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## A Study On Consumer Perception Of Reading English Newspaper With Special Reference To Coimbatore City

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### ABSTRACT

This study examines consumer perceptions of reading English newspapers, with a specific focus on Coimbatore City. The growing impact of digital media on traditional print journalism has sparked a rethinking of consumer attitudes toward newspapers. This study looks at a variety of factors, including demographic impacts, preferences, reading patterns, and the perceived value of English newspapers among Coimbatore residents. The study polls a representative sample of newspaper readers to determine their reasons for reading, the type of information they prefer, and how frequently they consume newspapers. The findings are intended to provide insights into how English newspapers are evaluated in terms of reliability, relevance, and efficacy in providing customers' information demands.

**Keywords:** language, knowledge, leadership, information

**JEL Classification Code:** I20, I25.

### INTRODUCTION OF THE STUDY

In many civilizations, newspapers especially those published in English remain an essential source of knowledge, culture, and education. Reading newspapers can help pupils improve their understanding, critical thinking, and general knowledge. In order to better understand students' habits, preferences, and the factors impacting their reading behavior, we want to investigate how they perceive reading English newspapers. In the modern world, the English language is essential for overcoming cultural, economic, and social barriers. Newspapers, particularly those published in English-speaking countries, have been viewed as one of the most important types of mass media. However, perceptions and the consumption of English-language publications tend to vary significantly in the regions where English is not the native language. This research aims to find out what the consumers think about reading English newspapers and what the general public's attitude and behavior is towards this type of mass medium.

## REVIEW OF LITERATURE

1. **Sabina Sultana (2022)**, studied looks at the impact of English newspapers on Bangladeshi primary school pupils' vocabulary knowledge. The researchers used a non-equivalent control group design in a quasi-experimental study approach. This study enlisted the participation of 44 Year 5 pupils. These participants were from the same age range and English proficiency level as the control intact group and experimental intact group at a primary school in a rural setting in Mujibnagar, Bangladesh. The data was gathered using a pre- and posttesting trial. The information was analysed using descriptive statistics and SPSS software. According to the results of the study, using an English newspaper as part of a lesson helped Year 5 children enhance their vocabulary.
2. **Choosri Banditvilai (2020)**, analysed about the introducing newspapers as a teaching tool to motivate and challenge students with new learning experiences in order to develop students' vocabulary and reading comprehension. The participants in this study are 54 second year English major students at Kasetsart University. The research uses two instruments for data collection which include a questionnaire and a semi-structured interview. The findings are predominantly positive, suggesting that reading English newspapers can help students learn a lot of vocabulary and develop students' reading skills because the contents are rich and vivid and the language is authentic.
3. **Ranwa Khorsheed (2018)**, Examined apply their reading comprehension skills while attempting to read a newspaper article: skimming, scanning and summarizing. The learners ability to cut through the challenging task was measured by a written assessment as they were required to present a summary of the main ideas of a chosen article in addition to expressing their own personal opinion. The learners were judged according to four points: the linguistic structure, dependence on the original text, the number of ideas presented, and expressing their personal opinion. Finally, the learners' feedback on the current experience was collected via a questionnaire.
4. **Raju Ahmmed (2016)**, Investigated how reading English newspapers improves vocabulary and reading skills of Students of Dhaka University. The target population of this study ranges from first year to Masters" students of Dhaka University. The study was conducted on thirty students by means of questionnaire. A list of twenty words from "The Daily Star" on 21 November 2015 was provided to test how much vocabulary participants have learnt by reading English newspapers. On the basis of questionnaire and vocabulary list, the study focuses on the effectiveness of English Newspapers in improving vocabulary and reading skills. The study indicates that students" vocabulary and reading skills are gradually improving.

## STATEMENT OF THE PROBLEM

The present study seeks to explore and analyze the consumer perception of English newspapers, focusing on factors such as content quality, trustworthiness, relevance, and format preferences. By understanding the perceptions, attitudes, and behaviors of the public towards English newspapers, the research aims to uncover key insights that could guide strategies for enhancing newspaper readership, improving content offerings, and adapting to emerging media trends. The study will specifically focus on the public's view of English newspapers, to provide a comprehensive understanding of consumer expectations and challenges faced by the print media industry.

## OBJECTIVES OF THE STUDY

- To determine the intent of reading newspapers.
- To identify the different fields of interest of respondents in the newspaper
- To examine the mode of newspaper (offline or online).
- To measure the time spent reading it.

## RESEARCH METHODOLOGY

To gather data from the sample population for this study, we employed a structured questionnaire. The study's sampling strategy was non-probability convenience sampling.

### Data Collection

- Primary data: The questionnaire was especially sent via Google Forms.
- Sample size of up to 83 participants limits the scope of this study.

### Tools Used

- Percentage Analysis.
- Chi-Square Test.

## SCOPE OF THE STUDY

The present study is aimed at understanding how consumers perceive the act of reading English newspapers, especially regarding Coimbatore city. It includes readership determinants such as content and reading style, credibility, accessibility, and a blend of consumer tastes and preferences. The study also looks at the age, education level, and occupation aspects for their variations in newspaper reading habits. Moreover, it seeks to find out how traditional print newspaper reading has been affected by the advent of new digital media and whether readers of newspapers prefer print or online versions. This study looks at the rationale behind consumers choices and their trust on print media as compared to convenience of online news or vice versa. The research further focuses on the English newspapers role in serving business, political, and international news to the urban populace of Coimbatore. It also investigates the influence on consumer choice made by the reputation of the published newspaper, pricing, and subscription benefits relative to the readers. With the focus on Coimbatore, the study contributes to understanding the reading lifestyle of the people in a fast growing city. These revelations will assist media houses, publishers, and marketers in anticipating readership patterns and forming strategies. This research is important especially today when there is a shift on emphasis on the internet and other instant media channels besides retaining tradition print.

## LIMITATIONS OF STUDY

- **Geographical limitation:** The study focused just on Coimbatore City, which may not accurately represent the views of consumers in other places, making it impossible to apply the findings to a larger population.
- **Subjective Responses:** Consumer opinions are primarily subjective and may differ according to personal preferences, biases, or limited familiarity with English newspapers.

The Following tables shows the percentage analysis obtained by the data through google form.

### PERCENTAGE ANALYSIS

**Table No.1.1**

#### SOCIO ECONOMIC PROFILE

S.No.	Variable	Basis	No of Respondent	Percentage
1	Age	18-30	62	74.7
2	Gender	Male	42	50.6

**Source:** Primary data

**Table No. 1.2**

#### STATISTICAL PERCENTAGE ANALYSIS

S. No.	Variable	Basis	No of Respondent	Percentage
1	Read English newspaper	for language skills	30	36.1
2	Most engaging news content	global news	30	36.6
3	Factors influencing to read newspaper	quality of content	57	68.7
4	Access English newspapers	online version	27	32.5
5	Frequency of consumption	occasionally	48	57.8
6	Preferred section/content	business & economy	47	56.6
7	Preferred format	Printed edition	52	62.7
8	Spend in Reading Newspaper	less than 15mins	49	59
9	Regularly used newspaper	The Hindu	41	50

**Sources: primary data**

The above table 1.1 and 1.2 shows that 74.7% of the respondents fall in the age group of 18-30 years. 50.6% of the respondents are male, the most common reason is to improve language skills (36.1%), suggesting that many readers use newspapers as a tool for learning English.

Global news is the most engaging type (36.6%), implying that readers are interested in international affairs. Quality of content is a major factor (68.7%), indicating that readers prioritize reliable and well-written news. The online version is preferred by 32.5% of respondents, showing a shift towards digital consumption. Business & Economy is the most-read section (56.6%), highlighting an interest in financial and economic

matters.

Printed editions are still preferred by 62.7% of respondents, indicating that physical newspapers maintain relevance despite digital trends. 59% of readers spend less than 15 minutes, suggesting that most readers engage in quick scanning rather than in-depth reading. The Hindu daily newspaper is preferred by 50% of the respondent.

**CHI – SQUARE TEST**  
**TABLE NO. 1.3**  
**RELATIONSHIP BETWEEN AGE AND \* WHEN DID YOU START READING**  
**ENGLISH NEWSPAPER.**

	When did you start reading English newspaper?		Total
	From Childhood	Recently	
less than 18	2	2	4
18-30	38	24	62
30-50	4	0	4
Above 50	7	6	13
Total	51	32	83

**Sources: Primary data**

**CHI-SQUARE TEST**  
**Table No.2.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	86.831 <sup>a</sup>	6	.000
Likelihood Ratio	15.027	6	.020
N of Valid Cases	83		

**Sources: Primary data**

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .01.

## INTERPRETATION

A high Chi-Square value suggests a strong relationship between age and when respondents started reading newspapers. The p-value is less than 0.05, indicating that the relationship between age and newspaper reading initiation is statistically significant. This means the pattern observed in the table is unlikely due to random chance. The p-value (0.000) is much smaller than 0.05, which means we reject the null hypothesis. The result indicates that there is a statistically significant relationship between age and when individuals started reading English newspapers.

## FINDINGS OF THE STUDY

1. Demographics: Majority (74.7%) are aged 18-30; gender is nearly equal.
2. Purpose: Key reasons include improving language skills (36.1%) and staying informed on current affairs (33.7%).
3. Content: Global news (36.6%) and financial news (28%) are most engaging.
4. Format: Printed editions are preferred by 33.7%, followed by online versions (32.5%).
5. Frequency: Most read occasionally (57.8%), spending less than 15 minutes (59%).

## SUGGESTIONS OF THE STUDY

1. Digital Transition: Enhance online editions with user-friendly apps and websites.
2. Localized Content: Include more local news to attract a wider audience.
3. Interactive Features: Add multimedia content for younger readers.
4. Promotions: Leverage social media and language learning benefits to attract readers.
5. Flexible Subscription Models: Combine print and digital offers to cater to varied preferences.

## CONCLUSION

The study on consumer perception of reading English newspapers reveals key insights into the preferences, behaviors, and factors influencing readers' choices. It highlights that the consumption of English newspapers is shaped by a combination of factors, including content quality, brand reputation, accessibility, and individual literacy levels. The findings suggest that consumers value newspapers for their credible reporting, diverse coverage of topics, and their role in keeping readers informed about current affairs. This emphasizes the importance of newspapers adapting to evolving consumer preferences by enhancing digital offerings, providing localized content, and maintaining journalistic integrity. Publishers must strike a balance between traditional print formats and digital innovations to cater to diverse consumer segments effectively. In conclusion, English newspapers continue to hold a significant place in consumers' lives as a reliable source of information. However, to sustain and expand their readership, they must continuously evolve to align with changing consumer expectations and technological advancements. This study provides a foundation for understanding consumer behavior and guiding strategic decisions in the newspaper industry.

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