

**IMPACT OF EMERGENCE OF DIGITAL MEDIA ON  
TRADITIONAL NEWSPAPER INDUSTRY WITH SPECIAL  
REFERENCE TO FIVE LEADING REGIONAL MARATHI  
NEWSPAPERS IN SANGLI AND KOLHAPUR DISTRICTS**  
**A THESIS**

**SUBMITTED TO THE**  
**TILAK MAHARASHTRA VIDYAPEETH PUNE**  
**FOR THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY**  
**IN MANAGEMENT**

**Under the Board of Management Studies**



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**November 2023**

## **CERTIFICATE**

This is to certify that the thesis entitled **“IMPACT OF EMERGENCE OF DIGITAL MEDIA ON TRADITIONAL NEWSPAPER INDUSTRY WITH SPECIAL REFERENCE TO FIVE LEADING REGIONAL MARATHI NEWSPAPERS IN SANGLI AND KOLHAPUR DISTRICTS”** being submitted herewith for the award of the Degree of Doctor of Philosophy in Management under the faculty of Management, **Tilak Maharashtra Vidyapeeth, Gultekdi, Pune**, is the result of the original researchwork completed by **Mrs. Madhavi Manohar Peshave** under my supervision and guidance and to the best of my knowledge and belief, the work embodied in this has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body.

**Dr. Pranati Rohit Tilak**  
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**Place:** Pune

**Date:**

## **DECLARATION**

I hereby declare that the thesis entitled “**IMPACT OF EMERGENCE OF DIGITAL MEDIA ON TRADITIONAL NEWSPAPER INDUSTRY WITH SPECIAL REFERENCE TO FIVE LEADING REGIONAL MARATHI NEWSPAPERS IN SANGLI AND KOLHAPUR DISTRICT**” is completed and written by me has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body. Further, I declare that I have not violated any of the provisions under Copyright and Piracy/Cyber/IPR Act amended from time to time.

**Mrs. Madhavi Manohar Peshave**

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## **ABSTRACT**

This study aims to comprehend the transformation of the media landscape by investigating the shift from traditional print newspapers to digital media in Sangli and Kolhapur districts, with a focus on five prominent Marathi regional newspapers. Various factors influencing readers' preferences, such as ease of access, cost-effectiveness, timesaving, convenience, trustworthiness, instant updates, readability, authenticity, presentation style, entertainment value, scope, coverage, and advertising volume, were analysed.

The evolution of communication has been an intrinsic part of human history, enabling understanding and connection among individuals. Over time, this evolution has been incessant, with contemporary technology significantly reshaping the modes of communication. One of the pivotal milestones in the history of communication was the emergence of newspapers. The concept of newspapers can be traced back to ancient civilizations, with the Egyptians being one of the earliest to employ symbols for written communication. However, the modern newspaper we know today finds its roots in Europe, particularly with the advent of the printing press. This revolutionary invention allowed for the dissemination of information on a mass scale, giving rise to a powerful medium of communication. The evolution of newspapers saw shifts in ownership, government control, and the concept of freedom of the press.

In the contemporary context, the newspaper industry faces the challenges posed by digital media. With the advent of digital technologies and the widespread use of mobile phones, information is now readily available at one's fingertips. This shift has led to changes in the consumption and production patterns within the traditional newspaper industry, necessitating adjustments to stay relevant in the digital age.

The research findings reveal a noticeable shift in readers' preferences from traditional print newspapers to digital versions, with significant variations across different age groups. Younger readers tend to favour digital media, while older generations maintain a preference for print. Additionally, the study explores the influence of factors like trustworthiness, instant updates, readability, authenticity, style of presentation, and entertainment value in driving the adoption of digital media.

Furthermore, the research highlights the challenges faced by the traditional newspaper industry, including declining circulation and advertising revenue. It attributes these challenges to the rise of digital advertising and online consumer engagement, emphasizing the need for newspapers to adapt to changing reader preferences and digital

marketing trends.

The study employs a sample size of 500 respondents from Sangli and Kolhapur districts, using questionnaires and interviews with newspaper editors as research instruments. Data analysis is conducted using statistical methods, including descriptive statistics, frequency and percentage analysis, independent t-tests, and cross-tabulation with chi-square analysis.

In conclusion, this research provides valuable insights into the evolving landscape of news consumption and the strategies required to ensure the continued relevance and sustainability of the newspaper industry in the digital age. It suggests that newspapers should cater to both digital-savvy younger readers and traditional print loyalists, while also adapting their content and distribution strategies to meet the changing demands of the market. Additionally, the study identifies several areas for further research, including comparative analyses across different regions, long-term trends, and the impact of social media, content analysis, and factors influencing digital adoption.

# **CHAPTER – I - INTRODUCTION**

## **1.1 Evolution of Communication**

Since the beginning of time, communication has been a crucial component of our lives. People get to comprehend one another. The process of communication's evolution is continual. The evolution of contemporary technology has changed how people communicate. Without communication, life would have been extremely difficult. Without communication, it would be difficult to solve issues, write, read, or comprehend. We have been communicating in various ways. We were able to deliver practically everything using these ways.

Talking or producing sounds, creating pictures with paint or other visual media, dancing, acting, and utilising symbols are some of the earliest methods of human communication. Grunting or other guttural noises made at a high or low pitch could be a warning sign or an indication of social communication. During this time, body language was also a form of communication. Humans later discovered the necessity to document their daily actions, which led to the development of written communication. Later, this developed to fulfil the demands of trading and exchange of things. One of the earliest civilizations to use symbols for written communication was the ancient Egyptians, whose alphabet later evolved into the one we use today.

## **1.2 Ancient World- Things used for Communication.**

Communication has immense importance in the life of living beings as it is one of characteristics which separates them from non-living things. Word Communication originated from the Latin word ‘communes’ which means to share or to make common. Communication is defined as “The process of understanding and sharing meaning”. (Pearson, J & Nelson, P (2000) An Introduction to Human communication: Understanding and sharing). There are various modes of communication we use in our day-to-day life like Verbal, Non-verbal, written, listening and visual.

Communication has changed drastically over the past decade. This is due to the rapid development of new technologies. Communication is an art and it evolved with time and has undergone various stages to get where it is today. In prehistoric times drawings and pictures of animals and people in cave painting and cuneiform

were used to communicate. Written communication is very effective way to communicate with the society or people. Before printed newspaper was not introduced., in medieval Europe the preservation of entire texts onto ‘**Papyrus**’ done by crafts man and manuscript copyists to ensure that information was made available to communicate with next generation. To communicate with one another, in ancient India the spy was called as reporter appointed by king. The main duty to him was to go out of the country and bring confidential and important news. For sending news, spies were used to write news on leaf’s with natural colours.

Written communication can capture the reader’s attention and get the point across clearly. The earliest journalistic product was a newssheet circulated in ancient Rome for court circular or for public speeches. The concept and need of journalism took place and newspapers were born to communicate with society. ‘Maharshi Narad’ is supposed to be the father of Journalism. Since the origin of man on Earth, communication has taken many different forms. However, the methods were just a collection of indications that were not in any particular order and may mean different things to different people. Around 30,000 B.C.E., three million years after man first appeared on the scene, communication first started to take on an intentional, constructed format. Cave paintings are the most well-known example of prehistoric communication. The homo sapiens species of man, which first appeared circa 130,000 BCE, was responsible for the artistic accomplishments. The process entailed making pigments from of coloured minerals, fruit and berry juice, or animal blood. Then, using these pigments, images of prehistoric life were painted on the cave walls. The paintings’ intended use has long been debated by academics, but the most widely accepted explanation contends that they served as a guide to teach people which animals were suitable for consumption.

There were other early means of communication, however these were less common for a number of reasons. Before the invention of writing, significant knowledge was transmitted through storytelling. But since man remained divided into distinct tribes, this knowledge was only useful within one’s own tribal society. Primitive man also employed drums and smoke signals; however, they weren’t the most useful tools for communication. Both techniques run the risk of attracting the unwanted notice of rival tribes and rapacious animals. The standardisation of these techniques was particularly challenging. People created murals called cave drawings to depict their civilization on the cave and canyon walls. They would share tales of

conflicts, hunts, and cultural traditions. Before there were books, people told stories—both fictional and nonfictional—to each other. It served as a means for communities and families to transmit historical knowledge.

All kinds of communication are highlighted in this infographic over time. Drums were one tool used to communicate with nearby tribes and organisations. They would be informed of issues and happenings by the sound of the drumming rhythms. Smoke signals were another means of communicating with those who were too far away to speak to.

### **1.3 Emergence of Newspaper in the World**

Human beings are curious about the things happening around them. Because his interest is involved in it directly or indirectly. Newspapers are one of the effective sources to communicate with society. Newspapers are the most time honored and popular medium through which news is delivered to people. It provides so many answers to questions which want to know people at their home. The long form of the word News is North, East, West and South. It means collection of news from all directions and serves the latest happenings in the different parts of the world. In this modern era newspapers play an important role for society. Newspapers promote various sectors like commerce, trade, and business.

Newspaper defined as “Large folded pieces of paper printed and sold with news, articles, and advertisements on daily or weekly basis. In 1438 German printer ‘Johan Guttenberg’ invented a mould for casting and published first printing book in 1450. The oldest direct handwritten newssheet was circulated widely in Venice as early as 1566. The first official newspaper was published in 1605 in Strasburg by Johann Carolus, it was only during the Industrial revolution, when the steam printing press and telegraph developed. The term Newspaper became common in the 17<sup>th</sup> century. According to Habermas, the newspaper trade started as a ‘small handicraft business, in its early enrichment, and the publisher saw it as a matter of business. In India, East India company was started many printings press in various cities, but they do not permit anyone to start the newspaper or periodicals for Indian peoples because they afraid about to boost the unrest of Indian people. The serviceman of East India company William Bolts tried to start newspaper in India, but he was charged bad inferior of company’s name and ordered to leave India on 18<sup>th</sup> April 1767. Due to punishment nobody dares to start newspaper in India.

The first newspaper in India was published on 29 January 1780 by an Irish man James Augustus Hicky, and its name was '*The Bengal Gazette*'. It was an English newspaper and published on weekly basis from Kolkata because Kolkata was the capital city of British empire. This newspaper is running for 2 years, and it became so much popular among the people, but it was banned by the British on 23rd March 1782. The idea of the newspaper in India was firstly brought by a Dutch adventurer named William Bolts, but Hicky is the first who published first newspaper.

Afterwards the newspaper was published in various languages. Sanskrit periodical called '*Vidyodya*' was launched by prof. Krishikesh Bhattacharya in 1850. '*Udant Martand*' was the first Hindi periodical started by Jugal Kishore Shukla on 30<sup>th</sup> May 1926. The newspaper industry grew in between 1890 to 1920 and enjoyed the focal attention of being society's primary source of information. The time was the Golden era for newspaper industry. The publication has experienced several changes over the course of its lengthy and complicated history. Understanding the historical foundations of newspapers might provide some insight into how and why the newspaper has developed into the complex medium that it is today. *Acta Diurna*, also known as daily doings, was the first newspaper ever published, according to scholars, in 59 BCE. While no copies of this newspaper have been found, it is widely believed to have published accounts of gatherings, events, births, funerals, and gossip daily.

#### **1.4 The Birth of the Printing Press**

The printing press invented by Johannes Gutenberg fundamentally altered the publishing industry. A movable type press that Gutenberg created in 1440 allowed for the high-quality replication of printed texts at a rate of around 4,000 pages per day, or 1,000 times faster than could be achieved by a scribe writing by hand. This invention made printed materials more affordable and, for the first time, available to a large market. The advent of the printing press drastically changed the scope and audience of the newspaper, opening the door for modern journalism.

- **European Roots -**

In 1609, the first weekly publications using Gutenberg's press appeared. In order to avoid government retaliation, the newspapers—*Relations: Aller Furnemmen*, printed by Johann Carolus, and *Aviso Relations over Zeitung*, printed by Lucas Schulte—did not identify the cities in which they were published. However, their

general location can be determined due to the German language they used. The journals were a success despite these worries about persecution, and they swiftly spread throughout Central Europe. Weeklies appeared in Basel, Frankfurt, Vienna, Hamburg, Berlin, and Amsterdam during the following five years. Under the name *Corante*, or weekly news from Italy, Germany, Hungary, Poland, Bohemia, France, and the Low Countreys, England published its first paper in 1621. Almost every nation in Europe had a newspaper by 1641 as publication spread to France, Italy, and Spain.

There were two main formats used by these early publications. The first was the *corantos* in the Dutch tradition, which was a tightly packed two to four-page paper. The second was the pamphlet in the German tradition, which was a larger 8 to 24-page document. Many publishers started off printing in the smaller Dutch size, but as they became more well-known, they switched to the bigger German format.

- **Government Control and Freedom of the Press**

Many of these early periodicals were subject to government regulation, therefore they were unable to cover local news or events. However, when Oliver Cromwell and Parliament sought to overthrow King Charles I in 1641 and civil war broke out in England, people looked to their local newspapers for coverage of these important events. A weekly publication called *The Heads of Sever all Proceedings in This Present Parliament* started covering local news in November 1641. (Goff, 2007). The article sparked a debate on press freedom that was later expressed in 1644 by John Milton in his renowned work *Areopagitica*. The *Areopagitica* addressed newspapers even though its primary focus was on Parliament's ban on specific publications. By saying, "Whoever kills a man kills a reasonable creature, God's image; but he who destroys a good book kills reason itself, kills the image of God, as it were in the eye" (Milton, 1644), Milton condemned the strict restrictions on their content. Despite Milton's preference for books over newspapers, the treatise had a significant impact on printing laws. Newspapers were released from governmental authorities in England, and people started to appreciate the value of a free press.

Papers started publishing more regularly as a result of their newfound independence. Papers have more room to carry advertisements and market reporting with biweekly editions. As business owners and investors began to depend more and more on the papers to sell their goods and to assist them in predicting market

movements, this transformed the position of journalists from passive spectators to active participants in commerce. Publishers started creating daily publications after they realized how popular and profitable newspapers were becoming. The oldest continuously published daily newspaper in the world, *Einkommende Zeitung*, was first printed in 1650 by a German publisher. In 1702, London's *Daily Courant* was first published by an English publisher. Such daily publications transformed newspapers into essential components of individuals' daily lives by utilizing the relatively new headline structure and the decoration of images.

- **Colonial American Newspapers**

Benjamin Harris' publication of *Public Occurrences, Both FOREIGN and DOMESTICK* on September 25, 1690, marked the introduction of newspapers to the American colonies. Harris was a newspaper editor in England prior to emigrating to America for writing a piece on a supposed Catholic plot against England. His new colonial paper's first piece read, "The Christianized Indians in several parts of Plimouth, have freshly set a day of thanksgiving to God for his Mercy" (Harris, 1690). *Public Occurrences*, however, only ran one issue since the other essays followed Harris's earlier, more contentious writing style.

Before the *Boston Newsletter*, the following American newspaper, debuted, fourteen years elapsed. The *Boston Gazette* started running fifteen years after that, and the *American Weekly Mercury* in Philadelphia launched right after. These early papers cautiously avoided political commentary to avoid irritating colonial authorities and avoid following in Harris's footsteps. Politics returned to American newspapers in 1721 after a protracted hiatus when James Franklin wrote a critical article on smallpox vaccinations for the *New England Courant*. Franklin was imprisoned the next year when the paper published allegations that the colonial authority had neglected to defend its residents from pirates.

A court ruled that Franklin was not permitted to "print or publish The New England Courant, or any other Pamphlet or Paper of the like Nature, except it be first Supervised by the Secretary of this Province (Massachusetts Historical Society)" after he once again offended authorities by mocking religion. Franklin immediately handed the paper to his younger brother Benjamin after receiving this directive. The *Pennsylvania Gazette's* publisher, Benjamin Franklin, and the idea of subscription

libraries had a significant impact on the printing business. Franklin later rose to prominence as a statesman and was a key figure in the American Revolution.

- **The Trial of John Peter Zenger**

Newspapers examined politics in other cities besides Boston. John Peter Zenger established The New York Weekly Journal in 1733. The newly appointed colonial governor, William Cosby, who had changed members of the New York Supreme Court when he could not manage them, was immediately the target of criticism in Zenger's periodical. Asserting that Zenger's work included "divers scandalous, virulent, false and seditious sentiments" (Archiving Early America), Cosby had Zenger imprisoned in the latter half of 1734. Eight months later, Andrew Hamilton, a well-known Philadelphia attorney, represented Zenger in a crucial trial. Hamilton required the jury to weigh the truth and the veracity of the printed information. After only a brief period of discussion, the jury issued a not-guilty decision, disregarding the judge's intentions, who disapproved of Zenger and his behavior. Two crucial steps in the pursuit of press freedom were taken because of Zenger's trial. First, the trial showed the media that they might be able to publish unvarnished criticism of the administration without fear of retaliation. Second, the British started to worry that an American jury would never find a journalist from that country guilty.

Newspapers became a forum for political discourse after Zenger's decision increased press freedom and as certain people started calling for emancipation from England. Papers were forced to choose a side to promote as further disputes erupted between the British and the colonists. While the bulk of American newspapers opposed the government, a few Loyalist publications, like James Rivington's New York Gazetteer, supported the British government. Newspapers continued to print articles expressing different perspectives throughout the war, leading to the creation of the partisan press. The Federalists and the Republicans, two rival political groups that developed after the revolution, gave rise to partisan publications on each side.

- **Freedom of the Press in the Early United States**

The First Amendment was enacted as a component of the Bill of Rights by the young United States of America in 1791. "Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the

freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances," according to this law (Cornell University Law School). U.S. law formally guaranteed press freedom in this one statement.

Congress created the Sedition Act, which stipulated that "writing, printing, uttering, or publishing any false, scandalous, and malicious writing or writings against the government of the United States" was punishable by a fine and imprisonment, in response to severe political literature, in 1798. (Constitution Society, 1798). When Thomas Jefferson was elected president in 1800, he declared that he was donating his time to "a vast experiment...to show the fallacy of the pretence that freedom of the press is incompatible with orderly government (University of Virginia)" by allowing the Sedition Act to expire. This experiment with a free press has persisted up to the present.

### **1.5 Newspapers as a Form of Mass Media**

Newspaper printing was still expensive in the early 1800s. Daily newspapers were more widespread and provided traders with crucial, up-to-date information, but the majority were expensive at around 6 cents per copy, much above the means of craftsmen and other working-class people. As a result, only the wealthy read newspapers.

- **The Penny Press**

When Benjamin Day founded The Sun in September 1833, everything was different. The Sun was printed on tiny, letter-sized sheets and had a cent price tag. Day used the brand-new steam-driven, two-cylinder press to print The Sun as the Industrial Revolution was in full force at the time. The speed of this technologically advanced printing press was about 18,000 copies per hour, compared to the old printing machine's approximately 125 papers per hour. Day understood he wanted to change the way news was reported as he went out to new audiences. The Sun's motto, "The purpose of this publication is to lay before the public, at a price within the means of everyone, all the news of the day, and at the same time give an attractive medium for advertisements," was printed at the top of each front page by the publisher.

The Sun looked for tales to interest the new mainstream customer. As a result, the newspaper mostly printed news articles on people and police reports. Day also

provided plenty of space for ads. It was a great triumph for Day to adopt this new format and industrial printing technique. The Sun was the first newspaper to be printed using the penny press, as it came to be known. The Courier and Enquirer of New York City, which was the most widely read newspaper before the penny press, sold 4,500 copies every day. The Sun was selling 15,000 copies a day by 1835. James Gordon Bennett's New York Morning Herald, which debuted in 1835, was another early, prosperous penny paper. Bennett established himself in the publishing world by providing unbiased political reporting. Additionally, he hired both interviewers and foreign journalists, introducing more aggressive news gathering techniques. His publication was the first to dispatch a reporter to cover an investigation at a crime scene. Bennett engaged 63 war reporters to chronicle the American Civil War in the 1860s. Although the Herald first focused on dramatic news, it later developed a reputation as one of the most trustworthy publications in the nation for its thorough reporting.

- **Growth of Wire Services**

With the invention of the telegraph by Samuel Morse, newspapers experienced yet another significant historical technological advance. To get the most recent news updates from cities around the world, newspapers turned to newly established telegraph businesses. Due to the high cost of this service, five leading New York newspapers—the New York Sun, Journal of Commerce, Courier and Enquirer, New York Herald, and Express—joined forces to create the Associated Press (AP) in 1846. Wire services between large cities were created because of the Associated Press's success. This allowed editors to "actively collect news as it [broke], rather than collecting already published news" (Associated Press), according to the AP. Due to the publications' cooperation, reporting became more accurate, and the wider range of topics offered by subscriber newspapers gave them widespread appeal for readers from all socioeconomic classes, not only the upper and middle classes.

- **Yellow Journalism**

Publisher of the New York World Joseph Pulitzer created a new journalistic approach in the late 1800s that depended heavily on articles that centered on crime, violence, emotion, and sex. Although Pulitzer pioneered the use of advertisements as

news and established an expanded section focusing on women, he mostly depended on violence and sex in his headlines to increase sales of his publications. Ironically, he is the recipient of journalism's highest honor. Such headlines as "Baptized in Blood" and "Little Lotta's Lovers (Fang, 1997)" made his New York World renowned. This sensationalistic approach served as the prototype for tabloids of today. Although investigative journalism predominated, editors frequently took editorial license with the way the story was presented. Editors relied on shocking headlines to drive readership for their publications. Newspapers frequently published an editor's analysis of the news without upholding objectivity.

William Randolph Hearst, Pulitzer's main rival and admirer, acquired the New York Journal while Pulitzer was starting the New York World. *Citizen Kane*, a legendary movie from 1941, was in part inspired by Hearst's life. The conflict between these two influential New York newspapers intensified as Pulitzer and Hearst competed for readers. The newspapers reduced their rates once more to one penny, snatched editors and reporters from one another, and overstuffed their publications with spectacular, obscene headlines. The Spanish-American War was one conflict that frequently made for dramatic headlines. Both Hearst and Pulitzer overstuffed their front pages with obscene headlines and provided graphic, if occasionally erroneous, tales of the fight. The American Press, particularly "yellow newspapers" like William Randolph Hearst's New York Journal [and] Joseph Pulitzer's New York World, "sensationalized the violence of the reconcentrado and the menace to American corporate interests," according to historian Richard K. Hines. Journalists frequently made-up new atrocities and glorified those committed in Spain (Hines, 2002).

- **Comics and Stunt Journalism**

The comic strip was a fun new addition to newspapers as publishers competed for readership. The Yellow Kid by R. F. Outcault was published in 1896 as part of Hearst's New York Journal's effort to "attract immigrant readers who otherwise might not have bought an English-language daily" (Yaszek, 1994). Readers raced to purchase newspapers with the popular figure wearing a yellow nightshirt. The cartoon "provoked a wave of 'mild hysteria,'" and soon it could be seen on buttons, cracker tins, cigarette packs, ladies' fans, and even as a character in a Broadway play (Yaszek, 1994). The term "yellow journalism" was coined to characterize the kinds of newspapers where the cartoon appeared because of its popularity.

In response to the Yellow Kid's popularity, Pulitzer developed stunt journalism. The publisher hired Nellie Bly, a journalist who wrote as Elizabeth Cochrane, to cover topics that the publishing industry had hitherto shunned. Her first piece was on the Blackwell Island Lunatic Asylum in New York City. Bly faked being insane to get herself admitted to the notorious asylum. *Ten Days in a Madhouse*, her debut article, detailed her experience. It was a wise decision. The performative strategy that would later become her recognizable reporting style was introduced in her madhouse performance (Lutes, 2002). Bly became well-known and famous thanks to these pieces, earning the title of the first stunt journalist. Although female stunt reporters were sometimes attacked by more established journalists and stunts like these were seen as lowbrow entertainment, Pulitzer's choice to recruit Bly was a significant step forward for women in the newspaper industry. According to Lutes (2002), Bly and her colleagues stunt reporters "were the first newspaperwomen to move, as a group, from the women's sections to the front page, from society news into political and criminal news."

Both Hearst and Pulitzer made substantial contributions to the expanding news business, despite their occasionally dubious techniques. Hearst, a cunning publisher, had established the greatest media holding business in the nation by 1922. He had 20 daily papers, 11 Sunday papers, 2 wire services, 6 magazines, and a newsreel business under his ownership at the time. In a similar vein, Pulitzer shifted his attention toward building a journalism school toward the end of his life. Classes at the Columbia University School of Journalism began in 1912, a year after Pulitzer's passing and ten years after he had started his educational mission. The school had about 100 pupils from 21 nations when it first opened. The inaugural Pulitzer Prize for outstanding journalism was also given out in 1917.

Newspapers have been keeping people informed for aeons. The news was delivered, telling everyone of the crucial happenings of the day. The history of newspapers has gone a long way and is still being written, starting with the Italian gazettes, and continuing through the invention of the printing press and the emergence of the digital age. We are all familiar with how a newspaper appears and have all read its pages at least once in our lives, but not everyone is aware of how newspapers came to be and how they developed into one of the most effective forms of mass communication.

## 1.6 What was there before newspapers?

Over the years, newspapers' history has undergone numerous changes. Before the invention of the printing press, word-of-mouth was the main method of disseminating information. News was circulated by humans before they could write.

The information was spread across the continent by traders, sailors, and travelers. Then they were spread from town to town by peddlers and itinerant actors. Announcing births, deaths, marriages, and divorces, criers made their way through the communities. Perhaps couriers hurried from the front lines with news of wins or losses.



**Fig No 1.1 - Information Was Spread Across the Continent by Traders, Sailors, And Travelers**

However, there were other factors that contributed to the emergence of the newspapers in addition to word-of-mouth. The qipao, one of the earliest types of news media, was created by the Chinese. These "palace reports or imperial bulletins" were made around 202 BC and were circulated by the government to bureaucrats. Posted announcements, the ancestors of today's posters, were used to disseminate any news for general consumption. The ancient Romans also managed to find a means of disseminating the news. They developed the first "newspaper" in 59 BC. The government published Acta Diurna, or daily doings, which provided the public with information such as a history of events, births, deaths, and gossip on a daily basis. At first, people chiselled them out of metal or stone. Later, this information was handwritten, posted online, and read aloud by town criers from scrolls.

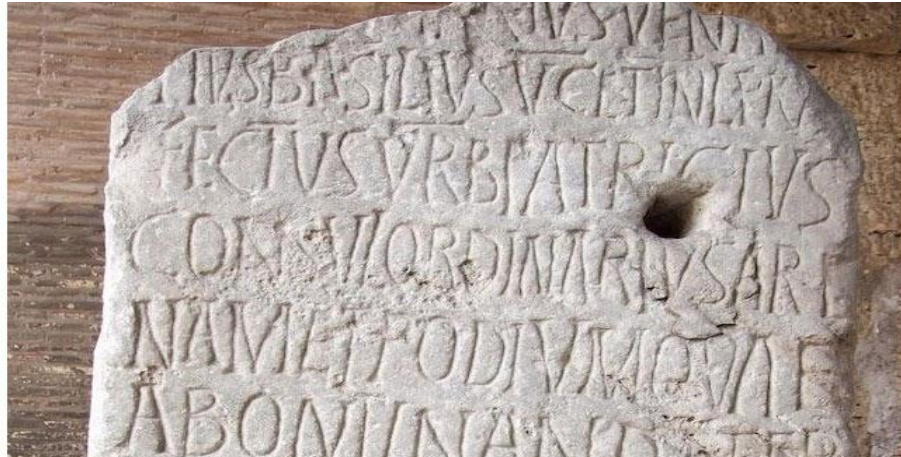


**Fig No 1.2 - The Acta Diurna was an early version of the newspaper.**

Although the Chinese and the Romans had early versions of news media because they couldn't be widely dispersed, they don't count as newspapers. Once Johannes Gutenberg created the printing press in 1440, all these methods of news transmission were obsolete.

### **1.7 The birth of the printing press**

The printing press invented by Johannes Gutenberg fundamentally altered publishing and had a huge impact on the development of newspapers. He created a movable-type press that made it possible to reproduce printed materials in high quality at a rate of almost 4,000 pages per day. In other words, 1,000 times more than a scribe could manually complete! With the help of this cutting-edge device, printed materials became more affordable and, for the first time, available to a wide audience. This new printing press completely changed the scope and audience of the newspaper in an instant, paving the way for contemporary journalism.



**Fig 1.3 Printing Press**

Movable type printing presses had been around for about two centuries in eastern Asia, but they were never introduced to Europe. Furthermore, only Gutenberg's version made mass-producing documents significantly quicker. By the year 1500, the printing press had spread throughout all of Europe, and newsheets were widely dispersed by publishers. Consequently, here is the query that we are all anticipating:

### 1.8 When and where was the first newspaper published?

But before responding directly to this query, we must mention another predecessor of the contemporary newspaper. In Venice, Italy, the avvisi or gazettes first appeared. They were written by hand and centered on political and armed conflicts. These gazettes were published on single sheets that could be folded into four pages and distributed on a weekly basis. Their regular appearances and format had an impact on how newspapers are distributed and presented today. The concept of a handwritten, weekly newsheet was brought from Italy to Germany, where it was first published.

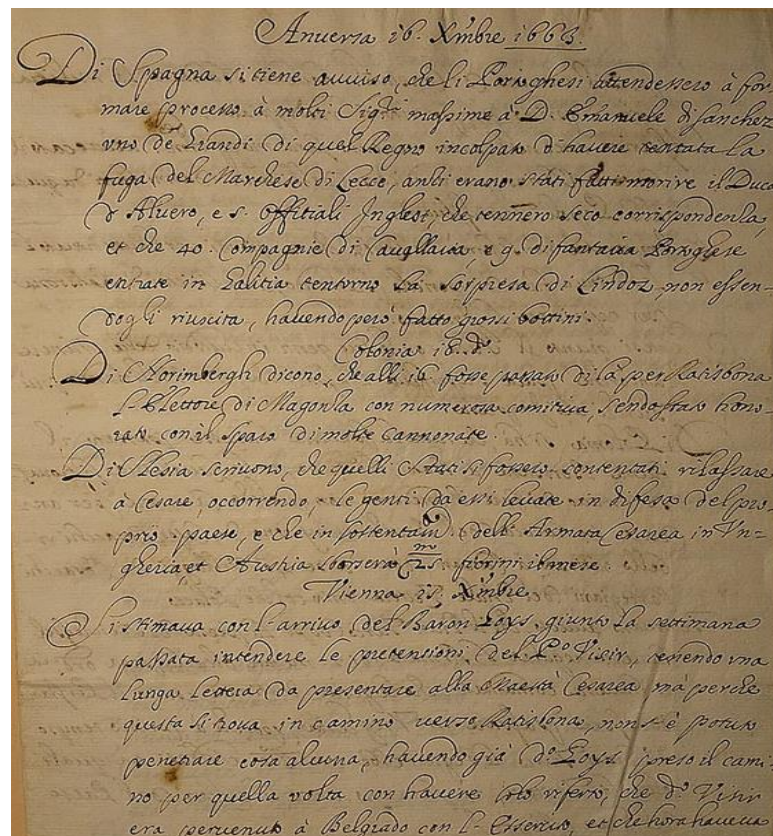


Fig 1.4 First Weekly Newspaper

Therefore, in 1609, Johann Carolus published in Germany the first weekly newspaper. Called *Relation aller Fürnemmen und gedenckwürdigen Historien*, the publication satisfied the four principles of a “true” newspaper:

- accessibility to the public.
- published at a regular interval (daily, weekly, monthly, etc.);
- current, up to date information.
- covers a variety of different topics (politics, events, entertainment, sports, etc.).

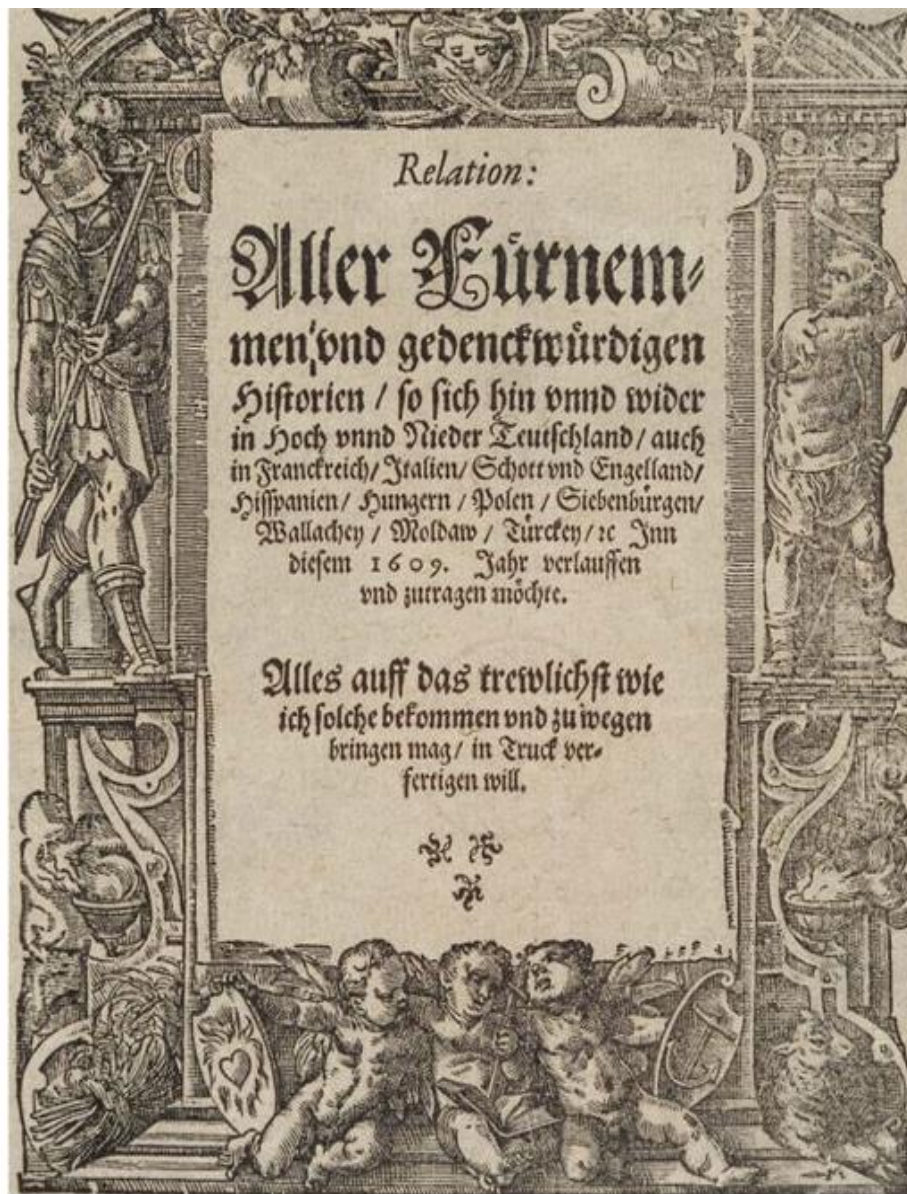


**Fig 1.5 First Weekly Newspaper**

Newspapers quickly gained popularity across all of Europe, and more and more nations began to produce a variety of newspapers. In Oxford, the first English newspaper was originally printed in 1665. The Oxford Gazette, afterwards known as

the London Gazette, was a newspaper that moved to London in 1666. Today, it is still being published. As soon as the Oxford Gazette appeared, it quickly spread to all the main European nations. It then travelled to the New World.

### **1.9 First Newspaper in the World**

The 17th century saw the widespread use of the word "newspaper." On the other hand, newspapers as we know them today first began to appear in Germany in the sixteenth century. They were easily distinguishable as newspapers since they were printed, dated, released at frequent and regular intervals, and contained a range of news items (unlike single item news mentioned above). The so-called Messrelationen ("trade fair reports"), which were created twice annually for the significant yearly book fairs in Frankfurt and Leipzig beginning in the 1580s, were the earliest examples of news journals. However, it is generally agreed that the Relation aller Fürnemmen und gedenckwürdigen Historien, published in German from 1605 on in Strasbourg by Johann Carolus, was the first newspaper. The proliferation of the printing press, from which the publishing press gets its name, served as the foundation for the development of the new media sector. According to historian Johannes Weber, "the press" in its expanded definition joined the historical scene at the same time as the printing press in its physical, technological sense.

The Dutch Courante uyt Italien, Duytslandt, &c., established in 1618 by Caspar van Hilten, is another early publication. The first magazine to be published in folio rather than quarto format was this Amsterdam daily. As a hub of international commerce, Amsterdam quickly attracted many foreign newspapers that initially resembled Van Hilten's publication in both appearance and name. The Weekly News from Many Places (Wöchentliche Zeitung ausmancherley Orten) first appeared in Gdansk in 1618. (The oldest newspaper in Poland and the region of the Baltic Sea). Despite the title, it occasionally appeared three times a week. In 1620, Corrant from Italy, Germany, etc., the first newspaper in English, was printed in Amsterdam. An "N.B." (usually taken to be either Nathaniel Butter or Nicholas Bourne) and Thomas Archer published Corante, or weekly newes from Italy, Germany, Hungary, Poland, Bohemia, France, and the Low Countreys, in England a year and a half later. La Gazette, the first newspaper in France, first appeared in 1631. (Originally published as Gazette de France). A Gazeta da Restauração, the country of Portugal's first

newspaper, was initially printed in Lisbon in 1641. Gaceta de Madrid, the country's first newspaper, debuted in 1661.

The oldest newspaper still in existence, post-och Inrikes Tidningar (established as Ordinari Post Tijdender), was originally published in Sweden in 1645. However, it now only publishes online. In 1661, the Polish city of Kraków published Merkuriusz Polski Ordynaryjny. The Daily Courant, the first prosperous English daily, was printed from 1702 to 1735. Elizabeth Mallet, who had long run her late husband's printing company, served as the first editor for ten days in March 1702. The news was very biased and frequently propagandistic. Readers were drawn to sensationalism, including stories of magic, public executions, and natural calamities; this content did not constitute a threat to the state because it did not criticise it.

### **1.10 First News Paper in India**

On January 29, 1780, Hicky launched the Hicky's Bengal Gazette after first printing a prospectus stating his intention to start a newspaper. Although Dutch explorer William Bolts had proposed the notion of printing a newspaper in India twelve years earlier, Hicky was the first to put it into practice. Once a week on Saturdays, Hicky's newspaper was printed and sold for Re 1. It was thought to have a weekly circulation of about 400 copies, probably more.

Hicky initially shied away from partisanship. - As he became more aware of the impact his paper was having, his editorial stance moved from being neutral to being independent. "Open to all Parties but influenced by none" became his catchphrase. He adopted a stridently anti-East India Company attitude after learning that rivals with connections to the Company planned to start a competing journal, the India Gazette. Simeon Droz, an employee of the East India Company, was accused by Hicky of supporting the India Gazette as retaliation for Hicky's failure to give Droz and Marian Hastings, Warren Hastings' wife, a bribe.

Hastings' Supreme Council disallowed Hicky from shipping his newspaper through the post office in retribution for his accusation.

In order to emphasise that his newspaper was founded first, Hicky changed the name of his publication from Hicky's Bengal Gazette; or, Calcutta General Advertiser to Hicky's Bengal Gazette; or the Original Calcutta General Advertiser on November 18, 1780, the same day that the first India Gazette was published.

In addition to accusing Hastings of corruption, despotism, and even erectile dysfunction, Hicky alleged that Hastings' decree infringed his right to free expression. Hicky also charged several British officials in Calcutta with corruption, including Johann Zacharias Kiernander, the head of the Protestant Mission, and Elijah Impey, the Chief Justice of the Supreme Court of Judicature at Fort William, who was suspected of accepting bribes. Hicky's independence from Hastings and Kiernander as an editor was short-lived since they sued him for libel. In June 1781, the Supreme Court declared Hicky guilty and jailed him following four dramatic trials. From behind bars, Hicky continued to publish his journal and accuse Hastings and other people of wrongdoing. When Hastings filed new lawsuits against him, he was eventually silenced. The Hicky's Bengal Gazette ceased publishing on March 30, 1782, when the Supreme Court ordered the seizure of its types. The India Gazette purchased its types and printing press from a public auction the next week.

Two English-language daily newspapers, *The Statesman* in Calcutta and *The Times of India* in Bombay, were launched by Robert Knight (1825–1890). He acquired the Indian stockholders in 1860, combined with competitor *Bombay Standard*, and founded India's first news organisation. It became the Indian representative for the Reuters news service and wired news dispatches to newspapers across India. The *Bombay Times and Standard* was renamed *The Times of India* by him in 1861. Knight brought the newspaper to national prominence while fighting for a press free from prior restraint or coercion. He repeatedly resisted the efforts of governments, corporate interests, and cultural spokespeople. Knight's publications frequently critiqued the British Raj's policies while advocating for Indian self-rule. The corporation had over 800 employees and a sizable circulation throughout India and the British Empire by 1890.

## 1.11 Timeline of newspaper

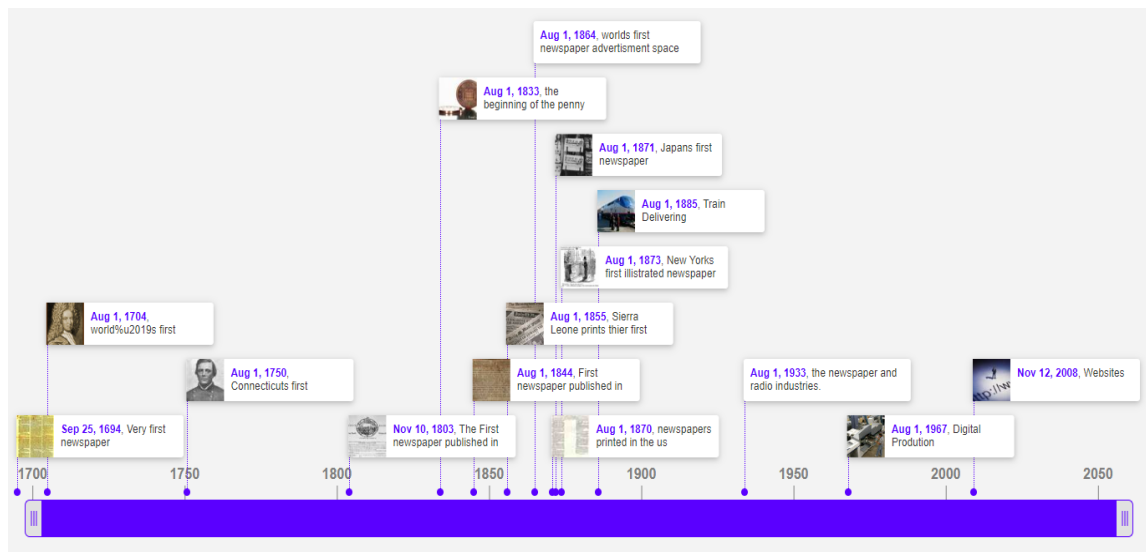


**Fig 1.6 Timeline of newspaper**

In India, the public's self-righteous tradition is the newspaper. People cannot stay or survive without news about their country; hence it has emerged as a necessary component of life. In addition to performing the fundamental duty of keeping an eye on the country and its environs, it also serves as a vital tool for education and amusement. In other words, it is the printed medium for disseminating up-to-date information.

The Bengal Gazette, also known as the Calcutta General Advertiser or simply the "Hicky's Gazette," was the first newspaper in India to be published on January 29, 1780, during the British Raj. The time was marked by stern government censorship and control. The print media was subject to tight government surveillance in the United Kingdom.

In India, 1857 is regarded as the year when journalism first began to flourish. The divide of the Indian and British press this year, which was brought about by the Vernacular Press Act of 1876, is significant. Robert Knight released the inaugural issue of "The Times of India" in the year 1861. "Amrit Bazar Patrika" was established in 1868 and began making contributions to journalism by focusing mostly on social reformers and political figures. Indian newspapers made significant contributions to India's freedom cause while it was under British rule. The function of the newspaper altered after independence, and it started to industrialise and hire a lot of employees. Currently, a professional approach has replaced India's missionary phase.

Information from several organisations is updated for modern India. Currently, Press Trust of India, United News of India, Samachar Bharati, and Hindustan Samachar are the four most important news organisations in India. Since newspapers are the lifeblood of both our country and society, their role must be understood with great care.

### **1.12 Need of News Paper in India**

In the pre-independence period newspapers became the first mass medium of information among people. It brought about social and national awakening among the citizens of India and deploy them against the harsh British rule. The newspapers Darpan made people ware of certain historical event like remarriage of widows, the Russian attack on India. Many newspapers shade light on the Indian war which took place in 1987. Social and political issues brought in light of that counterpiracy period by Kesari and Maratha newspapers in that time were a very important tool for creating social awareness streaking knowledge about freedom equality and it described by newspapers which helped in freedom struggle. A fantastic habit that can offer a lot of educational value is reading the newspaper. It contains information about business, industry, trade, commerce, entertainment, and politics. With this practise, readers will not only increase your general understanding but also language proficiency and vocabulary. Many people have daily newspaper reading rituals, and their days would feel complete without grabbing one in the morning. The following are some advantages of reading daily newspapers:

- Newspapers provide access to global news.
- Newspapers offer general knowledge and information.
- Newspapers deliver breaking news about a nation's economy, as well as on sports, entertainment, trade, and business.

It's a good habit to read the newspaper, and it's already a part of contemporary life. This behavior will broaden readers' perspective and increase understanding. Being informed comes from reading the newspaper. One can participate in every conversation on current events throughout the world. Reading newspapers will broaden knowledge overall and make it simpler to connect with others who frequently discuss politics and current events. Readers will gain a good awareness of what is occurring in the nation and throughout the world through publications.

**increases social awareness** - Without newspapers, the younger generation could never be exposed to global social issues that are affecting communities or individuals around the world. Newspapers give readers unbiased exposure to these problems, which inspires pupils to learn more about them.

**broadens one's knowledge** - Students can quickly and readily get information on the most recent inventions and new scientific discoveries by using newspapers. Students can simply get ready for exams, competitions, quiz shows, or any type of competition with the use of the material offered.

#### **Importance Of Reading Newspaper Day Today**

- I. Newspapers provide us with relevant local and international news.
- II. Newspapers help us stay up to date with current affairs.
- III. We get a better idea about a country's economic, political, and social situation through newspapers.
- IV. Reading a newspaper increases one's vocabulary and makes him/her a fluent speaker.
- V. Reading a newspaper gives the confidence to take part in discussions and debates.
- VI. Reading newspapers will give a better idea about the politics of your country.
- VII. Newspapers can help to find jobs.
- VIII. A Newspaper is a very professional document, and there is a minimum chance of false or inaccurate news.
- IX. Reading a newspaper regularly will help to read much faster.
- X. Newspapers improve one's way of writing.

#### **1.13 Need of Marathi News paper**

The newspaper is a very effective medium for disseminating information. It is one of the best ways for individuals to communicate with one another and the rest of the globe. They are also an excellent source of knowledge. Newspapers delivered early in the morning provide us with our daily news fix. It is a dependable source that only provides us with information after conducting a comprehensive investigation. Even the most isolated areas have easy access to newspapers. Additionally, they are highly inexpensive, providing a wealth of information at a little cost. Most crucially, newspapers are printed in a variety of languages, making it simpler for individuals worldwide to get news in their own tongue. Thus, newspapers have several benefits

that assist the average person in keeping up with current events. The Value of Newspaper A good effect that the newspaper has had on society. It encourages people to remain interested in and aware of current events. The public is aware when they raise a question. In fact, a newspaper accomplishes exactly this. Additionally, it serves as the best connection between the country's government and its citizens. People may find every detail, no matter how minor, in newspapers. Additionally, it aids in our civic education. Newspapers inform us of any modifications to the laws and regulations of the nation. They are also incredibly educational for students. Here, a learner can learn everything there is to know about current events and general information. We keep up with new developments in technology, governmental regulations, academic research, and other things. Newspapers also have fantastic stories on a variety of topics, including social issues, cultures, the arts, and more. It informs people about the consensus on significant subjects. People will then be better able to evaluate the government and ministers as a result. In a similar vein, newspapers often offer excellent job prospects. People looking for work peruse newspapers to find reputable employment possibilities. In conclusion, the newspaper is very important to people. Daily newspaper reading can improve our reading habits and increase our fluency. It also offers mental-exercise activities like Sudoku, puzzles, and others to help people develop their minds. Additionally, you can amuse yourself by browsing cartoons and comic strips. Without newspapers in the world Everything is turning digital as the globe develops quickly. We can easily use our cellphones or computers to conduct our business, from news to purchasing.

The newspaper industry has also been impacted by this digitization. The sales of newspapers have drastically decreased because of individuals receiving fast updates about the most recent news on their phones. Does this imply that newspapers will become obsolete in the digital age? Considering the current situation, this possibility may soon materialize. Are we prepared for a world without newspapers, though? It's like living in a house without mirrors in a world without newspapers. We won't be able to see our own reflection as a result. Now contrast this circumstance with the news and world. Imagine that the world has lost its national mirror, making it impossible for you to gain an accurate picture of what is going on in the world. Even worse, we now have a fun-house mirror instead of the national mirror, which distorts the truth and causes you to see what is untrue. In other words, politicians will have free rein to spread their ads and agendas around the world. The data won't be accurate,

and it won't even be checked. There won't be any journalists to interpret the corporate spin used by governments and corporations to fleece the average person of their money.

#### 1.14 Information About Marathi News Paper

The very first Marathi newspaper published in India was Darpan by Balshastri Jambhekar. He is hailed as the founding father of Marathi journalism. The Darpan was first published on January 6, 1832, and it was last published in July 1840.

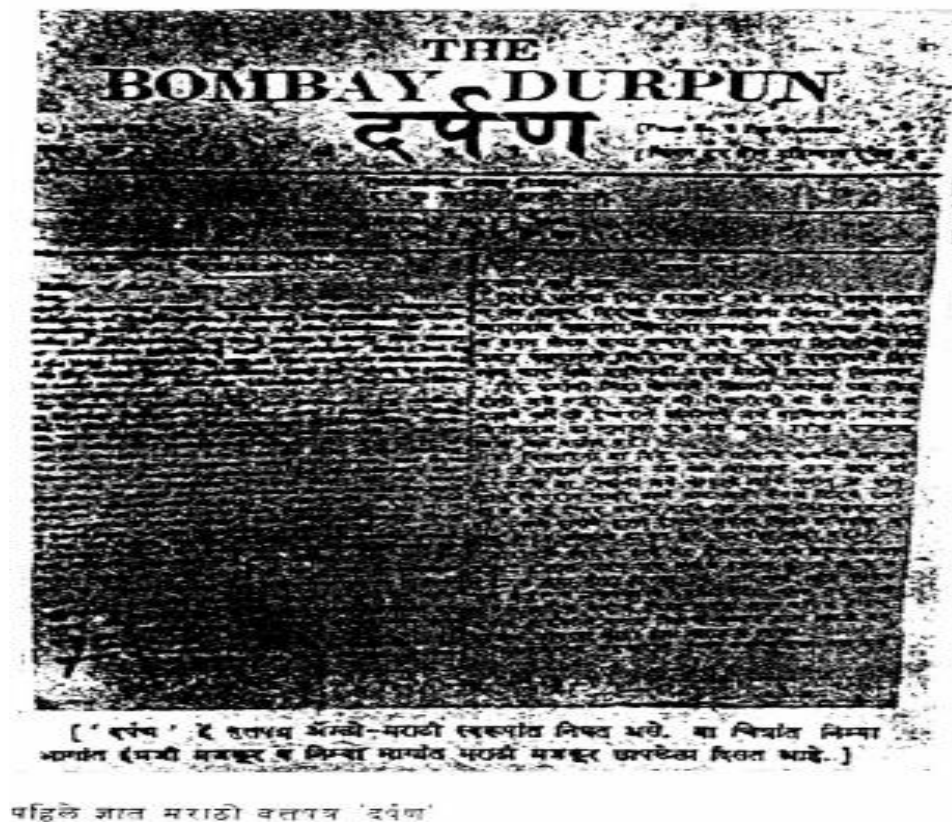


Fig 1.7 First Marathi Newspaper

There is a rich literary and cultural heritage in the Marathi language. Balshastri Jambhekar founded Darpan, the first Marathi newspaper, on January 6th, 1832. The Bombay Darpan, a biweekly newspaper that was also published in English, was a multilingual publication that ceased publication in 1840. The daily Kesari, established in 1881 by Bal Gangadhar Tilak, was a well-known publication in the pre-Independence era with a sizable audience. Within its first two years of publication, it claimed to have a circulation of 3500, and during 1908, it peaked at 22,000 copies. With 1650 copies distributed each week in 1884, Narayan Meghaji Lokhande's

Marathi daily Din Bandhu had the second-highest circulation in the Bombay Presidency. It concentrated on social issues affecting the working class.

Following are the contemporary Marathi newspapers

|                      |                   |
|----------------------|-------------------|
| BahujanratnaLoknayak | Mahasagar         |
| DainikHindusthan     | Rashtramat        |
| DainikShivner        | Samrat            |
| Deshdoot             | Saamana           |
| Ekmata               | Saimat            |
| Induprakash          | Sakal             |
| Kesari               | Tarun Bharat      |
| Lokmat               | Sanchar           |
| Loksatta             | "RavivarLoksatta" |
| Mahanagar            | Punya Nagari      |
| Mahanayak            | Pratahkal         |
| Maharashtra Times    | Shabdmata         |
| Nava Kaal            | Matrubhumi        |
| NavaRashtra          | Mahavrutta        |
| Navshakti            | Nagrik Varta      |
| Prahaar              | Yugantar          |
| Pudhari              |                   |

There are some Marathi newspapers who gave their big contribution to Marathi press industry. On April 27, 1832, "Darpan" began publishing a weekly edition with 8 pages, a size of 19" x 11.5", and a subscription price of Rs. 6 for three months. The paper was bilingual, being written in both English and Marathi, which aided students in learning both languages. The welfare of the average person, western knowledge education, and public opinion generation for societal and regional development were the key goals. But on June 26, 1840, it was shut down.

Several newspapers, including "Mumbai Akhbhar" (1840), "Prabhakar," and "Gyandarshan" were published after "Darpan."

The first Marathi daily, "Dyanprakash," debuted on February 12th, 1849, and continued for the next 100 years. For the first time, Dyanprakash discussed press freedom and included some fresh information, such as temperature, market rates, government notifications, panchang, features, wanted, news, discussions, crime news, court news, state news, and international news. In a nutshell, Dyanprakash was the style of contemporary journalism. Both "Kesari" and "Mahratta" in English were

founded on January 2, 1881. Kesari & Mahratta was established to inform people about British rule's use of slavery. They were a weapon in Lokmanya Tilak's fight against British imperialism.

In essence, all the Marathi newspapers were founded in the second half of the nineteenth century and had distinct ideologies intended to inform the public. Newspapers were also intended to be profitable. It was a profession with the clear goal of educating people who had political, social, or economic ideas. The history of Marathi newspapers may be broken down into three main sections, which are as follows:

- I. Views Paper: Great men like Jambhekar, Tilak, Chiplunkar, Agarkar, Namjoshi, Dr. Ambedkar, and others started Marathi newspapers as a way to inform the populace about imperialism's enslavement and social and economic issues. They utilised newspapers as a weapon to overthrow the existing order and educate the populace about the benefits of freedom—political, social, and economic freedom.
- II. News Paper: Following Independence, newspapers gradually changed from being views papers to newspapers. Their goals were changed to include human progress, democracy, equality, and development. The fourth pillar of democracy was newspapers.
- III. Newspaper as business proposition: Various industrialists and political figures launched newspapers as a business pitch in order to seize the power of the fourth estate and as a weapon of mass media. With significant investment and as a business proposition, the newspaper's primary goal changed to profitability.

The Lokmanya Tilak-founded newspaper "Kesari" celebrated its 130th anniversary in 2011. Being the only newspaper in vernacular languages that has been published by a Trust for the past 130 years is truly astounding in the history of vernacular journalism in India. The long and dedicated journey of "Kesari" deserves special recognition in the annals of Indian journalism. This isn't just a report about the work a Marathi newspaper did. It is a 130-year historical account of the resurgence of the whole country's political, economic, social, and cultural life. The "Kesari" by Lokmanya has been a part of at least three centuries of history. To achieve "Swaraj" (Self-government) in the pre-independence era and "Suraj" (Good Governance) in the post-independence era, "Kesari" has pursued this approach.

There is no part of Maharashtrian society that "Kesari" has not in some way influenced. In the areas of politics, social concerns, literature, philosophy, sports, science, entertainment, education, agriculture, industry, and others, it has had a significant impact. "Kesari's effort hasn't just been focused on Maharashtra's borders." It was a tool in Lokmanya Tilak's freedom campaign that was employed to awaken the populace. The elder sister of the "Kesari," the "Mahratta," spread Lokmanya's and other writers' ideas and concepts throughout the country in English. As a result, "Kesari" continued to be at the vanguard of the massive uprising against the British. In actuality, "Kesari" came to represent the liberation movement. For a while, "Kesari" was also printed in Gujarati and Hindi. It gained a reputation as the daily with a fighting spirit, one that spoke out against injustice, bravely and independently expressing its ideas despite the tragedies brought on by imperialist wrath. The people developed a love and pride for the Kesari as a result of this difficult and committed work. Even after India gained its independence, "Kesari" continued to make a significant contribution to various popular movements and the effort to create modern India. All of this has given this 130-year journey a special splendour.

Bombay Darpan, a monthly Marathi-English journal from Bombay, was first published on January 6, 1832, by Bal Shastri Jambhekar (born January 6, 1812; died May 18, 1846). It expanded to an eight-page weekly by May 1832. To "...communicate information on current events and to point out approaches and chances for development of the conditions of the people," the Bombay Darpan's mission statement reads. It served as the first Marathi expressive medium to engage with recent and "passing" events. Bombay Darpan had a significant impact on the social reform movement and played a significant role in it. It notably addressed the problem of widow remarriage and attempted to instil in the populace a scientific outlook. This sparked a significant social discussion that ultimately led to the development of a movement in favour of widow remarriage. The weekly was given the name United Service Gazette Journal after eight years. It stopped being published two years after Jambhekar's passing in 1846. Digdarshan, the first Marathi periodical, was published by Jambhekar in 1840, and he served as its editor for five years. Many journalists who went on to achieve great heights around Marathi journalism were mentored by Jambhekar, who is regarded as the Father of Marathi Journalism<sup>1</sup>.

Prabhakar was launched by Govind Vithal Kunte on October 24, 1841. Kunte was regarded as the first Marathi journalist to work professionally. Christian

missionaries attempted to spread their religion through publications in Maharashtra, just like they did in other regions. To that end, they released Dnyanodaya in 1842. However, many publications in the early years of Marathi journalism focused on social development, reform, and the dissemination of knowledge and education. These include Vartaman Dipika and Vartaman as well as Jaganmitra (from Ratnagiri), Shubh Suchak (from Satara).

Kesari was founded on 4 January 1881 by Bal Gangadhar Tilak (23 July 1856 – 1 August 1920), Gopal Ganesh Agarkar, and the English-language daily Maratha. After only two years of being in print, Kesari had more readers than any other daily in India. The editorials exhorted every Indian to defend his rights by portraying the suffering of the people and reporting on genuine incidents. Even the most cautious reader was supposed to feel a strong longing for independence thanks to the words. You are not writing for the college students, Tilak used to tell his colleagues. Assume you are conversing with a villagers verify your facts. Let your words shine like the sun. Tilak, however, disagreed on the essence of reform with other social reformers like M.L. Ranade. In 1887, Gopal Ganesh Agarkar and Gopal Krishna Gokhale started the bilingual Sudharak after departing from Kesari. It stopped being published after Agarkar's passing in 1895.

Anandrao Ramachandra Dharandhar launched Bhoot in 1890; it is published on the new and full moon days. The publication of political and social cartoons in a Marathi newspaper was a first. It was widely read but stopped being published in 1904. Kaal, a weekly publication that Shivarampant Paranjape (27 June 1864 – 27 September 1929) founded, quickly gained popularity. The writings of Shivarampant combined patriotism, intellectualism, refinement, irony, and sarcasm. Kaal lasted until 1909. He began publishing a new weekly Swarajya in 1920.

In an analysis of the development of Marathi journalism published in 1898, Mahadev Govind Ranade noticed the existence of three daily newspapers, two of which were produced in Bombay. They were Gurakhi, edited by L.N. Joshi, and the Mumbai Vaibhav, founded and edited by K.P. Mehendale in 1893. The Rashtramat, edited by S.K. Damle and distributed by Rashtramat Publishing Company in the 20th century, was the following Marathi daily to be published from Bombay. A.B. Kolhatkar, another prominent figure in Marathi journalism and a fervent follower of Tilak, founded Sandesh in Mumbai in 1915. In 1923, K.P. Khadikar founded Navakal. Khadikar was responsible for introducing contemporary production techniques to the

Marathi press. He started regular weekly topics of business, industry, agriculture, games, etc. to draw readers. A nightly newspaper called Sandhyakal served as Navakal's sister edition. The first Marathi daily to publish editions simultaneously in Bombay and Pune was Prabhat, edited by P.M. Bhagvat; this practise spread over time.

Sakal holds a prominent position in Marathi journalism. On January 1st, 1932, N.B.Parulekar (also known as Nanasaheb) published it in Pune. It altered how news was previously reported in Marathi newspapers. The most recent news was published after some effort. It marked the start of a new age, the era of Marathi true newspapers. Sakal altered how news was perceived, gathered, written about, and delivered. It established a brand-new, higher standard for Marathi journalism. After beginning Sakal, Nanasaheb immediately started a weekly called Saptahik Sakal. A few days later, he introduced Tej, a low-cost daily. In 1936, he launched the daily Swarajya from Mumbai. Tej was compelled to become a weekly due to financial concerns, and once it was relocated outside of Mumbai, it was eventually shut down. Nanasaheb possessed a unique blend of keen business judgement and social responsibility. Both kept the business on a sound financial footing while using journalism for social purpose. In the 1940s, several Marathi dailies were established. Among them were Loka Sangraha from Pune and Navashakti, which Sadananda formed in 1942.

After the country acquired independence in 1948, the Indian Express Group launched Loksatta in Bombay, the first Marathi daily to do so. In 1962, the Times of India Group launched The Maharashtra Times. Govind Talwalkar (born 22 July 1925), who not only elevated the Maharashtra Times to a reputable publication but also increased the bar for Marathi journalism, deserves special mention. Talwalkar and the Maharashtra Times were inseparable, much as Jambhekar was to Darpan, Tilak was to Kesari, Paranjape was to Kaal, etc. He was one of the longest-serving editors when he was appointed chief editor of the Maharashtra Times in 1968 and served in that capacity for 27 years before retiring in 1996. His masterpiece, Sattantar, a book on the change of power in India, was one of approximately a dozen works he had published on contemporary history.

One of the fascinating things about Marathi journalism was that it was never just a few major cities or towns that published newspapers. Several large cities and even tiny towns in Maharashtra as well as other states published prestigious newspapers. The pioneers included Sakal from Pune, Lokmat and Tarun Bharat from

Nagpur, Pudhari from Kolhapur, and Deshonnati from Akola. Aikya of Satara, Gavkari and Deshdoot of Nashik, Matrubhumi of Akola, Janamadhyam of Amaravati, Sarvamat of Shrirampur, Prajawani and Godateer Samachar of Nanded, Ekmat of Latur, and Sagar of Chiplun must all be mentioned. Excellent Marathi magazines published outside of Maharashtra include Tarun Bharat of Belgaun, Karnataka, and Gomantaka of Goa.

In Portuguese India, Marathi journalism has a long history that dates back to 1872. In his work, *Journalism in Portuguese India 1821–1961*, Henry Scholberg describes it. Atmarama Purxotama Sunctancar established the first Marathi periodical in Goa, "Dexassudaranetxu" or "Desudharanecchu" ("Friend of Progress of the Fatherland"). It debuted as a monthly magazine in January 1872, and the final issue of the first series was published in September of that same year. A second series started as a weekly on March 1, 1877, and it ran until January of the following year. It was written in Portuguese and released in Ribandar. Like other Marathi publications, it attempted to educate the government about the Hindu population while criticising the government's educational programmes. In the years that followed, a few brief-lived Marathi magazines emerged, each with portions in Portuguese and each with Portuguese titles or sub-titles:

- 1882–1886 *Journal das Novas Conquistas*
- Aryabandhu. Bondu, Arya. 1885–1886 *Irmao Aria*
- Goatma, oh. *Journal Dedicated to the Defense of Hindu Interests*, A Alma de Goa, 1885–1890.
- Govapancho. *Revista Mensal*, O Goapancha, 1885–1892.
- 1890–1891 Gomantac

It's interesting that many Marathi periodicals have Portuguese sections but no room for Konkani. More than 30 Marathi periodicals had either been published or were in the early 1920s. When "certain extremists in British India tried to launch, in the Marathi periodical *Satsang*, a campaign of antagonism against British sovereignty, which they could not sustain with impunity in British territory," there was a hiccup in the early 20th century. *Satsang* lived for twenty years (1902 to 1922). Laxman Padma Bhandari founded it, and Ramachandra Nayak Kharand Shastry, who ardently promoted the cause of the Congress Party in British India, served as its editor after 1908.

According to the Registrar of Newspapers of India (RNI), there were 1168 Marathi newspapers published at the end of 1984, 132 of which were dailies. There were 4122 publications by 2007-2008, including 553 daily and 1991 weeklies. Karnataka, Tamil Nadu, Goa, and Andhra Pradesh also released Marathi literature. The five most popular Marathi daily newspapers, as reported by the IRS 2011 Q-2 findings, were Lokmat (readership: 74.26 lakh), Sakal (readership: 43.99 lakh), Pudhari (25.11 lakh), Punyanagari (17.16 lakh), and Maharashtra Times (11.40 lakh). The practise of multi-location editions had swept Marathi media outlets by the turn of the New Millennium. By the middle of 2011, nearly all significant Marathi daily newspapers had editions from both within and beyond the state. Many newspaper establishments had modernised news gathering, disseminating, producing, and distribution capacities. Most of them had already begun multimedia businesses, dabbling in platforms including television, radio, the internet, and other websites.

**Radio** - India's radio news broadcasting tradition began in Bombay. The history of news broadcasting in India predates that of the current All India Radio, a state-run station. On July 23, 1927, the Bombay Station broadcast the nation's first-ever newscast under the Indian Broadcasting Corporation's private company name. On August 26, 1927, another Bengali bulletin was launched from the Calcutta station a month later. Up until 1935, Bombay broadcast two bulletins, one each in English and Hindustani, and Calcutta broadcast one in Bengali. Following the dissolution of the Indian Broadcasting Company in March 1930, the Indian government took direct control of broadcasting. The Indian State Broadcasting Service was given the name of the service. On June 8, 1936, it was renamed All India Radio. 3

India's first commercial radio stations debuted in 1967. The service, known as Vividh Bharati, began running out of its Bombay headquarters. There were roughly 20 AIR stations and more than 20 private radio stations in about 15 Maharashtrian cities by the middle of 2011. These stations included Radio Nagar FM, Radio Dhamal, Radio City, Red FM, Radio Tomato, Radio Mirchi, Big FM, Radio One, Win 94.6, Fever 104 FM, Radio Meow FM, Must FM, and My FM. There were 10 community radio stations, including KVK Pravara Community Radio (Ahmednagar), Gyanvani (Aurangabad), Vasundhara Vahini (Baramati), Jago Mumbai (Union Park Residents' Association), Mumbai, and Community Radio MannvikasSamajik Sanstha, Satara. There were five campus radio stations, including Radio FTII (Film &

Television Institute of India, Pune), Vidyavani (Department of Communication Studies, University

**Television** programmes in Marathi debuted in 1972 on the publicly funded channel Doordarshan. It was initially limited to a 30-minute window. In 1998, it was expanded to a daily three-hour period. Later that year, Doordarshan launched a Marathi channel that ran continuously. It had the moniker DD-Sahyadri. Zee Network launched Zee Marathi on August 15, 1999. The name was changed to Alpha Marathi after a few months, and then to Zee Marathi. In 2001–2002, numerous new private television networks were introduced, including Prabhat TV, Tara Marathi (both now defunct), and ETV's ETV Marathi. Zee 24 Taas, the first 24-hour Marathi news channel, debuted in 2007. In June 2007, Star TV debuted its Marathi news channel, Star Majha. The 2008 launch of IBN Lokmat by the IBN and Lokmat Group. The Sakal Group, based in Pune, launched Saam TV Marathi in 2008. There were several other news channels operating by the middle of 2011.

### **About Newspaper in Western Maharashtra**

Kesari, Pudhari, Punyanagari, Tarun Bharat and Sakal are very famous and most readable and highly circulating newspapers in western Maharashtra till date. So that research is emphasized in these five newspapers.

- **Kesari** - Kesari newspaper was started in 1881. It was weekly for first 50 years. Launching of kesari was the historical phenomenon in Marathi journalism. Social life of Marathi people got a new turn due to Kesari. Great freedom fighter Lokmanya Balgangadhar Tilak was one of the founder editors of Kesari. Vishnushastri Chiplunkar and Gopal Ganesh Agarkar were another founder editor. Kesari gave way to the social anger against British rulers through the articles and Editorials. In the era of independence Readers of Kesari spread till Myanmar, Shrilanka and Afganistan .

In 1984 circulation of Kesari was at its peak count of 70000 copies per publishing day. At present Kesari is published in 5 editions i.e. Pune, Solapur, Ahmednagar, Sangli and Kolhapur. Sangli –Kolhapur edition starts in 1986. Now a days the issue is available in remote place of both districts.

Dr. Jayantrao Tilak and Dr. Deepak Tilak Made a special effort to expand Kesari's editions. Sangli Kolhapur edition of Kesari launched in the year 1986.

Kesari's office and printing facility was started in its own premises at Industrial Estate, Sangli. The newspaper with the legacy and thoughts of Lokmanya Tilak was well received by the readers of Sangli and Kolhapur. At that time the Executive Editor was Mr. Vasudev Kulkarni. Initially as the manager of Kesari for four years Mr. Nitin Kelkar saw the work. After that till today Mr. Manohar Peshave is the manager of Kesari. In the last 37 years, Kesari has published several main articles on issues of grassroot level and underprivileged in society, agriculture, women, finance, Chhava weekly for children, study articles for whole year for 10th studying students. Kesari's specialty is too open breaking a hot or criminal topic through investigative journalism. Kesari has played a major role in introducing the concept of advertisement in Sangli Kolhapur district. Newly equipped computer department, printing department etc. by assimilating the changes in technology are updated in the newspaper office. Newspaper consumption has increased due to the network of correspondents and taluka representatives as well as the appointment of experienced staff, distribution agents' staff in small villages. Employment has been provided to locals and it is beneficial to know about geographical knowledge of the area.

- **Sakal** – Dr. Nanasaheb Parulekar was the fabulous man who completed his higher education in America. He worked in France, America and Germany as a reporter and dreaming to start regional newspaper for his country due to his love and affection. He started Sakal on 1<sup>st</sup> January 1932 with low capital. Late Dhondumamasathe, Babasaheb Ghorpade and Dadasaheb Ketkar helped him for creating the capital. Sakal was the first newspaper who starts night shift for covering the late-night news.

Sakal modified the concept of Marathi journalism. It did lot of experiments. It widens their operation area and brought variety of news before the readers through their supplements like Arthamanthan, kridawishwa, Agro-one. They started 'Today' supplement for local news. Qualitative, statistical, different, and fresh news is the main feature of Sakal. It has lot of editions like Pune, Mumbai, Nasik, Nagpur, Sangli, Kolhapur and Goa. Today it is the leading newspaper in the Maharashtra.

At head office in Pune, Sakal's founder Mr. Nanasaheb Parulekar along with Dr. Banu Koyaji was working as Acting Director. She proposed to Mr. Parulekar

that the daily Sakal should be expanded now. And Sangli, Kolhapur editions were started separately from 1981. The Kolhapur version was initially started in Lohia's rented premises in Gandhinagar. Dainik Pudhari was the most popular daily in Kolhapur at that time. Because of this Dainik Sakal faced a lot of opposition in Kolhapur. The first editor of Sakal's Kolhapur edition was Mr. Sada Dumbre and the manager was Mr. Newalkar. Then in 1984, Mr. Vijay Kuvlekar, the editor and Mr. Ravindra Gore was the manager. This pair of manager and editor became very popular at that time.

The Kolhapur edition then included the districts of Belgaum, Dharwad, Sawantwadi and Ratnagiri. Sakal was the first newspaper who publish a report on 'Wari of Pandharpur' and a description of the famous wrestling ground of Kolhapur. Advertisements in Sakal were also read by readers as news reading.

The first office of the Sakal in Sangli was at Sinshanae Compound. It was then shifted to Apte Building on Ambedkar Road. 5000 issues per day was the first circulation of sakalsangli edition. In the year 1987-88 Sakal made drastic changes in the Sagali-Kolhapur version. Acquired printing machine monotypes and started own printing unit at Shirol MIDC in Kolhapur. Local news is preferred in daily Sakal. Market prices, turmeric prices, chilli prices, fruit prices are published daily in Sakal. Balakumar painting competition started firstly in the Sakal. K. M. Bhide was the distribution manager at the time. He made good efforts to increase the circulation and gain publicity to Sakal.

- **Pudhari** - Kolhapur Newspaper Association was started Pudhari on 13<sup>th</sup> May 1937. It was published as weekly newspaper and turned daily in 1939. Due to financial deficiencies, the association handed over the newspaper to G. G. Jadhav, who was the founder of newspaper named 'Sevak' in Kolhapur. He shouldered the responsibility of Pudhari and starts to work with the skilled persons. It's first editor was V. T. Patil; first publisher was G. D. Patil and S. B. Bhosale was the first Printer.

Now it is printed & published from three centers and become one of the famous regional Marathi newspapers having third largest circulation in Maharashtra. It is distributed in Goa and Karnataka also. Adaptation of new technology, neated network of reporters in small villages, attractive layout and

colorful printing, various supplements are the strength of Pudhari. Different Supplements, published for different areas is the specialty of Pudhari.

The Sangli edition of Dainik Pudhari was started in 1985. The first office was on the upper floor of Sangli Municipal Library, and senior journalist Mr. Yashwant Kumbhar was looking after the work there. Office was shifted on Panchmukhi Maruti Road and eventually started in its own premises at Ram Mandir Road. Mr. Madan Patil was the Bureau Chief of Sangli Edition for many years. Pudhari focuses on common articles, Advertisements, News for the public as well as news from the criminal world. A special supplement is published 'Today' to recover local news and issues for each edition.

- **Tarun Bharat** - Tarun Bharat is one of the most circulated newspapers in Sangli-Kolhapur District. It was founded by Shri Baburao Thakur in 1919. In the independence era it was the mouthpiece of the Hindu organization Rashtriya Swayamsevak Sangh. Baburao Thakur, Bapurao Joshi, B.G. Bapat, L. N. Gokhale was the main leader to start Tarun Bharat. It was used to publish from Narkesari Prakashan Nagpur. From 1968 it has its own printing press and separate editions. Its corporate office is in Belgaum and has eight editions in north Karnataka, southern Maharashtra, Konkan and Mumbai.

Due to competition with other newspapers many changes were done by Tarun Bharat. Becoming techno-savvy they started many supplements on various subjects, statistical articles, columns on recipes, astrology and many more. They emphasize small advertisements like legal notices, samans, classified.

The Sangli-Kolhapur joint edition of Dainik Tarun Bharat was started in the year 1991. At that time the circulation of Tarun Bharat was only two thousand copies per day. Price competition started in the newspaper sector. Dainik Tarun Bharat did not reduce the price of its daily at that time. Without the support of any political party, Tarun Bharat was able to make its place in the newspaper competition due to the good network of the reporters. The readable news, advertisements and different content is the plus point of Tarun Bharat. During the Corona period, some newspapers were distributed free of cost and the distribution of Tarun Bharat was affected. Still, for the past 31 years, under the guidance of Mangesh Mantri Edition Editor as well as Mr. Mukund Phadke, Mr.

Sampat Berge and the staff there, daily circulation of Dainik Tarun Bharat is 22 thousand copies per day.

- **Punyanagari** - Murlidhar (Baba) Shingote was the founder of Punyanagari who was born and brought up from poor farmer family in Junner Dist Pune. He was not completed his graduation. He starts his work as a newspaper agent in Mumbai. He dreamed to start a Marathi newspaper which language can understand to ordinary man. He started an evening edition named Mumbai choufer in 1994. Afterword's he brought daily Aaplavartahar, Yashobhumi in Marathi and Karnataka malla, Tamil Times and Hindmata in other languages.

In 1999 he started Punyanagari. His diligence and hardwork towards the newspaper turn in to success and punyanagari become a one of the larget selling newspaper in Maharashtra. It's Network of editions spread in all over Maharashtra, and it helps to get corporate advertisements. The man who does sell the newspaper on road becomes founder and chief editor of newspaper group. I t is one of the large selling newspapers in Sangli-Kolhapur Districts.

The Sangli-Kolhapur edition of Dainik Punyanagari was started in the year 2003. The first office was at Maruti Road in Sangli and the manager of Sangli was Mr. Chandrakant Kshirsagar. The head of the editorial department was Mr. Suresh Madkar of Kolhapur. In the beginning, the number of correspondents in Punyanagari was only 14 in two districts. Mr. Dutta Kulkarni is the edition editor who tries to develop the newspaper in western Maharashtra. He made special efforts to increase the number of correspondents which increased to 68 in two years. By appointing new staff, appointing agents at small village and taluka level, providing fax, phone etc. Punyanagari reaches at best level of circulation. With the help of services to the correspondents, and perfect network of reporters, various supplements like news bulletin and smart Sangli they try to provide variety of articles to readers.

An office has been opened in front of the Sangli Zilla Parishad in its own premises. Daily Punyanagari 12-page issue is published all over Maharashtra. Initially the distribution of Punyanagari was 2500 per day in Sangli and 3500 per day in Kolhapur. With the help of team hard work and best management decisions the newspaper reaches till leading and large circulating daily in this area.

## **Information about Digital Media**

Digital media refers to any form of media content that is created, distributed, and consumed in a digital format. It encompasses a wide range of platforms and technologies, including websites, social media, mobile applications, online videos, podcasts, and more. Digital media has revolutionized the way information is shared and accessed, offering new opportunities for communication, entertainment, and advertising. One of the key advantages of digital media is its accessibility and reach. With the proliferation of internet access and mobile devices, people can easily connect and engage with digital content from anywhere at any time. This has led to a democratization of information and a shift in power from traditional media gatekeepers to individual content creators. Digital media has also transformed marketing and advertising. It enables targeted and personalized campaigns, allowing businesses to reach specific audiences with tailored messages. Additionally, digital media offers metrics and analytics that provide valuable insights into audience behavior and campaign effectiveness. However, digital media also presents challenges such as information overload, privacy concerns, and the spread of misinformation. As technology continues to evolve, so does digital media, shaping our communication landscape and influencing various aspects of our lives.

### **1.15 Present Scenario of Traditional Newspaper in Sangli Kolhapur Districts.**

If we must consider the status of newspapers in Sangli and Kolhapur districts, the following things mainly come to the fore.

Due to Kolhapur city being on the Pune Bangalore National Highway, Kolhapur city along with the district has developed a lot from the commercial point of view over the years. New industries, educational institutions, financial institutions, as well as sectors such as agriculture, have also developed on a large scale. Kolhapur airport has opened round the clock airport and transportation facilities have been started to save time and money. Just few kilometers away from Kolhapur, a five-star industrial city has started in Kagal, and many big and famous industries have started in it. A network of new large educational institutions has been situated in this area. The income of the farmers has also increased through these ways. Newspapers in Kolhapur district have really had magnificent days. Some few and old newspapers are maintaining their dominance, but small newspapers have not yet been able to build a base to be considered. And these newspapers do not increase the cost of the issue

compared to the cost of production, which affects the small and medium newspapers compared. In short, price war is going on. The price of newspapers should be according to the number of pages. Due to the low price, the financial income of the newspaper sellers and agents is less. Therefore, they must work hard for distribution.

Except for the western part of Sangli district, the rest of the district does not get any income from agriculture, due to permanent lack of water. Also, Sangli city is 50 km from the highway. Far away and not developed Due to the lack of new industries and educational institutions the consumption of newspapers is low and advertising income is also very limited. Newspapers coming from other districts are affecting the local newspapers sale. The airport in Sangli has recently received in-principal approval, and there is a lack of rapid transport facilities. The city has not developed commercially. Miraj is a medical hub with excellent medical facilities but at the present time those facilities are also available everywhere. Due to price war the effect is seen on small and medium newspapers. Lack of modern facilities in small newspaper printing system, Lack of skill in advertising making and presentation, Low skill manpower is the threats of the industry. Mainly half of the district is in drought due to which the circulation of newspapers is felt due to low financial income and low capital investment business. Sangli district is known as sugar zone but except few sugars mills all other sugar mills are in very bad condition.

In Sangli district many newspapers were circulated per day. Some of them are local and other is from out of districts. As per population it seems that supply and demand have cross connections. In short, if the Sangli district gets large new industries, transport facilities, airport, educational institutions all kinds of facilities, and perennial water, it can be turn into golden days of newspaper business in Sangli district, but it needs to get a visionary leadership in the district.

The feedback taken from Executive Editor is, Not only is social media a challenge to traditional newspapers, but social media has also radically changed the medium of communication. Reflecting these strengths of being dynamic, giving everyone an opportunity to express themselves and ubiquitous, this new medium has emerged defying many barriers and restrictions. The globalized market got a new weapon. Therefore, all the dimensions of publicity, dissemination, popularity are changing. Changing and accelerating the economics of media, this medium also poses new challenges. Most dangerous is the lack of credibility, authenticity, and accountability. In digesting these changes, democratic values may be threatened to

some extent. But change is inevitable. 4. Many basic issues such as mission, code of conduct, duty, value, and ethics of this media remain unanswered. One must consider its consequences while accepting it. Since it is for society and it is owned by the society, these aspects must be considered.

### **1.16 Emergence of Mobiles and its effect on News Paper Circulation**

The reception and transmission of information have been constantly changing due to the rapid development of smartphone technology and internet connections, shifting from traditional media like print newspapers and magazines, radio, TV programmes, and PCs to mobile devices via millions of online pages and virtual platforms (Wei,2003). They stand out for being more easily accessible and having current usage context (Wolf.C and Schnauber.A, 2015).

The traditional methods that users use to find information and entertainment will then be examined, with newspapers receiving special attention because they are the very foundation of traditional journalism and because they represent traditional media. The first news item was published in Europe in the 17th century. For instance, a particular set of innovations that have been advocated has been adapted to a new journalism market (Opgenhaffen, M.2014). The majority of American youth have been found to prefer online channels when exercising, which is evidence that satellite radio is making way for online audio programmes (Krogstad,2014). Even though traditional media still plays a significant role, mobile phones do have a significant impact on how news is produced and consumed.

During the COVID-19 pandemic, the circulation and sales of physical newspapers did experience a significant decline. This was largely due to concerns about the transmission of the virus through surfaces, including newspapers, and also because of changes in people's daily routines and behaviors. Many individuals shifted towards digital sources for their news consumption to minimize contact with physical objects.

### **1.17 Mobile phones and the times of information explosion**

Since the introduction of the first smartphone generation, which gave users access to news in their daily lives, the phrase "information explosion" has been closely associated with mobile devices (Wang,S, 2013). This is distinctive because when people bought newspapers for news, it was never given such a label. Considering the word "explosion" in its literal sense, where people are genuinely placed in its "radiation" in terms of influence, the rapid dissemination of news, the sizable audience it reaches, and the therefore significant impact, are characteristics of news consumption on phones.

One of the reasons news is consumed quickly on a mobile device is the fact that reading it takes little time. Similar to a newspaper headline, a news headline presents crucial information so that readers can quickly understand the primary topic. The news's content is nonetheless condensed and concise. On phones, a news item is one hundred words long, although newspaper stories are typically five hundred words or longer (Rice,R.E., 2013). On mobile devices, a wide variety of virtual communities and microblogging platforms, including Twitter, Weibo, and Douban, are installed. These platforms are designed for quick information consumption.

Two additional aspects of news consumption on a mobile phone are its timeliness and low reading environment need. In contrast to a doorbell ringing to indicate a journal has arrived, a buzz of notice serves as the first phase of news receipt and properly satisfies the consumers' need for urgency without delaying delivery. The portability of a mobile phone offers omnipresent options to receive the most recent messages and a more stable sight compared to a newspaper, allowing the user to view news information at the lunch table or in the evening tube.

Another development in news consumption is the enormous diversity of the audience. Younger people between the ages of 8 and 17 are called "trendy" customers who use social media sites like Facebook and Twitter (Kaiser Family Foundation, 2010), which is a significant change from the days when teenagers could only rely on a few sources of news like TV and magazines (Thulin, E.,2007). The Pew Research Center reports an increase in senior users (defined as those over 65), showing that 77% of them use their cell phones for surfing despite the slow rate of mobile phone adoption among the elderly (Smith,A. 2014).

Following this, mobile journalism, also known as mojo, has become a crucial component of mobile phone media. According to Rima Marrouch (2014), there are

three types of mobile journalism that utilise digital cameras and mobile devices with video/camera capacities: generated content (materials submitted by eyewitnesses), citizen journalists content (materials sent to official and major broadcasters), and professional journalists (stories told with video or audio devices and uploaded). According to Cornelian Wolf and Anna Schnauber, traditional media have had to change in order to keep up with the competition from mobile journalism. Many conventional presses and organisations produced online journals and applications using cross-media tactics.

### **1.18 Features of consumption and production in old news industry**

Traditional media has had a long period of evolution, ranging from newspaper, radio, and TV to personal computer. Newspapers emerged as the main form of journalism in the 16th and 17th centuries, with magazines following 200 years later. After the development of radio wave technology in the twentieth century, radio overtook TV as the primary news medium, which it did until the middle of the century when TV became more widely used. With its great speed and longevity, the advent of the internet in the modern era was a paradigm shift that was accompanied by other innovations like e-mail, e-newspapers, virtual communities, etc. It goes without saying that the old media sector has a solid foundation for the distribution of information, and most of them are extremely significant.

The authority, or legitimacy, of newspapers is one of the reasons why they are still optional and even first when it comes to news consumption. Despite the small number of false and biased reports that do occur, newspapers are produced by huge presses after a drawn-out process that involves research, writing, analysis, and other steps. As a result, the information provided to readers is at least more trustworthy and widely accepted. Like how news generated by radio and television represents the official and acceptable to the audience for having a tenable history where war issues, celebrity deaths, and climatic changes were typically proclaimed on radio and television (Musser, E.R., 2007). Even though today's people are reluctant to believe everything they read or hear on the Internet, news broadcasts will corroborate it. On the other hand, the mutual control between publishers and audiences can be explained by the situation where, in the 1970s, two Washington Post writers helped bring down President Nixon by penning a number of pieces in the Watergate Scandal (Feldstein, M. 2004).

Despite a rising tendency of news consumption on mobile devices, "the conventionals" continue to use these traditional methods. The enormous popularity among the populace is indicated by the massive production of print news and the large number of TV sets and personal computers owned. According to a study, traditional media is dominating, with 60% of media time being spent on listening to music and watching TV rather than using a mobile device (Noble, L., 2014). This suggests that there is a low likelihood that mobile journalism will completely replace traditional journalism soon.

### **1.19 The Adjustments and Effects**

There are a variety of factors to consider when determining if mobile phones alter news consumption and production, including people's reading preferences and buying orientations, the associated economic implications, and some obvious societal negatives. Speaking of consumption, it is significant when people choose to read a magazine for money or opt to read for free online. It could seem logical for folks to select the latter over the more expensive option. However, according to a survey conducted by Oxford University, 11% of the 11,000 participants from North America and Europe countries responded "yes" to paying for online news, and those who were not currently doing so would probably do so in the future if necessary. This makes it more competitive for traditional charging media (Cookson, R., 2013). This is due to the consumer's income being encouraged and the concept of information having worth being transformed.

Secondarily, the decline of newspapers is the most common trend, which can best illustrate how mobile digital journalism affects traditional media in a marketing setting (Saba, J., 2009). The main issues faced by most industrialised nations, including the USA, include an increase in newspaper prices, a decline in earnings, and a subsequent market depression. Due to a lack of purchasers, several established publications, including The Rocky Mountain News and The Detroit News, were shuttered or will cease publication (Lieberman, D., 2009). Because of these issues with traditional media, publishers and producers are obligated to encourage readers to subscribe to and use web-based services and e-paper. Additionally, some drastic reversals have been made, as demonstrated by a case combining subscriptions and a little fee for each individual tale (Walter, I., 2009). Fortunately, some of the advances

have been demonstrated to be successful. According to The Wall Street Journal, a sizable portion of revenues came from the subscribers (Perez-Pena, R., 2007).

However, a few negative effects brought on by excessive mobile phone use have become a significant public health concern. The number of persons who claim to have physical issues, such as trouble sleeping, has been rising. As a result of routinely using the internet before bed, not only does the bad lighting affect the eyes, but "night owls" will also struggle to get a restful night's sleep since their minds are overstimulated with too much information (Sansone, R.A.,2013). This may lead to addiction, another mental health issue. According to Wurman (1989), relying too heavily on knowledge can cause severe anxiety when dealing with the stressful process of social interactions and all-pervasive novelty. When people only learned via newspapers and auditory media in the past, this situation was much less common, which suggests that news was both frequent and slow to arrive. Spiritually, quick consuming on a phone is inferior to in-depth learning because it is too accessible to put in the effort to investigate, moves too quickly and has too many links to focus, which lowers consumers' creativity and intellect in the absence of independent thought and study (Carr, N.,2010).

## **1.20 Conclusion**

While there have been newspapers since the Roman era in some form, the contemporary newspaper chiefly derives from German publications written in the early 1600s using Gutenberg's printing press. The little, compact Dutch corantos and the bigger, more comprehensive German weeklies served as the two main models on which early European periodicals were founded. Many publishers began adopting the German style as papers gained popularity. The Sun was the first penny newspaper, released for the first time by Benjamin Day in 1833. In order to make newspapers more affordable for more people, Day reduced the size of the paper, used a new two-cylinder steam printing press, and reduced the price to one penny. Day changed the newspaper industry and its readers by marketing his paper to a bigger, more mainstream audience. In the late 1800s, William Randolph Hearst and Joseph Pulitzer fought it out for dominance in the American newspaper market. The two used sensationalism—the use of crime, sex, and scandal—to compete with one another and draw readers. Yellow journalism is the term used to describe this kind of reporting. Yellow journalism is characterized by slanted narratives, false facts, and excessive detail.

In India newspaper plays important role in keeping people informed about current affairs locally and globally. It helps to mounting the Indian citizens against British injustice. Marathi newspapers made aware readers about superstitions and bad visuals. Marathi journalism has been the cause of various social reforms movement in Maharashtra. Newspapers have been the most favorable media of readers since last hundreds of the years.

## **CHAPTER - II – REVIEW OF LITERATURE**

[1] Preeti S. (2018) conducted a study to gain insights into three main aspects: consumer preferences for reading newspapers both online and offline, language preferences of consumers, and the convenience experienced by readers when accessing newspapers in different formats. The study revealed that individuals in India have a strong inclination to continue reading print newspapers as a habitual practice. This information sheds light on the current readership patterns in India, highlighting the significance of both print and digital media as valuable sources of information. The researcher's current objective is to understand reading preferences based on various factors such as gender, age groups, educational attainment, employment status, and monthly income. The research aims to explore the relationship between online and offline newspaper readership, taking into consideration readers' language preferences, content choices, and news preferences. Findings indicate that print media serves as an affordable yet prestigious symbol, while readers are open to utilizing digital platforms for acquiring knowledge and entertainment. In terms of comparisons, younger individuals exhibit greater interest in using the internet. Additionally, gender differences were observed in the way specific language newspapers were read, with most readers expressing a preference for English, followed by Hindi and other regional languages.

[2] Malik K. and Aaliya A. (May 2014) highlight the role of socially conscious press in informing the public about matters that directly impact them. Newspapers play a significant role in shaping public opinion and perceptions through news reporting, expression of opinions, public education, and facilitating discourse on important subjects. Development journalism requires news reports to possess specific elements, such as focusing on the process rather than the outcome, critically analyzing development plans, addressing people's needs, providing background information, predicting future requirements, considering the impact on individuals, comparing with similar processes elsewhere, evaluating actual results, and highlighting societal needs. The study also reveals that newspapers aim to understand public sentiment, evoke positive emotions, and courageously expose popular shortcomings. In order to cater to diverse demographics, newspapers include various elements like colorful comics,

syndicated columnists, extensive sports sections, and visually appealing Sunday magazines. Newspapers in developing nations should prioritize issues that frequently impact their nation rather than solely focusing on politics and glamour.

[3] Jehangir B., (January 2017), examines the youth's newspaper reading behaviour in Mumbai, a large metropolis. A sample size of 120 young people is used. The Times of India is the newspaper that young people in Mumbai read the most, according to the study's findings. The main topics people read about include international issues. The study has the following goals listed: The amount of time spent reading newspapers can be used to gauge how frequently someone reads the paper. The newspapers that students read most frequently. The researcher examines the youth's newspaper reading behaviour in Mumbai, a large metropolis.

[4] Aleesha Patel, (May 2010), the researcher examined the future of American newspapers, which currently face a critical struggle and are anticipated by many to become obsolete. To provide valuable insights, Patel meticulously gathered primary data by conducting a quantitative survey on a larger sample of newspapers. The objective of her research was to aid American publishers in discovering a successful approach for the industry through thorough study and analysis. After conducting extensive interviews with industry professionals and analyzing research papers on American newspapers, Patel concluded that a paperless model, advocating for all-digital journalism, could serve as a survival strategy for the industry's future. She emphasizes that there is no cause for alarm regarding the decline of the American newspaper industry and encourages newspapers to maintain a positive perspective.

[5] Colin S., Haiyan W., Huang Y., Yanhua Z., Nan L., Dan W. (2016), explore the comparable effects of the crisis and analyze China's response in terms of cost reduction, income generation, and changes in journalistic standards. They highlight that under Xi's leadership, China has taken a more interventionist approach towards editorial content, further limiting the newspapers' ability to react. This limitation is compounded by technological and economic factors. The article concludes by examining the consequences of this new situation and how publications have adapted. Due to significant disparities outlined in the opening paragraph, comparing the economic behavior of American and Chinese newspapers and the data collection

methodology becomes challenging. The article reviews the recent experiences of the Chinese press in circulation and advertising and draws comparisons with the US context. Moreover, it delves into the unique press environment in China, leading to distinct managerial and journalistic responses to the crisis compared to those abroad. The conclusion summarizes the differences between the US and China cases.

[6] Belal H., (2017), the focus was on understanding the Facebook usage patterns and its impact on the daily lives of Comilla University students. The survey included the participation of 190 students from various faculties of the university. The analysis of the data led the researchers to emphasize the need for a national policy that ensures responsible Facebook usage among university students. The study shed light on the nature of Facebook usage among Comilla University students, highlighting the active engagement of Facebook users in Bangladesh despite the country's limited technological advancements. The primary aim of the research was to explore the patterns of Facebook usage among the students.

[7] Valarie S., Jennifer B., Makana C., (2014), the researchers investigated the impact of embedding and framing online news articles in social media contexts on third-person effects (3PE) and perceived message influence. The study involved eighty-eight college students from a university in the Northeast of the United States who participated in an online experiment. The participants evaluated news articles posted on Facebook, considering factors such as story relevance and viewing conditions (no Facebook frame, neutral Facebook, positive Facebook, and negative Facebook evaluation). The study utilized a 4 x 2 mixed experimental design with low and high story relevance. The results revealed that in social media settings, personal relevance of news stories led to increased feelings of personal influence. The study suggests that while individuals assess the perceived effects of social media, it remains uncertain whether the social media environment itself may constrain or diminish third-person effects. The findings align with the Differential Impact Theory, providing further support for its principles.

**[8]** Samantha B., Matthew B., Tim C., Adrienne J., Katerina K, (2011), the aim was to assess the accuracy of the portrayal of the newspaper industry's decline. Through an extensive analysis of literature, a series of expert lectures, and 24 interviews with publishers and editors from six countries, the researchers concluded that while the print sector is experiencing significant changes, predictions of its demise are exaggerated. The report highlights the industry's transformation and adaptation processes, particularly in monetizing online content and seeking alternative revenue sources. It challenges the notion of constant decline, which is primarily focused on the Western world, ignoring regional variations and the strong sales and growth of print newspapers in emerging nations. The study emphasizes that generalizations based solely on the perspectives of Americans and Western Europeans are unfounded, as representatives from other markets express optimism and active involvement in the transition. It becomes evident that instead of heading towards extinction, the newspaper industry is adapting to an era of unpredictability and rapid technological advancements.

**[9]** Singer, J. B. (2008), explores the conventional approach of using the "five Ws and an H" (who, what, when, where, why, and how) to address the challenges faced by corporate and newsroom managers, as well as journalists themselves. This framework is well-known and widely taught in journalism. It is evident that the future of journalism will predominantly be on digital platforms, with the internet currently serving as the primary platform. However, the use of other digital devices for transmitting journalistic information is also increasing. This raises concerns about the future of print newspapers and their survival in a digital era. Media owners, who have relied on print newspapers as a significant source of income, are particularly worried. The transition to the virtual realm poses challenges in terms of the substantial fixed costs associated with printing presses and distribution networks, which still require a profitable return on investment.

**[10]** Deepak Tiliak, Geetali Tilak, (2019), explored the societal effects of repeated news coverage on various crimes. They distributed a questionnaire to users, collected and analyzed the data, and presented several suggestions. The study's results indicate a preference for positive journalism, where only authentic and unbiased information is delivered. Participants recommended monitoring and controlling the repetition of

crime news. The researchers conducted interviews to assess the impact of repeated news on television channels. These interviews revealed that news channels can have both negative and positive effects on individuals. The findings suggest that daily consumption of news channels can lead to stressful experiences, while watching Doordarshan channel has no such impact on personal life.

**[11]** Clement M. S., William P. (January 2017), conducted a study to examine the influence of online media (e-Paper) on the sales of print media (hard copy) newspapers, using the Zambia Daily Mail Limited Company as a case study. The study concluded that while the e-Paper exhibited some positive sales growth, several factors impeded its market penetration. The primary challenge was the direct correlation between access to the e-Paper and knowledge of ICT devices and internet usage. The research validated that despite readers' proficiency in using ICT devices and the internet, their interest in subscribing to the e-Paper version was greatly hindered by the high costs of internet services in Zambia. Therefore, this study suggests that the impact of online media on print media can only be observed when the country improves its ICT infrastructure and reduces internet costs.

**[12]** Geetali Tilak (2019) examines the impact of news reporting on audiences' fear of crime. The study explores various theories regarding the relationship between news and crime reports. Interestingly, the literature presents conflicting views, with some suggesting a positive relationship (increased fear), others proposing a negative relationship (reduced fear), and some asserting that no relationship exists at all (no effects). Building upon this theoretical survey, the study formulates five hypotheses, which are subsequently tested through experiments. The findings reveal that news channels have both negative and positive effects on the perception of youth. The interviews demonstrate that watching news channels on a daily basis can lead to stressful experiences. However, observing headlines on weekends does not produce similar effects, exerting no impact on personal life. In conclusion, the study summarizes the significant test results and the derived conclusions regarding the influence of news channel reports on youth.

**[13]** Koustav M. (June 2016) conducted a study exploring journalists' perspectives on the impact of social media on their profession and performance. The study investigated the journalists' interaction with the public, the influence of blogs and bloggers, and their preferences for utilizing social media. The findings suggested that as the usage of smart devices increases, more individuals will engage in social media, leading to a rise in citizen journalism. This emerging field will attract investments from prominent businesses, prompting leading media houses to shift their focus accordingly. Consequently, the competition will result in media houses prioritizing objective news as individuals strive to provide information to the best of their knowledge.

**[14]** Deepak B., Usha M., Padma R., (September 2020), explore the integration of various new media technologies, such as interactivity, hyper textuality, multimodality, immediacy, memory, personalization, ubiquity, creativity, and others, in Indian regional news sites. Specifically, they examine three popular Kannada language news sites in Karnataka, a state in India. The findings reveal that these regional news sites only partially utilize the potential of the internet and fail to fully embrace certain internet features due to inflexible organizational policies and a shortage of skilled workers with diverse capabilities. The study highlights the underutilization of the internet's capabilities and advanced new media technologies by Kannada news sites, indicating their initial stage of grappling with technological advancements despite the publishers' awareness. Additionally, the research employs the media morphosis theory to emphasize the gradual adoption of internet affordances by regional newspapers.

**[15]** Mohit B., Shubham G., (2014), examine the contrasting perceptions between humans and the intended message conveyed in newspaper advertisements. They emphasize the significance of psychological impact and perception in influencing consumer behavior. The researchers specifically investigate the influence of informational content on consumer behavior and find that advertisements with higher informational content have a greater impact on customers compared to those with less information. Surprisingly, the size of the advertisement does not affect the amount of information present. Moreover, the study reveals that advertisements promoting electronic items tend to be more factual, while apparel advertisements are primarily transformational. These findings highlight the diverse strategies employed by

different product commercials to influence customers and underline the value of this data in understanding the impact of advertisements across various mediums, not limited to newspapers.

**[16]** Maria G., Tim W., (July 2017), discovered that making small, random changes to the ratings of social media posts and comments had a significant impact on the overall ratings and final outcomes. Positive manipulations of ratings on posts led to a positive herding effect, resulting in higher final ratings. However, positive manipulations of ratings on comments did not have the same effect. Surprisingly, negative manipulations of ratings on both posts and comments caused a negative herding effect, resulting in lower final ratings. The researchers highlight the issue of insufficient voting on social media platforms like Reddit, suggesting that only a very small percentage of daily visitors actually vote on the content they view. This emphasizes the imbalance in user participation and could be an underestimated factor influencing the study's findings.

**[17]** Supadiyanto (July 2020) discovered a remarkable surge in internet users over the past two decades, leading to the demise of the newspaper era. Numerous newspaper companies transitioned to online platforms due to dwindling readership, plummeting advertisers, reduced circulation, and escalating production costs, ultimately resulting in the closure of several newspaper companies. Attempts to rescue the industry involve attracting young readers and implementing innovative strategies. Unfortunately, the print media industry is on a path towards its own demise. It is crucial to anticipate and address this issue promptly. However, the study's findings are still preliminary, requiring further quantitative research to accurately predict the future of print media in Indonesia. Additionally, it is essential to investigate the relationship between social media-based journalism, printed media-based journalism, and digital broadcast journalism, determining whether they compete or complement each other.

**[18]** Muhamad S., A. K, (2017), The aim was to explore the perceptions and patterns of Abu Dhabi university students regarding the effectiveness of WhatsApp as a medium for interpersonal communication. The research also delved into the possibility of replacing face-to-face interaction with features such as emojis, voice-

notes, and text messaging within WhatsApp. Additionally, the study investigated the occurrence of miscommunications during WhatsApp conversations among college students and identified the most prevalent types of miscommunications. It is noteworthy that WhatsApp gained even more popularity in the UAE following the abandonment of its subscription fee in early 2016 and considering the increased social media activity and daily online hours of the UAE population, studying social media trends holds significant importance for understanding the country's social trends.

**[19]** Bob Franklin, (Sep 2014), highlights the significance of attracting an audience to studies in digital journalism. This is crucial not only to stimulate further discussions, challenges, and investigations but also to provide valuable insights for readers' own thinking and research on important issues within journalism studies. The diverse range of research studies presented in the article is not only fascinating but also holds immense value and usefulness for professionals in the field. In fact, this research has played a pivotal role in reshaping the scholarly agenda of journalism studies, which is essential considering the need to address evolving professional practices. Consequently, the emergence of new journals is a direct response to the influence of digital media on both journalism theory and practice.

**[20]** Colin S., Haitan W., Yu Huang, YanjunaZ.Dan, W, (2021), examine the comparative impact of the crisis and provide an overview of China's response in terms of cost reduction, revenue generation, and changes in journalistic practices. The researchers also delve into the technological and economic factors involved. The study concludes by discussing the implications of the transformed situation and how newspapers have adapted to it. Chinese newspapers are adopting strategies similar to those in the Western world, such as cutting production costs by reducing fixed and staff expenses. However, the political structure of the Chinese press, closely intertwined with the hierarchical framework of the Chinese Communist Party, presents significant political barriers that have hindered market considerations and limited the adoption of Western technologies primarily for economic reasons.

[21] Ali S., Faridah I., Mohd Y., Normah M., Maizatul H., (2011), explored the relationship between conventional media, specifically print newspapers, and new media in Malaysia. The researchers found that while the layout of newspapers may have changed, the content remains focused on news. Although conventional media outlets have online versions, they have not fully embraced innovative technology. The decline in circulation can be attributed to the younger generation's preference for interactive new media platforms over the online versions of traditional media. Some television stations, like TV3 and Media Prima, have an online presence, and many Malaysians have internet connections, leading to online newspaper readership that affects advertising revenue, especially during times of global economic slowdown. Despite these factors, the researchers concluded that new media and conventional media will continue to coexist and mutually support each other in Malaysia. They emphasized the need for conventional media practitioners to engage in introspection and accurately understand the sentiments of the nation to remain relevant. It is noteworthy that conventional mainstream media in Malaysia are under government control, while the opposition has found a platform in new media to express their concerns and connect with their supporters. Nevertheless, there are still synergies between new media and conventional media, which will persist and reinforce each other, particularly in Malaysia and other developing countries.

[22] Lavanya R., Preethi T., (2014), examined the influence of new media and print media on a representative sample of the Indian population. The study employed comprehensive survey methods and expert interviews to determine the media preferences for consuming news. It also measured the social changes brought about by the rise of new media and user-generated content. The findings indicated that the decline in print media circulation could be attributed to the younger generation in India, who favored the interactive nature of new media and the quicker access to news it offered. The widespread availability of free online news emerged as a significant reason why people were reluctant to pay for newspaper subscriptions. Instead of signaling the "End" of print media, the research observed a transformation of print and news organizations to adapt to changing consumer behaviors, resulting in a shift towards digital content. This shift has accelerated the impact of new media on society.

[23] Rasmus K., Alessio C., Antonis K., (2016), examined the shifting landscape of media towards a digital, mobile, and social media-oriented environment, characterized by fierce competition for attention. The researchers observed a growing trend of people obtaining news through digital channels, particularly mobile devices like smartphones, relying on social media platforms and other intermediaries for news discovery. The study provided an overview of the opportunities and challenges faced by the news and media industry in this evolving digital realm, while also assessing the responses from media organizations and policymakers. The analysis highlighted a media environment where individuals have access to a vast amount of news and information, largely facilitated by digital media and technology giants. However, many individuals tend to disengage from this information, preferring alternative offerings they find more relevant, interesting, and valuable than news. Consequently, the traditional media industry responsible for producing most of this news faces significant pressures.

[24] Claire B., Catherine M., (November 2019), researchers examine a counterintuitive approach to enhance profitability by investigating whether editors have an interest in increasing the cover price of their printed publications. The focus of the empirical analysis is the French print media market, where a reciprocal relationship between readership size and advertising volume is modeled. Based on price elasticity estimates, certain categories of printed press, such as news, women's interests, technology, and society, could benefit from this strategy. However, for art, science, or nature magazines, a more profitable approach would involve raising the price of advertising inserts. The research also evaluates the impact of the internet on the demand for printed periodicals in France. By utilizing a two-sided discrete choice model, the study demonstrates that readership has a positive external effect on advertisers, making popular publications more appealing to them. The effect of advertising on readers is more nuanced, as it is negatively perceived by newspaper readers, while in entertainment publications, its impact on demand is positive but diminishes beyond a certain threshold of advertising pages.

[25] Aleesha P., Marti G., Jeffrey G., (May 2010), The researcher aims to examine and discuss the future prospects of the American newspaper industry, which currently faces significant challenges and potential demise. The research intends to assist

American publishers in identifying a successful formula for survival. The researcher has conducted comprehensive interviews with industry experts and gathered data from research reports on American newspapers. Based on this information, the researcher proposes a paperless model, advocating for an all-digital news approach as a survival strategy for the industry's future. The study will explore six key factors that have disrupted the traditional newspaper model, explaining their contribution to the industry's decline. Additionally, the paper will present an impartial evaluation of digital news versus print, considering both models. To ensure practical value, the research will evaluate potential revenue-generating models for digital news and recommend one strategy as the survival formula. Ultimately, the aim is to offer the American newspaper industry a recommended solution with implementation strategies, instilling hope and confidence in its survival.

**[26]** Rahman M., Zannat S., Jyoti J., (July 2021), The study focused on Facebook as the subject of research due to its popularity among journalists in Bangladesh, aiming to uncover how these journalists incorporate Facebook into their daily journalism practices. This qualitative study employed quantitative data to support its findings. By analyzing survey responses, the study explored the various ways Bangladeshi journalists utilize Facebook in their regular journalism routines. The results indicated that journalists use Facebook to share their reports from different newspapers and television channels with their audiences. Additionally, journalists utilize Facebook to disseminate reports that couldn't be published or broadcasted through traditional media channels. Facebook was also found to be a valuable tool for journalists in receiving immediate feedback from their audience and establishing sources or finding news leads. However, the study also highlighted the potential ethical risks associated with practicing journalism on Facebook. Ultimately, the study concluded that social media, particularly Facebook, is becoming an increasingly effective alternative medium for Bangladeshi journalists to share news and engage with their audience.

**[27]** Arne H., (October 2012), This article asserts that as traditional media players strive to protect and expand their audience reach, the strategic value of new digital media products will rise. However, the future funding of journalism is likely to rely on the revenues generated from robust sources. The findings of a study conducted on

the Norwegian news industries can be extrapolated to other sophisticated media markets. Despite being a unified industry, the news sector is composed of distinct submarkets, each with varying profitability conditions. Therefore, it is crucial to analyze the industry as a collection of submarkets and consider the implications of digitization, convergence, and the growth of new-media platforms. Although traditional media face challenges in profitability due to digitization, the potential for profitability lies in new digital media, which can aid traditional media players in defending and expanding their reach.

**[28]** Jitendra K. S., (2003), According to the statement, established newspaper publishers must embrace the digital age and abandon outdated methods like printing presses and delivery trucks if they want to survive and flourish in the future. In the next two decades, a complete transition to cyber age publishing is the only viable option. The internet has various effects on the production and distribution of news, impacting the traditional printed format in different ways. While the decline in readership and advertising revenues poses a threat to the revenue base of printed newspapers, the internet also opens new possibilities for news creation and dissemination. Just as newspapers have relinquished certain functions to radio and television in the past century, there are now other types of information that might shift to the internet.

**[29]** Caroline K., Jackson P., (October 2019), The focus of the research was on Zambia, a country located in Southern Africa. The study suggests that the print media in developing countries, including Zambia, is experiencing an impact on its revenue due to the rise of online media. For the print media to survive in these countries, it is crucial to find the right combination of factors. To ensure their survival, print media companies in developing countries like Zambia should adopt a plan that allows digital citizens to access news content online through paid subscriptions. They should move away from providing free content and foster a culture where people trust the credibility of newspapers. Embracing technology and implementing strategies to expand their customer base from the online audience is essential for the print media industry in developing countries.

**[30]** Jacob C. The researcher observed a greater inclination among youngsters towards modern devices compared to other age groups. Youngsters, in general, show less interest in reading print newspapers as opposed to older age groups. This shift in behavior is attributed to the rise in newspaper website users, leading to a decline in the circulation of print newspapers. Additionally, the study reveals that individuals who use the internet for news are unlikely to engage with traditional newspapers and television. Respondents favor online media over print media, acknowledging the decline in print media subscriptions and revenue, primarily due to the rapid and efficient service of online platforms to customers.

**[31]** Sounman H., The research aimed to assess the correlation between newspapers incorporating Twitter into their operations and their subsequent online traffic. Given the significant variations in the scale of online networks, coupled with existing evidence showcasing a concentrated distribution of network sizes among social media adopters, it is logical to conclude that the estimated correlation is heavily reliant on the size of these online networks. In other words, the magnitude of the association between newspaper adoption of Twitter and online traffic is heavily influenced by the extent of their online network reach.

**[32]** Kohli V. K., (2010), There have been reports indicating a decline in newspaper circulation and revenues worldwide. Between 2000 and 2006, the global share of newspapers in advertising revenue dropped from 32.6% to 28%. With a history spanning over 225 years, newspapers hold a significant position as one of India's oldest media sources. The true liberalization of the industry occurred in 2005, allowing foreign institutional investment in print media. This development coincided with a period of overall media growth. However, the industry faced challenges, such as a substantial 45% increase in newsprint costs in 2008. Despite declining newspaper circulation and readership in mature markets, the demand for newsprint is diminishing, yet prices continue to rise.

**[33]** Iyer V. B., (2017), Parents and teachers are now encouraging the habit of reading newspapers to instill regular reading habits. The benefits of reading newspapers include affordability, availability, authenticity, and entertainment. However, digital platforms are considered more reliable for fashion updates. Despite

the high quality of content and a growing market share in the newsprint industry, there has been a decrease in newspaper advertisements, which is worrying. Additionally, circulation numbers have decreased due to increased competition among newspapers in the market. Furthermore, the quality of content in newspapers has declined over time.

**[34]** Venkatesh I. (November 2017), The increasing popularity of the internet and electronic media as a primary source of news consumption seems to be displacing the traditional customer base of print media. Furthermore, advertisers' growing preference for digital marketing strategies poses a significant threat to the survival of print media. Given the constant advancements in electronic media, the newspaper industry urgently needs to revamp its structure, approach, and content in order to retain its loyal customers. This study aimed to provide valuable insights into the state of the print industry, particularly in Gujarat, and examine how new media affects consumers' and the industry's perception of newspapers. The findings indicate that improving consumers' reading frequency and their perception of print media's availability, authenticity, affordability, informativeness, and entertainment value are effective ways to enhance market share, readership, and circulation in Gujarat. Digital media in Gujarat has not significantly impacted the revenue of print media, as advertisers still prefer print media due to its wide consumer reach in Gujarat compared to other forms of media. The study's groundbreaking discovery of the stable position of print media in Gujarat, despite the lagging status of digital media, opens up new opportunities for both digital and print media marketers.

**[35]** Caroline K., Jackson P., (October 2019), This study aimed to analyze the challenges faced by print newspapers in developing countries, specifically focusing on Zambia in Southern Africa, due to the impact of online media on their revenue. The research drew its population from seven print media houses in Zambia, consisting of two government-owned and five privately-owned entities, including Zambia Daily Mail, Times of Zambia, Daily Nation Newspaper, The Mast, The Voice, News Diggers Newspaper, and The New Vision. The findings revealed that E-Papers, with their affordable subscriptions and easy accessibility as internet costs decrease, have resulted in decreased circulation and advertising revenue for print newspapers.

Advertisers are now shifting their focus to online media platforms, causing a decline in print media sales as readers increasingly turn to online sources.

**[36]** David S., Michelle F. W., Martina., (2014), focused on effects on children's health due to overuse of digital media. The study based on digital media's impact on physical and mental health of children. Author's concluded after interaction with children in the age 9 to 16, overuse of technology consequences with the health problems like eating problems, eye problems, headaches, stomach-aches, daytime sleepiness etc. Children's reported that they feel tired and headache after gaming or using social networking sites and it causes mental health problems also. Childrens committed that logical salience or violent images remains in their mind and they feel sleeping problems or nightmares. Childrens become aggressive due to technical issues or disturb while gameing or watching social sites. They feel to hit some thing or to break keyboard. Having internet addiction relates to poor diet and less exercise, relates obesity or overweight and feels emotional instability, depression, and loneliness also. It is concluded that parents and teachers should have their attentions while children's making their schoolwork on computers. There is not any statement about if the mental and physical problems were co relate with each other and what was the impact of watching news or stories on digital media.

**[37]** Patrik W., Hann K. E., (2012) "The impact of social media features on print media firm's online business models", assigns to explore that how print media firms investments in social media growing on and media features affects their online business models. Many print media houses adopted social media features to their web-based information services. The study was undergoing the particular effect of the firm's investment in social media features on their E –business services. It was stated that social media have three specific characteristics, first one is application and interactive, second the valuable content is generated by non-professionals and the prominence is placed on contact and community elements instead on information. The study is based on four print media firms first hand interviews. The transformation has resulted the effect on the print media firm's relationship both with its consumers and traditional content contributors. The study is limited for four Scandinavian cases. Very few research has been conducted on consumer's point of view of social media

features and examine the actual impact of the uses of such services to consumer's faith and dedication.

**[38]** Netra K., (2019), observed that in presence of digital media and social media readers found another source of news and information which is faster than print media. The social media can be used anytime anywhere. The number of users of Smartphone drastically exceeded in India, on the contrary average of print media circulation is dropping down. Instead of waiting for fresh newspaper in morning, it is easy to touch on screen and get the breaking news at that movement. It is observed that easy access to information on demand availability of news and many source of using social media is the reasons to prefer the digital media. Youth and middle-aged population refer the digital source to get their news or for on entertainment while older population use printed newspaper. The research is based on random printed newspapers and random area population. There is not any specified newspaper chosen to show the dropped circulation.

**[39]** Pooja B., Shridevi J., (2016), mentioned that Indian people speaks different languages and associate with different faith, it is the good sign for newspaper market. There are different types of newspapers in Nagpur. Most readable newspapers in Hindi, English and Marathi. Then newspaper remains their positions in the techo-savy world, especially in rural areas and small towns due to its low cost and ease of use. Today the main task of newspapers to provide truthful and objective information to readers to form logical opinion. Sometime newspapers incriminated of various charges like twisting the facts in every manner, and sentimental news providation. Sometimes quality of news article much to be desired. Many people believe that depicted news by media is true and acceptable. The media is the powerful tool to influence on the behaviour of its audience. The survey found that the Times of India, largest circulated English newspaper in entire nation is most demanding newspaper in Nagpur. However Marathi regional newspaper have the largest circulation like Dainik Bhaskar and Lokmat Samachar. Readers most trustworthy regional newspaper is Dainik Lokamt. All the newspaper circulating in Nagpur city was tested on sixteen parameters. The scope of study was limited for Nagpur city based on sixteen parameters testing. Impact of internet or digitalization not tested in this digital era.

**[40]** Samantha B., Matthew B., Tim C, Adrienne J., Katerina K., stated that many experts declared that print newspaper about to die. Print industry experienced falling in advertising revenue and segmentation of audience are shifting to online media. The objective of the report to find out how the newspaper industry survive from twin crises. First is movement from traditional print business and second is the increasing impact of internet. The rapidly changing environment to which newspapers have had to accept many changes in news making. The decline of circulation in some countries effects on declining of advertising revenue also. Publications have to find alternative investment either in the media or other unrelated fields to generate the revenue like online content. Many publications carried out their trusted brand loyalty and move into commerce, selling wine, vacations and even dating services. The displacement of non –media businesses and investments have also been a response to the challenging financial environment. Shifting from traditional business model is not new for print industry. It has been happening from 19<sup>th</sup> century. The newspaper industry not marching towards its death but facing period of uncertainty and technological changes. The challenge of the future is uncertain, but industry appears ready to meet. The report is based on 24 interviews with publishers and editors. Readers opinion not considered anywhere. It seems that the research is incomplete without readers suggestions.

**[41]** Media often reports that use of digital media is the routine part of our society. With the help of internet and various mobile apps people can do their daily work from their home also. To study the using pattern and effects of Face book on students life, Md Belal Hossain (2017) in his research “Intensifying Facebook uses among the students of a public university” noted that internet is the most popular communication medium in the world. In the recent time Facebook has become popular in the young people of the country. Facebook promotes the interchange of massages between the people of all over world. Newsfeed venue of Facebook provides various information to students, so Facebook is the popular communication media in modern age. Students can express and interact with each other with the help of Facebook. Most of the students use the Facebook not only for entertainment but for educational purpose like sharing educational information, feelings, and education related matters. However, while using Facebook, they have lot of trouble like slow internet connection, expensive internet megabyte, less security of personal pictures or sometimes

harassment by the hackers etc. It is suggested that the ministry of education and concern authorities have to support the development of digital education system and using of Facebook being beneficial for students. The study has been conducted only the Facebook users. There is not a review taken about impact of news shown on Facebook frequently. The news broadcasted on Facebook can help the students to update them.

**[42]** Justin Paprocki, (May 2015) The research explores on what small newspapers are doing to adopt online and how they reacted to changes in the industry using a theoretical framework of new institutionalism and rational choice theory. The study built upon claims by Lowrey and Woo (2010). The research found that the small newspapers observing their audience through social media and related features on their websites, it is indication of tight coupling. Gathering analytics is the common practise of most but few are using them to influence decision -making. This is the indication of loose coupling. The concept of legitimacy of the publications within the community only improving through the use of online features. Shifting to online features isn't digress from their traditional practice. The research indicated that the legitimacy of the newspaper was mainly grounded in their connection to the audience rather than mimicking others. The size of newsroom changes easier to implement. Some editors agreed to say that their popular multimedia features were photo galleries and they puzzled that exactly how to use video. However raw video can provide service to readers. Social media can be useful not only drag readers to websites but tightening the bond between newspaper and society. Analysis of the readers is the valuable resource to get feedback about what type of stories like readers and their expectations. With the help of live chat readers can discuss about particular news. News website is the place where readers can find what happening in their neighbourhood.

**[43]** The responsibility of the newspapers needs to expand and fulfil the expectations of the readers because being something for community is role of newspaper. The study is based on editorial side of the newspaper. Discussion about another departments like advertising or circulation was not considered in Clement Mulenga S., Dr. William P., (2017), this study was conducted for establish the impact of online media on hard copy newspaper sale. The Zambia daily mail limited

company was chosen as a case study. Zambian media faces a lot of changes and it come to introduce earlier than electronic media. Now a days, the effect of emergence of digital media population turned to e-paper from traditional newspaper. The study is based on three objectives. It is concluded that the ICT literacy level and proficiency of uses count is 99%. I t means most of the respondents are comfortable with the use of devices like computers, tablets, smart phones, and internet for assessing e-newspaper. All age groups stated that they are able to use ICT devices however younger people can handle the devices more efficiently. The findings also stated that the choice of version of newspaper will be differ from person to person. It is depending on many factors like cost, internet availability, pricing, and ICT literacy level. If the e – paper shown the positive signs of growth in sales it will be turned in risen the graph of profit margins. Uses of e – paper is dependent upon the knowledge of electronic devices. However, sale figures of hard copy of newspapers affects eventually. The study only focused on the local area of Zambia; hence it may not have given a true reflection of the problem especially at regional and global level. The research about news.

**[44] Sanjay T.,** Media convergence in the regional language setting-some observations from study on pune-mumbai based media. The study revails that media convergence and multimedia journalism have become the slang in the multimedia and communication field. In alignment with the world media these trends are also appear in India. Along with the changes in communication technology, spread of the internet and mobiles are including changes in media uses. These all changes are putting pressure of conversion of traditional media. To chase the audience media houses are moving towards change. The study focuses on journalistic aspects of of convergence and practices of multimedia journalism in regional settings of pune and Mumbai based media. Many regional newspapers to survive from this wave gone through reinventing themselves. They have moved to e –papers. Many have created their special apps and websites for smartphone users. It concluded that growing availability of smart phones and fair access to mobile internet services not only in urban area but in rural area also. The significant level of audience convergence has been made by multimedia. Media in Maharashtra is vibrant Growing multimedia practices in Marathi newspapers news channels and their digital ventures. The survey of young audience in pune district showcases wide range of media choices available for local populace.

**[45]** Aastha S. (2019), The digitalization of media has had a profound impact on traditional forms of media, particularly newspapers, which are now struggling to survive. Readership has significantly declined as the younger generation increasingly turns to the internet for news and information instead of print media. Several factors contribute to this shift towards new media. Firstly, new media platforms provide instantaneous news updates, catering to the need for quick information. Secondly, new media can be accessed conveniently at any time and from any location. Lastly, online media offers more comprehensive and detailed coverage of events compared to print media. While newspapers are still regarded as a trusted source of news, online media has emerged as the most influential medium today. This research paper aims to investigate the disparities between online and print media and shed light on the reasons behind the decline of print media. It will also examine the impact of digitalization on traditional print media. The findings reveal a clear preference for new media over print media, particularly among the youth who prioritize internet-based sources and allocate less time to reading newspapers. However, adults still rely on print media to a certain extent. The research also emphasizes that digitalization has had a significant impact on print media, resulting in a limited readership. The decline of print media can be attributed entirely to digitalization, as people increasingly seek instant information and are unwilling to wait a day for news. Digitalization has made information easily accessible with just a click, and the youth, in particular, spends a significant amount of time online, preferring to obtain all types of information from the internet.

**[46]** Lavanya R., Preethi T., (2014), Social media and online news sources, collectively referred to as "new media," have become essential components of contemporary society. Their presence, especially social media platforms, has posed a significant threat to traditional printed newspapers. This threat is evident in the decline of print newspaper circulation, particularly in the United States. According to the Audit Bureau of Circulations, the average daily circulation of US newspapers dropped by 7% in the last and first quarters of 2008 and 2009, respectively. This decline can be attributed to a shift in consumer behavior, with more people opting to obtain news and information online. However, the impact of new media on print media remains manageable in India. This study aims to examine the effects of new

media and print media on a representative subset of the Indian population. The research employs a comprehensive survey methodology and expert interviews to identify the preferred media for reading news. It also quantifies the social changes brought about by the rise of new media and user-generated content. Findings indicate that the decline in print media circulation primarily stems from the younger Indian population, who prefer the interactive nature of new media and its faster access to news.

**[47]** Marwan W. M., (2022), The current research study aimed to examine the relationship between traditional media and social media outlets, addressing the challenges and opportunities associated with each. Employing a Semi-Systematic Review Approach, the study reviewed a collection of studies that aligned with the topic, allowing the researcher to draw meaningful inferences. The analysis revealed that both traditional media and social media have their advantages and disadvantages. Traditional media reaches a larger audience, while social media enables more targeted distribution. Social media provides immediate communication, while traditional media may face delays due to press times. Traditional media content is more final, while social media content is dynamic. Social media allows for greater control over the message, and it fosters a two-way conversation compared to the one-way communication of traditional media. Although social media has become dominant, traditional media remains relevant as a reliable source of information. The study concludes that traditional and social media should integrate and complement each other rather than compete, enabling wider reach and delivering accessible and engaging content that meets audience expectations.

**[48]** Elizabeth C., Ahmed G., (2014), The newspaper industry is facing a pending demise despite slow growth in online marketing revenue and the development of online models. The availability of free and up-to-date content on the internet has created a shift in consumer behavior, where they expect instant access to information from various sources. This poses a challenge for newspapers as they are just one of many suppliers in meeting this demand. The industry's focus lies in keeping up with the rapid pace of information demand while maintaining profitability. To address this, a framework is proposed in this paper to evaluate the success or failure of newspaper organization models. By analyzing research trends, industry business models, and

identifying key attributes, the framework can provide insights into areas of success and failure within these models. Ultimately, it offers a method for organizations to assess and improve their business models.

**[49]** Salaverría, Ramón (2019), In 1994, the first web-based online media outlets emerged worldwide, marking the beginning of digital or online journalism. Over the next 25 years, digital journalism has become an established and widely practiced field in professional and academic circles. This article presents an overview of the main areas of academic research on digital media globally during this period. It examines research on the history of internet journalism, digital media formats, language usage, and economic challenges. Additionally, it explores prevalent research theories and methodologies. Despite facing methodological and thematic challenges, digital journalism research has thrived and emerged as the most dynamic and robust area of journalism research. The field has witnessed significant growth, with established scientific conferences, respected journals, and specialized publications dedicated to digital journalism. International communication research associations and research projects have further contributed to the development of interdisciplinary research teams in this field. In conclusion, research on digital journalism has firmly established itself as a discipline with a fertile and diverse research landscape.

**[50]** Cheney Thomas, (August 2013), In 1994, the first online media outlets emerged, marking the beginning of digital journalism. Over the past 25 years, digital media has become an integral part of professional and academic circles, leading to extensive research in this field. This article presents an overview of the main areas of academic research in global digital media from the past quarter-century. It covers topics such as the history of online journalism, forms of digital media, their languages, and economic challenges. The article also discusses prevalent research theories and methodologies. Despite facing methodological and thematic challenges, digital journalism research has flourished and emerged as the most dynamic and vigorous area of journalism research. The digital journalism community has grown significantly, developing its own concepts, tools, and research methods to study the rapidly transforming digital landscape. The field now encompasses diverse research areas, stable methodologies, scientific conferences, specialist journals, and international research associations actively engaging with digital media phenomena.

This collective effort has firmly established digital journalism as a recognized discipline.

[51] Hao Chen, (2022), The rapid development of digital media has led to a significant shift in the market, with an increasing number of people choosing digital media over traditional paper media. This research focuses on the transition from paper media to digital media in the American market. By analyzing data and conducting archival research, the study aims to understand the dynamics and usage patterns of these two forms of media among users in the United States. The research will examine the benefits and limitations of both paper and digital media, highlighting the rise of digital media and the decline of paper media. While digital media is currently popular, print media remains an essential part of the media landscape. The study also reveals the disparities between the two media types and the current trends in their usage. Additionally, it acknowledges that while print media offers advantages such as ease of collection and durability, it lacks productivity and can be time-consuming. On the other hand, digital media enhances resource accessibility and communication efficiency but may pose health concerns when used extensively. Future research can explore additional ways to utilize both media types and conduct online surveys to gain further insights into media preferences among target audiences.

[52] Emmanuel O. Nnagbo, (2011), This research aims to examine the impact of the internet on Uppsala Nya Tidning (UNT), a traditional newspaper, by investigating whether the internet has led to the development of new products by UNT. A case study approach was employed to gather data. The findings reveal that the internet has led UNT consumers to demand news that is quick, free, and user generated. However, the newspaper's inability to meet these changing needs has resulted in a decline in readership. As a response, UNT has introduced new products such as free online reading, a tabloid newspaper format, and a multimedia portfolio. It should be noted that the research findings may not be applicable to the entire organization since the sample size of UNT employees was small. Conducting interviews with all employees would provide a more comprehensive understanding. Additionally, consumer perspectives were not included in this study. The research was limited to traditional news publications and focused solely on the news aspect, excluding advertising,

which is a significant component of UNT's offerings. Future researchers may address these limitations to gain further insights.

**[53]** Hizral T. H., (March-2019), The rise of new media has posed a significant threat to traditional media outlets, leading to a continuous decline in the performance of the press and printing industry. To explore the impact of new media on news gathering and publication, a study was conducted, focusing on the frequency of new media usage among journalists. The study employed an in-depth interview approach with the Associate Editor for Digital, Feature, and Special Report at Berita Harian, a leading publication. Findings revealed that new media has had a profound impact on traditional media, leaving limited options for Berita Harian to progress. Instead of prioritizing improvements in the printed version, Berita Harian has committed to strengthening its presence on various new media and social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube, to enhance its production and reach a wider audience.

**[54]** Karambelkar N., (Dec 2019), The study aims to analyze the influence of online media, particularly e-Papers, on the sales of print media newspapers. In the past, people heavily relied on newspapers to stay informed about current events, eagerly anticipating their arrival and carrying them everywhere they went. However, the advent of technology, particularly smartphones and news apps, has significantly impacted the newspaper industry. This research explores how digital platforms like Facebook, Twitter, Instagram, and others have affected the consumption of print media. Through in-depth questionnaires, data was collected, revealing a decline in newspaper circulation among the younger demographic in India. The youth in India now prefer the interactive nature of new media, such as social media, to quickly access news, leading to a substantial decrease in the time spent reading newspapers. Nevertheless, the older generation of readers continues to support the newspaper industry.

**[55]** Wang, X. Z. (2021), In the new media era, traditional media must undergo transformation and development to adapt to market competition and industry trends. This transformation is essential and beneficial as it allows traditional media to innovate and stay relevant. By optimizing the allocation of resources, changing

information dissemination modes, and harnessing the power of public opinion, traditional media can reshape its competitiveness, expand its influence, and strengthen its appeal. To achieve this, traditional media should change its mindset, innovate its systems, focus on content innovation and form iteration, and invest in talent cultivation and technology empowerment. By establishing a strong foundation, promoting innovation, and leveraging talent, traditional media can efficiently transition and ensure its own long-term development. This transformation is necessary for traditional media to thrive in the new media era, enhancing its market operation, information dissemination, and transmission capabilities by integrating elements from new media and learning from their development experiences.

**[56]** Kalombe, C. and Phiri, J. (2019), The newspaper industry is facing challenges due to the impact of online media on print newspapers' revenue, particularly in developing countries like Zambia. This study aimed to identify these challenges and propose strategies to improve print newspapers' revenue collection. The research focused on seven print media houses in Zambia, including two from the government sector (Zambia Daily Mail and Times of Zambia) and five from the private sector (Daily Nation Newspaper, the Mast, the Voice, News Diggers Newspaper, and the New Vision). A questionnaire was used to collect quantitative data from a population of 180, with a response rate of 56.1%. The data was analyzed using SPSS version 20, employing descriptive statistics, correlation, and regression. The results revealed a growing threat from online media, with a significant positive influence of lower-cost E-paper subscriptions on print media pricing, sales, and revenue collection. The availability of cheaper E-papers and the declining cost of internet access have led to reduced circulation and revenue from advertisements. Advertisers are increasingly focusing on online media platforms to reach their target audience, resulting in a decline in print media sales as readers shift to online platforms.

**[57]** Winter P., Alpar P., (July 2017), Traditional media, faced with challenges from digital delivery channels, has seen its business model come under attack. This study examines the impact of a mobile app on customer lifetimes and lifetime values in the context of print media. By analyzing subscription data, the researchers develop a survival analysis model that captures the interdependence between these two content delivery channels. Using a large dataset from a publisher offering both a print

newspaper and a mobile app version, the findings indicate a complementary relationship between these media. Subscribing to one decreases the likelihood of canceling a parallel subscription to the other for most customers. Consequently, the mobile app increases the lifetimes and lifetime values of print customers, and vice versa. The study also delves into the attribution of these effects.

**[58]** Patel S., Somanchi H. K., A S, Kumar Gupta A., Maguluri L. P., (2022), The emergence of social media as a news medium and its widespread use for staying informed has sparked several comparative studies on news credibility across social media, television, and newspapers. One such study adopted a research methodology involving both focus group discussions and surveys to examine the credibility of news on these platforms. The researcher employed the source effects model as the theoretical framework for the investigation. The findings revealed that respondents' education level and internet expertise influenced their news preferences and beliefs. Additionally, most individuals sought confirmation from other media sources after encountering news on their preferred platform. The survey also indicated that individuals who perceived television and newspaper news as more credible than social media attributed this perception to the presence of well-trained personnel involved in news production and institutionalized mechanisms for vetting articles to ensure accuracy and objectivity.

**[59]** Lavanya R., Thesinghraj P., (2014), Social media and other online news sources, referred to as "new media," have become an integral part of modern society, posing a threat to traditional printed newspapers. In the USA, this threat has led to a decline in the average daily circulation of newspapers by 7% in 2008 and 2009, according to the Audit Bureau of Circulations. More people are now turning to online platforms for news and information, resulting in a shift in consumer behavior (New York Times, April 2009). However, in India, the impact of new media on print media is still manageable. This study aims to understand the impact of new media and print media on a representative subset of the Indian population. Through surveys and expert interviews, the research examines the preferred media for reading news and quantifies the social changes brought about by new media and user-generated content. The study reveals that the drop in print media circulation can be attributed to the younger Indian

population, which favors the interactive nature and faster access to news provided by new media.

**[60]** Isyaku H., Usman I. A., Qaribu Y. N., New media technology has a significant impact on various aspects of traditional media, including subscriptions, readership, circulation, and advertising revenue. The rise of the internet and the ability to access information instantly has posed a threat to the survival of traditional newspapers. This paper aims to examine the challenges that newspapers face in the digital age and how publishers can leverage digital technology to expand their readership and maximize revenues from subscriptions and advertising. The review identifies several challenges encountered by newspapers, including a decline in reading culture, limited interactivity, readers' preference for free news, the need to reduce production and distribution costs, and the necessity to provide timely updates. However, the review also highlights that digital technology, combined with maintaining print editions, allows publishers to offer credible news and information, reach a broader audience, and attract advertisers. Despite advancements in technology, it has not been able to replicate the credibility and quality of newspaper content. This review primarily focuses on newspapers, suggesting that future research could explore the impact of digital communication on broadcast media such as radio and television. Its intention is to provide valuable insights to newspaper publishers, journalists, advertisers, and readers regarding news delivery and consumption in the digital era.

## **Research Gap**

The traditional newspaper industry in the Sangli and Kolhapur districts of Maharashtra, India, has been greatly affected by the rise of digital media. Numerous studies have been conducted to investigate this impact, but there is a lack of research specifically focused on the Marathi regional newspaper industry in these districts. Marathi is a regional language spoken in Maharashtra and has a substantial readership in the area. The Marathi newspaper industry in Sangli and Kolhapur is highly competitive, with prominent newspapers such as Sakal, Lokmat, Keasri, Pudhari, Tarun Bharat, and Maharashtra Times operating for many years and enjoying a strong readership base.

However, the emergence of digital media has presented several challenges for the traditional newspaper industry. One significant challenge is the decline in readership, as more people prefer to consume news digitally. The circulation of print newspapers in India has been decreasing by approximately 10% annually, according to a report by the Audit Bureau of Circulations (ABC). This decline is primarily driven by the growing popularity of digital media, particularly among the younger generation. Another challenge is the changing advertising landscape, as advertisers increasingly prioritize online advertising over print advertisements. This shift has resulted in a decline in the revenue generated by print advertisements, which traditionally served as a significant income source for traditional newspapers.

Despite these challenges, traditional newspapers still hold popularity among certain population segments. The Marathi language plays a crucial role in the cultural identity of the people in Sangli and Kolhapur, leading many individuals to prefer reading Marathi newspapers for local news and cultural content. Moreover, the print medium provides a unique reading experience that cannot be replicated by digital media.

To address this research gap, a study could be undertaken to examine the impact of digital media on the five leading Marathi regional newspapers in the Sangli and Kolhapur districts. The findings of such a study would hold significant implications for the Marathi regional newspaper industry in these districts. Newspaper executives could gain insights into the evolving needs and preferences of their readers and advertisers. Additionally, the study could provide valuable guidance on how traditional newspapers can adapt to the changing media landscape and maintain relevance in the digital age.

In summary, understanding the impact of digital media on the traditional newspaper industry is an important topic, and there is a research gap when it comes to comprehending this relationship within the Marathi regional newspaper industry in the Sangli and Kolhapur districts.

## **CHAPTER - III - RESEARCH METHODOLOGY**

### **3.1. Introduction**

The type of research challenge will determine which research methodology is used. The nature of the problem being investigated determines whether a research approach is suited to address it (Morgan & Smircich, 1980). Methodology is an essential element of a study since it details the methods and tools employed to address the research issue and reach a result. This chapter's major goal is to outline the research methods and design used for the current investigation. This chapter also explains the rationale behind using these strategies. This chapter also includes a description of the methods used for the study's data collecting and analysis. The study is explained in the section's second half where study on sample size and sample area is performed.

### **3.2. Research Philosophy**

Understanding the guiding research philosophy is crucial when conducting research. The research philosophy affects how data must be acquired, analysed, and used to examine the phenomenon, which has an impact on the research's outcomes and quality. Positivism, realism, interpretivism, objectivism, constructivism, and pragmatism are a few of the various types of ideologies that were used in the research. The selection and application of a quantitative and/or qualitative approach for the study are based on the paradigms (Grix, 2010).

The primary goal of a positive research strategy is to learn new things through scientific research procedures. The researcher's primary responsibility in a positive study is to gather data and analyse it impartially. In contrast to pragmatic research studies, which use both inductive and deductive methods for their investigations (Crowther & Lancaster, 2008), positivist studies often take a deductive approach.

Only if the concepts promote action are they considered important by the pragmatic research philosophy. The study can use the pragmatic research philosophy because it is empirical and non-simplifying. However, the research questions for a pragmatic study will determine the research approach (Creswell, 2013). The researcher used a mixed technique, which included both a positivist and a pragmatic approach. At the outset of the study, the researchers felt a need to identify customer

and industry perceptions that could objectively provide information on how they perceive the competition between print media and digital media in the Sangli and Kolhapur district. In order to understand the effect of alternative media, such as mobile and web versions, on print media, the researcher examined customer reading habits and purchasing preferences. To make inferences, these data were further subjected to statistical analysis.

### **3.3. Research Approach**

The use of appropriate procedures for data gathering, collection, and analysis is facilitated by the research design. The author can handle the research question more methodically and successfully with the help of study design. According to the type of the study, the author can choose any research method from four main categories. Research can use any of the following methodologies: conceptual or empirical, qualitative, or quantitative, applied, or fundamental, descriptive or analytical (Kothari, 2004).

***Descriptive or analytical:*** In a descriptive study, surveys and enquiries are conducted to provide a description of the research problem's current situation. The researcher in this situation has no influence over the factors. For any critical assessment, analytical investigations utilise the information that is already available.

***Applied or fundamental:*** While foundational studies concentrate on developing theories and generalisations, applied studies seek to identify and address a social issue. The goal of applied studies is to provide solutions to issues that have immediate practical relevance. Solving issues is the main focus of these disciplines. Fundamental research, on the other hand, is done in an effort to increase the researcher's understanding.

***Conceptual or empirical:*** Researchers and philosophers conduct conceptual studies to create novel concepts or study preexisting notions. Data are the basis of empirical research, and many statistical tests have been used to assess and validate the conclusions reached. When conducting empirical studies, the researcher is in charge of the variables and has the ability to change or manipulate any variable in order to better understand how it affects the other factors. The findings of empirical research are regarded as providing strong support for the study's hypothesis.

***Quantitative or qualitative:*** Studies in quantitative research are focused on measurements of quantity, whereas studies in qualitative research are centred on

measuring the quality of a phenomenon. In order to comprehend the nature of human behaviour and to examine the effects of various influences on it, qualitative research is typically conducted.

### **3.4. Research Design**

The framework on which the research process will be conducted is referred to as the research design. The three most popular study design types are exploratory, explanatory, and descriptive. Descriptive methods are helpful in ethnographic studies because, according to Bryman (2012), a descriptive research design can be used to explain the experiences of the studied population. To explain the features of the study population, explanatory designs are used. If further investigation of the current problem is necessary because there is insufficient information available to conduct an empirical study, an exploratory design can be used. These investigations are typically conducted to open the door for future study in the field (Neuman, 2003). The current study uses a descriptive approach that aids in creating and adopting to describe the experience received.

**Customer survey:** The study used a structured questionnaire to examine customers' reading preferences and behaviours. The questionnaire was designed to capture the experience of reading in print or other virtual formats. The questionnaire was used to understand how customers responded to affordability, convenience, and how they view online and print media as well as their interest in watching online and print adverts. With the use of the right questions in the questionnaire, the availability, cost, and authenticity of newspapers as opposed to other media, such as TV, online, radio, and social media, as regarded by the consumers, were also recorded.

**Industrial survey:** A qualitative approach was used to investigate the newspaper market. In qualitative research, a higher emphasis is placed on examining a process that cannot be quantified in terms of amount, intensity, or prevalence, claim Lincoln & Denzin (1994). Understanding the effect of contemporary media on print media is the main focus of the current study. sector professionals including marketing managers, editors, and reporters were interviewed in order to examine how the print sector has been impacted by developments in contemporary media. The interview questions were semi-structured to cover a wide range of topics, including the current newspaper market, developments in newspaper circulation and readership, and consumer purchasing habits.

### 3.5 Statement of Problem

Currently, online news sites and applications have satisfied the expectations of the readers and there has been a decrease in the circulation of newspapers. It is observed that mostly senior citizens read the newspaper because of their habit, and they are not completely familiar with new technology. Youngsters and new generation mostly prefer to read the news and other information on internet with the utilization of news apps. In a study conducted by the few Research Centre it is found that 46% of individuals with the age of sixty years use to read newspapers while only 7% with the age group of eighteen to twenty found interested in reading newspapers. Mostly those youngsters use internet as a news platform, are not interested in traditional newspapers and TV.

The absolute level in paid daily circulation of newspapers peaked in 1987 and has declined by around 40% since then. The decline commenced when the Internet was a scientific tool. The decline in circulation did not mean an immediate economic crisis for the newspaper Industry since a monopoly situation. Newspaper advertising revenue peaked in 2005 and by just over 50% in 2013. 2011 was the peak year for advertising and 2013 for circulation and since then there has been a decline.

As Newspaper Industry is dependent on the advertisements and circulation for its revenue, today facing a serious challenge as the advertisers and marketers are inclined towards online marketing and digital advertising.

Availability of high-speed internet connectivity and internet penetration has led to the adoption of digital marketing. The increased rate of literacy helps in the sustainability of Newspapers. The number of internet users is rising every day and people who opting for newspapers for long time are now switching to digital media resulting newspapers to lose its readership day by day. Owing to the increase in digital advertising and online consumer engagement the sustainability of the newspaper industry is facing serious threat.

So, the researcher has stated the following research question for further study.

- ❖ Is an online platform effectively meet reader expectation in comparison to printed newspaper circulation?
- ❖ Is there a significant age divide in readership preferences for news consumption?
- ❖ Is occupation of respondents effects on media preferences?

### 3.6 Objectives of the Study

To compare the impact of digital media on traditional newspapers. The main objective of this study is to understand the present scenario of the traditional newspaper industry and the various challenges being faced by it due to the emergence of digital media.

The key objectives are as follows -

1. To understand the present scenario of Newspaper Industry specifically in Sangli and Kolhapur District.
2. To understand the evolution of Newspaper Industry and analyze its current challenges.
3. To understand the adaptation of the Newspaper Industry in the current competitive scenario.
4. To study the readership behavior of consumers in Sangli and Kolhapur Districts.
5. To study the consumers and Newspaper Industries perception in relation to digital media.
6. To find out suggestions.

### 3.7. Formulation of Research Hypotheses

Known as verifiable explanations of a phenomenon, hypotheses can be tested. It is necessary to generate and validate or test hypotheses in order to handle a research problem. Clear, straightforward, and relevant research Hypothesis are those that can be verified and tested. Research hypotheses contribute to the body of knowledge while also providing clarity and objectivity to the study. The focus of the research is developing the research hypothesis since well-formed hypotheses enable confident research direction. In order to accomplish the research goals, the following Hypothesis was developed.

***Hypothesis 1: There is no significant shift from traditional printed newspaper to digital version.***

Today world is rapidly moving in the direction of techno savvy items. No way can this newspaper industry be aloof of these technological changes. Today the readers are getting ultimate experience while reading newspaper. The digital technology thus has captured the audience attention. The emergence of mobile version, web version, social media applications have completely changed the experience obtained while

reading newspaper. The study intended to analyse the respondents shift towards digital media with that of the printed newspaper is analysed.

***Hypothesis 2: There is no significant difference between the age groups of the respondents with regards to the version preferred for reading newspapers.***

Understanding age is one important aspect of analysing things where technology is considered. There is a huge gap between the older generation and younger generation due to the exposure they receive. This hypothesis is particularly framed to understand the above said difference in age and their impact of media selection. Today these younger generations have many digital ways through which they have the access to news. This study of hypothesis is framed thus to analyses the choice of printed newspaper age wise classified in comparison to digital media.

***Hypothesis 3: There is no significant difference between the occupation of the respondent with regards to time spent for news updates.***

Different occupation has different perception towards access to news and things related to that. There are various occupations that requires a certain kind of new related knowledge and hence this hypothesis tries to analyse the difference between the occupation of the respondents with regards to time spent for news updates.

### **3.8. Data Collection and Data Analysis**

Data was gathered in order to gain a better understanding of how different online and new media compare to print media. In general, quantitative data contributes to a deeper understanding of the study problem, whereas qualitative data offers a broad understanding of the problem. Using a mixed methods approach can have practical benefits when analysing a difficult issue (Driscoll, Appiah-Yeboah, Salib, & Rupert, 2007). Utilizing both quantitative and qualitative data creates a diversified dataset that improves the analysis's efficacy. To gain a greater understanding of the survey replies, the qualitative data can be statistically analysed. Quantitative data are gathered by conducting surveys, with the help of structure questionnaires whereas qualitative data are obtained by studying or interviewing people to understand their viewpoints.

### **3.8.1. Mode of data collection**

For the study, both quantitative and qualitative data were gathered. A questionnaire was utilised as the data collection tool in order to examine the target audiences' opinions and perceptions of the print media and digital version as well as their reading behaviour. It has been determined that questionnaires are appropriate to be used for the current descriptive study because they can produce more generalised data. When gathering information about users' perceptions and sentiments, questionnaires have shown to be the most effective data collection tool. Questionnaires were used in the current study because it was necessary to determine how readers felt about newspapers. The researcher may observe misleading perceptions as a result of confusing questions, which could therefore have an impact on the study outcome. As a result, the questionnaire's design and content were carefully considered. The questions were created with the intention of capturing the readers' experiences with print and digital media. The questions were created to identify several causes for people to consume other media on a larger scale than print media.

### **3.8.2. Sampling Design**

It is crucial to select a suitable study sample for the research because it is rarely practicable or ethical to examine the complete population (Marshall, 1996). In quantitative research, the sample that represents the complete population must be carefully chosen while taking the study's context into account in order for the findings to be generalised to the public. The most popular method for choosing samples is random sampling or probability sampling. All sample population members have an equal chance of taking part in the survey when using the random sampling approach, and their nature is clearly described. Area sampling and stratified sampling are two variations on random sampling. These are used to thoroughly examine the sub-groups. On the other hand, when using a non-probability sampling strategy, not every participant must have an equal opportunity to take part in the survey, and the sample's components are chosen using subjective means. The current study used a non-random convenience sampling technique to analyse consumer or newspaper readers' reading and purchasing preferences. The sample for the study was chosen using a convenience sampling technique because the only general criteria for analysing newspaper reading behavior and purchase preferences were accessibility, availability, and willingness to

participate in the survey at a specific time. The goal of the current study was to evaluate how digital media compared to print media. Both types of newspaper readers have to provide information for the study in order to perform an in-depth investigation on this topic. Because of this, convenience sampling was used to choose the sample population. Convenience sampling is inexpensive and entails choosing the study's most available participants.

### **Study area**

Sangli and Kolhapur districts are southern districts of Maharashtra state, specially known as western Maharashtra. These two districts are on the banks of Krishna, Warna and Pancha Ganga river.

To study the impact of digital media on newspapers it will be suitable to interview the media people in Sangli and Kolhapur city. However mostly newspaper agents and reporters were from Tehsil places or live in villages they will be interviewed at those places in Sangli and Kolhapur Districts.

Recent irrigation projects like 'Mhaisai Yojana' and 'Tembhu' lift Irrigation systems make most of the area in Sangli District under cultivation agriculture zone. Kalamawadi and Radhanagari dams are prestigious canal irrigation projects on the river Doodhganga. 'Tilari' is an ambitious hydroelectric cum canal irrigation project on river Tilari in Kolhapur District. Recently three national highways were constructed and opened around these two districts. It helps for development of these areas rapidly i.e., Pune Bangalore MH48, Guhagar– Vijapur NH166E, Ratnagiri – Nagpur HN166 and proposed Nagpur Bangalore NH44.

Despite intensive industrialization, agriculture is the most important source of income for 2/3<sup>rd</sup> population. The important products are sugarcane, wheat, turmeric, and grapes which make farmers financially stable. Sangli district is known as the 'Sugar bowl' of India due to its high sugarcane productivity. Both the districts are very popular as political power houses in the state. They have provided many politicians and bureaucrats. Small sector industries like byproducts of sugarcane, cold storages, Dairy farming and green houses for variety of flowers, fruits and vegetables are the secondary businesses of the farmers. Both the cities have their historical past and are also famous for temples and religious places also.

These two places are the flourishing cities in the state of Maharashtra and well known for their medical services specially Miraj city is the medical hub of the western

Maharashtra. The local governing body has ensured a good standard of living for all residents. Quality diagnostic as well as therapeutic medical services are available in this area. Private as well as government managed diagnostic centers offer a variety of health services.

The literacy rate of these districts is about 85% and this area is also known as an educational center. The development of Banking and co-operative societies business in both Districts has been evaluated in terms of growth trends. In these two Districts five leading and most circulated Marathi newspapers are Daily Pudhari, Daily sakal, Daily Kesari, Tarun Bharat and Punyanagari.

However, increasing literacy rate in last 10 years people can easily handle digital media like WhatsApp, Facebook, Instagram and various news apps on mobile in spite of hard copy newspapers.

These are the large circulating newspapers names and Daily circulation figures. These are the large circulating newspapers names and Daily circulation figures as on 10th July 2022, within research period, provided by Maharashtra Vruttapatra Vikreta Sanghatana.

**Table No. 3.1 – Names of Large Circulating Newspapers**

| <b>Sr. No</b> | <b>Name of Newspaper</b> | <b>Sangli District</b> | <b>Kolhapur District</b> |
|---------------|--------------------------|------------------------|--------------------------|
| 1             | Pudhari                  | 56300                  | 121300                   |
| 2             | Sakal                    | 43400                  | 36400                    |
| 3             | Punyanagari              | 6100                   | 3150                     |
| 4             | Tarun Bharat             | 19800                  | 15600                    |
| 5             | Kesari                   | 23000                  | 9000                     |

The detailed information of the newspaper brands taken for study purposes is as follows.

#### **Kesari**

Kesari newspaper was started in 1881. It was weekly for first 50 years. Launching of Kesari was the historical phenomenon in Marathi journalism. Social life of Marathi people got a new turn due to Kesari. Great freedom fighter Lokmanya Balgangadhar Tilak was one of the founder editors of Kesari. Vishnushastri Chiplunkar and Gopal Ganesh Agarkar were another founder editor. Kesari gave way to the social anger against British rulers through the articles and Editorials. In the era

of independence Readers of Kesari spread till Myanmar, Shrilanka and Afghanistan. In 1984 circulation of Kesari was at a peak count of 70000 copies per publishing day. At present Kesari is published in 5 editions i.e., Pune, Solapur, Ahmednagar, Sangli and Kolhapur. Sangli –Kolhapur edition starts in 1986. Now a days the issue is available in remote places of both districts.

### **Sakal**

Dr. Nanasaheb Parulekar was the fabulous man who completed his higher education in America. He worked in France, America and Germany as a reporter and dreaming to start regional newspaper for his country due to his love and affection. He started Sakal on 1<sup>st</sup> January 1932 with low capital. Late Dhondumama Sathe, Babasaheb Ghorpade and Dadasaheb Ketkar helped him to create the capital. Sakal was the first newspaper who starts the night shift for covering the late-night news. Sakal modified the concept of Marathi journalism. It did a lot of experiments. It widens their operation area and brought variety of news before the readers through their supplements like Arthamanthan, kridawishwa, Agro-one. They started 'Today' supplement for local news. Qualitative, statistical, different and fresh news is the main feature of Sakal. It has lot of editions like Pune, Mumbai, Nasik, Nagpur, Sangli, Kolhapur and Goa. Today it is the leading newspaper in Maharashtra.

### **Pudhari**

Kolhapur Newspaper Association was started Pudhari on 13<sup>th</sup> May 1937. It was published as weekly newspaper and turned daily in 1939. Due to financial deficiencies, the association handed over the newspaper to G. G. Jadhav, who was the founder of a newspaper named 'Sevak' in Kolhapur. He shoulders the responsibility of Pudhari and starts to work with skilled people. It's first editor was V. T. Patil; first publisher was G. D. Patil and S. B. Bhosale was the first Printer.

Now it is printed & published from three centers and become one of the famous regional Marathi newspapers having third largest circulation in Maharashtra. It is distributed in Goa and Karnataka also. Adaptation of new technology, neated network of reporters in small villages, attractive layout and colorful printing, various supplements are the strength of Pudhari. Different Supplements, published for different areas is the specialty of Pudhari.

### **Tarun Bharat**

Tarun Bharat is one of the most circulated newspapers in Sangli-Kolhapur District. It was founded by Shri Baburao Thakur in 1919. In the independence era it was the mouthpiece of the Hindu organization Rashtriya Swayamsevak Sangh. Baburao Thakur, Bapurao Joshi, B. G. Bapat, L. N. Gokhale was the main leader to start Tarun Bharat. It was used to publish from Narkesari Prakashan Nagpur. From 1968 it has had its own printing press and separate editions. Its corporate office is in Belgaum and has eight editions in north Karnataka, southern Maharashtra, Konkan and Mumbai. Due to competition with other newspapers many changes were made by Tarun Bharat. Becoming techno-savvy they started many supplements on various subjects, statistical articles, columns on recipes, astrology and many more. They emphasize small advertisements like legal notice, samans, classified.

### **Punyanagari**

Murlidhar (Baba) Shingote was the founder of Punyanagari who was born and brought up from a poor farmer family in Junner Dist Pune. He did not complete his graduation. He starts his work as a newspaper agent in Mumbai. He dreamed to start a Marathi newspaper which language can understand to ordinary man. He started an evening edition named Mumbai Choufer in 1994. Afterward's he brought daily Aaplavartahar, Yashobhumi in Marathi and Karnataka Malla, Tamil Times and Hindmata in other languages. In 1999 he started Punyanagari. His diligence and hard work towards the newspaper turned in to success and Punyanagari became one of the largest selling newspaper in Maharashtra. Its Network of editions spread all over Maharashtra, and it helps to get corporate advertisements. The man who does sell the newspaper on road becomes founder and chief editor of newspaper group. It is one of the largest selling newspapers in Sangli-Kolhapur Districts.

Based on the above-stated newspaper brands the study has been conducted.

### ***Sample size***

Determining the sample size is one of the crucial tasks in the preparation of a descriptive study. Good precision in the sample size of the research population is required in order to draw conclusions for the population from the selected samples. The study sample is determined by a number of variables, including demographics,

survey participation rates, survey duration, and the type of data the sample group is expected to provide. The accepted level of significance, the scope of the study, the event rate in the population, and the standard deviation in the population are the main determinants of sample size (Kadam & Bhalerao, 2010). The sample size required for the customer survey was established taking all of these factors into account.

Choosing the number of samples or observations to include in the population of a statistical study is known as sample size determination. The study's sample size is an important consideration because the findings and conclusions drawn from it will be applied to the entire population. Morse (2000) claims that determining the sample size for a study depends on the following elements: the investigation's scope, the nature of the subject, the data's quality, the study's design, the use of shadowed data, and the amount of relevant information gathered from each participant. An adequate sample size for qualitative investigations is one that provides an answer to the research question (Marshall, 1996).

### 1.8.3. Sample Size Calculation

Sample size calculation for understanding the number of newspaper readers is difficult as it is possible to determine the circulation of newspaper but identifying the number of readers becomes difficult. So, the researcher here has considered infinite and based on the Cochran's formula for calculating the infinite population for the Sangli and Kolhapur district the researcher has finalized the sample size.

Cochran's formula for calculating sample size when the population is infinite: (Sample size of Customers)

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where,  $n_0$  is the sample size,

$z$ = confidence level will be considered 95% and its value is 1.96.

$p$ = maximum variability is 50% that is 0.5

$e$ = confidence interval/ margin of error is 5%

$q = 1 - p$

**Population Size:** So,  $p = 0.5$ . Now let's say we want 95% confidence, and at least 5 percent—plus or minus—precision. A 95 % confidence level gives us Z values of

1.96, per the normal tables, so we get  $((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$ . Since its always better to have more sample size than determined for more accuracy, the research here in this study has determined the sample size as 500 reader respondents.

### **3.9. Research Instruments**

The current research adopted quantitative study using questionnaires as research instruments.

#### **3.9.1. Questionnaires**

The most effective research tool is a questionnaire since it provides a high level of anonymity and confidentiality (Phellas, Bloch, & Seale, 2011). To gather information from the readers, the questionnaire included both open-ended and closed-ended questions. There were four sections in the questionnaire created to gather data from the consumers. The respondents' age, gender, education level, work history, employment status, and place of residence were all gathered in the first section of the questionnaire. The second section of the questionnaire intended to capture the reading modes of the consumers. This section includes questions to know the consumer's most preferred medium, their frequency of reading printed material, time spent in reading newspapers, preferred medium of the newspapers and as such. The next section of the questionnaire deals with the consumer's reaction to various factors considered important for printed and digital media is considered.

#### **3.9.2. Interviews**

Interviews were a key instrument for data collection because the present contains qualitative analysis. The primary benefit of an interview over a questionnaire is that the interviewer can provide clarification on a topic if it is necessary (Phellas, Bloch, & Seale, 2011). Person-to-person and group-focused interviews are the two different categories of interviews. In order to comprehend the shifting patterns in the newspaper market, face-to-face interviews with professionals in the newspaper industry, including marketing managers, circulation managers, editors, and publishers, were conducted as part of this study. In-depth interviews were performed in order to uncover how different new media affect the market for newspaper media by fostering open dialogue and a range of viewpoints. The interview questions were divided into the following categories: the effect of other media on print, the revenue of print

media, the strategies used by print media, the client base, and the current methods used by print media to boost revenue.

### **3.10. Data Analysis**

The Statistical Package for the Social Sciences (SPSS) statistic tool was used to analyse quantitative data from the study questionnaire. It is briefly discussed in this section. To summarise the fundamental characteristics of the data gathered for the study, descriptive statistics were used. patterns in descriptive statistics that result from the data.

***Descriptive statistical analysis*** - Descriptive analyses must be performed to characterise the raw data in order to make it intelligible. The findings of descriptive analysis are summaries of the sample data and measures. Descriptive statistics are employed in quantitative studies to condense enormous amounts of data into brief summaries.

***Frequency and percentage analysis*** - Distributions tests are used to describe the frequency of specific values or ranges of values. The number of variables with each value and all of their values are described by distribution tests. A single variable is frequently referred to as having a frequency distribution. This variable determines whether all of the data values are exhibited or whether the values are first classified. Graphs and tables can both be used to represent frequency distributions.

***Independent T-test*** - To compare the means of two unrelated groups for the same continuous dependent variable, independent t-tests are utilised. To ascertain whether the associated means of two separate groups are significantly different, independent t-tests are performed.

***Cross tabulation and chi-square analysis*** - Cross tabulation is described as "a joint frequency distribution of cases based on two or more categorical variables" by Michael (2001). To ascertain whether the variables are dependent or independent, chi-square statistics are used to further analyse this joint frequency distribution. The purpose of cross tabulation analysis is often to look at the link between two or more variables.

### 3.10.1 Reliability analysis

The degree to which a scale used for measuring yields consistent findings is referred to as reliability. The scale that is used to assess a construct must consistently reflect that construct. Tests for reliability are useful in determining whether or not consistent results were produced. There are various methods for evaluating the dependability of the scale being used for the measurement. They are Inter Rater Reliability, Split Half Reliability, Internal Consistency Reliability, and Test-Retest. Cronbach's Alpha score, a typically used indicator of reliability analysis, is also utilized in the current study. The acquired data can be divided in a variety of ways, and for each division, the correlation coefficient is computed. Cronbach's alpha score is similar to the average of all these values. There are two possible values for the Cronbach's alpha: normal and standard. Standardized Cronbach's alpha scores are used when the items on the scale are standardized before being added up, as opposed to normal Cronbach's alpha scores, which are used when the elements on the scale are added to generate a single score for the scale.

The result of the test indicates that Cronbach's Alpha is .876. Cronbach's Alpha Based on Standardized Items is .869. It is better than expected value hence all items in the scale can be used for further data collection. The alpha coefficient for the four items is .876, suggesting that the items have relatively high internal consistency. (Note that an alpha coefficient of .70 or higher is considered “acceptable” in most social science research situations)

**Table No. 3.2 -Reliability Statistics**

| Reliability Statistics |                                              |             |
|------------------------|----------------------------------------------|-------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | No of Items |
| .876                   | .869                                         | 32          |

Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables—hidden or unobservable variables like a person's conscientiousness, neurosis, or openness.

### 3.10.2 - Validity analysis

The degree of relationship or correlation between a test's results and the criteria measure can be used to assess a test's validity (Karros, 1997). The Pearson's correlation coefficient is used to gauge how closely the test findings agree. Internal validity, external validity, and construct validity are a few of the broad kinds of validity. Factorial validity is used in our study, which used a questionnaire as a research tool, to assess how well the questionnaire's questions capture the construct under investigation. The questionnaires' initial grouping of the items causes factorial validity to cluster the correlations between the groups' replies. To determine the factors that indicate the relationship among the collection of related variables, factor analysis was used.

Item Statistical so indicates that there is better uniformity and alignment within the items and constructs. The Std. deviation range between .615 to 1.17.

**Table No. 3.3 - Item Statistics**

| <b>Item Statistics</b>           |             |                      |          |
|----------------------------------|-------------|----------------------|----------|
| <b>Scale Items</b>               | <b>Mean</b> | <b>St. Deviation</b> | <b>N</b> |
| Time spent on Printed Newspapers | 1.8000      | .61559               | 20       |
| Time spent on TV Channels        | 2.2000      | .83351               | 20       |
| Time spent on Radio              | .9500       | .51042               | 20       |
| Time spent on social media       | 2.4000      | .99472               | 20       |
| Easy Access                      | 4.3000      | .92338               | 20       |
| Cost Effectiveness               | 3.7500      | 1.16416              | 20       |
| Timesaving                       | 3.3000      | 1.17429              | 20       |
| Convenience                      | 4.0000      | 1.02598              | 20       |
| Trustworthiness                  | 3.9500      | .99868               | 20       |
| Instant Update                   | 3.6500      | 1.18210              | 20       |
| Easier to read                   | 4.0000      | 1.07606              | 20       |
| More stories                     | 3.7000      | .86450               | 20       |
| More comprehensive               | 3.6000      | .82078               | 20       |
| More Advertisements              | 2.8500      | 1.03999              | 20       |
| Authenticity                     | 3.7000      | .65695               | 20       |
| Style of Presentation            | 4.1000      | .78807               | 20       |
| Scope and Coverage of Local News | 4.1500      | .74516               | 20       |
| Entertainment Value              | 3.5500      | 1.19097              | 20       |
| Easy Access                      | 3.3000      | 1.41793              | 20       |
| Cost Effectiveness               | 3.2000      | 1.32188              | 20       |
| Timesaving                       | 2.9500      | 1.39454              | 20       |
| Convenience                      | 3.2000      | 1.36111              | 20       |
| Trustworthiness                  | 2.6000      | .99472               | 20       |
| Instant Update                   | 3.6000      | 1.39170              | 20       |

|                                  |        |         |    |
|----------------------------------|--------|---------|----|
| Easier to read                   | 3.1500 | 1.38697 | 20 |
| More stories                     | 3.2500 | 1.25132 | 20 |
| More comprehensive               | 3.1500 | 1.22582 | 20 |
| More Advertisements              | 2.8000 | 1.15166 | 20 |
| Authenticity                     | 2.4000 | 1.18766 | 20 |
| Style of Presentation            | 3.2500 | 1.29269 | 20 |
| Scope and Coverage of Local News | 2.5500 | 1.23438 | 20 |
| Entertainment Value              | 3.1500 | 1.42441 | 20 |

The test result indicates that there is no need to delete any item of the scale because Cronbach's Alpha is greater than expected level and it will not increase after deletion of the any item of the scale.

**Table No. 3.4 - Item Statistics**

| <b>Item-Total Statistics</b>     |                                   |                                       |                                         |                                      |
|----------------------------------|-----------------------------------|---------------------------------------|-----------------------------------------|--------------------------------------|
| <b>Scale Items</b>               | <b>Scale Mean if Item Deleted</b> | <b>Scale Variance if Item Deleted</b> | <b>Corrected Item-Total Correlation</b> | <b>Cronbach's Alpha Item Deleted</b> |
| Time spent on Printed Newspapers | 100.7000                          | 258.958                               | .047                                    | .877                                 |
| Time spent on TV Channels        | 100.3000                          | 246.853                               | .485                                    | .871                                 |
| Time spent on Radio              | 101.5500                          | 251.839                               | .504                                    | .872                                 |
| Time spent on social media       | 100.1000                          | 252.832                               | .204                                    | .876                                 |
| Easy Access                      | 98.2000                           | 252.168                               | .247                                    | .875                                 |
| Cost Effectiveness               | 98.7500                           | 261.250                               | -.062                                   | .883                                 |
| Timesaving                       | 99.2000                           | 247.432                               | .310                                    | .874                                 |
| Convenience                      | 98.5000                           | 256.158                               | .093                                    | .878                                 |
| Trustworthiness                  | 98.5500                           | 249.945                               | .295                                    | .874                                 |
| Instant Update                   | 98.8500                           | 247.818                               | .297                                    | .875                                 |
| Easier to read                   | 98.5000                           | 256.263                               | .082                                    | .879                                 |
| More stories                     | 98.8000                           | 255.326                               | .152                                    | .877                                 |
| More comprehensive               | 98.9000                           | 252.411                               | .275                                    | .874                                 |
| More Advertisements              | 99.6500                           | 249.082                               | .308                                    | .874                                 |
| Authenticity                     | 98.8000                           | 251.221                               | .413                                    | .873                                 |
| Style of Presentation            | 98.4000                           | 251.200                               | .338                                    | .873                                 |
| Scope and Coverage of Local News | 98.3500                           | 254.239                               | .230                                    | .875                                 |
| Entertainment Value              | 98.9500                           | 249.418                               | .251                                    | .876                                 |
| Easy Access                      | 99.2000                           | 231.747                               | .614                                    | .866                                 |
| Cost Effectiveness               | 99.3000                           | 236.853                               | .532                                    | .869                                 |
| Timesaving                       | 99.5500                           | 232.682                               | .603                                    | .867                                 |
| Convenience                      | 99.3000                           | 230.221                               | .682                                    | .864                                 |

|                                  |          |         |      |      |
|----------------------------------|----------|---------|------|------|
| Trustworthiness                  | 99.9000  | 246.516 | .408 | .872 |
| Instant Update                   | 98.9000  | 230.411 | .661 | .865 |
| Easier to read                   | 99.3500  | 231.187 | .644 | .865 |
| More stories                     | 99.2500  | 236.092 | .588 | .867 |
| More comprehensive               | 99.3500  | 236.239 | .598 | .867 |
| More Advertisements              | 99.7000  | 255.274 | .100 | .879 |
| Authenticity                     | 100.1000 | 241.674 | .465 | .871 |
| Style of Presentation            | 99.2500  | 232.618 | .659 | .865 |
| Scope and Coverage of Local News | 99.9500  | 235.839 | .604 | .867 |
| Entertainment Value              | 99.3500  | 225.608 | .762 | .862 |

### Item to Item Mean, Variances and Correlation

Item mean is 3.203, Item Variance is 1.234 and Item to Item Correlation is .172

**Table No. 3.5 - Item Statistics**

| Summary Item Statistics |       |         |         |       |                  |          |             |
|-------------------------|-------|---------|---------|-------|------------------|----------|-------------|
|                         | Mean  | Minimum | Maximum | Range | Maximum /Minimum | Variance | No of Items |
| Item Means              | 3.203 | .950    | 4.300   | 3.350 | 4.526            | .538     | 32          |
| Item Variances          | 1.234 | .261    | 2.029   | 1.768 | 7.788            | .269     | 32          |
| Inter-Item Correlations | .172  | -.562   | .934    | 1.495 | -1.663           | .093     | 32          |

**Table No. 3.6 - ANOVA with Friedman's Test and Tukey's Test for No additivity**

|                                                                                                |               |               | Sum of Squares    | df  | Mean Square | Friedman's Chi-Square | Sig  |
|------------------------------------------------------------------------------------------------|---------------|---------------|-------------------|-----|-------------|-----------------------|------|
| Between People                                                                                 |               |               | 154.531           | 19  | 8.133       |                       |      |
| within People                                                                                  | Between Items |               | 333.494           | 31  | 10.758      | 10.639                | .000 |
|                                                                                                | Residual      | No additivity | .517 <sup>a</sup> | 1   | .517        | .511                  | .475 |
|                                                                                                |               | Balance       | 595.052           | 588 | 1.012       |                       |      |
|                                                                                                |               | Total         | 595.569           | 589 | 1.011       |                       |      |
|                                                                                                | Total         |               | 929.062           | 620 | 1.498       |                       |      |
| Total                                                                                          |               |               | 1083.594          | 639 | 1.696       |                       |      |
| Grand Mean=3.2031                                                                              |               |               |                   |     |             |                       |      |
| a. Tukey's estimate of power to which observations must be raised to achieve additivity=1.257. |               |               |                   |     |             |                       |      |

Result of the Scale Verification: The Scale and Items of the Scale are fit for further Data collection. There is no need to add or delete any item of this scale.

### **3.11 Scope and Limitations of the Study**

To study the impact of digital media on newspapers it will be suitable to interview the media people in Sangli and Kolhapur city. However mostly newspaper agents and reporters were from Tehsil places or live in villages they will be interviewed at those places in Sangli and Kolhapur Districts

#### **3.11.1 Limitations of the Study**

All studies at some point or the other have certain limitations. Some of the limitations faced during this study are.

1. The study of this research is limited to Sangli and Kolhapur District area only.
2. The researcher focuses on only selected Marathi newspapers circulated in Sangli and Kolhapur Districts.

Scope of study is limited to Sangli and Kolhapur Districts, finding and conclusion based only on the data collected from newspaper readers of various age groups from targeted area.

#### **3.11.2 - Further study**

It can be done widely by collecting the data from advertising and circulation department from traditional and digital newspapers.

### **3.12 Chapter Scheme**

#### **THE CHAPTER SCHEME:**

#### **CHAPTER -I - INTRODUCTION**

Introduction and History of communication, the birth of printing press, History of Newspaper Industry a global perspective, Newspaper in India, about Marathi Newspaper, Digital Media, Conclusion.

#### **CHAPTER – II - REVIEW OF LITERATURE**

This chapter deals with the review of literature from various articles, thesis, dissertations etc. to explore research in this field.

#### **CHAPTER – III - RESEARCH METHODOLOGY**

This chapter deals with the research methodology of this study. The objectives, hypothesis, research design, sampling technique applied, data collection methods etc.

#### **CHAPTER – IV - ANALYSIS AND INTERPRETATION OF DATA**

This chapter includes the analysis and interpretation of various newspaper brands and its details with primary statistical tools.

#### **CHAPTER – V - FINDING, CONCLUSION AND SUGGESTION**

It deals with the summary of findings, suggestions, and conclusion of the study.

#### **SELECT BIBLIOGRAPHY / WEBLIOGRAPHY:**

### **3.13. Conclusion**

The current chapter gave an outline of the research methods and design used in the current study to meet its aims. As a result, this chapter also included a review of the research tools used as well as the methods for gathering and analysing data. In the sections that followed, it was also described how the data was gathered and what sampling strategy was used for the research population. In this chapter, the justification for using such a methodology as well as the techniques were covered.

## **CHAPTER IV – ANALYSIS AND INTERPRETATION OF DATA**

### **4.1 Introduction**

This chapter contains the analysis of data regarding the emergence of digital media effects on traditional printed newspapers circulation count. The various aspects covered here are demographic profile, perceived readers opinion about Use of digital media and traditional newspaper in various aspects like convenience, easy access, trustworthiness, authenticity, affordability etc.

- **Section I:** In this section, the demographic data of respondents are identified for understanding their perception. It also helps in understanding the reader's behavior towards digital media and traditional newspaper. Thus, analysis and Interpretation of data collected from the survey of users with respect to the various opinion sought towards traditional and digital newspaper.
- **Section II:** In the second section cross tables to understand the impact of various demographic factors towards readers perception towards various aspects to use digital media and traditional newspapers.
- **Section-III:** In this section the hypotheses set are tested for its acceptance or rejection

**Table No 4.1 - Gender**

| <b>Gender</b> | <b>Frequency</b> | <b>Percent</b> |
|---------------|------------------|----------------|
| <b>Male</b>   | 264              | 52.8           |
| <b>Female</b> | 236              | 47.2           |
| <b>Total</b>  | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

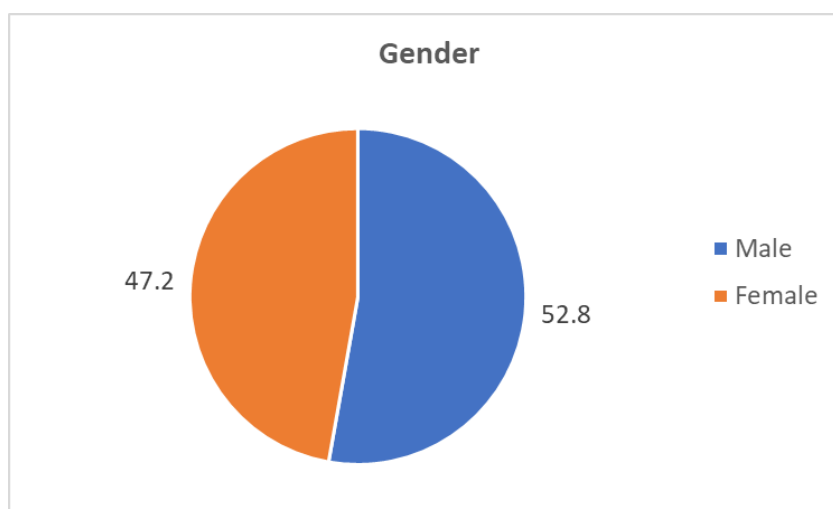


**Chart No 4.1 - Gender**

**Interpretation:**

From the above table we can infer that 53% of the respondent's reading newspaper were male and 47% were female readers. It can be observed that the percentage of gender was near to similar.

**Table No 4.2 - Age: (in Years)**

| Age: (in Years) | Frequency  | Percent      |
|-----------------|------------|--------------|
| 18-24           | 80         | 16.0         |
| 25-40           | 91         | 18.2         |
| 41-60           | 144        | 28.8         |
| Above 60        | 185        | 37.0         |
| <b>Total</b>    | <b>500</b> | <b>100.0</b> |

Source: Field Survey

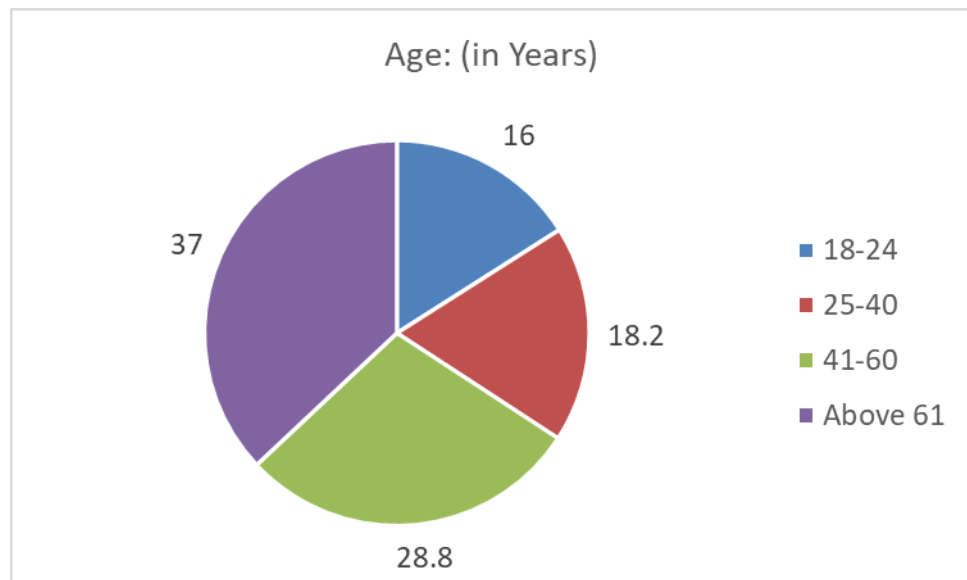


**Chart No 4.2 - Age: (in Years)**

**Interpretation:**

About the age of the respondents when the opinion was observed, 37% of the people preferring reading newspaper were Above 60ages; 29% were 41 to 60 age group; 18% fell in the age group of 25 to 40 and 6% were in the age group of 18 to 24.

**Table No 4.3 – Educational Qualification**

| <b>Educational Qualification</b> | <b>Frequency</b> | <b>Percent</b> |
|----------------------------------|------------------|----------------|
| Literate                         | 13               | 2.6            |
| Up To HSC                        | 103              | 20.6           |
| Graduate                         | 257              | 51.4           |
| Postgraduate                     | 127              | 25.4           |
| <b>Total</b>                     | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

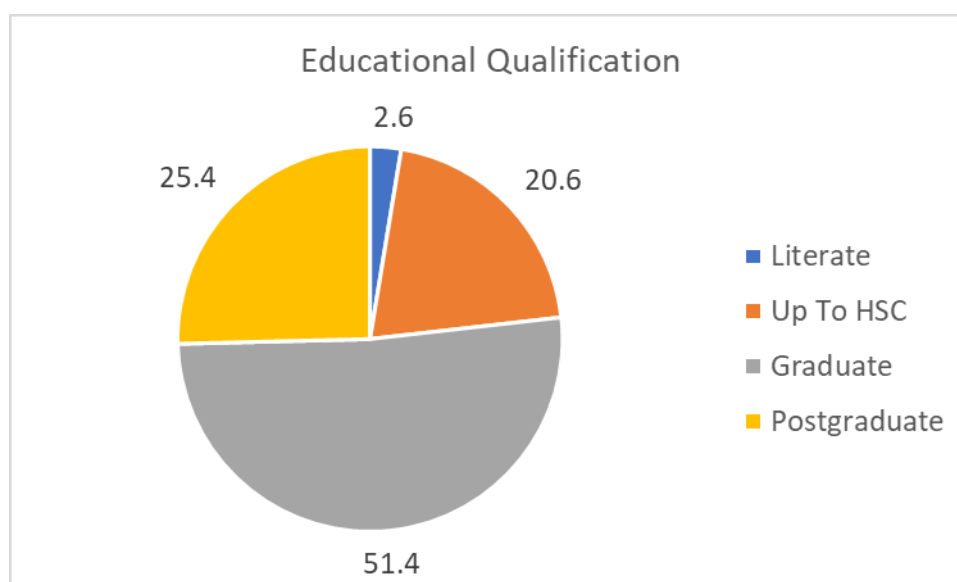


**Chart No 4.3 - Educational Qualification**

**Interpretation:**

When the opinion related to educational qualification was obtained it was observed that 51% of the reader respondents were graduates; 25% were postgraduates; 21% were having qualification up to HSC and 3% stated literate. Majority of the respondents had good educational qualification.

**Table No 4.4 - Occupations**

| Occupations   | Frequency  | Percent      |
|---------------|------------|--------------|
| Businessman   | 118        | 23.6         |
| Employee      | 78         | 15.6         |
| Farmer        | 26         | 5.2          |
| Retired       | 96         | 19.2         |
| Homemaker     | 77         | 15.4         |
| Student       | 80         | 16.0         |
| Politicians   | 18         | 3.6          |
| Social Worker | 7          | 1.4          |
| <b>Total</b>  | <b>500</b> | <b>100.0</b> |

Source: Field Survey

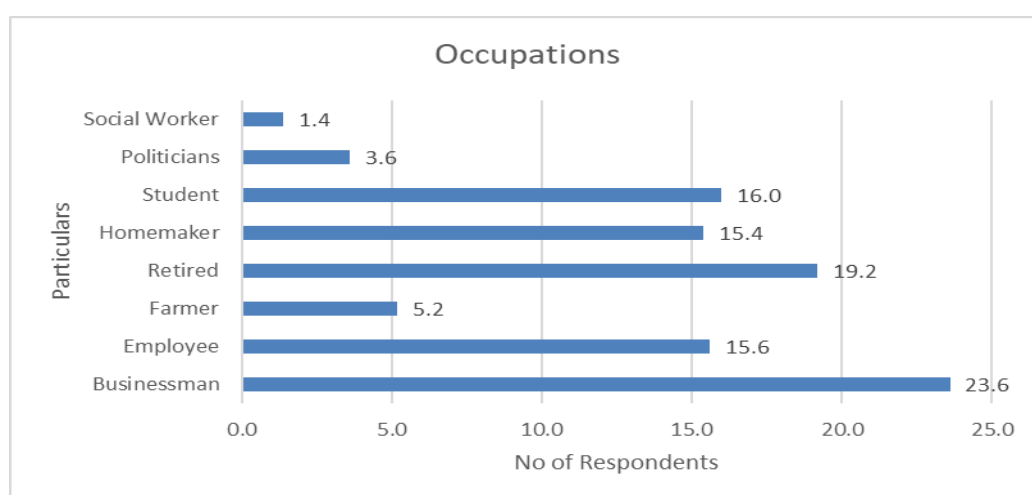


**Chart No 4.4 – Occupations**

### **Interpretation:**

When the respondents were asked about their occupation for understanding the newspapers readers mind-set. It was observed that 24% of the respondents were businessman. Around 19% were retired; 16% were Students; 16% were employees; 15% were home maker; 5% were farmers; 4% were Politicians etc. Overall, it can be understood that almost all profession respondents are covered, and their opinion is sought for understanding the newspapers perception.

**Table No 4.5 - Annual income in Rs.**

| <b>Annual income in Rs.</b> | <b>Frequency</b> | <b>Percent</b> |
|-----------------------------|------------------|----------------|
| UP to 1 Lakh                | 264              | 52.8           |
| 1 - 5 Lakh                  | 149              | 29.8           |
| 5 - 10 Lakh                 | 65               | 13.0           |
| Above 10 Lakh               | 22               | 4.4            |
| <b>Total</b>                | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

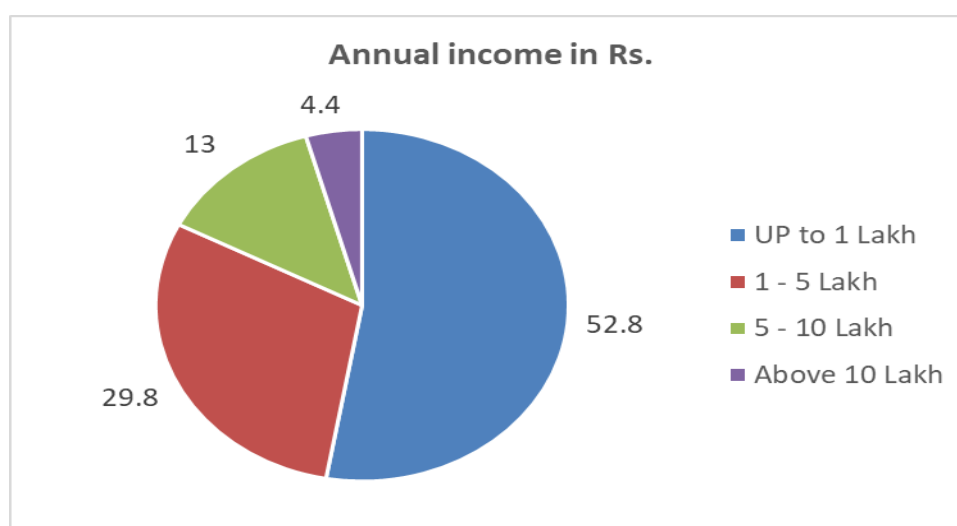


**Chart No 4.5 - Annual income in Rs.**

**Interpretation:**

In the above table annual income of the respondents were identified and categorized in the following ways. Up to 1 lakh, 1 to 5 lakh, 5 to 10 lakh and above 10 lakhs. The opinion was as follows 53% stated up to one lakh, 30% stated 1 to 5 lakhs, 13% stated 5 to 10 lakh and only 4% stated above 10 lakh.

**Table No 4.6 - Residential Location**

| <b>Residential Location</b> | <b>Frequency</b> | <b>Percent</b> |
|-----------------------------|------------------|----------------|
| Rural                       | 135              | 27.0           |
| Urban                       | 326              | 65.2           |
| Semi-Urban                  | 39               | 7.8            |
| <b>Total</b>                | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

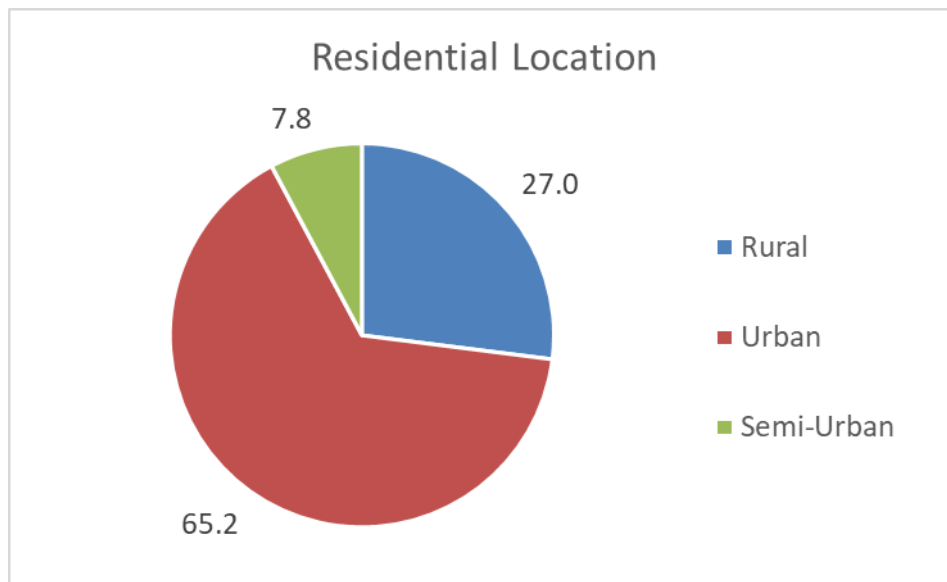


**Chart No 4.6 - Residential Location**

**Interpretation:**

To understand more about the external environment the respondent's residential location was also obtained where it was observed that 65% of the respondents were residing in urban areas and 27% stated rural residential location. Only around 8% stated semi urban residential location.

**Table No 4.7 - District**

| District     | Frequency  | Percent      |
|--------------|------------|--------------|
| Sangli       | 250        | 50.0         |
| Kolhapur     | 250        | 50.0         |
| <b>Total</b> | <b>500</b> | <b>100.0</b> |

Source: Field Survey

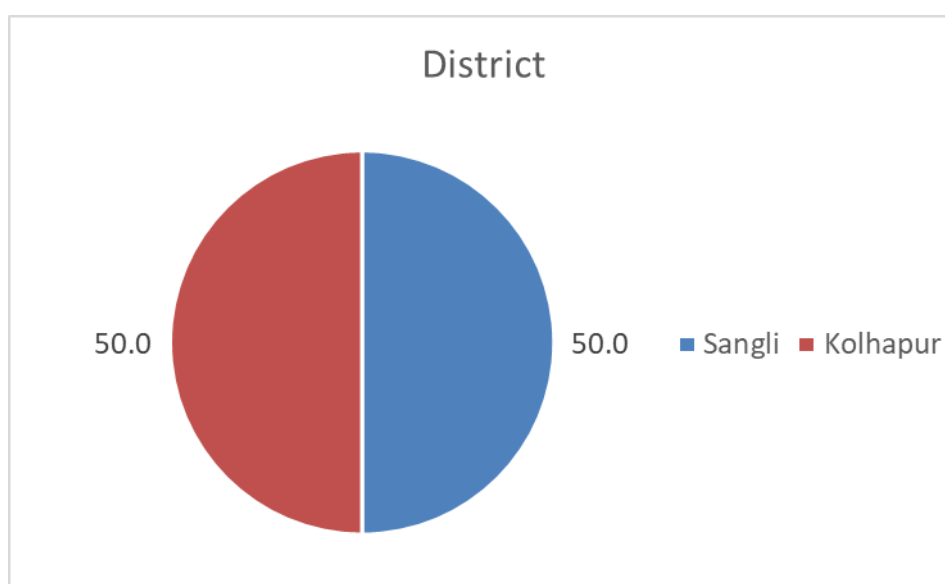


**Chart No 4.7 – District**

**Interpretation:**

Since the sample location was Sangli and Kolhapur District both the areas were given equal importance for getting the opinions towards print media and traditional newspaper preferences. So, 50% of the respondents were from Kolhapur district and 50% were from Sangli District respectively.

**Table No 4.8 - Pudhari**

| <b>Pudhari</b>  | <b>Frequency</b> | <b>Percent</b> |
|-----------------|------------------|----------------|
| Printed Version | 271              | 54.2           |
| Web Version     | 115              | 23.0           |
| Mobile Version  | 60               | 12.0           |
| Not Reading     | 54               | 10.8           |
| <b>Total</b>    | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

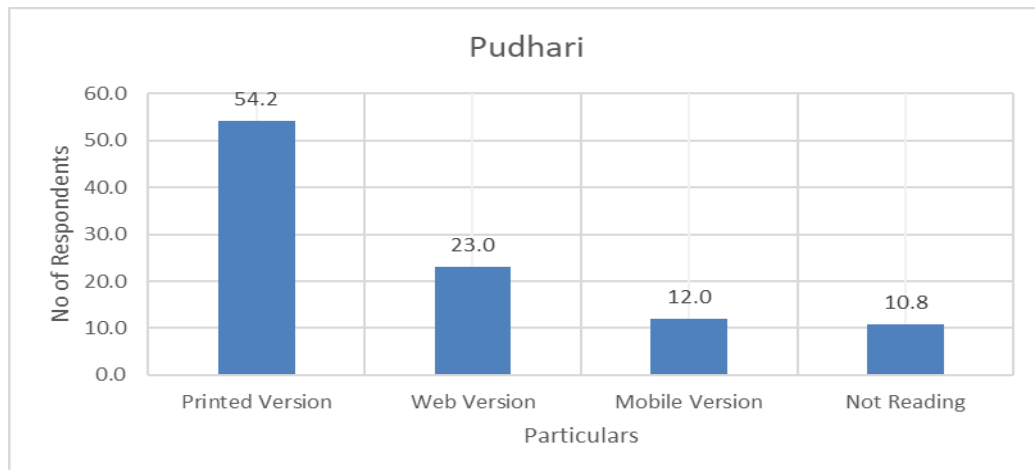


**Chart No 4.8 – Pudhari**

**Interpretation:**

When the respondents were asked about the preference of newspaper reading for one of the most widely preferred newspaper “Pudhari”. It was observed that 54% of the reader respondents preferred printed version of newspaper; 23% opined web version; 12% opined Mobile version and 11% stated they don’t read this newspaper. Thus, we can observe from the above table that Pudhari paper is preferred more through print version as compared to another version.

**Table No 4.9 - Tarun Bharat**

| <b>Tarun Bharat</b> | <b>Frequency</b> | <b>Percent</b> |
|---------------------|------------------|----------------|
| Printed Version     | 170              | 34.0           |
| Web Version         | 54               | 10.8           |
| Mobile Version      | 29               | 5.8            |
| Not Reading         | 247              | 49.4           |
| <b>Total</b>        | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

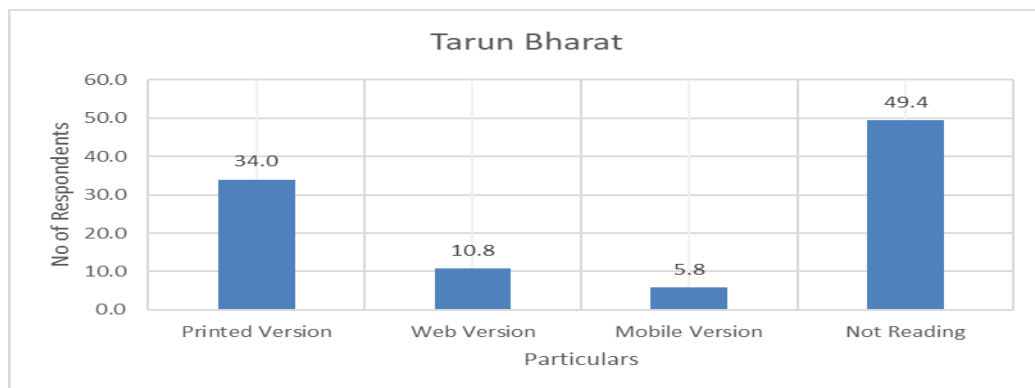


**Chart No 4.9 - Tarun Bharat**

**Interpretation:**

When the respondents were asked about the preference of newspaper reading for one of the preferred newspaper “Tarun Bharat”. It was observed that 34% of the reader respondents preferred printed version of newspaper; 11% opined web version; 6% opined Mobile version and 49% stated they don’t read this newspaper.

(Thus, we can observe from the above table that Tarun Bharat paper is preferred less as compared to other newspaper and printed version is more as compared to web version).

**Table No 4.10 - Kesari**

| <b>Kesari</b>   | <b>Frequency</b> | <b>Percent</b> |
|-----------------|------------------|----------------|
| Printed Version | 151              | 30.2           |
| Web Version     | 53               | 10.6           |
| Mobile Version  | 38               | 7.6            |
| Not Reading     | 258              | 51.6           |
| <b>Total</b>    | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

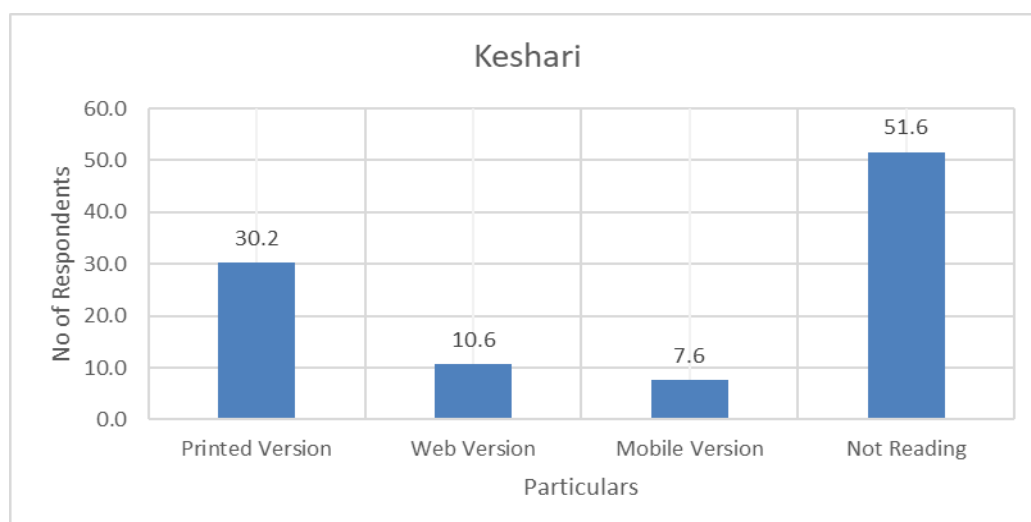


**Chart No 4.10 – Kesari**

**Interpretation:**

When the respondents were asked about the preference of newspaper reading for one of the preferred newspaper “Kesari”. It was observed that 30% of the reader respondents preferred printed version of newspaper; 11% opined web version; 8% opined Mobile version and 52% stated they don’t read this newspaper. Thus, we can observe from the above table that Kesari printed paper is preferred more as compared to web version.

**Table No 4.11 - Punyanagari**

| <b>Punyanagari</b> | <b>Frequency</b> | <b>Percent</b> |
|--------------------|------------------|----------------|
| Printed Version    | 124              | 24.8           |
| Web Version        | 64               | 12.8           |
| Mobile Version     | 54               | 10.8           |
| Not Reading        | 258              | 51.6           |
| <b>Total</b>       | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

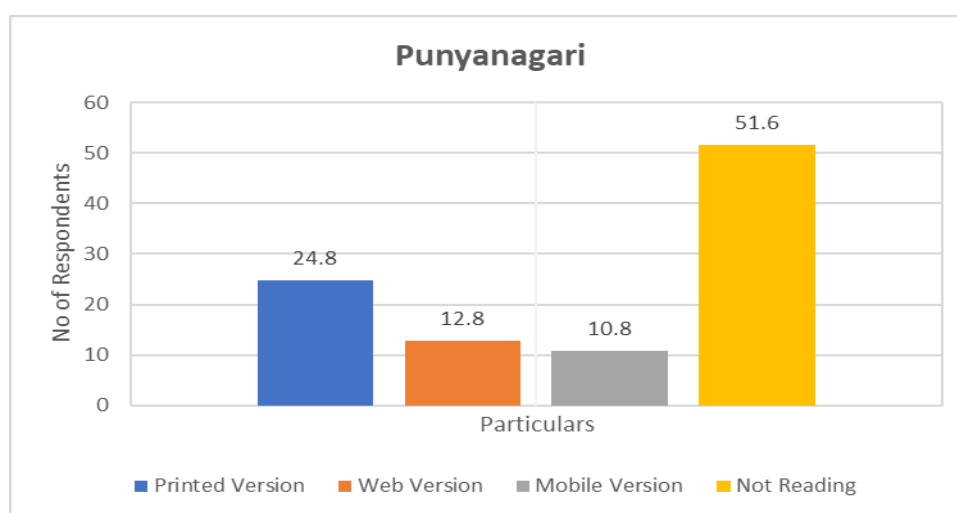


**Chart No 4.11 – Punyanagari**

**Interpretation:**

When the respondents were asked about the preference of newspaper reading for “Punyanagari”. It was observed that 25% of the reader respondents preferred printed version of newspaper; 13% opined web version; 11% opined Mobile version and 52% stated they don’t read this newspaper. Thus, we can observe from the above table that Punyanagari paper is preferred less as compared to other newspaper and printed version is more as compared to another version.

**Table No 4.12 - Sakal**

| <b>Sakal</b>    | <b>Frequency</b> | <b>Percent</b> |
|-----------------|------------------|----------------|
| Printed Version | 263              | 52.6           |
| Web Version     | 96               | 19.2           |
| Mobile Version  | 51               | 10.2           |
| Not Reading     | 90               | 18.0           |
| <b>Total</b>    | <b>500</b>       | <b>100.0</b>   |

Source: Field Survey

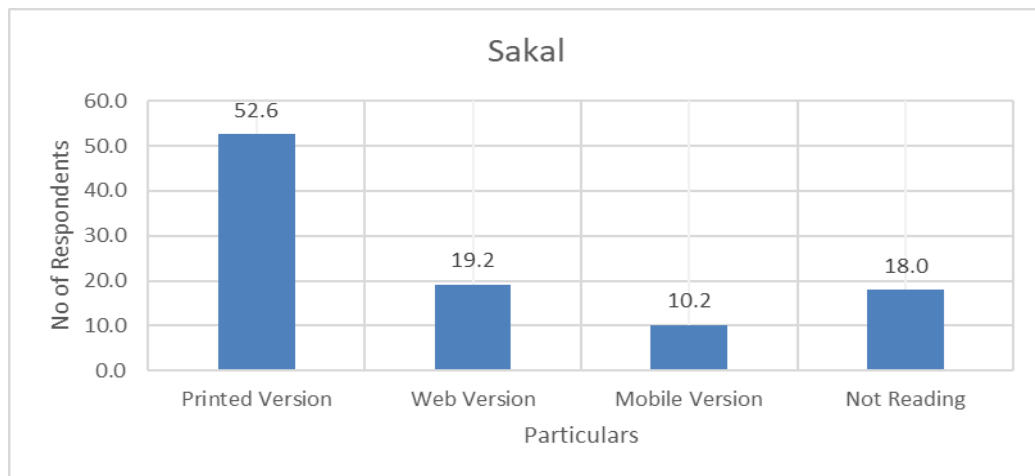


**Chart No 4.12 – Sakal**

**Interpretation:**

When the respondents were asked about the preference of newspaper reading for newspaper branded under the name “Sakal”. It was observed that 53% of the reader respondents preferred printed version of newspaper; 19% opined web version; 10% opined Mobile version and 18% stated they don’t read this newspaper.

Thus, we can observe from the above table that Sakal is preferred more as compared to other newspaper and printed version is more as compared to web version.

**Table No 4.13 - How Often You Read Newspaper?**

| Particulars  | Frequency  | Percent      |
|--------------|------------|--------------|
| Daily        | 391        | 78.2         |
| Once in Week | 42         | 8.4          |
| Occasionally | 67         | 13.4         |
| <b>Total</b> | <b>500</b> | <b>100.0</b> |

Source: Field Survey

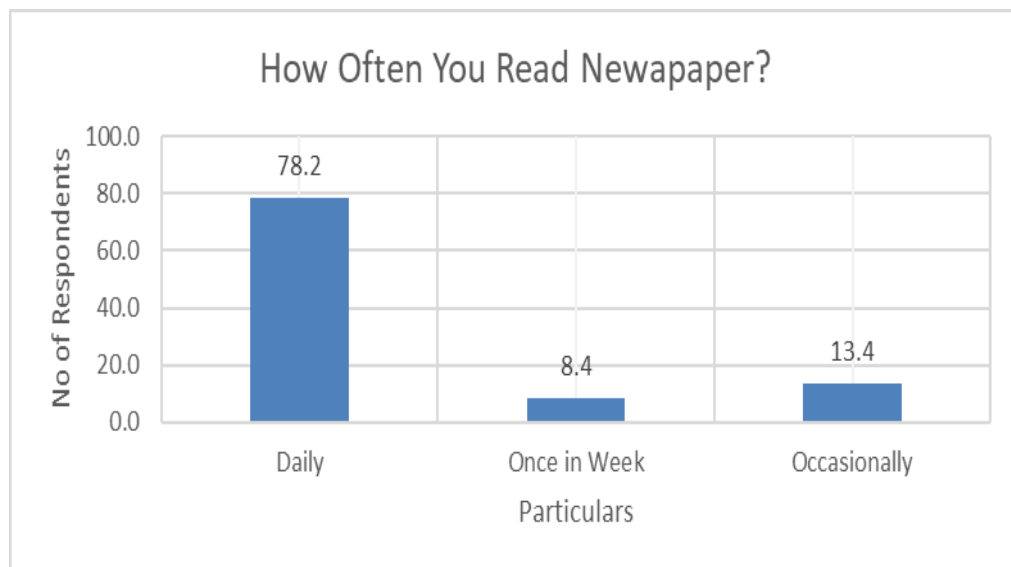


**Chart No 4.13 - How Often You Read Newspaper?**

**Interpretation:**

When the respondents were asked about the frequency of reading the newspaper, 78% of them opined daily. 8% stated once in a week and 13% stated occasionally. From the above table we can understand that majority of the respondents prefer reading the newspaper on daily basis.

**Table No 4.14 - Type of News Paper you Read?**

| Particulars  | Frequency  | Percent      |
|--------------|------------|--------------|
| Printed      | 262        | 52.4         |
| Online       | 86         | 17.2         |
| Both         | 152        | 30.4         |
| <b>Total</b> | <b>500</b> | <b>100.0</b> |

Source: Field Survey

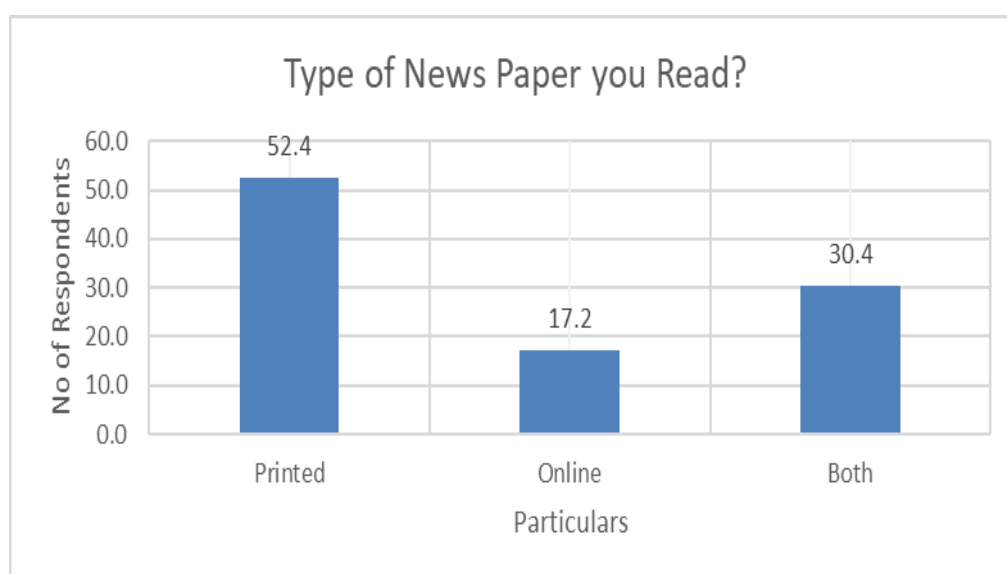


**Chart No 4.14 - Type of News Paper you Read?**

**Interpretation:**

When the newspaper reader respondents were asked about the type of newspaper they prefer to read. Majority of the respondents opined they prefer reading printed version with 53% respondents stating the same. 17% stated they prefer reading online and 30% stated that they prefer both printed and online version for reading the newspaper.

**Table No 4.15 - How Many Newspapers You Purchase?**

| Particulars  | Frequency  | Percent      |
|--------------|------------|--------------|
| One          | 321        | 64.2         |
| Two          | 157        | 31.4         |
| Three        | 9          | 1.8          |
| Four         | 2          | .4           |
| Five         | 6          | 1.2          |
| >5           | 5          | 1.0          |
| <b>Total</b> | <b>500</b> | <b>100.0</b> |

Source: Field Survey

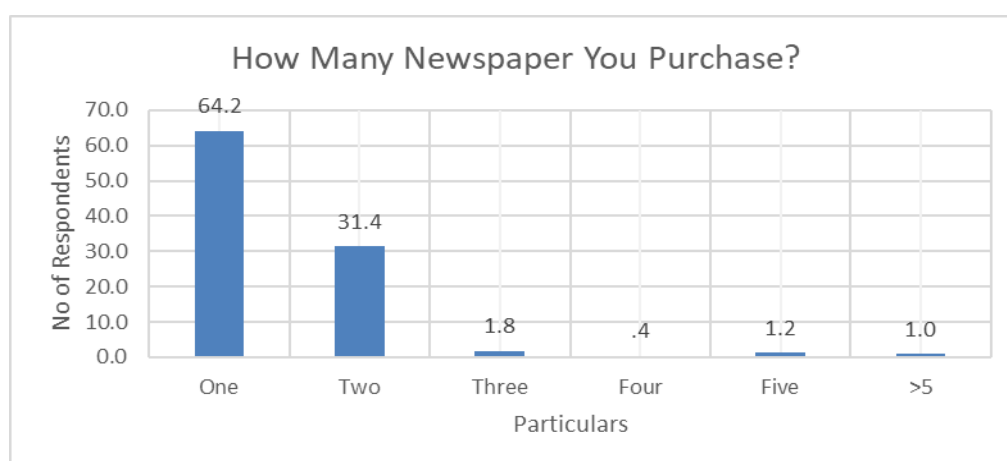


**Chart No 4.15 - How Many Newspapers Do You Purchase?**

**Interpretation:**

When the respondents were asked about their expenses towards purchasing newspaper, it was observed that around 64% of the respondents were at least purchasing one newspaper minimum. 31% stated that they purchase two newspapers; only 2% opined three newspaper and 1% opined five. Thus, we can understand that at least one news newspaper was purchased by the respondents, and it shows their willingness to spend money on the same.

**Table No 4.16 - How Much Time Spend for Reading Newspaper?**

| Particulars      | Frequency  | Percent      |
|------------------|------------|--------------|
| Up to 10 Min     | 201        | 40.2         |
| 10 to 30 Min     | 192        | 38.4         |
| 30 to 60 Min     | 79         | 15.8         |
| More than 1 Hour | 28         | 5.6          |
| <b>Total</b>     | <b>500</b> | <b>100.0</b> |

Source: Field Survey

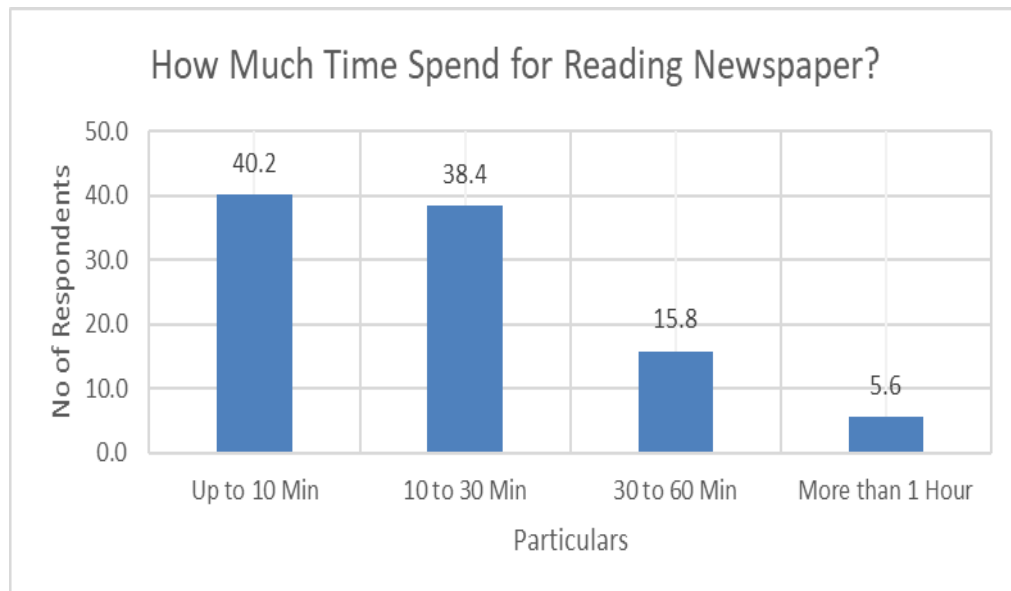


**Chart No 4.16 - How Much Time Spend Reading Newspaper?**

**Interpretation:**

When the respondents were put forth a question stating how much time they spend in a day reading the newspaper. 40% of the respondents stated up to 10 minutes; 38% stated 10 to 30 minutes; 16% stated 30 to 60 minutes and 6% of them stated more than 1 hour. Time spent by the readers is very less for knowing the news events.

**Table No 4.17 - How Much Time Spend for Watching TV?**

| Particulars      | Frequency  | Percent      |
|------------------|------------|--------------|
| Up to 10 Min     | 128        | 25.6         |
| 10 to 30 Min     | 254        | 50.8         |
| 30 to 60 Min     | 61         | 12.2         |
| More than 1 Hour | 57         | 11.4         |
| <b>Total</b>     | <b>500</b> | <b>100.0</b> |

Source: Field Survey

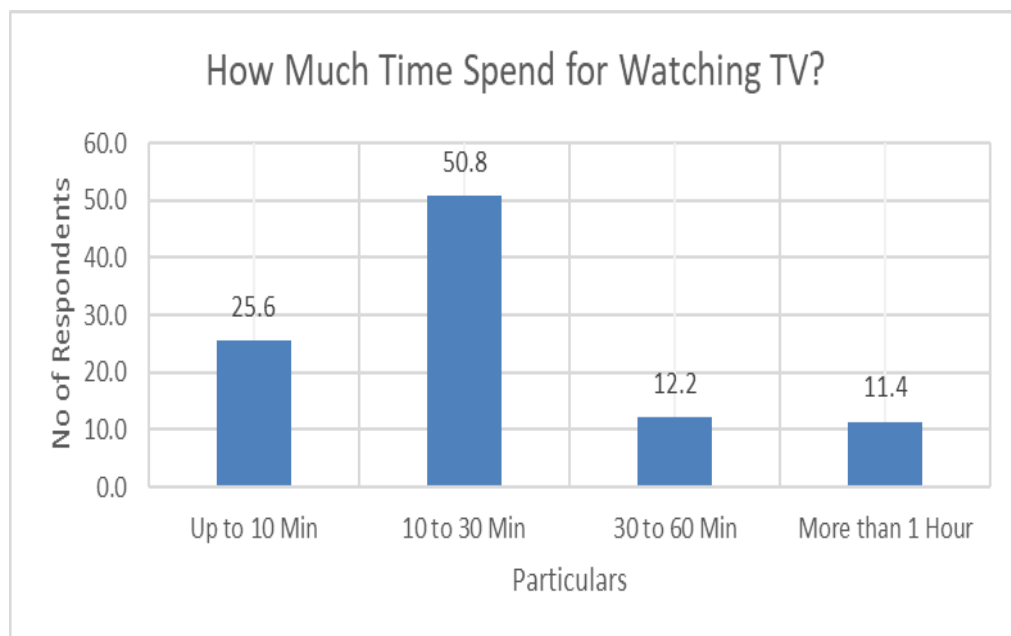


**Chart No 4.17 - How Much Time Spend for Watching TV?**

**Interpretation:**

When the respondents were asked about the time spent by them on Television for knowing the news it was observed that 26% of the respondents spend upto 10 minutes. Whereas 51% of them stated 10 to 30 minutes watching news channel. 12% stated 30 to 60 minutes and only 11% stated more than an hour they spend watching TV.

**Table No 4.18 - How Much Time Spend for Listening Radio?**

| Particulars      | Frequency  | Percent      |
|------------------|------------|--------------|
| Up to 10 Min     | 312        | 62.4         |
| 10 to 30 Min     | 118        | 23.6         |
| 30 to 60 Min     | 49         | 9.8          |
| More than 1 Hour | 21         | 4.2          |
| <b>Total</b>     | <b>500</b> | <b>100.0</b> |

Source: Field Survey

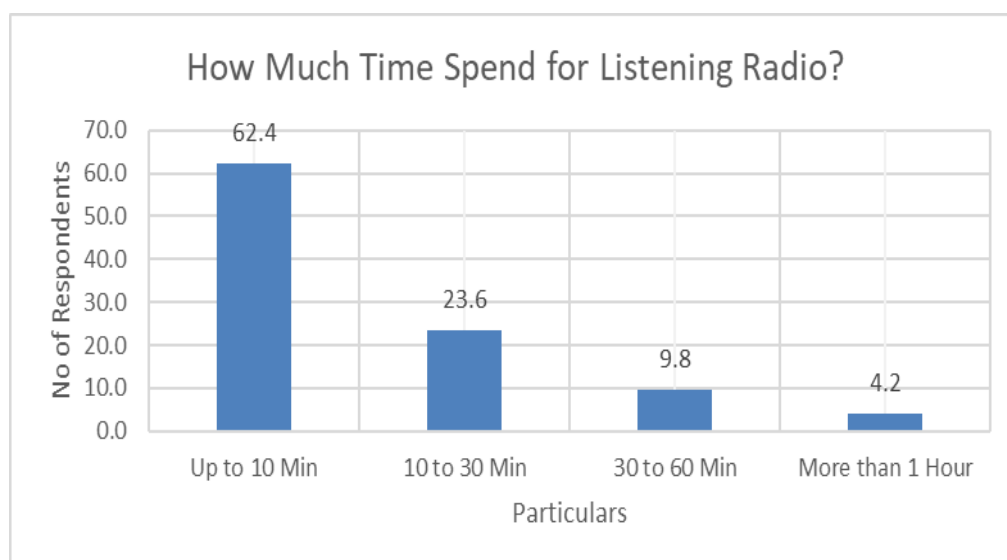


**Chart No 4.18 - How Much Time Spend for Listening Radio?**

**Interpretation:**

When the respondents were asked about their time spent listening to the radio for knowing the news happenings. It was observed that a majority of 62% stated up to 10 minutes spent by them listening radio. 24% stated 10 to 30 minutes for listening radio; 10% stated 30 to 60 minutes listening radio and only 4% spent more than an hour listening radio.

**Table No 4.19 - How Much Time Spend for Spend on social media?**

| Particulars      | Frequency  | Percent      |
|------------------|------------|--------------|
| Up to 10 Min     | 239        | 47.8         |
| 10 to 30 Min     | 145        | 29.0         |
| 30 to 60 Min     | 64         | 12.8         |
| More than 1 Hour | 52         | 10.4         |
| <b>Total</b>     | <b>500</b> | <b>100.0</b> |

Source: Field Survey

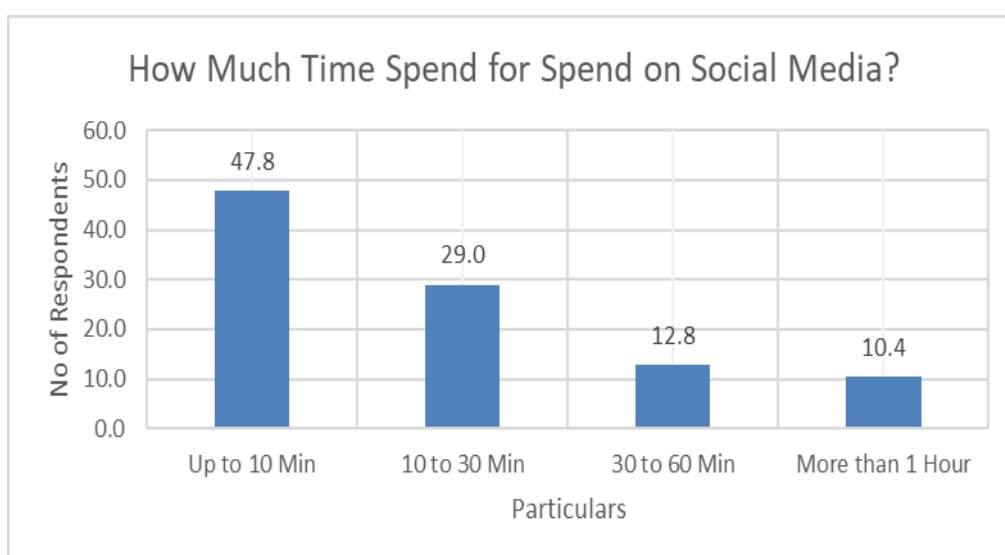


**Chart No 4.19 - How Much Time Spend for Spend on social media?**

**Interpretation:**

When the respondents were asked about their time spent on social media for news, it was observed that 48% stated up to 10 minutes. 29% stated 10 to 30 minutes and 30 to 60 minutes time was spent by 13% of the respondents for knowing news through social media. 10 of the reader respondents stated more than an hour. Time spent by the respondents to know the news through social media is very less.

**Table No 4.20 - Overall Time spends on various medium to know about news.**

| <b>Particulars</b>                          |                  | <b>Frequency</b> | <b>Percent</b> |
|---------------------------------------------|------------------|------------------|----------------|
| Time Spend<br>for Reading<br>Newspaper?     | Up to 10 Min     | 201              | 40.2           |
|                                             | 10 to 30 Min     | 192              | 38.4           |
|                                             | 30 to 60 Min     | 79               | 15.8           |
|                                             | More than 1 Hour | 28               | 5.6            |
| Time Spend<br>for Watching<br>TV?           | Up to 10 Min     | 128              | 25.6           |
|                                             | 10 to 30 Min     | 254              | 50.8           |
|                                             | 30 to 60 Min     | 61               | 12.2           |
|                                             | More than 1 Hour | 57               | 11.4           |
| Time Spend<br>for Listening<br>Radio?       | Up to 10 Min     | 312              | 62.4           |
|                                             | 10 to 30 Min     | 118              | 23.6           |
|                                             | 30 to 60 Min     | 49               | 9.8            |
|                                             | More than 1 Hour | 21               | 4.2            |
| Time Spend<br>for Spend on<br>social media? | Up to 10 Min     | 239              | 47.8           |
|                                             | 10 to 30 Min     | 145              | 29.0           |
|                                             | 30 to 60 Min     | 64               | 12.8           |
|                                             | More than 1 Hour | 52               | 10.4           |

Source: Field Survey

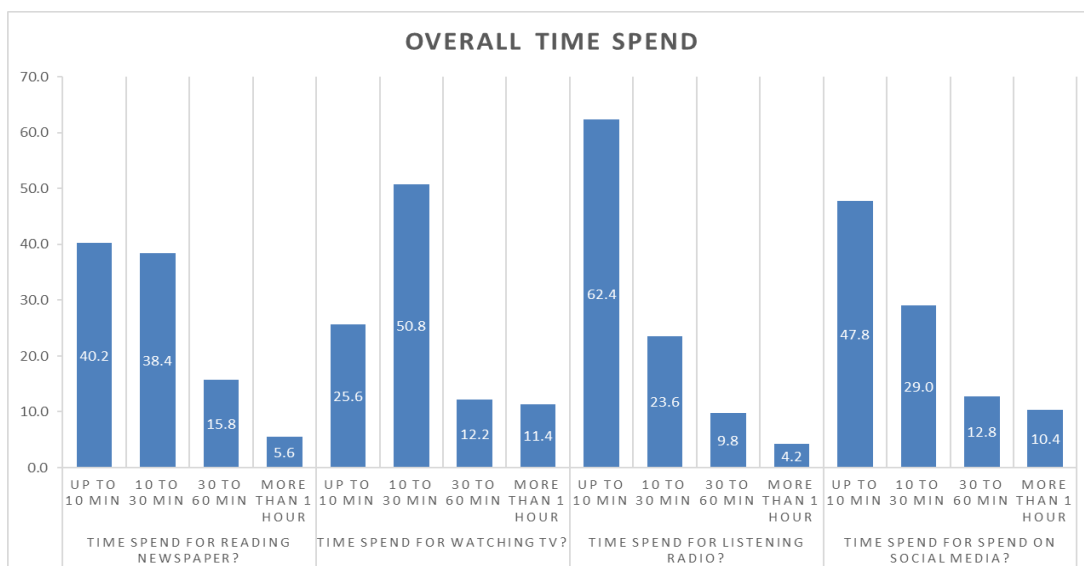


**Chart No 4.20 - Overall Time spends in Newspaper.**

### **Interpretation:**

When the respondents put forth a question stating how much time they spend in a day reading the newspaper. 40% of the respondents stated up to 10 minutes; 38% stated 10 to 30 minutes; 16% stated 30 to 60 minutes and 6% of them stated more than 1 hour. Time spent by the readers is very little for knowing the news events.

When the respondents were asked about the time spent by them on Television for knowing the news it was observed that 26% of the respondents spend up to 10 minutes. Whereas 51% of them stated 10 to 30 minutes watching news channel. 12% stated 30 to 60 minutes and only 11% stated more than an hour they spend watching TV.

When the respondents were asked about their time spent listening to the radio to know the news happenings. It was observed that a majority of 62% stated up to 10 minutes spent by them listening radio. 24% stated 10 to 30 minutes for listening to radio; 10% stated 30 to 60 minutes listening radio and only 4% spent more than an hour listening radio.

When the respondents were asked about their time spent on social media for news, it was observed that 48% stated up to 10 minutes. 29% stated 10 to 30 minutes and 30 to 60 minutes time was spent by 13% of the respondents for knowing news through social media. 10 of the reader respondents stayed more than an hour. Time spent by the respondents to know the news through social media is very less.

**Table No 4.21 - Use of Printed Newspaper Due to Easy Access**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 30         | 6.0          |
| Disagree          | 27         | 5.4          |
| Neutral           | 126        | 25.2         |
| Agree             | 229        | 45.8         |
| Strongly Agree    | 88         | 17.6         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

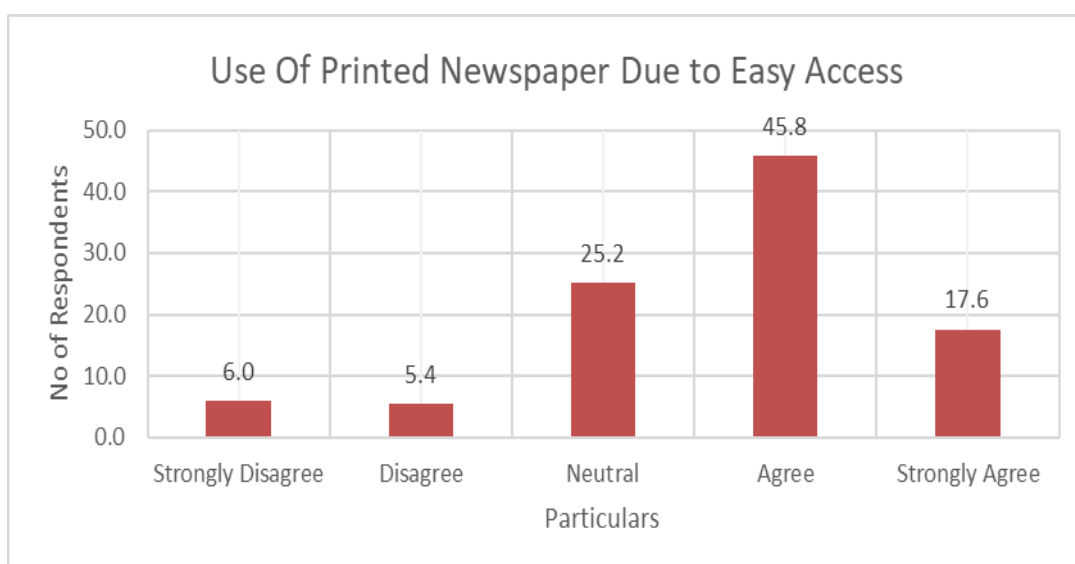


**Chart No 4.21 - Use of Printed Newspaper Due to Easy Access**

**Interpretation:**

When the respondents were asked about the Use of printed newspaper due to its easy access. It was observed that 46% agreed to printed newspaper being easy to access. 18% stated strongly agree and 25% had neutral opinion for the same. 5% disagreed and 6% strongly disagreed to printed newspaper due to easy access.

**Table No 4.22 - Use of Printed Newspaper Due to Cost Effectiveness**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 27         | 5.4          |
| Disagree          | 55         | 11.0         |
| Neutral           | 166        | 33.2         |
| Agree             | 186        | 37.2         |
| Strongly Agree    | 66         | 13.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

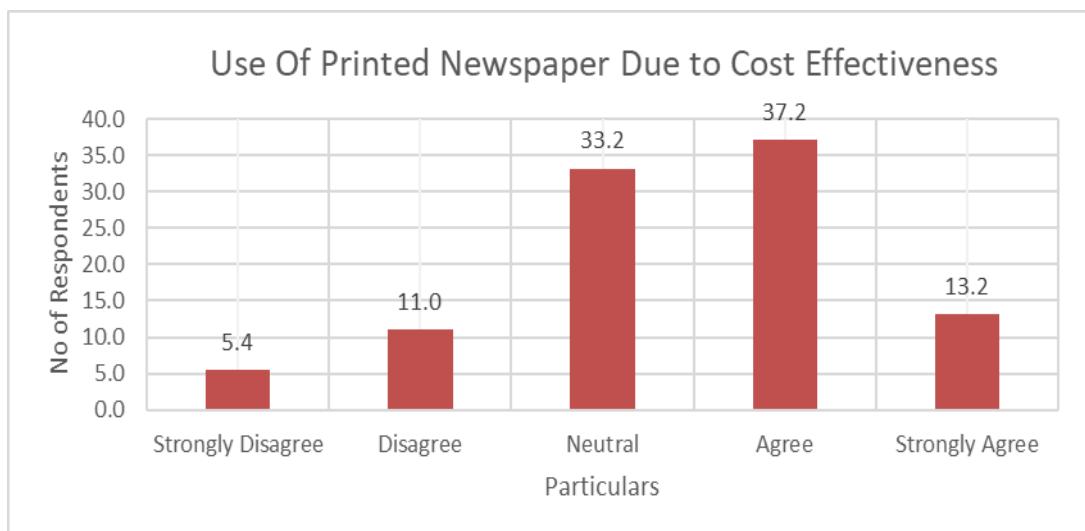


**Chart No 4.22 - Use of Printed Newspaper Due to Cost Effectiveness**

**Interpretation:**

When the respondents were asked about the Use of printed newspaper due to its cost effectiveness, 37% agreed and 13% strongly agreed to it, 33% had neutral opinion for the same, 11% disagreed and 5% strongly disagreed to it.

**Table No 4.23 - Use of Printed Newspaper Due to Time Saving**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 18         | 3.6          |
| Disagree          | 84         | 16.8         |
| Neutral           | 117        | 23.4         |
| Agree             | 190        | 38.0         |
| Strongly Agree    | 91         | 18.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

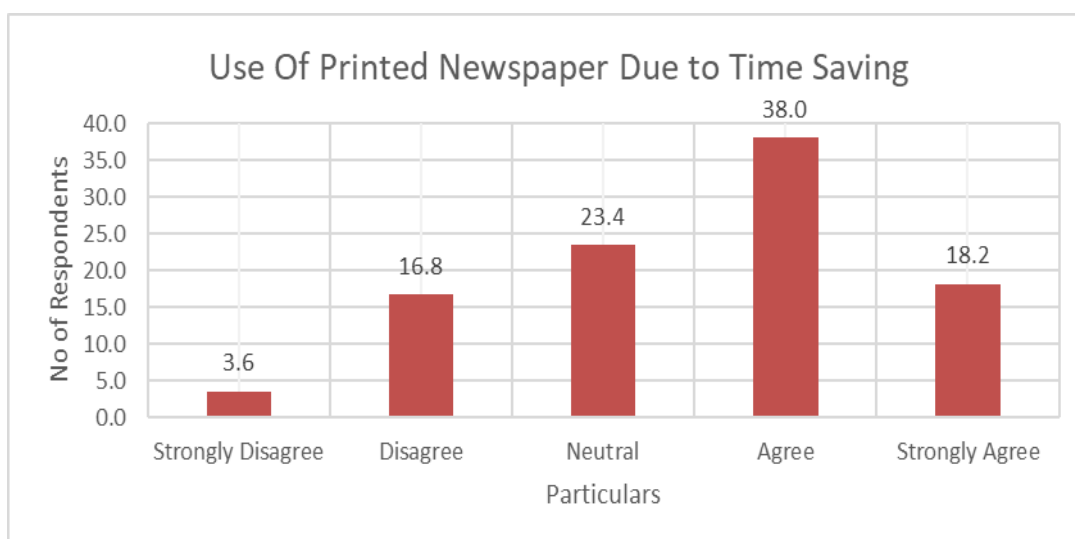


**Chart No 4.23 - Use of Printed Newspaper Due to Time Saving**

**Interpretation:**

When the respondents were asked about the Use of printed newspaper due to time saving aspect. 38% of them agreed to it and 18% strongly agreed to it for saving time. Whereas 23% had a neutral opinion, 17% disagreed and 4% strongly disagreed to it.

**Table No 4.24 - Use of Printed Newspaper Due to Convenience**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 19         | 3.8          |
| Disagree          | 41         | 8.2          |
| Neutral           | 131        | 26.2         |
| Agree             | 252        | 50.4         |
| Strongly Agree    | 57         | 11.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

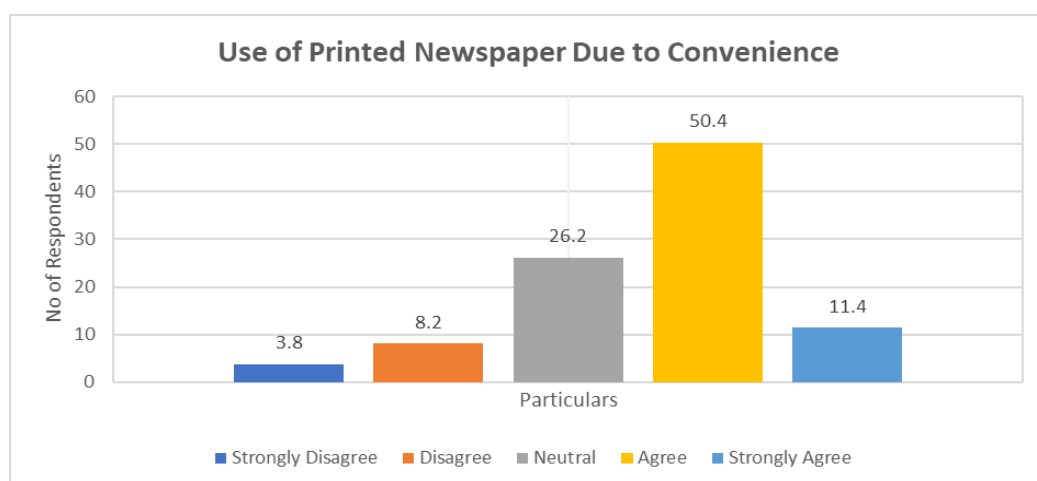


**Chart No 4.24 - Use of Printed Newspaper Due to Convenience.**

**Interpretation:**

From the above table it can be inferred that printed newspaper is preferred due to its convenience. In which 50% agree to convenience aspect, 26% had a neutral opinion for the same and 11% strongly agreed to it. Only 8% disagreed and 4% strongly disagreed to it. Printed newspaper has more convenience than the digital media.

**Table No 4.25 - Use of Printed Newspaper Due to Trust Worthiness**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 18         | 3.6          |
| Disagree          | 49         | 9.8          |
| Neutral           | 106        | 21.2         |
| Agree             | 151        | 30.2         |
| Strongly Agree    | 176        | 35.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

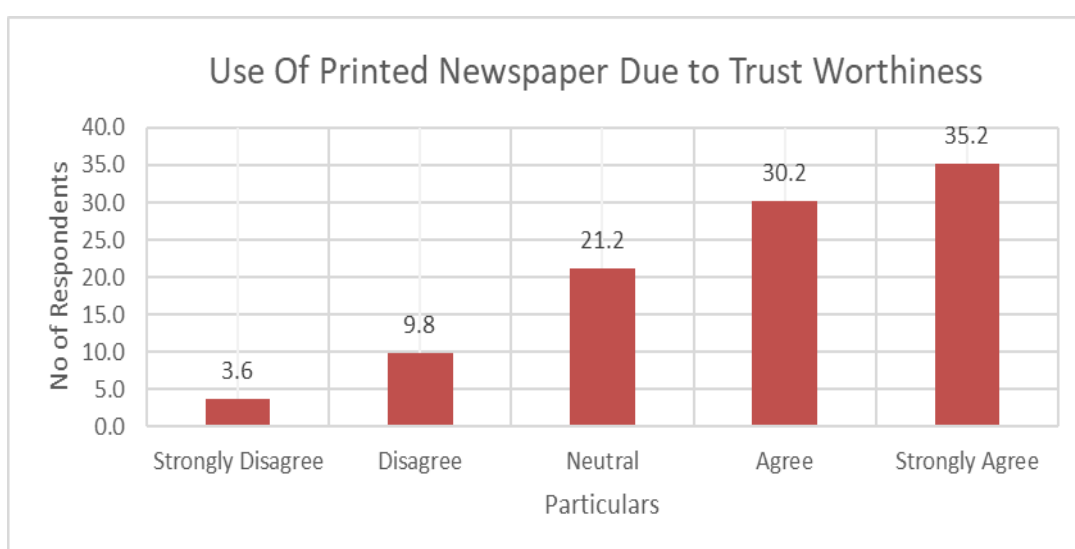


**Chart No 4.25 - Use of Printed Newspaper Due to Trust Worthiness**

**Interpretation:**

When the respondents were asked about the trust worthiness of printed newspaper 30% and 35% of the respondents respectively agreed and strongly agreed to it. Whereas 21% had no opinion for the same and 10% disagreed to it and 4% strongly disagreed to it. Overall, it can be inferred that trustworthiness is more prevalent in printed newspaper.

**Table No 4.26 - Use of Printed Newspaper Due to Instance Update**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 45         | 9.0          |
| Disagree          | 112        | 22.4         |
| Neutral           | 102        | 20.4         |
| Agree             | 179        | 35.8         |
| Strongly Agree    | 62         | 12.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

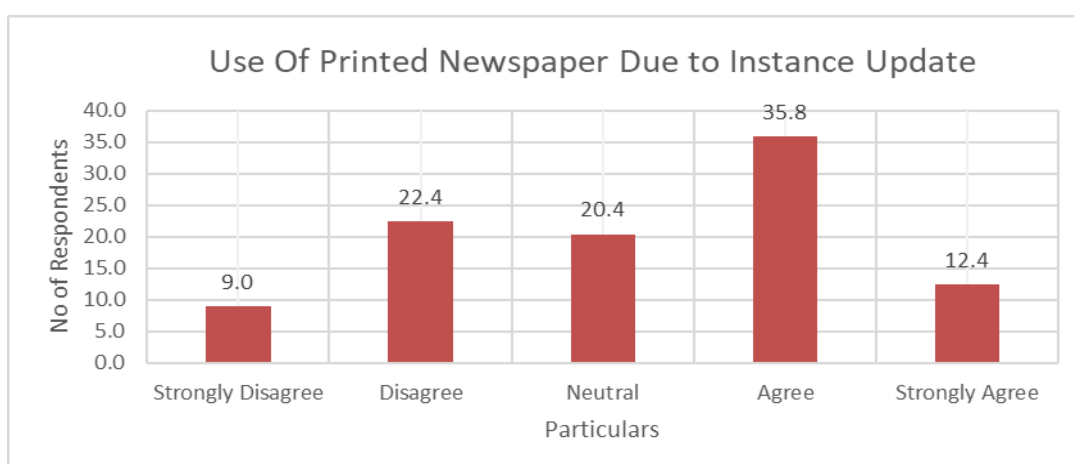


**Chart No 4.26 - Use of Printed Newspaper Due to Instance Update**

**Interpretation:**

When the reader respondents were asked about the instant update received through printed newspaper, 36% of them agreed and 12% strongly agreed to get the instant update by the printed newspaper. Whereas majority of them 20%, 22% and 9% had neutral, disagree, or strongly disagreed opinion for getting instant update through printed newspaper.

**Table No 4.27 - Use of Printed Newspaper Due to Easy to Read**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 10         | 2.0          |
| Disagree          | 66         | 13.2         |
| Neutral           | 118        | 23.6         |
| Agree             | 239        | 47.8         |
| Strongly Agree    | 67         | 13.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

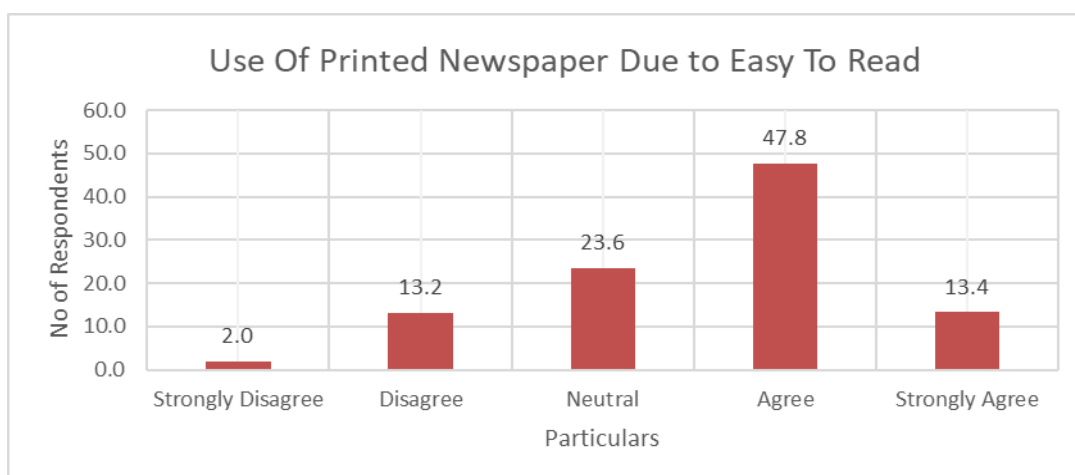


**Chart No 4.27 - Use of Printed Newspaper Due to Easy to Read**

**Interpretation:**

When the respondents were asked about easy-to-read aspect in printed newspaper. It was observed that a majority of 48% agreed and 13% strongly agreed to this aspect. 24% had a neutral opinion for the same and 13% only disagreed to it, 2% strongly disagreed to it. From this table it can be clearly inferred that respondents feel easy to read newspaper in printed format than any other mode of newspaper.

**Table No 4.28- Use of Printed Newspaper Due to More Stories**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 32         | 6.4          |
| Disagree          | 87         | 17.4         |
| Neutral           | 132        | 26.4         |
| Agree             | 204        | 40.8         |
| Strongly Agree    | 45         | 9.0          |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

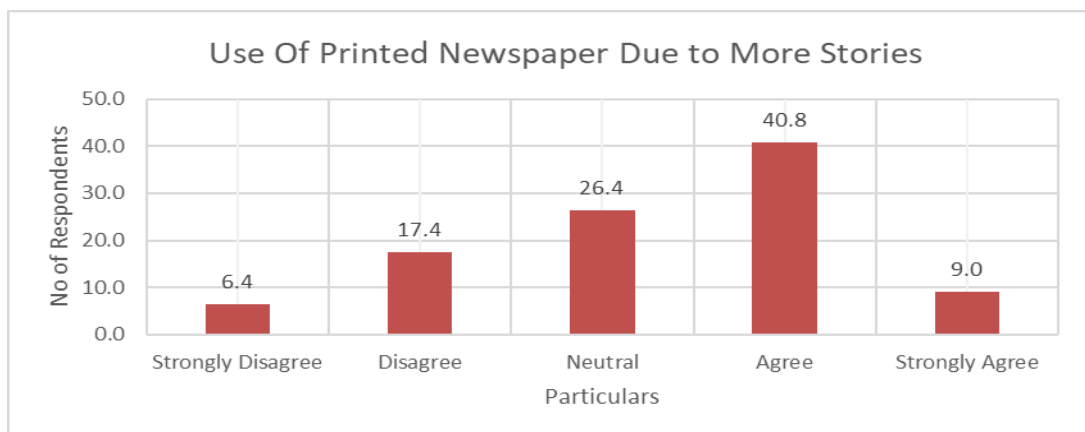


**Chart No 4.28- Use of Printed Newspaper Due to More Stories**

**Interpretation:**

When the respondents were asked about availability of more stories in printed newspaper. It was observed that a majority of 41% agreed and 9% strongly agreed to this aspect. 26% had a neutral opinion for the same and 17% only disagreed to it, 6% strongly disagreed to it. From this table it can be clearly inferred that majority of the respondents felt reading more stories from printed newspaper.

**Table No 4.29 - Use of Printed Newspaper Due to More Comprehensive**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 10         | 2.0          |
| Disagree          | 74         | 14.8         |
| Neutral           | 183        | 36.6         |
| Agree             | 187        | 37.4         |
| Strongly Agree    | 46         | 9.2          |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

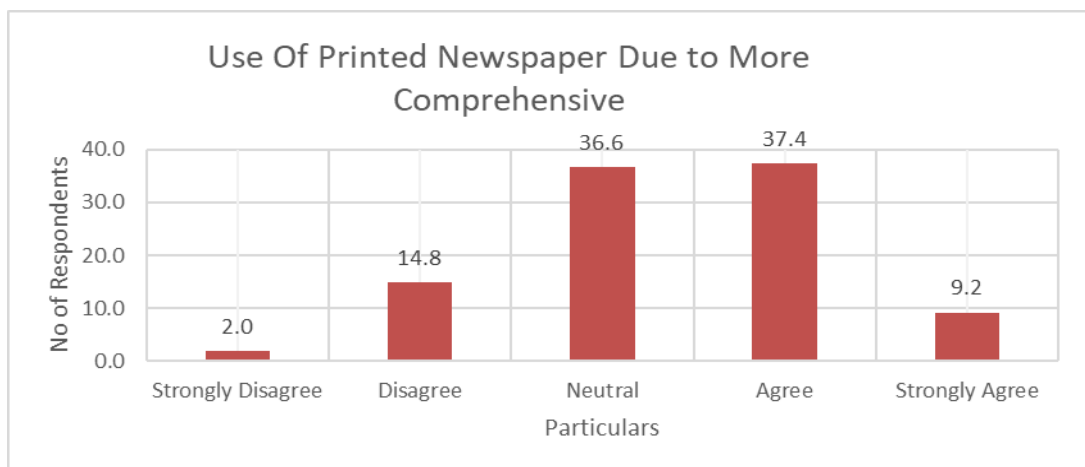


**Chart No 4.29 - Use of Printed Newspaper Due to More Comprehensive**

**Interpretation:**

When the respondents were asked about the comprehensiveness of printed newspaper it was observed that 37% agreed to it, 9% strongly agreed to it, 37% had a neutral opinion for the same, 15% disagreed to it and 2% had strongly disagreed to it. Comprehensiveness is considered to be more in printed newspaper than the digital newspaper.

**Table No 4.30 - Use of Printed Newspaper Have More Advertisements**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 42         | 8.4          |
| Disagree          | 78         | 15.6         |
| Neutral           | 138        | 27.6         |
| Agree             | 188        | 37.6         |
| Strongly Agree    | 54         | 10.8         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

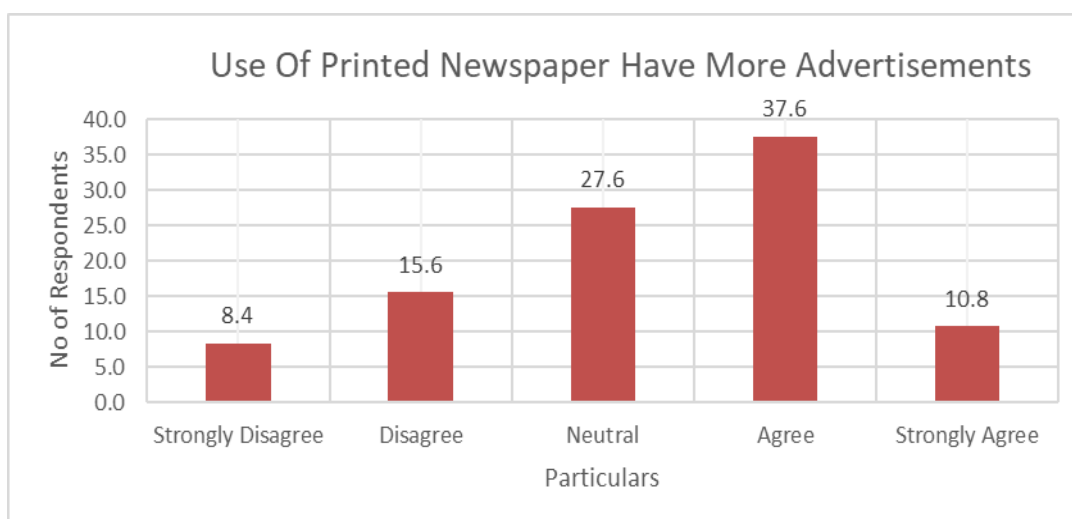


**Chart No 4.30 - Use of Printed Newspaper Due to Less Advertisements**

**Interpretation:**

When the respondents were asked about the printed newspaper having less advertisements in newspaper, it was observed that 38% of them agreed to having less advertisements in printed newspaper, 28% had a neutral opinion for the same, 16% had disagreed to it and 8% strongly disagreed to it.

**Table No 4.31 - Use of Printed Newspaper Due to Authenticity**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 5          | 1.0          |
| Disagree          | 40         | 8.0          |
| Neutral           | 170        | 34.0         |
| Agree             | 227        | 45.4         |
| Strongly Agree    | 58         | 11.6         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

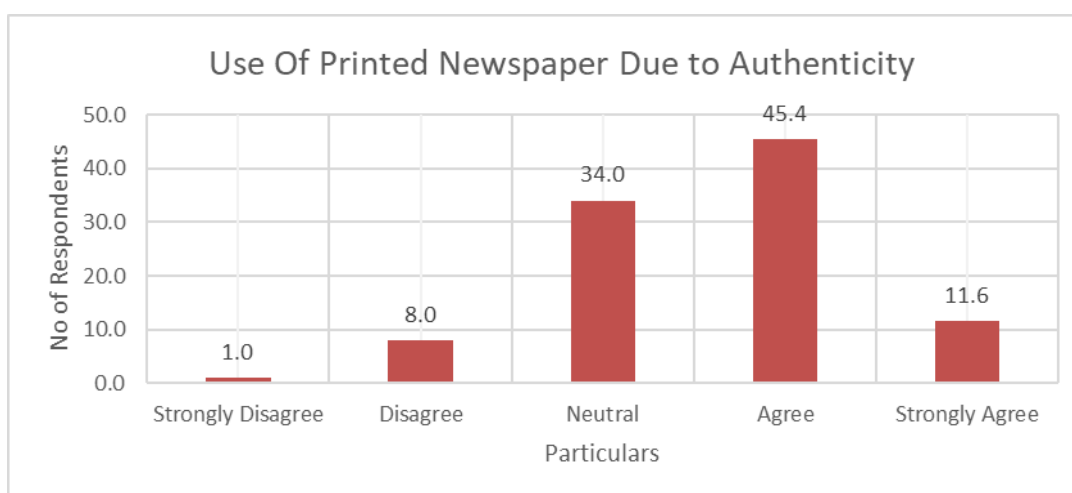


**Chart No 4.31 - Use of Printed Newspaper Due to Authenticity**

**Interpretation:**

When the reader respondents were asked about the authenticity of printed newspaper it was observed that 45% agreed to it and 12% strongly agreed to it. Whereas 34% had neutral opinion and 8% disagreed to it. Respondents found more authenticity in printed newspaper. Only 1% of them strongly disagreed about authenticity of newspaper.

**Table No 4.32 - Use of Printed Newspaper Due to Affordability**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 19         | 3.8          |
| Disagree          | 45         | 9.0          |
| Neutral           | 156        | 31.2         |
| Agree             | 204        | 40.8         |
| Strongly Agree    | 76         | 15.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

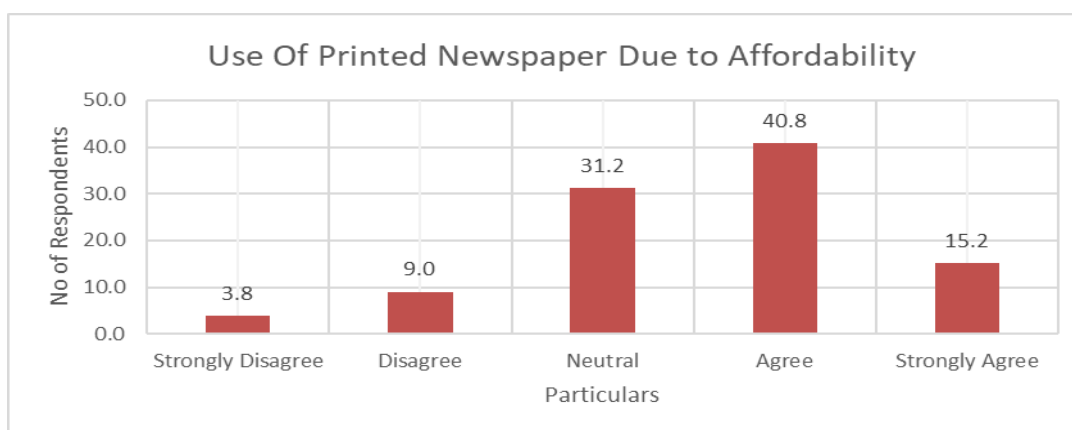


**Chart No 4.32 - Use of Printed Newspaper Due to Affordability**

**Interpretation:**

When the reader respondents were asked about the affordability of printed newspaper, a majority of 41% and 15% agreed and strongly agreed to the affordability of printed newspaper. Whereas 31% gave no opinion for the same and 9% disagreed to this affordability factor. Around 4% are strongly disagreed about the Use of printed newspaper due to affordability.

**Table No 4.33 - Use of Printed Newspaper Due to Style of Presentation**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 12         | 2.4          |
| Disagree          | 84         | 16.8         |
| Neutral           | 138        | 27.6         |
| Agree             | 200        | 40.0         |
| Strongly Agree    | 66         | 13.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

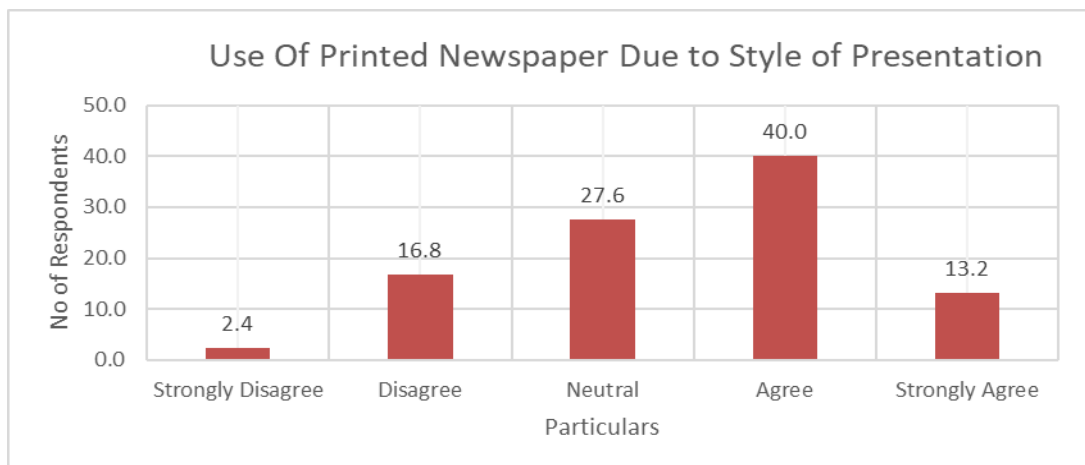


**Chart No 4.33 - Use of Printed Newspaper Due to Style of Presentation**

**Interpretation:**

When the respondents were enquired about the preference of printed newspaper due to style of presentation 40% agreed and 13% strongly agreed to it. 28% had a neutral opinion for the same and 17% disagreed and 3% strongly disagreed to it. Thus, style of printed newspaper presentation is one major reason behind preferring the printed version in comparison to digital media.

**Table No 4.34 - Use of Printed Newspaper Due to Scope & Coverage Local News**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 15         | 3.0          |
| Disagree          | 90         | 18.0         |
| Neutral           | 90         | 18.0         |
| Agree             | 199        | 39.8         |
| Strongly Agree    | 106        | 21.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

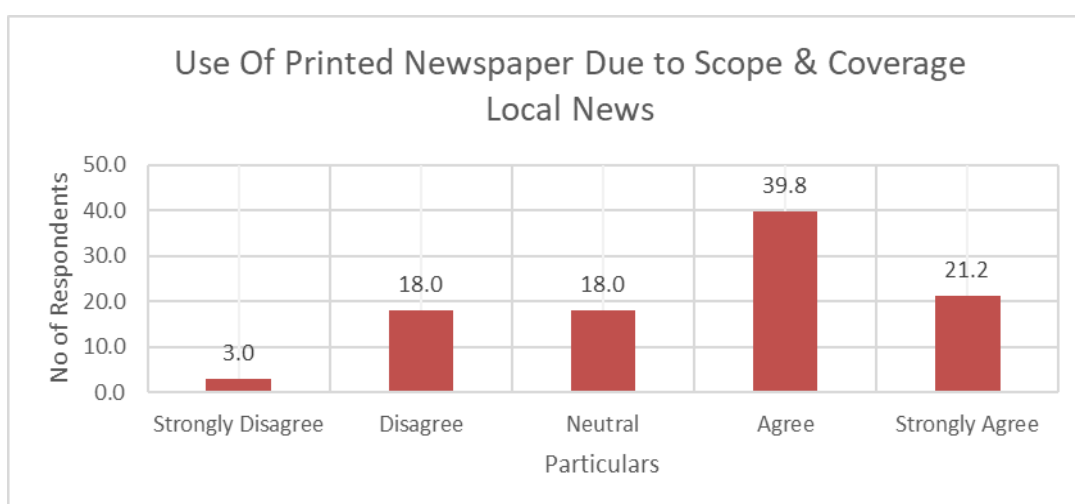


**Chart No 4.34 - Use of Printed Newspaper Due to Scope & Coverage Local News**

**Interpretation:**

When the respondents were asked about the scope and coverage of local news it was opined that 40% agreed that printed version had more coverage to local news and 21% strongly agreed to it. 18% had no opinion for the same and 18% disagreed to it and only 3% strongly disagreed to it. Form this table we can clearly infer that scope and coverage of local news is perceived to be more in printed newspaper.

**Table No 4.35 - Use of Printed Newspaper Due to Entertainment Value**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 18         | 3.6          |
| Disagree          | 122        | 24.4         |
| Neutral           | 167        | 33.4         |
| Agree             | 133        | 26.6         |
| Strongly Agree    | 60         | 12.0         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

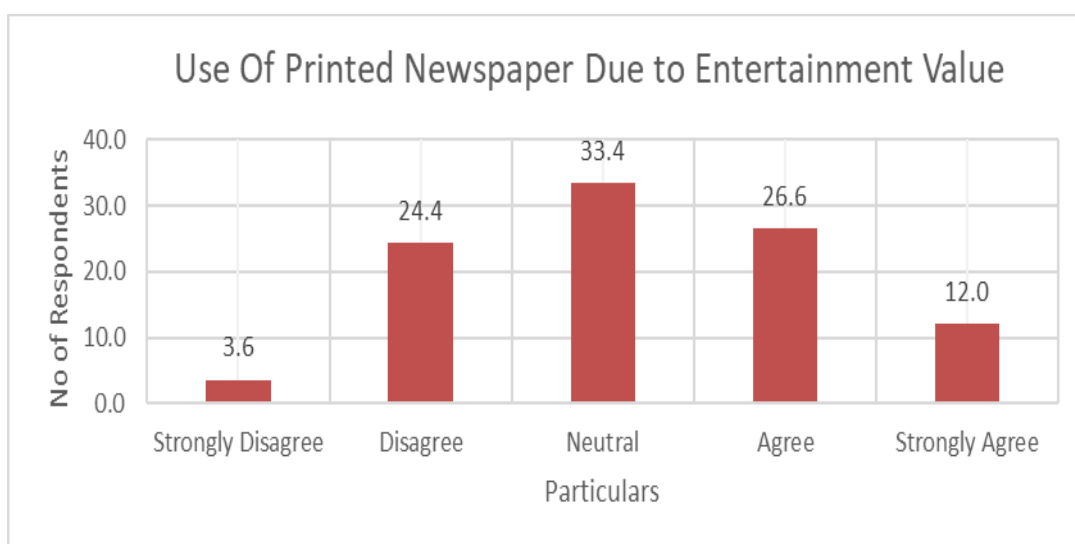


**Chart No 4.35 - Use of Printed Newspaper Due to Entertainment Value**

**Interpretation:**

When the respondents were asked about the entertainment value of printed newspapers, it was opined that only 27% agreed that printed version had more entertainment value than the digital one. Rest 33% and 25% had a complete opposite opinion stating neutral or disagree that printed newspaper was not preferred due to entertainment value.

**Table No 4.36 - Use of Digital Media Due to Easy Access**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 13         | 2.6          |
| Disagree          | 62         | 12.4         |
| Neutral           | 102        | 20.4         |
| Agree             | 251        | 50.2         |
| Strongly Agree    | 72         | 14.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

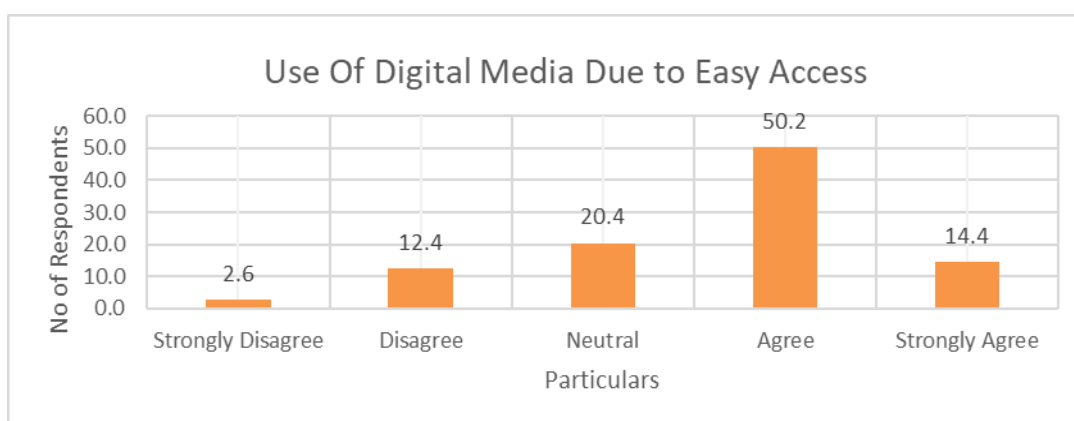


**Chart No 4.36 - Use of Digital Media Due to Easy Access**

**Interpretation:**

When the respondents were asked about digital media and its easy access. It was observed that 50% agreed to preferring digital media due to its easy access. 14% strongly agreed with it. 20% of the respondents had a neutral opinion of the same. 12% disagreed and 3% of the respondents stated strongly disagree to it. Somewhere the respondents find digital media to be more easy access than printed newspapers.

**Table No 4.37 - Use of Digital Media Due to Cost Effectiveness**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 8          | 1.6          |
| Disagree          | 61         | 12.2         |
| Neutral           | 169        | 33.8         |
| Agree             | 175        | 35.0         |
| Strongly Agree    | 87         | 17.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

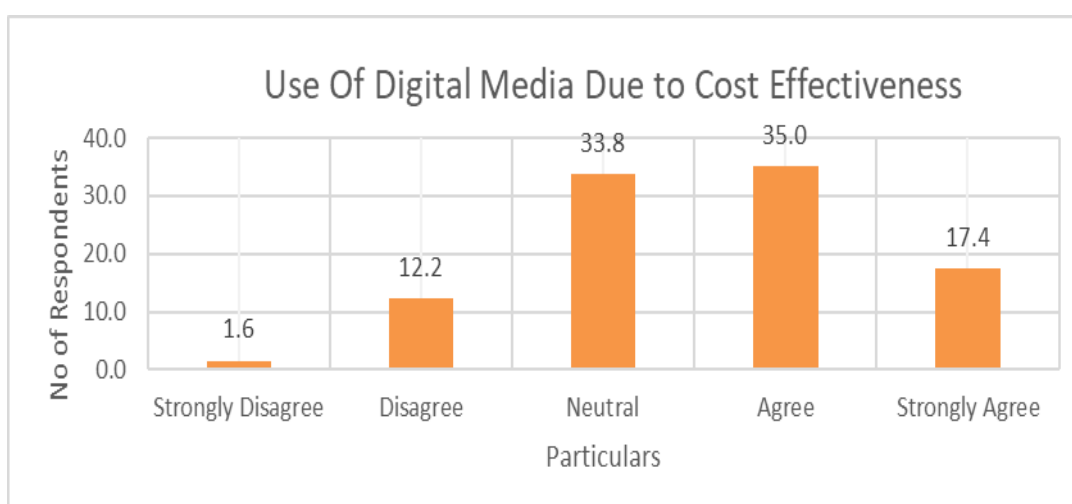


**Chart No 4.37 - Use of Digital Media Due to Cost Effectiveness**

**Interpretation:**

When the newspaper reader respondents were asked about the cost effectiveness, it was observed that 35% and 17% agreed and strongly agreed to the reason behind preferring digital newspaper is due to cost effectiveness. 34% stated neutral opinion for the same. Only 12% disagreed and 2% strongly disagreed to it. Thus, from the above table it can be observed that digital media is preferred due to cost effectiveness whereas printed media is not that cost effective.

**Table No 4.38 - Use of Digital Media Due to Time Saving**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 28         | 5.6          |
| Disagree          | 96         | 19.2         |
| Neutral           | 124        | 24.8         |
| Agree             | 163        | 32.6         |
| Strongly Agree    | 89         | 17.8         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

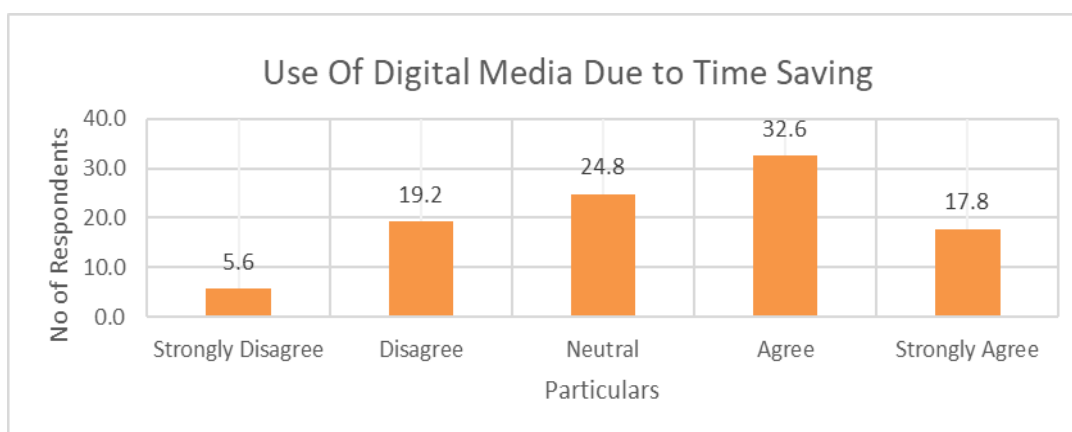


**Chart No 4.38 - Use of Digital Media Due to Time Saving**

**Interpretation:**

When the respondents were asked about the Use of Digital newspaper preference was due to time saving aspect. 33% of them agreed to it and 18% strongly agreed to it for saving time due to digital media. Whereas 25% had a neutral opinion, 19% disagreed and 6% strongly disagreed with it.

**Table No 4.39 - Use of Digital Media Due to Convenience**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 22         | 4.4          |
| Disagree          | 43         | 8.6          |
| Neutral           | 141        | 28.2         |
| Agree             | 196        | 39.2         |
| Strongly Agree    | 98         | 19.6         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

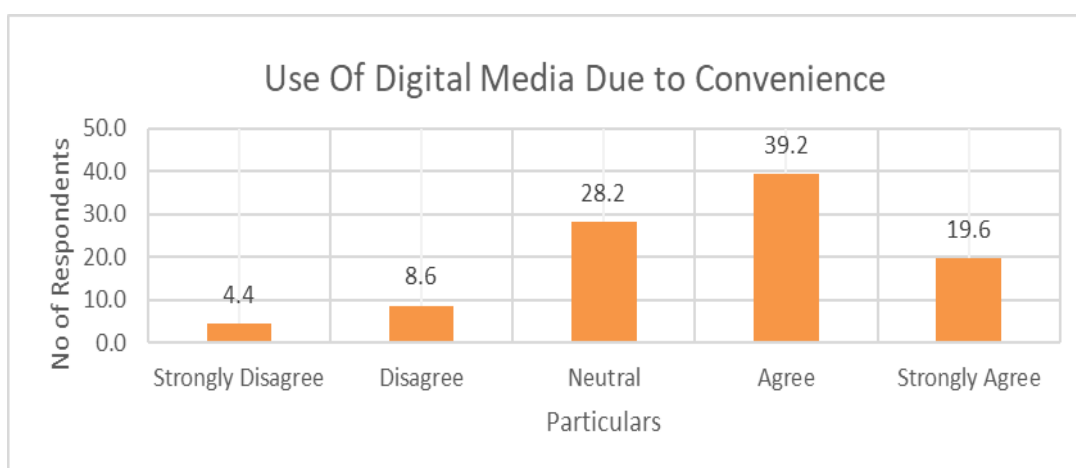


**Chart No 4.39 - Use of Digital Media Due to Convenience**

**Interpretation:**

From the above table it can be inferred that digital media newspaper is preferred due to its convenience. In which 39% agree to convenience aspect, 28% had a neutral opinion for the same and 20% strongly agreed to it. Only 9% disagreed and 4% strongly disagreed to it. Digital newspaper has more convenience than the printed newspaper.

**Table No 4.40 - Use of Digital Media Due to Trust Worthiness**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 36         | 7.2          |
| Disagree          | 61         | 12.2         |
| Neutral           | 201        | 40.2         |
| Agree             | 139        | 27.8         |
| Strongly Agree    | 63         | 12.6         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

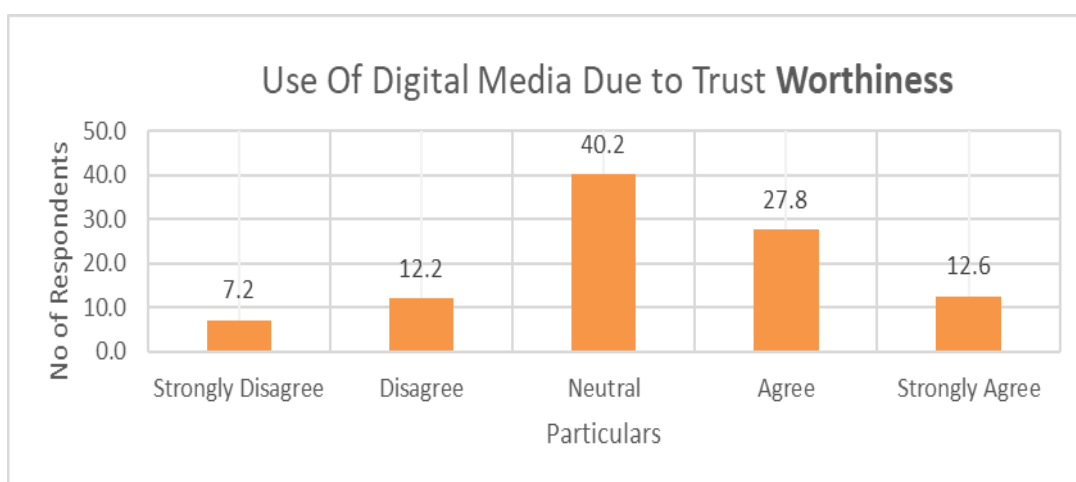


**Chart No 4.40 - Use of Digital Media Due to Trust Worthiness**

**Interpretation:**

When the respondents were asked about the trust worthiness of Digital media 28% and 13% of the respondents agreed and strongly agreed to it. Whereas 40% had no opinion for the same and 12% disagreed to it and 7% strongly disagreed to it. Overall, it can be inferred that trustworthiness is more prevalent in Digital media.

**Table No 4.41 - Use of Digital Media Due to Instance Update**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 10         | 2.0          |
| Disagree          | 16         | 3.2          |
| Neutral           | 76         | 15.2         |
| Agree             | 261        | 52.2         |
| Strongly Agree    | 137        | 27.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

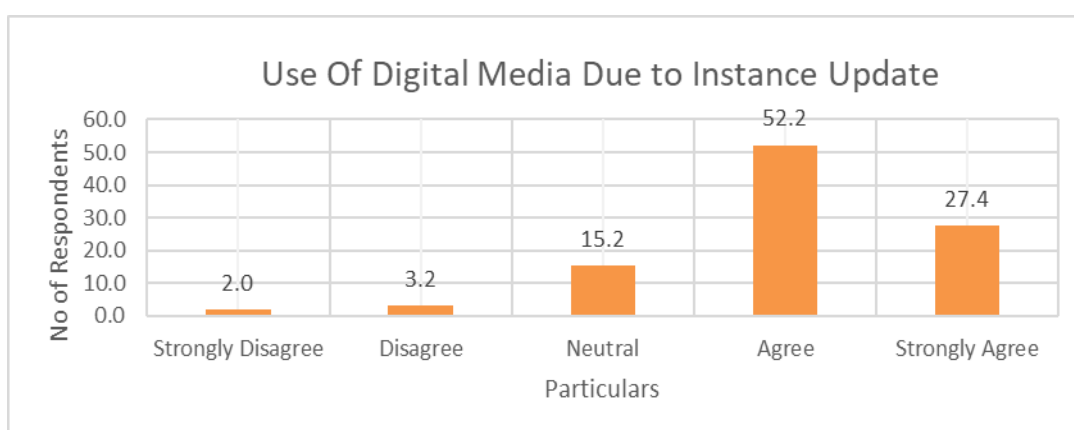


**Chart No 4.41 - Use of Digital Media Due to Instance Update**

**Interpretation:**

When the reader respondents were asked about the instant update received through digital media, 52% of them agreed and 27% strongly agreed to get the instant update by the digital media. Whereas majority of them 15%, 3% and 2% had neutral, disagree, or strongly disagreed opinion for getting instant update through digital media news.

**Table No 4.42 - Use of Digital Media Due to Easy to Read**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 23         | 4.6          |
| Disagree          | 68         | 13.6         |
| Neutral           | 156        | 31.2         |
| Agree             | 183        | 36.6         |
| Strongly Agree    | 70         | 14.0         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

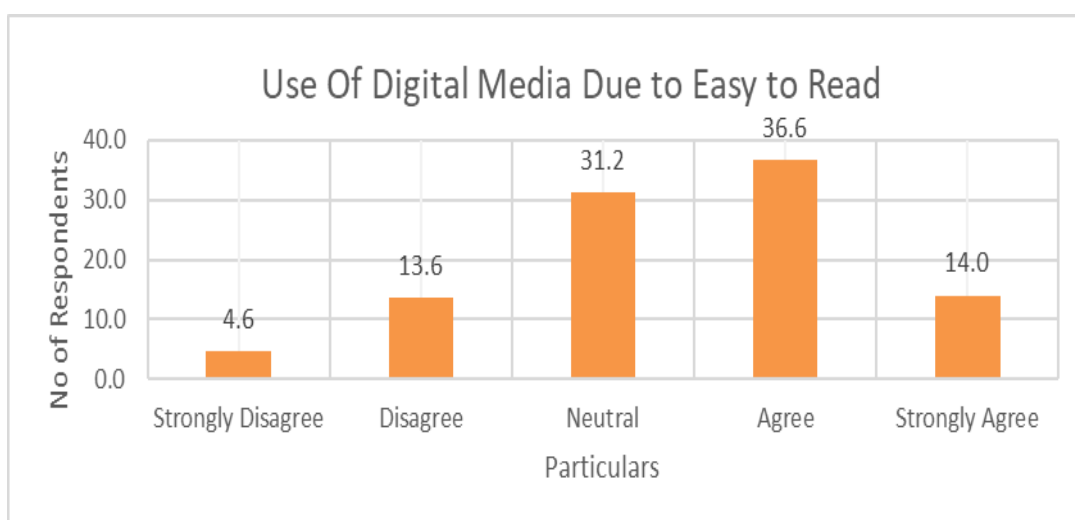


**Chart No 4.42 - Use of Digital Media Due to Easy to Read**

**Interpretation:**

When the respondents were asked about easy-to-read aspect in digital media. It was observed that a majority of 37% agreed and 14% strongly agreed to this aspect. 31% had a neutral opinion for the same and 14% only disagreed to it, 5% strongly disagreed to it. From this table it can be clearly inferred that respondents feel easy to read newspaper in digital media format than any other printed form of newspaper.

**Table No 4.43 - Use of Digital Media Due to More Stories**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 35         | 7.0          |
| Disagree          | 31         | 6.2          |
| Neutral           | 204        | 40.8         |
| Agree             | 170        | 34.0         |
| Strongly Agree    | 60         | 12.0         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

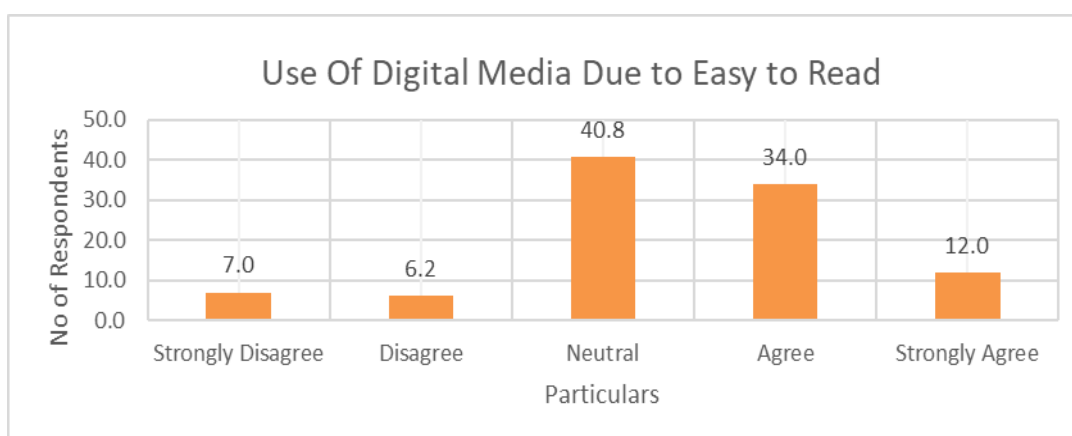


**Chart No 4.43 - Use of Digital Media Due to More Stories**

**Interpretation:**

When the respondents were asked about availability of more stories in Digital media. It was observed that a majority of 34% agreed and 12% strongly agreed to this aspect. 41% had a neutral opinion for the same and 6% only disagreed to it, 7% strongly disagreed to it. From this table it can be clearly inferred that majority of the respondents felt reading more stories from digital media news.

**Table No 4.44 - Use of Digital Media Due to Comprehensive**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 15         | 3.0          |
| Disagree          | 68         | 13.6         |
| Neutral           | 168        | 33.6         |
| Agree             | 188        | 37.6         |
| Strongly Agree    | 61         | 12.2         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

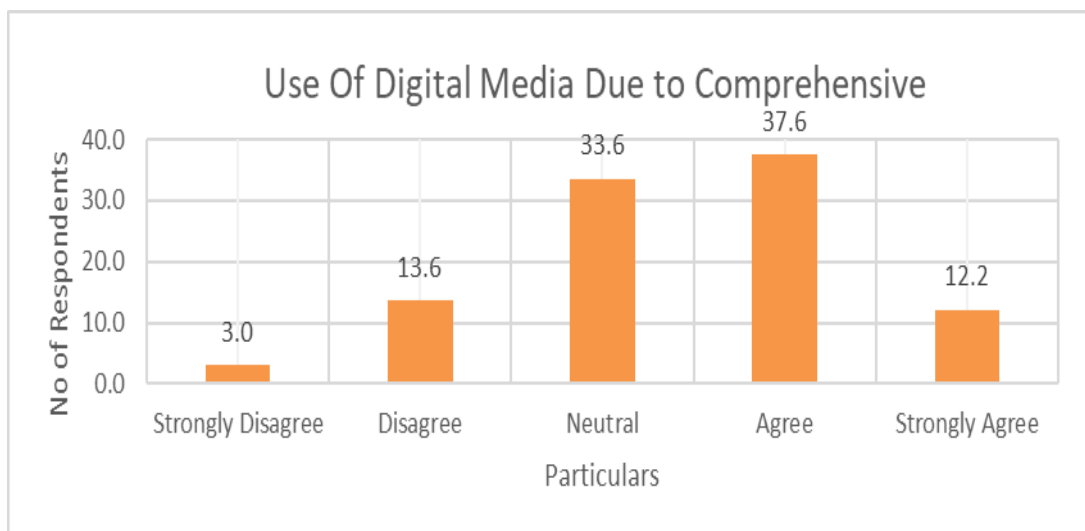


**Chart No 4.44 - Use of Digital Media Due to Comprehensive**

**Interpretation:**

When the respondents were asked about the comprehensiveness of digital media news it was observed that 38% agreed to it, 12% strongly agreed to it, 34% had a neutral opinion for the same, 14% disagreed to it and 3% had strongly disagreed to it. Comprehensiveness is more in digital media news than the printed newspaper.

**Table No 4.45 - Use of Digital Media Due to More Advertisement**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 36         | 7.2          |
| Disagree          | 77         | 15.4         |
| Neutral           | 135        | 27.0         |
| Agree             | 160        | 32.0         |
| Strongly Agree    | 92         | 18.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

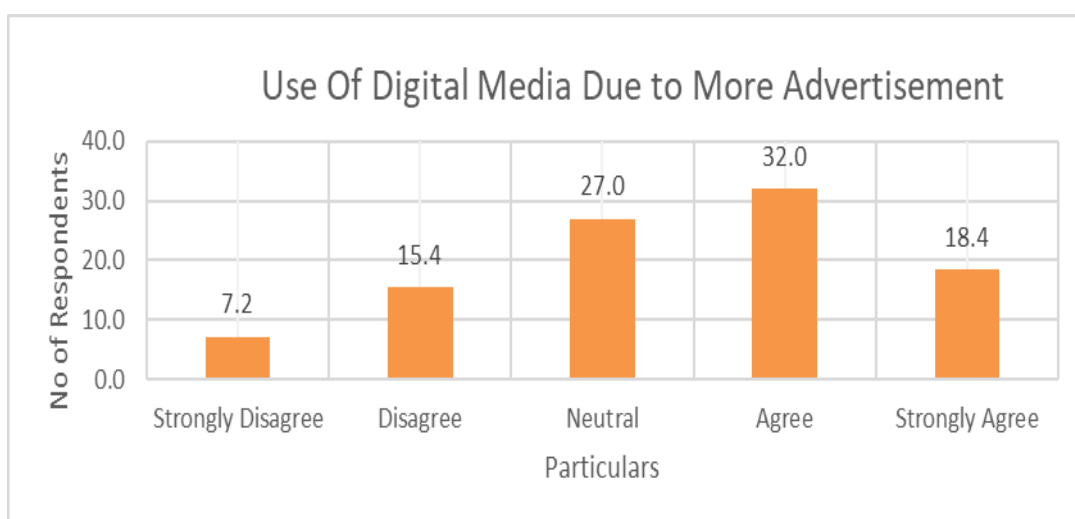


**Chart No 4.45 - Use of Digital Media Due to More Advertisement**

**Interpretation:**

When the respondents were asked about the digital media news having more advertisements in digital media, it was observed that 32% of them agreed to having more advertisements in digital news, 27% had a neutral opinion for the same, 15% had disagreed to it and 7% strongly disagreed to it. Respondents agree that digital media has more advertisement.

**Table No 4.46 - Use of Digital Media Due to Authenticity**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 35         | 7.0          |
| Disagree          | 161        | 32.2         |
| Neutral           | 48         | 9.6          |
| Agree             | 198        | 39.6         |
| Strongly Agree    | 58         | 11.6         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

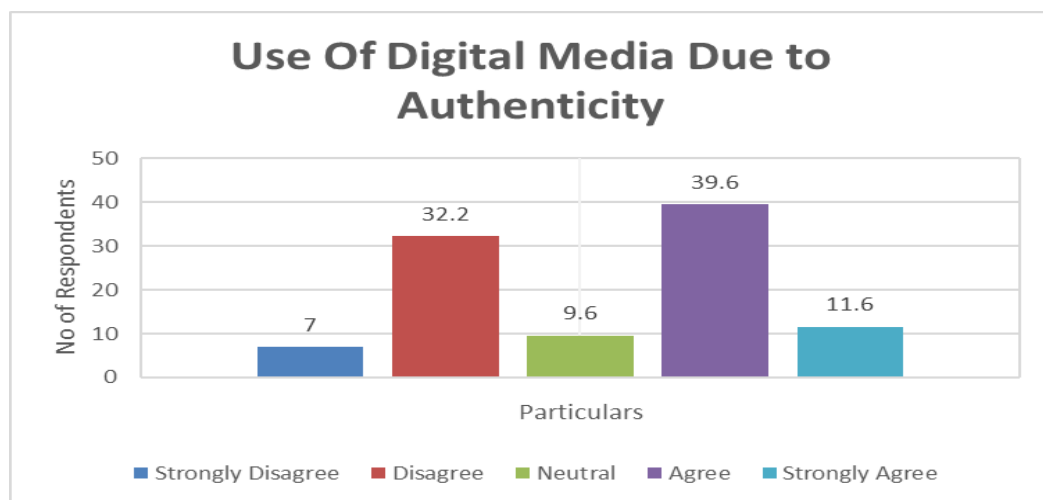


**Chart No 4.46 - Use of Digital Media Due to Authenticity**

**Interpretation:**

When the reader respondents were asked about the authenticity of digital media news it was observed that 40% agreed to it and 12% strongly agreed to it. Whereas only 9% had neutral opinion and 32% disagreed to it and 7% strongly disagreed to it. Respondents found doubts in authenticity in digital media news.

**Table No 4.47 - Use of Digital Media Due to Affordability**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 13         | 2.6          |
| Disagree          | 43         | 8.6          |
| Neutral           | 189        | 37.8         |
| Agree             | 217        | 43.4         |
| Strongly Agree    | 38         | 7.6          |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

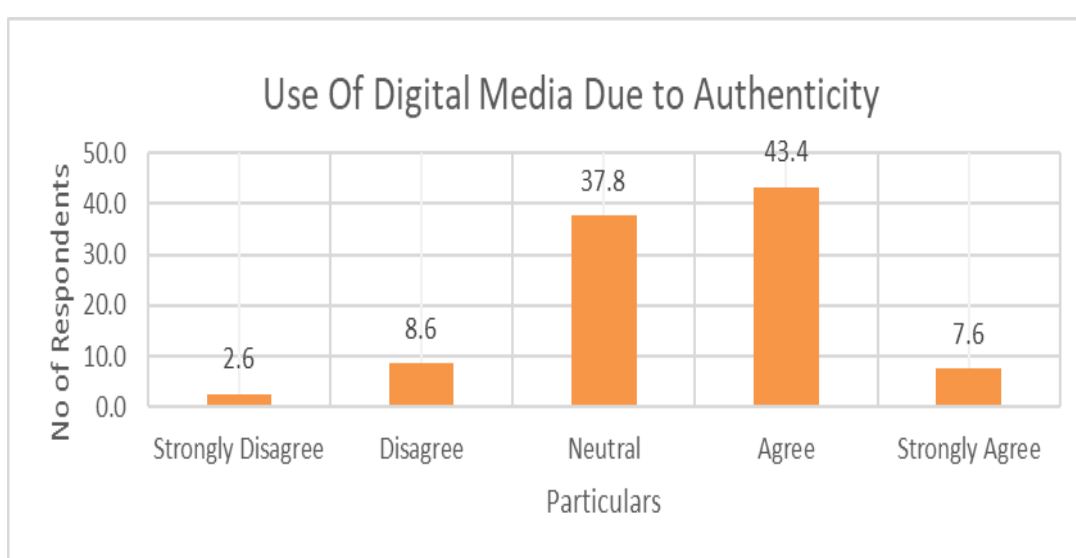


**Chart No 4.47 - Use of Digital Media Due to Affordability**

### **Interpretation:**

When the respondents were asked about the affordability of digital media 43% of the respondents agreed and 8% strongly agreed to it. 38% dint any opinion for the same and 9% disagreed and 3% strongly disagreed. Thus, from the above table it was observed that affordability was found in digital media.

**Table No 4.48 - Use of Digital Media Due to Style of Presentation**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 24         | 4.8          |
| Disagree          | 47         | 9.4          |
| Neutral           | 98         | 19.6         |
| Agree             | 239        | 47.8         |
| Strongly Agree    | 92         | 18.4         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

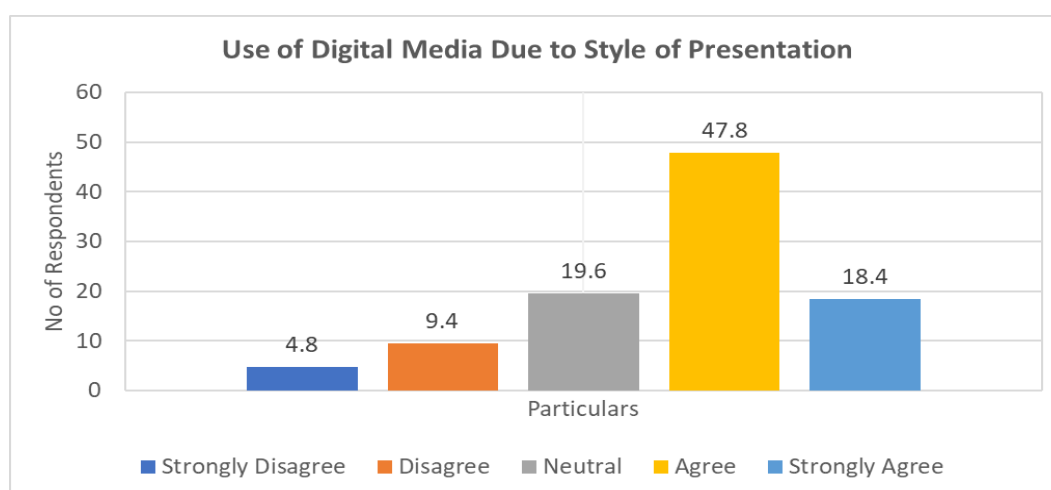


**Chart No 4.48 - Use of Digital Media Due to Style of Presentation**

**Interpretation:**

When the respondents were enquired about the preference of digital media news due to style of presentation 48% agreed and 18% strongly agreed to it. Whereas around 20% had a neutral opinion for the same and 9% disagreed and 5% strongly disagreed to it. Thus, style of digital media news presentation is one major reason behind preferring the digital media version in comparison to printed newspaper.

**Table No 4.49 - Use of Digital Media Due to Local News**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 204        | 40.8         |
| Disagree          | 163        | 32.6         |
| Neutral           | 61         | 12.2         |
| Agree             | 22         | 4.4          |
| Strongly Agree    | 50         | 10.0         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

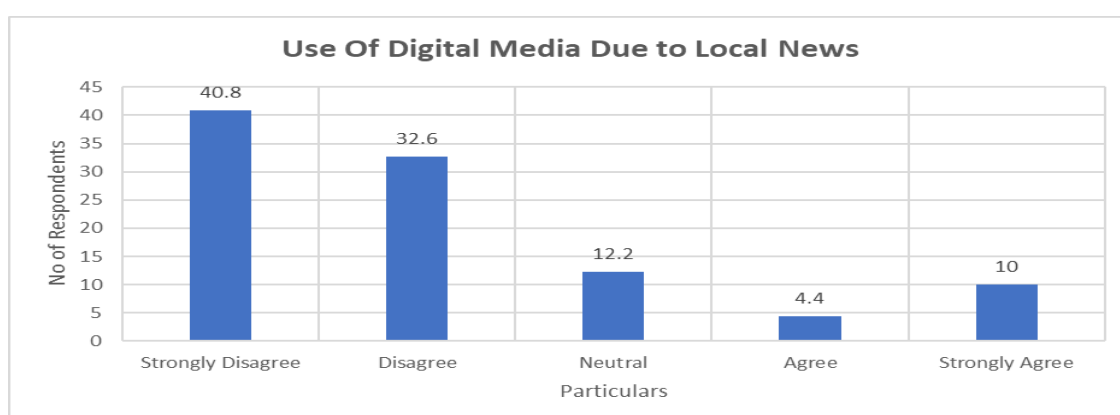


**Chart No 4.49 - Use of Digital Media Due to Local News**

**Interpretation:**

When the respondents were asked about the scope and coverage of local news in digital media it was opined that 41% strongly disagreed that digital version had more coverage to local news and 33% disagreed to it. 12% had no opinion for the same and 4% agreed to it and only 10% strongly agreed to it. Form this table we can clearly infer that scope and coverage of local news is not perceived to be more in digital media news.

**Table No 4.50 - Use of Digital Media Due to Entertainment Value**

| Particulars       | Frequency  | Percent      |
|-------------------|------------|--------------|
| Strongly Disagree | 19         | 3.8          |
| Disagree          | 56         | 11.2         |
| Neutral           | 116        | 23.2         |
| Agree             | 179        | 35.8         |
| Strongly Agree    | 130        | 26.0         |
| <b>Total</b>      | <b>500</b> | <b>100.0</b> |

Source: Field Survey

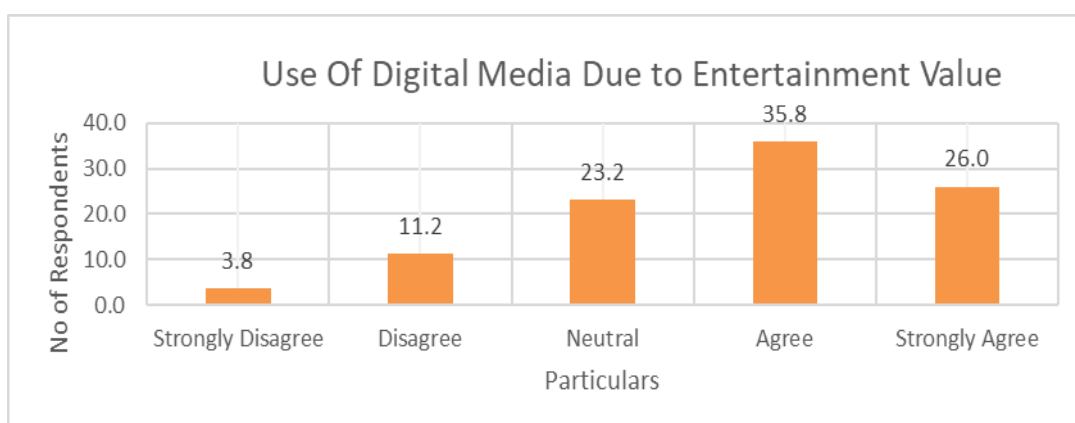


**Chart No 4.50 - Use of Digital Media Due to Entertainment Value**

**Interpretation:**

When the respondents were asked about the entertainment value of digital news media, it was opined that only 26% agreed that digital version had more entertainment value than the printed version. Rest 23% and 11% had a complete opposite opinion stating neutral or disagree that digital version was not preferred due to entertainment value.

**Table No 4.51 - District \* Age: (in Years) Crosstabulation**

| Particulars |          | Age: (in Years) |       |       |          | Total  |
|-------------|----------|-----------------|-------|-------|----------|--------|
|             |          | 18-24           | 25-40 | 41-60 | Above 60 |        |
| District    | Sangli   | 21              | 78    | 80    | 71       | 250    |
|             |          | 8.4%            | 31.2% | 32.0% | 28.4%    | 100.0% |
|             | Kolhapur | 59              | 13    | 64    | 114      | 250    |
|             |          | 23.6%           | 5.2%  | 25.6% | 45.6%    | 100.0% |
| Total       |          | 80              | 91    | 144   | 185      | 500    |
|             |          | 16.0%           | 18.2% | 28.8% | 37.0%    | 100.0% |

Source: Field Survey

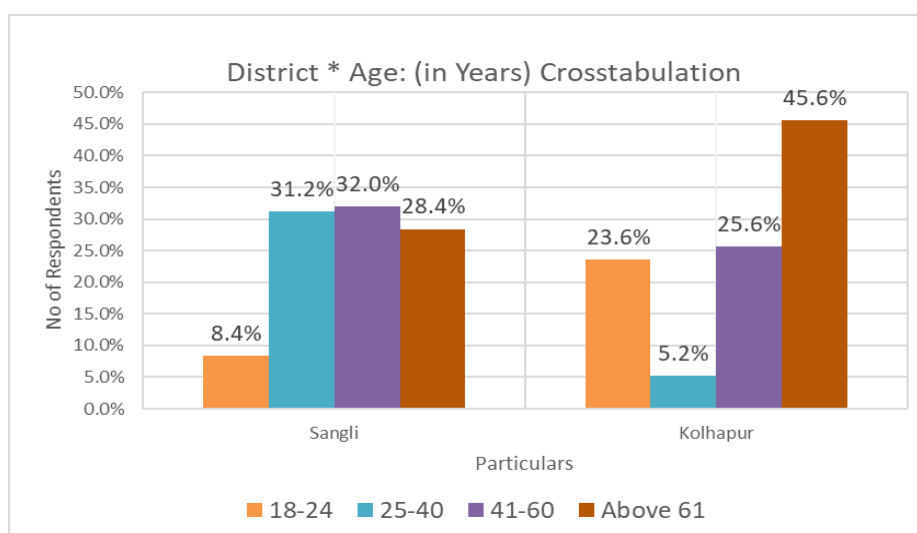


**Chart No 4.51 - District \* Age: (in Years) Crosstabulation**

### Interpretation:

From the above cross table, it can be observed that 32% from age group of 41 to 60 from Sangli district and 26% were from Kolhapur district. Kolhapur district had more Above 60 age group preferring newspaper reading than Sangli district. In Sangli district age group from 25 to 40 were found to be more in number who preferred reading newspaper. Overall, it can be inferred from the above table that above 60 age group was more active in Kolhapur district who preferred reading newspaper in comparison to Sangli district where 25 to 40 and 41 to 60 were more into reading newspaper.

**Table No 4.52 - District \* Educational Qualification Crosstabulation**

| Particulars |          | Educational Qualification |           |          |              | Total  |
|-------------|----------|---------------------------|-----------|----------|--------------|--------|
|             |          | Literate                  | Up To HSC | Graduate | Postgraduate |        |
| District    | Sangli   | 9                         | 72        | 102      | 67           | 250    |
|             |          | 3.6%                      | 28.8%     | 40.8%    | 26.8%        | 100.0% |
|             | Kolhapur | 4                         | 31        | 155      | 60           | 250    |
|             |          | 1.6%                      | 12.4%     | 62.0%    | 24.0%        | 100.0% |
| Total       |          | 13                        | 103       | 257      | 127          | 500    |
|             |          | 2.6%                      | 20.6%     | 51.4%    | 25.4%        | 100.0% |

Source: Field Survey

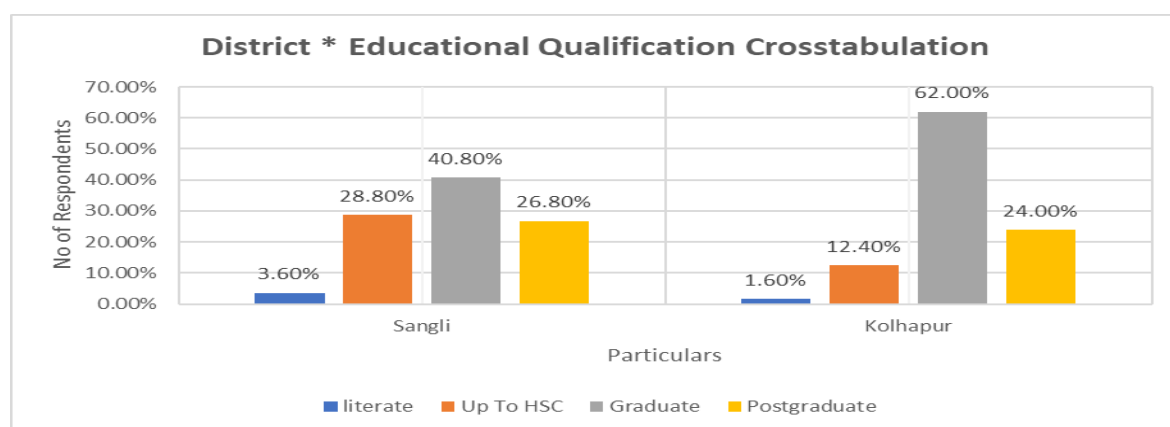


**Chart No 4.52 - District \* Educational Qualification Crosstabulation**

### Interpretation:

From the above cross table of district and educational qualification it was found that graduate and postgraduate were found to be more in both the district. Followed by postgraduates with 27% in Sangli and 24% in Kolhapur district who preferred reading newspaper. Respondents from up to HSC were 29% from Sangli district and 12% from Kolhapur district. It can be inferred from the above table that educational qualification is good in both the readers of news through various version from the district.

**Table No 4.53 - District \* Occupations Crosstabulation**

| Particulars |               | District |        |          |        | Total |        |
|-------------|---------------|----------|--------|----------|--------|-------|--------|
|             |               | Sangli   |        | Kolhapur |        |       |        |
| Occupations | Businessman   | 71       | 28.4%  | 47       | 18.8%  | 118   | 23.6%  |
|             | Employee      | 49       | 19.6%  | 29       | 11.6%  | 78    | 15.6%  |
|             | Farmer        | 12       | 4.8%   | 14       | 5.6%   | 26    | 5.2%   |
|             | Retired       | 31       | 12.4%  | 65       | 26.0%  | 96    | 19.2%  |
|             | Homemaker     | 51       | 20.4%  | 26       | 10.4%  | 77    | 15.4%  |
|             | Student       | 19       | 7.6%   | 61       | 24.4%  | 80    | 16.0%  |
|             | Politicians   | 10       | 4.0%   | 8        | 3.2%   | 18    | 3.6%   |
|             | Social Worker | 7        | 2.8%   | 0        | 0.0%   | 7     | 1.4%   |
| Total       |               | 250      | 100.0% | 250      | 100.0% | 500   | 100.0% |

Source: Field Survey

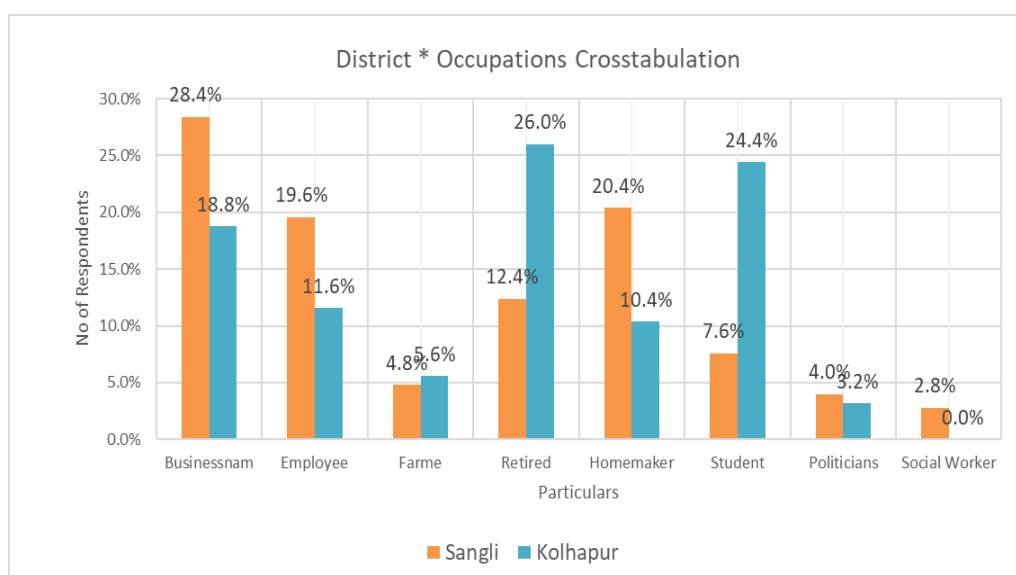


**Chart No 4.53 - District \* Occupations Crosstabulation**

**Interpretation:**

When the respondents were classified based on the district and their occupation, it was observed that business from more from Sangli district on the contrary retired were in majority in Kolhapur district. Likewise, more home maker from Sangli district preferred reading newspaper whereas Kolhapur district had 10% female respondents who read newspaper. Students were found to be very less from both Sangli and Kolhapur district who were reading news events to know what is happening in the current world.

**Table No 4.54 - District \* Annual income in Rs Crosstabulation**

| Particulars |          | Annual income in Rs |            |             |               | Total  |
|-------------|----------|---------------------|------------|-------------|---------------|--------|
|             |          | UP to 1 Lakh        | 1 - 5 Lakh | 5 - 10 Lakh | Above 10 Lakh |        |
| District    | Sangli   | 94                  | 111        | 35          | 10            | 250    |
|             |          | 37.6%               | 44.4%      | 14.0%       | 4.0%          | 100.0% |
|             | Kolhapur | 170                 | 38         | 30          | 12            | 250    |
|             |          | 68.0%               | 15.2%      | 12.0%       | 4.8%          | 100.0% |
| Total       |          | 264                 | 149        | 65          | 22            | 500    |
|             |          | 52.8%               | 29.8%      | 13.0%       | 4.4%          | 100.0% |

Source: Field Survey

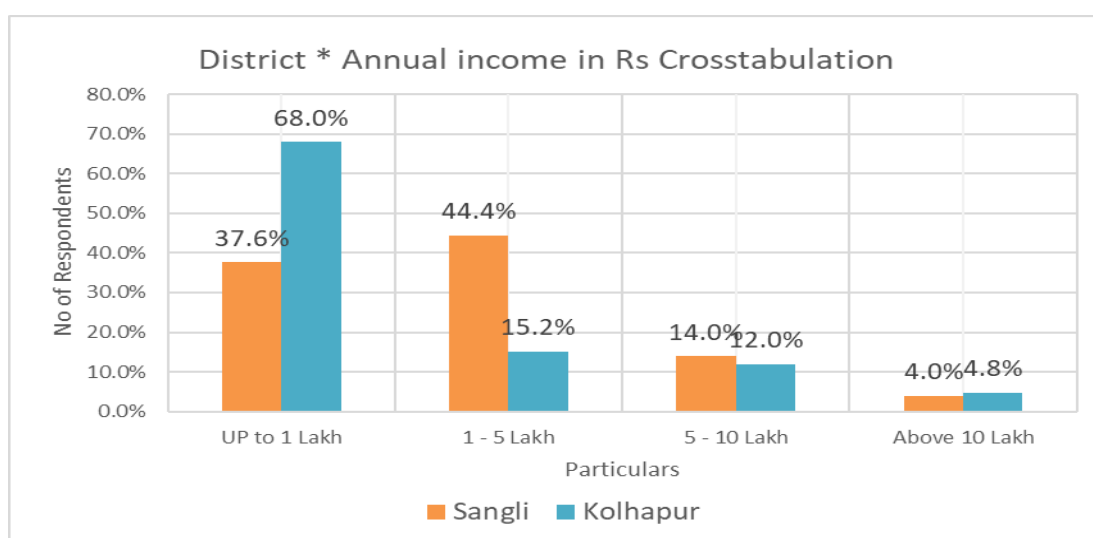


**Chart No 4.54 - District \* Annual income in Rs Crosstabulation**

### Interpretation:

When the respondents were classified based on the district and Annual income, it was observed that up to 5lakh income level was notified by the respondents from both the district. Whereas 1 lakh annual income readers were more in Kolhapur and above 10 lakh there is similar respondent.

**Table No 4.55 - District \* Residential Location Crosstabulation**

| Particulars |          | Residential Location |       |            | Total  |
|-------------|----------|----------------------|-------|------------|--------|
|             |          | Rural                | Urban | Semi-Urban |        |
| District    | Sangli   | 90                   | 131   | 29         | 250    |
|             |          | 36.0%                | 52.4% | 11.6%      | 100.0% |
|             | Kolhapur | 45                   | 195   | 10         | 250    |
|             |          | 18.0%                | 78.0% | 4.0%       | 100.0% |
| Total       |          | 135                  | 326   | 39         | 500    |
|             |          | 27.0%                | 65.2% | 7.8%       | 100.0% |

Source: Field Survey

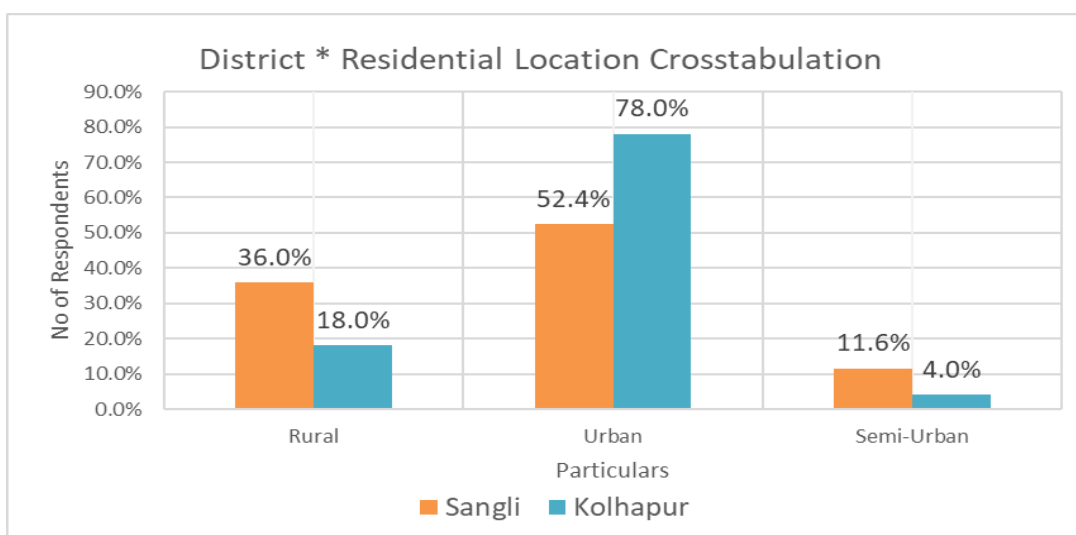


**Chart No 4.55 - District \* Residential Location Crosstabulation**

### Interpretation:

When the respondents were classified based on the district and their residential location, it was observed that urban residing respondents were more as compared to rural and semi-urban location. Followed by rural respondents with 36% in Sangli and 18% from Kolhapur have participated in the survey.

**Table No 4.56 - District \* Pudhari Crosstabulation**

| Particulars |          | Pudhari            |                |                   |                | Total  |
|-------------|----------|--------------------|----------------|-------------------|----------------|--------|
|             |          | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| District    | Sangli   | 123                | 57             | 44                | 26             | 250    |
|             |          | 49.2%              | 22.8%          | 17.6%             | 10.4%          | 100.0% |
|             | Kolhapur | 148                | 58             | 16                | 28             | 250    |
|             |          | 59.2%              | 23.2%          | 6.4%              | 11.2%          | 100.0% |
| Total       |          | 271                | 115            | 60                | 54             | 500    |
|             |          | 54.2%              | 23.0%          | 12.0%             | 10.8%          | 100.0% |

Source: Field Survey

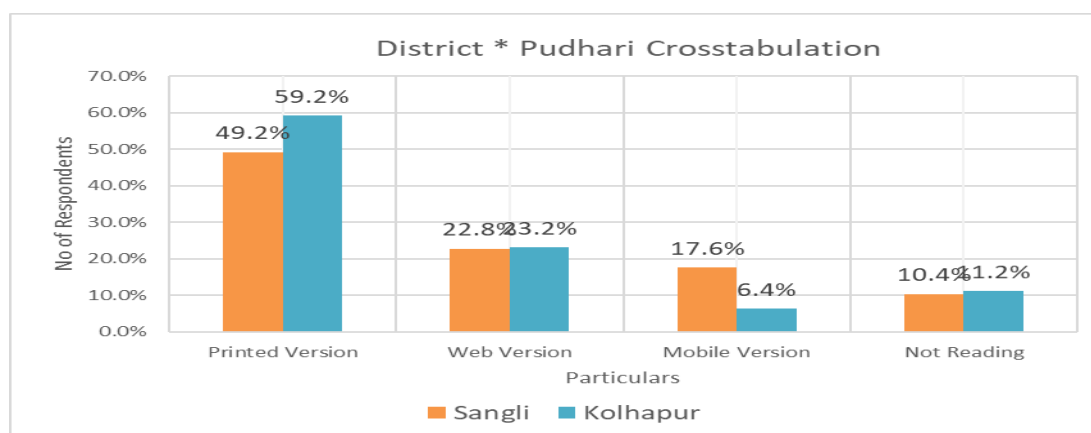


**Chart No 4.56 - District \* Pudhari Crosstabulation**

### Interpretation:

When the respondents were asked about the version they prefer and classified based on Pudhari newspaper, it was observed that a majority of respondents from both Sangli (49%) and Kolhapur (59%) district prefer printed version of newspaper. Likewise, 23% from both Sangli and Kolhapur District prefer web version. The remaining 17.6% from Sangli and 6% from Kolhapur district prefer mobile version newspaper to read.

**Table No 4.57 - District \* Tarun Bharat Crosstabulation**

| Particulars |          | Tarun Bharat    |             |                |             | Total  |
|-------------|----------|-----------------|-------------|----------------|-------------|--------|
|             |          | Printed Version | Web Version | Mobile Version | Not Reading |        |
| District    | Sangli   | 98              | 30          | 17             | 105         | 250    |
|             |          | 39.2%           | 12.0%       | 6.8%           | 42.0%       | 100.0% |
|             | Kolhapur | 72              | 24          | 12             | 142         | 250    |
|             |          | 28.8%           | 9.6%        | 4.8%           | 56.8%       | 100.0% |
| Total       |          | 170             | 54          | 29             | 247         | 500    |
|             |          | 34.0%           | 10.8%       | 5.8%           | 49.4%       | 100.0% |

Source: Field Survey

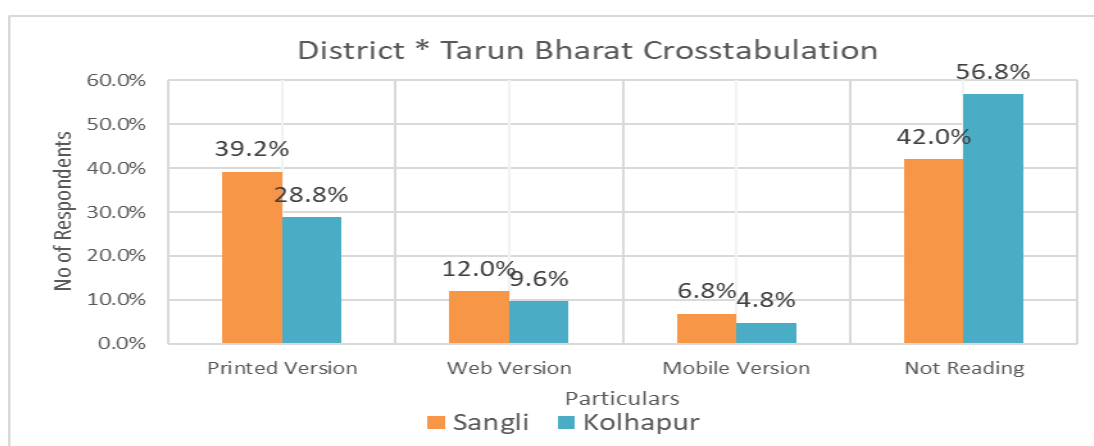


**Chart No 4.57 - District \* Tarun Bharat Crosstabulation**

### Interpretation:

When the respondents were asked about the version they prefer and classified based on Tarun Bharat newspaper, it was observed that a majority of respondents from both Sangli (42%) and Kolhapur (57%) district prefer not reading this newspaper. Likewise, 39% from Sangli and 29% Kolhapur District preferred printed version. Rest 12% from Sangli and 10% from Kolhapur district preferred web version newspaper to read.

**Table No 4.58 - District \* Kesari Crosstabulation**

| Particulars |          | Kesari             |                |                   |                | Total  |
|-------------|----------|--------------------|----------------|-------------------|----------------|--------|
|             |          | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| District    | Sangli   | 66                 | 30             | 20                | 134            | 250    |
|             |          | 26.4%              | 12.0%          | 8.0%              | 53.6%          | 100.0% |
|             | Kolhapur | 85                 | 23             | 18                | 124            | 250    |
|             |          | 34.0%              | 9.2%           | 7.2%              | 49.6%          | 100.0% |
| Total       |          | 151                | 53             | 38                | 258            | 500    |
|             |          | 30.2%              | 10.6%          | 7.6%              | 51.6%          | 100.0% |

Source: Field Survey

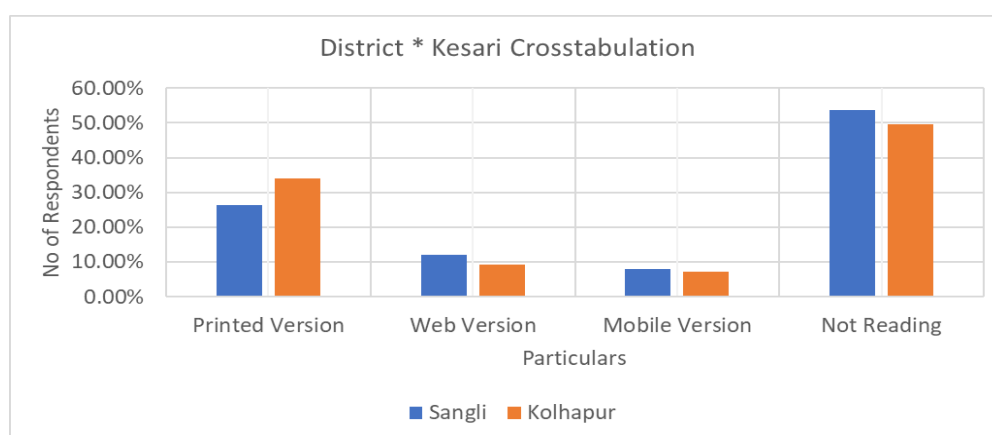


**Chart No 4.58 - District \* Kesari Crosstabulation**

### Interpretation:

When the respondents were asked about the version they prefer and classified based on Kesari newspaper, it was observed that a majority of respondents from both Sangli (54%) and Kolhapur (50%) district prefer not reading this newspaper. Likewise, 26% from Sangli and 34% Kolhapur District preferred printed version. Rest 12% from Sangli and 9% from Kolhapur district preferred web version newspaper to read.

**Table No 4.59 - District \* Punyanagari Crosstabulation**

| Particulars |          | Punyanagari        |                |                   |                | Total  |
|-------------|----------|--------------------|----------------|-------------------|----------------|--------|
|             |          | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| District    | Sangli   | 57                 | 35             | 44                | 114            | 250    |
|             |          | 22.8%              | 14.0%          | 17.6%             | 45.6%          | 100.0% |
|             | Kolhapur | 67                 | 29             | 10                | 144            | 250    |
|             |          | 26.8%              | 11.6%          | 4.0%              | 57.6%          | 100.0% |
| Total       |          | 124                | 64             | 54                | 258            | 500    |
|             |          | 24.8%              | 12.8%          | 10.8%             | 51.6%          | 100.0% |

Source: Field Survey

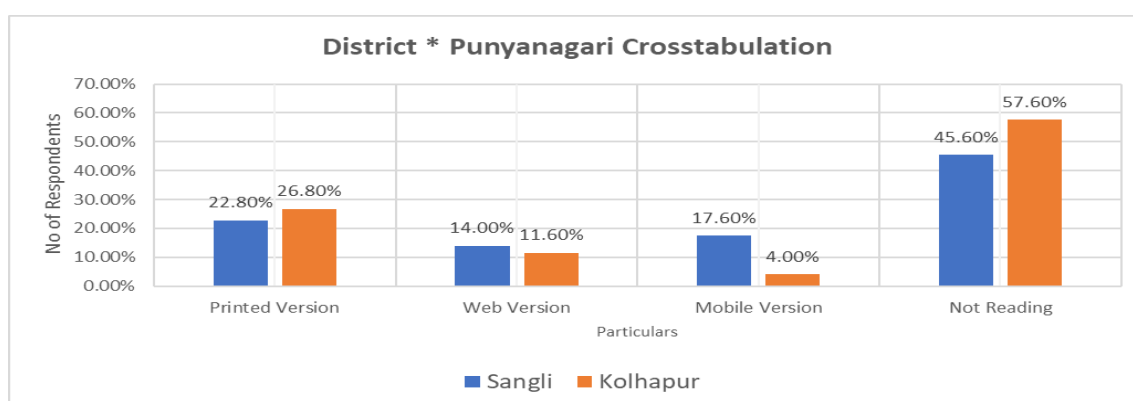


**Chart No 4.59 - District \* Punyanagari Crosstabulation**

### Interpretation:

When the respondents were asked about the version they prefer and classified based on Punyanagari newspaper, it was observed that a majority of respondents from both Sangli (46%) and Kolhapur (58%) district prefer not reading this newspaper. Likewise, 29% from Sangli and 27% Kolhapur District preferred printed version. Rest 14% from Sangli and 12% from Kolhapur district preferred web version newspaper to read. Only 18% from Sangli and 4% from Kolhapur district preferred mobile version.

**Table No 4.60 - District \* Sakal Crosstabulation**

| Particulars |          | Sakal           |             |                |             | Total  |
|-------------|----------|-----------------|-------------|----------------|-------------|--------|
|             |          | Printed Version | Web Version | Mobile Version | Not Reading |        |
| District    | Sangli   | 137             | 31          | 47             | 35          | 250    |
|             |          | 54.8%           | 12.4%       | 18.8%          | 14.0%       | 100.0% |
|             | Kolhapur | 126             | 65          | 4              | 55          | 250    |
|             |          | 50.4%           | 26.0%       | 1.6%           | 22.0%       | 100.0% |
| Total       |          | 263             | 96          | 51             | 90          | 500    |
|             |          | 52.6%           | 19.2%       | 10.2%          | 18.0%       | 100.0% |

Source: Field Survey

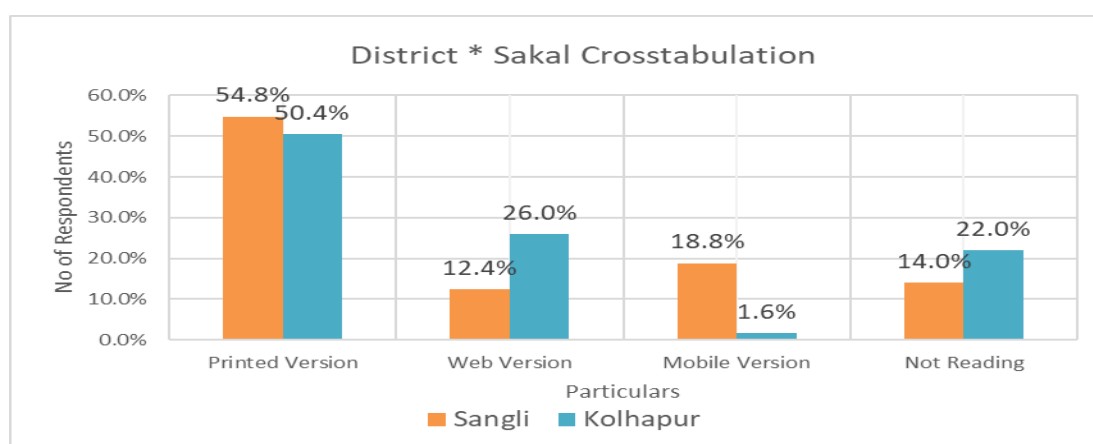


**Chart No 4.60 - District \* Sakal Crosstabulation**

### Interpretation:

When the respondents were asked about the version they prefer and classified based on Sakal newspaper, it was observed that a majority of respondents from Sangli (55%) and Kolhapur (50%) district prefer printed version of newspaper. Likewise, 12% from Sangli and 26% Kolhapur District preferred web version. Rest 14% from Sangli and 22% from Kolhapur district preferred not reading this newspaper. Only 19% from Sangli and 2% from Kolhapur district preferred mobile version.

**Table No 4.61 - District wise Newspaper Reading**

| Particulars     |                 | District |        |          |        | Total |        |
|-----------------|-----------------|----------|--------|----------|--------|-------|--------|
|                 |                 | Sangli   |        | Kolhapur |        |       |        |
| Pudhari         | Printed Version | 123      | 49.20% | 148      | 59.20% | 271   | 54.20% |
|                 | Web Version     | 57       | 22.80% | 58       | 23.20% | 115   | 23.00% |
|                 | Mobile Version  | 44       | 17.60% | 16       | 6.40%  | 60    | 12.00% |
|                 | Not Reading     | 26       | 10.40% | 28       | 11.20% | 54    | 10.80% |
| Tarun<br>Bharat | Printed Version | 98       | 39.20% | 72       | 28.80% | 170   | 34.00% |
|                 | Web Version     | 30       | 12.00% | 24       | 9.60%  | 54    | 10.80% |
|                 | Mobile Version  | 17       | 6.80%  | 12       | 4.80%  | 29    | 5.80%  |
|                 | Not Reading     | 105      | 42.00% | 142      | 56.80% | 247   | 49.40% |
| Punyanagari     | Printed Version | 57       | 22.80% | 67       | 26.80% | 124   | 24.80% |
|                 | Web Version     | 35       | 14.00% | 29       | 11.60% | 64    | 12.80% |
|                 | Mobile Version  | 44       | 17.60% | 10       | 4.00%  | 54    | 10.80% |
|                 | Not Reading     | 114      | 45.60% | 144      | 57.60% | 258   | 51.60% |
| Sakal           | Printed Version | 137      | 54.80% | 126      | 50.40% | 263   | 52.60% |
|                 | Web Version     | 31       | 12.40% | 65       | 26.00% | 96    | 19.20% |
|                 | Mobile Version  | 47       | 18.80% | 4        | 1.60%  | 51    | 10.20% |
|                 | Not Reading     | 35       | 14.00% | 55       | 22.00% | 90    | 18.00% |
| Kesari          | Printed Version | 66       | 26.40% | 85       | 34.00% | 151   | 30.20% |
|                 | Web Version     | 30       | 12.00% | 23       | 9.20%  | 53    | 10.60% |
|                 | Mobile Version  | 20       | 8.00%  | 18       | 7.20%  | 38    | 7.60%  |
|                 | Not Reading     | 134      | 53.60% | 124      | 49.60% | 258   | 51.60% |

Source: Field Survey

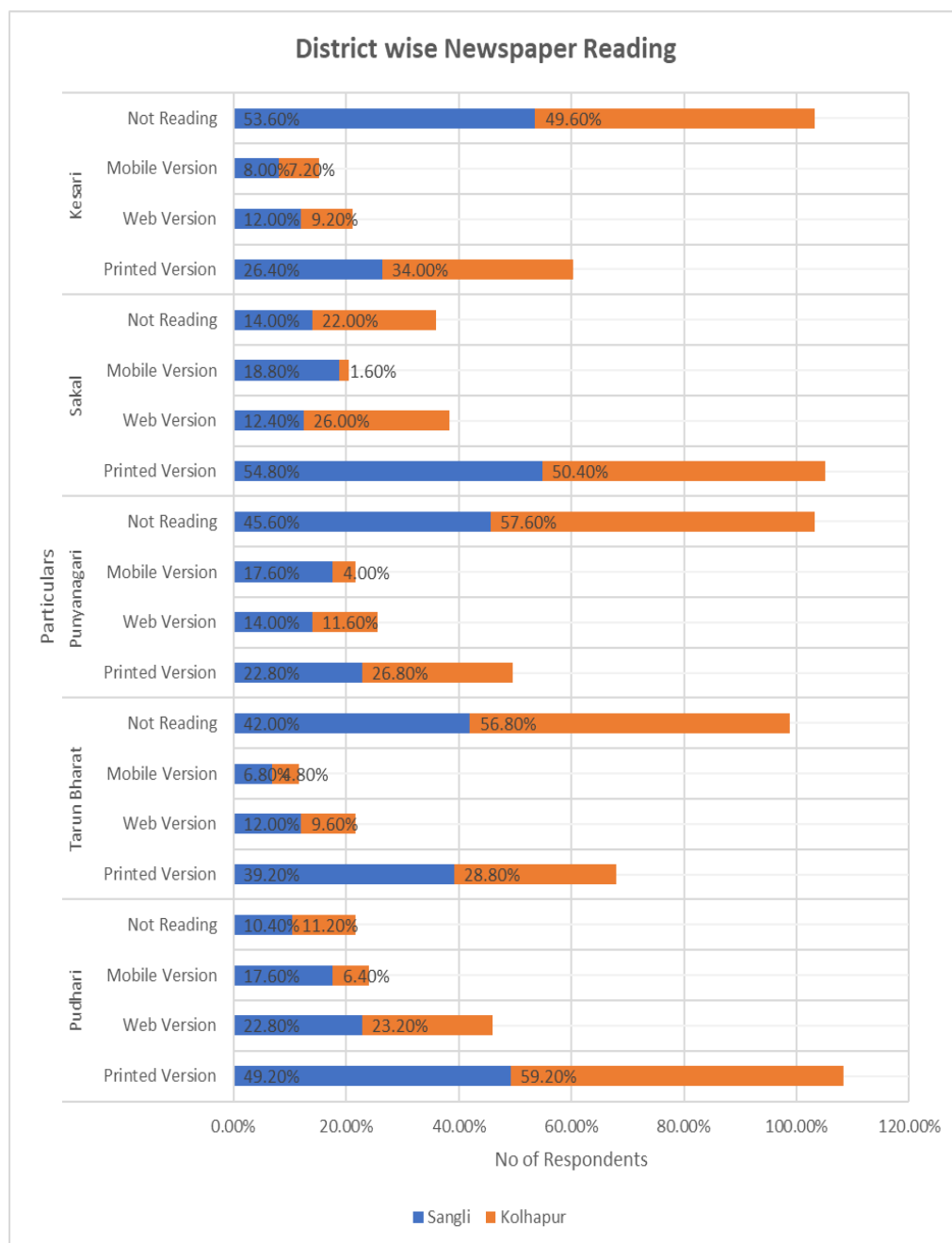


**Chart No 4.61 - District wise Newspaper Reading**

**Interpretation:**

When the respondents were asked about the version they prefer and classified based on Pudhari newspaper, it was observed that a majority of respondents from both Sangli (49%) and Kolhapur (59%) district prefer printed version of newspaper. Likewise, 23% from both Sangli and Kolhapur District prefer web version. The remaining 17.6% from Sangli and 6% from Kolhapur district prefer mobile version newspaper to read.

When the respondents were asked about the version they prefer and classified based on Tarun Bharat newspaper, it was observed that a majority of respondents from both Sangli (42%) and Kolhapur (57%) district prefer not reading this newspaper. Likewise, 39% from Sangli and 29% Kolhapur District preferred printed version. The remaining 12% from Sangli and 10% from Kolhapur district preferred web version newspaper to read.

The respondents were asked about the version they prefer and classified based on Kesari newspaper, it was observed that a majority of respondents from both Sangli (54%) and Kolhapur (50%) district prefer not reading this newspaper. Likewise, 26% from Sangli and 34% Kolhapur District preferred printed version. The remaining 12% from Sangli and 9% from Kolhapur district preferred web version newspaper to read.

When the respondents were asked about the version they prefer and classified based on Punyanagari newspaper, it was observed that a majority of respondents from both Sangli (46%) and Kolhapur (58%) district prefer not reading this newspaper. Likewise, 29% from Sangli and 27% from Kolhapur District preferred printed version. The remaining 14% from Sangli and 12% from Kolhapur district preferred web version newspaper to read. Only 18% from Sangli and 4% from Kolhapur district preferred mobile version.

When the respondents were asked about the version they prefer and classified based on Sakal newspaper, it was observed that a majority of respondents from Sangli (55%) and Kolhapur (50%) district prefer printed version of newspaper. Likewise, 12% from Sangli and 26% Kolhapur District preferred web version. The remaining 14% from Sangli and 22% from Kolhapur district preferred not reading this newspaper. Only 19% from Sangli and 2% from Kolhapur district preferred mobile version.

When the respondents were asked about the version they prefer and classified based on Kesari newspaper, it was observed that a majority of respondents from Sangli (26%) and Kolhapur (34%) district prefer printed version of newspaper. Likewise, 12% from Sangli and 9% Kolhapur District preferred web version. The remaining 54% from Sangli and 50% from Kolhapur district preferred not reading this newspaper. Only 8% from Sangli and 7% from Kolhapur district preferred mobile version.

**Table No 4.62 - District \* How Often You Read Newspaper? Crosstabulation**

| Particulars |          | How Often You Read Newspaper? |              |              | Total  |
|-------------|----------|-------------------------------|--------------|--------------|--------|
|             |          | Daily                         | Once in Week | Occasionally |        |
| District    | Sangli   | 186                           | 21           | 43           | 250    |
|             |          | 74.4%                         | 8.4%         | 17.2%        | 100.0% |
|             | Kolhapur | 205                           | 21           | 24           | 250    |
|             |          | 82.0%                         | 8.4%         | 9.6%         | 100.0% |
| Total       |          | 391                           | 42           | 67           | 500    |
|             |          | 78.2%                         | 8.4%         | 13.4%        | 100.0% |

Source: Field Survey

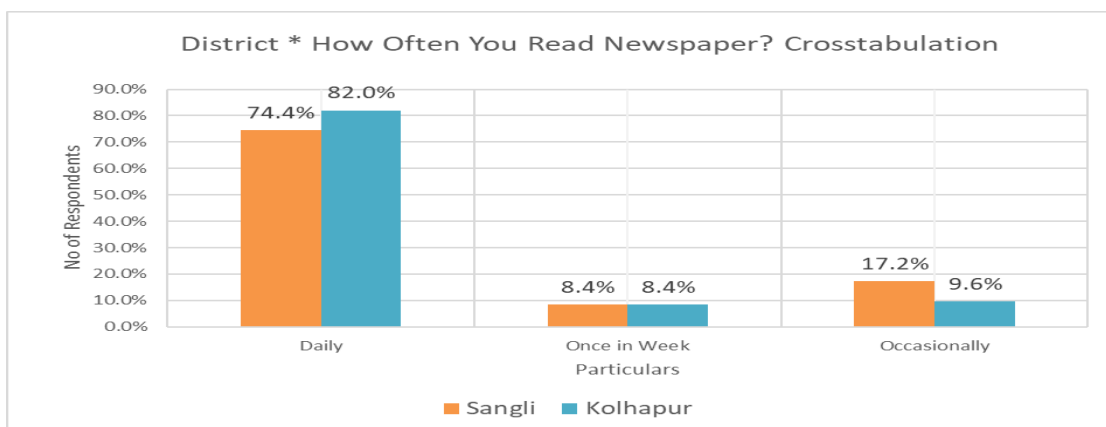


**Chart No 4.62 - District \* How Often You Read Newspaper? Crosstabulation**

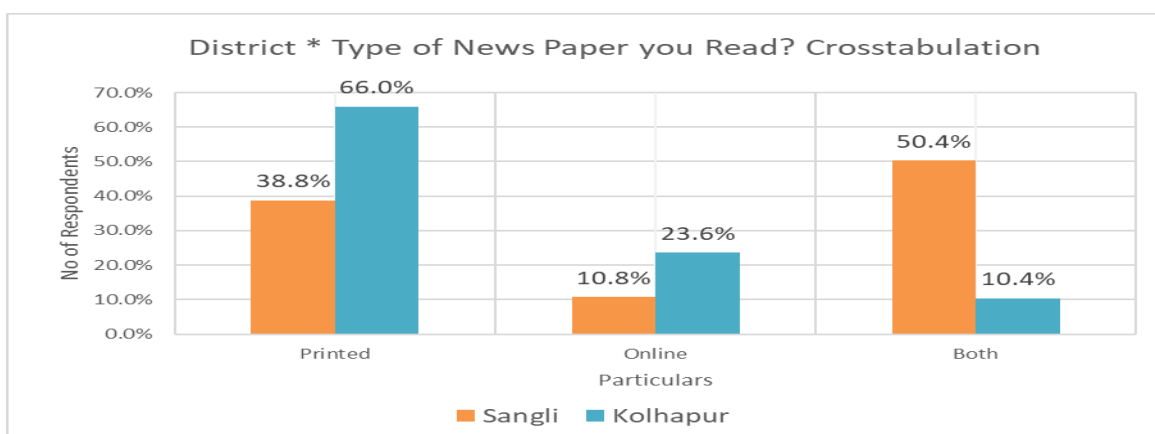
### Interpretation:

When the respondents were asked about how often they read newspapers, district wise bifurcation was done for more insight. It was observed that 82% from Kolhapur district and 74% from Sangli stated that they read newspaper daily. Likewise, 8% from both Sangli and Kolhapur district preferred reading only once in a week. When the occasional readers from both the districts were identified, it was observed that 10% from Kolhapur and 17% from Sangli district.

**Table No 4.63 - District \* Type of News Paper you Read? Crosstabulation**

| Particulars |          | Type of News Paper you Read? |        |       | Total  |
|-------------|----------|------------------------------|--------|-------|--------|
|             |          | Printed                      | Online | Both  |        |
| District    | Sangli   | 97                           | 27     | 126   | 250    |
|             |          | 38.8%                        | 10.8%  | 50.4% | 100.0% |
|             | Kolhapur | 165                          | 59     | 26    | 250    |
|             |          | 66.0%                        | 23.6%  | 10.4% | 100.0% |
| Total       |          | 262                          | 86     | 152   | 500    |
|             |          | 52.4%                        | 17.2%  | 30.4% | 100.0% |

Source: Field Survey

**Chart No 4.63 - District \* Type of News Paper you Read? Crosstabulation****Interpretation:**

When the respondents were asked about the type of newspaper they prefer to read, district wise classification of the same was done to understand the respondent's perception. It was observed that a majority of respondents from Sangli (39%) and Kolhapur (66%) district prefer printed version of newspaper. Likewise, 11% from Sangli and 24% Kolhapur District preferred online version. Rest 50% from Sangli and 10% from Kolhapur district preferred both online and printed forms of newspaper.

**Table No 4.64 - District \* How Many Newspapers You Purchase?**

**Crosstabulation**

| Particulars |          | How Many Newspapers You Purchase? |       |       |      |
|-------------|----------|-----------------------------------|-------|-------|------|
|             |          | One                               | Two   | Three | Four |
| District    | Sangli   | 168                               | 72    | 7     | 2    |
|             |          | 67.2%                             | 28.8% | 2.8%  | .8%  |
|             | Kolhapur | 153                               | 85    | 2     | 0    |
|             |          | 61.2%                             | 34.0% | .8%   | 0.0% |
| Total       |          | 316                               | 157   | 9     | 2    |
|             |          | 63.2%                             | 31.4% | 1.8%  | .4%  |

Source: Field Survey

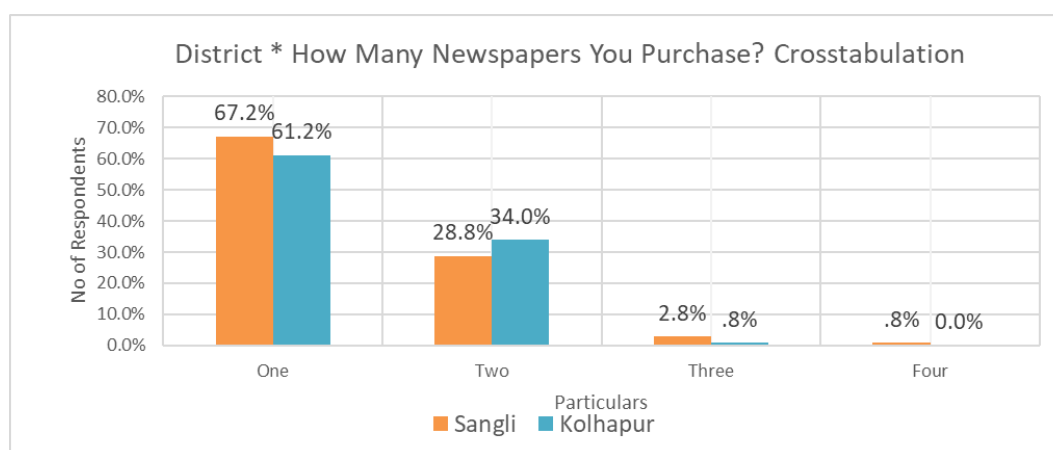


**Chart No 4.64 - District \* How Many Newspapers You Purchase?**

**Crosstabulation**

**Interpretation:**

In the above table district wise classification with how many newspapers bought by the respondents was analyzed. It can be clearly observed from the above that around 67% of the respondents from Sangli region were buying one newspaper, likewise respondents of Kolhapur stated around 61% that they prefer buying one newspaper. When the respondents were asked about purchasing two newspapers for reading 29% from Sangli and 34% from Kolhapur stated buying two newspapers. 3% from Sangli and less than 1% from Kolhapur stated buying three newspapers for reading.

**Table No 4.65 - District \* How Much Time Spend for Reading Newspaper?**

**Crosstabulation**

| Particulars |          | How Much Time Spend for Reading Newspaper? |              |              |                  | Total  |
|-------------|----------|--------------------------------------------|--------------|--------------|------------------|--------|
|             |          | Up to 10 Min                               | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| District    | Sangli   | 69                                         | 97           | 59           | 25               | 250    |
|             |          | 27.6%                                      | 38.8%        | 23.6%        | 10.0%            | 100.0% |
|             | Kolhapur | 132                                        | 95           | 20           | 3                | 250    |
|             |          | 52.8%                                      | 38.0%        | 8.0%         | 1.2%             | 100.0% |
| Total       |          | 201                                        | 192          | 79           | 28               | 500    |
|             |          | 40.2%                                      | 38.4%        | 15.8%        | 5.6%             | 100.0% |

Source: Field Survey

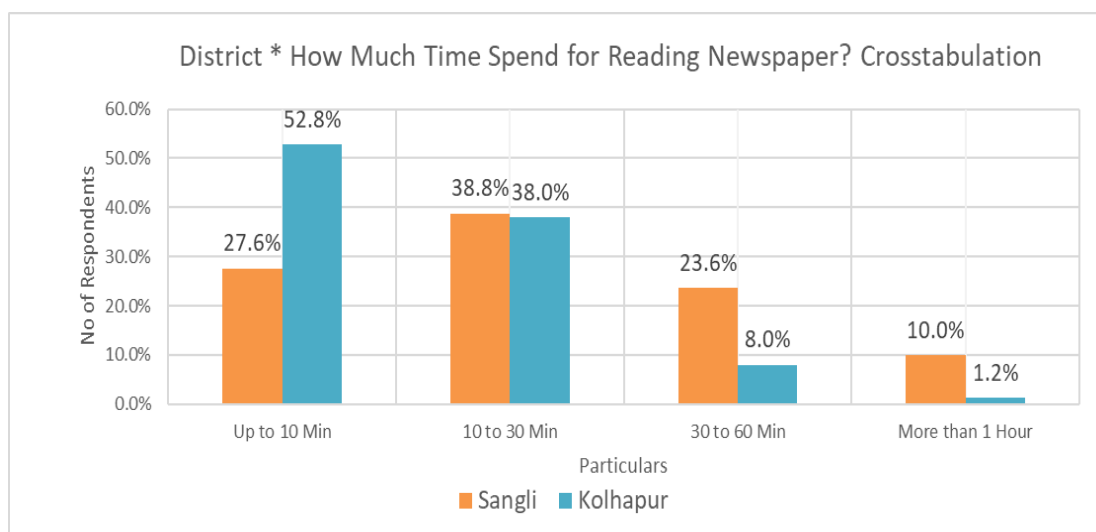


**Chart No 4.65 - District \* How Much Time Spend for Reading Newspaper?**

**Crosstabulation**

**Interpretation:**

When the respondents were asked about time spent reading newspaper district wise, it was observed that 28% of respondents from Sangli and 53% from Kolhapur stated up to 10 minutes spending time for reading newspaper. Likewise, 39% from Sangli district and 38% from Kolhapur stated they spend around 10 to 30 minutes reading newspaper. When the respondents were asked about spending 30 to 60 minutes for reading newspaper it was observed that 24% from Sangli and 8% from Kolhapur did accordingly. Likewise, when the respondents were asked about spending time more than an hour, it was observed that 10% from Sangli and 1% from Kolhapur did the same.

**Table No 4.66 - District \* How Much Time Spend for Watching TV?**

**Crosstabulation**

| Particulars |          | How Much Time Spend for Watching TV? |              |              |                  | Total  |
|-------------|----------|--------------------------------------|--------------|--------------|------------------|--------|
|             |          | Up to 10 Min                         | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| District    | Sangli   | 49                                   | 120          | 34           | 47               | 250    |
|             |          | 19.6%                                | 48.0%        | 13.6%        | 18.8%            | 100.0% |
|             | Kolhapur | 79                                   | 134          | 27           | 10               | 250    |
|             |          | 31.6%                                | 53.6%        | 10.8%        | 4.0%             | 100.0% |
| Total       |          | 128                                  | 254          | 61           | 57               | 500    |
|             |          | 25.6%                                | 50.8%        | 12.2%        | 11.4%            | 100.0% |

Source: Field Survey

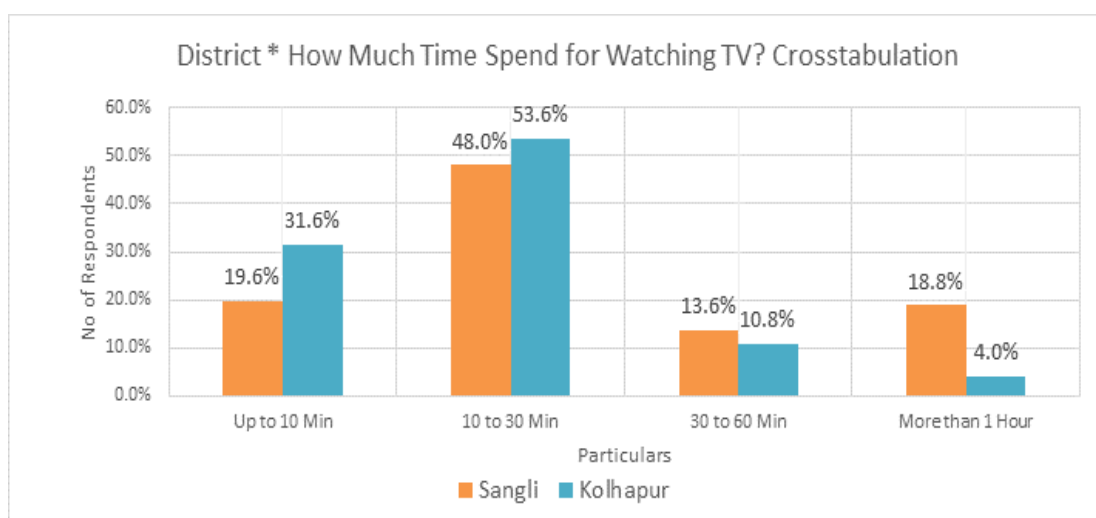


**Chart No 4.66 - District \* How Much Time Spend for Watching TV?**

**Crosstabulation**

**Interpretation:**

When the respondents were asked about the amount of time spent by them watching TV for knowing news. It was observed that 20% from Sangli and 32% from Kolhapur district spent up to 10 minutes watching TV. Likewise, 48% from Sangli and 54% from Kolhapur stated 10 to 30 Minutes for watching TV. When the same was asked for 30 to 60 minutes it was observed that 14% from Sangli district and 11% from Kolhapur district were spend time in watching TV. When the same was asked for spending more than an hour it was observed that 19% from Sangli district and 4% from Kolhapur district opted as stated.

**Table No 4.67 - District \* How Much Time Spend for Listening Radio?**

**Crosstabulation**

| Particulars |          | How Much Time Spend for Listening Radio? |              |              |                  | Total  |
|-------------|----------|------------------------------------------|--------------|--------------|------------------|--------|
|             |          | Up to 10 Min                             | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| District    | Sangli   | 141                                      | 74           | 26           | 9                | 250    |
|             |          | 56.4%                                    | 29.6%        | 10.4%        | 3.6%             | 100.0% |
|             | Kolhapur | 171                                      | 44           | 23           | 12               | 250    |
|             |          | 68.4%                                    | 17.6%        | 9.2%         | 4.8%             | 100.0% |
| Total       |          | 312                                      | 118          | 49           | 21               | 500    |
|             |          | 62.4%                                    | 23.6%        | 9.8%         | 4.2%             | 100.0% |

Source: Field Survey

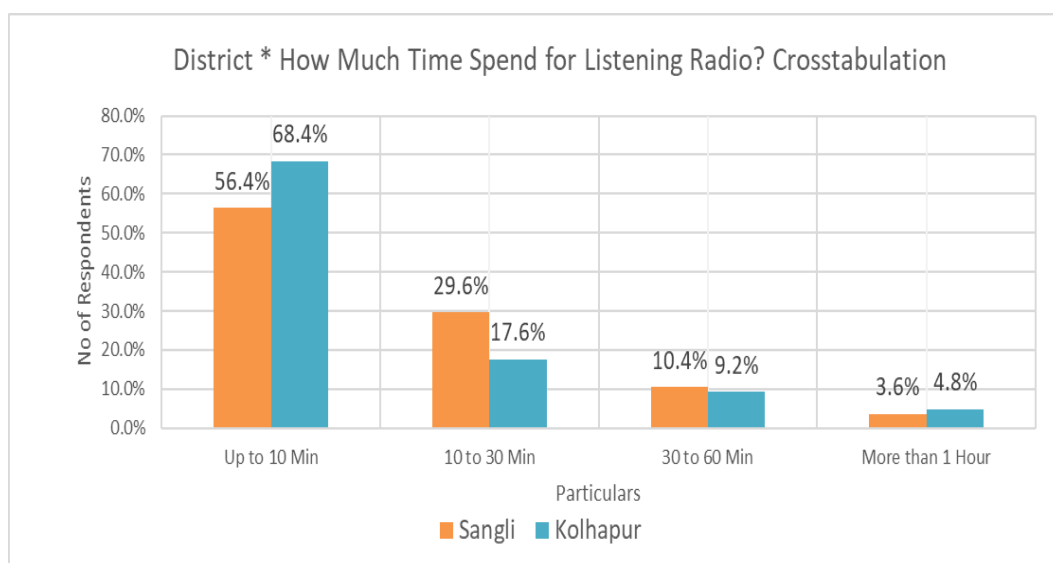


**Chart No 4.67 - District \* How Much Time Spend for Listening Radio?**

**Crosstabulation**

**Interpretation:**

When the respondents were asked about the amount of time spent by them for listening to the radio for knowing news. It was observed that 56% from Sangli and 68% from Kolhapur district spent up to 10 minutes listening to radio. Likewise, 30% from Sangli and 18% from Kolhapur stated 10 to 30 Minutes for listening radio. When the same was asked for 30 to 60 minutes it was observed that 11% from Sangli district and 9% from Kolhapur district were observed. When the same was asked for spending more than an hour it was observed that 4% from Sangli district and 5% from Kolhapur district opted as stated.

**Table No 4.68 - District \* How Much Time Spent on social media?**

**Crosstabulation**

| Particulars |          | How Much Time Spend for Spend on social media? |                 |                 |                     | Total  |
|-------------|----------|------------------------------------------------|-----------------|-----------------|---------------------|--------|
|             |          | Up to 10<br>Min                                | 10 to 30<br>Min | 30 to 60<br>Min | More than<br>1 Hour |        |
| District    | Sangli   | 117                                            | 52              | 39              | 42                  | 250    |
|             |          | 46.8%                                          | 20.8%           | 15.6%           | 16.8%               | 100.0% |
|             | Kolhapur | 122                                            | 93              | 25              | 10                  | 250    |
|             |          | 48.8%                                          | 37.2%           | 10.0%           | 4.0%                | 100.0% |
| Total       |          | 239                                            | 145             | 64              | 52                  | 500    |
|             |          | 47.8%                                          | 29.0%           | 12.8%           | 10.4%               | 100.0% |

Source: Field Survey

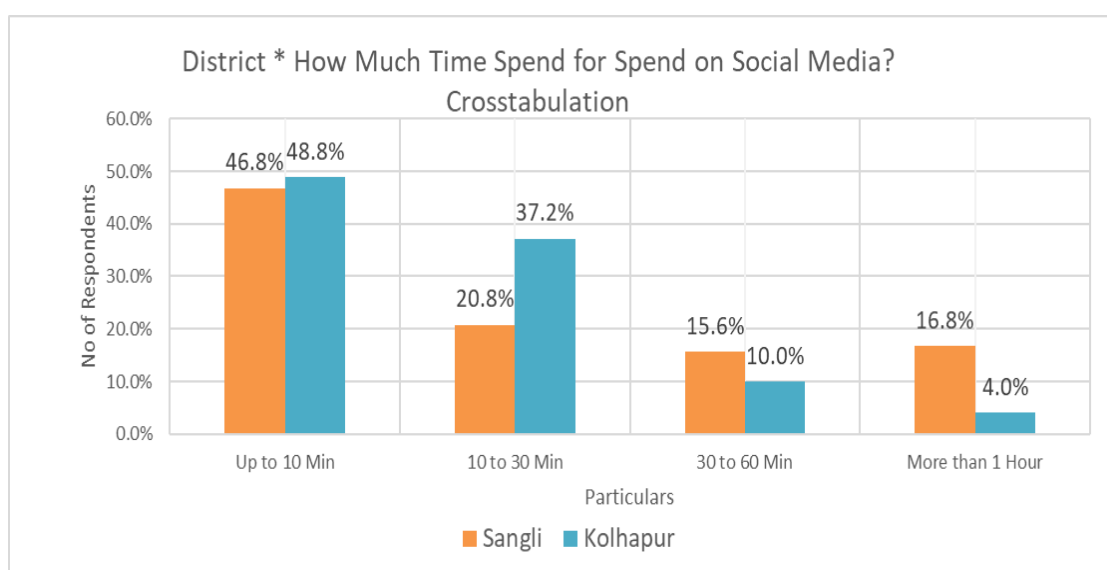


**Chart No 4.68 - District \* How Much Time Spend for Spend on Social Media?**

**Crosstabulation**

**Interpretation:**

When the respondents were asked about the amount of time spent by them on Social media for knowing news. It was observed that 47% from Sangli and 49% from Kolhapur district spent up to 10 minutes on Social media. Likewise, 21% from Sangli and 37% from Kolhapur stated 10 to 30 Minutes on social media. When the same was asked for 30 to 60 minutes it was observed that 16% from Sangli district and 10% from Kolhapur district was observed. When the same was asked for spending more than an hour it was observed that 17% from Sangli district and 4% from Kolhapur district opted as stated.

**Table No 4.69 - Objective No – 4**

| Particulars                                    |                  | District |        |          |        | Total |        |
|------------------------------------------------|------------------|----------|--------|----------|--------|-------|--------|
|                                                |                  | Sangli   |        | Kolhapur |        |       |        |
| How Much Time Spend for Reading Newspaper?     | Up to 10 Min     | 69       | 27.60% | 132      | 52.80% | 201   | 40.20% |
|                                                | 10 to 30 Min     | 97       | 38.80% | 95       | 38.00% | 192   | 38.40% |
|                                                | 30 to 60 Min     | 59       | 23.60% | 20       | 8.00%  | 79    | 15.80% |
|                                                | More than 1 Hour | 25       | 10.00% | 3        | 1.20%  | 28    | 5.60%  |
| How Much Time Spend for Watching TV?           | Up to 10 Min     | 49       | 19.60% | 79       | 31.60% | 128   | 25.60% |
|                                                | 10 to 30 Min     | 120      | 48.00% | 134      | 53.60% | 254   | 50.80% |
|                                                | 30 to 60 Min     | 34       | 13.60% | 27       | 10.80% | 61    | 12.20% |
|                                                | More than 1 Hour | 47       | 18.80% | 10       | 4.00%  | 57    | 11.40% |
| How Much Time Spend for Listening Radio?       | Up to 10 Min     | 141      | 56.40% | 171      | 68.40% | 312   | 62.40% |
|                                                | 10 to 30 Min     | 74       | 29.60% | 44       | 17.60% | 118   | 23.60% |
|                                                | 30 to 60 Min     | 26       | 10.40% | 23       | 9.20%  | 49    | 9.80%  |
|                                                | More than 1 Hour | 9        | 3.60%  | 12       | 4.80%  | 21    | 4.20%  |
| How Much Time Spend for Spend on social media? | Up to 10 Min     | 117      | 46.80% | 122      | 48.80% | 239   | 47.80% |
|                                                | 10 to 30 Min     | 52       | 20.80% | 93       | 37.20% | 145   | 29.00% |
|                                                | 30 to 60 Min     | 39       | 15.60% | 25       | 10.00% | 64    | 12.80% |
|                                                | More than 1 Hour | 42       | 16.80% | 10       | 4.00%  | 52    | 10.40% |

Source: Field Survey

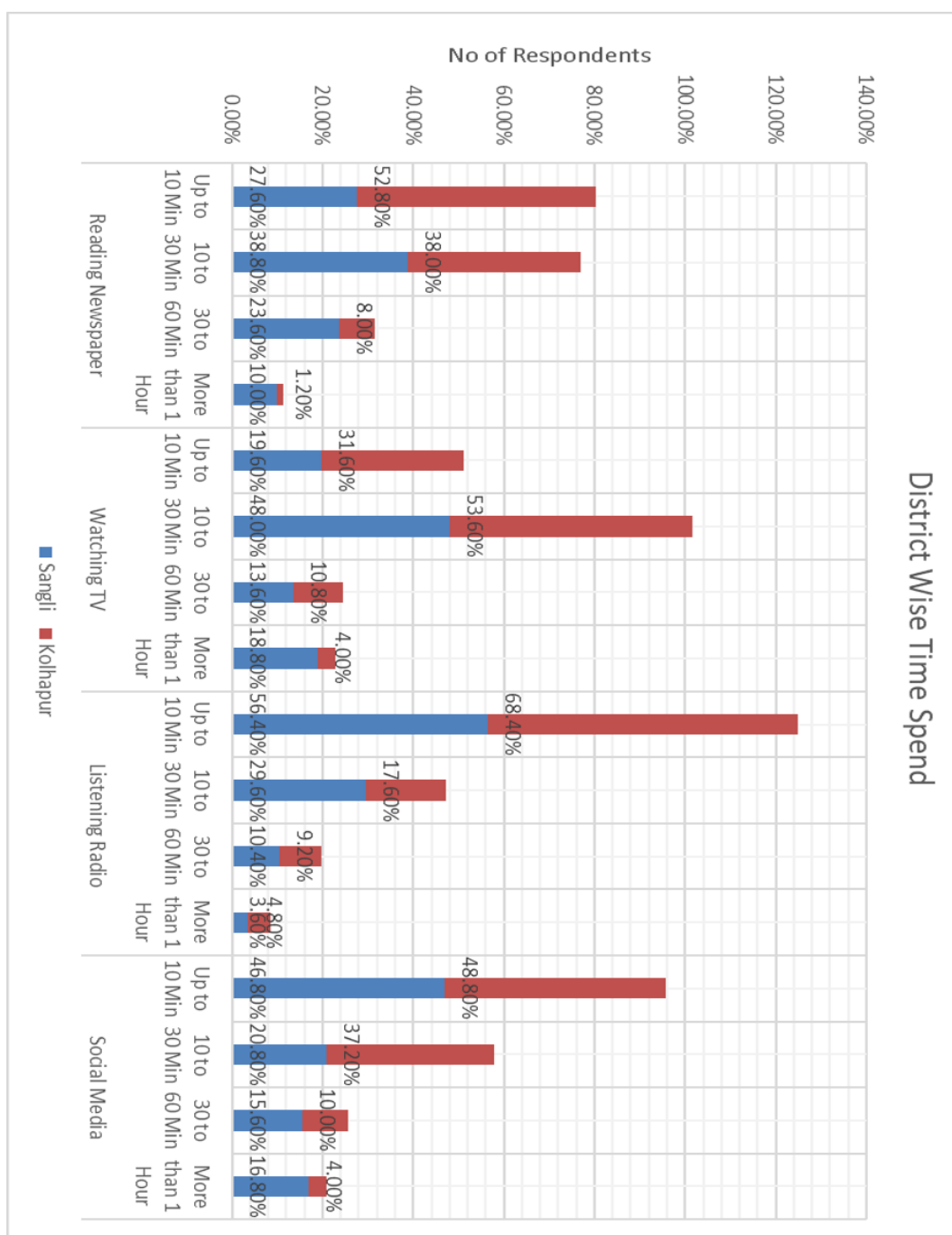


**Chart No 4.69 - Objective No – 4**

### **Interpretation:**

When the respondents were asked about time spent reading newspaper district wise, it was observed that 28% of respondents from Sangli and 53% from Kolhapur stated up to 10 minutes of spending time for reading newspaper. Likewise, 39% from Sangli district and 38% from Kolhapur stated they spend around 10 to 30 minutes

reading newspaper. When the respondents were asked about spending 30 to 60 minutes reading the newspaper it was observed that 24% from Sangli and 8% from Kolhapur did accordingly. Likewise, when the respondents were asked about spending time more than an hour, it was observed that 10% from Sangli and 1% from Kolhapur did the same.

When the respondents were asked about the amount of time spent by them watching TV for knowing news. It was observed that 20% from Sangli and 32% from Kolhapur district spent up to 10 minutes watching TV. Likewise, 48% from Sangli and 54% from Kolhapur stated 10 to 30 Minutes for watching TV. When the same was asked for 30 to 60 minutes it was observed that 14% from Sangli district and 11% from Kolhapur district were observed. When the same was asked for spending more than an hour it was observed that 19% from Sangli district and 4% from Kolhapur district opted as stated.

When the respondents were asked about the amount of time spent by them listening to the radio to know the news. It was observed that 56% from Sangli and 68% from Kolhapur district spent up to 10 minutes listening to radio. Likewise, 30% from Sangli and 18% from Kolhapur stated 10 to 30 Minutes for listening radio. When the same was asked for 30 to 60 minutes it was observed that 11% from Sangli district and 9% from Kolhapur district were observed. When the same was asked for spending more than an hour it was observed that 4% from Sangli district and 5% from Kolhapur district opted as stated.

When the respondents were asked about the amount of time spent by them on social media for knowing news. It was observed that 47% from Sangli and 49% from Kolhapur district spent up to 10 minutes on social media. Likewise, 21% from Sangli and 37% from Kolhapur stated 10 to 30 Minutes on social media. When the same was asked for 30 to 60 minutes it was observed that 16% from Sangli district and 10% from Kolhapur district was observed. When the same was asked for spending more than an hour it was observed that 17% from Sangli district and 4% from Kolhapur district opted as stated.

**Table No 4.70 - Age: (in Years) \* Pudhari Crosstabulation**

| Particulars        |             | Pudhari            |                |                   |                | Total  |
|--------------------|-------------|--------------------|----------------|-------------------|----------------|--------|
|                    |             | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Age: (in<br>Years) | 18-24       | 44                 | 22             | 6                 | 8              | 80     |
|                    |             | 55.0%              | 27.5%          | 7.5%              | 10.0%          | 100.0% |
|                    | 25-40       | 43                 | 21             | 15                | 12             | 91     |
|                    |             | 47.3%              | 23.1%          | 16.5%             | 13.2%          | 100.0% |
|                    | 41-60       | 81                 | 26             | 25                | 12             | 144    |
|                    |             | 56.3%              | 18.1%          | 17.4%             | 8.3%           | 100.0% |
|                    | Above<br>60 | 103                | 46             | 14                | 22             | 185    |
|                    |             | 55.7%              | 24.9%          | 7.6%              | 11.9%          | 100.0% |
| Total              |             | 271                | 115            | 60                | 54             | 500    |
|                    |             | 54.2%              | 23.0%          | 12.0%             | 10.8%          | 100.0% |

Source: Field Survey

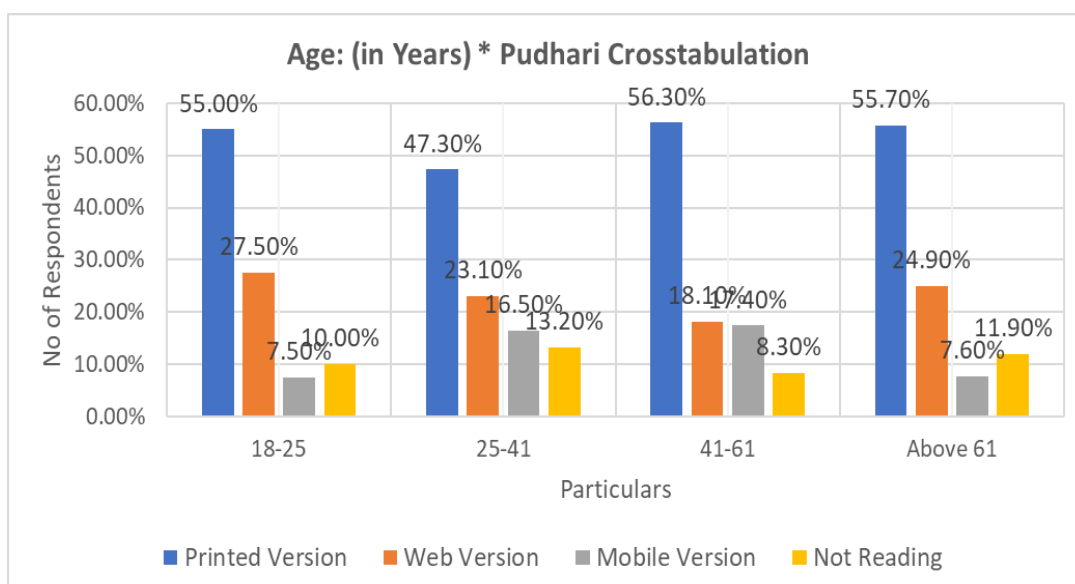


**Chart No 4.70 - Age: (in Years) \* Pudhari Crosstabulation**

### **Interpretation:**

To understand the Pudhari newspapers brand popularity based on the age of the respondent, a cross table between the two is formed. It can be observed from the above table that 55% of the respondents who preferred printed version were in the age group of 18-24; 28% of the same age preferred web version and around 8% preferred mobile version and 10% stated not reading.

Likewise in the age group of 25-40 it was observed that around 47% of the respondents preferred print version, 23% preferred web version, 17% preferred mobile version and 13% stated not reading.

Out of 144 respondents of age group of 41 to 60, it was observed that 56% preferred print version, 18% preferred web version, 17% preferred mobile version and only 8% preferred not reading newspaper.

Likewise for age group of Above 60age out of total respondents of 185, 56% stated print version, 25% preferred web version, 8% preferred Mobile version and 12% preferred not reading newspaper.

Print version is preferred the most in comparison to web, mobile version in all the age group.

**Table No 4.71 - Age: (in Years) \* Tarun Bharat Crosstabulation**

| Particulars     |          | Tarun Bharat    |             |                |             | Total  |
|-----------------|----------|-----------------|-------------|----------------|-------------|--------|
|                 |          | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Age: (in Years) | 18-24    | 33              | 3           | 3              | 41          | 80     |
|                 |          | 41.3%           | 3.8%        | 3.8%           | 51.3%       | 100.0% |
|                 | 25-40    | 46              | 7           | 5              | 33          | 91     |
|                 |          | 50.5%           | 7.7%        | 5.5%           | 36.3%       | 100.0% |
|                 | 41-60    | 47              | 18          | 13             | 66          | 144    |
|                 |          | 32.6%           | 12.5%       | 9.0%           | 45.8%       | 100.0% |
|                 | Above 60 | 44              | 26          | 8              | 107         | 185    |
|                 |          | 23.8%           | 14.1%       | 4.3%           | 57.8%       | 100.0% |
| Total           |          | 170             | 54          | 29             | 247         | 500    |
|                 |          | 34.0%           | 10.8%       | 5.8%           | 49.4%       | 100.0% |

Source: Field Survey

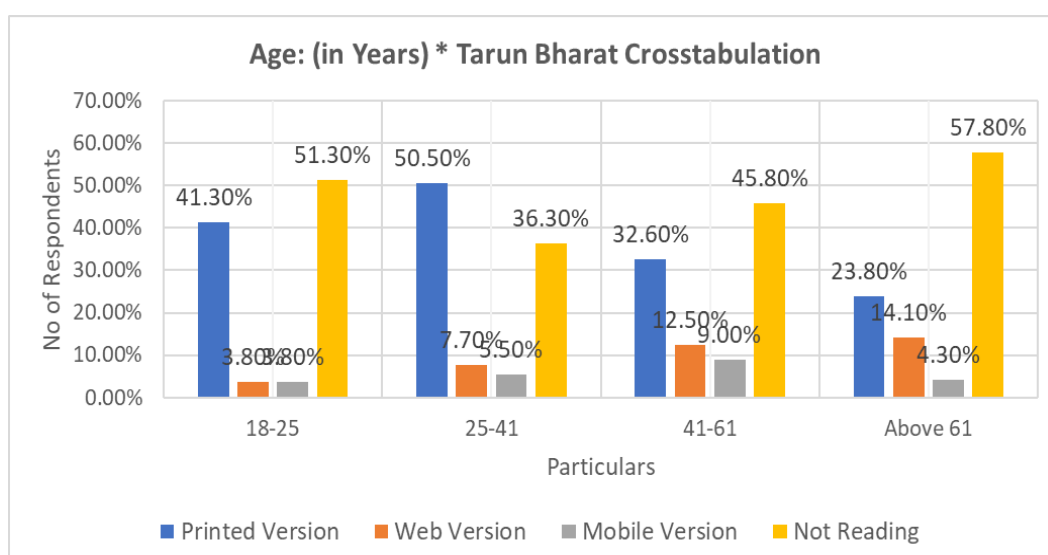


**Chart No 4.71 - Age: (in Years) \* Tarun Bharat Crosstabulation**

### **Interpretation:**

To understand the Tarun Bharat newspapers brand popularity based on the age of the respondent, a cross table between the two is formed. It can be observed from the above table that 51% of the respondents who preferred not reading this newspaper were in the age group of 18-24; 41% of the same age preferred print version and around 3.8% preferred mobile and web version individually.

Likewise in the age group of 25-40 it was observed that around 51% of the respondents preferred print version, 7% preferred web version, 6% preferred mobile version and 36% stated not reading Tarun Bharat Newspaper.

Out of 144 respondents of age group of 41 to 60, it was observed that 33% preferred print version, 13% preferred web version, 9% preferred mobile version and a majority of 46% preferred not reading this newspaper.

Likewise for age group of Above 60age out of total respondents of 185, 24% stated print version, 14% preferred web version, 4% preferred Mobile version and a majority of 58% preferred not reading newspaper.

Print version is preferred the most in comparison to web, mobile version in all the age group but this newspaper brand “Tarun Bharat” is found to be less popular than the other brands.

**Table No 4.72 - Age: (in Years) \* Kesari Crosstabulation**

| Particulars        |             |       | Kesari             |                |                   |                | Total  |
|--------------------|-------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                    |             |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Age: (in<br>Years) | 18-24       | Count | 32                 | 8              | 8                 | 32             | 80     |
|                    |             | %     | 40.0%              | 10.0%          | 10.0%             | 40.0%          | 100.0% |
|                    | 25-40       | Count | 19                 | 9              | 9                 | 54             | 91     |
|                    |             | %     | 20.9%              | 9.9%           | 9.9%              | 59.3%          | 100.0% |
|                    | 41-60       | Count | 40                 | 20             | 10                | 74             | 144    |
|                    |             | %     | 27.8%              | 13.9%          | 6.9%              | 51.4%          | 100.0% |
|                    | Above<br>60 | Count | 60                 | 16             | 11                | 98             | 185    |
|                    |             | %     | 32.4%              | 8.6%           | 5.9%              | 53.0%          | 100.0% |
| Total              |             | Count | 151                | 53             | 38                | 258            | 500    |
|                    |             | %     | 30.2%              | 10.6%          | 7.6%              | 51.6%          | 100.0% |

Source: Field Survey

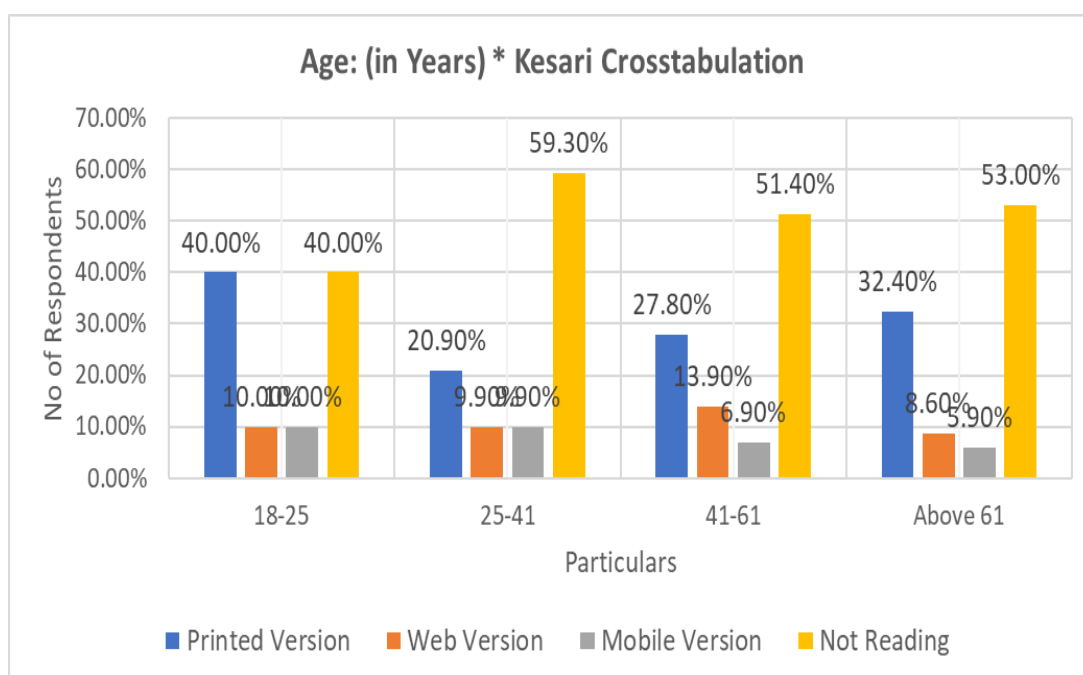


**Chart No 4.72 - Age: (in Years) \* Kesari Crosstabulation**

**Interpretation:**

To understand the Kesari newspapers brand popularity based on the age of the respondent, a cross table between the two is formed. It can be observed from the above table that 40% of the respondents who preferred not reading this newspaper were in the age group of 18-24; 40% of the same age preferred print version and around 10% preferred mobile and web version individually.

Likewise in the age group of 25-40 it was observed that around 21% of the respondents preferred print version, 10% preferred web version, 10% preferred mobile version and a majority of 51% stated not reading Kesari Newspaper.

Out of 144 respondents of age group of 41 to 60, it was observed that 28% preferred print version, 14% preferred web version, 7% preferred mobile version and a majority of 51% preferred not reading this newspaper.

Likewise, for age group of Above 60 age out of total respondents of 185, 32% stated print version, 9% preferred web version, 6% preferred Mobile version and a majority of 53% preferred not reading newspaper. It is found that print version is preferred the most in comparison to web, mobile version in all the age group.

**Table No 4.73 - Age: (in Years) \* Punyanagari Crosstabulation**

| Particulars        |             |       | Punyanagari        |                |                   |                | Total  |
|--------------------|-------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                    |             |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Age: (in<br>Years) | 18-24       | Count | 24                 | 10             | 8                 | 38             | 80     |
|                    |             | %     | 30.0%              | 12.5%          | 10.0%             | 47.5%          | 100.0% |
|                    | 25-40       | Count | 22                 | 18             | 16                | 35             | 91     |
|                    |             | %     | 24.2%              | 19.8%          | 17.6%             | 38.5%          | 100.0% |
|                    | 41-60       | Count | 33                 | 26             | 6                 | 79             | 144    |
|                    |             | %     | 22.9%              | 18.1%          | 4.2%              | 54.9%          | 100.0% |
|                    | Above<br>60 | Count | 45                 | 10             | 24                | 106            | 185    |
|                    |             | %     | 24.3%              | 5.4%           | 13.0%             | 57.3%          | 100.0% |
| Total              |             | Count | 124                | 64             | 54                | 258            | 500    |
|                    |             | %     | 24.8%              | 12.8%          | 10.8%             | 51.6%          | 100.0% |

Source: Field Survey

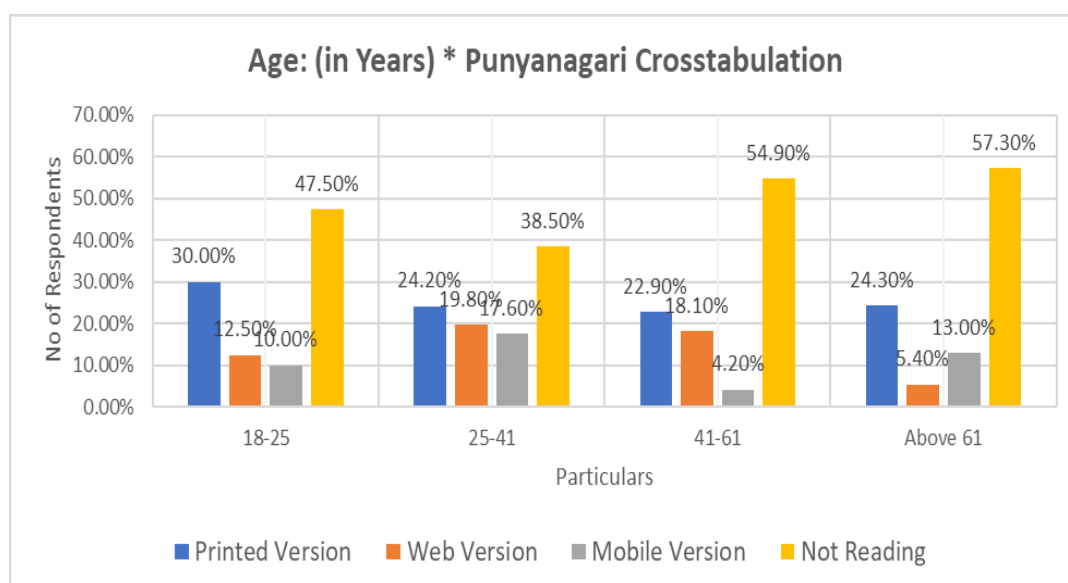


**Chart No 4.73 - Age: (in Years) \* Punyanagari Crosstabulation**

### **Interpretation:**

To understand the Punyanagari newspapers brand popularity based on the age of the respondent, a cross table between the two is formed. It can be observed from the above table that 48% of the respondents who preferred not reading this newspaper were in the age group of 18-24; 30% of the same age preferred print version and around 10% preferred mobile version and 13% web version.

Likewise in the age group of 25-40 it was observed that around 24% of the respondents preferred print version, 20% preferred web version, 18% preferred mobile version and a majority of 39% stated not reading Punyanagari Newspaper.

Out of 144 respondents of age group of 41 to 60, it was observed that 23% preferred print version, 18% preferred web version, 4% preferred mobile version and a majority of 55% preferred not reading this newspaper.

Likewise, for the age group of Above 60 age out of total respondents of 185, 24% stated print version, 5% preferred web version, 13% preferred Mobile version and a majority of 57% preferred not reading newspaper.

Print version is preferred the most in comparison to web, mobile version in all the age group but this newspaper brand “Punyanagari” is found to be less popular than the other brands. Web version was found to be comparatively more than other newspaper brand.

**Table No 4.74 - Age: (in Years) \* Sakal Crosstabulation**

| Particulars        |             |       | Sakal              |                |                   |                | Total  |
|--------------------|-------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                    |             |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Age: (in<br>Years) | 18-24       | Count | 45                 | 17             | 0                 | 18             | 80     |
|                    |             | %     | 56.3%              | 21.3%          | 0.0%              | 22.5%          | 100.0% |
|                    | 25-40       | Count | 40                 | 13             | 24                | 14             | 91     |
|                    |             | %     | 44.0%              | 14.3%          | 26.4%             | 15.4%          | 100.0% |
|                    | 41-60       | Count | 92                 | 18             | 19                | 15             | 144    |
|                    |             | %     | 63.9%              | 12.5%          | 13.2%             | 10.4%          | 100.0% |
|                    | Above<br>60 | Count | 86                 | 48             | 8                 | 43             | 185    |
|                    |             | %     | 46.5%              | 25.9%          | 4.3%              | 23.2%          | 100.0% |
| Total              |             | Count | 263                | 96             | 51                | 90             | 500    |
|                    |             | %     | 52.6%              | 19.2%          | 10.2%             | 18.0%          | 100.0% |

Source: Field Survey

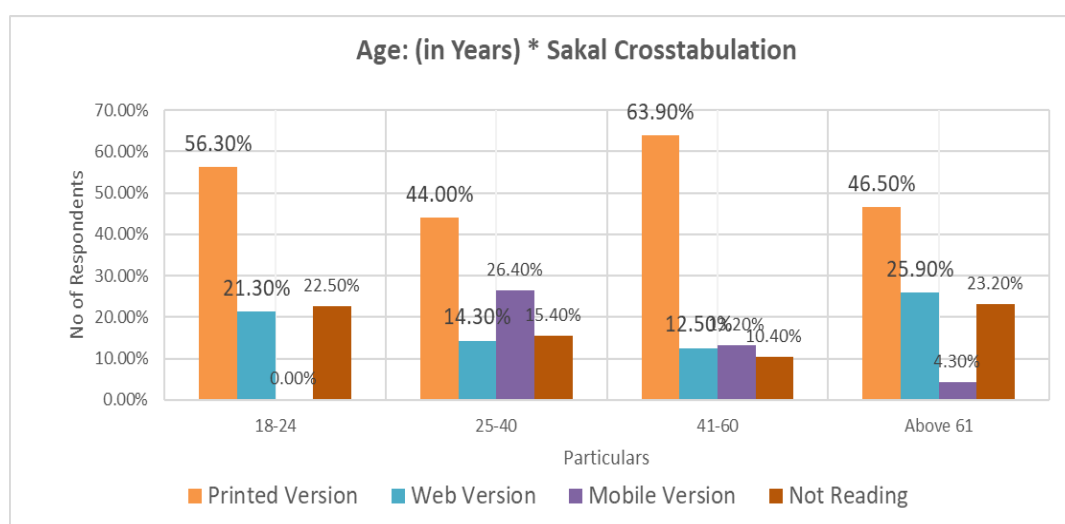


**Chart No 4.74 - Age: (in Years) \* Sakal Crosstabulation**

### **Interpretation:**

To understand the Sakal newspapers brand popularity based on the age of the respondent, a cross table between the two is formed. It can be observed from the above table that 23% of the respondents who preferred not reading this newspaper were in the age group of 18-24; 56% of the same age preferred print version and none of them preferred mobile version and 21% web version.

Likewise in the age group of 25-40 it was observed that around 44% of the respondents preferred print version, 14% preferred web version, 26% preferred mobile version and a majority of 15% stated not reading Sakal Newspaper.

Out of 144 respondents of age group of 41 to 60, it was observed that 64% preferred print version, 13% preferred web version, 13% preferred mobile version and a majority of 10% preferred not reading this newspaper.

Likewise for age group of Above 60age out of total respondents of 185, 47% stated print version, 26% preferred web version, 4% preferred Mobile version and a majority of 23% preferred not reading newspaper.

Print version is preferred the most in comparison to web, mobile version in all the age group but this newspaper brand “Sakal” is found to be more popular than the other brands. Web version was found to be comparatively more than other newspaper brand.

**Table No 4.75 – News Paper Brand \* Reading Type of Newspaper Cross tabulation**

| Particulars  | Printed Version | Web Version | Mobile Version | Not Reading | Total   |
|--------------|-----------------|-------------|----------------|-------------|---------|
| Pudhari      | 271             | 115         | 60             | 54          | 500     |
|              | 54.20%          | 23.00%      | 12.00%         | 10.80%      | 100.00% |
| Tarun Bharat | 170             | 54          | 29             | 247         | 500     |
|              | 34.00%          | 10.80%      | 5.80%          | 49.40%      | 100.00% |
| Kesari       | 151             | 53          | 38             | 258         | 500     |
|              | 30.20%          | 10.60%      | 7.60%          | 51.60%      | 100.00% |
| Punyanagari  | 124             | 64          | 54             | 258         | 500     |
|              | 24.80%          | 12.80%      | 10.80%         | 51.60%      | 100.00% |
| Sakal        | 263             | 96          | 51             | 90          | 500     |
|              | 52.60%          | 19.20%      | 10.20%         | 18.00%      | 100.00% |

Source: Field Survey

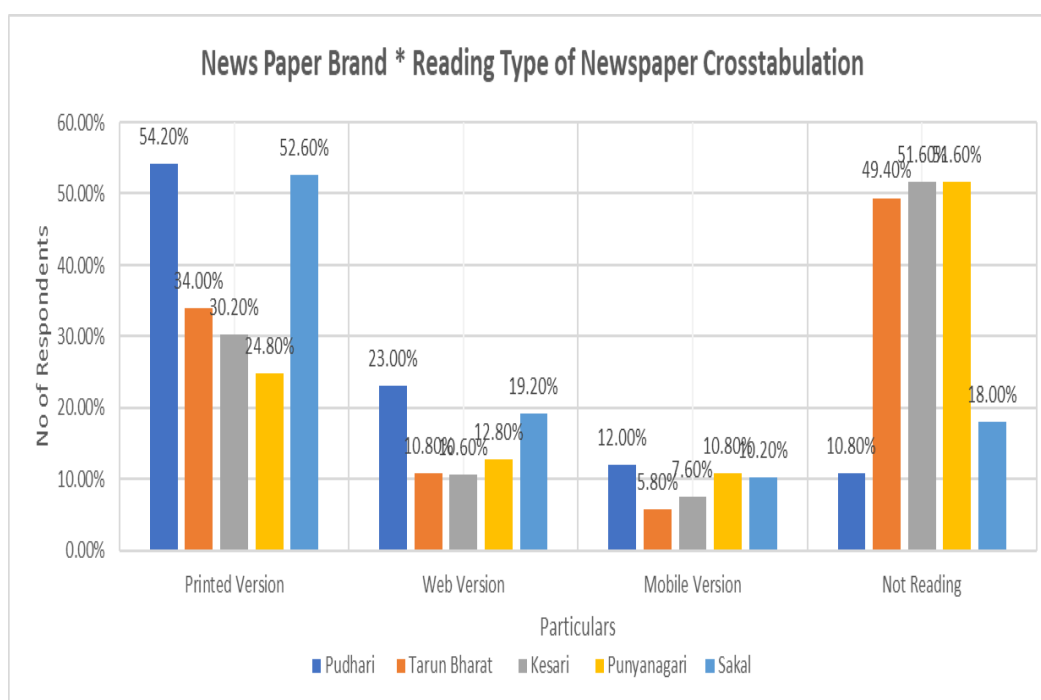


**Chart No 4.75 - News Paper Brand \* Reading Type of Newspaper Crosstabulation**

### **Interpretation:**

In table 4.75, an attempt is made to identify the type of newspaper preferred for reading based on the five brands selected in the study. It can be observed that around 54% of the readers preferred printed version to read Pudhari paper. 23% preferred web version, 12% mobile version, 11% don't read Pudhari newspaper was observed.

Likewise for Tarun Bharat Brand a majority of 49% stated they don't read, apart from that 34% stated printed version, 11% web version and 6% stated they read through mobile version.

For Kesari brand, a majority of 52% opined not reading. Whereas 30% stated they read printed version, 11% stated web version, 8% preferred mobile version for reading Kesari newspaper.

For Punyanagari brand it was observed that 52% stated not reading, whereas 25% stated printed version, 13% stated web version and 11% stated mobile version.

For Sakal Brand, it was observed that 53% of the readers preferred printed version, 19% stated web version, 10% stated mobile version and 18% stated not reading Sakal Brand.

From the above table it can be inferred that printed version is comparatively more preferred than that of web and mobile version.

**Table No 4.76 - Gender \* Pudhari Cross tabulation**

| Particulars |        |       | Pudhari         |             |                |             | Total  |
|-------------|--------|-------|-----------------|-------------|----------------|-------------|--------|
|             |        |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Gender      | Male   | Count | 148             | 56          | 38             | 22          | 264    |
|             |        | %     | 56.1%           | 21.2%       | 14.4%          | 8.3%        | 100.0% |
|             | Female | Count | 123             | 59          | 22             | 32          | 236    |
|             |        | %     | 52.1%           | 25.0%       | 9.3%           | 13.6%       | 100.0% |
| Total       |        | Count | 271             | 115         | 60             | 54          | 500    |
|             |        | %     | 54.2%           | 23.0%       | 12.0%          | 10.8%       | 100.0% |

Source: Field Survey

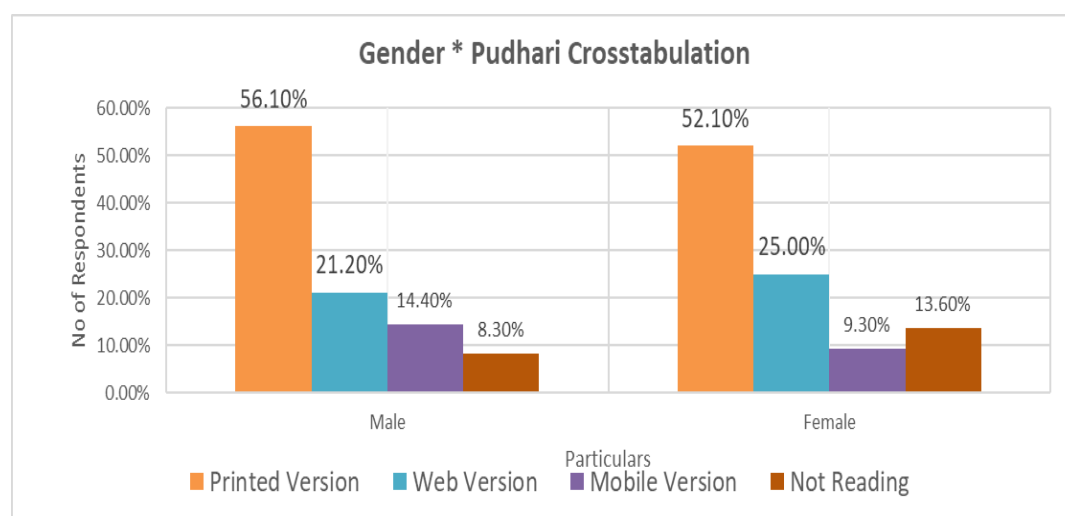


**Chart No 4.76 - Gender \* Pudhari Crosstabulation**

### Interpretation:

To understand the preference of version of newspaper, the table was associated with gender. This cross table helps in identifying the association between gender and version preferred. For Pudhari brand it was analysed that majority of male 56% and female 52% preferred reading printed form of newspaper. 21% male out of 264 and 25% female out of 236 preferred web version newspaper. Around 14% male

preferred mobile version whereas only 9% female preferred mobile version. 8% male stated they don't read newspaper and 14% female stated the same as not reading the newspaper.

Pudhari brand has more respondents from print version than web and mobile version.

**Table No 4.77 - Gender \* Tarun Bharat Crosstabulation**

| Particulars |        |       | Tarun Bharat       |                |                   |                | Total  |
|-------------|--------|-------|--------------------|----------------|-------------------|----------------|--------|
|             |        |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Gender      | Male   | Count | 77                 | 35             | 22                | 130            | 264    |
|             |        | %     | 29.2%              | 13.3%          | 8.3%              | 49.2%          | 100.0% |
|             | Female | Count | 93                 | 19             | 7                 | 117            | 236    |
|             |        | %     | 39.4%              | 8.1%           | 3.0%              | 49.6%          | 100.0% |
| Total       |        | Count | 170                | 54             | 29                | 247            | 500    |
|             |        | %     | 34.0%              | 10.8%          | 5.8%              | 49.4%          | 100.0% |

Source: Field Survey

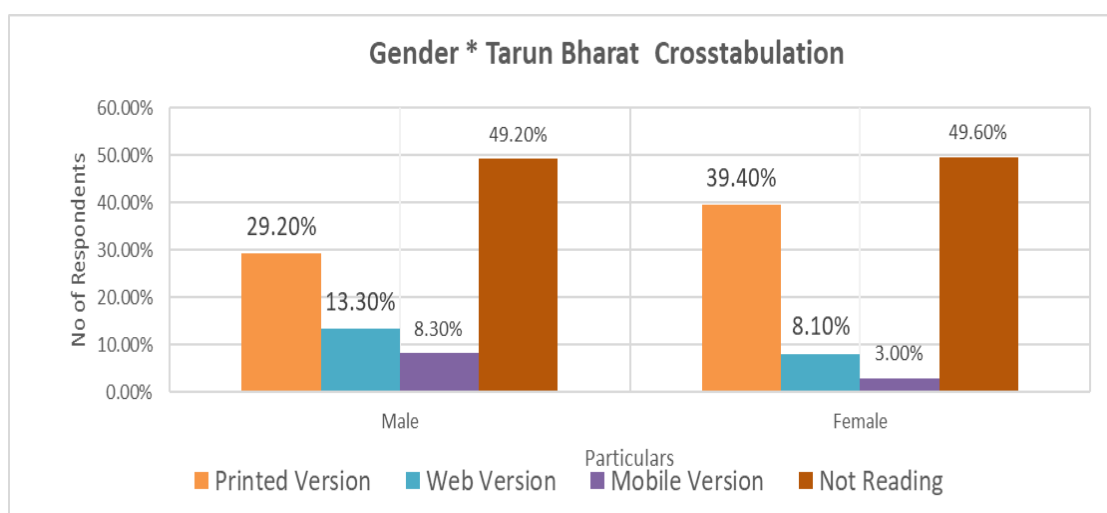


**Chart No 4.77 - Gender \* Tarun Bharat Crosstabulation**

### Interpretation:

To understand the preference of version of newspaper, the table was associated with gender. This cross table helps in identifying the association between gender and version preferred. For Tarun Bharat brand it was analysed that majority of male 49% out of 264 and female 50% out of 236 preferred not reading newspaper. 29% male out of 264 and 39% female out of 236 preferred Printed version newspaper. Around 13% male out of 264 preferred web version whereas only 8% out of 236

female preferred web version. 8% male stated they prefer mobile version, and 3% female stated the same as mobile version.

Tarun Bharat is having more respondents from print version than web and mobile version. Since more readers are stating not reading the newspaper brand should focus on advertising its brand and bring in change to improve the sales.

**Table No 4.78 - Gender \* Kesari Crosstabulation**

| Particulars |        |       | Kesari          |             |                |             | Total  |
|-------------|--------|-------|-----------------|-------------|----------------|-------------|--------|
|             |        |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Gender      | Male   | Count | 72              | 29          | 24             | 139         | 264    |
|             |        | %     | 27.3%           | 11.0%       | 9.1%           | 52.7%       | 100.0% |
|             | Female | Count | 79              | 24          | 14             | 119         | 236    |
|             |        | %     | 33.5%           | 10.2%       | 5.9%           | 50.4%       | 100.0% |
| Total       |        | Count | 151             | 53          | 38             | 258         | 500    |
|             |        | %     | 30.2%           | 10.6%       | 7.6%           | 51.6%       | 100.0% |

Source: Field Survey

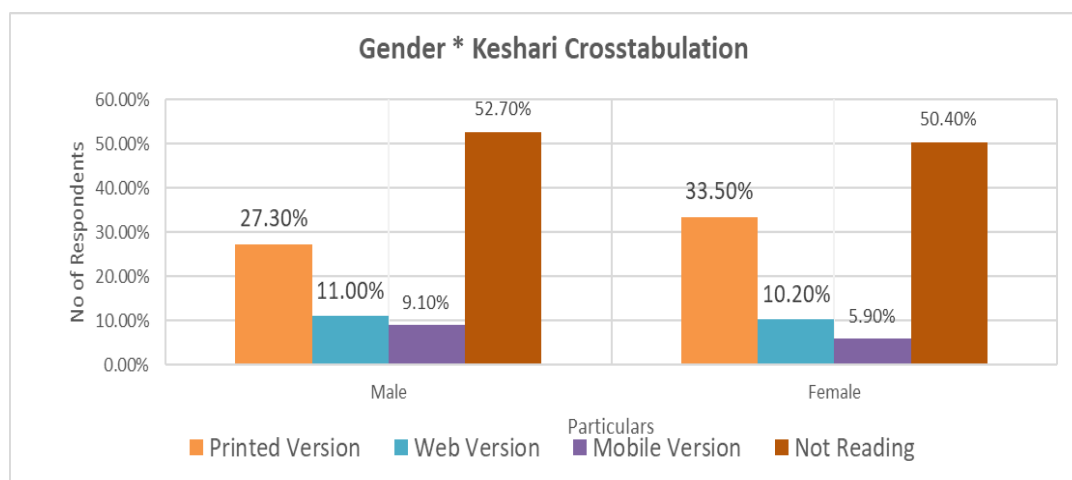


**Chart No 4.78 - Gender \* Kesari Crosstabulation**

### Interpretation:

To understand the preference of version of newspaper, the table was associated with gender. This cross table helps in identifying the association between gender and version preferred. For Kesari brand it was analysed that majority of male 53% out of 264 and female 50% out of 236 preferred not reading newspaper. 27% male out of 264 and 34% female out of 236 preferred Printed version newspaper.

Around 11% male out of 264 preferred web version whereas only 10% out of 236 female preferred web version. 9% male stated they prefer mobile version, and 6% female stated the same as mobile version.

Kesari has more respondents from print version than web and mobile version. Since majority readers are stating not reading the newspaper brand should focus on advertising its brand and bring in change to improve the sales.

**Table No 4.79 - Gender \* Punyanagari Crosstabulation**

| Particulars |        |       | Punyanagari     |             |                |             | Total  |
|-------------|--------|-------|-----------------|-------------|----------------|-------------|--------|
|             |        |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Gender      | Male   | Count | 56              | 31          | 32             | 145         | 264    |
|             |        | %     | 21.2%           | 11.7%       | 12.1%          | 54.9%       | 100.0% |
|             | Female | Count | 68              | 33          | 22             | 113         | 236    |
|             |        | %     | 28.8%           | 14.0%       | 9.3%           | 47.9%       | 100.0% |
| Total       |        | Count | 124             | 64          | 54             | 258         | 500    |
|             |        | %     | 24.8%           | 12.8%       | 10.8%          | 51.6%       | 100.0% |

Source: Field Survey

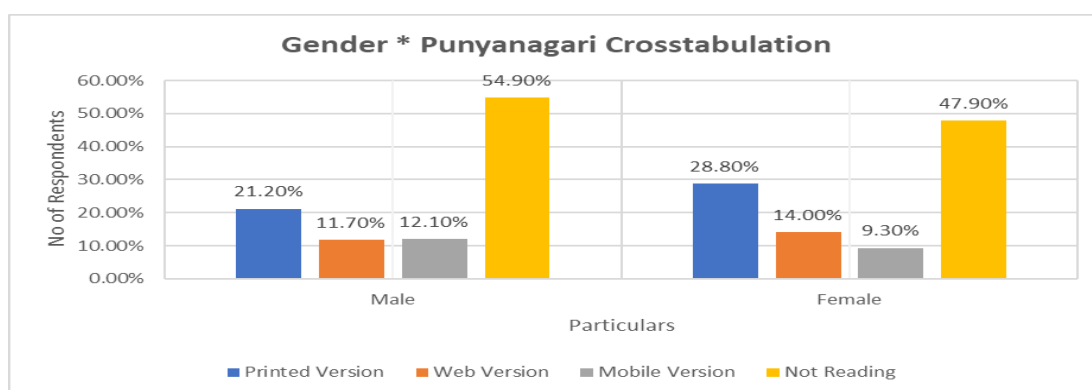


**Chart No 4.79 - Gender \* Punyanagari Crosstabulation**

### Interpretation:

To understand the preference of version of newspaper, the table was associated with gender. This cross table helps in identifying the association between gender and version preferred. For Punyanagari brand it was analysed that majority of male 55% out of 264 and female 48% out of 236 preferred not reading newspaper. 21% male out of 264 and 29% female out of 236 preferred Printed version newspaper. Around 12% male out of 264 preferred web version whereas only 14% out of 236

female preferred web version. 12% male stated they prefer mobile version, and 9% female stated the same as mobile version.

Punyanagari has more respondents from print version than web and mobile version. Since the majority of readers are stating not reading the newspaper brand should focus on advertising its brand and bring in change to improve the sales.

**Table No 4.80 - Gender \* Sakal Crosstabulation**

| Particulars |        |       | Sakal              |                |                   |                | Total  |
|-------------|--------|-------|--------------------|----------------|-------------------|----------------|--------|
|             |        |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Gender      | Male   | Count | 153                | 46             | 28                | 37             | 264    |
|             |        | %     | 58.0%              | 17.4%          | 10.6%             | 14.0%          | 100.0% |
|             | Female | Count | 110                | 50             | 23                | 53             | 236    |
|             |        | %     | 46.6%              | 21.2%          | 9.7%              | 22.5%          | 100.0% |
| Total       |        | Count | 263                | 96             | 51                | 90             | 500    |
|             |        | %     | 52.6%              | 19.2%          | 10.2%             | 18.0%          | 100.0% |

Source: Field Survey

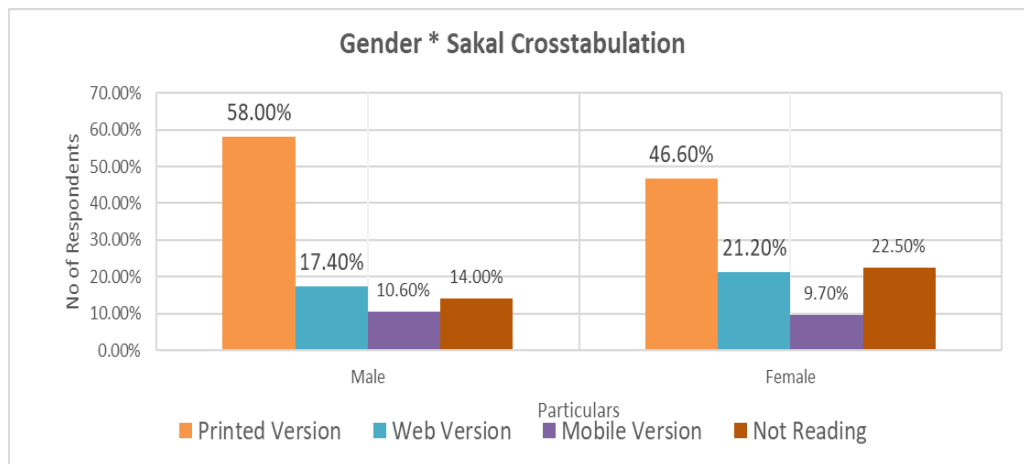


**Chart No 4.80 - Gender \* Sakal Crosstabulation**

### Interpretation:

To understand the preference of version of newspaper, the table was associated with gender. This cross table helps in identifying the association between gender and version preferred. For Sakal brand it was analysed that majority of male 58% out of 264 respondents and female 47% out of 236 preferred reading printed form of newspaper. 17% male out of 264 and 21% female out of 236 preferred web version newspaper. Around 11% male preferred mobile version whereas only 10% female preferred mobile version. 14% male stated they don't read newspaper and 23% female stated the same as not reading the newspaper.

Sakal brand has more respondents from print version than web and mobile version. It has a considerably good readers than the other newspaper brand.

**Table No 4.81 - Educational Qualification \* Type of News Paper you Read?**  
**Crosstabulation**

| Particulars               |              |       | Type of News Paper you Read? |        |       | Total  |
|---------------------------|--------------|-------|------------------------------|--------|-------|--------|
|                           |              |       | Printed                      | Online | Both  |        |
| Educational Qualification | Literate     | Count | 6                            | 1      | 6     | 13     |
|                           |              | %     | 46.2%                        | 7.7%   | 46.2% | 100.0% |
|                           | Up To HSC    | Count | 46                           | 6      | 51    | 103    |
|                           |              | %     | 44.7%                        | 5.8%   | 49.5% | 100.0% |
|                           | Graduate     | Count | 140                          | 68     | 49    | 257    |
|                           |              | %     | 54.5%                        | 26.5%  | 19.1% | 100.0% |
|                           | Postgraduate | Count | 70                           | 11     | 46    | 127    |
|                           |              | %     | 55.1%                        | 8.7%   | 36.2% | 100.0% |
| Total                     |              | Count | 262                          | 86     | 152   | 500    |
|                           |              | %     | 52.4%                        | 17.2%  | 30.4% | 100.0% |

Source: Field Survey

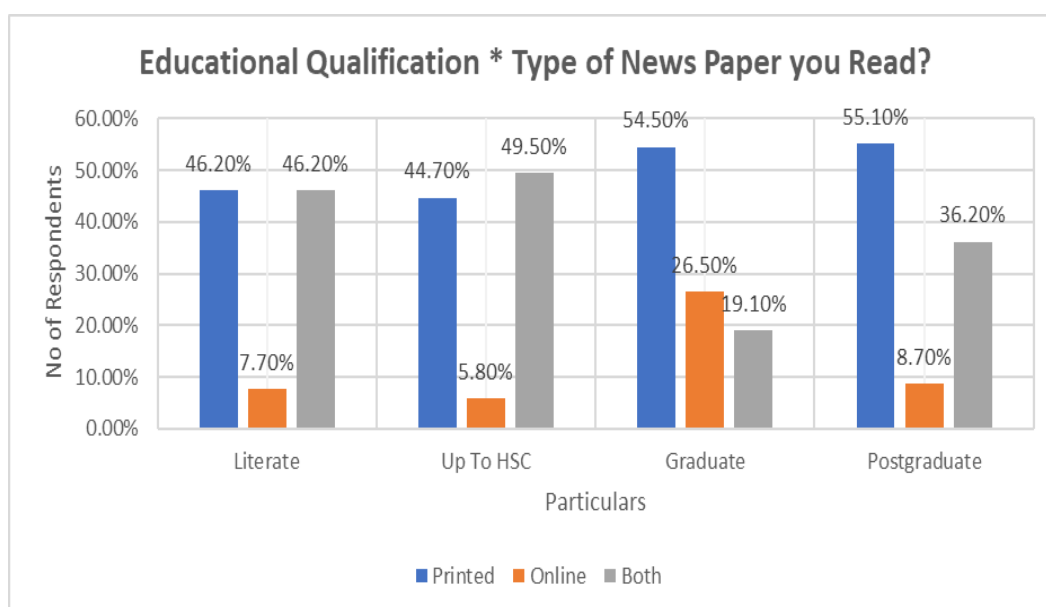


**Chart No 4.81 - Educational Qualification \* Type of News Paper you Read?**  
**Crosstabulation**

**Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. The opinion was as stated in the above table. Around 55% of postgraduate preferred printed version in comparison to online version. 30% of the respondents from postgraduate stated both. Likewise, 55% of the graduate stated printed form of newspaper, whereas only 19% preferred both. In up to HSC group both printed and online version was opined and 45% stated printed form. Likewise, 46% of literate opined both print and online version.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing.

**Table No 4.82 - Educational Qualification \* Pudhari Crosstabulation**

| Particulars                  |                  |       | Pudhari            |                |                   |                | Total  |
|------------------------------|------------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                              |                  |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Educational<br>Qualification | Literate         | Count | 8                  | 3              | 1                 | 1              | 13     |
|                              |                  | %     | 61.5%              | 23.1%          | 7.7%              | 7.7%           | 100.0% |
|                              | Up To<br>HSC     | Count | 52                 | 24             | 14                | 13             | 103    |
|                              |                  | %     | 50.5%              | 23.3%          | 13.6%             | 12.6%          | 100.0% |
|                              | Graduate         | Count | 144                | 53             | 34                | 26             | 257    |
|                              |                  | %     | 56.0%              | 20.6%          | 13.2%             | 10.1%          | 100.0% |
|                              | Postgradu<br>ate | Count | 67                 | 35             | 11                | 14             | 127    |
|                              |                  | %     | 52.8%              | 27.6%          | 8.7%              | 11.0%          | 100.0% |
| Total                        |                  | Count | 271                | 115            | 60                | 54             | 500    |
|                              |                  | %     | 54.2%              | 23.0%          | 12.0%             | 10.8%          | 100.0% |

Source: Field Survey

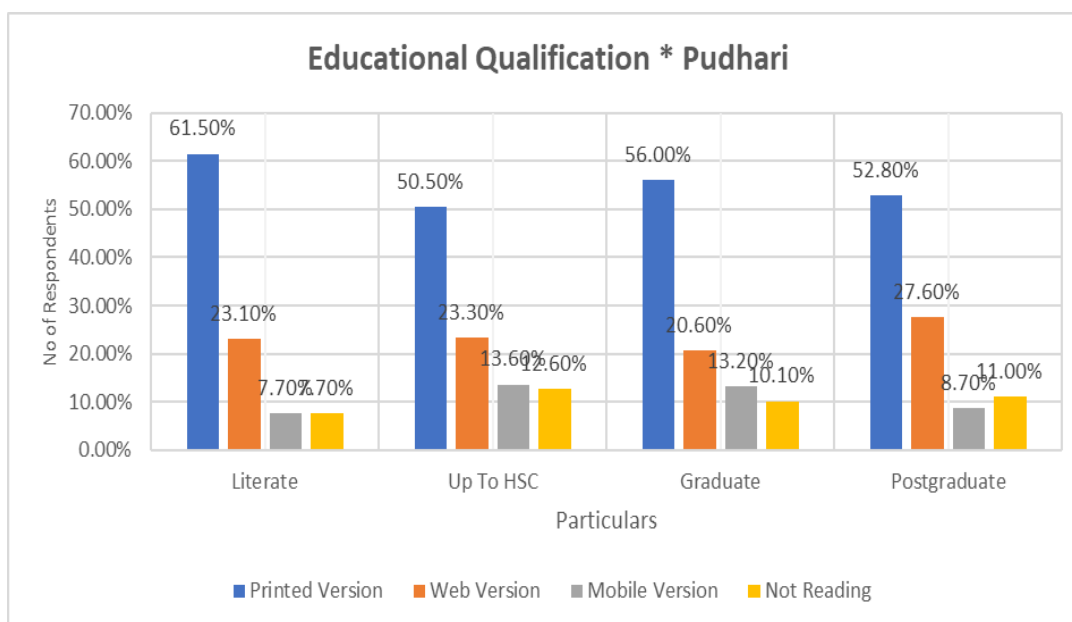


**Chart No 4.82 - Educational Qualification \* Pudhari Crosstabulation**

**Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. This cross table helps in identifying the association between educational qualification and version preferred. For Pudhari brand it was analysed that majority of 53% out of 127 respondents from postgraduate preferred print version in comparison to online version. 28% of the respondents from postgraduate stated online version and only 11% stated not reading. Likewise, 56% of the graduate stated printed form of newspaper, and 21% out of which preferred web version. In up to HSC group 51% preferred printed version and 24% preferred web version. In literate 62% preferred Print version only for reading newspaper.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing.

**Table No 4.83 - Educational Qualification \* Tarun Bharat Crosstabulation**

| Particulars               |              |       | Tarun Bharat    |             |                |             | Total  |
|---------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                           |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Educational Qualification | Literate     | Count | 4               | 1           | 0              | 8           | 13     |
|                           |              | %     | 30.8%           | 7.7%        | 0.0%           | 61.5%       | 100.0% |
|                           | Up To HSC    | Count | 34              | 11          | 10             | 48          | 103    |
|                           |              | %     | 33.0%           | 10.7%       | 9.7%           | 46.6%       | 100.0% |
|                           | Graduate     | Count | 80              | 25          | 14             | 138         | 257    |
|                           |              | %     | 31.1%           | 9.7%        | 5.4%           | 53.7%       | 100.0% |
|                           | Postgraduate | Count | 52              | 17          | 5              | 53          | 127    |
|                           |              | %     | 40.9%           | 13.4%       | 3.9%           | 41.7%       | 100.0% |
| Total                     |              | Count | 170             | 54          | 29             | 247         | 500    |
|                           |              | %     | 34.0%           | 10.8%       | 5.8%           | 49.4%       | 100.0% |

Source: Field Survey

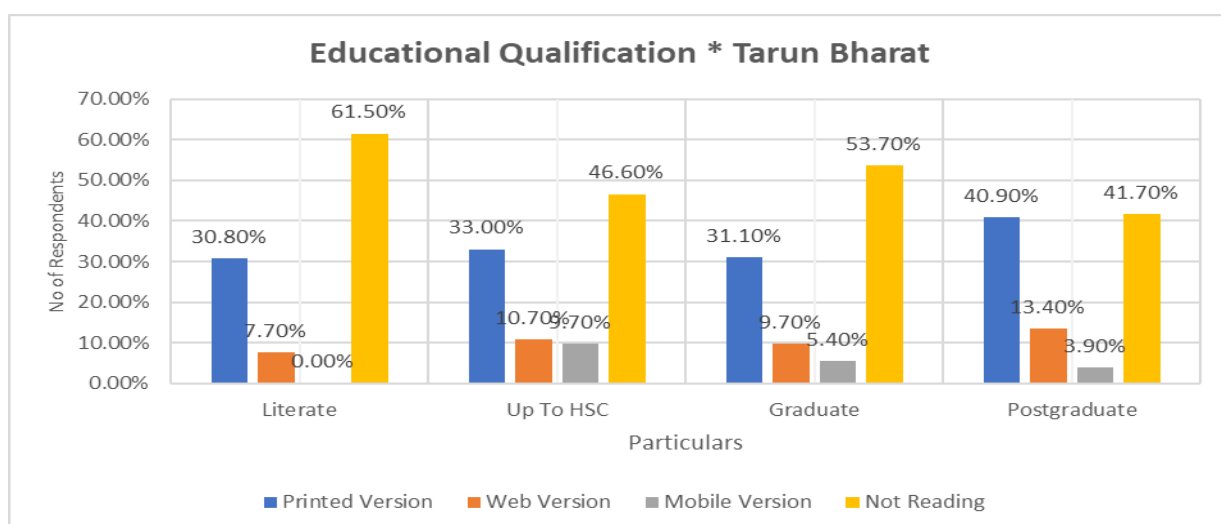


**Chart No 4.83 - Educational Qualification \* Tarun Bharat Crosstabulation**

### **Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. This cross table helps in identifying the association between educational qualification and version preferred. For Tarun Bharat brand it was analysed that majority of 41.7% out of 127 respondents from postgraduate preferred not reading this brand newspaper. Around 40% of the respondents from post graduate stated print version and only 13% stated web version. Likewise, 54% of the graduate stated not reading this brand of newspaper, and 31% out of which preferred printed version. In up to HSC group 47% preferred not reading this brand and 33% preferred printed version. In literate 62% preferred not reading this brand newspaper was observed. 31% preferred Print version only for reading newspaper.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing and the above stated brand is less famous among the respondents.

**Table No 4.84 - Educational Qualification \* Kesari Crosstabulation**

| Particulars               |              |       | Kesari          |             |                |             | Total  |
|---------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                           |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Educational Qualification | Literate     | Count | 4               | 3           | 0              | 6           | 13     |
|                           |              | %     | 30.8%           | 23.1%       | 0.0%           | 46.2%       | 100.0% |
|                           | Up To HSC    | Count | 30              | 8           | 7              | 58          | 103    |
|                           |              | %     | 29.1%           | 7.8%        | 6.8%           | 56.3%       | 100.0% |
|                           | Graduate     | Count | 72              | 32          | 27             | 126         | 257    |
|                           |              | %     | 28.0%           | 12.5%       | 10.5%          | 49.0%       | 100.0% |
|                           | Postgraduate | Count | 45              | 10          | 4              | 68          | 127    |
|                           |              | %     | 35.4%           | 7.9%        | 3.1%           | 53.5%       | 100.0% |

Source: Field Survey

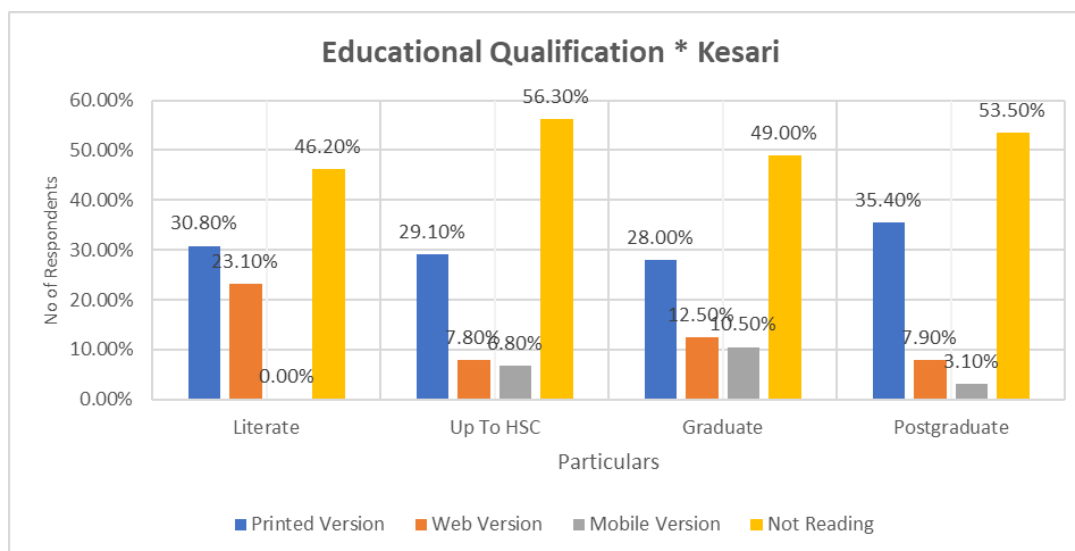


**Chart No 4.84 - Educational Qualification \* Kesari Crosstabulation**

**Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. This cross table helps in identifying the association between educational qualification and version preferred. For Kesari brand it was analysed that majority of 54% out of 127 respondents from postgraduate preferred not reading this brand newspaper. Around 35% of the respondents from post graduate stated print version and only 8% stated web version. Likewise, 49% of the graduate stated not reading this brand of newspaper, and 28% out of which preferred printed version. In up to HSC group 56% preferred not reading this brand and 29% preferred printed version. In Literate 46% preferred not reading this brand newspaper was observed. 31% preferred Print version only for reading newspaper.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing and the above stated brand is slightly famous among the respondents.

**Table No 4.85 - Educational Qualification \* Punyanagari Crosstabulation**

| Particulars               |              |       | Punyanagari     |             |                |             | Total  |
|---------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                           |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| Educational Qualification | Literate     | Count | 0               | 3           | 6              | 4           | 13     |
|                           |              | %     | 0.0%            | 23.1%       | 46.2%          | 30.8%       | 100.0% |
|                           | Up To HSC    | Count | 27              | 11          | 8              | 57          | 103    |
|                           |              | %     | 26.2%           | 10.7%       | 7.8%           | 55.3%       | 100.0% |
|                           | Graduate     | Count | 59              | 38          | 13             | 147         | 257    |
|                           |              | %     | 23.0%           | 14.8%       | 5.1%           | 57.2%       | 100.0% |
|                           | Postgraduate | Count | 38              | 12          | 27             | 50          | 127    |
|                           |              | %     | 29.9%           | 9.4%        | 21.3%          | 39.4%       | 100.0% |
| Total                     |              | Count | 124             | 64          | 54             | 258         | 500    |
|                           |              | %     | 24.8%           | 12.8%       | 10.8%          | 51.6%       | 100.0% |

Source: Field Survey

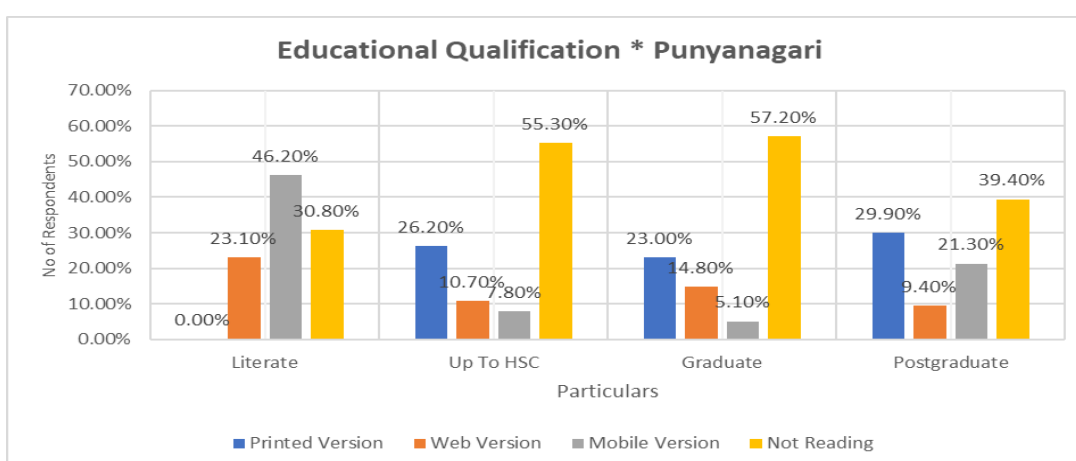


**Chart No 4.85 - Educational Qualification \* Punyanagari Crosstabulation**

### **Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. This cross table helps in identifying the association between educational qualification and version preferred. For Punyanagari brand it was analysed that majority of 39.4% out of 127 respondents from postgraduate preferred not reading this brand newspaper. Around 25% of the respondents from post graduate stated print version and only 13% stated web version. Likewise, 39% of the graduate stated not reading this brand of newspaper, and 30% out of which preferred printed version. In up to HSC group 55% preferred not reading this brand and 26% preferred printed version. In literate 30% preferred not reading this brand newspaper was observed. A majority of 46% preferred mobile version of this brand.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing and the above stated brand is less famous among the respondents, but Punyanagari has a good mobile version preferring respondents.

**Table No 4.86 - Educational Qualification \* Sakal Crosstabulation**

| Particulars                  |              |       | Sakal              |                |                   |                | Total  |
|------------------------------|--------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                              |              |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Educational<br>Qualification | Literate     | Count | 9                  | 4              | 0                 | 0              | 13     |
|                              |              | %     | 69.2%              | 30.8%          | 0.0%              | 0.0%           | 100.0% |
|                              | Up To HSC    | Count | 56                 | 20             | 10                | 17             | 103    |
|                              |              | %     | 54.4%              | 19.4%          | 9.7%              | 16.5%          | 100.0% |
|                              | Graduate     | Count | 121                | 51             | 28                | 57             | 257    |
|                              |              | %     | 47.1%              | 19.8%          | 10.9%             | 22.2%          | 100.0% |
|                              | Postgraduate | Count | 77                 | 21             | 13                | 16             | 127    |
|                              |              | %     | 60.6%              | 16.5%          | 10.2%             | 12.6%          | 100.0% |
| Total                        |              | Count | 263                | 96             | 51                | 90             | 500    |
|                              |              | %     | 52.6%              | 19.2%          | 10.2%             | 18.0%          | 100.0% |

Source: Field Survey

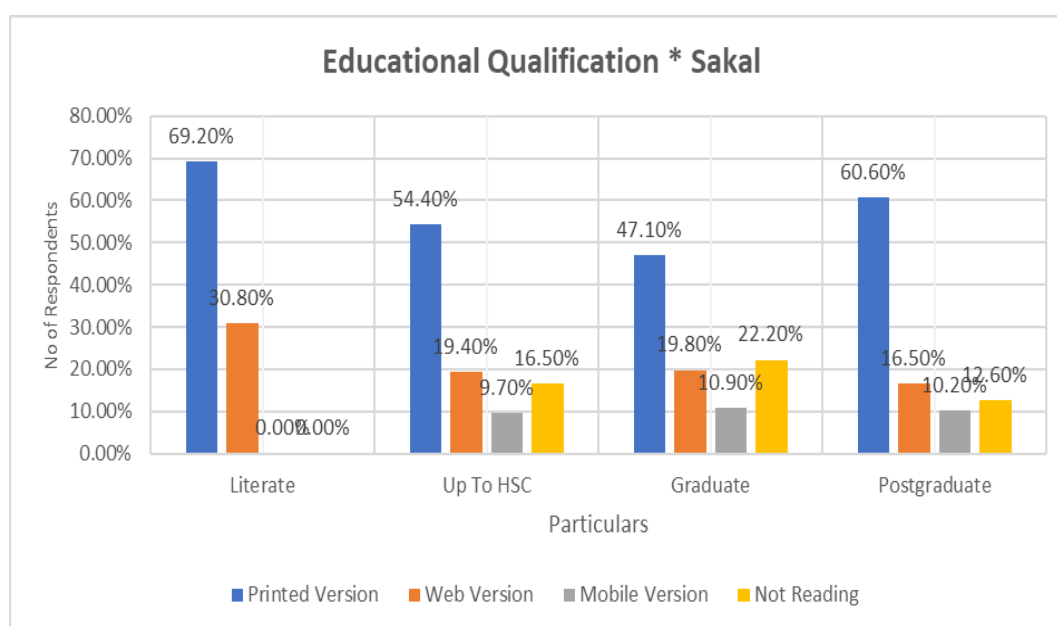


**Chart No 4.86 - Educational Qualification \* Sakal Crosstabulation**

**Interpretation:**

To identify the relationship between educational qualification and type of newspaper preferred a cross table was formed between educational qualification of the reader respondents and type of newspaper sought. This cross table helps in identifying the association between educational qualification and version preferred. For Sakal brand it was analysed that majority of 61% out of 127 respondents from postgraduate preferred printed version of this brand newspaper. Around 17% of the respondents from post graduate stated web version and only 10% stated mobile version. Likewise, 47% of the graduate stated printed version of this brand of newspaper, and 20% out of which preferred web version. In up to HSC group 55% preferred printed version of this brand and 10% preferred mobile version. In literate 69% preferred printed version of this brand newspaper was observed. A majority of 31% preferred web version of this brand.

It was observed from the above table that as the qualification was increasing preference towards printed newspaper was increasing and the above stated brand is more famous among the respondents, but Sakal has a good web version preferring respondents.

**Table No 4.87 - Occupations \* Type of News Paper you Read? Crosstabulation**

| Particulars |               |       | Type of News Paper you Read? |        |        | Total  |
|-------------|---------------|-------|------------------------------|--------|--------|--------|
|             |               |       | Printed                      | Online | Both   |        |
| Occupations | Businessman   | Count | 64                           | 6      | 48     | 118    |
|             |               | %     | 54.2%                        | 5.1%   | 40.7%  | 100.0% |
|             | Employee      | Count | 35                           | 16     | 27     | 78     |
|             |               | %     | 44.9%                        | 20.5%  | 34.6%  | 100.0% |
|             | Farmer        | Count | 24                           | 1      | 1      | 26     |
|             |               | %     | 92.3%                        | 3.8%   | 3.8%   | 100.0% |
|             | Retired       | Count | 51                           | 27     | 18     | 96     |
|             |               | %     | 53.1%                        | 28.1%  | 18.8%  | 100.0% |
|             | Homemaker     | Count | 27                           | 12     | 38     | 77     |
|             |               | %     | 35.1%                        | 15.6%  | 49.4%  | 100.0% |
|             | Student       | Count | 49                           | 20     | 11     | 80     |
|             |               | %     | 61.3%                        | 25.0%  | 13.8%  | 100.0% |
|             | Politicians   | Count | 12                           | 4      | 2      | 18     |
|             |               | %     | 66.7%                        | 22.2%  | 11.1%  | 100.0% |
|             | Social Worker | Count | 0                            | 0      | 7      | 7      |
|             |               | %     | 0.0%                         | 0.0%   | 100.0% | 100.0% |
| Total       |               | Count | 262                          | 86     | 152    | 500    |
|             |               | %     | 52.4%                        | 17.2%  | 30.4%  | 100.0% |

Source: Field Survey

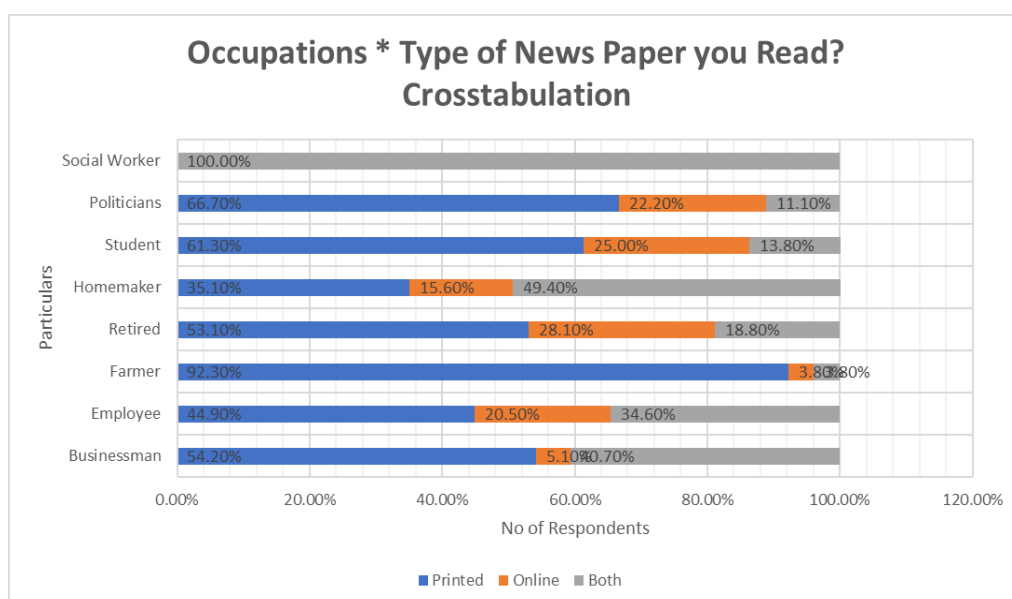


**Chart No 4.87 - Occupations \* Type of News Paper you Read? Crosstabulation**

**Interpretation:**

When the respondents were bifurcated based on the occupation and type of newspaper read, it was observed that a majority of businessmen of around 54% prefer printed newspaper, 41% stated they prefer printed as well as digital means to know the news. Likewise, when the employees were asked about the same, it was observed that 45% of them stated preferring printed form of newspaper, 35% stated both printed and digital, 21% stated online mode for newspaper reading. When the farmers were asked about the same, a majority of 92% stated they prefer only printed form, only 4% stated online and both for news reading purpose. Whereas the retired respondents stated around 53% stated printed form, 28% online and 18.8% stated both. When the homemaker respondents were asked about the preference 49% stated both, 35% stated printed and 16% stated online news reading. Likewise, 61% of the student respondents stated printed form, 25% stated online and 14% stated both online and printed form of news reading. Thus, from the above table it can be inferred that printed form is mostly preferred the most out of which farmers were in majority. Students and retired person were the one who in majority preferred online news reading.

**Table No 4.88 - Occupations \* Tarun Bharat Crosstabulation**

| Particulars |                  |       | Particulars        |                |                   |                | Particulars |
|-------------|------------------|-------|--------------------|----------------|-------------------|----------------|-------------|
|             |                  |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |             |
| Occupations | Businessman      | Count | 42                 | 19             | 10                | 47             | 118         |
|             |                  | %     | 35.6%              | 16.1%          | 8.5%              | 39.8%          | 100.0%      |
|             | Employee         | Count | 24                 | 8              | 8                 | 38             | 78          |
|             |                  | %     | 30.8%              | 10.3%          | 10.3%             | 48.7%          | 100.0%      |
|             | Farmer           | Count | 5                  | 0              | 1                 | 20             | 26          |
|             |                  | %     | 19.2%              | 0.0%           | 3.8%              | 76.9%          | 100.0%      |
|             | Retired          | Count | 24                 | 13             | 5                 | 54             | 96          |
|             |                  | %     | 25.0%              | 13.5%          | 5.2%              | 56.3%          | 100.0%      |
|             | Homemaker        | Count | 29                 | 9              | 3                 | 36             | 77          |
|             |                  | %     | 37.7%              | 11.7%          | 3.9%              | 46.8%          | 100.0%      |
|             | Student          | Count | 33                 | 4              | 1                 | 42             | 80          |
|             |                  | %     | 41.3%              | 5.0%           | 1.3%              | 52.5%          | 100.0%      |
|             | Politicians      | Count | 7                  | 1              | 0                 | 10             | 18          |
|             |                  | %     | 38.9%              | 5.6%           | 0.0%              | 55.6%          | 100.0%      |
|             | Social<br>Worker | Count | 6                  | 0              | 1                 | 0              | 7           |
|             |                  | %     | 85.7%              | 0.0%           | 14.3%             | 0.0%           | 100.0%      |
| Total       |                  | Count | 170                | 54             | 29                | 247            | 500         |
|             |                  | %     | 34.0%              | 10.8%          | 5.8%              | 49.4%          | 100.0%      |

Source: Field Survey

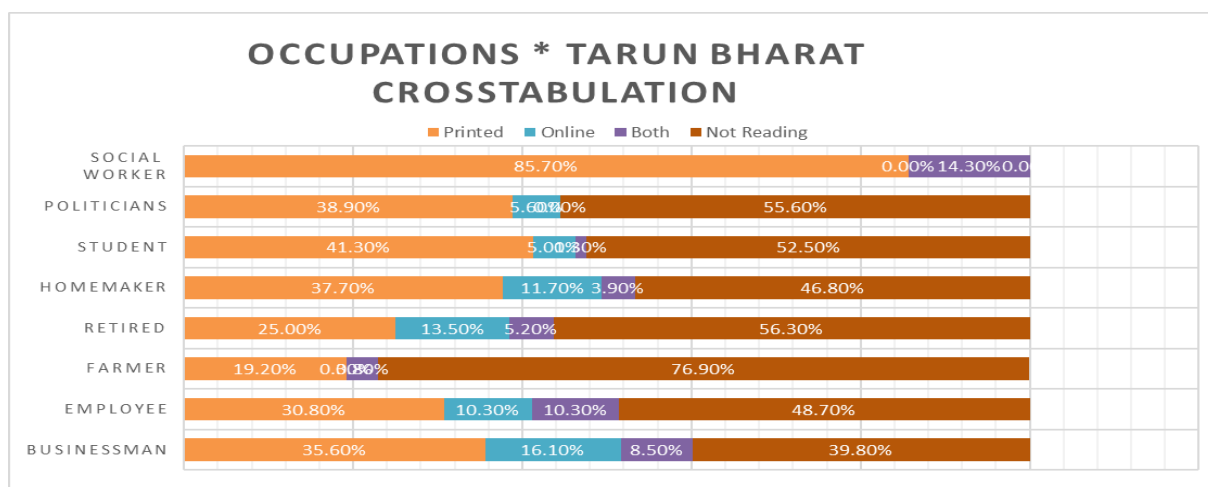


**Chart No 4.88 - Occupations \* Tarun Bharat Crosstabulation**

**Interpretation:**

To understand more about the preference of print or digital version, the respondents were categorized in based on their occupations and preference of Tarun Bharat brand. It was observed that 42 i.e., 36% out of 118 businessman preferred printed version of newspaper. Next preference was the web version with 16% respondents. 8% opined mobile version and 40% stated not reading newspaper. Likewise, when the employees were asked to opine about their preference it was again observed that 31% preferred the printed version, followed by the web and mobile version with 10% contribution each. 49% stated not reading the newspaper.

When the farmers were asked 77% opined not reading, whereas 19% preferred printed form of newspaper only. The web version were not at all opined by these farmers mobile version 3.8%. Likewise, home makers too the majority of 38% was printed version only 12% stated web version and 4% mobile version. Likewise, when the students were asked to opine about 41% stated printed version, and 5% opined web version and 1% in mobile version. For Politicians also print version was more prominent with 39% and only 6% was web version opted.

Overall, it can be understood that based on all the occupation wise too print version is preferred the most in comparison to web or mobile version. And based on the not reading criteria it can be clearly observed that people are opting other means for knowing the news and they are not just relying on newspapers for knowing what is happening in the world.

**Table No 4.89 - Occupations \* Kesari Crosstabulation**

| Particulars |                  |       | Kesari             |                |                   |                | Total  |
|-------------|------------------|-------|--------------------|----------------|-------------------|----------------|--------|
|             |                  |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Occupations | Businessman      | Count | 30                 | 17             | 11                | 60             | 118    |
|             |                  | %     | 25.4%              | 14.4%          | 9.3%              | 50.8%          | 100.0% |
|             | Employee         | Count | 22                 | 6              | 9                 | 41             | 78     |
|             |                  | %     | 28.2%              | 7.7%           | 11.5%             | 52.6%          | 100.0% |
|             | Farmer           | Count | 7                  | 2              | 1                 | 16             | 26     |
|             |                  | %     | 26.9%              | 7.7%           | 3.8%              | 61.5%          | 100.0% |
|             | Retired          | Count | 31                 | 9              | 5                 | 51             | 96     |
|             |                  | %     | 32.3%              | 9.4%           | 5.2%              | 53.1%          | 100.0% |
|             | Homemaker        | Count | 21                 | 7              | 4                 | 45             | 77     |
|             |                  | %     | 27.3%              | 9.1%           | 5.2%              | 58.4%          | 100.0% |
|             | Student          | Count | 32                 | 8              | 7                 | 33             | 80     |
|             |                  | %     | 40.0%              | 10.0%          | 8.8%              | 41.3%          | 100.0% |
|             | Politicians      | Count | 6                  | 1              | 0                 | 11             | 18     |
|             |                  | %     | 33.3%              | 5.6%           | 0.0%              | 61.1%          | 100.0% |
|             | Social<br>Worker | Count | 2                  | 3              | 1                 | 1              | 7      |
|             |                  | %     | 28.6%              | 42.9%          | 14.3%             | 14.3%          | 100.0% |
| Total       |                  | Count | 151                | 53             | 38                | 258            | 500    |
|             |                  | %     | 30.2%              | 10.6%          | 7.6%              | 51.6%          | 100.0% |

Source: Field Survey

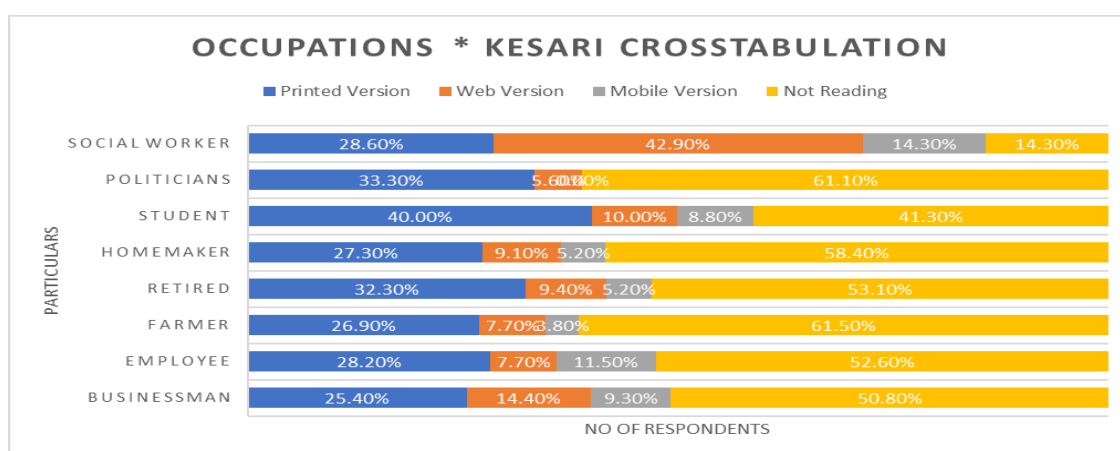


**Chart No 4.89 - Occupations \* Kesari Crosstabulation**

### **Interpretation:**

To understand more about the preference of print or digital version, the respondents were categorized in based on their occupations and preference of Kesari brand. It was observed that 30 i.e., 25% out of 118 businessperson preferred printed version of newspaper. Next preference was the web version with 14% respondents. 9% opined mobile version and 51% stated not reading newspaper. Likewise, when the employees were asked to opine about their preference it was again observed that 28% preferred printed version, followed by web and mobile version with 8% and 12% contribution. 53% stated not reading the newspaper.

When the farmers were asked 62% opined not reading, whereas 27% preferred printed form of newspaper only. Web and mobile version were to its minimum with 8% and 4% contribution by farmers. Likewise, homemakers too the majority of 27% was printed version only 9% stated web version and 5% mobile version. Likewise, when the students were asked to opine about 40% stated printed version, and 10% opined web version and 8% in mobile version. For Politicians also print version was more prominent with 33% and only 6% was web version opted.

Overall, it can be understood that based on all the occupation wise too print version is preferred the most in comparison to web or mobile version. And based on the not reading criteria it can be clearly observed that people are opting other means for knowing the news and they are not just relying on newspapers for knowing what is happening in the world.

**Table No 4.90 - Occupations \* Punyanagari Crosstabulation**

| Particulars |                  |       | Punyanagari        |                |                   |                | Total  |
|-------------|------------------|-------|--------------------|----------------|-------------------|----------------|--------|
|             |                  |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Occupations | Businessman      | Count | 25                 | 22             | 7                 | 64             | 118    |
|             |                  | %     | 21.2%              | 18.6%          | 5.9%              | 54.2%          | 100.0% |
|             | Employee         | Count | 18                 | 14             | 19                | 27             | 78     |
|             |                  | %     | 23.1%              | 17.9%          | 24.4%             | 34.6%          | 100.0% |
|             | Farmer           | Count | 3                  | 4              | 1                 | 18             | 26     |
|             |                  | %     | 11.5%              | 15.4%          | 3.8%              | 69.2%          | 100.0% |
|             | Retired          | Count | 21                 | 3              | 16                | 56             | 96     |
|             |                  | %     | 21.9%              | 3.1%           | 16.7%             | 58.3%          | 100.0% |
|             | Homemaker        | Count | 23                 | 5              | 4                 | 45             | 77     |
|             |                  | %     | 29.9%              | 6.5%           | 5.2%              | 58.4%          | 100.0% |
|             | Student          | Count | 24                 | 12             | 7                 | 37             | 80     |
|             |                  | %     | 30.0%              | 15.0%          | 8.8%              | 46.3%          | 100.0% |
|             | Politicians      | Count | 9                  | 2              | 0                 | 7              | 18     |
|             |                  | %     | 50.0%              | 11.1%          | 0.0%              | 38.9%          | 100.0% |
|             | Social<br>Worker | Count | 1                  | 2              | 0                 | 4              | 7      |
|             |                  | %     | 14.3%              | 28.6%          | 0.0%              | 57.1%          | 100.0% |
| Total       |                  | Count | 124                | 64             | 54                | 258            | 500    |
|             |                  | %     | 24.8%              | 12.8%          | 10.8%             | 51.6%          | 100.0% |

Source: Field Survey

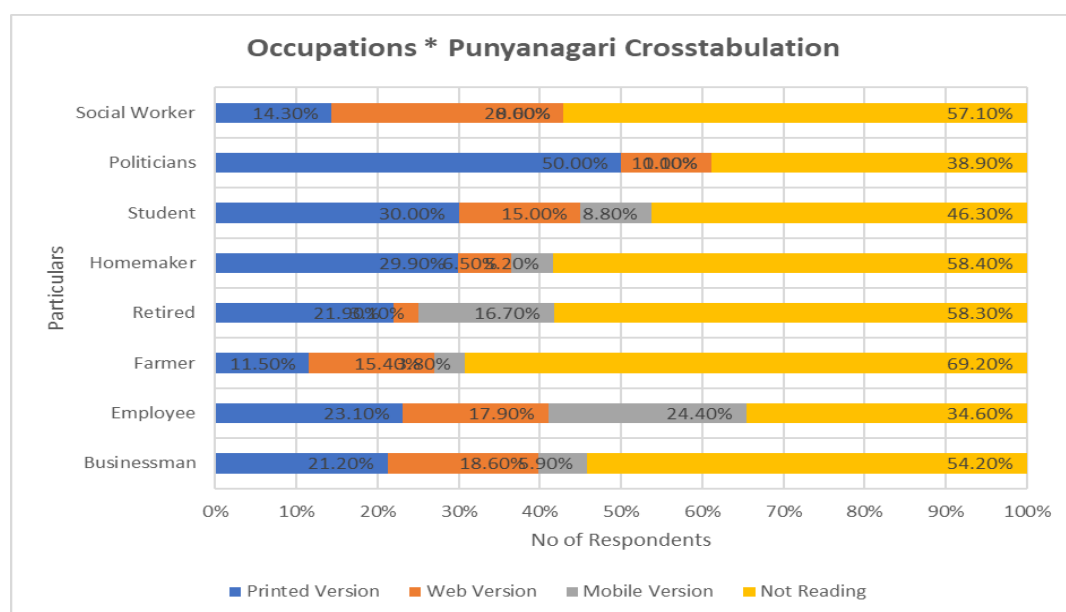


**Chart No 4.90 - Occupations \* Punyanagari Crosstabulation**

**Interpretation:**

When the similar opinion was sought for Punyanagari brand newspaper and occupation it was observed that 25 i.e., 21% out of 118 businessman preferred printed version of newspaper. Next preference was the web version with 19% respondents. 6% opined mobile version and 54% stated not reading newspaper. Likewise, when the employees were asked to opine about their preference it was again observed that 23% preferred printed version, followed by web and mobile version with 18% and 24% contribution. 35% stated not reading the newspaper.

When the farmers were asked 69% opined not reading, whereas 12% preferred printed form of newspaper only. Web and mobile version were 15% and 3% respectively. Likewise, home makers too the majority of 30% was printed version only 7% stated web version and 5% mobile version. Likewise, when the students were asked to opine about 30% stated printed version, and 15% opined web version and 9% in mobile version. For Politicians also print version was more prominent with 50% and only 11% was web version and 0% mobile version was opted by the respondents.

Overall, it can be understood that based on all the occupation wise too print version is preferred the most in comparison to web or mobile version. And based on the not reading criteria it can be clearly observed that people are opting other means for knowing the news and they are not just relying on newspapers for knowing what is happening in the world.

**Table No 4.91 - Occupations \* Sakal Crosstabulation**

| Particulars      |             |       | Sakal              |                |                   |                | Total  |
|------------------|-------------|-------|--------------------|----------------|-------------------|----------------|--------|
|                  |             |       | Printed<br>Version | Web<br>Version | Mobile<br>Version | Not<br>Reading |        |
| Occupations      | Businessman | Count | 66                 | 26             | 8                 | 18             | 118    |
|                  |             | %     | 55.9%              | 22.0%          | 6.8%              | 15.3%          | 100.0% |
|                  | Employee    | Count | 44                 | 3              | 22                | 9              | 78     |
|                  |             | %     | 56.4%              | 3.8%           | 28.2%             | 11.5%          | 100.0% |
|                  | Farmer      | Count | 21                 | 3              | 0                 | 2              | 26     |
|                  |             | %     | 80.8%              | 11.5%          | 0.0%              | 7.7%           | 100.0% |
|                  | Retired     | Count | 46                 | 23             | 4                 | 23             | 96     |
|                  |             | %     | 47.9%              | 24.0%          | 4.2%              | 24.0%          | 100.0% |
|                  | Homemaker   | Count | 26                 | 23             | 10                | 18             | 77     |
|                  |             | %     | 33.8%              | 29.9%          | 13.0%             | 23.4%          | 100.0% |
|                  | Student     | Count | 46                 | 16             | 0                 | 18             | 80     |
|                  |             | %     | 57.5%              | 20.0%          | 0.0%              | 22.5%          | 100.0% |
|                  | Politicians | Count | 13                 | 2              | 1                 | 2              | 18     |
|                  |             | %     | 72.2%              | 11.1%          | 5.6%              | 11.1%          | 100.0% |
| Social<br>Worker | Count       | 1     | 0                  | 6              | 0                 | 7              |        |
|                  | %           | 14.3% | 0.0%               | 85.7%          | 0.0%              | 100.0%         |        |
| Total            |             | Count | 263                | 96             | 51                | 90             | 500    |
|                  |             | %     | 52.6%              | 19.2%          | 10.2%             | 18.0%          | 100.0% |

Source: Field Survey

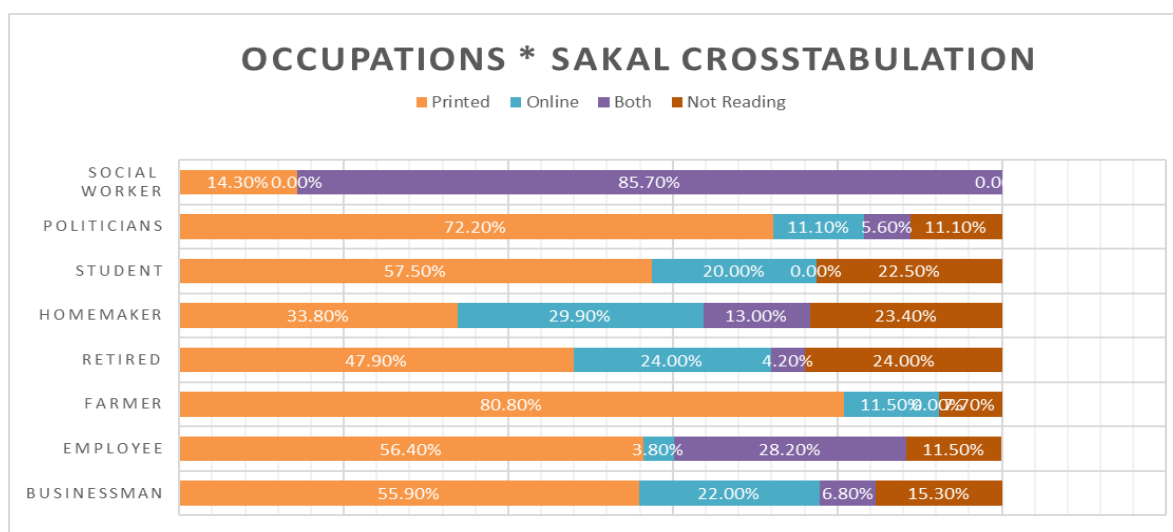


**Chart No 4.91 - Occupations \* Sakal Crosstabulation**

**Interpretation:**

When the similar opinion was sought for Sakal brand newspaper and occupation it was observed that 66 i.e. 56% out of 118 businessman preferred printed version of newspaper. Next preference was the web version with 22% respondents. 7% opined mobile version and 15% stated not reading newspaper. Likewise, when the employees were asked to opine about their preference it was again observed that 56% preferred printed version, followed by web and mobile version with 4% and 28% contribution. 12% stated not reading the newspaper.

When the farmers were asked 8% opined not reading, whereas 81% preferred printed form of newspaper only. Web and mobile version were 11% and 0% respectively. Likewise home makers too the majority of 34% was printed version only 30% stated web version and 13% mobile version. Likewise, when the students were asked to opine about 58% stated printed version, and 20% opined web version and 0% in mobile version. For Politicians also print version was more prominent with 72% and only 11% was web version and 6% mobile version was opted by the respondents.

Overall, it can be understood that based on all the occupation wise too print version is preferred the most in comparison to web or mobile version. Based on the not reading criteria of Sakal it can be understood that this brand is most preferred by the respondents in comparison to other brands. Sakal brands Web version and Mobile version had a considerable contribution in respondent's opinion.

**Table No 4.92 - How Often You Read Newspaper? \* Pudhari Crosstabulation**

| Particulars                   |              |       | Pudhari         |             |                |             | Total  |
|-------------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                               |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| How Often You Read Newspaper? | Daily        | Count | 224             | 94          | 34             | 39          | 391    |
|                               |              | %     | 57.3%           | 24.0%       | 8.7%           | 10.0%       | 100.0% |
|                               | Once in Week | Count | 20              | 9           | 10             | 3           | 42     |
|                               |              | %     | 47.6%           | 21.4%       | 23.8%          | 7.1%        | 100.0% |
|                               | Occasionally | Count | 27              | 12          | 16             | 12          | 67     |
|                               |              | %     | 40.3%           | 17.9%       | 23.9%          | 17.9%       | 100.0% |
| Total                         |              | Count | 271             | 115         | 60             | 54          | 500    |
|                               |              | %     | 54.2%           | 23.0%       | 12.0%          | 10.8%       | 100.0% |

Source: Field Survey

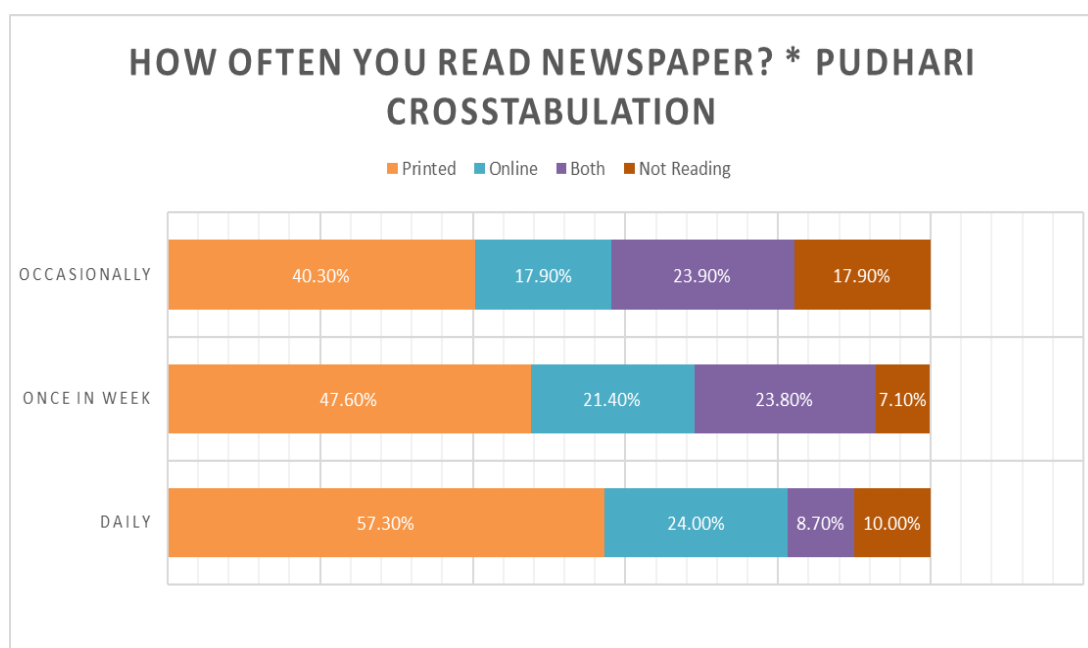


**Chart No 4.92 - How Often You Read Newspaper? \* Pudhari Crosstabulation**

**Interpretation:**

To understand the frequency of newspaper reading and various brands of newspaper, it was observed that daily preference of reading newspaper and printer version had a majority contribution with 57% as daily, 24% web version, 9% mobile version and 10% not reading for Pudhari brand. Likewise, for once in week also 48% contribution was printed forms, 21% web, 24% as mobile and 7% not reading. When respondents opined occasionally again it was observed that 40% opted for printed form and 18% opted web form and 24% opted mobile version.

**Table No 4.93 - How Often You Read Newspaper? \* Tarun Bharat**  
**Crosstabulation**

| Particulars                   |              |       | Tarun Bharat    |             |                |             | Total  |
|-------------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                               |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| How Often You Read Newspaper? | Daily        | Count | 121             | 46          | 23             | 201         | 391    |
|                               |              | %     | 30.9%           | 11.8%       | 5.9%           | 51.4%       | 100.0% |
|                               | Once in Week | Count | 26              | 0           | 1              | 15          | 42     |
|                               |              | %     | 61.9%           | 0.0%        | 2.4%           | 35.7%       | 100.0% |
|                               | Occasionally | Count | 23              | 8           | 5              | 31          | 67     |
|                               |              | %     | 34.3%           | 11.9%       | 7.5%           | 46.3%       | 100.0% |
| Total                         |              | Count | 170             | 54          | 29             | 247         | 500    |
|                               |              | %     | 34.0%           | 10.8%       | 5.8%           | 49.4%       | 100.0% |

Source: Field Survey

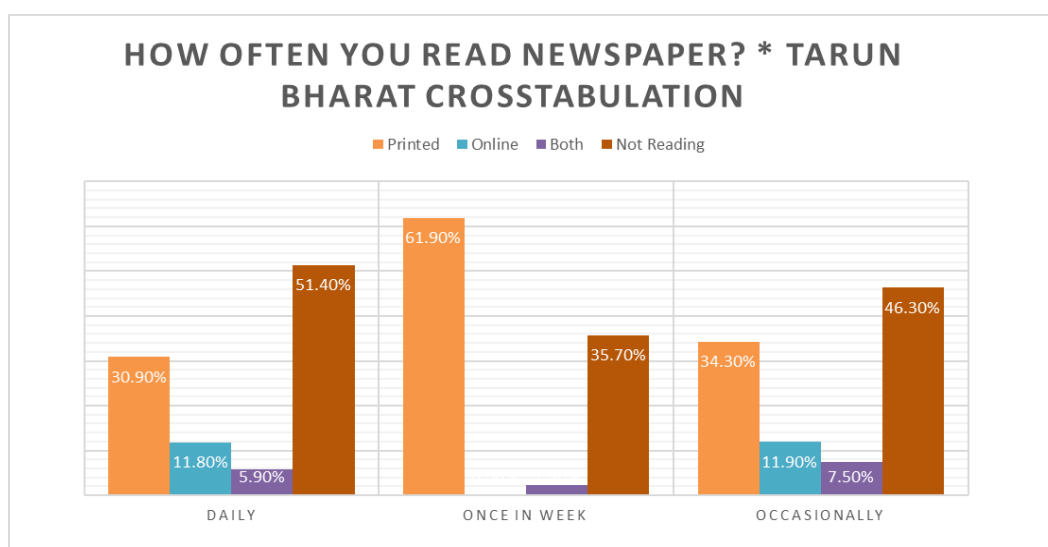


**Chart No 4.93 - How Often You Read Newspaper? \* Tarun Bharat**  
**Crosstabulation**

**Interpretation:**

To understand the frequency of newspaper reading and various brands of newspaper, it was observed that daily preference of reading newspaper and printed version had a majority contribution with 31% as daily, 12% web version, 6% mobile version and 51% not reading for Tarun Bharat brand. Likewise, for once, in week also 62% contribution was printed forms, none stated web version, 2% as mobile and 36% stated not reading. When respondents opined occasionally again it was observed that 34% opted for printed form and 12% opted web form and 8% opted mobile version.

**Table No 4.94 - How Often You Read Newspaper? \* Kesari Crosstabulation**

| Particulars                   |              |       | Kesari          |             |                |             | Total  |
|-------------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                               |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| How Often You Read Newspaper? | Daily        | Count | 110             | 41          | 36             | 204         | 391    |
|                               |              | %     | 28.1%           | 10.5%       | 9.2%           | 52.2%       | 100.0% |
|                               | Once in Week | Count | 24              | 7           | 1              | 10          | 42     |
|                               |              | %     | 57.1%           | 16.7%       | 2.4%           | 23.8%       | 100.0% |
|                               | Occasionally | Count | 17              | 5           | 1              | 44          | 67     |
|                               |              | %     | 25.4%           | 7.5%        | 1.5%           | 65.7%       | 100.0% |
| Total                         |              | Count | 151             | 53          | 38             | 258         | 500    |
|                               |              | %     | 30.2%           | 10.6%       | 7.6%           | 51.6%       | 100.0% |

SourceField Survey

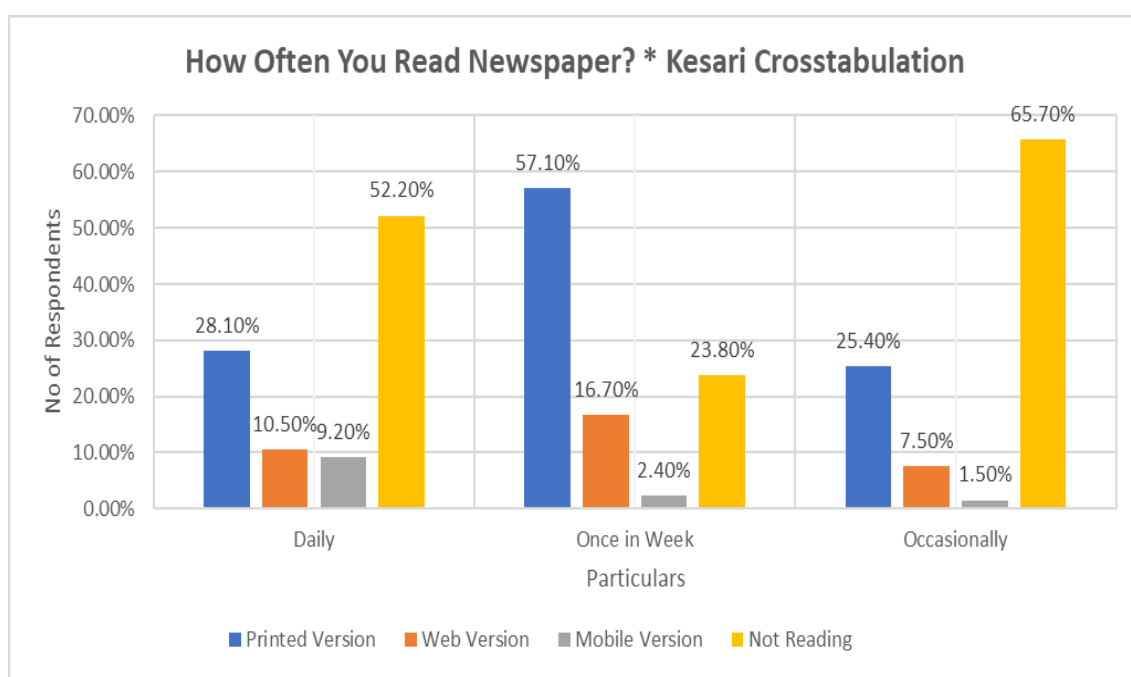


**Chart No 4.94 - How Often You Read Newspaper? \* Kesari Crosstabulation**

**Interpretation:**

To understand the frequency of newspaper reading and various brands of newspaper, it was observed that daily preference of reading newspaper and printer version had a majority contribution with 28% as daily, 11% web version, 9% mobile version and 52% not reading for Kesari brand. Likewise, for once in week also 57% contribution was printed forms, 17% web, 2% as mobile and 24% not reading. When respondents opined occasionally again it was observed that 25% opted for printed form and 8% opted web form and 1% opted mobile version.

**Table No 4.95 - How Often You Read Newspaper? \* Punyanagari**

**Crosstabulation**

| Particulars                   |              |       | Punyanagari     |             |                |             | Total  |
|-------------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                               |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| How Often You Read Newspaper? | Daily        | Count | 82              | 47          | 46             | 216         | 391    |
|                               |              | %     | 21.0%           | 12.0%       | 11.8%          | 55.2%       | 100.0% |
|                               | Once in Week | Count | 21              | 8           | 2              | 11          | 42     |
|                               |              | %     | 50.0%           | 19.0%       | 4.8%           | 26.2%       | 100.0% |
|                               | Occasionally | Count | 21              | 9           | 6              | 31          | 67     |
|                               |              | %     | 31.3%           | 13.4%       | 9.0%           | 46.3%       | 100.0% |
| Total                         |              | Count | 124             | 64          | 54             | 258         | 500    |
|                               |              | %     | 24.8%           | 12.8%       | 10.8%          | 51.6%       | 100.0% |

Source: Field Survey

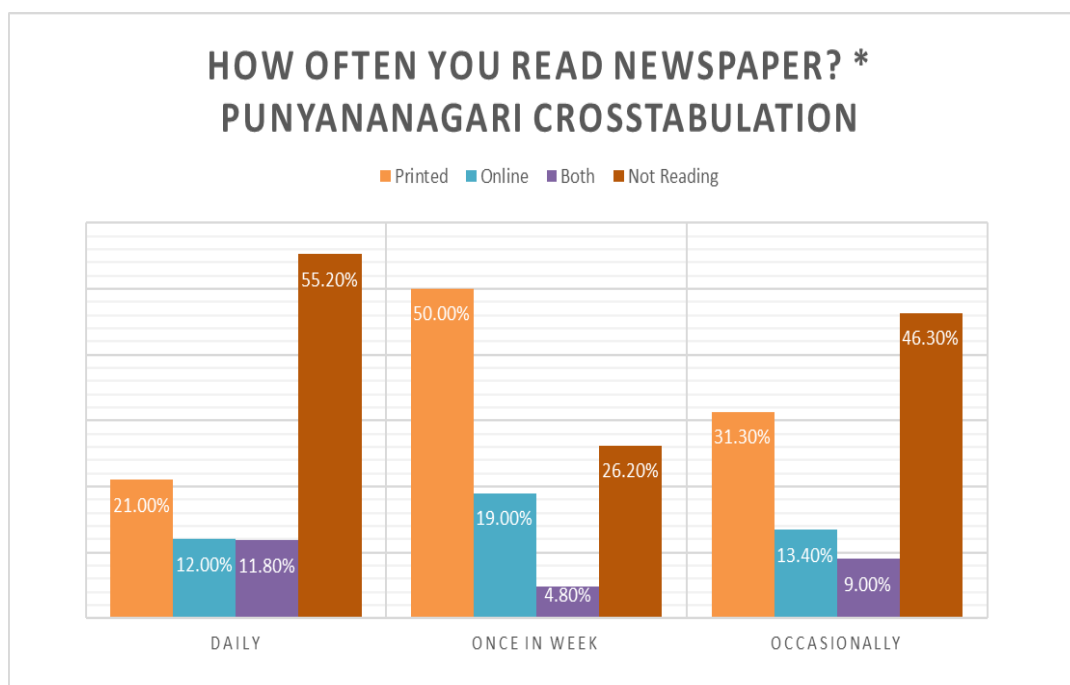


**Chart No 4.95 - How Often You Read Newspaper? \* Punyanagari**

**Crosstabulation**

**Interpretation:**

To understand the frequency of newspaper reading and various brands of newspaper, it was observed that daily preference of reading newspaper and printer version had a majority contribution with 21% as daily, 12% web version, 12% mobile version and 55% not reading for Punyanagari brand. Likewise, for once in week also 50% contribution was printed forms, 19% web, 5% as mobile and 26% not reading. When respondents opined occasionally again it was observed that 31% opted for printed form and 13% opted web form and 9% opted mobile version.

**Table No 4.96 - How Often You Read Newspaper? \* Sakal Crosstabulation**

| Particulars                   |              |       | Sakal           |             |                |             | Total  |
|-------------------------------|--------------|-------|-----------------|-------------|----------------|-------------|--------|
|                               |              |       | Printed Version | Web Version | Mobile Version | Not Reading |        |
| How Often You Read Newspaper? | Daily        | Count | 222             | 69          | 34             | 66          | 391    |
|                               |              | %     | 56.8%           | 17.6%       | 8.7%           | 16.9%       | 100.0% |
|                               | Once in Week | Count | 30              | 6           | 1              | 5           | 42     |
|                               |              | %     | 71.4%           | 14.3%       | 2.4%           | 11.9%       | 100.0% |
|                               | Occasionally | Count | 11              | 21          | 16             | 19          | 67     |
|                               |              | %     | 16.4%           | 31.3%       | 23.9%          | 28.4%       | 100.0% |
| Total                         |              | Count | 263             | 96          | 51             | 90          | 500    |
|                               |              | %     | 52.6%           | 19.2%       | 10.2%          | 18.0%       | 100.0% |

Source: Field Survey

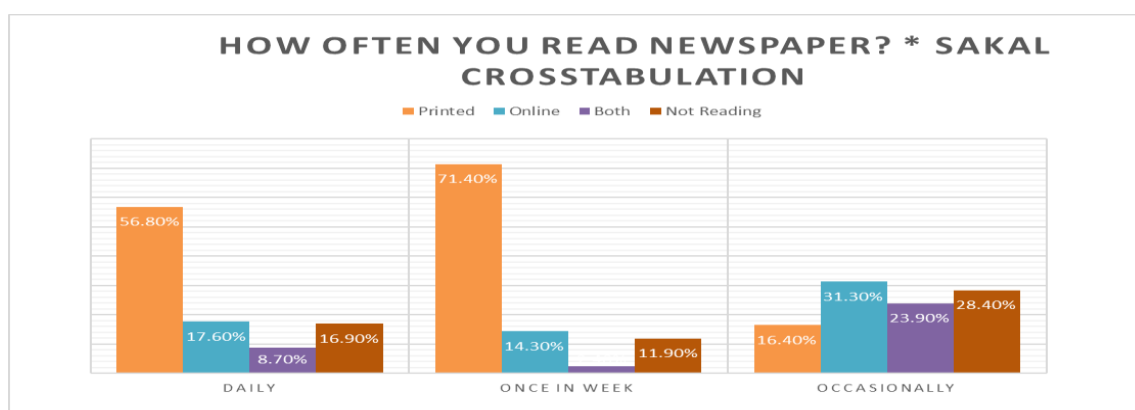


**Chart No 4.96 - How Often You Read Newspaper? \* Sakal Crosstabulation**

### Interpretation:

To understand the frequency of newspaper reading and various brands of newspaper, it was observed that daily preference of reading newspaper and printer version had a majority contribution with 57% as daily, 18% web version, 9% mobile version and 17% not reading for Tarun Bharat brand. Likewise, for once in week also 71% contribution was printed forms, 14% web, 2% as mobile and 12% not reading. When respondents opted occasionally again it was observed that 16% opted for printed form and 31% opted web form and 24% opted mobile version.

## **4.2 Hypothesis**

The hypothesis is a speculative statement, which is used to test for better understanding the relation between two or more variables. The researcher's statement of prognosis is referred to as an alternative hypothesis. Any other outcome is referred to as the null hypothesis. It helps in identifying the relationship between the two variables.

### **Hypothesis No -1**

**H0:** There is no significant shift from traditional printed newspapers to digital version.

**H1:** There is significant shift from traditional printed newspapers to digital version.

To prove the above hypothesis paired sample paired samples correlations test applied to understand the difference between the digital version and traditional printed newspaper. Various questions that were imposed to respondents to understand their perception was analyzed based on various questions.

**Table No 4.97 - Paired Samples Statistics**

|        |                                                    | Mean | N   | Std. Deviation | Std. Error Mean |
|--------|----------------------------------------------------|------|-----|----------------|-----------------|
| Pair 1 | Use of Printed Newspaper Due to Easy Access        | 3.64 | 500 | 1.026          | .046            |
|        | Use of Digital Media Due to Easy Access            | 3.61 | 500 | .965           | .043            |
| Pair 2 | Use of Printed Newspaper Due to Cost Effectiveness | 3.42 | 500 | 1.026          | .046            |
|        | Use of Digital Media Due to Cost Effectiveness     | 3.54 | 500 | .968           | .043            |
| Pair 3 | Use of Printed Newspaper Due to Time Saving        | 3.50 | 500 | 1.081          | .048            |
|        | Use of Digital Media Due to Time Saving            | 3.38 | 500 | 1.146          | .051            |
| Pair 4 | Use of Printed Newspaper Due to Convivence         | 3.57 | 500 | .931           | .042            |
|        | Use of Digital Media Due to Convenience            | 3.61 | 500 | 1.033          | .046            |
| Pair 5 | Use of Printed Newspaper Due to Trust Worthiness   | 3.84 | 500 | 1.121          | .050            |
|        | Use of Digital Media Due to Trust Worthiness       | 3.26 | 500 | 1.060          | .047            |
| Pair 6 | Use of Printed Newspaper Due to Easy To Read       | 3.57 | 500 | .948           | .042            |
|        | Use of Digital Media Due to Instance Update        | 4.00 | 500 | .858           | .038            |
| Pair 7 | Use of Printed Newspaper Due to Easy To Read       | 3.57 | 500 | .948           | .042            |
|        | Use of Digital Media Due to Easy to Read           | 3.42 | 500 | 1.036          | .046            |

|         |                                                       |      |     |       |      |
|---------|-------------------------------------------------------|------|-----|-------|------|
| Pair 8  | Use of Printed Newspaper Due to More Comprehensive    | 3.37 | 500 | .914  | .041 |
|         | Use of Digital Media Due to More Stories              | 3.38 | 500 | 1.011 | .045 |
| Pair 9  | Use of Printed Newspaper Due to More Comprehensive    | 3.37 | 500 | .914  | .041 |
|         | Use of Digital Media Due to Comprehensive             | 3.42 | 500 | .971  | .043 |
| Pair 10 | Use of Printed Newspaper Have More Advertisements     | 3.27 | 500 | 1.109 | .050 |
|         | Use of Digital Media Due to More Advertisement        | 3.39 | 500 | 1.161 | .052 |
| Pair 11 | Use of Printed Newspaper Due to Authenticity          | 3.59 | 500 | .834  | .037 |
|         | Use of Digital Media Due to Authenticity              | 3.17 | 500 | 1.199 | .054 |
| Pair 12 | Use of Printed Newspaper Due to Affordability         | 3.55 | 500 | .981  | .044 |
|         | Use of Digital Media Due to Affordability             | 3.45 | 500 | .854  | .038 |
| Pair 13 | Use of Printed Newspaper Due to Style of Presentation | 3.45 | 500 | .997  | .045 |
|         | Use of Digital Media Due to Style Presentation        | 3.66 | 500 | 1.035 | .046 |
| Pair 14 | Use of Printed Newspaper Due to Style of Presentation | 3.45 | 500 | .997  | .045 |
|         | Use of Digital Media Due to Local News                | 3.40 | 500 | .974  | .044 |
| Pair 15 | Use of Printed Newspaper Due to Entertainment Value   | 3.19 | 500 | 1.049 | .047 |
|         | Use of Digital Media Due to Entertainment Value       | 3.69 | 500 | 1.090 | .049 |

**Table No 4.98 - Paired Samples Correlations**

|        |                                                                                                     | N   | Correlation | Sig. |
|--------|-----------------------------------------------------------------------------------------------------|-----|-------------|------|
| Pair 1 | Use of Printed Newspaper Due to Easy Access & Use of Digital Media Due to Easy Access               | 500 | .129        | .004 |
| Pair 2 | Use of Printed Newspaper Due to Cost Effectiveness & Use of Digital Media Due to Cost Effectiveness | 500 | -.102       | .022 |
| Pair 3 | Use of Printed Newspaper Due to Time Saving & Use of Digital Media Due to Time Saving               | 500 | .000        | .993 |
| Pair 4 | Use of Printed Newspaper Due to Convenience & Use of Digital Media Due to Convenience               | 500 | .077        | .086 |
| Pair 5 | Use of Printed Newspaper Due to Trust Worthiness & Use of Digital Media Due to Trust Worthiness     | 500 | .138        | .002 |
| Pair 6 | Use of Printed Newspaper Due to Easy To Read & Use of Digital Media Due to Instance Update          | 500 | .090        | .044 |

|         |                                                                                                        |     |      |      |
|---------|--------------------------------------------------------------------------------------------------------|-----|------|------|
| Pair 7  | Use of Printed Newspaper Due to Easy To Read & Use of Digital Media Due to Easy to Read                | 500 | .000 | .999 |
| Pair 8  | Use of Printed Newspaper Due to More Comprehensive & Use of Digital Media Due to More Stories          | 500 | .189 | .000 |
| Pair 9  | Use of Printed Newspaper Due to More Comprehensive & Use of Digital Media Due to Comprehensive         | 500 | .092 | .040 |
| Pair 10 | Use of Printed Newspaper Have More Advertisements & Use of Digital Media Due to More Advertisement     | 500 | .160 | .000 |
| Pair 11 | Use of Printed Newspaper Due to Authenticity & Use of Digital Media Due to Authenticity                | 500 | .005 | .916 |
| Pair 12 | Use of Printed Newspaper Due to Affordability & Use of Digital Media Due to Affordability              | 500 | .042 | .345 |
| Pair 13 | Use of Printed Newspaper Due to Style of Presentation & Use of Digital Media Due to Style Presentation | 500 | .066 | .140 |
| Pair 14 | Use of Printed Newspaper Due to Style of Presentation & Use of Digital Media Due to Local News         | 500 | .119 | .008 |
| Pair 15 | Use of Printed Newspaper Due to Entertainment Value & Use of Digital Media Due to Entertainment Value  | 500 | .344 | .000 |

**Table No 4.99 -Paired Samples Test**

|        |                                                                                       | Paired Differences |                |                 |                                           |       | t    | df  | Sig. (2-tailed) |
|--------|---------------------------------------------------------------------------------------|--------------------|----------------|-----------------|-------------------------------------------|-------|------|-----|-----------------|
|        |                                                                                       | Mean               | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference |       |      |     |                 |
|        |                                                                                       |                    |                |                 | Lower                                     | Upper |      |     |                 |
| Pair 1 | Use of Printed Newspaper Due to Easy Access - Use of Digital Media Due to Easy Access | .022               | 1.315          | .059            | -.094                                     | .138  | .374 | 499 | .708            |

|        |                                                                                                     |       |       |      |       |       |                |     |      |
|--------|-----------------------------------------------------------------------------------------------------|-------|-------|------|-------|-------|----------------|-----|------|
| Pair 2 | Use of Printed Newspaper Due to Cost Effectiveness - Use of Digital Media Due to Cost Effectiveness | -.126 | 1.481 | .066 | -.256 | .004  | -<br>1.90<br>2 | 499 | .058 |
| Pair 3 | Use of Printed Newspaper Due to Time Saving - Use of Digital Media Due to Time Saving               | .126  | 1.576 | .070 | -.012 | .264  | 1.78<br>8      | 499 | .074 |
| Pair 4 | Use of Printed Newspaper Due to Convivence - Use of Digital Media Due to Convenience                | -.036 | 1.337 | .060 | -.153 | .081  | -.602          | 499 | .547 |
| Pair 5 | Use of Printed Newspaper Due to Trust Worthiness - Use of Digital Media Due to Trust Worthiness     | .572  | 1.433 | .064 | .446  | .698  | 8.92<br>7      | 499 | .000 |
| Pair 6 | Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Instance Update          | -.424 | 1.220 | .055 | -.531 | -.317 | -<br>7.77<br>4 | 499 | .000 |
| Pair 7 | Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Easy to Read             | .156  | 1.404 | .063 | .033  | .279  | 2.48<br>4      | 499 | .013 |
| Pair 8 | Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to More Stories       | -.008 | 1.228 | .055 | -.116 | .100  | -.146          | 499 | .884 |

|         |                                                                                                        |       |       |      |       |       |                |     |      |
|---------|--------------------------------------------------------------------------------------------------------|-------|-------|------|-------|-------|----------------|-----|------|
| Pair 9  | Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to Comprehensive         | -.054 | 1.271 | .057 | -.166 | .058  | -.950          | 499 | .342 |
| Pair 10 | Use of Printed Newspaper Have More Advertisements - Use of Digital Media Due to More Advertisement     | -.122 | 1.472 | .066 | -.251 | .007  | -<br>1.85<br>3 | 499 | .064 |
| Pair 11 | Use of Printed Newspaper Due to Authenticity - Use of Digital Media Due to Authenticity                | .420  | 1.457 | .065 | .292  | .548  | 6.44<br>4      | 499 | .000 |
| Pair 12 | Use of Printed Newspaper Due to Affordability - Use of Digital Media Due to Affordability              | .098  | 1.273 | .057 | -.014 | .210  | 1.72<br>2      | 499 | .086 |
| Pair 13 | Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Style Presentation | -.208 | 1.389 | .062 | -.330 | -.086 | -<br>3.34<br>9 | 499 | .001 |
| Pair 14 | Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Local News         | .050  | 1.308 | .058 | -.065 | .165  | .855           | 499 | .393 |
| Pair 15 | Use of Printed Newspaper Due to Entertainment Value - Use of Digital Media Due to entertainment Value  | -.500 | 1.225 | .055 | -.608 | -.392 | -<br>9.12<br>6 | 499 | .000 |

### **Interpretation:**

To analyses the significant shift in digital version from traditional newspaper paired t test was applied. In which it can be observed that the respondents were asked to give their opinion for 15 questions put forth related to printed newspaper and 15 questions on digital media. The output of which is jotted down as follows.

For the first question Use of Printed Newspaper Due to Easy Access with that of Use of Digital Media Due to Easy Access it was observed that the t value is 0.374 and p-value was 0.708. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the second question Use of Printed Newspaper Due to Cost Effectiveness - Use of Digital Media Due to Cost Effectiveness Access it was observed that the t value is 1.092 and p-value was 0.058. Since the obtained p-value is equal to 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the third question Use of Printed Newspaper Due to Time Saving - Use of Digital Media Due to Time Saving Access it was observed that the t value is 1.788 and p-value was 0.074. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the fourth Question Use of Printed Newspaper Due to Convenience - Use of Digital Media Due to Convenience it was observed that the t value -602 and p-value was 0.547. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the Fifth Question Use of Printed Newspaper Due to Trust Worthiness - Use of Digital Media Due to Trust Worthiness it was observed that the t value 8.927 and p-value was 0.000. Since the obtained p-value is smaller than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

For sixth question Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Instance Update Worthiness it was observed that the t value 7.774 and p-value was 0.000. Since the obtained p-value is smaller than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

For seventh question Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Easy to Read it was observed that the t value 2.484 and p-

value was 0.013. Since the obtained p-value is smaller than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

For eighth question Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to More Stories it was observed that the t value -146 and p-value was 0.884. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the ninth question Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to Comprehensive it was observed that the t value -950 and p-value was 0.342. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For tenth question Use of Printed Newspaper Have More Advertisements - Use of Digital Media Due to More Advertisement it was observed that the t value 1.853 and p-value was 0.064. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For the eleventh question Use of Printed Newspaper Due to Authenticity - Use of Digital Media Due to Authenticity it was observed that the t value 6.494 and p-value was 0.000. Since the obtained p-value is smaller than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

For the twelve questions Use of Printed Newspaper Due to Affordability - Use of Digital Media Due to Affordability it was observed that the t value 1.722 and p-value was 0.086. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For thirteenth question Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Style Presentation Affordability it was observed that the t value 3.349 and p-value was 0.001. Since the obtained p-value is smaller than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

For fourteenth question Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Local News it was observed that the t value 0.855 and p-value was 0.393. Since the obtained p-value is greater than 0.05 the standard alpha value we have to accept the **null value**. (Ref table 4.98)

For fifteenth question Use of Printed Newspaper Due to Entertainment Value - Use of Digital Media Due to entertainment Value it was observed that the t

value -9.126 and p-value was 0.000. Since the obtained p-value is less than 0.05 the standard alpha value we have to reject the **null value**. (Ref table 4.98)

**Table No 4.100 -Overall Hypothesis Test**

|         |                                                                                                     | Sig. (2-tailed) | Accept/Reject | Overall       |
|---------|-----------------------------------------------------------------------------------------------------|-----------------|---------------|---------------|
| Pair 1  | Use of Printed Newspaper Due to Easy Access - Use of Digital Media Due to Easy Access               | er.708          | <b>Accept</b> | <b>Accept</b> |
| Pair 2  | Use of Printed Newspaper Due to Cost Effectiveness - Use of Digital Media Due to Cost Effectiveness | .058            | <b>Accept</b> |               |
| Pair 3  | Use of Printed Newspaper Due to Time Saving - Use of Digital Media Due to Time Saving               | .074            | <b>Accept</b> |               |
| Pair 4  | Use of Printed Newspaper Due to Convivence - Use of Digital Media Due to Convenience                | .547            | <b>Accept</b> |               |
| Pair 5  | Use of Printed Newspaper Due to Trust Worthiness - Use of Digital Media Due to Trust Worthiness     | .000            | <b>Reject</b> |               |
| Pair 6  | Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Instance Update          | .000            | <b>Reject</b> |               |
| Pair 7  | Use of Printed Newspaper Due to Easy To Read - Use of Digital Media Due to Easy to Read             | .013            | <b>Reject</b> |               |
| Pair 8  | Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to More Stories       | .884            | <b>Accept</b> |               |
| Pair 9  | Use of Printed Newspaper Due to More Comprehensive - Use of Digital Media Due to Comprehensive      | .342            | <b>Accept</b> |               |
| Pair 10 | Use of Printed Newspaper Have More Advertisements - Use of Digital Media Due to More Advertisement  | .064            | <b>Accept</b> |               |
| Pair 11 | Use of Printed Newspaper Due to Authenticity - Use of Digital Media Due to Authenticity             | .000            | <b>Reject</b> |               |
| Pair 12 | Use of Printed Newspaper Due to Affordability - Use of Digital Media Due to Affordability           | .086            | <b>Accept</b> |               |

|         |                                                                                                        |      |               |  |
|---------|--------------------------------------------------------------------------------------------------------|------|---------------|--|
| Pair 13 | Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Style Presentation | .001 | <b>Reject</b> |  |
| Pair 14 | Use of Printed Newspaper Due to Style of Presentation - Use of Digital Media Due to Local News         | .393 | <b>Accept</b> |  |
| Pair 15 | Use of Printed Newspaper Due to Entertainment Value - Use of Digital Media Due to entertainment Value  | .000 | <b>Reject</b> |  |

Thus, from the overall result it can be observed that nine factors are accepted and six got rejected. So overall Hypothesis **NULL ACCEPTED**

## Hypothesis No -2

**Ho** - There is no significant difference between the age groups of the respondent with regards to the version preferred for read newspapers.

**H1** - There is a significant difference between the age groups of the respondent with regards to the version preferred for read newspapers.

**Table No 4.101 -Crosstabs**

| Type of News Paper you Read? * Age: (in Years) Crosstabulation |         |                 |       |       |          |       |
|----------------------------------------------------------------|---------|-----------------|-------|-------|----------|-------|
|                                                                |         | Age: (in Years) |       |       |          | Total |
|                                                                |         | 18-24           | 25-40 | 41-60 | Above 60 |       |
| Type of News Paper you Read?                                   | Printed | 50              | 25    | 94    | 93       | 262   |
|                                                                | Online  | 20              | 17    | 1     | 48       | 86    |
|                                                                | Both    | 10              | 49    | 49    | 44       | 152   |
| Total                                                          |         | 80              | 91    | 144   | 185      | 500   |

## Oneway

**Table No 4.102 - Descriptives**

| Type of News Paper you Read? |     |      |                   |               |                                     |                |         |         |
|------------------------------|-----|------|-------------------|---------------|-------------------------------------|----------------|---------|---------|
|                              | N   | Mean | Std.<br>Deviation | Std.<br>Error | 95% Confidence<br>Interval for Mean |                | Minimum | Maximum |
|                              |     |      |                   |               | Lower<br>Bound                      | Upper<br>Bound |         |         |
| 18-24                        | 80  | 1.50 | .712              | .080          | 1.34                                | 1.66           | 1       | 3       |
| 25-40                        | 91  | 2.26 | .867              | .091          | 2.08                                | 2.44           | 1       | 3       |
| 41-60                        | 144 | 1.69 | .950              | .079          | 1.53                                | 1.84           | 1       | 3       |
| Above 60                     | 185 | 1.74 | .821              | .060          | 1.62                                | 1.85           | 1       | 3       |
| Total                        | 500 | 1.78 | .884              | .040          | 1.70                                | 1.86           | 1       | 3       |

**Table No 4.103 - ANOVA**

| Type of News Paper you Read? |                |     |             |        |      |
|------------------------------|----------------|-----|-------------|--------|------|
|                              | Sum of Squares | df  | Mean Square | F      | Sig. |
| Between Groups               | 29.171         | 3   | 9.724       | 13.373 | .000 |
| Within Groups                | 360.629        | 496 | .727        |        |      |
| Total                        | 389.800        | 499 |             |        |      |

Since from the above Chi-square table the  $p$ -value ( $p < 0.05$ ) is smaller than the standard alpha value, so we reject the null hypothesis that asserts the two variables are independent of each other. To put it simply, the output is *significant* – the data suggests that the variables age and version preferred for reading newspaper are associated with each other. Which means we reject the null hypothesis i.e., there is significant difference between age and version preferred for reading newspaper.

## NULL REJECTED

### Hypothesis No -3

**H<sub>0</sub>** –There is no a significant difference between the occupation of the respondent with regards to time spent for news updates.

**H<sub>1</sub>** – There is a significant difference between the occupation of the respondent with regards to time spent for news updates.

To analyses the above hypothesis i.e. to understand the relationship between the occupation and tome spent on newspaper updates by the respondents were obtained and verified for more information. Questions based on the time spent for newspaper was tentatively obtained to understand the amount of time spent roughly by the respondents in news updates. It was observed that around 58% of the business spend 10 to 30 minutes reading newspaper. 44% of the employees spend 10 to 30 minutes approximately. Likewise, 54% farmer, 30% retired spend 10 to 30 minutes time in reading newspaper.70% of the students spend around less than 10 minutes in reading newspaper.

**Table No 4.104 - Occupations \* How Much Time Spend for Reading Newspaper?**  
**Crosstabulation**

| Occupations * How Much Time Spend for Reading Newspaper? Crosstabulation |             |       |                                            |              |              |                  |        |
|--------------------------------------------------------------------------|-------------|-------|--------------------------------------------|--------------|--------------|------------------|--------|
| Particulars                                                              |             |       | How Much Time Spend for Reading Newspaper? |              |              |                  | Total  |
|                                                                          |             |       | Up to 10 Min                               | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| Occupations                                                              | Businessman | Count | 26                                         | 69           | 11           | 12               | 118    |
|                                                                          |             | %     | 22.0%                                      | 58.5%        | 9.3%         | 10.2%            | 100.0% |
|                                                                          | Employee    | Count | 28                                         | 34           | 15           | 1                | 78     |
|                                                                          |             | %     | 35.9%                                      | 43.6%        | 19.2%        | 1.3%             | 100.0% |
|                                                                          | Farmer      | Count | 9                                          | 14           | 3            | 0                | 26     |
|                                                                          |             | %     | 34.6%                                      | 53.8%        | 11.5%        | 0.0%             | 100.0% |
|                                                                          | Retired     | Count | 48                                         | 29           | 15           | 4                | 96     |
|                                                                          |             | %     | 50.0%                                      | 30.2%        | 15.6%        | 4.2%             | 100.0% |
|                                                                          | Homemaker   | Count | 29                                         | 15           | 28           | 5                | 77     |
|                                                                          |             | %     | 37.7%                                      | 19.5%        | 36.4%        | 6.5%             | 100.0% |
|                                                                          | Student     | Count | 56                                         | 19           | 5            | 0                | 80     |
|                                                                          |             | %     | 70.0%                                      | 23.8%        | 6.3%         | 0.0%             | 100.0% |
|                                                                          | Politicians | Count | 5                                          | 6            | 2            | 5                | 18     |

|       |               |       |       |       |       |       |        |
|-------|---------------|-------|-------|-------|-------|-------|--------|
|       |               | %     | 27.8% | 33.3% | 11.1% | 27.8% | 100.0% |
|       | Social Worker | Count | 0     | 6     | 0     | 1     | 7      |
|       |               | %     | 0.0%  | 85.7% | 0.0%  | 14.3% | 100.0% |
| Total |               | Count | 201   | 192   | 79    | 28    | 500    |
|       |               | %     | 40.2% | 38.4% | 15.8% | 5.6%  | 100.0% |

Based on the opinion sought by the reader respondents, the data gathered was out in to testing for Chi square test. This test will help in determine whether there is a significant association between occupation and time spent on newspaper. The result obtained were as follows.

**Table No 4.105 - Chi-Square Tests**

|                                                                                         | Value                | df | Asymp. Sig. (2-sided) |
|-----------------------------------------------------------------------------------------|----------------------|----|-----------------------|
| Pearson Chi-Square                                                                      | 126.661 <sup>a</sup> | 21 | .000                  |
| Likelihood Ratio                                                                        | 123.245              | 21 | .000                  |
| Linear-by-Linear Association                                                            | 5.531                | 1  | .019                  |
| N of Valid Cases                                                                        | 500                  |    |                       |
| a. 11 cells (34.4%) have expected count less than 5. The minimum expected count is .39. |                      |    |                       |

Form the above test results it can be observed that the alpha level is .000 for time spent on newspaper based on the occupation, which is smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between the occupations of the reader respondents with that of the time spent on newspaper.

Likewise, in Table no 4.101 wherein based on the occupation time spent in watching TV for news updates was observed as shown below.

**Table No 4.106 - Occupations \* How Much Time Spend for Watching TV?**

**Crosstabulation**

| Occupations * How Much Time Spend for Watching TV? Crosstabulation |               |       |                                      |              |              |                  |        |
|--------------------------------------------------------------------|---------------|-------|--------------------------------------|--------------|--------------|------------------|--------|
| Particulars                                                        |               |       | How Much Time Spend for Watching TV? |              |              |                  | Total  |
|                                                                    |               |       | Up to 10 Min                         | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| Occupations                                                        | Businessman   | Count | 15                                   | 82           | 7            | 14               | 118    |
|                                                                    |               | %     | 12.7%                                | 69.5%        | 5.9%         | 11.9%            | 100.0% |
|                                                                    | Employee      | Count | 26                                   | 34           | 8            | 10               | 78     |
|                                                                    |               | %     | 33.3%                                | 43.6%        | 10.3%        | 12.8%            | 100.0% |
|                                                                    | Farmer        | Count | 2                                    | 16           | 7            | 1                | 26     |
|                                                                    |               | %     | 7.7%                                 | 61.5%        | 26.9%        | 3.8%             | 100.0% |
|                                                                    | Retired       | Count | 34                                   | 38           | 14           | 10               | 96     |
|                                                                    |               | %     | 35.4%                                | 39.6%        | 14.6%        | 10.4%            | 100.0% |
|                                                                    | Homemaker     | Count | 11                                   | 38           | 12           | 16               | 77     |
|                                                                    |               | %     | 14.3%                                | 49.4%        | 15.6%        | 20.8%            | 100.0% |
|                                                                    | Student       | Count | 37                                   | 38           | 4            | 1                | 80     |
|                                                                    |               | %     | 46.3%                                | 47.5%        | 5.0%         | 1.3%             | 100.0% |
|                                                                    | Politicians   | Count | 3                                    | 8            | 3            | 4                | 18     |
|                                                                    |               | %     | 16.7%                                | 44.4%        | 16.7%        | 22.2%            | 100.0% |
|                                                                    | Social Worker | Count | 0                                    | 0            | 6            | 1                | 7      |
|                                                                    |               | %     | 0.0%                                 | 0.0%         | 85.7%        | 14.3%            | 100.0% |
| Total                                                              |               | Count | 128                                  | 254          | 61           | 57               | 500    |
|                                                                    |               | %     | 25.6%                                | 50.8%        | 12.2%        | 11.4%            | 100.0% |

**Table No 4.107 - Chi-Square Tests**

|                                                                                        | Value                | df | Asymp. Sig. (2-sided) |
|----------------------------------------------------------------------------------------|----------------------|----|-----------------------|
| Pearson Chi-Square                                                                     | 112.810 <sup>a</sup> | 21 | .000                  |
| Likelihood Ratio                                                                       | 104.338              | 21 | .000                  |
| Linear-by-Linear Association                                                           | .341                 | 1  | .559                  |
| N of Valid Cases                                                                       | 500                  |    |                       |
| a. 9 cells (28.1%) have expected count less than 5. The minimum expected count is .80. |                      |    |                       |

Form the above test results it can be observed that the alpha level is .000 for time spent for news through watching Television for news updates based on the

occupation. The observed value is smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between the occupation of the reader respondents with that of the time spent on watching television for news updates was observed.

Likewise, in Table no 4.102 wherein based on the occupation, time spent for listening radio for news updates was observed as shown below.

**Table No 4.108 -Occupations \* How Much Time Spend for Listening Radio?**

**Cross tabulation**

| Occupations * How Much Time Spend for Listening Radio? Cross tabulation |               |       |                                          |              |              |                  |        |
|-------------------------------------------------------------------------|---------------|-------|------------------------------------------|--------------|--------------|------------------|--------|
| Particulars                                                             |               |       | How Much Time Spend for Listening Radio? |              |              |                  | Total  |
|                                                                         |               |       | Up to 10 Min                             | 10 to 30 Min | 30 to 60 Min | More than 1 Hour |        |
| Occupations                                                             | Businessman   | Count | 74                                       | 19           | 20           | 5                | 118    |
|                                                                         |               | %     | 62.7%                                    | 16.1%        | 16.9%        | 4.2%             | 100.0% |
|                                                                         | Employee      | Count | 41                                       | 26           | 3            | 8                | 78     |
|                                                                         |               | %     | 52.6%                                    | 33.3%        | 3.8%         | 10.3%            | 100.0% |
|                                                                         | Farmer        | Count | 16                                       | 7            | 2            | 1                | 26     |
|                                                                         |               | %     | 61.5%                                    | 26.9%        | 7.7%         | 3.8%             | 100.0% |
|                                                                         | Retired       | Count | 60                                       | 26           | 8            | 2                | 96     |
|                                                                         |               | %     | 62.5%                                    | 27.1%        | 8.3%         | 2.1%             | 100.0% |
|                                                                         | Homemaker     | Count | 55                                       | 14           | 6            | 2                | 77     |
|                                                                         |               | %     | 71.4%                                    | 18.2%        | 7.8%         | 2.6%             | 100.0% |
|                                                                         | Student       | Count | 55                                       | 15           | 8            | 2                | 80     |
|                                                                         |               | %     | 68.8%                                    | 18.8%        | 10.0%        | 2.5%             | 100.0% |
|                                                                         | Politicians   | Count | 11                                       | 4            | 2            | 1                | 18     |
|                                                                         |               | %     | 61.1%                                    | 22.2%        | 11.1%        | 5.6%             | 100.0% |
|                                                                         | Social Worker | Count | 0                                        | 7            | 0            | 0                | 7      |
|                                                                         |               | %     | 0.0%                                     | 100.0%       | 0.0%         | 0.0%             | 100.0% |
| Total                                                                   |               | Count | 312                                      | 118          | 49           | 21               | 500    |
|                                                                         |               | %     | 62.4%                                    | 23.6%        | 9.8%         | 4.2%             | 100.0% |

**Table No 4.109 - Chi-Square Tests**

|                                                                                         | Value               | df | Asymp.<br>Sig. (2-<br>sided) |
|-----------------------------------------------------------------------------------------|---------------------|----|------------------------------|
| Pearson Chi-Square                                                                      | 52.330 <sup>a</sup> | 21 | .000                         |
| Likelihood Ratio                                                                        | 48.214              | 21 | .001                         |
| Linear-by-Linear<br>Association                                                         | 2.609               | 1  | .106                         |
| N of Valid Cases                                                                        | 500                 |    |                              |
| a. 14 cells (43.8%) have expected count less than 5. The minimum expected count is .29. |                     |    |                              |

From the above test results, it can be observed that the alpha level is .000 for time spent for news through listening radio for news updates based on the occupation. The observed values are lower than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between the occupation of the reader respondents with that of the time spent on listening radio for news updates was observed.

Likewise, in Table no 4.103 wherein based on the occupation, time spent on social media for news updates was observed as shown below.

**Table No 4.110 - Occupations \* How Much Time Spend for Spend on social media? Crosstabulation**

| <b>Occupations * How Much Time Spend for Spend on social media?<br/>Crosstabulation</b> |             |       |                                                           |                 |                 |                        |              |
|-----------------------------------------------------------------------------------------|-------------|-------|-----------------------------------------------------------|-----------------|-----------------|------------------------|--------------|
| <b>Particulars</b>                                                                      |             |       | <b>How Much Time Spend for Spend<br/>on social media?</b> |                 |                 |                        | <b>Total</b> |
|                                                                                         |             |       | Up to<br>10 Min                                           | 10 to<br>30 Min | 30 to 60<br>Min | More<br>than 1<br>Hour |              |
| Occupations                                                                             | Businessman | Count | 50                                                        | 43              | 18              | 7                      | 118          |
|                                                                                         |             | %     | 42.4%                                                     | 36.4%           | 15.3%           | 5.9%                   | 100.0%       |
|                                                                                         | Employee    | Count | 32                                                        | 21              | 17              | 8                      | 78           |
|                                                                                         |             | %     | 41.0%                                                     | 26.9%           | 21.8%           | 10.3%                  | 100.0%       |
|                                                                                         | Farmer      | Count | 15                                                        | 10              | 0               | 1                      | 26           |
|                                                                                         |             | %     | 57.7%                                                     | 38.5%           | 0.0%            | 3.8%                   | 100.0%       |
|                                                                                         | Retired     | Count | 60                                                        | 20              | 5               | 11                     | 96           |
|                                                                                         |             | %     | 62.5%                                                     | 20.8%           | 5.2%            | 11.5%                  | 100.0%       |

|       |               |       |       |       |       |       |        |
|-------|---------------|-------|-------|-------|-------|-------|--------|
|       | Homemaker     | Count | 33    | 11    | 11    | 22    | 77     |
|       |               | %     | 42.9% | 14.3% | 14.3% | 28.6% | 100.0% |
|       | Student       | Count | 41    | 30    | 9     | 0     | 80     |
|       |               | %     | 51.3% | 37.5% | 11.3% | 0.0%  | 100.0% |
|       | Politicians   | Count | 8     | 4     | 4     | 2     | 18     |
|       |               | %     | 44.4% | 22.2% | 22.2% | 11.1% | 100.0% |
|       | Social Worker | Count | 0     | 6     | 0     | 1     | 7      |
|       |               | %     | 0.0%  | 85.7% | 0.0%  | 14.3% | 100.0% |
| Total |               | Count | 239   | 145   | 64    | 52    | 500    |
|       |               | %     | 47.8% | 29.0% | 12.8% | 10.4% | 100.0% |

**Table No 4.111 - Chi-Square Tests**

|                                                                                        | Value               | df | Asymp. Sig.<br>(2-sided) |
|----------------------------------------------------------------------------------------|---------------------|----|--------------------------|
| Pearson Chi-Square                                                                     | 83.384 <sup>a</sup> | 21 | .000                     |
| Likelihood Ratio                                                                       | 90.343              | 21 | .000                     |
| Linear-by-Linear Association                                                           | .000                | 1  | .997                     |
| N of Valid Cases                                                                       | 500                 |    |                          |
| a. 8 cells (25.0%) have expected count less than 5. The minimum expected count is .73. |                     |    |                          |

From the above test results it can be observed that the alpha level is .000 for time spent for news through social media for news updates based on the occupation. The observed values are lower than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between the occupation of the reader respondents with that of the time spent on social media for news updates was observed.

**Table No 4.112 - Overview of results of Hypothesis**

| S.no | Hypothesis                                                                                                                                    | Accept/Reject | Overall |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------|
| 1    | There is no a significant difference between the occupation of the respondent with regards to time spent on newspaper.                        | Reject        | Reject  |
| 2    | There is no a significant difference between the occupation of the respondent with regards to time spent on television for news updates.      | Reject        |         |
| 3    | There is no a significant difference between the occupation of the respondent with regards to time spent on listening radio for news updates. | Reject        |         |
| 4    | There is no a significant difference between the occupation of the respondent with regards to time spent on Social media for news updates.    | Reject        |         |

Thus, it can be observed from the above table that there is a significant difference between the occupation of the respondents with regards to time spent for news updates can be observed. It can also be observed that traditional newspaper has a significant difference over occupation-oriented spending of time, television, radio or social media on the basis of occupation.

**NULL REJECTED**

## **CHAPTER - V – FINDING, CONCLUSION AND SUGGESTION**

### **5.1 Finding**

To understand the emergence of digital media over traditional print media in Sangli and Kolhapur District based on the five-leading newspaper in western Maharashtra. The researcher has tried to analyse the shift of readers towards digital from traditional printed newspaper various factors were considered like easy access, cost effectiveness, time saving, convenience, trustworthiness, instant update, easy to read, more content, comprehensiveness, more advertisements, authenticity, affordability, style of presentation, scope and coverage of local news, entertainment value were considered. With the use of paired sample, t-test between the above stated factors on the basis of perception towards traditional and digital newspaper was analyzed.

1. Based on the analysis it was observed that easy access, cost effectiveness, time saving, convenience, comprehensiveness, more stories, advertisements, affordability, scope, and coverage have no significant interference in choosing digital media over traditional newspaper.
2. Whereas, trust worthiness, instant update, easier to read, authenticity, style of presentation entertainment value has a significant consideration towards digital media over traditional printed newspaper.
3. The results obtained stated that age and version preferred for reading newspaper was associated to each other.
4. Based on the above test we can conclude that as per the age of the readers their preferences too change.
5. Therefore, to cater to various readers of different age groups there has to be a consideration of technology prevalent and newspaper industry too has to change and provide things accordingly to cater to the needs based on the age group.
6. News plays a crucial role in our society by providing information, analysis, and updates about events happening locally, nationally, and globally.
7. News keeps us informed about current events and developments around the world. It provides essential information on topics such as politics, economics, science, technology, health, entertainment, and more.

8. This helps the individuals to take better decisions, understand the world around them, and participate in meaningful discussions.
9. Whenever listening to NEWS, there emerges various ways in which access to news can be successfully done. First things come to our mind is newspaper followed by newspaper, television, radio, social media etc.
10. This hypothesis is thus particularly formulated to understand the current scenario towards time spent to access the NEWS. The study is cross tabulated based on the occupation as different occupation needs to read newspaper varies from one profession to other with that of reading traditional newspaper or television, radio or social media for obtaining news updates.
11. It was observed through Chi square test that there is a significant difference between occupation of the respondents and time spent on newspaper for news update.

## **5.2 Suggestion**

Thus, based on the above study on emergence of digital media on traditional newspaper industry with special reference to five leading regional Marathi Newspaper in Sangli and Kolhapur District it can be observed that easy access, cost effectiveness, time saving convenience, comprehension, availability of advertisements, affordability, scope and coverage have no significant reason behind the selection of traditional and digital media.

1. Whereas, trust worthiness, instant update, easier to read, authenticity, style of presentation entertainment value had a significant consideration towards digital media over traditional printed newspaper.
2. Thus, based on these factors only any newspaper survives in the market.
3. Therefore, it can be suggested that for any newspaper there is no need to worry about cost effectiveness and affordability to be a reason for ignoring traditional newspapers.
4. Likewise, easy access, time saving, and convenience are not the factors to bring in a consideration to digital media. It is purely the trust, authenticity, style of presentation matters.
5. Based on the above test it can also be suggested that the newspaper industry should focus on age wise requirements of the readers to satisfy them with exactly what they are expecting in a newspaper.

6. As there is a significant relationship between age and version preferred to read newspaper.
7. It can also be suggested that occupation too has a significant role in preference towards amount of time spent on news updates.

### **5.3 Conclusion:**

The research on the impact of the emergence of digital media on the traditional newspaper industry in Sangli and Kolhapur districts leads to several important conclusions:

It is indicating that there has been a noticeable shift in readers' preference from traditional printed newspapers to digital versions for news consumption. There is a significant difference between age groups concerning their preferred version for reading newspapers. Younger age groups tend to prefer digital versions, while older age groups are more likely to stick to the traditional print format. This generational divide underscores the importance for newspapers to cater to both digital-savvy younger readers and traditional print loyalists. The research reveals that there is a significant difference in the time spent on news updates based on respondents' occupations. Different occupational groups have varying levels of time availability for news consumption, and newspapers should consider tailoring their content and distribution strategies accordingly.

The traditional newspaper industry in Sangli and Kolhapur districts is facing significant challenges due to the rise of digital media. To adapt to the current competitive scenario, newspapers have been making efforts to establish their presence on digital platforms, offer online content, and engage with their audiences through mobile applications and social media.

The study provides valuable insights into the readership behavior of consumers in the two districts. It highlights the importance of understanding the preferences and habits of the target audience to tailor content and delivery methods effectively. Additionally, consumers' perceptions of digital media have a considerable influence on their news consumption choices. Newspapers need to address concerns and misconceptions about digital media while highlighting the advantages of their traditional and digital offerings.

#### 5.4 Scope of further study

The research on the impact of digital media on the traditional newspaper industry in Sangli and Kolhapur districts provides a foundation for further studies in several areas. The scope of further research includes:

- ❖ **Comparative Analysis:** Conducting a comparative analysis of the newspaper industry across different regions in Maharashtra or other Indian states would provide insights into regional variations in readership behavior and the industry's adaptation to digital media. Understanding these differences can help identify region-specific challenges and opportunities.
- ❖ **Long-Term Trends:** Studying the long-term trends of the newspaper industry's evolution and digital transformation can provide a more comprehensive understanding of how the industry has adapted over time. This could involve analyzing data from the past few decades to identify key turning points and their impact on the industry.
- ❖ **Impact of Social Media:** Investigating the specific impact of social media on the traditional newspaper industry would be valuable. This research could explore how social media platforms have influenced news consumption patterns, audience engagement, and the dissemination of news content.
- ❖ **Content Analysis:** Conducting a content analysis of newspapers' print and digital versions can shed light on how news organizations are tailoring their content to suit different platforms. It could also reveal any variations in reporting style, tone, or emphasis between the two formats.
- ❖ **Factors Influencing Digital Adoption:** Exploring the factors that influence readers' preferences for digital news platforms over traditional print newspapers would be beneficial. This research could delve deeper into aspects such as convenience, accessibility, trust in digital media, and the role of demographics in driving digital adoption.
- ❖ **Media Literacy:** Investigating the level of media literacy among readers and its influence on their media preferences can be enlightening. Understanding how media literacy impacts the consumption of news and discernment of reliable sources could help address concerns related to misinformation.
- ❖ **Comparative Analysis of Marathi and Other Regional Newspapers:** Conducting a comparative study between Marathi regional newspapers and

newspapers in other regional languages can identify similarities and differences in their response to digital media challenges.

In conclusion, the scope of further study on the impact of digital media on the traditional newspaper industry is broad and multifaceted. By exploring these areas of research, scholars, media organizations, and policymakers can gain deeper insights into the evolving landscape of news consumption and the strategies required to ensure the continued relevance and sustainability of the newspaper industry in the digital age.

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**EMERGENCE OF DIGITAL MEDIA ON TRADITIONAL NEWSPAPER INDUSTRY  
WITH SPECIAL REFERENCE TO FIVE LEADING REGIONAL MARATHI  
NEWSPAPERS IN SANGLI AND KOLHAPUR DISTRICT.**

Under the guidance of- Dr Pranati Tilak, Dean Management. Dept. TMV  
Research scholar –Mrs Madhavi M. Peshave PRN-15819004712

**Questionnaire for Newspaper Readers**

**INTERVIEW SCHEDULE**

**Demographics of the Respondents**

|                             |                                       |                                      |                                       |                                        |                               |                                 |
|-----------------------------|---------------------------------------|--------------------------------------|---------------------------------------|----------------------------------------|-------------------------------|---------------------------------|
| <b>Name</b>                 |                                       |                                      |                                       | <b>Gender</b>                          | <input type="checkbox"/> Male | <input type="checkbox"/> Female |
| <b>Age in Year</b>          | 18 to 24 <input type="checkbox"/>     | 25 to 40 <input type="checkbox"/>    | 41 to 60 <input type="checkbox"/>     | Above 60 <input type="checkbox"/>      |                               |                                 |
| <b>Education</b>            | Literate <input type="checkbox"/>     | Up to HSC <input type="checkbox"/>   | Graduate <input type="checkbox"/>     | Post Graduate <input type="checkbox"/> |                               |                                 |
| <b>Occupation</b>           | Businessman <input type="checkbox"/>  | Employee <input type="checkbox"/>    | Farmer <input type="checkbox"/>       | Retired <input type="checkbox"/>       |                               |                                 |
|                             | Homemaker <input type="checkbox"/>    | Student <input type="checkbox"/>     | Politicians <input type="checkbox"/>  | Social worker <input type="checkbox"/> |                               |                                 |
| <b>Annual Income</b>        | Up to 1 Lakh <input type="checkbox"/> | 1 to 5 Lakh <input type="checkbox"/> | 5 to 10 Lakh <input type="checkbox"/> | Above 10 Lakh <input type="checkbox"/> |                               |                                 |
| <b>Residential Location</b> | Rural <input type="checkbox"/>        |                                      | Urban <input type="checkbox"/>        | Semi-Urban <input type="checkbox"/>    |                               |                                 |
| <b>Distract</b>             | Sangli <input type="checkbox"/>       |                                      |                                       | Kolhapur <input type="checkbox"/>      |                               |                                 |

**Readers Status about Selected Newspapers**

| <b>Sr</b> | <b>Newspaper</b> | <b>I am using following Version of Newspaper</b> |                                          |                                      |
|-----------|------------------|--------------------------------------------------|------------------------------------------|--------------------------------------|
| <b>1</b>  | Pudhari          | Printed Version <input type="checkbox"/>         | Digital Version <input type="checkbox"/> | Not Reading <input type="checkbox"/> |
| <b>2</b>  | Tarun Bharat     | Printed Version <input type="checkbox"/>         | Digital Version <input type="checkbox"/> | Not Reading <input type="checkbox"/> |
| <b>3</b>  | Kesari           | Printed Version <input type="checkbox"/>         | Digital Version <input type="checkbox"/> | Not Reading <input type="checkbox"/> |
| <b>4</b>  | Punyanagari      | Printed Version <input type="checkbox"/>         | Digital Version <input type="checkbox"/> | Not Reading <input type="checkbox"/> |
| <b>5</b>  | Sakal            | Printed Version <input type="checkbox"/>         | Digital Version <input type="checkbox"/> | Not Reading <input type="checkbox"/> |

### Basic Profile of the Readers

| Sr | Items                                           | Responses                        |                                          |                                       |
|----|-------------------------------------------------|----------------------------------|------------------------------------------|---------------------------------------|
| 1  | How often you read newspaper?                   | Daily <input type="checkbox"/>   | One's in a week <input type="checkbox"/> | Occasionally <input type="checkbox"/> |
| 2  | Which type of Newspaper you read?               | Printed <input type="checkbox"/> | Online <input type="checkbox"/>          | Both <input type="checkbox"/>         |
| 3  | Which media you are using for news updates?     | Website <input type="checkbox"/> | Mobile Apps <input type="checkbox"/>     | Face-book <input type="checkbox"/>    |
|    |                                                 | Tweeter <input type="checkbox"/> | YouTube <input type="checkbox"/>         | WhatsApp <input type="checkbox"/>     |
|    |                                                 | Radio <input type="checkbox"/>   | Television <input type="checkbox"/>      |                                       |
| 4  | How many newspapers you purchase?               | One <input type="checkbox"/>     | Two <input type="checkbox"/>             | Three <input type="checkbox"/>        |
|    |                                                 | Four <input type="checkbox"/>    | Five <input type="checkbox"/>            | >5 <input type="checkbox"/>           |
| 5  | How much amount you are spending on newspapers? | Monthly : Rs. _____              |                                          |                                       |

### Time Spent for News Updates

| Sr | Items                                                             | Time Spent                                |                                           |                                           |                                           |
|----|-------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|
| 1  | How much time do you spend for reading Printed Newspapers?        | Up to 10 Minutes <input type="checkbox"/> | 10 to 30 Minutes <input type="checkbox"/> | 30 to 60 Minutes <input type="checkbox"/> | More than 1 Hour <input type="checkbox"/> |
| 2  | How much time do you spend watching TV Channels for News updates? | Up to 10 Minutes <input type="checkbox"/> | 10 to 30 Minutes <input type="checkbox"/> | 30 to 60 Minutes <input type="checkbox"/> | More than 1 Hour <input type="checkbox"/> |
| 3  | How much time do you spend listening Radio for News updates?      | Up to 10 Minutes <input type="checkbox"/> | 10 to 30 Minutes <input type="checkbox"/> | 30 to 60 Minutes <input type="checkbox"/> | More than 1 Hour <input type="checkbox"/> |
| 4  | How much time do you spend on Social Media for News updates?      | Up to 10 Minutes <input type="checkbox"/> | 10 to 30 Minutes <input type="checkbox"/> | 30 to 60 Minutes <input type="checkbox"/> | More than 1 Hour <input type="checkbox"/> |

### Preference for Printed Newspapers

| Sr | Items                                                   | Responses         |          |         |       |                |
|----|---------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| 1  | I am using Printed Newspapers due to Easy Access        | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 2  | I am using Printed Newspapers due to Cost Effectiveness | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 3  | I am using Printed Newspapers due to Time Saving        | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

|    |                                                                       |                   |          |         |       |                |
|----|-----------------------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| 4  | I am using Printed Newspapers due to Convenience                      | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 5  | I am using Printed Newspapers due to Trustworthiness                  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 6  | I am using Printed Newspapers due to Instant Update                   | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 7  | I believe that printed newspapers are easier to read                  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 8  | I believe that there are more stories in printed newspapers           | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 9  | I believe that printed newspapers are more comprehensive              | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 10 | Online newspapers have more advertisements than printed newspapers    | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 11 | I am using Printed Newspapers due to authenticity of News             | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 12 | I am using Printed Newspapers due to Style of Presentation            | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 13 | I am using Printed Newspapers due to Scope and Coverage of Local News | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 14 | I am using Printed Newspapers due to Entertainment Value              | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

#### Preference for Digital Media

| Sr | Items                                                               | Responses         |          |         |       |                |
|----|---------------------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| 1  | I am using digital media for News Updates due to Easy Access        | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 2  | I am using digital media for News Updates due to Cost Effectiveness | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

|    |                                                                  |                   |          |         |       |                |
|----|------------------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| 3  | I am using digital media for News Updates due to Time Saving     | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 4  | I am using digital media for News Updates due to Convenience     | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 5  | I am using digital media for News Updates due to Trustworthiness | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 6  | I am using digital media for News Updates due to Instant Update  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 7  | I believe that digital media is easier to read                   | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 8  | I believe that there are more stories in Digital Media           | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 9  | I believe that digital media is more comprehensive               | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 10 | Printed newspapers have more advertisements than Digital Media   | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 11 | I am using Digital Media due to authenticity of News             | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 12 | I am using Digital Media due to Style of Presentation            | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 13 | I am using Digital Media due to Scope and Coverage of Local News | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 14 | I am using Digital Media due to Entertainment Value              | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

Suggestions if any -----

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Thank you

## **Feedback Taken from Media Persons**

**Shri. Vasant Bhosale**

**Chief Editor**

**Daily Lokmat**

With the help of social media people get information faster than newspapers, that's the reason, need to rely on newspapers is disappearing. If social media maintains its credibility, it can have a huge impact on a newspaper or its business. Social media companies don't realize that we have to maintain credibility while giving information or communicating, so news or information in newspapers still seems more credible when compared with social media.

**Shri. Mangesh Mantri**

**Chief Editor**

**Daily Tarun-Bharat**

**Sangli-Kolhapur Edition**

Readers are hungry for information and reliable news. However, the new generation accesses this information online, resulting in an impact on traditional print media. But traditional newspapers have survived because of the credibility and public confidence in print media till date. Traditional newspaper production cost, distribution cost, price war and capitalist politicians are also hurting this business. The cream of society, capitalist was entered this profession, and they tighten the first around the readers small and medium newspaper industries faces tremendous challenges now. If readers want quality and reliable newspapers, they should pay the proper price for printed newspapers. Besides getting the qualitative printed newspaper, the youth will also be drawn to reading newspaper cultural and due to this process, golden era for printed newspapers will come again.

**Manohar Peshave**

**Editorial Manager**

**Dainik Dakshin Maharashtra Kesari**

**Sangli-kolhapur edition**

News coming out on social media is without any reference evidence. The aim is to attract and entertain the readers. This not only brings disrepute to some organization individuals, but also can have far-reaching effects on the organization, the only downside is that when a major incident occurs, it reaches the readers immediately. On the contrary, news in print media is reliable. The news is published following all the provisions of the law, so its credibility remains intact even today. It is very important for print media to attract the youth to regain the distance they have lost from the print media in the last five to seven years. Ad revenue was also partly affected by social media revenue.

**Vijay Jadhav**

**Executive Editor**

**Daily Pudhari**

Not only is social media a challenge to traditional newspapers, but social media has also radically changed the medium of communication. Reflecting these strengths of being dynamic, giving everyone an opportunity to express themselves and ubiquitous, this new medium has emerged defying many barriers and restrictions. The globalized market got a new weapon. Therefore, all the dimensions of publicity, dissemination, popularity are changing. Changing and accelerating the economics of media, this medium also poses new challenges. . Most dangerous is the lack of credibility, authenticity, and accountability. In digesting these changes, democratic values may be threatened to some extent. But change is inevitable. 4. Many basic issues such as mission, code of conduct, duty, value, and ethics of this media remain unanswered. One has to consider its consequences while accepting it. Since it is for society and it is owned by society, these aspects must be considered.

**Dr. Hemant More**

**Sub-editor daily kesari**

Social media has adversely affected the traditional newspaper business. Unverified and sensational news is forwarded from social media. Readers attract to this fake news and it impacts on social psychology. e news published in the newspaper on the second day seems old to them. But the effect of social media news is fleeting. Most of the news is fake. According to my opinion People have no choice for newspapers for reliable and assured news. Social media has had a huge impact on the newspaper business. When an incident happens, social media spreads the news of it in short time, so the interest in reading the news in the newspaper at next morning is very less. Due to this, the readership is decreasing, and the purchasing power of newspapers has decreased. The new reader count is not increasing rapidly.

**Shri. Vikas Suryawanshi**

**Secretary,**

**Maharashtra State Newspaper Sellers Association,**

**Sangli-Kolhapur District**

Social media like Facebook, WhatsApp, YouTube, Twitter, Instagram has a huge expansion in this internet era. It continues to grow. News and information is reaching people quickly through social media. So social media has become a competitor to the traditional newspaper business. But be it news or information; Authenticity, credibility in that text is important. It is precisely that credibility that social media has not been able to achieve. On the contrary, people not trusted on news published on digital media. The level of disseminating one-sided news, one-sided information is seen on social media. Therefore, the readers have a question whether the news or information coming from social media is true or false. There is also the question as to where to ensure it. At that

time readers had only one option which is newspaper, news agency. Information in the newspaper, truthfulness in the news, preserved the truth and reliability. In fact, the importance of the newspaper business is still intact today and will continue to be so in the future.

**Yuvraj Panari,**  
**Branch Manager,**  
**Dainik Pudhari Sangli**

Currently viral on social media news is bombarded. The youth is at the forefront of sharing them without any authenticity. It is true that youth is attracted to these fastest circulating news media so even if there is an impact on newspaper growth, it doesn't seem to last long. The generation that lives in that world believing the news coming on social media to be true, has now started to realize its reality. Therefore, the importance of traditional newspaper business will remain intact.

**Prashant Kulkarni,**  
**Partner,**  
**Chaturang Advertising and Marketing,**  
**Sangli**

The main difference between social media and traditional newspapers is the speed of information dissemination. Therefore, the news that is printed almost 18 hours apart is stale in the eyes of the reader. Due to this, the readership of traditional newspapers is decreasing. Obviously, the response to its advertisements is decreasing. Very few people of the new generation are found reading traditional newspapers. Therefore, as these influence boys/girls do not see advertisements in newspapers. The advertisement does not have as much impact as it is supposed to. Also, there is a huge difference between the cost of advertising in traditional newspapers and the cost of advertising on social media. Traditional newspapers charges heavy rates of advertisement and it increases according to editions. On the contrary digital media can publish advertisements in low cost, which is also affecting the business of traditional newspapers.

**IMPACT OF EMERGENCE OF DIGITAL MEDIA ON  
TRADITIONAL NEWSPAPER INDUSTRY WITH SPECIAL  
REFERENCE TO FIVE LEADING REGIONAL MARATHI  
NEWSPAPERS IN SANGLI AND KOLHAPUR DISTRICTS**  
**A THESIS**

**SUBMITTED TO THE**  
**TILAK MAHARASHTRA VIDYAPEETH PUNE**  
**FOR THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY**  
**IN MANAGEMENT**

**Under the Board of Management Studies**



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**UNDER THE GUIDANCE OF**  
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**DEPARTMENT OF MANAGEMENT**  
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## **80\_Recommendation**

### **Finding**

To understand the emergence of digital media over traditional print media in Sangli and Kolhapur District based on the five-leading newspaper in western Maharashtra. The researcher has tried to analyse the shift of readers towards digital from traditional printed newspaper various factors were considered like easy access, cost effectiveness, time saving, convenience, trustworthiness, instant update, easy to read, more content, comprehensiveness, more advertisements, authenticity, affordability, style of presentation, scope and coverage of local news, entertainment value were considered. With the use of paired sample, t-test between the above stated factors on the basis of perception towards traditional and digital newspaper was analyzed.

1. Based on the analysis it was observed that easy access, cost effectiveness, time saving, convenience, comprehensiveness, more stories, advertisements, affordability, scope, and coverage have no significant interference in choosing digital media over traditional newspaper.
2. Whereas, trust worthiness, instant update, easier to read, authenticity, style of presentation entertainment value has a significant consideration towards digital media over traditional printed newspaper.
3. The results obtained stated that age and version preferred for reading newspaper was associated to each other.
4. Based on the above test we can conclude that as per the age of the readers their preferences too change.
5. Therefore, to cater to various readers of different age groups there has to be a consideration of technology prevalent and newspaper industry too has to change and provide things accordingly to cater to the needs based on the age group.
6. News plays a crucial role in our society by providing information, analysis, and updates about events happening locally, nationally, and globally.
7. News keeps us informed about current events and developments around the world. It provides essential information on topics such as politics, economics, science, technology, health, entertainment, and more.
8. This helps the individuals to take better decisions, understand the world around them, and participate in meaningful discussions.

9. Whenever listening to NEWS, there emerges various ways in which access to news can be successfully done. First things come to our mind is newspaper followed by newspaper, television, radio, social media etc.
10. This hypothesis is thus particularly formulated to understand the current scenario towards time spent to access the NEWS. The study is cross tabulated based on the occupation as different occupation needs to read newspaper varies from one profession to other with that of reading traditional newspaper or television, radio or social media for obtaining news updates.
11. It was observed through Chi square test that there is a significant difference between occupation of the respondents and time spent on newspaper for news update.

### **Suggestion**

Thus, based on the above study on emergence of digital media on traditional newspaper industry with special reference to five leading regional Marathi Newspaper in Sangli and Kolhapur District it can be observed that easy access, cost effectiveness, time saving convenience, comprehension, availability of advertisements, affordability, scope and coverage have no significant reason behind the selection of traditional and digital media.

1. Whereas, trust worthiness, instant update, easier to read, authenticity, style of presentation entertainment value had a significant consideration towards digital media over traditional printed newspaper.
2. Thus, based on these factors only any newspaper survives in the market.
3. Therefore, it can be suggested that for any newspaper there is no need to worry about cost effectiveness and affordability to be a reason for ignoring traditional newspapers.
4. Likewise, easy access, time saving, and convenience are not the factors to bring in a consideration to digital media. It is purely the trust, authenticity, style of presentation matters.
5. Based on the above test it can also be suggested that the newspaper industry should focus on age wise requirements of the readers to satisfy them with exactly what they are expecting in a newspaper.
6. As there is a significant relationship between age and version preferred to read newspaper.

7. It can also be suggested that occupation too has a significant role in preference towards amount of time spent on news updates.

**Conclusion:**

The research on the impact of the emergence of digital media on the traditional newspaper industry in Sangli and Kolhapur districts leads to several important conclusions:

It is indicating that there has been a noticeable shift in readers' preference from traditional printed newspapers to digital versions for news consumption. There is a significant difference between age groups concerning their preferred version for reading newspapers. Younger age groups tend to prefer digital versions, while older age groups are more likely to stick to the traditional print format. This generational divide underscores the importance for newspapers to cater to both digital-savvy younger readers and traditional print loyalists. The research reveals that there is a significant difference in the time spent on news updates based on respondents' occupations. Different occupational groups have varying levels of time availability for news consumption, and newspapers should consider tailoring their content and distribution strategies accordingly.

The traditional newspaper industry in Sangli and Kolhapur districts is facing significant challenges due to the rise of digital media. To adapt to the current competitive scenario, newspapers have been making efforts to establish their presence on digital platforms, offer online content, and engage with their audiences through mobile applications and social media.

The study provides valuable insights into the readership behavior of consumers in the two districts. It highlights the importance of understanding the preferences and habits of the target audience to tailor content and delivery methods effectively. Additionally, consumers' perceptions of digital media have a considerable influence on their news consumption choices. Newspapers need to address concerns and misconceptions about digital media while highlighting the advantages of their traditional and digital offerings.

### Scope of further study

The research on the impact of digital media on the traditional newspaper industry in Sangli and Kolhapur districts provides a foundation for further studies in several areas. The scope of further research includes:

- ❖ **Comparative Analysis:** Conducting a comparative analysis of the newspaper industry across different regions in Maharashtra or other Indian states would provide insights into regional variations in readership behavior and the industry's adaptation to digital media. Understanding these differences can help identify region-specific challenges and opportunities.
- ❖ **Long-Term Trends:** Studying the long-term trends of the newspaper industry's evolution and digital transformation can provide a more comprehensive understanding of how the industry has adapted over time. This could involve analyzing data from the past few decades to identify key turning points and their impact on the industry.
- ❖ **Impact of Social Media:** Investigating the specific impact of social media on the traditional newspaper industry would be valuable. This research could explore how social media platforms have influenced news consumption patterns, audience engagement, and the dissemination of news content.
- ❖ **Content Analysis:** Conducting a content analysis of newspapers' print and digital versions can shed light on how news organizations are tailoring their content to suit different platforms. It could also reveal any variations in reporting style, tone, or emphasis between the two formats.
- ❖ **Factors Influencing Digital Adoption:** Exploring the factors that influence readers' preferences for digital news platforms over traditional print newspapers would be beneficial. This research could delve deeper into aspects such as convenience, accessibility, trust in digital media, and the role of demographics in driving digital adoption.
- ❖ **Media Literacy:** Investigating the level of media literacy among readers and its influence on their media preferences can be enlightening. Understanding how media literacy impacts the consumption of news and discernment of reliable sources could help address concerns related to misinformation.
- ❖ **Comparative Analysis of Marathi and Other Regional Newspapers:** Conducting a comparative study between Marathi regional newspapers and newspapers in other

regional languages can identify similarities and differences in their response to digital media challenges.

In conclusion, the scope of further study on the impact of digital media on the traditional newspaper industry is broad and multifaceted. By exploring these areas of research, scholars, media organizations, and policymakers can gain deeper insights into the evolving landscape of news consumption and the strategies required to ensure the continued relevance and sustainability of the newspaper industry in the digital age.