



Readers Insight: Analyzing Newspaper Satisfaction with Special Reference to Working Women

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ABSTRACT

Newspaper reading habits play a crucial role in shaping how individuals stay informed about local, national, and global events. The research examined newspaper reading habits among working women, analyzing the consumption of print newspaper. This study involved 250 respondents employed a survey methodology utilizing both primary and secondary data and analyzed using simple percentage and mean score. The finding of the study suggest that readers generally view newspapers as a valuable source of information, particularly for enhancing knowledge and staying updated on current affairs. The newspaper's relevance across age groups, its contribution to knowledge, and the coverage of current affairs were highly appreciated

INTRODUCTION

In India, newspapers are the public's self-righteous tradition. People cannot stay or thrive without news about the country; it has become an essential means of communication. Its primary responsibility is to serve as a watchdog for the country and its surrounds; in addition to this fundamental duty, it is a vital source of relaxation and education. That is to say, it is disseminating up-to-date information. Newspapers must disseminate information in conventional media, and readers or viewers will absorb it. People typically enjoy reading them in order to keep up with events in their local city, state, or nation. One might subscribe to have newspapers delivered to their home. A newspaper can also be purchased at a store. Newspapers typically cover news about business, sports, crime, politics, education. Newspapers frequently feature additional forms of entertainment, such horoscopes and crosswords, in addition to using images to accompany news. Even in this digital age, the daily and weekly periodicals are still important. Newspapers are still regarded as the most reliable source of information. The majority of publications also provide a dedicated area where young people and school children can showcase their talents. Newspaper articles are intriguing to school children since they contain a variety of articles about quizzes, essays, short stories, and paintings. Additionally, it aids in establishing the practice of newspaper reading at a young age. It is possible to gain a comprehensive picture of how working women engage with newspaper content by concentrating on this particular demographic. Because of their hectic schedules and limited time, working women tend to be more careful about the information they take in. Newspapers must increasingly meet the requirements of women as their influence on the media landscape increases as more of them enter and succeed.

Objectives of the Study

- To examine the factors that encourage to read newspaper
- To analyze the level of satisfaction in reading newspaper

LITERATURE REVIEW

Dr.R.Arul. Dr.G.Suresh (2017) made an attempt to investigate about "A Study on consumer preference towards the Hindu newspaper in Tiruchirappali Corporation". The objective of the study shows consumer preference towards Hindu newspaper. The method used is primary data. The number of samples collected is 100. The tool used is simple random sampling method. The finding was the people buy Hindu newspaper for content in the newspaper, information, and supplement copy.

Biju chandran, Ramesh unnikrishnan, AGU Narayanan (2019) made an attempt to investigate about "A research on the impact of newspaper advertisement on consumer awareness". The objective of the study is to examine the effect of newspaper advertisement on consumer awareness. The method used is questionnaire. The number of sample collected among 100 respondents . The tool used is Chi square. The finding shows it attracts the consumers and it creates awareness among them

Akash deep muni (2020) made an attempt to investigate about “A study on career prospectus in newspaper journalism in India: With special reference to Moradabad region” .The objective of the study was to find out attitude and behavioral pattern on journalist working in the field. The method used is library method and survey method. The number of sample collected is 500 The finding was the income in the field is less but growth opportunities are good, journalism has risen to new heights.

METHODOLOGY

This study is based on the survey method. Both primary & secondary data has been used. Primary data was collected from 250 working women through well-structured questionnaire .The collected data is analysed using percentage analysis and descriptive statistics. Secondary data was collected from Magazines, Journals, etc.

RESULT

Analysis and Interpretation Socio Economic Profile

Table 1

Particulars	No.of.Respondents (N=250)	Percentage to Total (%)
Age (in years)		
Up to 25	109	43.6
26-50	118	47.2
Above 50	23	9.2
Area of Residence		
Rural	148	59.2
Semi-Urban	57	22.8
Urban	45	18.0
Marital Status		
Married	134	53.6
Unmarried	116	46.4
Educational Qualification		
Up to HSC	6	2.4
Diploma	5	2.0
Under Graduate	84	33.6
Post Graduate	114	45.6
M.Phil	24	9.6
Ph.D	17	6.8
Occupation		
Government Employee	55	22.0
Private Employee	195	78.0
Family Type		
Joint	188	75.2

Nuclear	62	24.8
No.of.Earning members in the family		
One	39	15.6
Two	149	59.6
Above 2	62	24.8
Status in the Family		
Head	29	11.6
Member	221	88.4
Monthly Income (Per Month)		
Up to Rs.15,000	101	40.4
Rs.15,001-Rs.25,000	75	30.0
Rs.25,001-Rs.35,000	28	11.2
Above Rs 35,001	46	18.4
Family Income (Per Month)		
Up to Rs.25,000	63	25.2
Rs.25,001- Rs. 50,000	81	32.4
Rs.50,001- Rs.75,000	56	22.4
Above Rs.75,001	50	20.0
Influence to read Newspaper		
Parents	53	21.2
Teachers	47	18.8
Family Members	24	9.6
Friends	9	3.6
Co-Workers	12	4.8
Self interest	101	40.4
Advertisement	4	1.6

- Most of the working women belong to the age group in between 26-50 (44.7%),
- Majority (59.2%) of the working women residing in rural areas .
- Majority (53.6%) are married,
- Most of the respondents (45.6%) are Post Graduates,
- Majority of the respondents (78%) are private employees,
- Majority of the respondents (63%) are in nuclear family,
- Majority of the respondents (59.6%) earning members in the family is two,
- Majority of the respondents (88.4%) are members in the family,
- Most of the respondents (40.4%) monthly income is up to Rs. 15,000
- Most of the respondents (32.4%) family income is between Rs.25,001- Rs. 50,000,
- Most of the respondents (40.4%) influence to read newspaper is self interest.

Factors Encourage to Read Newspaper

Table 2

Encourage to Read Newspaper	N	Sum	Mean	Std. Dev
Newspaper provides relevant information for all age groups	250	1022	4.09	.918
Its adds value to your knowledge	250	1051	4.20	.818
Recommend to your friends and relatives	250	985	3.94	.932
Effectiveness of social news	250	1003	4.01	.853
Satisfaction towards classified advertisements	250	958	3.83	.894
Coverage of current affairs	250	1027	4.11	.855
Affordable price	250	997	3.99	.848
Family members preferring to read	250	983	3.93	.914
Reputation of paper	250	986	3.94	.839
Availability of article	250	1008	4.03	.816

The highest mean score is for the statement, "It adds value to your knowledge," with a score of 4.20, suggesting that readers strongly feel that newspapers contribute to their learning and understanding. Following closely, the relevance of the newspaper for all age groups also received a high score of 4.09, indicating that the content is perceived as broadly accessible and informative. The coverage of current affairs also received a solid mean score of 4.11, emphasizing the importance of staying updated on key events. Additionally, the availability of articles scored 4.03, suggesting that readers appreciate the accessibility of content. Other factors, such as the effectiveness of social news(4.01) and affordable pricing (3.99), also contributed positively to the overall perception. However, areas such as satisfaction with classified advertisements (3.83) and family members preferring to read (3.93) received slightly lower ratings, signaling room for improvement in these aspects. Overall, the results indicate that while readers value the informative nature and relevance of newspapers, there are areas like the classifieds section and family engagement where improvements could further encourage readership.

Level of Satisfaction

Table 3

Satisfaction	N	Min	Max	Mean	Rank
Feedbacksystem	250	1.00	5.00	3.99	9
Qualityofcontent	250	1.00	5.00	4.10	7
Editorial column	250	2.00	5.00	4.32	1
Localnews	250	1.00	5.00	3.81	10
Nationalnews	250	1.00	5.00	4.00	8
Internationalnews	250	1.00	5.00	4.22	2
Businessnews	250	1.00	5.00	4.12	6
Educationnews	250	1.00	5.00	4.15	4
Religious news	250	2.00	5.00	4.16	3
Entertainment	250	1.00	5.00	4.14	5

- **Editorial Column (Rank 1 , Mean : 4.32)**

The editorial column received the highest satisfaction score, reflecting strong positive feedback. This suggests that the audience highly values the quality, relevance, and depth of the editorial content provided.

- **International News (Rank 2, Mean: 4.22)**

International news follows second place, indicating a solid appreciation for global coverage. To find the international news reports engaging and informative, enhancing their overall satisfaction with the platform.

- **Religious News (Rank 3, Mean: 4.16)**

The religious news category ranks third, with a respectable mean score, highlighting that this area is important to a segment of the audience. The feedback suggests that the platform is effectively catering to the religious interests of its readers.

- **Education News (Rank 4, Mean: 4.15)**

Education news ranks fourth, expressing high satisfaction with the coverage of educational topics. This category is clearly valued by the audience, pointing to the platform's success in providing relevant information in the education sector.

- **Entertainment (Rank 5, Mean: 4.14)**

Entertainment news follows closely behind, receiving a high satisfaction score. This indicates that users enjoy the entertainment content, finding it engaging and aligned with their interests.

- **Business News (Rank 6, Mean: 4.12)**

Business news ranks sixth, with users showing positive feedback. The content in this category is likely seen as informative and relevant, particularly to users interested in financial and business updates.

- **Quality of Content (Rank 7, Mean: 4.10)**

Quality of content ranked seventh rank . This score indicates that users generally find the content of good quality but made improvement in certain areas.

- **National News (Rank 8, Mean: 4.00)**

National news ranks eighth, reflecting a moderate level of satisfaction. While this category is still valued, it appears that users may feel that national news coverage could be improved or that it does not meet their expectations as much as other categories.

- **Feedback system (Rank 9, Mean: 3.99)**

The feedback system ranks ninth, with a slightly lower score. While it still falls within the satisfactory range, the relatively lower satisfaction indicates that users may find the system less effective or user-friendly than other aspects of the platform.

- **Local News (Rank 10, Mean: 3.81)**

Local news ranks last with the lowest mean score, Readers may feel that the local news coverage is lacking in depth, relevance, or frequency, leading to lower satisfaction in comparison to other news categories.

CONCLUSIONS AND RECOMMENDATIONS

Working women who have to balance both personal and professional responsibilities exhibit a definite preference for information that is pertinent, succinct, and simple to acquire. The results indicate that although newspapers continue to be a useful information source, certain aspects need to be addressed in order to better serve the needs of working women. Particularly, information about current events, and corporate trends is thought to be the most relevant. Additionally, considering their time limits, newspapers' accessibility and distribution method are essential to meeting the needs of this population. According to this study, newspapers must modify their presentation, content, and distribution strategies in order to become more relevant and appealing to working women.

FUTURE STUDY

This research still has limitations so further research is needed related to the topic of Readers Insight: Analyzing Newspaper Satisfaction with Special Reference to Working Women to perfect this research and increase insight for readers.

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