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**International Journal of Intellectual Advancements  
and Research in Engineering Computations**

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**Exploring the major problems faced by the respondents in daily newspapers revealed through henry garrett ranking technique**

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**ABSTRACT**

Newspapers are the most powerful tool to express ideas and information. It is a part and parcel of modern life. It plays vital role by providing information and creating awareness among the people. A newspaper acts an important medium to control corruption and scams. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide coverage of information is obtained at low cost though newspaper.

Newspaper provides us with information collected from around the globe. It also helps to develops new ideas, and at times guides the common man and it also influences the habit of thinking in men. Hence the research work is carried out to know the customer satisfaction towards Newspaper. The data were collected from 300 respondents those who actually reading the Newspaper. Further the data were analysed by using Henry Garrett Ranking technique.

**Key words:** customer, quality, preferences and satisfaction

circulation figures of newspapers and periodicals in India. It is an organization which plays a major role in protecting and promoting the freedom of press in India. The society was founded in 1939. Its headquarters are at Rafi Marg, New Delhi.

INS membership comprises the owners, proprietors and publishers of print media who discusses and suggest various measures to the government regarding the problems related to the newspaper industry. It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.

Indian newspaper industry today faces problems ranging from rising cost and paucity of newsprint to shrinking revenue from advertisement due to boom in electronic media. The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines.

At present Mr. Kiran B Vadodaria of Sambhaav Metro has been elected President of The Indian Newspaper Society on 2 January 2015 for the year 2014-15. He succeeds Mr. Ravindra Kumar of The Statesman.

**I.INTRODUCTION**

**The Indian Newspaper Society (INS)** (formerly Indian and Eastern Newspaper Society) acts as the central organization of the Press of India, an independent body authenticating

On February 27, 2014, the Society marked its Platinum Jubilee with a celebration at Vigyan Bhavan, New Delhi. The President of India, Mr. Pranab Mukherjee, was Chief Guest and gave away commemorative plaques to extant founding members - Bombay Chronicle, The Hindu, The Hindustan Times, The Pioneer, The Statesman, The Times of India and The Tribune. On this occasion, President Mukherjee was also presented the first copy of a book "Threescore and Fifteen - The Story of the Indian Newspaper Society" written by INS president Ravindra Kumar. Priced at Rs 399, the book chronicles the accomplishments of and challenges faced by the Society and are vital reading for media practitioners and policy makers. Copies can be ordered from the INS secretariat at Rafi Marg, New Delhi.

## II. REVIEW OF LITERATURE

Another study by Meenu Srivastava, on "Role of Regional Newspapers in Dissemination of Scientific Knowledge on Environment and Development", had revealed that regional newspapers gave sufficient space to scientific and technological news and supportive reading material but study also suggested that Science desks should be established in each newspaper, where persons with the background of Science and technology should man the desk, as newspapers casually report the major concerns of Science.

Usually published with an objective to disseminate diverse kind of information, newspapers intend to gratify the needs of general public. Lot of need gratification columns starting from weekend planning to summer wear, market analysis to tips on relationships have made a newspaper an "Information paper" (Shikha Rai, P.K. Jena, 2010). So it provides information about each and

everything under the sky which has relevance to the society

## III. OBJECTIVE OF THE STUDY

To analyse the Problems faced by the respondents in reading daily newspapers.

## IV. RESEARCH METHODOLOGY

$$\text{cent Position} = \frac{100 (R_{ij} - 0.50)}{N_j} \text{ Per}$$

Where

$R_{ij}$  = Rank given for the  $i$ th statement by  $j$ th respondent

### Sampling Design

Convenient sampling method has been used for the study. The sample size has been 300 policy holders which have been selected in Erode district and data is collected for solving particular problem through well-structured questionnaire.

Garrett's ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the employees for each statement under each head was converted into ranks by using the

### Henry Garret Ranking Technique

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Price	574	5740	7
2	Design	882	7938	4
3	Quality	1073	8584	1
4	Format	1218	8526	2
5	Printing	1390	8340	3
6	Colour	1520	7600	5
7	Advertisement	1668	6672	6
8	Availability	1778	5334	8
9	Job awareness	1922	3844	9
10	Trust worthy	1965	1965	10

### INTERPRETATION

It is inferred from the above that the “Quality” was ranked as a first problem with a total score of 8584. Format was ranked as second with a total score of 8526, Printing was ranked as third with a total score 8340, Design was ranked as fourth a with total score 7938, Colour was ranked as fifth a with total score 7600, Advertisement was ranked as sixth a with total score 6672, price was ranked as seventh a with total score 5740, Availability was ranked as eighth a with total score 5334, Job awareness was ranked as ninth a with

total score 3844, Trust worth was ranked as tenth a with total score 1965.

### FINDINGS

From the analysis it is evident that the “Quality” was ranked as a first problem with a total score of 8584. Format was ranked as second with a total score of 8526, Printing was ranked as third with a total score 8340, Design was ranked as fourth a with total score 7938, Colour was ranked as fifth a with total score 7600, Advertisement was ranked as sixth a with total score 6672, price was ranked as seventh a with total score 5740, Availability was ranked as eighth a with total score 5334, Job awareness was ranked as ninth a with total score 3844, Trust worth was ranked as tenth a with total score 1965.

### SUGGESTION

- The quality of the newspapers can be increased
- For the benefit of the students the paper should publish the past years question with answers at the beginning of the years usually publish it nearly to the exam time
- The format of the newspaper can be changed like points. So that, the important message can be delivered to the people in a good way.
- The availability can be increased as it enhances the skills of the people.

### CONCLUSION

The Newspaper has been playing an important in the communication department and improvement of knowledge, it services to the society is

wonderful and splendid. It develops the business and employee and employer student and all knowledge fully the Newspaper has to do such social oriented activities like free employment benefit. Their service is reasonable to all the class people and in future to it has to be developed in the entire field to survive and face the competitors. From this study the Newspaper alter such changes definitely it can capture full share of the market. The project has given me an idea about the operation of the newspaper and their circulation. The experience gained in the project given me an opportunity to build up bridge between the theoretical knowledge and practical functions.

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