



# An Empirical Study Based on Consumer Satisfaction Towards Daily Newspaper “Anandabazar Patrika” in South Kolkata of India

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**Abstract:** Newspaper is the most powerful tool to express idea and information. It is a part and parcel of modern life. It acts as an important medium to control corruption. It also help to develop new ideas, guide the common man and it also influences the habit of thinking in men. The main focus of the study is to find out the customer satisfaction towards Andabazar Patrika and to find out the effect of demographic variables on the customer satisfaction of the respondents towards the Anandabazar Patrika. The study was based on primary data and for the purpose of the aforesaid study 120 respondents were selected from South Kolkata.

**Index Terms - Customer Satisfaction, Demographic Variables, Perception.**

## 1. Introduction

Newspaper is a storehouse of Knowledge. Newspaper, as we all know, is a daily publication containing current events, advertisement, valuable information, editorials, interview of eminent personalities etc. Despite the challenges from digital media, the traditional print media is still having an upper edge so far total ad media expenditure is considered. So neither the internet nor the Television could have an impact on the newspaper industry. Indian newspaper market is the second worldwide after China. About forty-five percent of the total newspaper area is allocated for advertising. One of the main reasons for it is the low cost and the ease of carrying it and reading it as many time as we desire. Also through the columns of the newspaper readers can be expressed their views. But the newspaper has some shortcomings also. By giving wrong information it can mislead the readers. Sometime newspapers give some advertisement which is unethical for the society. So it is the duty of the newspaper to publish authentic news, not to distort the original message for some unethical motive.

Our study is based on ‘Anandabazar Patrika’ which is a leading Bengali newspaper. It has a strong brand presence and a market reputation. It has its internet edition also. According to Audit Bureau of Circulations of 1.1 million copies of Anandabazar Patrika circulated daily.

Anandabazar Patrika first comes out in 1922 as a four-page daily newspaper but that time it was an evening daily. From 1923 Anandabazar Patrika becomes a morning daily. Ananadabzar Patrika which belongs to ABP groups is also having in their portfolio The Telegraph and the Ebal newspaper dailies. Apart from dailies it also published periodicals like Desh, Sananda, TTIS, and Fortune India etc. Apart from dailies and periodicals ABP group has its presence on News channel also like ABP News, ABP Ananda. And latest addition in their portfolio is ABP weddings which is a matrimonial site.

## 2. Literature Review

**Jayasubramnian & Santhi (2012)** observed in their study with special reference to Hindu Newspaper that 40% of the respondents spend half an hour for reading the Hindu newspaper. As per their study 41% of the respondents are interested in Hindu newspaper as they get the required information from this newspaper. It was also found out in their study that more than half of the respondents i.e., 51% of the respondents are in the opinion that the said newspaper has good paper quality. According to the authors 60% of the respondents are satisfied with price of the newspaper. The authors also stated that as per 68% of the respondents the said newspaper covers the social news effectively.

**Banu et al. (2015)** found in their study based on Tiruchirapalli city of Tamil Nadu that 80% of the respondents are in the habit of reading daily local newspaper “Daily Thanthi”. According to the authors 70% of the respondents spend 1 hour in reading the newspaper. They also stated that there is a significant association between age with reading time and the preference of news that readers prefer.

**Bhuvanewari and Sudha (2016)** conducted a study of customer satisfaction towards Hindu newspaper in Coimbatore city. The authors came up to the conclusion that many of the readers prefers to read local news first. The Hindu newspaper should also give equal preference to local news also. As per their study with respect to 100 respondents, 49% of the respondents are satisfied with the quality of information and picture used in the said newspaper. As per their findings 51% of the respondents are in the opinion that Hindu newspaper gives true news that other newspaper

**Keerthana & Saranya (2017)** carried out their study on customer satisfaction towards online newsreader in Pollachi town of Coimbatore District. They came up with the conclusion that educational qualification, occupation, and family type are having a significant association with the customer satisfaction related to online newsreaders.

### 3. Objectives of the study

The objectives of the study are as follows:

- i. To study the customer satisfaction of the readers towards the “Anandabazar Patrika.”
- ii. To analyse how demographic factors affects the demand of “Anandabazar Patrika”

### 4. Research Methodology

The aforesaid study has been conducted with the help of primary data. Primary data have been collected from 120 respondents from South Kolkata those who read the Anandabazar Patrika. The data was taken in the period of June 2020 to August 2020. The primary data was collected with the help of a structured questionnaire. The convenient random sampling method was used in the study.

In this study the factors that were identified were

- i. **Quality of information:** One of the primary objective of reading newspaper is to gather information. So under quality of information it was asked to the readers that if they get their required information by reading the newspaper.
- ii. **Advertisement:** Newspaper is a prominent source of advertisement. The readers get to know about various kind of advertisement related to products, services, employment related news etc. So under advertisement the readers were asked to rate regarding the advertisement contents of the newspaper.
- iii. **Price:** Price is one of the important factor that influence the consumer regarding buying the newspaper. Here the readers were asked about their satisfaction level with respect to price charged by Anandabazar Patrika in relation to price charged by other competitors. The readers were also asked whether they get all their desired information by paying the price.
- iv. **Overall Satisfaction:** Here the overall perception of the readers were analyzed. Under overall satisfaction, the readers were asked to rate about delivery of the newspaper, font size of the newspaper, quality of the paper, online contents of the newspaper.

### 5. Data Analysis & Findings

In this section, data have been analyzed from the respondents received through a structured questionnaire from 120 readers who read Anandabazar patrika daily.

**Cronbach's Alpha coefficient** was used to confirm the internal consistency of the data set. The values comes in all the cases above 60%, so it can be said that the internal consistency of data is satisfactory.

### 5.1 Demographic Characteristics of the Respondents

120 readers were taken from south Kolkata who read daily “Anandabazar Patrika”. The data were collected from the area of Garia to Golpark of South Kolkata.

**Table 1: Demographic Profile of the Respondents**

Characteristics	Particulars	Respondents	Percentage
Gender	Male	66	55.00
	Female	54	45.00
	<b>Total</b>	<b>120</b>	<b>100</b>
Age (in years)	Below 20	34	28.33
	21 - 35	37	30.83
	36 - 50	23	19.17
	Above 50	26	21.67
	<b>Total</b>	<b>120</b>	<b>100</b>
Qualification	School level	34	28.33
	Under Graduate	37	30.83
	Post Graduate	23	19.17
	Professional	26	21.67
	<b>Total</b>	<b>120</b>	<b>100</b>
Occupation	Students	34	28.33
	Housewife	10	08.33
	Employee	40	33.33
	Business	36	30.00
	<b>Total</b>	<b>120</b>	<b>100</b>
Marital Status	Unmarried	64	53.33
	Married	56	46.67
	<b>Total</b>	<b>120</b>	<b>100</b>

From the above table it can be noted that out of 120 respondents, 66 are male and rest are female. Maximum respondents i.e. 30.83% of the respondents belongs to the age group of 21-35 followed by 28.33% of the respondents which are from the age group less than 20 years. So maximum of the respondents are from young age groups. 33.33% of the respondents are engaged as employee followed by 30% of the respondents who are doing business. Only 8.33% of the respondents are housewife. With regards to marital status of the respondents 53.33% are unmarried and the rest are married.

### 5.2 Overall Mean Score of the Reader’s Perception on the basis of Four Attributes

**Table-2: Overall Mean Score of the Reader’s Perception**

Reader Perception	Quality of Information	Advertisement	Price	Overall Satisfaction
Mean Score	3.26	3.53	3.42	3.58

In our study -5- points Likert scale were used. Where 1 represents Highly Dissatisfied and 5 represent Highly Satisfied. In all the cases of different parameters of reader perception the mean score is between 3 to 4 which shows that average of the respondents are indifferent to the quality, advertisement, price and overall satisfaction i.e. they are not fully satisfied nor fully dissatisfied rather they are in neutral stage i.e. there is scope of improvement for Anandabazar Patrika in all the respects.

### 5.3 Dependency of Factors on Various Demographic Characteristics

In following tables the dependency of the various factors that influence reader’s perception towards Anandabazar Patrika have been studied.

**Table 3: Anova Table for Association between Age and Quality of Information, Overall Satisfaction, Advertisement, and Price of the Newspaper**

Reader Perception	Groups	Sum of Squares	Df	Mean Square	F	Sig.(P-value)
Quality Information	Between Groups	18.198	3	6.066	4.169	<b>0.008</b>
	Within Groups	168.794	116	1.455		
	Total	186.992	119			
Advertisement	Between Groups	9.854	3	3.285	2.54	0.06
	Within Groups	150.012	116	1.293		
	Total	159.867	119			
Price	Between Groups	15.616	3	5.205	3.984	<b>0.01</b>
	Within Groups	151.551	116	1.306		
	Total	167.167	119			
Overall Satisfaction	Between Groups	5.749	3	1.916	1.253	0.294
	Within Groups	177.418	116	1.529		
	Total	183.167	119			

From the above table, it is revealed that there is a significant association which is statistically significant between age group with quality of information and Price of the newspaper at 5% level of significance. Thus perception of reader with regards to quality of information, and price varies significantly with respect to age.

**Table 4: ANOVA table for the association between Occupation and Quality of Information, Overall Satisfaction, Advertisement, and Price of the Newspaper**

Reader Perception	Groups	Sum of squares	Df	Mean Square	F	Sig.(P-value)
Quality Information	Between Groups	14.619	3	4.873	3.279	<b>0.024</b>
	Within Groups	172.373	116	1.486		
	Total	186.992	119			
Advertisement	Between Groups	22.185	3	7.395	6.23	<b>0.001</b>
	Within Groups	137.682	116	1.187		
	Total	159.867	119			
Price	Between Groups	7.886	3	2.629	1.914	0.131
	Within Groups	159.28	116	1.373		
	Total	167.167	119			
Overall Satisfaction	Between Groups	20.632	3	6.877	4.908	<b>0.003</b>
	Within Groups	162.535	116	1.401		
	Total	183.167	119			

From the above table, we can conclude that there is significant association which is statistically significant between occupation with quality of information, Advertisement and overall satisfaction of the newspaper at 5% level of significance. So it can be said that depending on one's occupation the perception regarding quality of information, advertisement and overall satisfaction will varies significantly.

**Table 5: ANOVA table for the association between Qualification and Quality of Information, Overall Satisfaction, Advertisement, and Price of the Newspaper**

Reader Perception	Groups	Sum of Squares	Df	Mean Square	F	Sig.(P-value)
Quality of Information	Between Groups	22.369	3	7.456	5.254	<b>0.002</b>
	Within Groups	164.622	116	1.419		
	Total	186.992	119			
Advertisement	Between Groups	21.427	3	7.142	5.985	<b>0.001</b>
	Within Groups	138.439	116	1.193		
	Total	159.867	119			
Price	Between Groups	9.103	3	3.034	2.227	0.089
	Within Groups	158.063	116	1.363		
	Total	167.167	119			
Overall Satisfaction	Between Groups	13.283	3	4.428	3.023	<b>0.033</b>
	Within Groups	169.884	116	1.465		
	Total	183.167	119			

From the above table, we can conclude that there is a significant association which is statistically significant between qualification of the respondents with the quality of information, Advertisement and overall satisfaction of the newspaper at 5% level of significance. So based on the qualification barring the price of the newspaper the decision will change with regards to quality of information, advertisement and overall satisfaction.

**Table 6: ANOVA table for the association between marital status and Quality of Information, Overall Satisfaction, Advertisement, and Price of the Newspaper**

Reader Perception	Groups	Sum of squares	Df	Mean Square	F	Sig.(P-value)
Quality of Information	Between Groups	7.072	1	7.072	4.638	<b>0.033</b>
	Within Groups	179.92	118	1.525		
	Total	186.992	119			
Advertisement	Between Groups	8.715	1	8.715	6.803	<b>0.01</b>
	Within Groups	151.152	118	1.281		
	Total	159.867	119			
Price	Between Groups	3.129	1	3.129	2.251	0.136
	Within Groups	164.038	118	1.39		
	Total	167.167	119			
Overall Satisfaction	Between Groups	8.932	1	8.932	6.049	<b>0.015</b>
	Within Groups	174.234	118	1.477		
	Total	183.167	119			

From the above table, we can conclude that there is significant association which is statistically significant between the marital status of the respondents with quality of information, Advertisement and overall satisfaction of the newspaper at 5% level of significance. So except price the decision with regards to perception of newspaper will change based on marital status of the respondents. So the marital status play a significant role in determining the customer satisfaction towards Anandabazar Patrika.

## 6. Concluding Remarks

The study aims to explore the various factors that affect the customer satisfaction towards Bengali daily Anandabazar Patrika newspaper. The study was confined to south Kolkata.

The factors that were identified in influencing the customer behaviour towards Anandabazar Patrika are quality of information, advertisement and price. It was observed in the study that the satisfaction level of readers are more than average in respect of all the factors.

With so far demographic factors are concerned it was noted that age, occupation, qualification and marital status plays a significant role in influencing the reader's perception towards "Anandabazar Patrika".

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