

Accessing the Effectiveness of E- Newspaper among Professionals with Special Reference to the Daily Newspapers in Chennai Region: An Empirical Study

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Abstract: India is the world's only large market where print publications are growing. Yet, advertisers have for long worried that, much like other major economies, a rapid shift to digital content will break print's monopoly. Indeed, advertisers in Asia's third-largest economy are sprucing up spends on digital platforms, closing the gap between online and print media. Digital advertising numbers are likely to go up by 30% in 2018 to Rs12,337 crore as Indians spend more time on mobile devices. Newspaper advertising, on the other hand, will grow at a sluggish 4% to touch Rs18,437 crore. And television, which has traditionally received the largest chunk of the ad pie, will grow by 13% in 2018. The growth in digital ad spend, up 69% since 2016, has been much steeper than print's. With surging smartphone sales and sliding data prices, consumers are expected to pivot further to mobile content. Group estimates that "video advertising on digital to grow at 54% (in 2018), as bandwidth improves and data and mobility devices become more economical for the consumer. "The newspaper industry in India is performing much better in contrast to the scathing economic slowdown in the European. India is considered world's fastest-growing newspaper market. After the falling broadband prices, fast internet speed and budget Smartphone in India, more and more people are consuming online news. As per the World Press Trends 2018 report, over 110 million copies sold every day in India and is the second largest market in the world. Of the top 100 paid-for-dailies in the world, 19 are from India, second only to China which has 25. The aim of the research paper to measure the Effectiveness of E-newspaper among professionals with special reference to the daily newspapers in Chennai region.

Keywords: Journalism ethics, Content Coverage, Online News Resource and Navigation quality.

I. INTRODUCTION

The Indian online newspaper industry sustained steady position in 2016 with most players reinforcing their contribution in the existing print markets and combining their existing operations for better efficiency. In India, the growth of online newspaper published across all editions of newspapers will be around 6% every year. This growth rate is more evident in the regional editions, which is the highest circulated daily in India with very strong brand recognition. Though the 24x7 news channels on television had its impact on the circulation numbers of newspapers, it is evident that India still 'wakes-up' with a cup of tea and the newspaper. Circulation increased by more than 23 million copies a day between 2012 and 2018, according to a new report from India's Audit Bureau of Circulation. That's average growth of nearly 5% per year. Meanwhile, circulation came down in major Western countries including the U.S. (-3%), France (-6%), Germany (-9%) and the U.K. (-12%). Despite the strong

growth of digital media in India, the traditional formats of television and print still account for the largest portion of total media ad expenditure. India remains somewhat unusual in that print revenues continue to grow, with newspapers specifically still serving as an effective way for advertisers to reach a significant audience. Internet has become an important source of information and provides knowledge of different segments of the society. All the major newspapers of India have started their e-papers and news websites. 24x7 online news has become a vital part of modern society. It has grown so much that it is rendering the print media obsolete in some parts of the world. Even in India a lot of newspaper readers now prefer reading online newspapers. Online communication system is changing rapidly day by day. It is now much easier to access information available on internet. The hyperlink on the news sites gives extraordinary control over the news consumption process. Experts of new communication technologies explain that the new media would remove a lot of barriers between

audiences and information. New technologies are changing news-reading habits. Interactive nature of internet allows people to efficiently select the news that interests them. Reading habit is an art of learning and knowing something, and it helps build vocabulary and background knowledge. Finally this research paper provides a better understanding of the nature of professional readers in Chennai and will show how they treat online news content. Finally, this research will help online content providers to improve their information as per the need of the target audience according to the readers' habits.

II. LITERATURE REVIEW

Mohamed Hanefea K. Shyma (2015) states that important characteristics of online newspapers include hypertext, interactivity and multimedia. Hypermedia enables navigation through online newspapers and connects readers to related contents. News published on the online newspapers can be complemented with background information, graphics, photographs, animations, audio streams and video footage, archives, magazines, e- books and other online newspapers.

Kenny et al. (2016) say interactivity is one of the features that distinguish new media from traditional mass media because of its ability to empower the reader. Interactivity has been referred to as the main discerning characteristics of the online environment, which is especially of essential importance in the consideration of online journalism in the consideration of online. He also implied that online newspaper can incorporate new combination of text and photographs with multimedia elements such as audio clips, video clips and animated graphics. New stories can be presented in much different form so as to provide different and enriching experience for the users.

Tankard and Ban, (2017) observes that using Hypertext Mark Up Language (HTML), web page creators are able to place within their document links that, when click on, take the reader to another page or another website. He found that 78.4 per cent of respondents used the World Wide Web daily. Users must find the computer and online services more effective than other media in fulfilling needs. There was no reason to devote large amount of time to the use of the medium nor would *www* users be reporting that they were using the web instead of watching TV. **Pablo Boczowski (2017)** also urged online newspapers to expand into multi mediality, such as blogs, podcasts, and streaming video/audio, which offer the user more interaction. This multimedia allows users to ask questions to reporters, editors, and friends about the choices they made while researching and writing a story. Moreover, users can readily provide feedback or input. This two-way capacity represents a significant departure from the traditional one-way flow of information from paper to users, and greatly improves the channels of feedback between source and receiver.

III. NEED FOR THE STUDY

The 21st century has brought along with it a long list of new technologies. It seems that one technological discovery is quickly replaced by something more impressive and efficient. As a result, "old-fashioned" technologies to which we have been accustomed in the past are forced to fight for survival or surrender. In the age of the Internet, online news businesses are popping up daily, leaving print news in dust. As a result, many newspapers are realizing they need to tailor their news-delivering techniques to be quicker and more accessible. It has been a slow and difficult process, but hundreds of newspapers are transforming the way they approach news. Older businesses are trading in their pens for a keyboard and desk phones for online video conferencing. This change newspapers are embracing is extremely important to understand, because it helps us comprehend not only why it is happening, but what the future of news will look like. This research will discuss how newspaper businesses are embracing technology, how journalists and audiences are accepting the transformations and which technologies professional audiences prefer and measuring their eminence in Chennai city.

IV. STATEMENT OF THE PROBLEM

Media research has gained a lot of importance all over the world in the light of the influence of the electronic media in the recent years. In India the back of serious academic research on their linkage to the behaviour of the consumers has been found Research attention. Need to be given to the study online newspaper and its impact in relation to the consumption habits and lifestyle affecting the perceptual ambience of the society. While there has been considerable research on these topics in other parts of the country there were very few serious attempts on their line in southern part of the country particularly in Chennai District. In the present context of the Print Media viewing environments through newspaper and many programs, the media habits of people on the whole especially in Chennai District has changed drastically. This is definitely bound to have a telling influence on the exposure of this district people resulting in rapid changes in services awareness, attitudes and purchase behavior of E newspaper. Therefore it becomes important to study online newspaper, its scope and its problems in the current socio-political and economic condition. The main objective of the study is to study the effectiveness of online newspapers and its implications on print media. Therefore, these aspects need to be studied thoroughly for a better understanding of the professional's responses to online newspaper.

V. OBJECTIVE OF THE STUDY

- To measure the effectiveness of advertisements for aspects such as attracting and influencing the professional in Chennai region.
- To study the extent upto which news sections carry relevant and believable messages in online

newspaper among the professional in Chennai region.

- To find out the frequency level of the professional reading the news through online and analyze the attributes of online newspaper content.
- To measure the satisfaction level towards online newspaper services rendered by the Hindu newspaper among the consumer.
- To study the factors and variables which influence the professional to read E- newspaper in Chennai region.

VI. SCOPE OF THE STUDY

The study is restricted to Chennai region only and targeted the professional who reads online newspaper. This study also examines print and online daily newspaper professionals' perceptions of the credibility of Internet news information, as well as the influence of several factors. This study are to explore professional audience reading habits of newspapers and readers' attitudes towards the editorial content and layout characteristics of daily newspapers. This study also deals with the varying outlook and insight of newspaper publishers, advertisers and media buyers, as they deal with the digital media as well as the obstacle that comes in the form of economic meltdown. The research focuses on the several features of the daily newspaper and in awareness, suggestion in the market, which may help the company in further development of the newspaper.

VII. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study. Descriptive

research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present. Hence the researcher has chosen descriptive research method for the study.

VIII. SAMPLING METHODOLOGY

Population

The study of various characteristics relating to items \ individual belong to a particular group is called as population. The population of the study consists of the different target respondents like Employee, Businessmen, and professional like doctors, lawyers, Engineer reading the daily newspaper through online manner. A total of 140 respondents were chosen for the study. In this research, we have taken E-survey from professional reading various online newspapers in Chennai region.

Sampling Method

The sampling technique used was non-probability sampling method is adopted in this study. It refers to the technique where the probability of each cases being selected from the total population is not known. The sampling technique used was Quota sampling in which samples are drawn from special group.

Data Collection Method

The present study has employed both the primary and secondary data. Data was collected only through primary source. Primary data was collected through questionnaires. For this purpose support from Newspaper agencies were received. To analyze the trends of online newspaper Services, secondary data has been collected from the websites, journal and reports.

IX. DATA ANALYSIS

RELIABILITY TEST

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded	0	.0
	Total	20	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.955	56

Inference:

The Cronbach's alpha coefficient for 56 items is 0.955 suggesting that the items have high level of internal consistency.

CHI SQUARE ANALYSIS

Null hypothesis (H_0): There is no significant difference between the importance of reading newspaper through online and their occupation level of the respondents.

Alternate hypothesis (H_1): There is significant difference between the importance of reading newspaper through online and their occupation level of the respondents.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.333 ^a	3	.343
Likelihood Ratio	3.382	3	.336
Linear-by-Linear Association	.293	1	.589
N of Valid Cases	140		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.50.

Inference: The Pearson chi square significant value is 0.3 which is greater than 0.05. Hence Accept null hypothesis. Therefore there is no significant difference between the importance of reading newspaper through online and their occupation level of the respondents.

Null hypothesis (H₀): There is no association between the age of the respondents and their perception towards the context of E-newspaper.

Alternate hypothesis (H₁): There is association between the age of the respondents and their perception towards the context of E-newspaper.

ONE WAY ANOVA ANALYSIS

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Domestic Politics	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
International Politics and Diplomacy	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Crime and terrorism	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Trade Union	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Education / Social Service	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Commerce/Industry	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Science/IT/Others	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Military	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Sports	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			
Arts/Culture/Entertainment	Between Groups	.000	3	.000	.000	1.000
	Within Groups	35.000	136	.257		
	Total	35.000	139			

Inference:

from the above table it is found that Domestic politics (F = 0.000, P= 1.000) , International Politics and Diplomacy(F = 0.000, P= 1.000), Crime and terrorism(F = 0.000, P= 1.000), Trade Union(F = 0.000, P= 1.000), Education / Social Service(F = 0.000, P= 1.000), Commerce/Industry(F = 0.000, P= 1.000), Science/IT/Others(F = 0.000, P= 1.000),Sports(F = 0.000, P= 1.000), Arts/Culture/Entrainment(F = 0.000, P= 1.000) are influenced by the age group at 5% level. Here p values is greater than 0.05. Hence Accept null hypothesis.

Therefore there is no association between the age of the respondents and their perception towards the context of E-newspaper.

MULTIPLE REGRESSION ANALYSIS

Influence of independent variable on time spent on reading E-newspaper. The influence of independent variables age, gender, education qualification, occupation on time spent on reading E-newspaper is shortly estimated through multiple regression analysis and the results are presented below:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.259	.237	.980

a. Predictors: (Constant), Occupation, Age of the respondent, Education Qualification, Gender of the Respondent

From the above table it is found that R square value is 0.259 and adjusted R square is 0.237 with the standard error of estimate as 0.980. It implies that all independent variables

explain 2.59% and regression fit is verified in the following ANOVA table:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.387	4	11.347	11.818	.000 ^b
	Residual	129.613	135	.960		
	Total	175.000	139			

a. Dependent Variable: How much time do you spend time for reading or looking the e-newspaper

b. Predictors: (Constant), Occupation, Age of the respondent, Education Qualification, Gender of the Respondent

From the above table, it is found that f=11.818, P=0.000 are statistically significant at 5% level. This implies that regression fit is significant and concludes that the cumulative

influence of independent variables on reliability is statistically significant. Hence the independent influence of these variables on reliability is analyzed in the following table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.950	.470		4.147	.000
	Age of the respondent	.494	.095	.398	5.229	.000
	Gender of the Respondent	-.405	.170	-.181	-2.381	.019
	Education Qualification	-.119	.091	-.097	-1.300	.196
	Occupation	.149	.076	.145	1.959	.052

a. Dependent Variable: How much time do you spend time for reading or looking the e-newspaper

Inference:

From the above table, it is found that the Education qualification of the professional is (t= -2.381 , p= 0.019),

Occupation of the consumer (t = -1.300, p=0.196) statistically significant at 5% level. Therefore it can be concluded that the

level of time spending on E-newspaper depends only on the education and occupation of the professionals.

X. FINDINGS OF THE STUDY

- The Cronbach's alpha coefficient for 56 items is 0.955 suggesting that the items have high level of internal consistency.
- Using Chi Square Analysis it is found that the Pearson chi square significant value 0.3 which is greater than 0.05. Hence Accept null hypothesis. Therefore there is no significant difference between the importance of reading newspaper through online and their occupation level of the respondents.
- Using one way Anova Analysis it is found that p values is greater than 0.05. Hence accept null hypothesis. Therefore there is no association between the age of the respondents and their perception towards the context of E-newspaper.
- Using Multiple Regression Analysis, it is observed that the Education qualification of the professional is ($t = -2.381, p = 0.019$), Occupation of the consumer ($t = -1.300, p = 0.196$) statistically significant at 5% level. Therefore it can be concluded that the level of time spending on E-newspaper depends only on the education and occupation of the professionals.

XI. SUGGESTIONS

After analyzing the findings, the following suggestions have been made and great care has been taken in making these suggestions for improvement of online newspaper services to the companies and agencies as

- It is suggested that the E-newspaper should use good font style and language. The use of picture and graphical content in the E-newspaper should be more. So that it attract more readers. The news along with the picture and graphical presentation will be more effective and also easily understandable.
- It is recommended that The E-newspapers should not give importance to a particular person or particular news. People of every religion, every state, every caste, political party read the newspaper. If it found that it gives importance to a particular subject, it will create a bad name on the newspaper.
- It is suggested that the E-newspaper must also cover the local news in detail manner. Much E-newspaper gives importance for national and international news, but local news must also be given equal importance and also provides the free page of District news daily.
- It is recommended that to publish all the news in the reasonable pages at the reason noble price and to make people know the availability of the E-newspaper advertisement should be provided in display advertising and social media.

XII. CONCLUSION

The advancement of the technology and the rapid growth of the Internet have clearly shown that most of the young people can access the Internet for 24 hours and anytime. Asians are the heaviest Internet users. Latest news regarding the celebrities, political party, social events or even international affair are no longer a difficult job, it is just a click on their fingertips, and within few seconds there are billions of results. The growth of the Internet could not be underestimated, as it could bring tremendous effects and influence the lifestyle of many people. It has also provided a great opportunity for the rising of online news media. In this study we focus on the aspects which make the readers opt for online newspapers than their physical counterparts. We investigate the relation between using online newspapers and other physical forms and look into the usefulness of online newspapers for different types of information compared to their offline counterparts. The choice between the traditional newspaper and e-newspaper is mostly determined by the perceived ease of use. An E-newspaper is a newspaper in digital formats, which can be searched comprehensively, quickly and reliably. The reasons for preferring e -newspaper are found to be the ease of use, updated news, motion pictures, unlimited space and unlimited accessibility. These factors tend to attract a proportion of the digital users to access e news rather than their physical counterparts. This need not pose a problem of endangerment for physical newspaper; in turn it only gives an alarm to the publishers on the need to update themselves to digitalization of their services for the forthcoming generation. The study looks at the state of awareness and utility in readership and response to feedback services of online newspapers among professionals. Hence E-newspaper will always have loyal customers and it develops the reader's skills. It is considered as an elite E-newspaper because of its large news coverage, supplements and editorials.

XIII. REFERENCES

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