

# A Study of Relevance of Newspapers among College Students with Reference to Pune Region

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## ABSTRACT

Pune is called as fast-growing city, where India's one of the known universities exists, where a huge IT hub is developed. Many students and people from all parts of the country are coming for taking education and to settle in their career. Hence, Pune is now a city with various language people coming all over India. These people like to know about their cities and happening around them hence, they depend upon various sources of information. It is said to be an internet and social media age. Everyone is now used to access newspapers and magazines on their PC and mobile phones hence, in this fast growing digital world Newspapers are trying hard to retain their readers. Youngsters are more attracted towards mobile phones, internet and television. They find it more easy to access all information with these medium. And hence, the newspaper managers feel it important to understand the trends of these youngsters and make necessary changes in contents, presentation of news, photo gallery etc.

In the present study researcher is trying to understand the relevance of Newspapers in today's age of Internet, Mobile and Digitalization. Where in feedback is taken from college students in Pune city and analyzed in detail. A descriptive type of research is proposed for this study.

**KEYWORDS:** Newspapers, magazines, consumer behavior, websites

## I. INTRODUCTION

Its world of digitalization and internet. If we see around us everyone is using these sources for doing their day today activities may be from household necessitates to professional requirements and getting done and increased number of mobile users have created lot of competition in the media industry. Now newspaper publishers try hard to understand their readers and their expectations from newspaper.

The newspaper market in Pune region has a little reason to rejoice. The Maharashtrian city, now an education hub. Many people are coming to Pune every year to settle in their career, as this is a growing city in all terms. There is a big IT hub in Pune, number of small scale and large scale manufacturing units are in MIDC area. The public coming from various regions of the country like to read news from their city as well as everyone wish to understand the local news also to know the city properly, hence, newspapers help these readers to get all required information.

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In Pune nearly 10 Marathi newspapers are available for readers namely, Lokmat, Sakal, Pudhari, Maharashtra times, Diya Marathi, Aikya, Samana, & Loksatta etc. Pune has more than 500 colleges giving education in various streams. So lacs of youngsters are part of Pune public. These young students are more attracted to android phones, internet, what's app, social media sites and they keep communicating continuously using these medium. They have lot of exposure to the world through these sources. Their taste of living life is changing fast. When these students have to do some assignments, appear for exam they search all information on websites and try to understand things more faster. They use you tubes to see various videos related to their studies. Hence, their attachment towards newspaper and magazines is reducing day by day. The same is understood by newspaper managers and they are trying to retain these readers using various techniques like giving special page for college students, keeping attractive

headlines of the news or article, newspaper now introduce various forums to bring these youngsters to one platform where they get connected to newspapers. Giving an example about this, Lokmat has introduced a special supplement named “CNX” for young generation. Where they provide all contents focused on youngsters. They keep title of the article as “College kata”, Sakal is doing similar efforts to maintain youth, they have a separate forum for these youngsters where various students are getting connected to them.

All the newspapers feel it's a challenge for them to retain young readers with them. Because very soon India will be having more youngsters than other age people. And these youngsters will be dominating the overall economy of the country. In the present study researcher has communicated with college students in Pune to understand their views about newspapers, do they really read newspapers, what is their choice is it e-paper or a hard copy of newspapers, do they believe in news coming on social media sites etc. This study will give clarity about the trends these youngsters are following to understand about the happenings around them. The survey is conducted and the findings will be shared with newspaper publishers in Pune.

## II. Objective of the study:

1. To understand the trends of reading newspapers among college students.
2. To understand whether college students read news on Internet e-paper
3. To study the credibility of the newspapers among college students.

## III. Limitations of the study:

1. The respondents of this study are from Pune city area only.

## IV. Scope of the study:

1. The study is conducted among college students in Pune city area. The city area covered is Kothrud, Anandnagar, Warajemalwadi, Vishrantwadi, Nigadi, Narhe, Baner, Rasta Peth & Sahakarnagar etc. Hence, these students get full internet access and they use these sources for getting some information.
2. **Population of the study:** The total number of students across Pune City are more than 1 lacs.
3. **Sample size:** Only 100 students are randomly selected for this survey.

## V. Research Methodology:

1. **Research Approach:** Qualitative approach has been used for this research Paper.
2. **Research Design:** Exploratory type of research design has been used for the study.

Exploratory: for collecting the secondary as well as primary data and this will be useful for literature review

## 3. Data collection:

- A. **Primary Data: (Qualitative research)** a structured close ended questionnaire is prepared for the college students.
- B. **Secondary Data:** Sources of secondary data are Websites of Newspapers.

## VI. Data Analysis And Interpretation:

For collecting the data close ended questionnaire was prepared and survey was made for 100 college students. The average age group of these students is 20-24. Following is the analysis of the survey:

### A. Newspapers provide an enriching experience for readers

Newspapers have moved beyond traditional roles of informing and educating. They now deliver a complete experience that is enriching for its users, more so than any other medium. Now the websites of newspapers are attracting readers from all age groups, income group and they are successful in retaining their readership.

A relevant question was asked to 100 college students: Do they feel very happy when they read newspapers or their website?

**Interpretation:** All the students agreed with the statement. They enjoy reading newspaper or their websites.

### B. Newspapers command readers' full attention

Youngsters are using more types of media now than in the past. So there's a race on those than can command users' full attention. Newspapers can do this more than any other media. The college students were asked a question: **Do think they give full attention to reading a content in newspaper?**

**Interpretation:** Almost all 100 students agreed that they give full attention to reading newspaper.

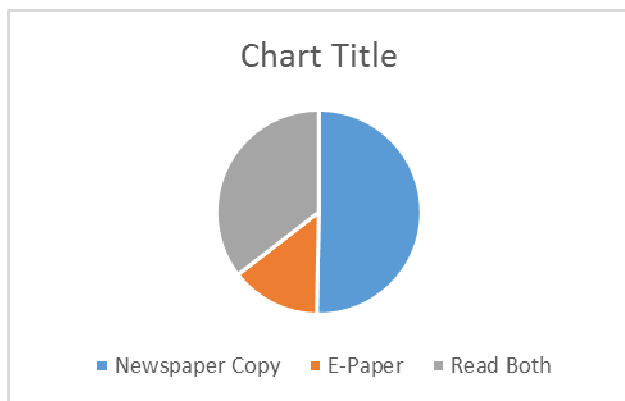
### C. Newspapers have converted into powerful multi- platform brands:

Newspapers have always been strong brands, due largely to the focus on quality journalism and creation of original content. The digital age has made access to this content easier, and in the process, newspapers and their websites have become powerful multi-dimensional brands. College students now are using smartphone and internet is easily accessible to them hence, they read online newspapers more. The use of websites to reach the readers will continue to strengthen into the future as mobile technology and penetration increases.

Desired printed newspapers are prominently positioned as brands in the minds of every reader including college students. The expansion of newspapers into the online sphere and into mobile has renewed the relevance of newspapers in the minds of these student readers.

**Table 1: Students reading Newspapers and Their websites**

Sr. No.	No. of Respondents
Newspaper Copy	23
E-Paper	77
Read Both	55



**Interpretation:** Total 100 students were asked this question do they read hard copy of the Newspaper or they read newspapers on their websites. Really a great result has come out as 77 students read their favorite newspaper on its websites and 55 students read both hard copy and e-papers. It shows that the demand for hard copy of newspaper is decreasing in youngsters.

**D. Newspapers are highly trusted:**

Today every consumer has multiple options available to get news. Reader can get news from internet, social media and televisions too. There is a competition in media industry to retain the customers. Newspapers trying hard to continue to survive and thrive as the leading source of reliable content. The effect for marketers is that consumers are more likely to believe and rely on messages that are presented within such a trusted environment, as shown in the table below.

A question was asked to 100 students: **Do they believe the news coming on social media?**

**Or they reconfirm the news through newspapers?**

Sr. No.	No. of Respondents	
	Agree	Disagree
Believe news on Social Media Sites	39	61
Verify News with Newspapers	69	31

**Interpretation:** It was amazing reply from these youngsters that 61% students do not believe the news coming on social media and all of them confirm the

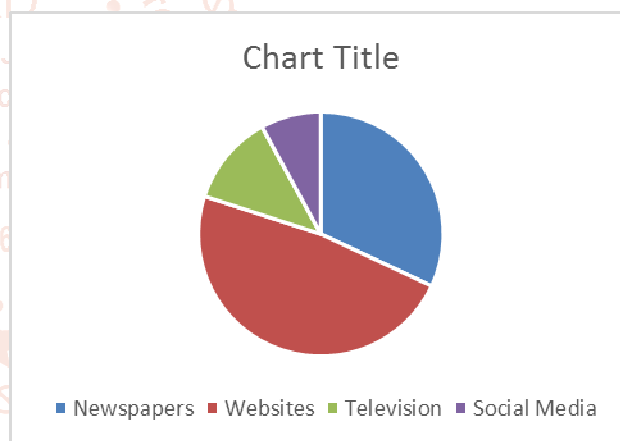
same with newspapers. The young generation seems to be fast but they are more intelligent and are aware that social media sites can give manipulated news and hence they do not believe them directly.

**E. Newspapers give satisfaction of reading news:**

It may be any product customers prefer buying it only if that product is giving solution to their need. Customers prefer that product only when they feel satisfied using it and expect others to buy that product. Satisfaction of need is very important factor which influences the buying decision of every customer. Now in this study students were asked about newspapers, social media sites and television that which media of these gives them satisfaction of getting correct and reliable news. Following was the response from them:

**Table 3: Satisfaction of reading newspaper on website/NP /TV/Social Media**

Sr. No	No. of Respondents
Newspapers	32
Websites	48
Television	12
Social Media	8



**Interpretation:** Above responses shows clearly that these college students prefer reading newspaper either a hard copy or their websites to feel satisfied.

**F. Preference of contents in newspaper:**

To find out the preference of news among college students a relevant question was asked to them.

**Do you read newspaper for Content, Local News, National News, International News, Sports news, Advertisements or all above?**

The response to this question was as under:

**Interpretation:** From the survey it was clear that students like to read about National News/International News and sports news more. They prefer to know about local news less. The results from the survey shows students prefer to read more than two types of news in newspaper.

## VII. Conclusion

A study is done to understand the relevance of newspapers among college students. And detail questionnaire was prepared and survey is made to understand student's feedback about newspaper reading. The study is interesting because almost all students are using smart phones and they use internet for many reasons.

Newspaper managers always express their worry that youngsters are losing interest in reading newspapers. They are shifting to television and social media sites. But during this survey many things came ahead. Hence, following are few important observations:

1. Students like to understand news on everyday basis but due to their lifestyle they prefer fast channel of information.
2. Students feel newspapers are trustworthy than all other medium of news.
3. Students read news about National, International and sports activities more than local news.
4. Students know that they have to cross check the authenticity of news coming from social media sites. It will surely keep them away from reacting to bad rumors in the society.
5. Newspaper websites are more read than newspaper hard copy. Since, students feel they need not carry full paper to understand the news they can just read it online. Hence, it is alter signal to newspaper publishers that sale of newspaper copies will be decreased in future.
6. Students believe reading newspaper either hard copy or online is a good habit and they wish to continue the same.

