



## A STUDY ON CONSUMER SATISFACTION TOWARDS DINA THANTHI NEWSPAPER IN SALEM CITY

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### **Abstract**

People are interested in newspapers which correspond to their beliefs that they can identify themselves, this is a view commonly expressed in evaluations of the research on the impact of the newspaper among the readers further the research attempts to identify the consumer satisfaction on Dina Thanthi. Generally the newspaper use being read in the leisure time. Newspaper give a more interesting and obtaining sufficient back ground information where absolutely nothing is know about the newspaper. Now a day's newspaper provides opportunities for the public to give opinion about any issues. So people can avail such opportunities to give their views. Newspaper is one of the best media which has direct communication with people. It helps in increasing the customer awareness and it also helps in the concept identification and exploration of the newspaper concept.

**Keywords:** Newspaper, Consumer Satisfaction, newspaper readers, Information.

### **Introduction**

A newspaper may be described as a document which is printed and published regularly and consists of news reports, articles, photographs and advertisements which are on large sheets of paper folded together but not permanently joined. Newspapers may be published daily, weekly or every fortnight... Newspapers are very important in the lives of many people in the world. As a section of the Press, newspapers have the main aims of informing, educating and entertaining the public.

Reading news papers has become a part of everyday life of human beings. The reading habits help the people to make use of the leisure time usually. Newspaper are brought largely for their news value, as such they are most appropriate for announcing new Products. Because of the frequency by publication they are well relied to "Opportunity makes".

The editors of the newspaper are in a better position to define the interest of its readers. Because of the interest shown in the reading of news paper, the number of journals and news papers is getting multiplied every day. Among the various news papers, there are certain newspaper and journals, found popular among the Public. It is essential to provide us to what factor necessitated the readers to prefer particular news papers, what factor motivated then to subscribe a particular news paper and also to know are the interesting aspects of the newspapers.

The study also focused on the aspects of readers' satisfaction with regards to the service of the newspaper quality of the news coverage of Dina Thanthi newspaper in providing information.

### **Company Profile**

#### **Dina Thanthi**

In 1942, Dina Thanthi (Daily Telegraph) was started in Madurai. "Daily Thanthi" is a reputed daily Tamil newspaper in Tirunelveli, Bangalore, Mumbai, Chennai, Coimbatore, Madurai, Erode, Dindigul, Trichy, Salem, Nagercoil, Cuddalore, Vellore, Pondicherry and Thanjavur. It is owned by Mr. B. Sivanthi Aditanar. It was founded by S. P. Adithanar, a lawyer trained in Britain and practiced in Singapore, with its first edition from Madurai in 1942. The publication spread over Tamil Nadu and the neighboring states of Pondicherry and Karnataka. In 1940, he opened editions in Madras, Salem and Tiruchirapalli. While the Salem attempt failed, the Tiruchirapalli edition had to be reopened in 1954.

Dinathanthi or the so called **Daily Thanthi** is one of the **largest Tamil dailies in the Tamil nadu**. But it is also gaining good recognition in the other states also. There are many points to be spoken about the greatness of the Dinathanthi. Today there are 15 editions and not only in the Tamilnadu but also in the other states also. Dailythanthi is gaining great popularity among the public. The recently opened edition is the Mumbai edition. Dinathanthi has also gained a great recognition that it is the highest circulated Tamil daily in Bangalore and the other leading states. According to the statistics stated in the year 2009 it is said that Dinathanthi has reached 11,91,874 copies of distribution. This statistics was given by the Audit Bureau of Circulations – ABC



The various supplements that come along with Dinathanthi are as follows:

Day	Supplements
Sunday	Gnayiru Malar, Kudumba Malar
Friday	Siruvur Thanga Malar, Velli Malar
Saturday	Muthucharam, Ilaignar Malar

### Review of Literature

**Das and Sengupta (2012)** analyzed the case of Times of India, by application of diffusion of innovation theory and disruptive technology theory, the nature of challenges it faces and the survival strategies adopted by the newspaper. The innovative strategies identified by them, which will help the industry to achieve differentiation, are innovation in production, marketing, use of information technology and in content design and layout.

**Singh and Arya (2012)** concluded that source of information, habitual exercise and source of entertainment to be the reasons behind preferring to read the newspaper. The urban population felt that the only way to know the happenings in the locality was through the newspaper

**Chandrasekar (2006)** tell that; "The frequency of Publication they are also well suited to Opportunity Market". The Newspaper in communicating various information to different sectors of peoples has been analyzed in the time light of the customers (readers) attitude.

**Jamlo and Bettman (2000)** focus that: "New Newspaper, special Sale, colour pages, low cost, styles quality, area coverage etc, may cause the customer to give attention to stimuli is an immediate Sense".

### Statement of the problem

- More advertisement and lack of information
- Digital media influence newspaper
- Lack in news coverage

### Objectives of the study

- To analyze the customer satisfaction towards Dina Thanthi Newspaper in Salem district.
- To study the satisfaction of the readers about Dina Thanthi newspaper.
- To find out the expectation level of the customers on Dina Thanthi Newspaper.
- To analyze the preference of newspaper.

### Limitations of the study

- For the economic and time constraints of the researcher the number of respondents limited the 100 customers.
- The study is confined to Salem City only. Hence the finding cannot be generalized to other.

### Area of the study

This study covers consumer satisfaction on Dina Thanthi newspaper readers. It was conducted in Salem city.

### Period of the study

The period of the study covers one month during 1<sup>st</sup> January to 30<sup>th</sup> January 2017

### Data collection

**Primary Data:** A questionnaire is schedule was prepaid and the primary data was calculated.

**Secondary Data:** Secondary source in this regard was obtained from website, reports, journals and books.

**Sample size:** 100 Samples have brought selected for the study.

### 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, fill 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,

- Simple Percentage Analysis
- Chi – Square Test



- **Simple Percentage Analysis**

In this study of the percentage analysis is used.

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

- **Chi- Square**

The Chi – Square test is one of the simplest and most widely used non – parametric tests in statistical work. The symbol  $\chi^2$  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,

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

Where,

$O_i$  = Refers to the Observed frequencies.

$E_i$  = Refer to the expected frequencies.

**Table: 1.1, Gender Wise Classification of the Respondents**

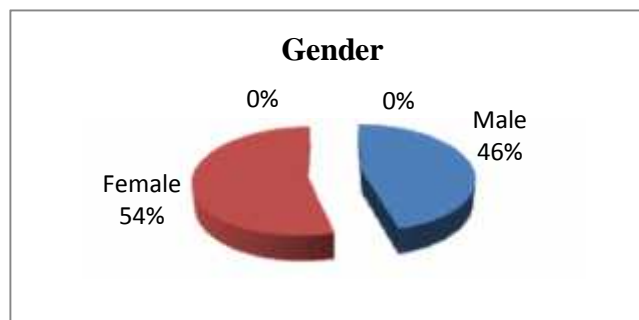
S. No	Gender	No. Of respondents	Percentage
1	Male	46	46
2	Female	54	54
	Total	100	100

Source: Primary data

### Inference

From the above table it shows that 46% of the respondents are male, and the remaining 54% 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, Age wise Classification of the Respondents**

S. No	Age	No. Of respondents	Percentage
1	Below 20 years	23	23
2	20 to 40 years	59	59
3	40 to 60 years	8	8
4	Above 60 years	10	10
	Total	100	100

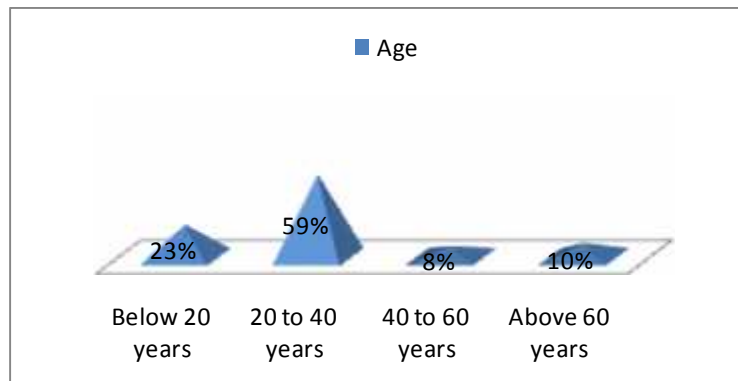
Source: Primary data

### Inference

From the above table it is observed that 59% of the respondents are between the age group of 20 to 40 years. 23% of the respondents are below 20 years, 10% of the respondents are between the age group of Above 60 years and the remaining 8% of the respondents are 40 to 60 years.



**Chart: 1.2, Age wise Classification of the Respondents**



**Table: 1.3, Statement of Educational Qualification of the respondents**

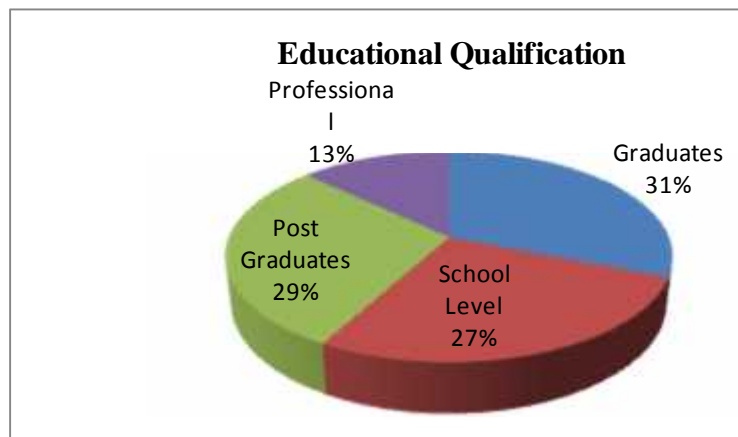
S. No	Family Size	No. Of respondents	Percentage
1	Graduates	31	31
2	School Level	27	27
3	Post Graduates	29	29
4	Professional	13	13
	Total	100	100

Source: Primary data

#### Inference

The above table shows that 31% of respondents are Graduates, 21% of respondents at Post Graduates, 27% of respondents are School Level and the remaining 13% of the respondents are Professional.

**Chart: 1.3, Statement of Educational Qualification of the respondents**



**Table: 1.4, Satisfaction Level of the Respondents**

S. No	Satisfaction Level	No. Of respondents	Percentage
1	Highly Satisfied	35	35%
2	Satisfied	58	58%
3	Not Satisfied	7	7%
	Total	100	100

Source: Primary data

#### Inference

From the above table it is clear that the maximum Percentage 58% of respondents are satisfied, 35% of respondents are highly satisfied with their newspaper remaining 7% of respondents are dissatisfied.



Chart: 1.4,Satisfaction Level of the Respondents

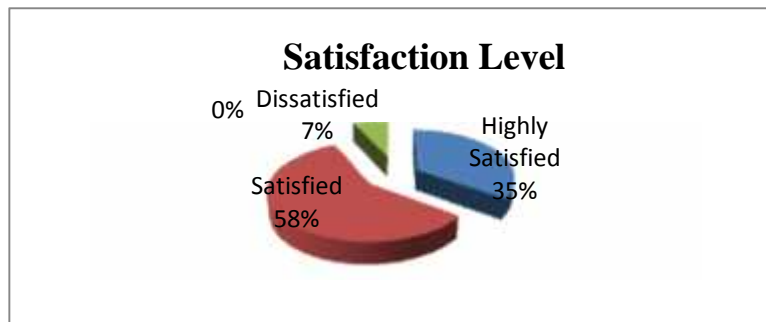


Table: 1.5, Occupation Level of the Respondents

S. No	Occupation	No. Of respondents	Percentage
1	Private employee	34	34
2	Government Employee	14	14
3	Students	31	31
4	Business	13	13
5	Agriculture	8	8
	Total	100	100

Source: Primary data

#### Inference

For the above table 34% of the respondents are private employees, 31% of the respondents are students, 14% of the respondents are Govt. employees, 13% of the respondents are Business and the remaining 8% of the respondents are agricultural People.

Chart: 1.5,Occupation Level of the Respondents

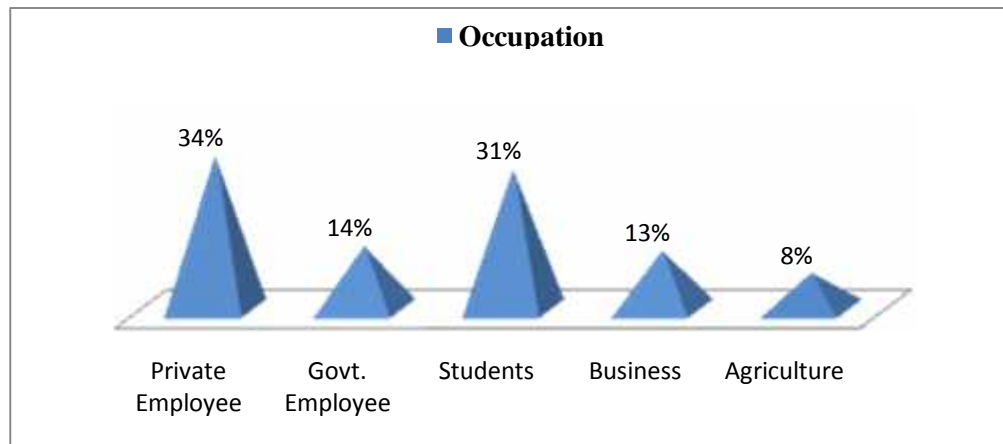


Table: 1.6,Table Showing Educational Qualification and Level of Satisfaction

S. No	Educational Qualification	Satisfaction Level			Total
		Highly Satisfied	Satisfied	Dissatisfied	
1	Graduates	8	21	2	31
2	School Level	12	12	3	27
3	Post Graduates	9	18	2	29
4	Professional	6	7	0	13
	Total	35	58	7	100

Source: Primary data



- H0: Educational qualification of the customers and Level of Satisfaction independent.  
H1: To Test the hypothesis level of Satisfaction were taken as dependent variable and education qualification of the customer were taken independent variable.

Calculation of Chi-Square Test

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> - E <sub>i</sub>	$(O_i - E_i)^2$	$\frac{(O_i - E_i)^2}{E_i}$
8	10.85	-2.85	8.1225	0.7486175
12	9.45	2.55	6.5025	0.6880952
9	10.15	-1.15	1.3225	0.1302956
6	4.55	1.45	2.1025	0.4620879
21	17.98	3.02	9.1204	0.5072525
12	15.66	-3.66	13.3956	0.8554023
18	16.82	1.18	1.3924	0.0827824
7	7.54	-0.54	0.2916	0.0386737
2	2.17	-0.17	0.0289	0.013318
3	1.89	1.11	1.2321	0.6519043
2	2.03	-0.03	0.0009	0.0004433
0	0.91	-0.91	0.8281	0.91
Calculated Value				5.0888732

Test of Significance

Factors	X <sup>2</sup> value at 5% significant level with 6 degrees of freedom	Calculated Value	Result
Educational Qualification	12.59	5.0889	Accept Ho

Source: Computed from primary data

**Inference:** As the calculated X<sup>2</sup> value is lower than the table, the hypothesis is accepted. This educational qualification and the level of satisfaction are independent variable.

Table No – 1.7, Table showing Occupation and Newspaper Preference

Educational Satisfaction	Types of Newspaper						
	Dina Mani	Dina Malar	Dina Thanthi	Dina Karan	Kalai kathir	Tamil Murusu	Malai Malar
Private Emp.	0	8	10	9	2	1	2
Govt. Emp.	0	3	7	3	2	0	0
Business	0	5	4	1	0	0	2
Students	2	3	16	8	0	3	1
Agricultural	2	0	3	1	1	0	1

Source: Primary data

### Hypothesis

- H0: The Occupation of the customers and the Newspaper preference are independent.  
H1: To test the Hypothesis, Newspaper preferences were taken as dependent variable and occupation of the customers were taken as independent variable.

Test of Significance

Factors	X <sup>2</sup> value at 5% significant level with 24 degrees of freedom	Calculated Value	Result
Occupation	33.19	33.69	Rejected Ho

### Inference

As the calculated X<sup>2</sup> value is greater than the table, the hypothesis is thus the occupation and Newspaper preference are not independent.



**Table No -1.8, Table showing Preference of Newspaper**

Types of News Paper	Score							Total Score	Mean Score
	7	6	5	4	3	2	1		
Dina Mani	14	12	10	25	16	17	6	480	4.80
Dina Malar	14	18	25	20	15	3	5	487	4.87
Dina Thandhi	30	20	11	11	7	8	14	492	4.92
Dina Karan	24	24	15	12	6	10	9	482	4.82
Kalai Kathir	3	10	17	19	18	20	13	349	3.49
Tamil Murasu	28	7	16	15	15	10	9	452	4.52
Malai Malar	18	13	10	6	17	25	11	390	3.90

Source: Primary Data

### Inference

Most of the respondents give first preference to Dinathanthi, Second Preference to Dinamalar, Third Preference to Dina Karan, Fourth Preference to Dinamani, Fifth Preference to Tamil Murasu, Sixth Preference to Malai Malar and remaining respondents give least preference to kalai kathir.

### Findings

1. Most of the respondents are Female
2. The majority of the respondents are coming under the age group of 20 to 40 years.
3. 31% of the respondents are comes under the education qualification.
4. 34% of the respondents are comes under the private employee.
5. Most of the respondents prefer the Newspaper of Dinathandhi.
6. The most of the respondents would like to recommend of their news paper to others.
7. The Majority of the respondents are satisfied with their Newspaper.
8. The Maximum respondents are satisfied regarding the information.

### Suggestions

1. The Newspaper may avoid some unnecessary advertisements and may provide more information for youth and children.
2. The newspapers may also avoid domination of kini news. They may highlight the news educates people.

### Conclusion

News Paper is very much useful to know about the day to day polities, economic activities, world news, sports, news etc. They also give information about Job Opportunities, current issued etc., So People can update their general knowledge. Now a day's newspaper provides opportunities for the public to give opinion about any issues. So people can avail such opportunities to give their views. Newspaper is one of the best media which has direct communication with people.

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