

Reading habits of News paper Readers-an investigative study by Dr. Kiran G^[a] & Dr. NilaChotai^[b]

Abstract

The study on reading habits of newspaper reader's was an effort to basically understand readers reading habits towards the newspaper which they buy or subscribe from the market and this study will help the publishing houses to understand the readers carefully which will indeed help them to design their strategies in a better way for the new market penetration and also for the new product development and this study is been conducted in a metropolitan city like Bangalore as the circulation and also the readership is large in number and various analytical tools like cross tabulation and also chi square tests are been executed for the study to arrive at the best results.

Key Words: Newspaper, Reader's, English dailies, customer

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1. Introduction

Today Newspapers are considered to be the best source of news and information. In many respects it is also a medium of communication among the peoples across the world. There are more than thousands of newspapers that are published around the world. Readers are keen and have got desire of learning more and more about the affairs and news of the world. This has made possible because of the spread of education throughout the world which has improved the curiosity of people to learn about new things in the society. As a source of information, the newspaper is almost indispensable to those who are eager to acquire knowledge. These newspapers cover various news from the distant corners of the world. That Information which is of high importance would arrive almost early as possible. As a result of the technology and others related factors, readers everywhere are getting information about the most important happening event in the world very quickly and within a short span of time.

The world is getting closer and closer everyday with the advancement of technology and media. The integrated communication system has developed among the nations. Newspaper is as a strong source of media of communication which provide us all current information of various countries with a very short duration. It plays a vital role in developing the civilization and the society. Reading of any newspaper, magazine, journal or any article has helped the readers as a source of knowledge, of happiness, of pleasure and even moral courage sometimes even as an entertainment. In today's world with so much eager to know and to learn has developed the need which has increased the importance of reading among the readers.

2. Review of Literature

The newspaper association of America (NAA) and the American society of newspaper editors (ASNE) (2011) in the research they conducted on ‘**The Power to grow Readership**’ in this research they indicated that there is an urgent need for newspapers to understand and measure how readers use the newspaper. Using this approach, newspapers have come out with the result that the opportunities can be improving on major parts of the newspaper. There are clear directions about where the biggest opportunities lie and the research clearly indicated that the service excellence, content emphasis (including advertising content), Emphasis on local news, and quality of news would make a difference in increasing the readership.

Mary Nesbitt and John Lavine(2012)in theirresearch paper on ‘**Reinventing the Newspaper for Young Adults**’.In this research they try to explain when given a choice between traditional Newspaper and E-paper content that has been intentionally chosen and presented to improve their reading experience, young adult readers clearly and strongly prefer the Traditional Newspaper. It was very clear that there are many definite reasons to choose Traditional Newspaper.” Now it’s a time for newspapers and publishing houses to develop and test a variety of approaches and use those experiences to increase the Readership.

Mary Nesbitt & Steve Duke (2008) in theirresearch paper on ‘**The Experience of the newspaper**’was clearly a favourite over the other former research, It was asked to the respondents to answer questions about various issues which interests in the Newspaper which no other media’s does. They had various areas of interest which attracted them to read newspapers than any other media’s which are the editorial columns, in detail information and facts and figures which can be remembered. The preference was seen both in reactions to individual elements and in assessments of the pages overall. It was favourablepercent of respondents rated that newspaper experience is good or excellent, compared with the percentage with any other Medias. It was also said they would be very or extremely likely to read the newspaper more often. The experience of reading the newspaperwas more likely a self motivation. The newspaper reading experience intensified three experiences editorial columns, in detail information and facts and figures which can be remembered give them something to talk about it & grabs their attention.

Mary Nesbitt & Steve Duke (2009) in theirresearch paper on ‘**Inside pages**’ A clear realistic comparison was made between the different types of news and the advertisement that appeared in the newspaper in which most of the respondents came with the responses over the old newspaper advertisement and new types of advertisement is more interesting it Makes them feel as if they learned something and it Would cause them to mention something to family/friends it Seems to look out for their interests it was also found out that It can be stored in the internal memory since it has got a visual appealing, attractive layout design, Messages, colour contrast etc.. This makes it easier to get information with in the short period of time.

Mary Nesbitt & John Lavine (2004) in their research paper on ‘**Reaching New Readers: Revolution, not Evolution- US Newspaper Industry**’ The study revealed that the Newspapers that wanted to forge strong bonds with the existing readers and to reach out the new readers and prepare them to be the loyal readers of the newspaper. It was a great revolution that the US Newspapers made to attract to retain the existing and the new readers. The simple truth is that newspapers spent too much time and resources making improvements around the edges that will benefit older, more loyal readers and give “Royal experience” or “brand experience” to the new readers and make them feel great about the newspaper they read and its relevance to their lives.

Todd McCauley (2004) In his research paper ‘**Key Newspaper Experiences**’ quoted the findings, The New Readers study reveals that various readers “experience” the newspapers in many distinct and various measurable ways that are closely linked with the attributes they receive whether they read more, or whether they read less. Many of the newspaper reading experiences identified in the study are positive they are associated with higher readership (Motivators) they are motivated with various factors which are associated in the newspaper which makes them get more involved in the newspaper. Some are negative and they are linked with lower readership (Inhibitors) due to low interest towards reading the newspaper and it has become just a routine experience for them to have a glance on the newspaper and few buy it only for the brand experience they get from the newspaper. Improving existing products and creating new products around these experiences represent, in their opinion, the industry’s best opportunities for impacting readership in meaningful ways.

Readership Institute Media Management center (2011) in their research paper ‘**What contents make the Readers satisfied**’. The results of this study paint an exciting picture for newspapers. Using the most rigorous methods possible, a picture emerges of readers who understand what newspapers offer. It was quite interesting outcome from the research that content of the newspaper matters a lot to the readers, and even without prompting also readers recognizes differences in coverage of the newspaper. Many findings confirm what editors instinctively know, that increasing the quantity of coverage, changing how the news is written and promoting content more effectively makes a difference. Changing content can definitely increase the satisfaction level of readers and that satisfaction has the real potential to translate into higher readership.

Todd McCauley and Jonson (2004) in their research paper titled ‘**Research on the Effects of Childhood Exposure to Newspapers on Adult Readership**’. This study shows a relationship between exposure to news and newspapers in childhood and reading newspapers as an adult. The research provides statistical evidence that children who grow up in homes where news is regularly read and discussed tend to read newspapers more as adults. Children who were exposed to a newspaper through class-related activities in school also show higher newspaper readership as adults than those who had no such exposure. Of the two types of exposure as discussed above, “children who read at home” has the greater impact on adult

readership. The implications are that newspapers should look for opportunities to foster newspaper usage among children in the home as well as schools and should promote and perhaps facilitate discussions about news between parents and children. To ensure that the children have the access to the newspaper from the early stages of life is important. To make them to read the newspaper in the early stages of childhood the publishing house should concentrate more on class room learning supporting contents which definitely influence and instigate the parents to make their child read the newspaper regularly and the same gets habituated in their adulthood also. But it's also necessary to feature and promote content that children will talk about and to present it in engaging ways.

3. Objectives of the study

To understand the reading habits of the newspaper readers in Bangalore city with special focus on national English dailies only through which the publishing houses can establish a better business opportunity with the readers.

4. Statement of the problem

In this Competitive Market for any business where the survival has become a big question mark with the paradigm shift of customer expectations from Customer satisfaction where the company has to continuously improve on the products and services offered in order to meet the pace of the customer expectation. The advancement and technological development has made the customers to be smart by providing with the ample of information to buy the best product or services in the market. Among the various mass media the newspapers is considered to be one of the best sources of in detail information which is quite quick and accurate enough for the development of the individual in the society.

5. Research Methodology

Sample Design

The sample includes only those respondents who are the in age group of 20 years and above. The sampling procedure used for the Study will be purposive sampling. The purposive sampling technique was used for the study to focus on particular characteristics of the population that are of research interest which will best enable to get the accurate answer for the research questions.

Research Instrument:

Questionnaire method interviewing was done in the form of face to face interviews. Open ended question and close ended question were included in the questionnaire and most of questions are in 5 point likert scale. The questionnaires consist of a set of questions, asked to the respondent for his/her response. The questionnaire is structured and non-disguised, done in prearranged order and where the object of research can be revealed to the respondent. The questionnaire has under gone the reliability and validity test and concluded that the scale has good reliability.

Sample size:

Since the universe constitutes a large number of people who could be the readers of the newspaper, appropriate sampling technique is required to have the right sample representative of the population from which meaningful conclusion could be drawn. From the Audit Bureau of Circulation (ABC) report 2014 Bangalore has got 11, 35,766 national English dailies circulated every day out of which 7, 40,000 copies are considered as the paid circulation copies. Hence a Purposive Sampling Technique has been adapted on the basis of total number of circulation of English dailies in Bangalore city and also considering the unsold copies, with the help of sample size calculator formula through a website surveysystem.com a tool to calculate the sample size it is been determined as 624 by considering 95% confidence level and 5% of confidence interval with the total population.

Data Collection

Primary Data:

Primary data required for the study was collected by means of structured questionnaire which was administered to the respondents based on the researcher judgement in different places like corporate, government offices, residences /buildings, Apartments, up market, shopping centres, colleges, eating joints at Bangalore city only and an insight on industry practices was derived from the discussions with Managers, executives and newspaper vendors. These discussions were critical in developing direction for the study and design of data collection plan. The primary data required for the study was collected from both male and female respondents. To make the sample composition diverse and representative of the population concerning to the study. The sample was drawn from following occupations

- Business men
- Self Employed
- Government & Private Sector Employee
- Academicians
- Students
- House wives
- Retired people

Secondary Data

Secondary information regarding the different types of newspaper published, circulation of the newspaper, reach of different media, Industry reports etc. were collected from a number of sources like ABC reports, Newspapers, magazines, books, journals, IRS reports and reports from different Media houses. The magazines and journal like Journal of marketing, journal of Advertising, Communication Research, Economics, Advertising World, Harvard Business Review, Audit Bureau of Circulation website etc, data pertaining to the circulation was collected from Audit Bureau of Circulation (ABC) and IRS, NRS reports, lot of information was collected from IIM Bangalore, Central Library Bangalore, Departmental library of Journalism and Mass communication Jain and Christ university also found very useful for the research work. Electronic database like PROQUEST, EBSCO & J-GATE made this research work rich in terms of literature review and problem formulation.

Tools and Techniques for Data Analysis

The collected data has been prepared primarily through percentage for tabular and graphical presentation. Preparing the data for computer application, they were coded as per requirement. The data were tabulated, cross tabulated and wherever required subjected to statistical tool for proper analysis. Raw data were transferred to an excel spreadsheet, so as to use for tabulation and cross tabulation. Depending upon the objectives, data were analyzed by specific statistical tools. The results were interpreted in the form of graph and tables as per need. The data was analyzed statistically using descriptive statistics which includes test like frequency distribution, Cross tabulation, Chi- Square Test, weighted average with the help of SPSS software. The descriptive statistics, including frequency and percentage were used to provide a general picture of the demographic factors and reading habits of the newspaper, Chi Square Test (X^2) were used to test the relationship between the research variables cross tabulation was adopted for the study to know the relation between two different variable and weighted average was used to get the average scores of the frequency and distribution tables.

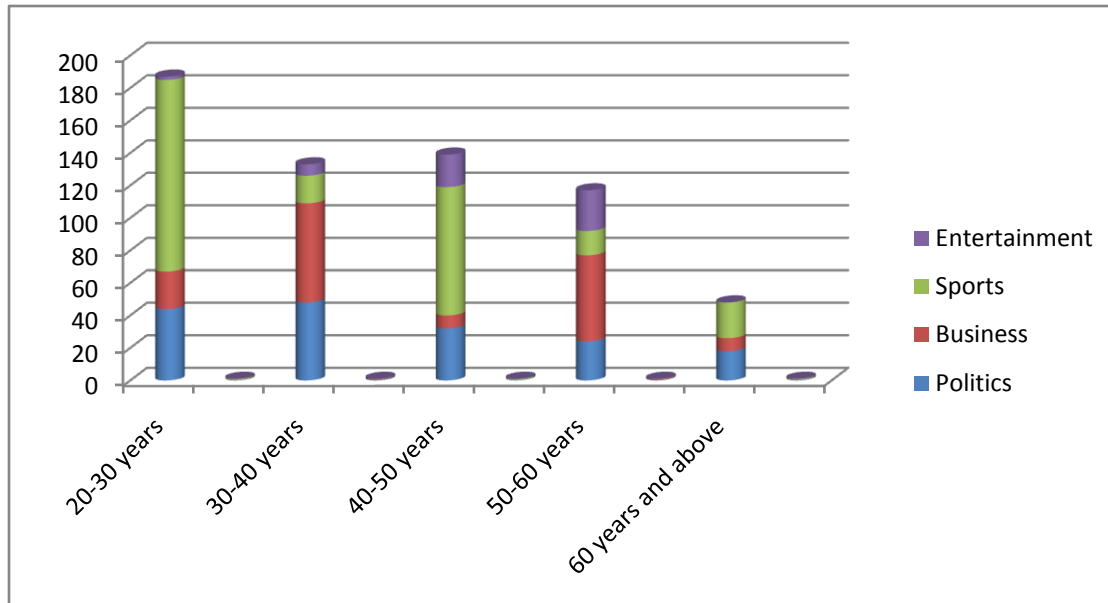
6. Data analysis

Reading habits of Newspaper Readers:

Table 6.1 Showing Cross Tabulation Between Age and the Type of News which they Like to Read

	Age	%	Politics	Business	Sports	Entertainment	Total
Age	20-30 years	Count	44	23	118	2	187
		%	23.50%	12.30%	63.10%	1.10%	100.00%
	30-40 years	Count	48	61	17	7	133
		%	36.10%	45.90%	12.80%	5.30%	100.00%
	40-50 years	Count	32	8	79	20	139
		%	23.00%	5.80%	56.80%	14.40%	100.00%
	50-60 years	Count	24	53	15	25	117
		%	20.50%	45.30%	12.80%	21.40%	100.00%
	60 years and above	Count	22	8	18	0	48
		%	45.80%	16.70%	37.50%	0.00%	100.00%
	Total	Count	166	153	251	54	624
		%	26.60%	24.50%	40.20%	8.70%	100.00%

(Source: Primary data- Field Survey)



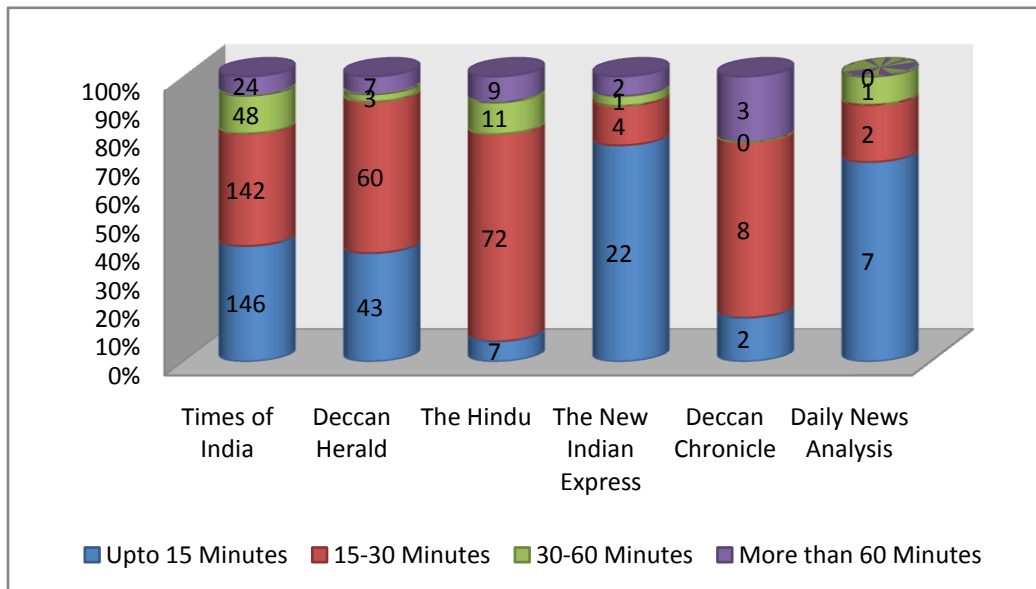
Graph 6.1 Showing the Cross Tabulation Between Age and the Type of News Which they Like to Read

The cross tabulation showing the age of the readers and the type of news which they like to read most, the study has covered various age groups such as 20-30 years, 30-40 years, 40-50 years, 50-60 years and 60 years and above, so the cross tabulation was calculated to see if there is any association between the age of the respondents and the type of news they read. It was found out that respondents who are in the age group of 20-30 years (63.10%) like to read the sports section, the age group between 30-40 years (45.90%) like to read the business section, age group between 40-50 years (56.80%) also like to read the sports section, the age group between 50-60 years (45.30%) like to read the business section and lastly the age group of 60 years and above (45.80%) like to read the political news.

Table: 6.2 Cross Tabulation between Newspaper and the Amount of Time Spent on Reading the Newspaper

	Newspaper	Upto 15 Minutes	15-30 Minutes	30-60 Minutes	More than 60 Minutes	Total
Newspaper	Times of India	146	142	48	24	360
	Deccan Herald	43	60	3	7	113
	The Hindu	7	72	11	9	99
	The New Indian Express	22	4	1	2	29
	Deccan Chronicle	2	8	0	3	13
	Daily News Analysis	7	2	1	0	10
Total		227	288	64	45	624

(Source: Primary data- Field Survey)

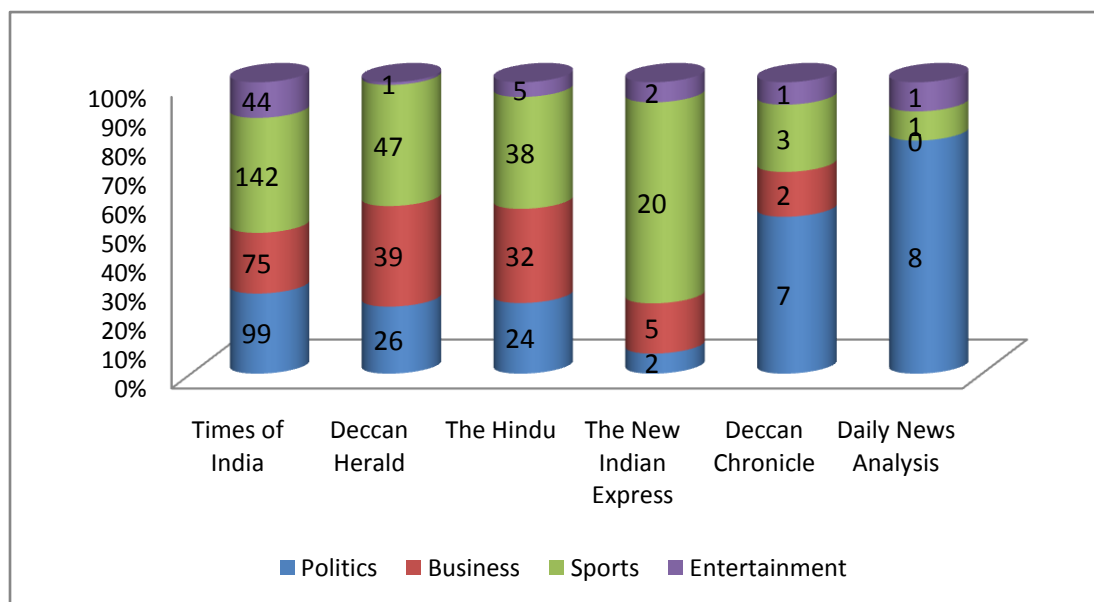


Graph 6.2 Showing the Relationship between Newspaper and the Amount of Time Spent on Reading the Newspaper

The above table shows the cross tabulation between the different newspaper and the amount of time spent on reading the newspaper where majority of the readers of The Times of India (146) readers read it for 0-15 minutes, majority of the Deccan Herald readers (60) read it for 15-30 minutes followed by (72) readers of The Hindu also read it for 15-30 minutes. So it can be concluded that majority of the readers overall would read the newspaper for minimum of 15 minutes and maximum of 30 minutes.

Table: 6.3 Cross Tabulation between the Newspaper and the Type of News which Readers Like to Read

	Newspaper	Politics	Business	Sports	Entertainment	Total
Newspaper	Times of India	99	75	142	44	360
	Deccan Herald	26	39	47	1	113
	The Hindu	24	32	38	5	99
	The New Indian Express	2	5	20	2	29
	Deccan Chronicle	7	2	3	1	13
	Daily News Analysis	8	0	1	1	10
Total		166	153	251	54	624

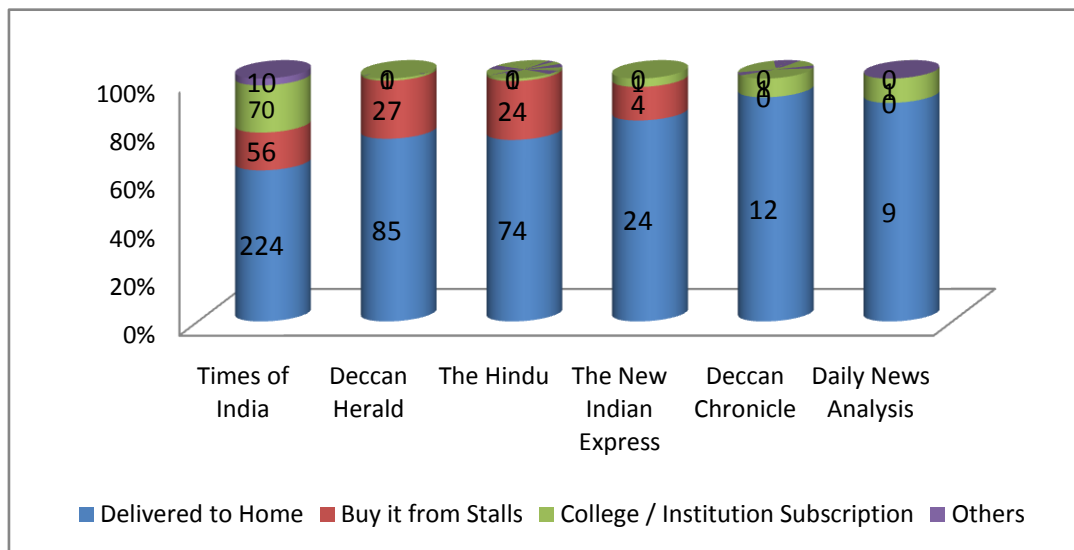


Graph 6. 3 Showing the Relationship between the Newspaper and the Type of News which they Like to Read

The above table showing the cross tabulation between the different newspaper and the type of news which the reader like to read from it. Where majority of the readers of The Times of India (142) readers like to read sports item in it, majority of the Deccan Herald readers (47) also like to read sportssection followed by (38) readers of The Hindu also read the sports section in it. So it can be concluded that majority of the readers across all the newspaper likes to read the sports section in it.

Table 6.4 Cross Tabulation Between the Newspaper and the Mode of Subscription of the Newspaper

	Newspaper	Delivered to Home	Buy it from Stalls	College / Institution Subscription	Others	Total
Newspaper	Times of India	224	56	70	10	360
	Deccan Herald	85	27	1	0	113
	The Hindu	74	24	1	0	99
	The New Indian Express	24	4	1	0	29
	Deccan Chronicle	12	0	1	0	13
	Daily News Analysis	9	0	1	0	10
Total		428	111	75	10	624

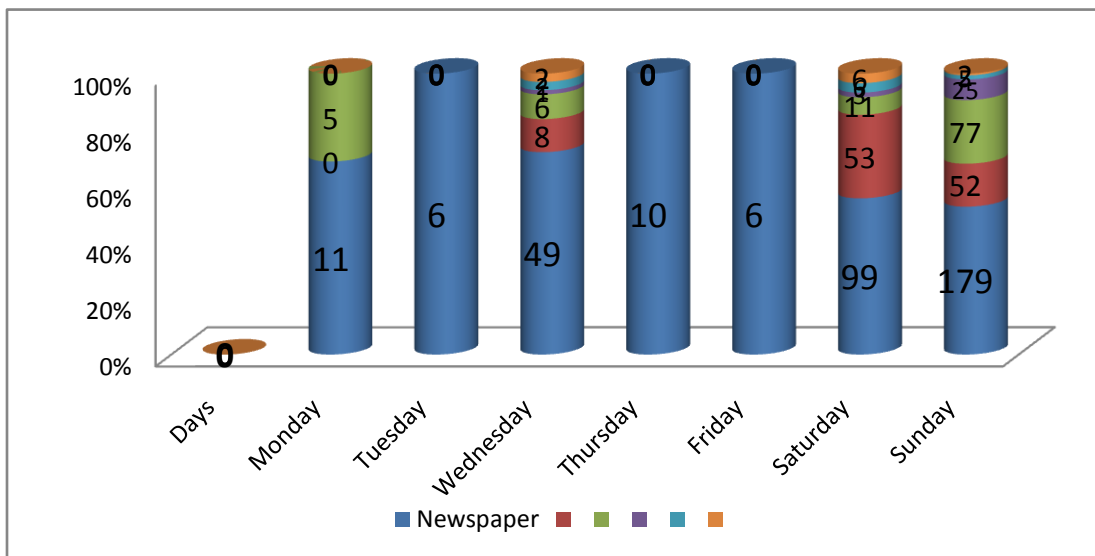


Graph 6.4 Showing the Relationship Between the Newspaper and the Mode of Subscription of the Newspaper

The above table showing the cross tabulation between the different newspaper and the mode of subscription of the newspaper. Across all the newspaper delivering it directly to the home is considered to be the most common mode of subscription and buying it from the stall seems to be the second option of subscription and the most interesting one the college or institutional subscription where the college or school subscribes the newspaper copies at the subsidized price.

Table: 6.5 Cross Tabulation Between the Newspaper and the Days on which More Time Spent on Reading the Newspaper

Days		Mon	Tue	Wed	Thu	Fri	Sat	Sun
Newspaper	Times of India	11	6	49	10	6	99	179
	Deccan Herald	0	0	8	0	0	53	52
	The Hindu	5	0	6	0	0	11	77
	The New Indian Express	0	0	1	0	0	3	25
	Deccan Chronicle	0	0	2	0	0	6	5
	Daily News Analysis	0	0	2	0	0	6	2
Total		16	6	68	10	6	178	340



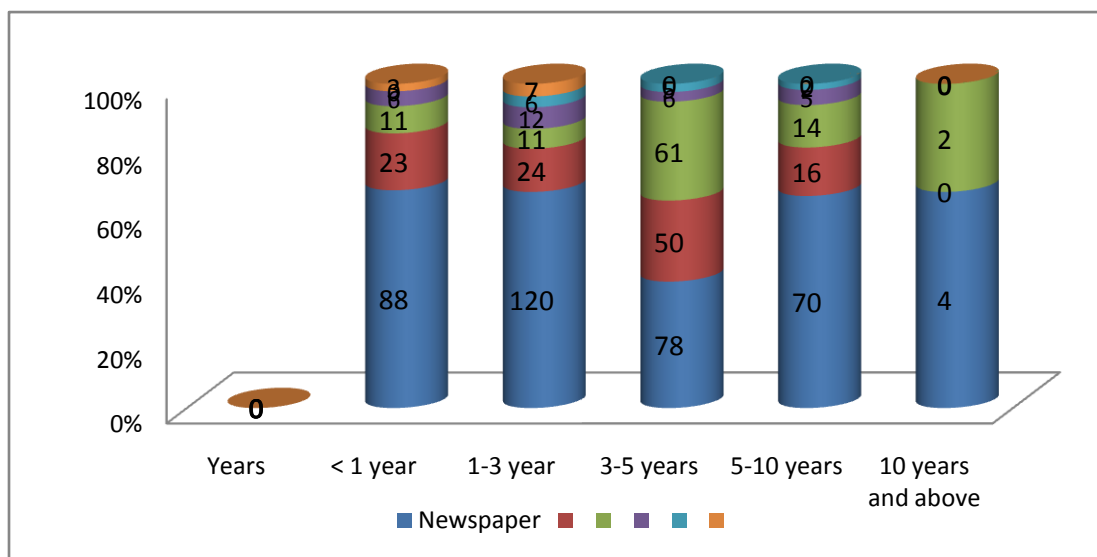
Graph 6.5 Showing the Relationship between the Newspaper and the Days on which More Time Spent on Reading the Newspaper

The above table showing the cross tabulation between the different newspaper and the day on which more time spent on reading the newspaper. Irrespective of any of the newspaper Sunday seems to be the most common day the readers spend more time on reading the newspaper as it is a common holiday for all followed by Saturday where most of the corporate

are closed and even on Wednesday’s for some of the newspapers like TOI, DH and The Hindu as they carry good supplements on Wednesday.

Table 6.6 Cross Tabulation Between the Newspaper and Readers Association With the Respective Newspaper

	Years	< 1 year	1-3 year	3-5 years	5-10 years	10 years and above	Total
Newspaper	Times of India	88	120	78	70	4	360
	Deccan Herald	23	24	50	16	0	113
	The Hindu	11	11	61	14	2	99
	The New Indian Express	6	12	6	5	0	29
	Deccan Chronicle	0	6	5	2	0	13
	Daily News Analysis	3	7	0	0	0	10
Total		131	180	200	107	6	624



Graph 6.6 Showing the Relationship between the Newspaper and Readers Association with the Respective Newspaper

The above table showing the cross tabulation between then different newspaper and the number of years of association with the respective newspaper where among Times of India majority of them (120) readers are associated with it for 1-3 years and majority of the readers (50) are associated with the Deccan Herald for 3-5 years and 61 readers of The Hindu are associated with it for 3-5 years.

7. Findings

- 1) Majority of the respondents 46% spend 15-30mins of time on reading the newspaper.
- 2) Majority of the customer 69% would want their newspaper to be delivered to home. This mode of subscription is most preferred by the readers followed by buying it from stall and college/institutional subscription which is merely 18% and 12% respectively.
- 3) The readers spend more time on newspapers in weekends especially on Sunday and Saturday 54% & 29% respectively.
- 4) Majority of the respondents likes to read the news of their interest only and also most of them read it cover to cover that is glancing at each page of the newspapers which constitutes of 30% equally.
- 5) Most of the English Newspapers in Bangalore are delivering value to the readers which has made to achieve loyalty among the readers and from the study it is clear that 32% of the readers are having 3-5 years of association with the newspaper that they are reading followed by 29% of the readers are having 1-3 years of association with the respective newspaper that they are reading.

8. Suggestions & Conclusion

With such an exhaustive analysis this research with positive faith would like to throw light on the parameters that have been found in the research that help a newspaper to compete in the market against survival by delighting its customers. One of the encouraging trends that have been observed from the readers has been their no-nonsense approach to news reading which is a welcome sign. The rest of the threatening technological advances have not been able to thwart the reader from the real intent of news reading that is information, education and self development. With such strength the newspaper can now walk strongly into the coming years and this research is a small step to the bigger survival of the newspaper.

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