A STUDY ON READERS SATISFACTION AND EXPECTATION TOWARDS KANNADA DAILIES
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ABSTRACT: The study also aims in understanding the reader's expectation towards improving the quality, content, services and deliverables of the newspaper and to explore various information that are related to the newspaper reading habit, market share of the Kannada dailies and at last to know the SWOT analysis of various Kannada dailies. The primary objective of the study is to improve the publication of the newspaper and to hold the readers as the loyal customers of the newspaper.

KEYWORDS: Print Media, Newspaper, Readers.

INTRODUCTION: Print media is one of the most powerful and cost effective medium to transfer information and knowledge. The print media industry in India is more than a century old. Also it is a well-established industry. This industry mainly comprises of publishing newspaper and magazines. India has the second largest population and one of the fastest growing economies in the world. Along with these the increasing level of income of people and the robust competition in the industry help print media in its growth. Producers are increasing day by day, new entrants from outside India is also a factor of tough competition.

Indian readers prefer Hindi magazines rather than Kannada magazine. In the case of Times group also the readership of Hindi Femina and FilmFare is higher as compared to Kannada magazine. Print is called the fourth estate the three other being the legislative and the judiciary. The press is supposed to play the crucial role of a watchdog to see that the foreside institutions functions fairly within the constitutional framework and serve the people for those welfare they created. The moment press ceases to perform this function, it loses its credibility.

Media: Media is considered to be any means of Communication through Newspaper, radio, Television, magazine, outdoor etc., which can reach the mass audience and influence large number of People is widely accepted as the definition of Media.

Print Media: The terminology print media refers to any medium which disseminates information in a print form. Print media consists of various forms including mainstream papers, Magazines and journals, Broachers, directories etc. This will fall under the category of print media.

Newspaper: A newspaper is a publication published with an objective to reach a large number of audience, these newspaper publications are often published daily, weekly, monthly, quarterly, half yearly or sometimes yearly where most of the newspaper contain lot of factual affairs, events, and issues news of recent events across the world. Usually newspapers are published with the great motto of informing people about the various states of affairs in the world and make them knowledgeable and educate them to be the best citizen in the society. Now a day's newspaper publishing is also considered
as one of the most profitable business which helps the publisher or the entrepreneur to get huge revenue in the form of circulation and huge revenue.

**Contribution of Print Media to the Society:** Print media is considered to be the best form of mass communication, since the day it emerged. Later with the invention of television and then the Internet have claimed their own share of the media audience. The development of technological advancements which has allowed wireless accessibility to the Internet from pocket-size devices including mobile phones, IPADS, Ipods Tablets etc., the special attributes of print media still render them an important source of information.

**REVIEW OF LITERATURE:**

**Herman Wolswinkel:** A PhD Thesis on New Paper Reading: The Explaining Factors of Newspaper Reading Behaviour of Young Adults Awarded from University of Twente in 2008. Regular reading depends on habit. Therefore, it is important for newspapers to create a reading habit, because habit provides the strongest motivation to keep on reading on a regular basis. Newspaper content and quality is key to the newspaper reading habit. Results show that also the news format is important for news consumption.

**Rachel Davis Mersey & Edward C. Malthouse:** Satisfaction is commonly monitored by news organizations because it is an antecedent to readership. In fact, countless studies have shown the satisfaction–readership relationship to be true. Still, an essential question remains: Is satisfaction the only, or even the critical, thing to focus on with readership? This research indicates that the answer is no. Two other related constructs, reader experiences and engagement, affect reader behavior even more than does satisfaction. The discussion provides examples of how to increase engagement and calls for experimental research to understand how news organizations can positively affect engagement and thereby readership.

**Vilanilam J. V:** Vilanilam made a comparative study of foreign news reported in two US and two Indian newspapers. The US papers selected were New York Times and Philadelphia Enquirer and the Indian papers were the Times of India and the Malayala Manorama. His study revealed that the newspaper of both the countries programmed news unfolding in regions closer to home. As a result, the quantum of foreign news in US dailies was less than three per cent of the news. Indian newspapers on the other hand devoted nearly 15 per cent of their space to foreign news.

**BRIEFLY PROFILE OF PLAYERS IN THE INDUSTRY:**

**Vijaya Karnataka Company Overview:** Vijaya Karnataka is a Kannada daily newspaper published from a number of cities in Karnataka and was the number one newspaper in Kannada Language. It is published from Bangalore, Mangalore, Shivamoga, Gangavathi, Belagavi, Chitradurga, Davanagere and Hassan etc. This was started by VRL group, headed by Vijay Sankeshwar, entrepreneur-cum-politician in October 2000.

**Prajavani Company Overview:** Prajavani was founded in 1948 in Bangalore by K. N. Guruswamy, a local businessman in Bangalore. The Printers (Mysore) Private Limited, the company which owns the newspaper, continues to be privately held by members of the founding family. Prajavani (PV) has a history of being a politically independent newspaper, although it tends to opine with a liberal tilt. It is known for espousing the causes of Dalits.
Kannada Prabha Company Overview: Kannada Prabha is a morning daily jointly owned by Jupiter Capital and The New Indian Express Group, is a major Kannada newspaper in Karnataka. The tag line on its masthead is The Most Powerful Kannada Newspaper. It was founded by Ramnath Goenka Started on November 4, 1967 with one edition in Bengaluru, today this newspaper, headquartered in Bengaluru is spread across the state with 5 other publication centres viz. Mangalore, Shivamogga, Hubballi, Belagavi and Hyderabad and Goa.

Vijayavani Company Overview: Vijayavani is a Kannada language daily newspaper distributed in the Indian state of Karnataka. It is published the VRL Group owned by logistics tycoon Vijayasankeshwar. Having launched in 1st April 2012, vijayavani started with merely three editions. Today it has editions in several places like Bangalore, Mangalore, Hubli, Mysore, Bijapur, Chinthradurga and Shimoga.

OBJECTIVES OF THE STUDY:
1. To know the satisfaction level of readers towards Kannada newspaper.
2. To understand the expectation of newspaper readers.

Hypothesis:

H0: All the Kannada Newspaper readers are literates who can read and write.
H1: All the Kannada Newspaper readers are not literates who can read and write.

Research Design: Research Design is descriptive as well as analytical, because the researcher has used facts or information already available and analyzed these to make an evaluation of the material.

Primary Data Collection: Primary data was collected with the help of a structured questionnaire. The questionnaires were administered to the selected 100 respondents of The Times of India newspaper.

Technique of Data Collection: The questionnaire has been designed and used to collect the needed primary data. Both open ended and close ended questions were used.

Area of the Study: The study on consumer preference towards has been limited to consumers located in Bangalore City only.

Sample Size: The sample size selected for the study is 100 respondents. The respondents are selected by simple random

Sampling Techniques: Data on the various aspects directly and indirectly related to the investigation were gathered through questionnaires to the respondents. The questions were necessary to ensure the reliability of the information. The questions were simple to understand and to contain the choice of questions means simple alternative choice, etc., so that information should be collected from various respondents. It should be seen that parties are not biased or prejudiced and are mentally sound.

Tools for Analysis: In order to analyze the consumer preference of respondents, the following tables of analysis were used to obtain the various objectives of the study.
**EMPIRICAL ARTICLE**

**Percentage Analysis:** Percentage refers to a special kind of ratio percentages are used in making comparing between preferences, awareness and satisfaction with various other factors.

**Chi-square Test:** A family of probability distribution, differentiated by this degree of freedom is used to test a member of different hypothesis about variances, proportions, and distributional goodness of fit.

**ANALYSIS AND INTERPRETATION:**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Education</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Up to SSLC</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Up to PUC</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>Female</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>UG</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>31</td>
<td>44</td>
</tr>
<tr>
<td>Female</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>PG and Above</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>100</td>
</tr>
</tbody>
</table>

**Table 1:** Showing Cross tabulation of Gender and Education Qualification

**Inference:** From the inference it is very clear that most of the Kannada newspaper readers are well qualified with good educational background and all are literates who has got proficiency in reading and writing in Kannada.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Prajavani</th>
<th>Vijayavani</th>
<th>Vijaya Karnataka</th>
<th>Kannada Prabha</th>
<th>Udayavani</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>6</td>
<td>49</td>
<td>18</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>78</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>8</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>57</td>
<td>23</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>100</td>
</tr>
</tbody>
</table>

**Table 2:** Showing Cross tabulation of Gender and Education Qualification

**Inference:** The above table clearly depicts that most of the readers of Kannada newspaper are male with 78% and 22% of female.

<table>
<thead>
<tr>
<th>Kannada Dailies</th>
<th>Frequency</th>
<th>Valid %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prajavani</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Vijayavani</td>
<td>57</td>
<td>57%</td>
</tr>
<tr>
<td>Vijayakarnataka</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>Kannada Prabha</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Udayavani</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Table 3:** Showing Market Share of Kannada Dailies in Bangalore City
Inference: It is very clear from the above table and the graph that Vijayavani the leading Kannada daily in Bangalore city followed by other two leading newspapers Vijayakarnataka and Prajavani respectively.

### Table 4: Showing Cross tabulation of Gender and Education Qualification

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prajavani</td>
<td>8</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Vijayavani</td>
<td>40</td>
<td>17</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>57</td>
</tr>
<tr>
<td>Vijayakarnataka</td>
<td>14</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>23</td>
</tr>
<tr>
<td>Kannada Prabha</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Udayavani</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>63</strong></td>
<td><strong>37</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Inference: From the Table it is very clear that most of the readers who the newspaper which they prefer are most satisfied with all the deliverables delivered by the respective newspaper.

**Chi Square Test:**

**H0:** All the Kannada Newspaper readers are literates who can read and write.

**H1:** All the Kannada Newspaper readers are not literates who can read and write.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>27.920a</td>
</tr>
<tr>
<td>Degree of Freedom</td>
<td>3</td>
</tr>
<tr>
<td>Asymp.Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

*a.0 cells (.0%) have expected frequencies less than 5. The Minimum expected cell frequency is 25.0.*
Inference: It is observed from the above table Chi square test shows statistical significance at 1% level of significance. Hence the alternative hypothesis is rejected and null hypothesis is accepted.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Offers/Discounts</th>
<th>Timely Delivery</th>
<th>Better Content and Quality</th>
<th>Unbiased News</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prajavani</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Vijayavani</td>
<td>19</td>
<td>21</td>
<td>13</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td>Vijayakarnataka</td>
<td>8</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>Kannada Prabha</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Udayavani</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33</strong></td>
<td><strong>40</strong></td>
<td><strong>20</strong></td>
<td><strong>7</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 5: Showing Cross tabulation of Newspaper and Readers expectation

Inference: Even though the readers are satisfied with the various aspects of the newspaper but still there are lot of areas where they need to work on to make the readers loyal to their newspaper such as Timely delivery, better quality and content etc.

CONCLUSION: 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. There is a requirement for the Newspapers to do some changes and modification in order to capture good market share in the industry and increase the trend of reading among the literates and educated class. Due to the extensive penetration of technology and advancement in the business process among the medias the key spotlight of the thesis is to identify which newspaper is having more impact on the readers in receiving the information quickly and accurately and to know how newspaper can improve as a product to become the most effective media as a source of information to the readers.

REFERENCES:

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