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“A Study On The Future Of Digital Newspapers: Trends And Perception Among College Students With Special Reference To Coimbatore”

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ABSTRACT

The study examines the evolving trends and perceptions of digital newspapers among college students in Coimbatore. By analyzing factors such as accessibility, convenience, and cost-effectiveness, the research explores the shift from traditional print to digital platforms. The findings provide insights into the future of newspaper consumption, emphasizing the growing importance of digital formats in catering to the evolving needs of modern readers.

Keywords: digital newspaper, trends, perception, future.

INTRODUCTION

The rapid growth of digital technology has transformed the way people consume news, leading to a decline in traditional print newspaper readership. Digital newspapers have emerged as a popular alternative, offering convenience, accessibility, and real-time updates. College students, as digital natives, are at the forefront of this shift. This study aims to investigate the trends and perceptions of digital newspaper consumption among college students in Coimbatore. The newspaper industry faces significant challenges in adapting to the digital age. With the rise of online news sources, social media, and mobile devices, traditional print newspapers are struggling to maintain relevance. Understanding the habits and preferences of college students, a key demographic, is crucial for digital newspaper publishers to develop effective strategies.

OBJECTIVE OF THE STUDY

- ❖ To analyze the demographic factors
- ❖ To examine the current trends and future prospects of digital newspapers among collegestudents in Coimbatore
- ❖ To analyze the perception of college students towards digital newspapers.
- ❖ To identify the factors influencing the adoption of digital newspapers among college students.

SCOPE OF THE STUDY

The scope of this study focuses on exploring the digital newspaper consumption habits and trends among college students in Coimbatore. It aims to assess their perceptions and attitudes toward digital newspapers while identifying the key factors influencing their adoption and usage. Additionally, the study will

delve into the benefits and challenges associated with digital newspapers within the specific context of Coimbatore. Based on the findings, the study will provide valuable recommendations for digital newspaper publishers and media organizations to enhance their strategies in engaging the student demographic.

LIMITATION OF THE STUDY

- ❖ The study is limited to college students in Coimbatore, Tamil Nadu, India, which restricts its generalizability to other regions.
- ❖ The sample size 90 may not be fully representative of the entire population, potentially affecting the accuracy of the findings.
- ❖ The focus is solely on college students, excluding other demographics, which may overlook diverse perspectives.

STATEMENT OF PROBLEM

The rapid growth of digital technology has transformed the way people consume news, leading to a decline in traditional print media. College students, being digital natives, are at the forefront of this shift. However, there is a lack of understanding regarding their perceptions, preferences, and behaviors towards digital newspapers. What are the trends, perceptions, and influencing factors of digital newspaper adoption among college students in Coimbatore, and how can digital newspapers improve their engagement strategies to cater to this demographic.

REVIEW OF LITERATURE

Mr. RAKESH S, 2020 “A STUDY ON READERS’ PREFERENCE TOWARDS ONLINENEWS PAPER IN COIMBATORE CITY”. This study examines residents' awareness and preferences for online newspapers in Coimbatore, analyzing factors influencing their choices, such as content quality and accessibility. It measures reader satisfaction and identifies challenges faced by online newspaper users. The findings aim to provide insights for enhancing the overall reading experience.

Deesha Nahar P B.Com LLB (Hons), 2024 “AN ANALYSIS ON SHIFT FROM PRINT MEDIA TO DIGITAL MEDIA (WITH REFERENCE TO COLLEGE STUDENTS IN CHENNAI)” Throughout history, print media has thrived alongside digital media. With the rapid advancement of information technology worldwide and the impact of the Covid pandemic, digital media has surged, presenting significant challenges to the growth of print media.

Mr. Jagadeeshwaran Muniappan. “A STUDY ON THE PERCEPTION OF COLLEGE STUDENTS TOWARDS E-LEARNING IN COIMBATORE CITY ‘This study aims to delve into the perspectives and experiences of college students in Coimbatore City regarding e-learning. It seeks to understand their attitudes, preferences, and challenges associated with online learning platforms and methodologies. By examining the factors influencing their perception of e-learning, this research aims to contribute to the development of more effective and engaging online learning environments for students in the region.

RESEARCH METHODOLOGY

Research methods are the tools or instruments employed to achieve the objectives and attributes of a study. They encompass the techniques used to collect, analyze, and interpret data to address research questions and generate meaningful findings.

DATA COLLECTION METHODS

Primary Data: Primary data is collected directly from the source for the first time. This involves gathering fresh information specifically tailored to the research objectives. Examples of primary data collection methods include surveys, interviews, observations, experiments, and focus groups.

Secondary Data: Secondary data is existing information collected from various sources such as journals, magazines, books, newspapers, and the internet. This data has already been gathered and processed by others. While secondary data can be valuable, it's important to critically evaluate its reliability, validity, and relevance to the research question.

Area of Study: The study was conducted in Coimbatore district, Tamil Nadu, India. This geographic focus provides a specific context for the research and allows for targeted data collection and analysis.

Sample Size: The sample size for the study was 90. This number represents the number of participants or units included in the research. The adequacy of the sample size depends on factors such as the research design, population size, and desired level of precision.

Tools used for analysis: data analysing tools are simple percentage and chi-square test.

Chi-square: A chi-square statistic is used to test the measures of expectation.

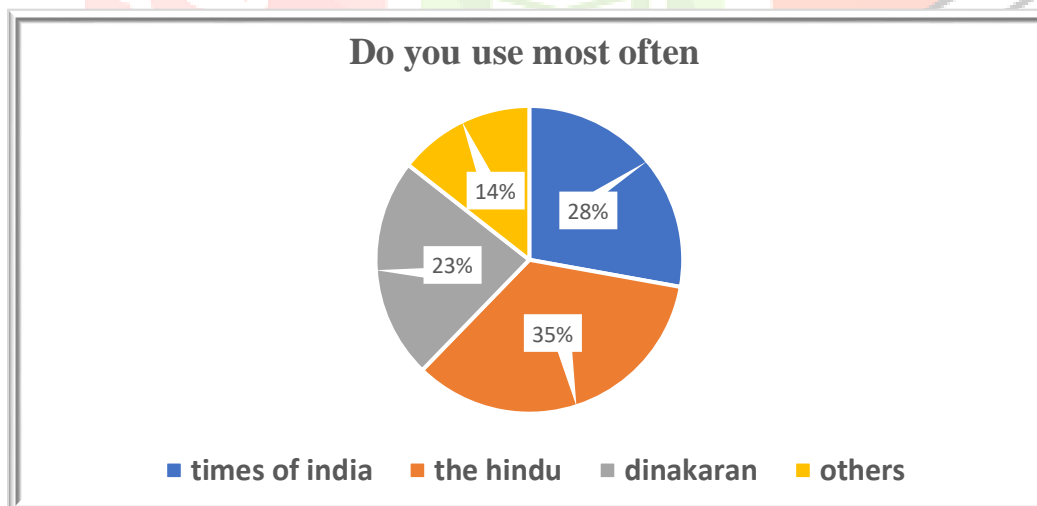
DATA ANALYSIS AND INTERPRETATION

Percentage analysis

Table-1: showing digital newspaper do you use most often

Table 1

Do you use most often	No of respondents	Percentage
Times of India	25	27.8%
The Hindu	31	34.4%
Dina Karan	21	23.3%
Others	13	14.4%



Interpretation

Majority (34.4%) of the respondents frequently used The Hindu newspaper.

Chi-square analysis formula: $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom (-1) (c-1)

H1= There is a relationship between the independent variable and the dependent variable.

Table -2

Gender	Times of India	The Hindu	Dinakaran	others	Total
Male	9	14	13	8	44
Female	16	17	8	5	46
Total	25	31	21	13	90

Table 3

O	E	O-E	(O-E) ²	(O-E) ² /E
9	12.22	-3.22	10.36	0.84
16	12.78	3.22	10.36	0.81
14	15.16	-1.16	1.34	0.08
17	15.84	1.16	1.34	0.08
13	10.27	2.73	7.45	0.72
8	10.73	-2.73	7.45	0.69
8	6.36	1.64	2.68	0.42
5	6.64	-1.64	2.68	0.40
90	90	0	43.71	0.51

Interpretation: The above table clearly states that the demographic profile of the respondents and Maximum of the respondents prefer The Hindu.

Result: The calculated value (0.51) is lower than the table value (7.815). Hence, there is significant relationship between the Gender and the Digital Newspaper platforms used.

H1= There is a relationship between the independent variable and the dependent variable.

Table 4

Age	Daily	1-2 weeks	2-3 weeks	Rarely	Total
18-24	7	11	8	12	38
24-28	3	10	12	3	28
28-31	5	8	3	0	16
31 and above	2	1	2	3	8
Total	17	30	25	18	90

Table 5

O	E	O-E	(O-E) ²	(O-E) ² /E
7	7.18	-0.18	0.03	0.004
3	5.29	-2.29	5.24	0.99
5	3.2	1.8	3.24	1.01

2	1.51	0.49	0.24	0.15
11	12.67	-1.64	2.78	0.22
10	9.33	0.64	0.44	0.04
8	5.33	2.67	7.12	1.33
1	2.67	-1.67	2.78	1.04
8	10.56	-2.56	6.55	0.62
12	7.78	4.22	17.80	2.28
3	4.44	-1.44	2.07	0.46
2	2.22	-0.22	0.04	0.02
12	7.6	4.4	19.36	2.54
3	5.6	-2.6	6.76	1.20
0	3.2	-3.2	10.24	3.2
3	1.6	1.4	1.96	1.22
90	90	-0.18	86.71	16.39

Interpretation: The above table clearly states that the demographic profile of the respondents and Maximum of the respondents use 1-2 weeks.

Result: The calculated value (16.39) is lower than the table value (16.919). Hence, there is significant relationship between the Age and the reading habit of newspaper.

FINDINGS

SIMPLE PERCENTAGE

- 1) Majority (31.1%) of the respondents are below 24-30 years.
- 2) Majority (31.1) no of the respondents are Female.
- 3) Majority (44.4%) of the respondent are postgraduate.
- 4) Majority (35.6%) of the respondent 20001-25000 of Family income.
- 5) Majority (38.9%) of the respondents of are living in Urban Areas.
- 6) Majority (33.3%) of the respondents read newspaper 1-2 weeks.
- 7) Majority (33.3%) of the respondents read newspapers often.
- 8) Majority (48.9%) of the respondent use Smartphones primarily.
- 9) Majority (38.9%) of the respondents access the platform in mobile apps.
- 10) Majority (48.9%) of the respondents are satisfied with digital newspaper.
- 11) Majority (34.4%) of the respondents more frequently use The Hindu newspaper.
- 12) Majority (34.4%) of the respondents said digital newspaper is easily accessible.
- 13) Majority (43.3%) of the respondents are agree on accurate and trusty-worth information.
- 14) Majority (48.9%) of the respondents are equally authentic for authenticity and credibility.
- 15) Majority (32.2%) of the respondents prefer interactive features to engage more digital newspaper.
- 16) Majority (36.7%) of the respondents are to prefer video format when reading.
- 17) Majority (75.5%) of the respondents are interested in features like AI- curated.
- 18) Majority (43.3%) of the respondents are very important and somewhat important for user-generated content.
- 19) Majority (42.2%) of the respondents are share news to friends and social media.
- 20) Majority (34.4%) of the respondents more frequently use The Hindu newspaper.
- 21) Majority (33.3%) of the respondents read newspaper 1-2 weeks.

SUGGESTIONS

The survey shows most respondents are young, female, educated, and urban. They prefer digital news but still read print. They value credibility, engagement, and user-generated content.

CONCLUSION

Overall, the study suggests that digital newspapers have a bright future among college students in Coimbatore. By understanding their preferences and needs, digital newspaper publishers can develop effective strategies to engage this important demographic.

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