

# Factors Determining Choice of Newspapers a Reader Buy

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## ABSTRACT

*Increasing trend of online newspapers has changed the reading pattern of readers as compared to traditional newspapers. Online newspapers have not radically substituted traditional newspapers. The study examine the factors influencing the choice of newspapers for readers to buy. Various demographic factors such as, age, educational qualification, income, gender, occupation, geographic region and qualitative factors such as readability, interest level are considered focusing on the dimensions such as different culture, languages. There are people who buy newspapers (one or more) and also have subscriptions for some online newspapers / e-papers, therefore this study determines what kind of newspaper is most preferred by the reader and what purchase decision they make. In context of India, the study also helps the printing industry examine how it is affecting the consumer behavior to choose a particular newspaper whether online or offline.*

**Keywords:** *Factors determining choice of newspaper, Determinants of selecting a newspaper, Consumer perception on newspaper purchase, Purchase behavior of newspaper customers.*

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## 1.0 Introduction

The growth of technology has affected almost every industry and with that it has also affected the reading trends of newspapers. Newspaper publishing remains one of the practices most influenced by the growth of the Internet. The introduction of e-newspapers has actually created a fantastic way for people to easily review day-to-day activities and events around the world almost at a glance. E-newspaper is a self-contained, portable and refreshing edition of a conventional newspaper that captures and preserves information online. People find it more preferable to read it from apps or through online channels. There are various other factors that determine the interest of the people in the choice of the newspaper they actually want to read and that are the language in which they want to read. Religions and cultures also affect the choice of newspaper. With all that business people prefer to read newspapers like economic times and others usually read normal newspapers. Printing companies also need to examine and consider the needs of readers. Awareness of readers' desires and objectives will be the perfect starting point for designing content campaigns. In this way, companies might sell readers what they want at any given time and place. Thus, this paper reflects on the preference of different people for newspapers and whether online newspapers are superior to offline newspapers. The availability of news through television, radios at first posed a big challenge to the print media. These news were available 24\*7 and gave immediate updates about anything happening around the world. These were made more interesting as the viewers had to listen to the news and were also sometimes animated which was visually better as compared to that of print media. There have been many reasons because of which the print media has been affected.

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One of the biggest reasons is due to the pandemic all over the world where many of the businesses got affected including print media. But due to E-newspaper this industry was able to survive to some extent. The applications provided by various newspapers Times of India, The Hindu, Economic Times, the news reached the public at a very fast pace and instant updates. In times like these E media was a big support. Even during national holidays where print media is not able to deliver the news on time print media helps to get the news on time. It takes just a few hours after the occurrence of the incident the news is among the public through E-media. Besides the E-papers by various newspaper companies the news easily spreads through social media platforms like WhatsApp, Facebook, Instagram, Twitter, YouTube, etc. which poses a big time challenge to all the print media companies. Social media platforms have an added advantage that people can post their views about any news and discuss it with people all over the world resulting in reduction of the biased nature of any news article. With the increase in the ways to grow the readership of the content posted in the social media these platforms are giving a big competition to print media and even their digital platforms. With the increase in the number of examinations where students have to be well versed with the current affairs and current affairs being an important subject in the competitive exams the importance of reading news has increased. Reading a hard copy is mostly preferable for the audience as it is easy to read and does not have any effect on eyes, back, etc. But students find it easy to search for any particular news and read through the news in one go and this is possible through the internet. Trends suggest that the circulation of newspapers and any other print media has increased. The digital versions of print newspapers, for which customers are increasing in numbers, also contribute to this development. There are many incentives for the news reader to switch from print to digital format as they include easy access and instant updates. Readers have more options as they can browse news according to their preferences and even have a chance to provide feedback. Despite all these reasons, we must note that print media still control readership in India. Currently, a substantial amount of people are dependent on print media to read news. The old age people usually prefer to read newspapers than to read news online.

## 2.0 Literature Review

Newspapers have always been a source of information for people to make them aware of the happenings around them and in the world. Research on print media and online media is frequently concerned with choosing media to read newspapers based on certain factors but this research focuses on preference of media for reading newspapers and why a particular newspaper is preferred over others.

### 2.1 Difference between print and online news

A few investigations looking at gaining from online versus print sources might be certainly looking at learning of changed subsets of substance. Contrasts on the web and print papers, what contrasts ought to not out of the ordinary as far as how much people can take in open issues data from them? To start with, it appears to be impossible that numerous hypothetically intriguing impacts would be found because of contrasts in Correspondence Exploration. Yet, various impacts may be delivered by the distinctions in structure and association among on the web and print news.

The era of new digital media has made significant changes in this sector and newspaper publishing activities are the one getting affected. But a study shows that nearly 50 crore people use smartphones in India but it has not substituted online newspapers with print media like west rather it has become complementary because print media is considered to be the most trustable source to get the information even after relying on multiple media consumption. This study also states that increasing urbanization has also increased readers of newspapers. (Rosheena Zehra, 2017). One of the

reasons stated is the increasing trend of door to door service to supply the print newspaper. India is considered to be the youngest populist country (median age- 26.8 years), half of the population of middle age prefer to use print media as a trustable means of gathering information.

In Lindsay H. Hoffman, 2006, analysis news that depicts that information that aids people influences them to act on the basis of the attitude they hold. Introduction of a new technology such as the internet has made a difference in online versus print newspaper context. New technology has changed the content of newspapers which has increased the consumer participation in reading and availability of information through video, audio, discussion polls, and make information more readily available. This study also provides evidence that online newspaper content may be different to attract the young demographics, who live by different rules.

(Rusha Mudgal and Dr. Pooja Rana, 2019) Working professionals should understand the inclination towards reading newspapers and the form of media that is being used for this section of society. They have found that print media circulation has increased with increase in demand for consumers for information, and the consumer base is also growing who want newspapers to be updated with the rapidly changing world. Although internet penetration is increasing and digital media provide quick access and instant updates, In India, print media dominates the readership as a reliable source of information that is most preferred by the Indians. Through this study, they are spreading awareness among the students for online platforms such as-smartphone apps, social media platforms like, Facebook, twitter, Instagram, WhatsApp etc. and denying the traditional way of reading i.e. print media.

This study examined how the different factors such as-income, age, and education are affecting the preference of media. Online media has delivered a tremendous continuous source of information at hand quickly as a result print media is declining gradually so they are struggling to sustain in the market to meet the growing demands for information rapidly. They have worked to understand the behavior of the audience using general social survey data, and found that there was a sizable amount of interest in news consumption across all educational and financial backgrounds. Those with less education tended to prefer getting news from television sources. Those who prefer getting print media tended to be wealthier and more educated (Bryan Anderson, 2018). The study conducted in Enugu Urban Town factors influencing readers' choice of newspaper based on factors like; age, sex, educational, income, content, ownership, over price. The study could help readers to know which newspapers have the widest range of issues that affect their likes mostly. The research was focused on Spanish language newspaper readers. The goal of this paper was to decide why people read newspapers and to establish a model that reflects the fundamental reasons for reading the digital rather than the conventional medium.

The study confirms the existence of a major positive relationship between motivation related to searching for updated news and readership of online news; at this early stage, readers who use the internet to access the news are still largely inexperienced and unfamiliar with the service.

To some degree, this unfamiliarity with the medium can complicate online reading of newspapers. In addition, readers can consider as a disincentive the degree of knowledge of the medium and the website needed for specific data searches.

Nonetheless, given the pace of progress made by the newspaper sector in the electronic media, this phenomenon may well fade away in a reasonably short time. The findings confirm that, if adequately separated, the channels may be complementary and could be correlated with various motives and circumstances of use. Newspaper and magazine publishers may be obliged, on an intermediate basis, to abandon their conventional and approved print medium - paper - and to distribute their products through a modern and IT-based medium. The highest probability of emerging as the successor has been allocated to the so-called "electronic newspaper" based on "e-paper" which is a high-tech screen as thin as paper.

By analyzing the consumer preferences associated with paper-based newspapers and magazines, the analytical research exploring this topic shows the business possibilities for such an innovation. In addition, it also illustrates the substantial demands made on an "e-newspaper" in terms of the qualities it should possess by using a joint analysis. In addition to basic guidelines for the design of the end-device, the study shows that it only has few drawbacks from the point of view of potential users, but integrates many advantages that enhance usability and comfort of use. In summary, the findings indicate that the end-device "e-newspaper" is likely to be easily adopted by users after-market launch (Markus Zinnbaben, 2003).

### **3.0 Literature Gap**

Gerald Wilkinson, (1972), focused on socio-economic classification and concentrated on the trend of choosing newspaper during 1956-71 in Britain and Northern Ireland. Much has changed during these years as there is increase in technology i.e. e-papers and online subscriptions and also many changes have occurred in print industry. Mudgal, Rusha and Rana, Pooja (2019) highlighted the readers' choice among print and e newspaper taking age, gender and education as the predictor variables. However, factors like income, place, occupational status, culture, language in context of India has not yet been explored for such researches. Some decision-making factors, which influence the choice but in a lesser way can be the reasons for why one reads a particular newspaper like for awareness, knowledge, job seeking etc. Such variables can be considered while deciding on the population that is to be targeted. Some researchers have used quoted cluster but in here simple random sampling will be used. There are also chances that in this modern era a person is subscribed to more than one paper based on the information it needed, therefore this will also be considered during the research i.e. the possibility of consuming more than one newspaper.

### **4.0 Research Objective**

The objective of the research is to determine the preference of the consumer to read newspapers in the context of India depending upon the different factors such as-age, income, education. Research Question: how demographic and individual preference determine preference of the newspaper? For finding out the relation in selecting a particular newspaper or what leads a person to choose a newspaper, we are taking independent factors as- what value of information they prefer, what is there field of interest- General or specific knowledge, whether they factors like readability, adaptability, geographic location and language have any effect on the selection of a particular newspaper. In addition to this independent variable will also include the presence of respondents over the internet in order to find if they prefer reading online or offline newspapers. Dependent variables include-language of newspaper-English or local language, online or offline, Publisher of the newspaper, and these factors are affected by the control variables like- Age, gender, education qualification, income level and occupation of the respondents.

### **5.0 Research Design**

#### **5.1 Scope of study**

Our scope in this research is expanded to a wide range of parameters such as age, gender, occupation, educational qualification, geographical location since we are studying the preference of the people selecting the type of newspaper.

## 5.2 Data specifics

In our research it is kind of not possible to carry out primary research. So we planned to carry out a secondary research from the sources that are reliable and cost effective since it is our first research. Various articles, journals and research papers related to the topic were read thoroughly and various researchers' thoughts and facts have been considered before coming to the conclusion. The data collected by us through the research has been summarized so that our research is effective and true as much as possible. All the other variables of the research and their effect have been analyzed and studied thoroughly.

## 5.3 Sampling method

The main area of focus has been estimated and solutions have been found based on the primary data that is questionnaire and secondary data from research papers written by various researchers. The main conclusions and perceptions of various researchers have been studied which will ultimately help us to conclude on suggestions and solutions for our key question. Random sampling method will be used for finding out the solutions

## 6.0 Variables and Measures

In our study we have dependent variables, independent variables and control variables. Dependent variables: Whether online reading is preferred or offline will be dependent on the availability of the internet. Whether general newspapers or specified newspapers are preferred will depend on occupation of the person, language comfortable to the person, etc. For example, a manager will prefer to read economic papers. Various other dependent variables are English and local language newspapers, Indian or foreign publishers and daily or weekly newspapers. Independent Variables: To what extent the internet is present, readability, fields that are interesting for the individual whether it is general awareness or specific such as economics or sports. Others include geographic coverage of source, language known to the reader. Control variables are Age, Gender, Education qualification, Income level.

### 6.1 Measures

Methods of measuring in our study are through direct methods and indirect methods. In direct methods, surveys will be conducted for the preference of the newspaper through special, regular and household-enterprise surveys. In this the survey can be done through Google forms with various questions which can help us make a conclusion on the preference of the newspaper. Indirect method of measuring considers using pre-existing data source and statistical models. In our research, various newspapers, journals, articles and research have been studied thoroughly to understand the preference and trends of the reading patterns of the readers.

### 6.2 Method of analysis

Our focus area has been from the small regions to big cities so that most of the people can be covered during the research which will ultimately make our research more specific. Research papers, journals, newspapers and articles focusing on the newspapers, e-news and the effect of culture on the newspapers have been studied thoroughly. The loopholes and the implementation of the newspapers to provide news to as many as people possible have been identified. Based on all the above measures we have provided our conclusion and suggestions. The data collected by us is from various age groups, geographical location, from people speaking different languages and from people of various professions.

## 7.0 Result and Discussion

To find the required relation between individual preferences for choosing a particular newspaper, we collected responses from a sample of 104 respondents. The profile of the respondents according to demographics was collected as - Age <18 with 5 females and 1 male, Age 18-24 with 24 females and 38 males, age 25-34 with 13 females and 12 males, age 35-44 with 0 females and 1 males, age 45< with 1 females and 7 males. Most of the respondents are from west and then from South India. It was noticed that a significant proportion of respondents (n=104) were from the age group of 18 to 24 with a total of 64 respondents. From 104 respondents 59 were male and 45 were female. Between 18 to 24 years of age, 26 of the respondents were female and 38 were male. In this age group people read newspapers with the intention to get information about ads for jobs. 38% of females strongly get attracted to ads where 26 males strongly disagree with this. 45% of people read to get a specific field's knowledge. 70% of people prefer to read English newspapers also this is educating directly proportional to geographically influence as the sample is from tier 1 city and responses are from graduated people. 59 responses are from graduated people. 24 people reading English newspapers prefer to read easy English. As earlier mentioned most of the respondents are graduates and there is a significant correlation between education, language and newspaper selection. As seen people preferring to read newspapers for general knowledge is high. Therefore, it is seen that 63% of respondents prefer recent newspapers rather than old (example- weekly newspapers). This also indicates that people in a significant amount prefer to read online where newspapers are not available. Among the daily newspaper reader (be it online or offline) 62.5% of respondents place high emphasis on the reliability of information, sources and the news publishers. In a general interview with approachable respondents it was clearer that respondents do prefer renowned publishers over local newspapers. With increase in the use of internet respondents are more focused on quick accessibility of news therefore as seen in sample 63.4% of respondents like reading news online due to easy accessibility of information and reliability. 84.6% of respondents were focused on accessibility of news and newspaper. Lastly, the most important factor which also supports the accessibility, availability and use of the internet is price. Apparently, 70% of respondents read a low priced but renowned publisher's newspaper. Looking at these factors it shows that for a general day to information people read an accessible and reliable information provider.

## 8.0 Recommendations

News organizations can use social media platforms to increase their customer base which otherwise is a challenging thing to do. Newspaper publishers should look into consumer behavior so that they can print according to their convenience which will increase the readability of the paper. Ultimately, increasing the customer segment and profitability. The language used in the newspaper should be easy and readable as analysis above resulted in the same. According to the findings, consumers prefer the latest news in hard copy of newspapers whereas for online access of news they prefer instant updates. Therefore a publisher should focus on capturing the latest news and providing the same to the customers.

## 9.0 Conclusion

Interestingly, the Indian media portrays a complimentary situation as it does. It comes to the contrast of the old and the modern media. The accompanying comparative statistics of print media vis-à-vis online media reveal a peculiar Asian pattern where, considering access to online content, the Indian community still assigns significance to the reading of hard copies of newspapers. The effect of



English newspapers in India on readers and, in particular, There is a great deal of feeling towards the educated community. Furthermore, if the ownership trends are accurately read, it is in fact that the English newspapers set the agenda for the majority of the regional newspapers to spiral and calibrate public opinion to the grassroots level, as most of these English newspapers are national in character and part of the conglomerates that print regional language newspapers. What is more, this can be seen from the skyrocketing ad revenue that print media orders, comparatively speaking, volumes about print media longevity in India. Thus, the influence of print media, particularly English newspapers complimenting online newspapers, is evident in this analysis. It can be accomplished by evaluating the pros and cons of print and internet media. Suspected that all media had a major role to play in disseminating news to audiences. It should be remembered, though, that print newspapers should strive to keep pace with the emerging competition from online newspapers to retain a healthy media industry.

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