

# THE READERS' PREFERENCE TOWARDS READING ONLINE NEWSPAPER (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT:

Online newspaper is a version of digitalised traditional newspaper carrying with multimedia features such as animated news and advertisements, accessing at anywhere, no time restrictions, highlighted key features is that offering live time streamline news, and so on. The research mainly has focused on the readers' preference towards online newspaper. In this study, percentage analysis and chi-square statistical tools have been applied. This study is concluded with that readers are preferring the online newspaper for comfort reading at anywhere without additional cost.

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## INTRODUCTION:

The internet acts as a magnet and it pulls all the organisations into its web, so newspaper industry is also not exceptional in it. Because internet and new technology is a powerful weapon in the new market and it makes much easier to access everything. So the people are migrating to traditional version into technologies products. Therefore, the printed version newspapers too have converted into online version. In the year 1974, "Online Only" newspaper or magazine was news report, an online newspaper created by Bruce Parrello in 1974 on the PLATO system at the University of Illinois<sup>1</sup>. In 1995, "The Hindu" is the first Indian newspaper started on its online version. Later on, many printed newspapers have launched its online version.

## DEFINITION OF ONLINE NEWSPAPER:

"An online newspaper is the online version of newspaper, either as a stand – alone publication or as the online version of a printed periodical"<sup>2</sup>.

## STATEMENT OF THE PROBLEM:

Newspaper is a factory to produce more knowledge from the different sectors such as Political, Science and Technology, Economics, Sports, weather, and so on. On the other hand, The Taste and preference of the public are changing from the beginning of civilisation. In the newspaper industry also, in the beginning newspapers were in hand written, then went to printed version and now it is in online version. So the need is arising to know the reasons behind choosing online newspapers and the same has been taken in this survey.

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<sup>1</sup> [https://em.m.wikipedia.org/wiki/Online\\_newspaper](https://em.m.wikipedia.org/wiki/Online_newspaper)

<sup>2</sup> [https://em.m.wikipedia.org/wiki/Online\\_newspaper](https://em.m.wikipedia.org/wiki/Online_newspaper)

**OBJECTIVES OF THE STUDY:**

1. To know the readers preference towards reading online newspaper
2. To study the demographic profile of the respondents reading online newspaper in Coimbatore city.

**SCOPE OF THE STUDY:**

Online newspaper is a convenient medium to the readers to know around the world in free of cost. Online newspapers are providing news lively in audio and video, having archive option to access old news and so on, these all turned the readers to read it. Most of the studies were conducted to know about the consumer (or) readers' satisfaction, the reasons for declining the printed newspapers, but they ignored to know about the reasons for choosing online newspapers. It has been discussed in detail in this study.

**SIGNIFICANCE OF THE STUDY:**

The main focus of this study is to know the readers preference towards reading online newspapers in Coimbatore city. Moreover, it will guide the media persons of the respective online newspapers to enrich their content in future and also provides which part has to be kept and which part has to be removed (or) altered.

**RESEARCH METHODOLOGY:**

This part explains what kind of methodology has been used in this study. The methodology consists of sources of data, sample size, area of the study and framework of analysis.

**RESEARCH DESIGN:**

*"A good beginning will win half battle"*. As like this proverb, according to the objective of this study the sample size, the method of data collection, the area of the study, period of the study, and so on have been well determined. Research design helps a lot for completing this study. The main aim of this research design is to eliminate/reduce the bias. As per this aim, this study also has been conducted and completed.

**SAMPLING METHOD:**

In this study, convenient sampling technique has been used. This study depends on primary data. As convenient, pilot study was conducted to know the response and feasibility. After viewing the pilot study results, the main questionnaire is framed with little modifications.

**SAMPLE SIZE:**

115 samples have taken from the population for completion of this study and the data is collected systematically.

**METHOD OF DATA COLLECTION:**

There is two types of data used in this study, they are;

1. Primary data
2. Secondary data

**1. PRIMARY DATA:**

Primary data is a fresh data in nature and collected from the respondents at the first time. For the purpose of collection of primary data, a well structured questionnaire was designed with proper open – ended as well as close - ended type of questions and the same answered by the respondents.

**2. SECONDARY DATA:**

Secondary data is contrast to primary data and already available in various existing resources. These data are collected from books, journals, articles, websites, thesis, as well as proper incorporated questionnaire.

**STATISTICAL TOOLS:**

The following statistical tools are used in this study;

1. Percentage Analysis
2. Friedman Rank Test

**PERIOD OF THE STUDY:**

The period of the study is 4 months (from June 2019 to September 2019).

**LIMITATIONS OF THE STUDY:**

- 1) The study is completely focused on preference towards reading online newspaper only
- 2) The period of the study is little short period from June 2019 to September 2019.
- 3) The sample size was limited to 120 and also the study was conducted only in Coimbatore city.

**REVIEW OF LITERATURE:**

R.Keerthana & S.Saranya (2017)<sup>3</sup>, in their study observed that the readers enjoy reading the online version of the newspaper more than its print counterpart. The readers feel better informed by reading the online version of the newspaper.

V.Yogalakshmi (2012)<sup>4</sup>, in her study she found that newspaper is an influential organ and shouldering great responsibilities and should furnish uncolored news without suppressing the facts and also care should be taken to satisfy consumer needs.

A. Meharaj banu, R. Malini, G. Sreerangam (2015)<sup>5</sup>, in their study observed that there is a significant association between qualification and regular reading and newspaper quality to satisfy the respondents.

Dr. P. Jayasubramanian, Mrs. M. Santhi (2012)<sup>6</sup>, in their study they discovered that The Hindu newspaper is playing an important role in the communication department and improvement of English language, its services to the society is wonderful and splendid. They suggested that The Hindu should involve in social oriented activities like free education and free employment benefit.

Dr. V Bhuvanewari and G Sudha (2016)<sup>7</sup>, in their study they found that the respondents are satisfied with the Hindu news paper because of the true news and also that news coverage is the main factor which influences the customers to buy the newspaper.

**Analysis and Interpretation:****I) Percentage Analysis:****Table No: 1 - Demographic Profile**

Gender	Numbers	Percentage
Male	55	47.8
Female	60	52.2
<b>Total</b>	<b>115</b>	<b>100.0</b>

<sup>3</sup> R.Keerthana & S.Saranya (2017), A Study On Customer Satisfaction Towards Online News Readers (With Special Reference To Pollachi Taluk) Intercontinental Journal Of Marketing Management Issn:2350-0891 - Online ISSN:2350-0883 -Print -Impact Factor:3.772 volume 4, Issue 3, March 2017.

<sup>4</sup> V.Yogalakshmi (2012), A study on consumer preference towards "The Hindu" newspaper, Sri Sairam Institute of Technology - A summer project report, Anna University, Chennai – 600 025.

<sup>5</sup> A. Meharaj banu, R. Malini, 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 ISSN: 2320-5504, E-ISSN-2347-4793.

<sup>6</sup> Dr. P. Jayasubramanian, Mrs. M. Santhi (2012), Customer Satisfaction Level of the Hindu News Paper, PARIPEX - INDIAN JOURNAL OF RESEARCH X 155, Volume : 1 | Issue : 9 | September 2012 ISSN - 2250-1991.

<sup>7</sup> Dr. V Bhuvanewari and G Sudha (2016), A study on customer satisfaction towards Hindu newspaper in Coimbatore city, International Journal of Applied Research 2016; 2(10): 404-407

<b>Age (Yrs.)</b>	<b>Numbers</b>	<b>Percentage</b>
Up to 20	26	22.6
21-40	78	67.8
Above 40	11	9.6
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>Marital Status</b>	<b>Numbers</b>	<b>Percentage</b>
Married	39	33.9
Unmarried	76	66.1
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>Education</b>	<b>Numbers</b>	<b>Percentage</b>
School Level	26	22.6
Diploma	13	11.3
Under Graduate	46	40.0
Post Graduate	25	21.7
Professional	5	4.3
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>Place of Education</b>	<b>Numbers</b>	<b>Percentage</b>
City	74	64.3
Village	41	35.7
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>Occupation</b>	<b>Numbers</b>	<b>Percentage</b>
Business	9	7.8
Professional	20	17.4
Employee	54	47.0
Student	22	19.1
House wife	5	4.3
Farmer	5	4.3
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>Structure of Family</b>	<b>Numbers</b>	<b>Percentage</b>
Joint	44	38.3
Nuclear	71	61.7
<b>Total</b>	<b>115</b>	<b>100.0</b>

<b>No. of Family Members</b>	<b>Numbers</b>	<b>Percentage</b>
Up to 2	5	4.3
Three	23	20.0
Four	41	35.7
Five	26	22.6
Above Five	20	17.4
<b>Total</b>	<b>115</b>	<b>100.0</b>

No. of Earning Members	Numbers	Percentage
One	24	20.9
Two	48	41.7
Three	26	22.6
Four	10	8.7
Above Five	7	6.1
<b>Total</b>	<b>115</b>	<b>100.0</b>

Monthly Income (Rs.)	Numbers	Percentage
Up to 10000	17	14.8
10001-20000	32	27.8
20001-30000	25	21.7
30001-40000	13	11.3
40001-50000	13	11.3
Above 50000	15	13.0
<b>Total</b>	<b>115</b>	<b>100.0</b>

### Interpretation:

The above table indicates that out of 115 respondents, majority of the respondents belong to female(52.2%), the majority of respondents fall under the age group of 21 – 40 years, most of the respondents are unmarried (66.1%), most of the respondents have completed Under Graduate (40.0%), most of the respondents have completed their education in city (64.3%), most of the respondents are working as an employee (47.0%), maximum respondents are living as a nuclear family structure (61.7%), there are four members in majority of the respondents family(35.7%), mostly two members (41.7%) are as earning members in their respective family and most of the respondents (27.8%) are earning monthly in between Rs. 10001-20000.

### Introduction of Friedman Test:

The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for differences between groups when the dependent variable being measured is ordinal. It can also be used for continuous data that has violated the assumptions necessary to run the one-way ANOVA with repeated measures (e.g., data that has marked deviations from normality).

### Friedman Rank Test

Purpose reading of Online Newspaper	SA	A	NO	DA	SDA	Total	Mean Score	Rank
To know around the world	63	47	4	0	1	115	22.93	1
	54.80	40.90	3.50	(0.00)	0.90	(100.0)		
To broaden the horizon of general knowledge	38	52	21	3	1	115	19.00	3
	33.00	45.20	18.30	2.60	0.90	(100.0)		
For searching new jobs	53	38	18	2	4	115	20.15	2
	46.10	33.00	15.70	1.70	3.50	(100.0)		
For entertainment/time pass	43	42	18	11	1	115	18.37	4
	37.40	36.50	15.70	9.60	0.90	(100.0)		
To know the political trends	30	52	17	13	3	115	16.94	10
	26.10	45.20	14.80	11.30	2.60	(100.0)		
To know government schemes	40	40	28	4	3	115	17.83	5

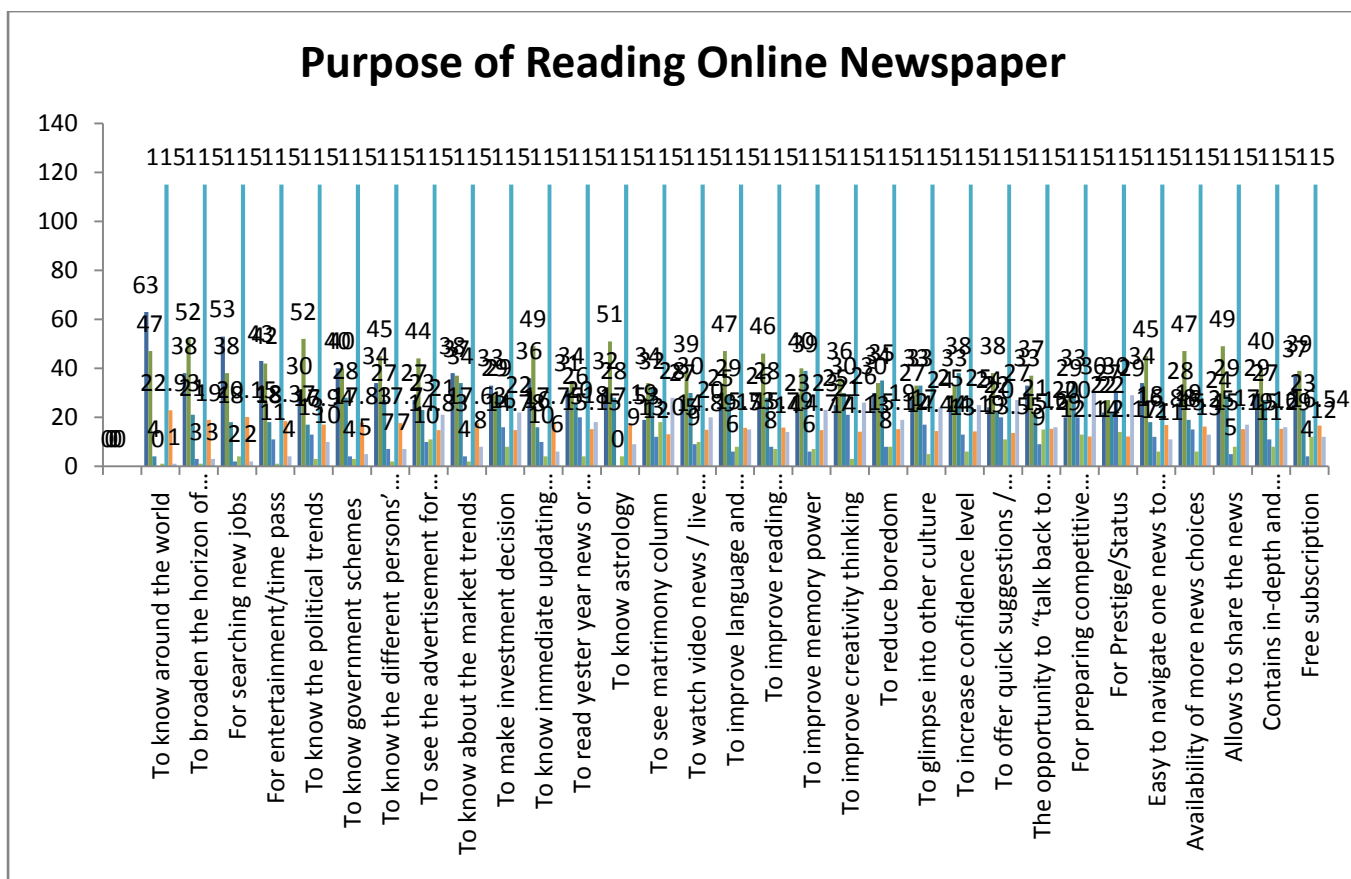
<b>Purpose reading of Online Newspaper</b>	<b>SA</b>	<b>A</b>	<b>NO</b>	<b>DA</b>	<b>SDA</b>	<b>Total</b>	<b>Mean Score</b>	<b>Rank</b>
	34.80	34.80	24.30	3.50	2.60	(100.0)		
To know the different persons' opinion	34	45	27	7	2	115	17.70	7
	29.60	39.10	23.50	6.10	1.70	(100.0)		
To see the advertisement for purchasing	27	44	23	10	11	115	14.83	21
	23.50	38.30	20.00	8.70	9.60	(100.0)		
To know about the market trends	38	37	34	4	2	115	17.63	8
	33.00	32.20	29.60	3.50	1.70	(100.0)		
To make investment decision	33	29	29	16	8	115	14.78	22
	28.70	25.20	25.20	13.90	7.00	(100.0)		
To know immediate updating news	36	49	16	10	4	115	17.75	6
	31.30	42.60	13.90	8.70	3.50	(100.0)		
To read yester year news or past day(s) news	31	34	26	20	4	115	15.15	18
	27.00	29.60	22.60	17.40	3.50	(100.0)		
To know astrology	32	51	28	0	4	115	17.53	9
	27.80	44.30	24.30	(0.00)	3.50	(100.0)		
To see matrimony column	19	34	32	12	18	115	13.05	28
	16.50	29.60	27.80	10.40	15.70	(100.0)		
To watch video news / live streaming news	27	39	30	9	10	115	14.89	20
	23.50	33.90	26.10	7.80	8.70	(100.0)		
To improve language and vocabulary	25	47	29	6	8	115	15.73	15
	21.70	40.90	25.20	5.20	7.00	(100.0)		
To improve reading habit/capacity	26	46	28	8	7	115	15.79	14
	22.60	40.00	24.30	7.00	6.10	(100.0)		
To improve memory power	23	40	39	6	7	115	14.77	23
	20.00	34.80	33.90	5.20	6.10	(100.0)		
To improve creativity thinking	25	36	30	21	3	115	14.13	26
	21.70	31.30	26.10	18.30	2.60	(100.0)		
To reduce boredom	30	34	35	8	8	115	15.12	19
	26.10	29.60	30.40	7.00	7.00	(100.0)		
To glimpse into other culture	27	33	33	17	5	115	14.44	24
	23.50	28.70	28.70	14.80	4.30	(100.0)		
To increase confidence level	25	33	38	13	6	115	14.19	25
	21.70	28.70	33.00	11.30	5.20	(100.0)		
To offer quick suggestions / comment	24	38	22	20	11	115	13.55	27
	20.90	33.00	19.10	17.40	9.60	(100.0)		
The opportunity to "talk back to the media"	33	37	21	9	15	115	15.29	16

Purpose reading of Online Newspaper	SA	A	NO	DA	SDA	Total	Mean Score	Rank
	28.70	32.20	18.30	7.80	13.00	(100.0)		
For preparing competitive examination	20	29	33	20	13	115	12.14	30
	17.40	25.20	28.70	17.40	11.30	(100.0)		
For Prestige/Status	22	27	22	30	14	115	12.17	29
	19.10	23.50	19.10	26.10	12.20	(100.0)		
Easy to navigate one news to another one news	34	45	18	12	6	115	16.88	11
	29.60	39.10	15.70	10.40	5.20	(100.0)		
Availability of more news choices	28	47	19	15	6	115	16.25	13
	24.30	40.90	16.50	13.00	5.20	(100.0)		
Allows to share the news	24	49	29	5	8	115	15.19	17
	20.90	42.60	25.20	4.30	7.00	(100.0)		
Contains in-depth and background information	29	40	27	11	8	115	15.29	16
	25.20	34.80	23.50	9.60	7.00	(100.0)		
Free subscription	37	39	23	4	12	115	16.54	12
	32.20	33.90	20.00	3.50	10.40	(100.0)		

Abbreviation: SA-Strongly Agreed; A- Agreed; NO- Neither Agreed Nor Disagreed; DA- Disagreed SDA- Strongly Disagreed.

**Interpretation:**

To identify the reason for preferring online newspapers by the readers, Friedman Rank Test is employed. From the Friedman Rank Test, it is inferred that majority of the users prefer online newspapers to know around the world immediately followed by for searching new jobs, to broaden the horizon of general knowledge and the like.





**Findings:**

- Majority of the respondents are *female ie.52.2%*.
- Majority of the respondents belong to *21-40 years age group*.
- Majority of the respondents are *single ie. 66.1%*.
- Majority of the respondents have completed *Undergraduate ie. 40%*.
- Majority of the respondents have completed their education in *city ie. 64.3%*.
- Majority of the respondents are *employees ie. 47%*.
- Majority of the respondents are having *nuclear type of family structure ie. 61.7%*.
- Majority of the respondents are having *4 members in their family ie. 35.7%*.
- There are *two members* are as earning members in majority of the respondents' family *ie. 41.7%*.
- Majority of the respondents' monthly income of family is in between *Rs. 10,001- Rs. 20,000 ie. (27.8%)*.

**Friedman Rank Test:**

- Majority of the respondents are preferring online newspaper *to know around the world and it is carried number one rank with 22.93 mean value*.

**Suggestions:**

- ✓ Online newspapers should avoid unnecessary advertisements and unnecessary links.
- ✓ Online newspapers should ensure for virus free platforms.
- ✓ Online newspapers should cover more information about the successful personalities.
- ✓ Online newspaper should ensure the accuracy of news.
- ✓ Online newspaper should publish more information which is useful to the students.

**Conclusion:**

The consumers' taste and preference never remain constant because of the attraction of new products in the market. As like, print media also have changed into online version. By changing into online version, the news reaches across the world and it yields more readers. No doubt, many a media are providing the same platform in publishing the news say television, radio, etc., but unluckily, the viewers are not residing more time in front of television and not hearing radio for gathering news because there is no option to choose the area of interest out of those media, but online newspaper is differentiated one, because it provides a perfect platform to the readers can choose and read the news according to their taste and preference and particularly it provides at free of cost. Further, the online newspapers allow the readers to read the news from all parts of the world by few clicks. Hence, the online newspaper readers are increasing day by day.