

TO STUDY THE PERCEPTION & E-SATISFACTION OF ONLINE NEWSPAPER READERS IN GUJARAT STATE: AN EMPIRICAL INVESTIGATION

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ABSTRACT

Traditionally newspapers have been an integral part of our daily life since years. The advance technology or even internet is not a new thing in the perspective of globalization. As users of internet are increasing online newspapers are also increasing in numbers. Online news paper can publish their content internally and send it to all corner of the globe. In Gujarat, online news paper has already been very popular among different age groups. Online news papers are attracting young readers that traditional news papers have failed to do. Also the objective is to get the feedback from the online readers which will be the backbone for improvement in quality and services for the online newspapers. The competitive analysis will be based on online survey and secondary data. The ground for selecting this approach is, to have better understanding regarding the e-satisfaction and new consumer demand. Several editors agreed that readership is one of the most important and vital point for online news paper. As the readership increases, advertisers will view the online newspaper as an increasingly attractive spot and that will increase the revenue of online news paper.

KEYWORDS: E-Satisfaction, Online News Paper.