to understand” and “News are truthful and broad” are the main factors that influenced the customers to buy the main paper in “THE HINDU” and it “Available in all the shops” and “Low cost to compare with other newspapers” are the least factors that influenced the customers to buy the main paper .
- Job Opportunities” and “Friday Features Covering cinema, arts, Music and Entertainment Young World” are the main supplementries that influenced the customers to buy the News paper and “Habitat (Real estate service)” and “Business Review” are the least supplementries that influenced the customers to buy the News paper “THE HINDU”.

### **Suggestions of the Study**

- THE HINDU NEWSPAPER should concentrate more in Local News rather than International News.
- Some of the respondents expect to develop the Cartoon jokes for children.
- It should be made available in all the shops especially in rural areas.
- Some of the respondents are not aware about the Tamil HINDU NEWSPAPER. So, it they must concentrate in the Advertisements.
- It must be left the intention to increase the price in future unless they will be lose the existing customers.
- Some of the customers have suggested increasing the font size of the news.
- The company should focus more to add the general knowledge part for government job seekers.
- It should focus on increasing good vocabulary words. It is very useful to develop the English Skills.
- It should publish the News in a genuine and lucid manner.
- It should try to avoid miscellaneous news.
- This newspaper should cover the district news separately for every district.
- It should increase to cover the local news instead of more political news.
- Some of the respondents have dissatisfied about the reliability of news so the reporters should write the genuine news.

## Conclusions

Newspapers play an important role in our day-to-day life. They have contributed more for the growth of democracy in a country. So the HINDU NEWSPAPERS is doing the job correctly in the current scenario. And its services to the society are wonder and there is no doubt in it is placed as the number one of the leading newspapers in India. And it requires support of the customers for beating the upcoming competition in future. Some an while according to this research suggestions THE HINDU should alter such type of changes in the quality .It will be helpful to capture the full share of the market in the future and it will create a way to capture the new customers for “ THE HINDU”.

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