



Customer Satisfaction Level of the Hindu News Paper

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ABSTRACT

Customer satisfaction is moving target where customer expectations and performance standards are continuously changing with the competitors also meeting or exceeding customer requirements. In newspaper The Hindu has been playing an important role in the communication department and improvement of English language, it services to the society is wonder ful and splendid . The Hindu has to do such social oriented activities like free education and free employment benefit. The Hindu can do some modification definitely it can capture full share of the market

INTRODUCTION

The customer is the foundation of every business and keeps it in existence. He is an important visitor of our premises. He is doing a favors by calling on us. He is not dependents on us. We are dependents on him.

A successful company realizes that a satisfied customer is the best advertiser for their products. Profits are generated not from their production, product or selling efforts not from the satisfaction of customers.

Customer satisfaction is moving target where customer expectations and performance standards are continuously changing with the competitors also meeting or exceeding customer requirements.

Whether the buyers satisfied after purchase depends on the officer's performance in relation to buyer's expectations. In general "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his/her expectations".

As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch, when a better offer comes along. Those who are highly are much less ready to switch. A high satisfaction of delight creates an emotional affinity with the brand and not rational preference and the result is high loyalty.

Buyers Expectation:

Their expectations are influenced by their past buying experience friends associated advice, marketers and competitor's information and promised. If marketers raise the expectations too high, then the buyer is likely to be disappointed. For example holiday in ran a campaign a few years ago called "no surprise". But hotel guest still encountered a host problems and holiday in had to withdraw campaign. However if the company sets expectations too low, it won't attract enough buyer (although it will satisfy those who do buy).

Some of today's most successful companies are raising expectation and delivering performance to match. Thus compa-

nies are aiming for TCS-total customer satisfaction" Xerox", for example held a campaign on" total satisfaction"

Definition:

Customers are the focus of marketing a force the modern marketing concept spells out the real significance of buying behavior. All elements of marketing mix are highly integrated with one another. They are seen through the eyes of the consumers and are coordinated, so as to product the best benefits and optimum satisfaction for the customers.

As on today, companies are playing a tough competition. The customers have a wide choice of brand to select from in order to have a wide choice of competition. The companies have to do a better job of meeting and satisfying customer's needs and then their competitions. The automobile motors and marketer are also no expectations from this scenario.

According to Philip khotler, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his/her expectations'.

The highly satisfied customer:

- Stays loyal longer
- Buys more as long the company introduces new products & when its upgrades its existing products
- Talks favorably about the co & its products
- Pays less attention to competing branch and advertisement & its sensitive to price
- Offer products services ideas to the company
- Costs less to service then the new customer because transactions are routine.

Customer from their expectation on the basis message received from the sellers, friends & other information sources. If the seller exaggerates the benefits, consumer's well experienced disconfirmed expectations & performance, the greater is consumer's dissatisfactions.

Some consumers magnify the gap when the product is not perfect and they are highly dissatisfied. Other consumers minimize the gap under less unsatisfied.

HOW TO KEEP CUSTOMER SATISFIED

There are 6 basic elements for keeping customer satisfied; they are

1. Quality
2. Fair price

3. Efficient delivery
4. Effective and economical after sales services
5. Commitment
6. Excellent customer handling

Quality product:

In today's competitive market, where customers have a choice of what, from whom and to buy, it has necessary to provide quality product. A quality is one that designed to serve the customer the best.

Fair price:

Companies that offer a price for products are better able to compete in the market.

Efficient delivery:

It is important to deliver the product to the customer as fast as possible.

GOOD CUSTOMER HANDLING SKILLS:

In the presents and future, the company has plans to have a cutting edge with its competitors through superior customer handling skills.

OBJECTIVES

1. To study the customer behavior towards the news paper "The Hindu"
2. To study the personal and socio- economic background of the respondents
3. To find out news paper coverage about social problem
4. To expose suggestion to improve the Hindu newspaper
5. To study the reader's satisfaction level
6. To analyze the news paper buying behavior and reading time
7. To study about the satisfaction level of the customer towards the price of the news paper.

LIMITATIONS OF THE STUDY

- ❖ The study was limited to specific number of respondents, which didn't cover the whole population, and this can't be a total opinion of all the customers.
- ❖ The study was conducted during particular period and it is a time bound study.
- ❖ As it was a time bound study the coverage of information in finding out the customer satisfaction is limited by a number of questions.
- ❖ The most of the subscribers change their newspaper within a short period or subscribing additional newspaper. So the comparison, which happens always in their life, created and leads to dissatisfaction.
- ❖ In the fast life, subscribers do not allot more than 10 minutes daily for reading news.

RESEARCH METHODOLOGY

For achieving the objectives of study, survey was conducted. For survey, personal interviews of the Managements & workers were undertaken. Personal interviews were selected as the mode of survey to make the study more meaningful & so that maximum information could be collected. For conducting the personal interviews of the workers, a questionnaire was made. The questionnaire was structured with open ended & close ended questions.

The managements was interviewed on various aspects likely to have impact on the quality of work life & on the turnover of the employees viz. no. facilities provided to the employees, procedure for the promotions, increments in pay, bonus schemes incentive sector etc. given to the employees.

Sample Size

A total of 100 samples were collected from the employees as for convenience.

Types of Data

The collected information is from primary data and secondary data. The primary data were collected through structure questionnaire. Both open ended and closed ended question were included in the questionnaire. The secondary data were collected from some website, journals, and books.

Sampling technique

Here simple random sampling it used, simple random sampling is alone as chance sampling or probability sampling where each one of the possible sample in case of in front universe has the same probability of being selected.

Analytical tool used

Analytical technique are used to obtain finding are arranged the information in a logical sequence from the raw data collected. After tabulation of data the

Simple percentage analysis

- ❖ Simple percentage analysis

FINDINGS

1. Among the total 80 respondents, 43 percent of the respondents were male while remaining 37 percent of the respondents were female.
2. From the study undertaken, out of the total number of respondents are falling under the age group of 15-60 years.
3. From the study undertaken, out of the total number of respondents, (20 percent) are graduates and (36 Percent) are post graduate.
4. From the survey undertaken 36% of the respondents are students.
5. From the study undertaken, nearly half 49% has an income level between Rs. 10001-Rs.20000
6. The collected data shows the entire respondents reads Hindu Newspaper regularly.
7. The collected data shows nearly half of the respondents 47% get information about the newspaper from relatives.
8. The collected data shows majority 40% respondents reads the newspaper daily for half an hour.
9. The data shows that 33% of the respondents read Hindu newspaper regularly for past 1 to 2 years.
10. The collected data shows majority 41% respondents reads the news paper due to availability of quality information.
11. More than half 51% of the respondent's feels Hindu newspaper had good paper quality.
12. 60% of the respondents are satisfied with the price of the newspaper.
13. 68% of the respondents feel that the newspaper covers social news effectively.
14. More than half 43% of the respondents are satisfied with the extra news available in the supplementary.
15. More than half 40% of the respondents feel satisfied with the classified advertisement given.
16. Nearly half 38% feels Hindu newspaper has good features.

SUGGESTIONS

From the past study and finding the subscribers suggestion can be understand clearly. The suggestions are as follows:

- ❖ This newspaper should cover the international news more and more level.
- ❖ This newspaper should cover the free page of District news daily.
- ❖ For the benefit of the students the paper should publish the past years question with answers at the beginning of the years they usually publish it nearly to the exam time.
- ❖ It should cover less political advertisement even though they charge such amount for it.
- ❖ It should try cover less miscellaneous news.
- ❖ It is better to publish all the news in the reasonable pages at the reason noble price, because more paper creates wrong thinking about the news and the newspaper.
- ❖ The Hindu newspaper should divide the quality of papers.

CONCLUSION

The Hindu has been playing an important role in the communication department and improvement of English language, it services to the society is wonderful and splendid . It develops the business and employee and employer students and all knowledge fully The Hindu has to do such social oriented activities like free education and free employment benefit.

Their service is reachable to all the class people and in future to it has to be developed in the entire field to survive and

face the competitors. From this study The Hindu after such changes definitely it can capture full share of the market.

The project has given me an idea about the operation of The Hindu newspaper and their circulation. The experience gained in the projects given me an opportunity to built up brings between the theoretical knowledge and practical functions.