

READER'S SATISFACTION TOWARDS THE PUTHIYA THALAIMURAI MAGAZINE IN MAYILADUTHURAI TOWN

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ABSTRACT

The purpose of present research paper is to discuss the various factors affecting the Magazine reader's behavior in the Mayiladuthurai Town. It also intends to know the readers' satisfaction with the different services and its future impact on socio-economic changes. The primary data was collected by using survey method. Sampling was all from student, business person, professional, employee as well as housewives. The questionnaire was pre-tested on 10 individuals to assess its design and clarity and was then redesigned. Total 50 respondents included in the study from conveniently selected respondents from different part of Mayiladuthurai Town. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions. The study shows communication and price were most influential and most preferential factors in selecting the magazine. However, magazine quality and availability has a significant impact on reader satisfaction in selecting in Puthiya Thalaimurai Magazine.

Key Words: *Reader's satisfaction, Puthiya Thalaimurai, Communication, Magazine quality, Availability.*

INTRODUCTION

The key role of communication in any form is to plant new ideas in the minds of human beings. Because of all the influences to which man is subjected to, the influence of ideas is probably the most important one. Preparing and distribution of the message to the millions of Indian villagers in the ways that it is received, understood, accepted and applied is therefore, the greatest opportunity and paramount challenge to all extension workers. Hence, the responsibility reposed on extension workers is considerable, as they have to act as teachers to farmers in dissemination of innovations or new ideas by using various channels of communication for adoption.

Amongst the various communication media, the mass communication medium like newspapers, television, radio etc. play an important role in creating awareness and also up keeping the knowledge level of the audience or readers as they diffuse the message to larger sector within the shorter period. During the process of use of mass media, the use of printed materials or publications like newspapers, farm magazines, books, booklets, circular letters, leaflets, folders etc. emerged as an important means of communication system. It is traditionally associated with the culture and carries higher prestige for people than do other media.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product or service to product or service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

PROFILE OF THE PUTHIYA THALAIMURAI

Puthiya Thalaimurai is one of the leading Tamil magazines published from Chennai, India. New Generation Media has been publishing Puthiya Thalaimurai group of magazine. The magazine mostly publishes articles about education and Tamil Nadu politics. The magazine tries to publish authentic news avoiding rumour stories. Diversified-Chennai based SRM Group, which launched Tamil weekly magazine Puthiya Thalaimurai" in October 2009 under its media division, Generation New Media, is gearing up to further expand as a media conglomerate. In the pipeline is a Tamil satellite television channel for youth.

R.P Sathyanarayanan, Managing Director, SRM Group, said, “We are planning to launch a satellite television channel, which will be along similar lines of ‘Puthiya Thalaimurai’ ”.Generation Now Media which publishes ‘Puthiya Thalaimurai’, recently added a pull-out, christened ‘Puthiya Thalaimurai Kalvi’, which is clubbed along with the magazine. “The new supplement is completely about education, employment and job opportunities. At present, we are clubbing it along with the magazine. Later on, we will be launching it as a separate magazine,” he informed.

STATEMENT OF THE PROBLEM

The objective of every company would be ensuring customer satisfaction to create loyal customers. Measuring reader satisfaction is always a challenge, as reader either would not disclose or sometimes do not assess their satisfaction level clearly. Many times the reader cannot specify the reasons for his satisfaction.

OBJECTIVES OF THE STUDY

The present study has the following objectives:

- To study the demographic features of Puthiya Thalaimurai magazine.
- To know the factors influencing purchasing the Puthiya Thalaimurai magazine.
- To analyze the reason behind for purchasing the Puthiya Thalaimurai magazine.
- To assess the overall satisfaction of purchasing the Puthiya Thalaimurai magazine.
- To suggest measures for improving the level of reader’s satisfaction.
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HYPOTHESES OF THE STUDY

The following are the hypotheses framed by the researcher for the present study.

H1: There is no significant relationship between level of education and reason behind purchasing of Puthiya Thalaimurai magazine.

H2: There is significant relationship between occupational status and additional features want to be added to Puthiya Thalaimurai magazine.

H3: There is significant relationship between income and overall satisfaction of Puthiya Thalaimurai magazine.

METHODOLOGY

The method of data collection used in this study is questionnaire. The survey research was done in the form of personal interviews with the help of questionnaire from 50 respondents in Mayiladuthurai town.

PRIMARY DATA

Primary data were collected from the readers by interviewing through Questionnaire.

SECONDARY DATA

The Secondary data are collected from various journals, magazines, articles, books and mainly through web related materials.

QUESTIONNAIRE DESIGN

A questionnaire is simply a formalized schedule to obtain record specified and relevant information with tolerable accuracy and completeness.

LIMITATIONS OF THE STUDY

The study has limitations in execution which are listed below.

- The study is confined to Mayiladuthurai town limit only. So findings of the study are not universally applicable.
- The sample taken from the study comprises of 50 respondents.
- The period of the study is restricted from January 2015 to June 2015 only.
- The response from the respondent may be biased and that should be considered as a serious drawback.
- Readers were not returning the questionnaire on time.

ANALYSIS OF DATA

To arrive at certain conclusions regarding the hypotheses advanced in the present investigation, the following statistical analysis of data were employed to consolidate, classify and analyze the data with reference to the selected objectives of the study i.e., Simple Percentage Analysis and Chi- Square Test.

ANALYSIS AND INTERPRETATION

TABLE-1 GENDER OF THE READERS

GENDER	Frequency	Percent
Male	38	76
Female	12	24
Total	50	100

Source: Primary Data

It is clear from table 1 that, among 100% of the respondents, 76% are male readers reading the Puthiya Thalaimurai magazine and remaining 24% are female readers reading in Puthiya Thalaimurai magazine. Hence majority 76% of the readers are male group in the study area during the study period.

TABLE-2 AGE OF THE READERS

AGE	Frequency	Percent
Below 20	07	14
21 – 30	23	46
31 – 40	14	28
41 – 50	05	10
Above 51	01	02
Total	50	100

Source: Primary Data

It is clear from table 2 that, among the Puthiya Thalaimurai readers, majority 46% of the readers are 21-30 aged , 28% of the readers are 31-40 aged ,14% of the readers are below 20 aged,10% of the readers are 41-50 aged and remaining 2% of them are above 51 aged readers. Hence majority 46% of the readers belongs to 21-30 age groups.

TABLE-3 LEVEL OF EDUCATION OF THE READERS

LEVEL OF EDUCATION	Frequency	Percent
SSLC	01	02
HSC	03	06
UG	18	36
PG	28	56
Total	50	100

Source: Primary Data

It is clear from table 3 that, among the Puthiya Thalaimurai readers, majority 56% of the readers qualified with PG Degree, 36% of the readers qualified with UG Degree, 6% of the readers holds HSC and remaining 2% of the readers holds SSLC. Hence majority 56% of the readers qualified with Post Graduate holders in the study area.

TABLE-4 MONTHLY INCOME OF THE READERS

MONTHLY INCOME	Frequency	Percent
Below Rs.10,000	03	06
10,001 – 20,000	21	42
20,001 – 30,000	18	36
Above Rs.30,001	08	16
Total	50	100

Source: Primary Data

It is clear from table 4 that, among the Puthiya Thalaimurai readers, majority 42% of the readers earned Rs. 10,001 – 20,000, 36% of the readers earned Rs. 20,001 – 30,000, 16% of the readers earned above Rs. 30,001 and only 6% of the readers earned below Rs.10, 000. Hence majority 42% of the readers earned monthly income range between Rs.10, 001- 20,000.

TABLE-5 OCCUPATIONAL STATUS OF THE READERS

OCCUPATIONAL STATUS	Frequency	Percent
Students	19	38
Businessmen	05	10
Professional	08	16
Housewife	02	04
Employees	16	32
Total	50	100

Source: Primary Data

It is clear from table 5 that, among the Puthiya Thalaimurai readers, majority 38% of the readers are students, 32% of the readers are employees, 16% of the readers are professional, 10% of the readers are businessmen, and only 4% of the readers are housewife. Hence majority 38% of the readers are students in the study area.

TABLE-6 PERIOD OF READING PUTHIYA THALAIMURAI MAGAZINE

PERIOD OF READING PUTHIYA THALAIMURAI	Frequency	Percent
From Beginning	24	48
Past 1.5 Years	11	22
Past 1 Years	12	24
Past 6 months	02	04
Less than 6 months	01	02
Total	50	100

Source: Primary Data

It is clear from table 6 that, among the Puthiya Thalaimurai readers, 48% of the respondents are reading the magazine from beginning, 24% of the respondents are reading past 1 year, 22% of the respondents reading are past 1.5 years, , 4% of them are reading past six months and remaining 2% of them are reading less than six months. Hence majority 48% of the respondents read in Puthiya Thalaimurai magazine from very beginning onwards.

TABLE 7 FACTORS INFLUENCING WHILE BUYING PUTHIYA THALAIMURAI

Factors influencing while buying Puthiya Thalaimurai Magazine	Frequency	Percent
Informative	38	76
Innovative	09	18
Everywhere available	02	04
On specified offer	01	02
Total	50	100

Source: Primary Data

It is clear from table 7 that, factors influencing while buying Puthiya Thalaimurai magazine. Majority 76% of the readers influenced on informative, 18% of the readers influenced on innovative as the main reason, 4% of them stated that everywhere available in the magazine and only 2% of the readers influenced factor on specified offer. Hence Majority 76% of the readers buying Puthiya Thalaimurai magazine are informative purpose.

TABLE-8 REASON BEHIND PURCHASING OF PUTHIYA THALAIMURAI

REASON BEHIND PURCHASING OF PUTHIYA THALAIMURAI	Frequency	Percent
Education	12	24
Current affairs	15	30
Politics	10	20
Employment opportunity	08	16
Stories	05	10
Total	50	100

Source: Primary Data

It is clear from table 8 that, reason behind for purchasing of Puthiya Thalaimurai magazine. Majority 30% of the readers purchasing the magazine for current affairs purpose, 24% of the reader purchasing the magazine for education purpose, 20% of the readers purchasing the magazine for to know the politics message, 16% of the readers bought the magazine for employment opportunity and only 10% of the reader bought the magazine for stories purpose. Hence majority 30% of the readers purchased the magazine for current affairs as the main reason for purchasing the Puthiya Thalaimurai.

TABLE-9 ADDITIONAL FEATURES WANT TO BE ADDED TO PUTHIYA THALAIMURAI

ADDITIONAL FEATURES WANT TO BE ADDED TO PUTHIYATHALAIMURAI	Frequency	Percent
General knowledge	21	42
Research Stories	14	28
Business tips	06	12

Health Tips	09	18
Total	50	100

Source: Primary Data

It is clear from table 9 that, additional features wanted to be added to Puthiya Thalaimurai magazine. Among the readers, 42% of the readers purchased the magazine for general knowledge, 28% of the readers purchased the magazine for research stories, 18% of the readers purchased the magazine for health tips and remaining 12% of the readers purchased the magazine for business tips. Hence majority 42% of the readers wishes that general knowledge as the additional features want to be added to Puthiya Thalaimurai magazine.

TABLE 10 OVERALL SATISFACTION OF PUTHIYA THALAIMURAI MAGAZINE

OVERALL SATISFACTION OF PUTHIYA THALAIMURAI MAGAZINE	Frequency	Percent
Highly satisfied	02	04
Satisfied	26	52
Neutral	07	14
Dissatisfied	14	28
Highly dissatisfied	01	02
Total	50	100

Source: Primary Data

It is clear from table 10 that, among the Puthiya Thalaimurai readers, majority 52% of the readers are satisfied with Puthiya Thalaimurai magazine, 28% of the readers are dissatisfied, 14% of the readers are neutral, 4% of the readers are highly satisfied and only 2% of the readers are highly dissatisfied the Puthiya Thalaimurai magazine. Hence majority 52% of the readers are satisfied in overall satisfaction towards the Puthiya Thalaimurai magazine.

TABLE 11 LEVELS OF EDUCATION AND REASON BEHIND PURCHASING OF PUTHIYA THALAIMURAI

LEVEL OF EDUCATION	REASON BEHIND PURCHASING OF PUTHIYA THALAIMURAI					
	EDUCATION	CURRENT AFFAIRS	POLITICS	EMPLOYMENT OPPORTUNITY	STORIES	TOTAL
SSLC	01	-	-	-	-	01
HSC	02	-	-	01	-	03
UG	04	05	03	03	03	18
PG	05	10	07	04	02	28
TOTAL	12	15	10	08	05	50

$$\chi^2 = 10.5 \quad d.f = 12, \quad \chi^2 (0.05) = 21.0$$

It is observed from the above table that the calculated value 10.5 of χ^2 is less than the table value 21.0 ($10.5 < 21.0$). Hence the null hypothesis is accepted. Thus there is no significant relationship between level of education and reason behind purchasing of Puthiya Thalaimurai.

H1: There is no significant relationship between level of education and reason behind purchasing of Puthiya Thalaimurai magazine.

TABLE 12 OCCUPATIONAL STATUS AND ADDITIONAL FEATURES WANT TO BE ADDED TO PUTHIYA THALAIMURAI

OCCUPATIONAL STATUS	ADDITIONAL FEATURES WANT TO BE ADDED TO PUTHIYA THALAIMURAI				
	GENERAL KNOWLEDGE	RESEARCH STORIES	BUSINESS TIPS	HEALTH TIPS	TOTAL
STUDENTS	14	04	01	-	19
BUSINESSMEN	01	01	03	-	05
PROFESSION	03	03	01	01	08
HOUSE WIFE	01	01	-	-	02
EMPLOYEES	02	05	01	08	16
TOTAL	21	14	06	09	50

$$\chi^2 = 36.5 \quad d.f= 12, \quad \chi^2 (0.05) = 21.0$$

It is observed from the above table that the calculated value 36.5 of χ^2 is more than the table value 21.0 (36.5>21.0). Hence the null hypothesis is rejected. Thus there is significant relationship between occupational status and additional features want to be added to Puthiya Thalaimurai.

H2: There is significant relationship between occupational status and additional features want to be added to Puthiya Thalaimurai magazine.

TABLE 13 MONTHLY INCOMES AND OVERALL SATISFACTION OF PUTHIYA THALAIMURAI MAGAZINE

MONTHLY INCOME	OVERALL SATISFACTION OF PUTHIYA THALAIMURAI MAGAZINE					
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DIS-SATISFIED	TOTAL
Below Rs.10,000	01	01	01	-	-	03
10,001 – 20,000	01	15	03	02	-	21
20,001 – 30,000	-	06	02	10	-	18
Above Rs.30,001	-	04	01	02	01	08
TOTAL	02	26	07	14	01	50

$$\chi^2 = 25.5 \quad d.f= 12, \quad \chi^2 (0.05) = 21.0$$

It is observed from the above table that the calculated value 25.5 of χ^2 is more than the table value 21.0 (25.5>21.0). Hence the null hypothesis is rejected. Thus there is significant relationship between monthly income and overall satisfaction of Puthiya Thalaimurai magazine.

H3: There is significant relationship between income and overall satisfaction of Puthiya Thalaimurai magazine.

FINDINGS

The following are the important findings of the study.

1. Majority 76% of the readers are male group in the study area during the study period.
2. Majority 46% of the readers belongs to 21-30 age groups.
3. Majority 56% of the readers qualified with Post Graduate holders.
4. Majority 42% of the readers earned monthly income range between Rs.10, 001- 20,000.

5. Majority 38% of the readers are students in the study area.
6. Majority 48% of the respondents read in Puthiya Thalaimurai magazine from very beginning onwards.
7. Majority 76% of the readers buying Puthiya Thalaimurai magazine are informative purpose.
8. Majority 30% of the readers purchased the magazine for current affairs as the main reason for purchasing the Puthiya Thalaimurai.
9. Majority 42% of the readers wishes that general knowledge as the additional features want to be added to Puthiya Thalaimurai magazine.
10. Majority 52% of the readers are satisfied in overall satisfaction towards the Puthiya Thalaimurai magazine among the readers.

SUGGESTIONS

The researcher gives the following important suggestions.

- Majority of the respondents feel that price as high, if steps are taken to reduce price, circulation may increase.
- Majority of the respondents found that magazine is not available in their location, if steps are taken to widen the distribution network the market coverage would be better.
- As considerable number 38% of the readers are students, if students oriented segments like motivation, self development, tips for employment and higher education are added and it would be more benefited to the student's community.
- Scientific system may be evolved to handle reader's complaints promptly.

CONCLUSION

This research study has identified the aspects and components developing reader's satisfaction towards the studied media house. From the study it is found that readers are satisfied with the Puthiya Thalaimurai magazine in terms of information, innovativeness, current affairs, education, politics, general knowledge and research stories.

As such conclusively, High level of reader satisfaction is maintained in Puthiya Thalaimurai and based on current standings is maintained as well.

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