



A COMPARATIVE STUDY ON HINDU NEWSPAPER IN TAMIL AND ENGLISH VERSION WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

Comparison of two newspapers, when we first look at these two newspapers, “the first thing that comes to our attention is the differences of the front pages of the two” Newspapers are more than just a sheet of paper lined with ink. Newspaper is a medium through which the facts and figure of the events going on around the world reach even to the places where there is no electricity. The researcher has undertaken a study to measure the comparison level of English and Tamil newspaper and to create awareness about the impact of newspaper. Objectives of the study are to identify the customer perception, to investigate the major factors that impact customer satisfaction and to compare the customer satisfaction level of Tamil and English Version of Hindu Newspaper. The study was conducted among the viewers of Coimbatore city by adopting Simple Random Sampling Technique. The sample size is 100 respondents which have been considered for the study. Tools used for the Study are Chi- Square Analysis test and Rank Correlation. The study concluded that the Hindu newspaper of Tamil version requires more effective supplement delivery which is considered as a suggestion on the side of customers.

Key Words: Comparison, Perception, Customer Satisfaction.

Introduction

Comparison is a consideration or estimate of the similarities or dissimilarities between two things or people. Comparison of two newspapers, when we first look at these two newspapers, “the first thing that comes to our attention is the differences of the front pages of the two.” Newspapers are more than just a sheet of paper lined with ink. Newspaper is a medium through which the facts and figure of the events going on around the world reach even to the places where there is no electricity. Their productions hold a much greater significance than providing profit for the company. Newspapers give us a medium to get information about news regarding employment, matrimony, gadgets, real estate, sports and the list goes on. Newspaper is defined as a printed publication consisting of folded unstapled sheets and containing news, feature articles, advertisements and correspondence.

Statement of the Problem

In this modern and growing world, Medias play a vital role in the human life for the development of society. It helps to reach all kinds of people in and around the world. But in the present day of busy life people are not giving much importance to reading news paper and they are not interested to receive the day to day information provided by the Tamil and English paper. With this background, the researcher has undertaken a study to measure the comparison level of English and Tamil newspaper and to create awareness about the impact of newspaper.

Need for the Study

The need of the study is to compare “THE HINDU” newspaper in Tamil and English version and also to determine the level of satisfaction among the customers.

Objectives of the Study

1. To identify the customer perception towards Hindu Newspaper in Tamil and English Version.
2. To investigate the major factors that impact customer satisfaction towards Hindu Newspaper in Tamil and English Version.
3. To compare the customer satisfaction level of Tamil and English Version of Hindu Newspaper.



Research Design

Research design is a map or blue print according to which the research is to be conducted. Research design is the Basic framework which provides guidelines for the research process. The research design specifies the method for data collection & data analysis. In this study descriptive research design is made use of which describes the demographic characteristics of respondents and the frequency of two variables.

Sources of Data

Primary Data

The primary data were collected based on the structured questionnaire by conducting interview schedule among the respondent in Coimbatore city.

Secondary Data

Secondary data for the study have been collected from books, journals, magazines and websites.

Sampling Technique

The study was conducted among the viewers of Coimbatore city by adopting Simple Random Sampling Technique.

Sample Size

The sample size is 100 respondents which have been considered for the study.

Tools used for the Study

1. Chi- Square Analysis test
2. Rank Correlation

Limitation of the Study

1. Due to time factor the study has been limited to 100 respondents.
2. The result of analysis made in the study depends fully on the information given by the respondents.
3. The area of study is restricted to Coimbatore city only.

Review of Literature

Kumar (2007)¹ “the study on coverage of research news in Indian newspapers”. The study has been undertaken with the objective of accessing the coverage of research news cum science communication in Indian print media.. The news agencies reported research news from different countries without any preference for their native country.

Roy (2010)² “Discussed the trends in the coverage of sports in Indian Newspapers”. Sports section was of prominence in every newspaper that devotes a minimum two pages to sports- national and international. The objectives of study to find out importance given to a particular sport and the space devoted to it, and to find out space devoted to a kind of sport, that is, Indian v/s Foreign and to analyze different trends by comparing two newspapers

Hindu Newspaper – English Version

The Hindu is an Indian daily newspaper, headquartered at Chennai. It was started as a weekly in 1878 and became a daily in 1889. It is one of the two Indian newspapers of record and the second most circulated English-language newspaper in India, after The Times of India with average qualifying sales of 1.21 million copies as of Jan–Jun 2017. The Hindu has its largest base of circulation in southern India.

The Hindu Newspaper – Tamil VersionThe first issue was published on 16 September 2013. The daily engages readers of all age groups with extensive regional, national and international news coverage. With an array of interesting special sections, the Tamil newspaper is a balanced mix of information and articles touching upon business, education, knowledge, sports, Quiz and entertainment. Apart from carrying local and

international news. The Hindu – Tamil abide by the ethical standards maintained by The Hindu. The launch of the Hindu – Tamil is an important milestone as it signifies the group’s foray into the regional market for the first time in its history of 135 years.

Data Analysis and Interpretation

Data analysis is also known as analysis of data, is a process of inspecting, cleansing, transforming and modelling data with the goal of discovering useful information, suggesting conclusions and supporting decision making.

Rank Correlation

This measure is especially useful when quantitative measure factors cannot be fixed, but the individual in the group can be arranged in order to obtaining for each individual a number indicating rank.

Table 1, Factors Influencing to Purchase of the Hindu Newspaper

Factors	No. of Respondents	1	2	3	4	5	6	Total score	Rank score	Score
	Score	6	5	4	3	2	1			
Price	No. of respondents	16	20	9	9	14	32	100	3.19	5
	Score	96	100	36	27	28	32	319		
Quality	No. of respondents	33	11	21	15	12	8	100	4.14	1
	Score	198	55	84	45	24	8	414		
News Coverage	No. of respondents	21	21	21	16	15	6	100	3.99	2
	Score	126	105	84	48	30	6	399		
Delivery Time	No. of respondents	10	22	18	17	20	13	100	3.46	4
	Score	60	110	72	51	40	13	346		
Features	No. of respondents	11	19	19	22	15	14	100	3.47	3
	Score	66	95	76	66	30	14	347		
Supplements	No. of respondents	8	7	12	22	24	27	100	2.72	6
	Score	48	35	48	66	48	27	272		

Source: Primary Data.

The above table depicts that, the average mean score of 4.14 was given the first rank for the quality, followed by 3.99 for news coverage, 3.47 for features, 3.46 for delivery time, 3.19 for price and 2.72 for supplements.

Chi-Square Test

The chi - square analysis is mainly used to test the significance of two factors. In other words the chi-square analysis is performed to test the significance of one factor. Each of the personal factors considered are compared with study factors and chi-square analysis was performed. The tests are carried out with 5% level of significant.

Table 2, Comparison Between Gender And Level Of Satisfaction

Ho: There is no significant relationship between gender and level of satisfaction.

Factors	Table Value	Degree of Freedom	Assumption - Significance
Price	2.997 ^a	3	0.392
Quality of Newspaper	3.219 ^a	3	0.359
Delivery Time	4.735 ^a	3	0.192
Features	4.735 ^a	3	0.192
Printing Quality	1.770 ^a	4	0.778
Supplements	.698 ^a	3	0.874
Availability	6.037 ^a	3	0.11

Source: Primary Data.

The table explains clearly that calculated value is less than the table values at 5% level of significance, so the null hypothesis is accepted, except in supplement factor. The calculated value is more than the table value at 5% level of significance in supplement factor, so the null hypothesis is rejected.

It is concluded that, there is no significant relationship between gender and level of satisfaction.

Table 3, Comparison between Age and Level of Satisfaction

Ho: There is no significant relationship between age and level of satisfaction.

Factors	Table Value	Degree of Freedom	Assumption – Significance
Price	5.244 ^a	9	0.813
Quality of Newspaper	14.970 ^a	6	0.02
Delivery Time	7.913 ^a	9	0.543
Features	8.132 ^a	9	0.521
Printing Quality	12.224 ^a	12	0.428
Supplements	9.354 ^a	9	0.405
Availability	3.006 ^a	9	0.964

Source: Primary Data.

The table explains clearly that calculated value is less than the table values at 5% level of significance, so the null hypothesis is accepted.

It is concluded that, there is no significant relationship between age and level of satisfaction.

Ho: There is no significant relationship between educational qualification and level of satisfaction.

Table 4, Comparison Between Educational Qualification And Level of Satisfaction

Factors	Table Value	Degree of Freedom	Assumption - Significance
Price	13.299 ^a	3	0.004
Quality of Newspaper	3.310 ^a	3	0.346
Delivery Time	3.664 ^a	3	0.3
Features	1.895 ^a	3	0.594
Printing Quality	1.732 ^a	3	0.63
Supplements	6.867 ^a	3	0.076
Availability	8.258 ^a	3	0.041

Source: Primary Data.

The table explains clearly that calculated value is less than the table values at 5% level of significance, so the null hypothesis is accepted.

It is concluded that, there is no significant relationship between educational qualification and level of satisfaction.

Conclusion

The Hindu Newspaper is daily English Newspaper by over-riding its competitors in all the parameters of service. From the study, it is observed that employed and self – employed are the majority of readers. Most of the readers are preferring newspapers because of its content and prices. The study concluded that the Hindu newspaper of Tamil version requires more effective supplement delivery which is considered as a suggestion on the side of customers.

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