

## **EMPIRICAL STUDY ON THE CUSTOMER SATISFACTION OF ELECTRONIC NEWSPAPER READERS**

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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

### **INTRODUCTION**

Research suggests that online newspapers are not as good as their printed counterparts in widening the range of topics their audience is aware of. But should we be concerned about that? So far, visiting online newspapers does not seem to be a substitute for reading traditional newspapers. But the evidence is scarce; only a few studies specifically look at the impact of online newspapers. In this study we look at to what extent online newspapers take over from printed newspapers and other information channels. We investigate the relation between using online newspapers and other media channels, and look into the usefulness of online newspapers for different types of information compared to their offline counterparts and other information channels. Online newspapers do not seem to diminish the use of other media or the time spent on them though. On the contrary, their visitors use some information channels more often and more extensively, even after other 44 Uses and effects of online news plausible reasons for media use are controlled for.

### **LITERATURE REVIEW**

Printed newspapers improve their readers' knowledge of what is going on around them (Guo and Moy, 1998; McLeod, Scheufele and Moy, 1999; Schulz, 2003). Traditional printed newspapers often serve as a "Daily Us." In 1995, Nicholas Negroponte had heralded the advent of a "Daily Me," an (electronic) newspaper that would quickly 'know' what every individual reader is really interested in and would subsequently not bother her or him anymore with other topics. The typical universality of printed newspapers, however, confronts everyone with a wide variety of political or Public affairs

topics, but also with reports on, for instance, opera performances, sports, celebrities and accidents. This confrontation is also fairly inevitable, given the nature of that medium. Typically, printed newspapers also make their readers aware of those other topics outside the range of their individual interests; they convey knowledge about a wider array of events and issues in one's community. The number of studies supporting this idea by comparing the impact of print newspapers and other media on the diversity of the audience agenda is limited, but provides consistent results. In general, newspapers indeed seem to help create a richer public agenda than other information channels, such as television (Ferguson and Weigold, 1986; Allen and Izcaray, 1988; Culbertson, Evarts, Richard, Sandell, and Stempel III, 1994). But what if the slow but steady decline of printed newspapers in Western countries (Lauf, 2001) continues? What if these newspapers are replaced by their online counterparts? Virtually all newspapers in Western developed countries have an online edition (Peng, Tham, and Xiaoming, 1999). What if more and more people turn to them and stop reading print papers completely? Not implausible, given the advantages of online newspapers. Online papers are mostly still free of charge, often updated throughout the day, easily accessible for everyone with an Internet connection, and they can be visited while working at one's PC anyway. No surprise, then, that as early as in 2002, 23 percent of U.S. web users also visited newspapers.

There are some differences between online and print newspapers suggesting that it matters whether one reads the one or the other. For instance, it is likely that one encounters fewer articles, and certainly fewer complete articles, while surfing an online newspaper compared to paging through a printed paper. Of course, the offer of online papers becomes more extensive with the access to an archive, but this does not necessarily correspond to the wealth of articles that printed newspapers provide daily and without any archival research (Zurn, 2000; d'Haenens, Heuvelman, and Jankowski, 2001). In addition, some online newspapers present more leisure information and less news, and editorial content in general is sometimes reduced in favour of services and transactions (Sparks, 2000).online at least once a week (Runett, 2002).

But more important are the differences in the structure of two outlets. The non-linear, layered structure used online makes it more difficult to come across 'all' articles. Large parts of online newspapers consist of teasers and tables of contents. To access complete articles one has to scroll and use links. Clicking on links may draw readers away from the other articles in the online paper, whereas other stories on a page in a print paper remain visible for a print reader. In other words, Online newspaper readers are encouraged to be more active and selective (Cameron and Curtin, 1995; Peng et al., 1999; Tewksbury and Althaus, 2000; d'Haenens et al., 2001; Boczkowski, 2002). In contrast, print newspaper readers should be more often surprised by articles they would probably not click on when only offered a headline in an online newspaper.

Cues that are supposed to direct and structure attention are used for this purpose (Mueller and Kameron, 1995; Fallows, 1996; Zurn, 2000). Those cues comprise the position of an article within the paper, within a section and on a page; the use of pictures and graphs; size (of stories, headlines, pictures); the use of paragraphs; typographical elements; colours, and so forth. Cues are obviously able to lure readers into reading, stories that they would not find worth their while if they only knew their mere topic (Garcia and Stark, 1991; Schönbach, 1995; see also McCombs and Mauro, 1977; d'Haenens et al., 2001). Certainly, cues also exist online. Examples of these cues are: Icons, the blinking of a headline, or the location and order of headlines and teasers on the screen (Fico, Heeter, Soffin, and Stanley, 1987). But compared to the print version, online newspaper readers, on average, are exposed to a smaller number of cues and less variation in cues, and thus to less guidance. In the online edition there is typically little variation in the amount of space and the number of pictures devoted to stories, and stories are often ranked by their recentness rather than by their importance (Thiel, 1998; Tewksbury

and Althaus, 2000; Butzelaar, 2001; Eveland, Marton, and Seo, 2004). In sum, online newspapers may not be as good as printed newspapers at conveying public topics of all kinds to their audience

Advertising in Online Newspapers: A Promising Market in the United States, online ad spending increased by 11.1% and in Spain by 20% during the first half of 2010 compared to the previous year. In the U.S., online searches accounted for 47% of ad spending, while garnering 52% in Spain, 60% in England, and only 40% in Germany. Worldwide, search engines accounted for 50% of all online advertising. In Spain, total online ad spending reached 377.4 million euro during the first half of 2010, according to the IAB study. However, considering newspapers' total revenues, online advertising revenue is still well below the level expected for its audience size. Only 6% of publishers reported that their online revenues accounted for up to 10% of their total income, while 68.9% reported that their digital revenues account for only 1% to 2% of total income, which is still a very low figure. (Source: Lecture presented at the Inter American Press Association (IAPA) by Francisco Vazquez, President and founding partner of E&P Research, and Rafael Bonnelly, Director of Digital Strategy and Social Marketing at NCA & Associates.)

Online news has become more popular than reading newspapers in the US, according to a survey. Sixty-one per cent of readers surveyed said they got their news online on a typical day, compared with 78% from local news channels and 71% from a national TV network such as NBC or cable channels such as CNN or Fox News. (The Pew Research Centre, 2008).

## **RESEARCH METHODOLOGY**

### **Research Objectives**

The objectives of research are as under:

- To study the satisfaction level of online news paper reader's towards various online newspapers.
- To study the various effective factors that has impact on preference given by online news paper readers.
- To know the preference of online news paper readers among the various online newspapers.
- To study the scope of the newspapers industry.

### **Research Design**

Type of research was exploratory and conclusive descriptive type. In descriptive, single cross sectional research design was used. Target population used samples from various regions i.e. Ahmedabad, Gandhinagar and Mehasana. Sample size was 50 readers of online news paper. Sampling type used as non probability sampling and type of non probability was convenience sampling.

### **Research Instrument**

The research instrument is questionnaire for online newspaper readers having only closed ended questions. The research instrument is structured. The data type is interval and likert scale are used to measure preference of online news paper readers. Data collected from secondary data like from E news paper industry, publication of online news paper, internet and primary data collected from online survey by means of structured questionnaire for quantitative research. Data should be analyzed through SPSS software.

## RESEARCH ANALYSIS

### Preferences of the Online News Paper

On the basis of the mean value preference towards the online news paper

**Table 1**

S. No	News paper	Mean Value	Rank
1	Times of India	3.52	5
2	Business Standards	4.2	2
3	Financial Express	2.96	8
4	Indian Express	2.84	9
5	Hindustan Times	2.74	10
6	Dainic Jagaran	3.34	6
7	Bhaskar	3	7
8	New Bharat times	3.58	4
9	Gujarat Samachar	2.1	11
10	Sandesh	1.9	12
11	Divya Bhaskar	4.24	1
12	Jansatta	4.12	3

### Interpretation

The observed mean value in table-1 indicates that Divya Bhaskar has high mean value, so this online news paper is highly preferred by e news readers. Second, third preference was Jansatta, Business standard, New Bharat times and Times of India respectively. Hindustan times, Sandesh and Gujarat Samachar are least preferred by the online news paper.

### Various Factors On The Basis Of Online News Reader's Percieved Importance

**Table 2**

Sr. No	Variables	Mean value	Rank
1	Accessibility of websites	4.3	1
2	Reading contents	3.66	10
3	Updating of news	3.86	7
4	Quality of the news	3.16	12
5	Feedback system	3.7	9
6	Ease of searching previous edition	3.76	8
7	Advertisement effectiveness	4.16	4
8	Ease of communication	4.24	2
9	Usefulness of supplementary news	4.08	6
10	Time saving	4.22	3
11	Attractiveness and meaningful	4.14	5
12	Innovative news	3.76	8
12	Creative materials	3.48	11
14	Header of e newspaper	3.66	10

### Interpretation

The observed mean value of table-2 shown that accessibility of website had highest mean value. Ease of communication, time saving was considered as second and third important variables respectively. Header of the e news paper, creative materials and reading contents are least perceived values of online news paper.

### E-Satisfaction Level of the Online News Paper

Table 3

Sr. No.	Variables	Mean Value	Rank
1	Articles	3.66	9
2	Download speed	3.86	6
3	Updated information in online version	3.16	11
4	Design and size of fonts used	3.7	8
5	Loading of image or any picture	3.76	7
6	Search option	4.16	3
7	Option of giving opinion about any event.	4.24	1
8	Linking option with other news paper and other website given in online newspaper.	4.08	5
9	Advertisement facility.	4.22	2
10	Archive options.	4.14	4
11	Network facility.	3.76	7
12	News classification such as National, International, IT, Health.	3.48	10

### Interpretations

The observed mean values of table-3 shows that option of giving opinion about any events, advertisement facility, search option, archive options and linking option with other news paper and other website given in online newspaper have the highest mean values. So these are the important variables for e satisfaction of the readers. News classification such as National, International, IT, Health and Updated information in online version are least important variables for e readers.

### Factor Analysis

Table 4

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.739
Bartlett's Test of Sphericity	Approx. Chi-Square	264.337
	Df	55
	Sig.	0

The observed value of KMO shown in table is 0.739. That is more than 0.5 which was very significant. The Observed value of Cronbach Alpha was 0.7, which was more than 0.6. So, our data were reliable.

Table 5

Rotated Component Matrix			
Variables	Component		
	1	2	3
Accessibility of websites		0.608	
Reading contents	0.591		
Updating of news		0.792	
Feedback system			0.874
Advertisement effectiveness	0.783		
Ease of communication		0.729	
Usefulness of supplementary news	0.593		
Time saving		0.721	
Attractiveness and meaningful			0.829
Innovative news	0.881		
Creative materials	0.708		
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			

After doing the rotated component matrix, total 13 statements are reduced to 11. On the basis of variable characteristic, the given a name of the 5 variable i.e., Literature usefulness, second factor is Website services and third factor is Attractiveness of e news.

## **HYPOTHESIS TESTING**

### **One Way ANOVA**

H0: There is no significance difference among literature usefulness, website services and attractiveness on the various age groups.

H01: There is no significance difference among of literature usefulness, website services and attractiveness on the various groups of the education qualifications of online readers.

H02: There is no significance difference among E satisfaction on the various age groups of e readers.

H03: There is no significance difference among E satisfaction on the various group educational qualifications of e readers.

### **Independent Two Samples T Test**

H0: There is no significance difference among the literature usefulness, website services and attractiveness of e news on various groups of genders.

## **RESULTS DISCUSSIONS**

### **One Way ANOVA**

Result shown that all the significance values for literature usefulness (P value,  $0.656 > 0.05$ ), Website services (P value,  $0.168 > 0.05$ ), Attractiveness of e News (P value,  $0.817 > 0.05$ ). P, significance values are greater than 0.05, we accept the null hypothesis and conclude that mean differences among literature usefulness, website services and attractiveness on the various age groups are significantly similar. Age groups do not differ significantly in terms of literature usefulness, website services and attractiveness. In H01, Null hypothesis, (p) significance values are greater than 0.05, we accept the null hypothesis and conclude that mean differences among literature usefulness, website services and attractiveness of e news on various age groups and education qualifications of online readers are significantly similar.

In H02 and H03, the observed significance P values are more than 0.05. [P (age)  $> 0.238$  and P (education Qualification)  $> 0.195$ ], So we accept the null hypothesis. So conclude there is no significance difference among the e satisfaction on various groups of ages and educational qualifications of e readers. Level e satisfaction is not dependent on various age groups and educational qualifications of e readers.

### **Independent Two Samples T Test**

Results shown that all the significance P values were more than 0.05. So we accept the null hypothesis. So there is no a significance difference among the literature usefulness, website services and attractiveness of e news on the various groups of gender.

## **RECOMMENDATIONS**

Research shows that option of giving opinion about any event, Advertisement facility, Search option, Archive

option, Linking option with other news and other website given in online newspaper are the most important variables that has impact on E satisfaction, So online newspapers should focus on this variables. Research suggest also to online newspaper that they should focus on accessibility of websites, ease of communication, advertisement effectiveness and attractiveness and meaningful, which are highly important factors. Research can suggest that online news papers are also focus on age of E readers while publishing reading contents and advertisement. Research can suggest also usefulness and service value for their online news papers. Research suggest that news paper company also more concentrate on the various variables like News classification such as National, International, IT, Health, Updated information in online version, articles and Design and size of fonts used, So e news papers more satisfied for the services of the e news paper company. News classification such as National, International, IT, Health and Updated information in online version are least satisfied variables for e readers so, e Newspapers Company can give less important towards this variables.

There is no significance difference among the literature usefulness on the various age groups of e readers and various groups of educational so, age and educational qualification of the e readers are not a vital variables.

### **Limitation of the Study**

- The study was limited to specific area of the Ahmedabad, Gandhinagar and Mehssana city.
- This study was limited to sample size of 50.
- Non-availability of past data etc.
- This study has been limited by time and cost factors.

### **CONCLUSIONS**

Our research shows that Divya Baskar, Jansatta, Business Standards, New Bharat Times, and Times of India are most preferable online news papers. Indian Express, Hindustan times, Dainic Jagaran are least preferred online news papers. As per the E satisfaction is concerned option for giving opinion, advertisement facility. Search option, and archive options are the most important variable. While updated information, News articles and loading of image or picture are the least important variable. Accessibility of websites, ease of communications, saving in time and advertisement effectiveness are the important variables. Option of giving opinion about any events, advertisement facility, search option, archive options and linking option with other news paper and other website given in online newspaper have the highest mean values. So these are the important variables for e satisfaction of the readers.

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