
A STUDY ON CONSUMER PREFERENCE TOWARDS DINAKARAN NEWS PAPER IN KUMBAKONAM TOWN

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ABSTRACT

The newspaper compete with one another, in giving information and putting for ideas. It is possible to explain how new and why one newspaper differ from another by changing the news contents designs editorial attitudes and other features of the newspapers. It had been decided to conduct a study on the consumer preference of Tamil and English newspaper in Thanajvur District. There is no conclusion to conclude in newspapers. It is tail in human life. It develops the intelligence and intellectual in human life. It also teaches us to lead a life, by put day to day affairs throw on to every one's life. It spreads its wings through its satellite and enlighten and developing the knowledge through its peak. The newspapers are splitting the news from one to all sides of the world. "Newspapers can never been concluded and it is evergreen process". A small down like Thanajvur District is educationally backward. To create awareness among the general public in various fields, the role played by newspapers are having immense value in the town.

Introduction

Marketing is the process of exploring, creating and delivering to meet the needs of a target market in terms of goods and services. Potentially including selection of a target audience; selection of a target of certain attributes or themes to emphasize in advertising; operation of advertising campaigns;

attendance at trade shows and public events; design of product and packaging attractive to buyers; defining the terms of sale, such as price, discounts, warranty and return policy; product placement in media or with people believed to influence the buying habits of others; agreements with retailers, wholesale distributors or resellers and attempts to create awareness of loyalty to and positive feelings about a brand.

Statement of the problem

Knowledge is power “In today’s world there is an increasing demand of knowledge. Especially after economy has opened up the world is becoming one small village newspaper is one effective media which producers relevant information”.

Newspaper now a days has become one of the most important sources of information for reduce to know things in depth no doubt other media vehicles live television, radio and other sources provided information but they crack inner course of action that is really wanted by the reduce. The print media becoming very competitive throughout the country. The reduce by and large are modernizing their preference and there are various newspaper are circulated every day. The need of the study areas to know the preference towards the Dinakaran Newspaper will also help to know the attributes which made the reduce to preference of Dinakaran.

Objectives of the study

1. To study the consumer preference towards “The Dinakaran”.
2. To know the consumer preference towards supplement issued by the Dinakaran.
3. To study the preference of the reader with the present distribution system of newspaper with special reference to agent newspaper vendors.
4. The offer suitable suggestions for enrich the consumer preference of “The Dinakaran Newspaper”.

Scope of the study

The study is conducted to know the consumer preference of “The Dinakaran Newspaper”. This may help the company to decide upon their new ventured. The research focuses on the several features of the Dinakaran and in awareness, suggestion in the market, which may help the company in further development of the newspaper.

The research provides a complete feedback on the Dinakaran newspaper which may sincere a backup for their future plans with respect to design area.

Source of data

The validity of any research is based on the data collected for the study. the present research is based on both primary as well as secondary data. The primary data were collected from the selected sample respondents in the study area. Simple satisfied random sampling method was used to selecting the respondents.

Questionnaire was the main tool used for collecting the first hand information from the respondents. Hence, great attention was given to construct the questionnaire. The questionnaire was prepared with the help of the research being answered easily and question and to put a tick mark by the respondent whenever was applicable.

The study also consists of secondary data, which are collected from magazines, newspapers and journals and also from website.

Sampling size

Data on the various aspects directly and indirectly related to the investigation were gathered through questionnaires to the respondents. The questions were necessary to ensure the reliability of the information. The questions were simple to understand and to contain to choice of questions means simple alternate choice etc..

Limitations of the study

- 1) The sample size is only 100.
- 2) The period of the study is limited.
- 3) There is no comparative study made.
- 4) Under the study illiterate people excluded.
- 5) The result of analysis made in the study depends fully on the accuracy; reliability of information's given by the respondents.

Review of literature

Raja Gopal (2010) in his study mentioned street markets in developing countries constitute an integral part and exhibiting the ethnic image of the habit of the local economy. The shopping mall, had intercepted the traditional market place culture and instrumental in shifting the Consumer behaviour areas.

Thomas L.Mcphail- 2011 discussed on multi-national communication and media conglomerates, exploring how global media, particularly CNN. the BBC. Euro news and Al Jazeera. Influence audiences and policy makers a like.

Barbara Czarniawska-2012 Cyber factions how news agencies produce News Duard Elgar publishing-pages 229. Author portrays the details of every day work in news agencies. Swedish TT,

Italian ANSA and the world wide Reuters. The unique study is about organizing rather than Journalism, revealing two accelerating phenomena

The researcher find the following:

TABLE NO: 1
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF
READING

S.No	Factors	No. of Respondents	Percentage
1.	Hindu	10	13
2.	Indian Express	20	27
3.	Dina Malar	15	20
4.	Dinakaran	30	40
	Total	75	100

Source: Primary Data

Inference:

From the above table 4.6 shows that 13% of the respondents are choose and prefer the newspaper Hindu, Indian Express 27% of them, Dina Malar 20% of the respondents, Dinakaran 40% of the respondents are used and prefer to read Dinakaran newspaper.

CHART NO: 1
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF
READING

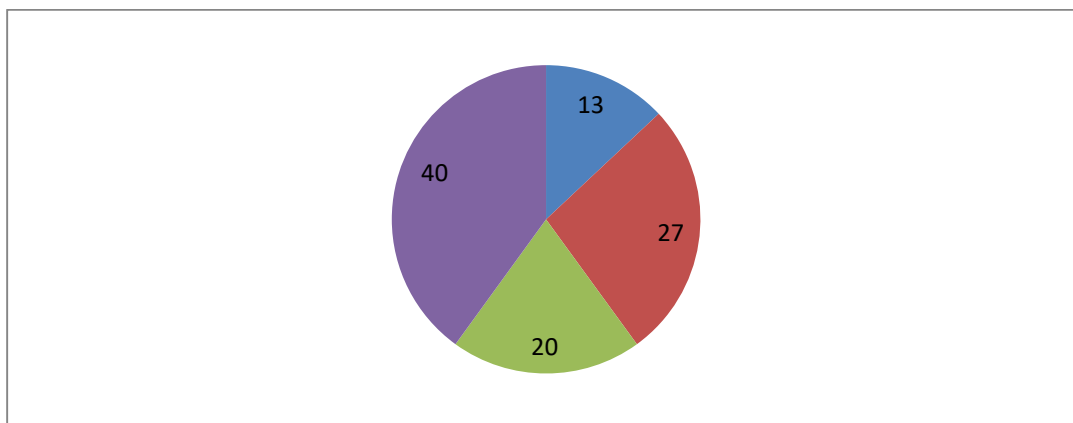


TABLE NO :2

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF DINAKARAN NEWSPAPER READERS

S.No	Factors	No. of Respondents	Percentage
1.	Reading	44	59
2.	Not reading	31	41
	Total	75	100

Source: Primary Data

Inference:

The above table 3 inferred that 59% of the respondents are reading Dinakaran newspaper and 41% of the respondents are not reading Dinakaran newspaper. From the analysis it is concluded that maximum of the respondents are belong to reading Dinakaran newspaper.

CHART NO: 2

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF DINAKARAN NEWSPAPER READERS

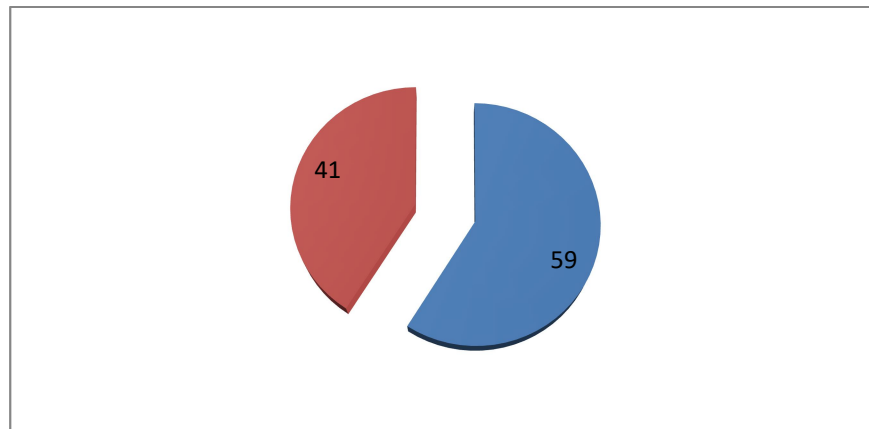


TABLE NO : 3

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF RELIABLE INFORMATION OF THE DINAKARAN

S.No	Factors	No. of Respondents	Percentage
1.	Very much	35	47
2.	Neutral	10	13
3.	Not much	20	27

4.	Others	10	13
	Total	75	100

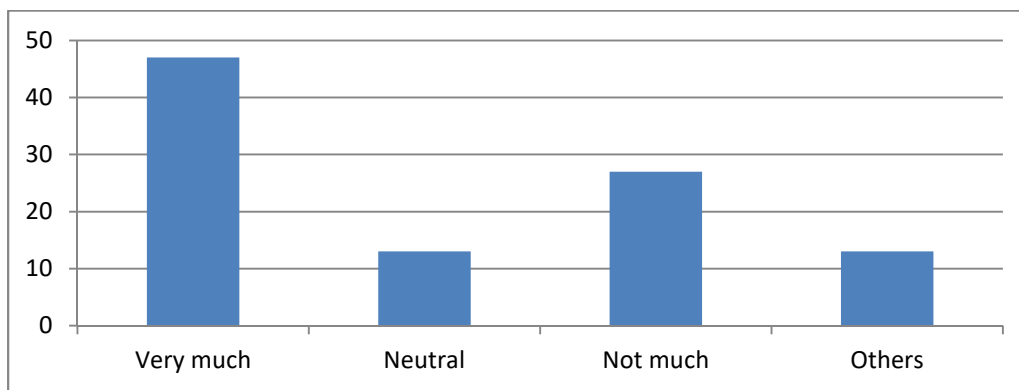
Source: Primary Data

Inference:

The above table 4.11 shows that 75 of the respondents are getting reliable information to using the Dinakaran newspaper, 13% of them neutral, 27% of them not much, 13% of the other respondents are have reliable information use the Dinakaran newspaper, 47% of the respondents are getting information to use this newspaper is very much.

CHART NO: 3

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF RELIABLE INFORMATION OF THE DINAKARAN



FINDINGS

- ❖ Majority of the respondents are up to 20 years to read the Dinakaran newspaper.
- ❖ Majority (57%) of the respondents are female.
- ❖ Majority (60%) of the respondents are unmarried.
- ❖ Majority (27%) of the respondents who prefer to the Dinakaran newspaper, are that the professional.
- ❖ Majority (40%) of the respondents are agriculture.
- ❖ Majority (40%) of the respondents are newspaper reading of Dinakaran.
- ❖ Majority [67%] of the respondents are Dinakaran newspaper buyers.
- ❖ Majority (40%) of the respondents are accessing your news.
- ❖ Majority (40%) of the respondents willing to pay for a daily newspaper.



- ❖ Majority (53%) of the respondent's habit of reading a Dinakaran newspaper.
- ❖ Majority (47%) of the respondents reliable is the information of the Dinakaran.
- ❖ Majority (59%) of the respondents Dinakaran Newspaper readers.
- ❖ Majority (27%) respondents part of the newspaper politics and sports.
- ❖ Majority (44%) respondents Dinakaran like the newspaper.
- ❖ Majority (73%) respondents are Dinakaran newspapers are available in your area.

SUGGESTIONS

The following are the suggestion offered to increase the satisfaction level of the Dinakaran newspaper based on the reader's opinion and analysis of the data. Most of the consumers expressed dissatisfaction over the number of advertisement both commercial and cinema should be taken by the publishers to reduce the advertisement coverage and add more sports news, its news, job opportunities etc.

- (i) As regards availability of newspaper the highest number of respondents is satisfied, but a few respondents are parts of cinema news more in dissatisfied in news.
- (ii) In rural area dissatisfied because of non-availability of Tamil newspaper like the Dinakaran and the Indian Express. Hence newspaper should reach rural areas also.
- (iii) A few respondents are dissatisfied about reliability of news so reporters must verify the news before they are they published.

CONCLUSION

Newspaper play an important role is our day-to-day life. They have contributed not only for the growth of democracy in country but also for development of the economy. Indian newspapers enjoy large circulations. If is an influential organ should great responsibilities and should furnish uncoloured news without suppressing the facts and also care should be taken to satisfy the needs of consumers.

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