



## Consumer Buying Behaviour Towards News Paper in Bardoli City

Dharmaraj J  
Solanki

Asst. Prof., Department of Management, B.V.Patel Institute of BMC & IT, Uka  
Tarsadia University, Tarsadi, Bardoli.

### ABSTRACT

A newspaper is a regularly scheduled publication containing news of current events, informative articles, diverse features and advertising. It usually is printed on relatively inexpensive, low-grade paper such as newsprint. General-interest newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Most traditional papers also feature an editorial page containing editorials written by an editor and columns that express the personal opinions of writers. The newspaper is typically funded by paid subscriptions and advertising. By using rank analysis, this paper highlights the factor considered by the customers to shape their preference for Newspaper. Further, the study evaluates the customers buying behavior subscription decision for a particular media companies, and gives a guideline to the media companies to increase their subscriber base.

**KEYWORDS :** Newspaper, Media Companies, Subscriber Buying behavior

### INTRODUCTION:

The fast advance of television a few decades ago and the Internet in the last decade has changed people's media consumption patterns. Different media are in a continuous time battle with each other. This is also true for news media. The traditional medium, like a newspaper is, is put into an underdog position. This development earns more detailed research, especially among the future generation. This research has its focus on young adult's newspaper reading.

The Indian Media and entertainment industry stood at Rs584 bn in 2008, a growth of 12.4% over the previous year. Over the next five years, the industry is projected to grow at a CAGR (compound annual growth rate) of 12.5% to reach the size of Rs1052 bn by 2013, says a FICCI & KPMG report on the sector release. The report however, highlights that the market environment has become increasingly challenging for the sector, on the back of economic slowdown and the consequent slowdown in advertising revenues, especially in the last quarter of 2008. Sectors like TV, Print, Radio and Outdoor which depend on advertising revenues were largely affected and this is estimated to continue into the current year too. Advertising spends grew at CAGR of 17.1% in the past three years. Going forward, it is expected to exhibit a robust growth rate at CAGR of 12.4% over the next five years. Potential upsides could take this higher. Growing acceptance of the digital TV distribution technology, entry of DTH players the success of many small budget movies, and the rising competition in the regional market were some of the key highlights of the previous year. Rajesh Jain, Head Information, Communication & Entertainment, KPMG India said, "Media companies are under pressure to change, innovate and re-examine their existing business models. Players need to draw upon new capabilities to survive in this environment. In the immediate future, media corporate is likely to focus more on operating margins, and assess opportunities for consolidation, while building on core strengths."

### RESEARCH OBJECTIVES

1. To know the buying behavior of people towards news paper in Bardoli region.
2. To study consumer view regarding the newspaper.
3. To know customers preference regarding news paper.
4. To study the factors considered by consumer while purchasing the news paper.

### RESEARCH METHODOLOGY:

#### Research Design

I have selected Exploratory & Descriptive research design.

#### Data Collection

The data collection was done in two phase. In 1<sup>st</sup> phase, secondary data was collected from reference books and other web sites, So as to get information about the media (print) industry. In 2<sup>nd</sup> phase the primary data collected through survey. The Questionnaire has been used to gather data.

### Data Analysis

After a careful data collection from survey, the separating the data according to need and then feed on to excel sheet. These data are plotted on different chart for comparison. Different finding were derived out of it.

### SAMPLING PLANS:

- **Sampling Design:** Here convenience sampling has been used.
- **Sampling Size:** The sample size is 100 respondents.
- **Sampling Unit:** The sampling unit comprises the consumer of news paper across all age groups in Bardoli.

### Limitation

1. There seemed resistance and reluctance to accurate information from the respondent due to their inherent fear.
2. The data given by the consumer may be bias.
3. We have only 100 samples for survey so it is not convenient for us to measure to consumer behavior of respondents.

### DATA ANALYSIS

#### Percentage analysis

- Usefulness of newspapers in the modern era of electronic media

To improve reading skill	10
To improve vocabulary	16
Increase Knowledge	74
Other	0

#### Interpretation:

From above chart, we can say that 10% of respondents are read the newspaper for improve their reading skill, while 74% respondents are use newspaper for increase knowledge and 16% use newspaper for improving their vocabulary skill. So we can see that most of people use newspaper for improves knowledge.

- Different newspaper subscriber

Divya Bhasker	24
Gujarat Samachar	30
Gujaratmitra	16
Sandesh	30
Others	0

#### Interpretation:

From above chart, we can observe that most of respondents read Gujaratsamachar and Sandesh, 24% respondents read Divyabhasker and 16% respondents are read Gujratmitra.

- Factor(s) consider while reading the newspaper.

	1	2	3	4	5	6	7	8	9	Average	Rank
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Simple language	8	6	24	6	24	4	14	8	6	5.822	7
No.of. pages	9	6	4	24	16	20	7	8	6	4.77	8
Quality of paper	21	18	14	13	20	8	6	0	0	7.322	4
Credibility	21	22	8	6	23	12	4	4	0	7.11	5
Column	40	30	0	0	10	5	5	0	0	7.611	2
Printing	12	42	18	5	7	4	5	3	4	7.511	3
Colour pages	8	18	11	17	21	18	7	0	0	6.644	6
Quality of content	45	30	15	8	2	0	0	0	0	8.87	1
Editorial	2	8	7	5	15	29	11	11	12	4.22	9

**Interpretation:**

From the above rank test, we can say that most of the people read newspaper for good quality of content, because of they give first rank to purchase news paper which provide good quality of content and people will give second rank to those newspaper which writes, no. of column in newspaper, and then give more preference to good print design in the news paper.

In our survey, we observe that people read newspaper for increase their knowledge and improve reading skill, so that they give first preference to quality content and good printing. Some respondents give some preference to simple language for read newspaper.

➤ **Reason for subscribe/purchase particular newspaper**

Less Price	4
Good Scheme	26
Good quality	44
Good content	26
Distribution Channel	0
Others	0

**Interpretation:**

From the above chart we can see that 44% respondents purchase newspaper because of good quality and 26% read the newspaper because of the content, 26% respondents purchase news paper because of the schem provided by newspaper, 4% respondents purchase because of less price.

➤ **Like the most in this newspaper**

Business news	2
Local news	4
National news	14
Sport page	40
Supplements (Purti)	34
Column	6
Others	00

**Interpretation:**

From the above chart we can see that, we can observe that, 40% respondent's family member like to read sport pages, 34 % respondent's family member like to read supplements, 14% respondent's family member like to read national news, 6% respondent's family member like to read column, 4% respondent's family member like to read local news, 2% respondent's family member like to read business

news.

**FINDINGS**

1. Most of the respondents read Sandesh and Gujarat Samachar.
2. 74% respondents are read the news paper for increasing their knowledge.
3. Most of the respondents read the Sandesh and Gujarat Samachar because of their good quality of content.44% respondents subscribe the newspaper for the quality of content.
4. 76% respondents are influence by the word of mouth of other user.
5. Most of the respondents are interested in reading national news in the newspaper.
6. Younger people are mostly interested in reading the sport news in newspaper rather other news.
7. Most of women respondents like the supplements and column.
8. Gujarat Samachar has highest market share in Bardoli.

**CONCLUSION**

The present study clearly points to the fact that most of subscriber of news paper read Sandesh and Gujarat Samachar for increasing their knowledge. The second part of the study reveals the role of quality of news paper, in present study find that quality of content is very important factor for newspaper subscriber. Subscriber most liked to read in newspaper sport page and supplements, so news media focus on that content and quality of news paper.

**SUGGESTION**

1. The news paper manufacturer should concentrate more on national news.
2. The news paper manufacturer should concentrate on sport news also.
3. Quality of the Printing is the most important aspect, so use good quality paper.
4. Maintain the good quality of content.
5. Get the feedback continuously from the customer and know what they want to read in newspaper.
6. Newspaper Company should improve the printing, quality of content, no. of pages, increase different schemes, etc.
7. Company should do some extra creative activities that can win the trust among the people.
8. Develop the the distribution channels.

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