



People's Experience Towards Divyabhaskar Newspaper in Surat City

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ABSTRACT

'Newspapers have always been a source of information and news for all the ages. The new media has expanded the horizons for news and information gatherers, but the focus of this study remains Newspaper. This survey is designed to find out about divyabhaskar Newspapers liking. With reading news paper of divyabhaskar people are satisfied or not and what they want from the Newspaper. As Newspapers carry vital information that are not available on any other information sources, therefore in this paper it will find out what are the people's preference of getting news details Newspapers of other information sources. In this paper it will also try to find out the impact of these divyabhaskar Newspaper readership.'

Keywords: Newspapers, readership, media

Introduction:

The Industry Printing is a process for reproducing text and image, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process, and is an essential part of publishing and transaction printing.

Indian print media is one of the largest print media in the world. The history of it started in 1780, with the publication of the Bengal Gazette from Calcutta. James Augustus Hickey is considered as the "father of Indian press" as he started the first Indian newspaper from Calcutta, the Calcutta General Advertise or the Bengal Gazette in January, 1780. In 1789, the first newspaper from Bombay, the Bombay Herald appeared, followed by the Bombay Courier next year (this newspaper was later amalgamated with the Times of India in 1861). The first newspaper in an Indian language was the Samachar Darpan in Bengali. The first issue of this daily was published from the Serampore Mission Press on May 23, 1818. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali, the Bengal Gazette. On July 1, 1822 the first Gujarati newspaper the Bombay Samachar was published from Bombay, which is still extant.

The first Hindi newspaper, the Samachar Sudha Varshan began in 1854. Since then, the prominent Indian languages in which papers have grown over the years are Hindi, Marathi, Malayalam, Kannada, Tamil, Telugu, Urdu and Bengali. In 1997, the total number of newspapers and periodicals published was 41705, which include 4720 dailies and 14743 weeklies. The highest numbers of newspapers was published in Hindi, 16864.

The Indian Print Media industry is estimated to have grown by 7.6% in 2008 and reaching around INR 172.6 billion in size. The industry is projected to grow at a CAGR of 9% over the next five years and reach around INR 266 billion in size by 2013. As per PwC report, the print industry is expected to grow from Rs 128 billion in 2006 to Rs 232 billion by 2011, at 12.6% CAGR. While the newspaper industry is estimated at Rs 112 billion, the magazine segment is valued at Rs 16 billion.

The print media is divided on the basis of the languages. Out Of the daily newspapers, 46% are vernacular, 44% are in Hindi and 10% are English. Approximately 7% of the popula-

tion in urban areas read English-language newspapers, compared to a readership of only 0.3% of the population in the rural areas.

There are two basic sources of revenue for the newspapers:

1. Advertising:
The bonus of making a profit after all costs is on the advertising revenue.
2. Circulation:
The circulation revenue recovers only a part of the cost of producing a newspaper

In print media industry the labor market is highly skilled. Number of employees is the sole basis of the industry. Skilled labors required are press operator, information system analyst, HR, reporter, journalist, editor, librarian, sales supervisor, promotion manager, publisher, general manager, web manager.

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Objective of Study

Primary objectives:

The primary objective is to know the experience of people towards divya bhaskar newspaper in surat city.

Secondary objectives:

- * To know the satisfaction level of people who read the Divya Bhaskar newspaper.
- * To know the people's opinions towards Divya Bhaskar newspaper.
- * To know the availability or effectiveness of distribution channel of Divya Bhaskar newspaper.

Research hypothesis:

Research design:

We use descriptive research design in the report, in it we fill up questionnaire through personnel interview.

Sample Design

- Sampling Design: we use non-probability sampling for the research.
- Sample Size: The sample size is 100 respondents.

Sampling Unit: The sampling units are the people who read the Divya Bhaskar newspaper.

Duration for data collection:

Data collection period is from 15th December 2011 to 31st January 2012.

Research Instrument:

We will use questionnaire with personnel interview as a research instrument.
Data Collection

Primary source:

The necessary data required for the study was collected through structured questionnaire.

Secondary source:

Our secondary sources of data collection are:

- * Internet
- * Marketing Research, G. C. BERRY
- * Past years report given by firm

Findings

- * Out of total respondents 86% respondents read the news through news paper and rest 14% are read through news paper and online (internet) both.
- * From data analysis, it is found that respondents are reading Divya Bhaskar newspaper on daily bases. The percentage is 66%
- * Most of the respondents around about 52% are used to read two news papers daily.
- * According to data analysis 80.6% respondents prefer Gujarati language news papers compare to English, Hindi and other language news paper.
- * Preference of respondent for reading a Divya Bhaskar newspaper is high (59.50%) than other such newspaper like Sandesh, Gujarat samachar, times of India, financial express and other newspaper.
- * Divya Bhaskar newspaper read by respondent mostly between 1 to 15 minutes, those respondents are 29% of total sample size.
- * On an average the respondents give more preference to the availability and offers given by the Divya Bhaskar news paper than other factors like price, content, supplements etc.
- * Respondents getting their newspaper mostly at their home than other places of getting newspaper i.e. 70%.
- * Mostly respondents agree with that the Divya Bhaskar news paper contain useful things and make them smarter, it nearest to 4(3.39), and make them anxious, that is also nearest to 4(3.35).
- * 52% of total respondents are of age between 26 years to 45 years.
- * 42% male and 58% female read Divya Bhaskar newspaper. Most of female are reading a newspaper of Divya Bhaskar.
- * Divya Bhaskar newspaper mainly read by educated people (39%) who are Graduate.
- * 59% people who read Divya Bhaskar newspaper are married and 41% people who read Divya Bhaskar newspaper are unmarried. Most of people who read Divya Bhaskar newspaper are married.
- * It is found that on an average the people have good or positive experience and opinion towards Divya Bhaskar news paper.

Recommendation or Suggestions

As per the research conducted the researcher give some suggestions to the Divya Bhaskar news paper as below:

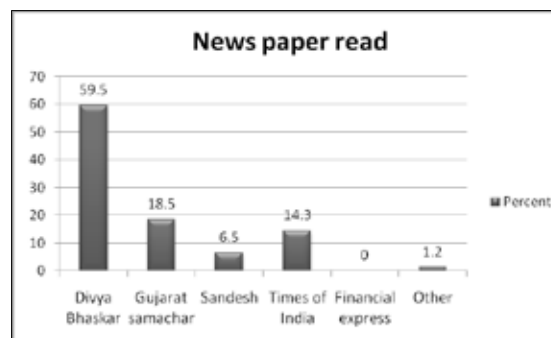
- a) Divya Bhaskar news paper should cover more news compared to advertisement.
- b) Divya Bhaskar news paper should increase the sports news, educational news and business news.
- c) Divya Bhaskar should enhance the portion of local news compare to other.
- d) Divya Bhaskar news paper also has to increase health care and cooking information.

e) Divya Bhaskar news paper has to restart the coupon or gift system again.

Table.1- Preference of Newspaper

Newspaper read	Percent	Number
Divya Bhaskar	59.5	100
Gujarat samachar	18.5	31
Sandesh	6.5	11
Times of India	14.3	24
Financial express	0	0
Other	1.2	2
Total	100	168

Figure-1 Preference of Newspaper



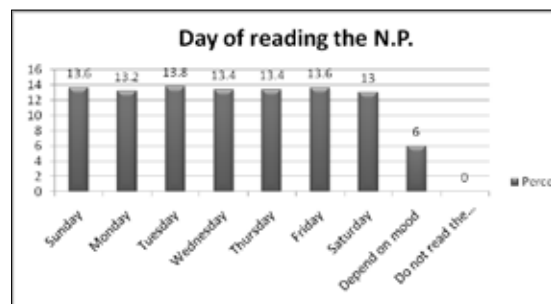
Interpretation

According to above chart 59.5% (100) respondents read the Divya Bhaskar newspaper, 18.5% that is 31 respondents are read Gujarat samachar with Divya Bhaskar, 6.5% that is 11 are read sandesh with Divya Bhaskar, 14.3% that is 24 read Times of India with Divya Bhaskar and other 1.2% that is only 2 respondents are read other newspaper mostly the Gujarat Mitra.

Table-2 Preference on the basis of day for reading newspaper

Day of reading the N.P.	Percent	Number
Sunday	13.6	68
Monday	13.2	66
Tuesday	13.8	69
Wednesday	13.4	67
Thursday	13.4	67
Friday	13.6	68
Saturday	13	65
Depend on mood	6	30
Do not read the newspaper	0	0
Total	100	500

Figure-2 Preference on the basis of day for reading newspaper



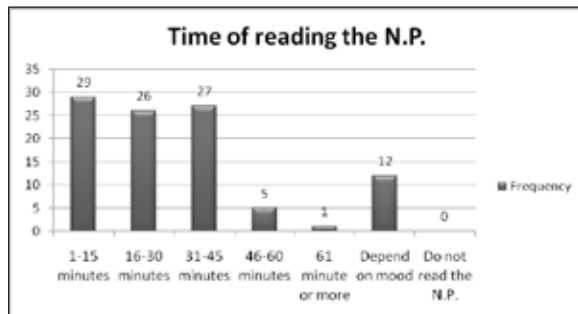
Interpretation

According to above chart it is found that Out of total 100 respondents 13.6% respondents are read the newspaper on Sunday, 13.2% are on Monday, 13.8% are on Tuesday, 13.4% are on Wednesday, 13.4% are on Thursday, 13.6% are on Friday, and 13% are read the newspaper on Saturday means on an average 13% respondents are read the newspaper on daily basis and mainly 6% that is 30 respondents are read the newspaper depend on their mood.

Table-3 Time Duration of reading newspaper

Time of reading the N.P.	Frequency	Percent
1-15 minutes	29	29
16-30 minutes	26	26
31-45 minutes	27	27
46-60 minutes	5	5
61 minute or more	1	1
Depend on mood	12	12
Do not read the N.P.	0	0
Total	100	100

Figure-3 Time Duration of reading newspaper



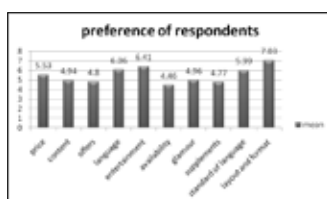
Interpretation

According to above chart it is found that Out of total 100 respondents 29% respondents are read the newspaper 1to15 minutes, 26% are read 16 to30 minutes, 27% are read 31to45 minutes, 5% are read 46 to60 minutes, 1% are read 61 minutes or above, and 12% are read depend on their mood. According to above chart more respondents are read the newspaper up to 15 minutes.

Table-4 Preference towards particular factors for Newspaper reading

Tpreference towards particular factors	mean
Offers	4.8
Language	6.06
Entertainment	6.41
Availability	4.46
Glamour	4.96
Supplements	4.77
Standard of language	5.99
Layout and format	7.03

Figure-4 Preference towards particular factors for Newspaper reading



Interpretation

According to above chart the respondents are give more preference to availability, supplements, offers, content, and glamour news. The respondents give less preference to price, standard of language, entertainment and layout & format of the newspaper.

Table-5 Availability of Newspaper

Availability of newspaper	Frequency	Percent
Do not get the newspaper	0	0
Do not get in a regular way	1	1
Delivered to my home	70	70
Delivered to my workplace	10	10
Read someone else's copy	15	15
Purchase from a store	4	4
Total	100	100

Figure -5 Availability of Newspaper



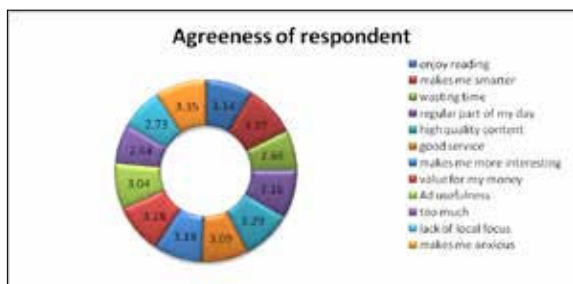
Interpretation

According to above chart most of the respondents that is 70% are get the newspaper at their home, 10% are get at their workplace, 15% are read the copy of someone else, 4% are purchase from a store, and 1% cannot get the newspaper in a regular way.

Table-6 Feelings for reading newspaper

Agreeness of respondents	Mean
Enjoy reading	3.14
Makes me smarter	3.39
Wasting time	2.66
Regular part of my day	3.16
High quality content	3.29
Good service	3.09
Makes me more interesting	3.18
Value for my money	3.28
Ad usefulness	3.04
Too much	2.64
Lack of local focus	2.73
Makes me anxious	3.35

Figure-6 Feelings for reading newspaper



Interpretation

According to above chart on an average the respondents are agree that they get enjoy, they get some knowledge and make them anxious & more interesting by reading the Divya Bhaskar newspaper, they also agree that the Divya Bhaskar newspaper is daily part of their day, it contain high quality, provide good service and even the advertisement is also useful for them.

Conclusion:

On the basis of research it is found that people feels happy to read Divya Bhaskar. It is admired by educated people; their overall experience with Divya Bhaskar is satisfactory and also needs more value edition in terms of news.

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