A STUDY ON IDENTIFYING FACTORS AFFECTING THE PERCEPTION OFCUSTOMERS TOWARDS BUYING INDIAN NEWSPAPERS

Vivekananda Journal of Research
October, 2021, Vol. 10, Special Issue, Pg No 84-92.
ISSN 2319-8702(Print)
ISSN 2456-7574(Online)
Peer Reviewed Refereed Journal
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http://www.vips.edu/vjr.php

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ABSTRACT

Newspapers are the treasure of knowledge. Newspapers are the most common and important means of information for all of us. From high class people to lower middle; from male to female population everyone read it. There are many daily newspapers in our country times of India, The Hindu, Indian Express, Divya Bhaskar etc. though there are many newspaper brands but their motive is same to give information and spread awareness. Customer preference varies among different brands depending upon quality of content, price, truthfulness, effectiveness and so on. Higher satisfaction among customers will certify customer loyalty towards a particular brand and will also ensure profit and new customer base in longer terms. Every Newspaper have a unique social responsibility, which means that the newspaper industry is different from all other industries. Although Press media is an independent sector but it serves as a median to express freely. *The main focus of the study is to explore the factors affecting customer's perception towards Newspaper and study the perception of male and female of different age group towards Newspaper. Data of 114 customers is collected using questionnaire method in which male and female ratio is 50% each to ensure effectiveness and equality while conducting the research.*
Keywords: *Newspapers, perception, exploratory factor analysis, Principal component analysis, content quality, newspaper packages.*

1. INTRODUCTION

The abbreviation of news stands for notable, events, weather and force. News is especially about recent events usually a broadcast or published report not previously known to someone. The exceptional ingredient is that it must be of some education cost for readers.

Newspapers are the treasure of knowledge and information. It is as old as our great insisters, avidly spreading awareness to its readers. Generations after generations everyone has witnessed the growth of Print Industry. Slowly but vividly newspapers became part of our life. Infact many people begin their morning with reading newspapers. Every Newspaper have a unique social responsibility, which means that the newspaper industry is different from all other industries.

The journey of newspapers begins in Calcutta in January, 1780. From that day till now it has reached many more areas in various languages Hindi, English, Guajarati, Punjabi, Urdu, Marathi,

etc., under different brands like Times of India, The Hindu, Divya Bhaskar, Indian Express and Hindustan Times. Among all the languages demand and preference for Hindi newspaper is more as

compared to any other language. Although Press media is an independent sector but it serves as a median to express freely.

Newspaper, as all of us realize, is an each day booklet containing modern-day activities, commercial, valuable information, editorials, interview of eminent personalities and so on. Notwithstanding the challenges from digital media, the conventional print media remains having an upper side up to now overall advert media expenditure is considered. High media coverage to reader's interest about any news related to any country reflects the mindset of their citizens. Contrary, every media house has their own specialization interest where they may cover more news.

Along with this perception of male and female of different age group towards newspaper on the basis of their satisfaction level. Higher satisfaction among customers will certify customerloyalty towards a particular brand and will also ensure profit and new customer base in longer terms. In this research paper, I have used questionnaire method to collect responses of 114 readers who responded about their satisfaction level on various aspects.

2. LITERATURE REVIEW

(Rajendra Nath Datta, 2021) Rajendra Nath Datta conducted a study on customer satisfaction towards Anandabazar Patrika. The main objective was to find out the effects of demographic variable on the customer satisfaction of customers of Anandabazar Patrika. The quality ofinformation, advertisement and price are the major factors that influenced the customer's behaviour towards the newspaper Anandabazar Patrika. Also demographic factors such as age, occupation, qualification and marital status influence reader's perception.

(Vishal Rajput, Irshad Ahmad Ansari, Millie Pant, 2020) This research mainly focus on the comparison between Hindustan Times and India Today on various aspects of news publishing frequency, also concerning mindsets of people as well as media houses. Political news seems to be more dominating over any other area. Both the newspaper publishes more news of Delhi as compared to other states.

(Dr. R. Arul, Dr. G. Suresh, 2017) Dr. R. Arul and Dr. G. Suresh carried out their study on customer preference towards The Hindu newspaper and its supplement in Tiruchirappalli Corporation; they also recommend ways to enhance customer's preference towards The Hindu newspaper. As per their study with respect to 100 respondents, 39% customer's finds information provided by The Hindu newspaper reliable and 47% customers prefer to read Metro Plus supplement as compared to other supplements.

(Dr. V Bhuvaneswari, G Sudha, 2016) Large number of customers is satisfied by The Hindu owing to its true news and news coverage which are the main aspect to influence to buy The Hindu. The study focuses on customer opinion and factors influencing them to subscribe The

Hindu. It is considered as an exclusive newspaper because of its large coverage, supplements and editorials. Customers are highly satisfied because of its proper and good language but they find The Hindu Newspaper is costlier which may discourage some of them to subscribe the newspaper, if they make few changes in their pricing or packages then it will ensure high satisfaction among existing customers.

(G. Purushothaman, K. Krishnamurthy, 2015) The Hindu is maintaining good publicity among customers. The researchers believe expectations are the foundation behind satisfaction. This study is conducted to know the attributed which increase the customer preference for The Hindu as well as

to analyse satisfaction and perception of customers towards The Hindu. It also focuses on the buying behavior reading time of customers for The Hindu supplements. It is concluded that if The Hindu maintain its quality of information, it will help them to increase their subscribers and capture the market.

(Vimal Chauhan; Kedar Kshatriya, 2014) The main focus of this paper is why apt customers don't subscribe Times of India newspaper. Also what are the factors that affect their preference towards Times of India? Around 36% people think that Times of India lacks local news while some face language problem. Mostly customers rely on the news provided by Times of India as they believe that it adds value to their life by supplying efficient news. But the main drawback is new generation preferred to read news online or electronic media instead of subscribing for physical paper.

(Mridul Dohutia, 2013) Most of the people are aware of times of India and are interested in subscription but they prefer gift schemes with their subscription. Also people prefer Hindi newspaper and magazines more as compared to English or any other local language. 26% customers doesn't want to renew their subscription as they face service problem and when they report the same to the company their issued are not addressed by sales department. So, Times of India should work on improving their after sale service along with improving customer relation which will ensure highest customer loyalty towards the company.

(V. Yogalakshmi, 2012) Preference of existing customers is necessary to ensure highest customer loyalty. They contribute not only to the growth of the country's democracy but also to the development of the economy. The main focus is on higher satisfaction of the customers as they tends to shift on other newspaper when better offer comes along. Some people affirm that The Hindu lacks local newspaper while some postulate it to deliver reliable information. Mostly customers were satisfied by its availability but were dissatisfied by the number of advertisement.

(Poonam, 2011) The main target of this research is Student to make them their lifetime customers. Mostly schools provide Times of India to their students which at last make them habitual to read that particular newspaper. Promotional schemes provided by various newspaper agencies plays an important role in maximise their customer's loyalty towards them and also ensure profits in longer term. It is observed mostly people buy a particular brand newspaper due to its sales promotional schemes. 45% people prefer to read Times of India over any other

newspaper. Large number of people came to know about Times of India promotional scheme through Magazines.

(Nirav R. Joshi & Yashpalsinh B. Jadeja, 2012) This research proposes that online newspapers are not as superior as printed newspaper but they are effective enough to attract young readers. The main purpose of the study is to get feedback from online readers to improve quality and service of the same. Also, to have a better understanding with respect to e-satisfaction and customer's demand about various newspapers the researchers concluded that people prefer Divya Baskar, Jansatta, Business Standards, New Bharat Times, and Times of India more as compared to other e-newspapers which are least preferred by online newspaper readers.

(Dr. Karuna Gole, 2012) Dr. Karuna Gole conducted a study on brand preference of customers to understand customer loyalty for a specific newspaper company. Also the various strategies newspaper companies are planning to differentiate their products and services. The focus is on customers like and dislike on various aspects news coverage, font size, newspaper size, advertisements, picture quality, etc. mostly customers believe that Times of India is the best newspaper for its National and International

news coverage along with good quality news, pictures and advertisements with appropriate font size as compared to Sakal, Pudhari and Lokmat.

(Biju Chandran, Ramesh Unnikrishnan, AGV Narayanan, 2012) The main aim of this study is to evaluate the importance of newspaper advertisement in developing customer perception and how newspaper advertisement creates consciousness among people. It is also observed that newspaper advertisement plays a significant role in throwing positive light on the product along with creating positive impact in the minds of people. Advertisements related to electronicproducts are more precise than any other primary advertisement in a newspaper.

OBJECTIVE OF STUDY:

Since print media industry is one of the largest industries with wide customer base, the current study focuses on knowing readers perception towards all the brands available to them. Therefore,the current research aims to identify the factors that are affecting the perception of customers towards purchasing of Indian newspapers.

DATA ANALYSIS AND INTERPRETATION

To explore the factors affecting customer perception towards Newspapers, Exploratory factor Analysis (EFA) has been used. EFA technique aggregates the no. of variables into factors. A total 15 variables have been defined in terms of questionnaire and these variables have been verified in terms of language and context from experts working in Newspaper industry as well ascitizens reading newspapers. The changes in the questionnaire have been done as per the reviewssuggested by the experts and readers and shared to those consumers who take newspaperregularly. Total 114 responses have been collected from North-west Delhi. The EFA has been applied with the help of Principal Component Analysis and Varimax Rotation. The technique has been applied on the responses received against the questionnaire in Python using Jupyter Notebook. Table1 represents demographic descriptive:

Table 1 Demographic Details

GENDER		
Male	1	56%
Female	2	44%
AGE GROUP		
18-36	1	40%
36-54	2	28%
54-72	3	24%
Above 72	4	1%
Below 18	5	4%

Data Cleaning and Adequacy Test

To perform EFA, first of all factor Analyzer library has been loaded and thereafter response sheet in .csv file has been uploaded. The unnecessary columns i.e. columns related to demographic details were dropped afterwards. To perform factor analysis, factorability of datasetwas checked i.e. whether the responses received are sufficient to find the factors or not. To examine factorability, Adequacy test

using Bartlett's Test and Kaiser-Meyer-Olkin Test (KMO) on dataset have been applied. Bartlett's test of sphericity examines the correlation among the variables and rule to validate is p-value must be smaller than .05 (Kaiser and Rice, 1974; Hair et.al. 2010). The Kaiser-Meyer-Olkin Test is used to measure the sufficiency of responses in dataset. The KMO value lies from 0 to 1 and value greater than 60% shows the adequacy of responses in the dataset to run Exploratory Factor Analysis (Kaiser and Rice, 1974).

#Bartlett's test of sphericity

```
from factor_analyzer.factor_analyzer import calculate_bartlett_sphericity chi_square_value,p_value=calculate_bartlett_sphericity(df) chi_square_value, p_value
```

Output

(910.9136128391802, 5.741430313062806e-129)

 # Kaiser-Meyer-Olkin (KMO) Test

```
from factor_analyzer.factor_analyzer import calculate_kmo kmo_all,kmo_model=calculate_kmo(df)
```

Output

0.6382185953223048

Table 2 Adequacy test Results

KMO Test Value	0.64
Bartlett' s test of Sphericity	.000

From results of mentioned in Table 2 Bartlett's Test and KMO test it can be validated that the variables understudy and data is adequate to run Exploratory factor Analysis.

Finding number of factors using Principal Component Analysis and Varimax Rotation

To find the number of factors two methods have been popularly used, Kaiser Criterion and ScreePlot. Both the methods are based on Eigen value. The Principal component Analyses andVarimax rotation with Kaiser Normalization shows best fitting of variables to a factor. On the other hand Scree plot shown in Fig 1, graphically represents the merging of variables into factors. From both the methods it is found that all the 15 variables have been converged to 3 factors. The factor loading of each variable is shown in Table 3.

Results of Kaiser Criterion: Factor Loading

```
FactorAnalyzer(bounds=(0.005, 1), impute='median', is_corr_matrix=False, method='minres',
n_factors=3, rotation='varimax', rotation_kwargs={}, use_smc=True)
```

Table 3 Factor Loadings of Variables

Variables/Factors	Content qualityand versatility	Affordable Read-erfriendly packagesand language	Coverage andreliable informa-tion provider
The quality of in-formation providedby the newspaper is good as compare to other sources of news	0.77618		
Newspapers provide reliable information.			0.77306
I like all the content in the newspaper	0.50116		
I don't face any Problem whileunder-standing thelanguage of the newspapers		0.74733	
If given a chance, I will not stop reading the newspaper.	0.57028		
I feel that thenews-papers coverlocal news that other sources do not.			0.51231
I think that the read-ingnewspapers has• added value to mylife.	0.76909		
I feel that thenewspaper • provides information effec-tively to me.			0.70595
I think that thenewspapers give more knowledge than T.V.,Radio or internet.			0.63985

I find newspaper packages user friendlyand affordable.		0.87653	
I feel that thenewspaper packages provide benefits to me.		0.56012	
I like the supplements like business magazines , employment magazineetc. provided bynewspapers	0.67063		
The newspapers coverall type of information as per the interest ofReaders.			0.73151

Results of Scree Plot

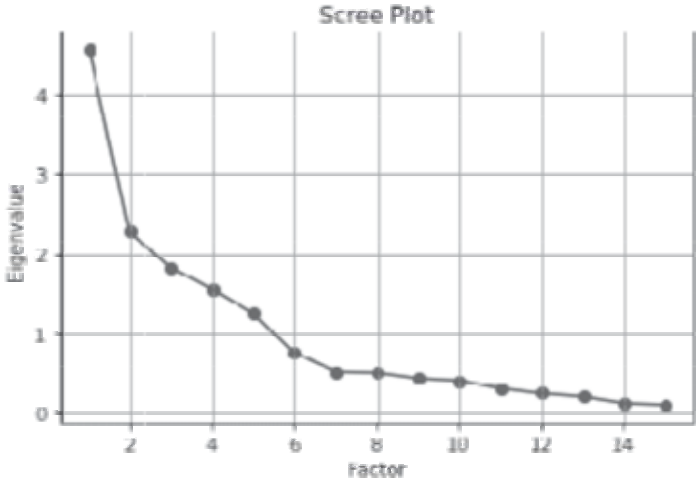


Fig.1 Scree Plot shows variable convergence

From results it can be depicted that 3 factors have value greater than 1 and therefore 13 variables have been converged to three factors. Additionally, only those variables have been converged to3 factors whose factor loading is greater than 50%. Therefore, out of 15 variables 2 variables have been dropped having factor loading smaller than 50% or in other words these 2 variables were not able to explain any factor therefore excluded during factor convergence (Kaiser, 1974; Henseler, Ringle & Sarstedt, 2015). The names of the factors have been assigned by looking at the variables and therefore three factors

have been named as: Content quality and versatility, Affordable Reader friendly packages and language, Coverage and reliable information provider

CONCLUSION:

Print media is one of the classic forms of Mass Media communication. It includes weeklies, magazines, newspapers etc. The advancement of electronic media, the popularity of print media has not been blurred and this is the main reason that the particular study has been carried out.The current study aims to identify specifically those factors which are still assisting print mediain the form of newspapers and its supplement is gaining popularity and consistently used by the customers. Therefore, with the help of Exploratory Factor Analysis using Python has been applied on those variables which are basically the reason for buying the newspapers in current date also. The variable has been converged to form three factors namely Content quality and versatility, Affordable Reader friendly packages and language, and Coverage and reliable information provider. The study can be extended in terms of validating the factors and examiningdifference of opinion concerning demographic details.

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