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Date: 23/05/2018

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This is to certify that **Mr. Monish R** bearing USN **1AY16MBA42** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A Study on Customer Satisfaction Towards The Hindu**" **Bangalore** is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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We wish him all the very best in all his future endeavors.

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DECLARATION

I, **Monish R.** hereby declare that the Project report entitled "**CUSTOMER SATISFACTION TOWARDS THE HINDU.**"with reference to "**THE HINDU, Bangalore**" prepared by me under the guidance of **Dr.Nijaguna**, Professor & HOD of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Shekar, Assistant Regional General Manager, The Hindu**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: *Bangalore*
Date: *30/5/18*


Signature of the student:

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MONISH R

USN- 1AY16MBA42

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EXECUTIVE SUMMARY

Novel Newspapers in the propelled world accepted a basic part in the movement of change of verbalization. - Daily paper is a dissemination that shows up reliably and from time to time. - It passes on news about a wide collection of current events. The day by day paper disperses have a general control by its business and news exercises. Media in India, especially day by day paper media, are encountering tremendous changes in the current changed condition. The press is a private industry and an open organization. No other power out in the open life works so perseveringly and extensively in its extent of demand. Day by day papers have a fascinating estimation of social obligation, which infers the every day paper industry is interesting in connection to various ventures. Subsequently an examination on purchaser devotion towards Hindu every day paper has been taken up. What's more, moreover the explanation behind existing is to know the customers feeling and factors influencing them to buy the Hindu day by day paper. The data was accumulated from 100 respondents using review methodology. Essential rate examination has been used as a piece of the examination. It was found from the examination that the respondents are content with the Hindu news paper because of the bona fide news and moreover that news extension is the essential factor which impacts the customers to buy the day by day paper.

CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

1. INTRODUCTION

A day by day paper is a periodical circulation containing news concerning current events, helpful articles, different features, productions, and advertising. It is typically engraved on for the most part shabby, low quality paper, for instance, newsprint. By 2007, there were 6,580 step by step day by day papers on the planet offering 395 million copies a day. Newspapers customarily disseminate stories on close-by and national political events and characters, bad behavior, business, preoccupation, society and sports. Most standard papers in like manner feature an article page containing distributions created by a chief and areas that express the authentic convictions of writers. The day by day paper is normally financed by paid enrollments and advertising. A wide arrangement of material has been conveyed in day by day papers, including article conclusions, input, impact and tributes delight features, for instance, crosswords, Sudoku, horoscopes, atmosphere news and checks, admonishment, food and other sections, for instance, reviews of radio, films, TV, plays and diners indicate advancements, radio and TV postings, inserts from local shippers, distribution child's shows, stifle child's shows and comic strips. The English Hindu is vernacular India consistently newspaper. Headquartered situated at Chennai. The Hindu was appropriated much of the time step by step when it was propelled in 1878, and started circulating step by step in 1889. As showed by the Indian Readership Survey 2012, it was the third most perusing English day by day daily paper in India (after Deccan Herald and Times of India), with readership of 22 lakhs of individuals. The Hindu have greatest base of stream in southern India, especially in states of kerala and Tamil Nadu, and its likewise most extensively perused English step by step in kerala and Tamil Nadu . The Hindu was the crucial consistently paper in India to have a site, dispatch in 1995. on fifteenth 2009 August, 130-year-old consistently paper affected the beta variety of its invigorated site at beta www.thehindu.com. This was the fundamental upgrade of its site since its dispatch. on 24 June 2010 testing translation of the webpage went absolutely have www.thehindu.com. The Fresh holds the middle estimations flexibility, authenticity and legitimacy while grasping synchronous site structure hypothesis, instruments, features.

1.0. INDUSTRY PROFILE AND COMPANY PROFILE

1.1 INDUSTRIAL PROFILE

The Hindu is an Indian every day daily paper. Headquarter situated at Chennai, The Hindu was appropriated step by step when it was propelled in 1878, and started conveying reliably in 1889. It is one of the two Indian step by step papers of information and the second most gushed English-tongue each day paper in India. The Times of India with run of the mill affirming offers of 1.21 million duplicates as of January– June 2017. The Hindu has its most noteworthy base clearly in southern India, and is the most broadly perused English well ordered each day paper in Tamil Nadu, Andhra Pradesh and Kerala, Karnataka, Telangana.

The every day paper and distinctive dispersions in The Hindu Group are guaranteed by a family-held association, Kasturi and Sons Ltd. In 2010, the every day paper used in excess of 1,600 workers and yearly turnover came to almost \$200 million according to data from 2010. Most of the salary begins from advancing and enrollment. The Hindu pushed toward getting to be, in 1995, the foremost Indian every day paper to offer an on the web discharge. As on 2018 March, its passed on from 21 territories across more than 11 states: Bangalore, Chennai, Hyderabad, Thiruvananthapuram, Vijayawada, Kolkata, Mumbai, Coimbatore, Madurai, Noida, Visakhapatnam,- Kochi, Mangalore, Tiruchirappalli, Huballi, Mohali, Allahabad, kozhikode, Lucknow, Cuttack and Patna .

1.2. HISTORY

The Hindu was developed in Madras on 20 September 1878 as seven days after week consistently paper, by what was suggested then as the Triplicane Six containing 4 law understudies and 2 educators:- T.T. Rangacharya, P.V. Rangacharya, D. Kesava Rao Pantulu and N. Subba Rao Pantulu,- drove by G. SubramaniaIyer and M. Veeraraghavacharyar Started with a specific genuine target to help the clash of Sir T. Muthuswamy Iyer for a judgeship at the Madras High Court and to counter the consider notoriety against him wrapped up by the Anglo-Indian press, The Hindu was one of the different step by step papers of the period created to repudiate the absurd approaches of the British Raj. Around 80 duplicates of the inaugural issue were printed at-Srinidhi Press, Georgetown on one rupee and twelve annas of acquired cash. Subramania Iyer changed into the vital proofreader and Veera - Raghavacharya, the basic coordinating leader of the ordinary paper. The paper at first printed from Srinidhi Press in any case later proceeded ahead Scottish Press, by at that point, The Hindu Press, Mylapore, at long last to the National Press on Mount Road.- Started as seven days by week step by step paper, the paper changed into a tri well ordered in 1883 and a night well ordered in 1889.- A solitary duplicate of the step by step paper was evaluated at four annas. The workplaces moved to leased premises at 100 Mount Road on 3 December 1883. The step by step paper began printing at its own specific press there, named "The National Press," which was produced on increased capital as open cooperations were not predicted. The building itself changed into-The Hindu's in-1892, after the Maharaja of-Vizianagaram, Pusapati-Ananda Gajapati Raju, gave The National Press a credit both for the building and to do required progress.- The Hindu was at first liberal in its point of view and is by and by observed as left inclining. Its article positions have earned it the assignment, the 'Maha Vishnu of Mount Road'."From the new address, 100 Mount Road, which was to remain The Hindu's home till 1939, there issued a quarto-measure paper with a first page flooding with sees a planning that connected at an end just in 1958 when it took after the lead of its challenge of adoration, the pre-Thomson Times and three last pages additionally at the association of the showcasing master. In the midst of, there were a more prominent number of perspectives than news." After 1887, when the yearly session of Indian National Congress was held in Madras, the

paper's level of national news connected in a general sense, and impelled the paper changing into a night dependably starting 1 April 1889. The relationship among-Veeraraghavachariar and Subramania Iyer was separated in October 1898. Iyer quit the paper and Veeraraghavachariar-changed into the sole proprietor and picked C. Karunakara Menon as proofreader. Regardless, The Hindu's power started to lessen in the 1900s in this way did its dissipating, which was down to 800 duplicates when the sole proprietor offered out. The buyer was The Hindu's Legal Adviser from 1895, S. Kasturi Ranga Iyengar, a politically strong legitimate advice who had moved from a Kumbakonam town to rehearse in Coimbatore and from thusly to Madras. Kasturi Ranga Iyengar's harbingers had served the courts of Vijayanagar and-Maharashtra-Tanjore. He exchanged law, in which his prosperity was ordinary in any case his great position immaterial, for news scope, searching for after his preferring for administrative issues sharpened in Coimbatore and by his relationship with the 'Egmore Group' drove by C.- Sankaran Nair and Dr T.M. Nair. Starting now and into the not so distant the step by step paper has been had completely by the general population from the Kasturi-Ranga Iyengar-family.

1.3. MODERN HISTORY

In the late 1980s, when its proprietorship go under the control of the family's more youngsters, a change [citation needed] in political inclining was seen. Wordpress.org records The Hindu as a left-inclining free each day paper. Joint supervising official N.-Murali said in July 2003, "surely our examines have been crying that a bit of our reports are partial and need objectivity. Regardless, it in like way relies on examines emotions." N. Mallet was relegated on 27 June 2003 as its director in-administrator with a summon to "redesign the structures and different instruments to keep up and prop quality and objectivity in news reports and inclination pieces", confirmed to "reproduce the creation system and breaking points according to the commanding condition". on 3 and 23 September 2003, the follower's letters area passed on reactions from examines saying the article was uneven. An article in August 2003 watched that the step by step paper was affected by the 'editorializing as news pronouncing' malady, and bestowed an affirmation to avoid the case, reestablish the professionally stable lines of cutoff, and brace objectivity and factuality in its degree. In 1987– 88, The Hindu's degree of the Bofors arms bargain stun, a development of record supported unprecedented features, set the terms of the national political chat concerning this issue. The Bofors disgrace broke in April 1987 with Swedish Radio charging that prizes had been paid to top Indian political pioneers, specialists and Army officers as a symptom of the Swedish arms making affiliation winning a significant contract with the Government of India for the buy of 155 mm howitzers. Amidst a six-month time cross, the step by step paper appropriated scores of duplicates of novel papers that recorded the mystery parcels, connoting \$50 million, into Swiss budgetary alters, the attestations behind the parts, trades identifying with the bits and the emergency reaction, and other material. The paper's scattering scolded the Prime Minister for being-get-together to-beast mutilation and-cover.

In 1991, Deputy Editor N. Ravi, Ram's more fiery family, supplanted G. Kasturi as production administrator. Nirmala-Lakshman,- Kasturi Srinivasan's fantastic young lady and the basic lady in the relationship to hold a creation or legitimate part, ended up Joint Editor of The Hindu and her sister, Malini-Parthasarathy, Executive Editor.

In 2003, the Jayalalitha organization of the territory of Tamil Nadu, of which Chennai is the capital, recorded groups of proof against The Hindu for break of advantage of the state definitive body. The move was seen as an association's strike on flexibility of the press. The paper gathered help from the journalistic social event.

On 21 July-2011, Siddharth-Varadarajan, the national office pioneer of The Hindu, was named proofreader of The Hindu (made-viable from 30-July-2011), a move that set off the repudiations of three individuals from the family from their senior creation positions: N. Ravi surrendered as boss, Malini-Parthasarathy as official article chief and Nirmala-Lakshman as the joint executive. A fourth individual from the family, N.- Murali, uncovered his retirement on achieving the age of 65 on 11 August 2011. They stay on the best authoritative staff.- Varadarajan was named by N. Squash, the article chief in-administrator to succeed him. on 2 April 2013 The Hindu began "The Hindu in School" with S.- Shivakumar as article head. This is another release for youthful perusers, to be spread through schools as a component of The Hindu's "Step by step paper in Training" program. It covers the day's essential news degrees of progress, highlights, amusements, and provincial news. It covers the day's fundamental news types of progress, highlights, diversions, and local news.

On 21 October 2013, changes have been made in Editorial and besides business of The Hindu. N. Ravi has expected control as Editor-in-pioneer of The Hindu and Malini Parthasarathy as Editor of The Hindu. In a result, Siddharth-Varadarajan has shown his calm accommodation. N. Sledge has progressed toward getting the opportunity to be Chairman of Kasturi and Sons Limited and Publisher of The Hindu and Group spreads; and N.- Murali, Co-Chairman of the affiliation.

Amidst the 2015 South Indian surges, out of the blue since its setting up in 1878, the ordinary paper did not scatter a print frame in Chennai include on 02 December, as experts were not competent achieve the press building.

On 5 January 2016, Malini-Parthasarathy, the Editor of the step by step paper, surrendered with prompt effect. It was spoken to by the media that she surrendered her post, alluding to "general frustration" with her execution. Regardless, she keeps being a Whole time Director of Kasturi and Sons Ltd. The step by step paper has remote workplaces in eleven zones

Islamabad, Colombo, Dhaka, Kathmandu, Beijing, Moscow, Paris, Dubai, Washington DC, London, and overall beginning late.



1.4. COMPANY PROFILE

Sort	Daily Newspaper
Configuration	Broad sheet
owners(s)	The Hindu Group and Kasturi and Sons Limited
Founder(s)	G.Subramania Iyer
Distributer	N Ram
Proofreader	Mukund Padmanabhan
Established	28 September 1878
Dialect	English
Base camp	Chennai
Flow	1,216,118 day by day (Jan-Jul 2017)
ISSN	0971 – 751x
OCLC Number	13119119
Website	www.thehindu.com

The Hindu, began in 1878 as seven days by week, changed into a well ordered in 1889 and beginning there on has been dependably making to the course of 15,58,379 duplicates (ABC: July-December 2012) and a readership of around 22.58 lakhs.

The Hindu's self-decision article stand and its dependable and adjusted introduction of the news have reliably, won for it the affirmed thought and respect of the comprehensive group who matter in India and abroad.

The Hindu uses present day working environments for news gathering, page design and printing. It is engraved in seventeen focuses including the Main Edition at Chennai (Madras) where the Corporate office is based. The printing centers at Coimbatore, Bangalore, Hyderabad, Madurai, Noida, Visakhapatnam, Thiruvananthapuram, Kochi, Vijayawada, Mangalore, Tiruchirapalli, Kolkata, Hubli, - Mohali, Allahabad and Kozhikode are related with quick data lines for news transmission the country over.

The Hindu with the Chennai Edition brings out supplements and highlights on all days of the week.

SUPPLEMENTS-

on Monday-

Metro-Plus

Guideline Plus

Business-Review

on Tuesday-

Metro-Plus

Energetic world

Book-overview

on Wednesday-

Metro-Plus

Lock in

on Thursday-

Metro-Plus

Nxg

Science, Technology, Agriculture and Engineering

on-Friday-

Friday Review

Metro-Plus Weekend

on Saturday-

Condition

on Sunday-

Week-by week Magazine

Silver-screen Plus

Downtown

Classifieds

Theoretical Review every first Sunday

open-Page

Aside from The Hindu,- the gathering distributes:

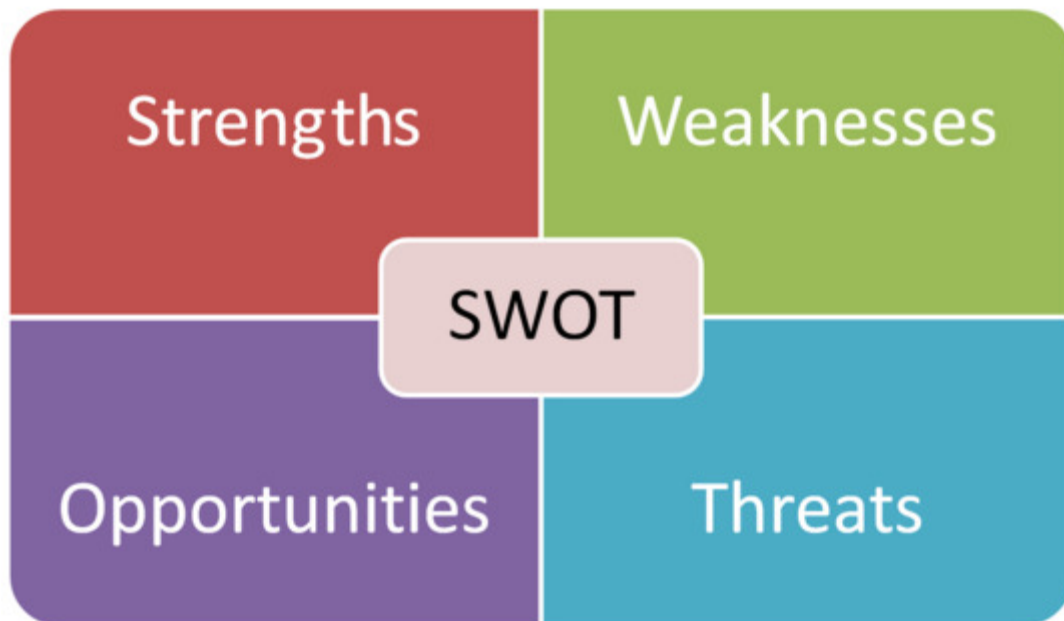
- The Hindu Tamil A Tamil Daily across more than 8 discharges: Coimbatore City form, Chennai Edition, Madurai City Edition, Puducherry South Arcot, Salem and Namakkal, Tirunelveli-Tuticorin split, Tiruchirapalli city, Vellore-North Arcot
- The Hindu Tamil daily paper turns out with general magazines, for example, Chitirai Malar, Navarathri-Malar, Aadi Malar, Diwali Malar
- The Hindu Business Line
- Sportstar - Weekly Sports magazine
- Frontline - Fortnightly magazine
- An yearly audit on Indian-Industries-Survey of Indian-Industry
- A yearly audit on-Indian Agriculture - Survey of Indian-Agriculture
- Libraries,- Information Technology,- Management, Education, Religious-Values,- Music, Scientific Facts The-Hindu talks about arrangement
- FROM THE-PAGES OF THE-HINDU: Mahatma Gandhi - The Last 200 days.
- Sachin - Tribute to a legend

1.5. COMPETITORS



- Times of India
- Deccan Herald
- The New Indian Express

1.6. SWOT ANALYSIS



1.6.1. STRENGTH

1. Wide nearness crosswise over India particularly in Southern India
2. High brand reliability among clients
3. Steady Innovation like initially to go on the web, first to print in shading and so on
4. Increasing infiltration crosswise over India through publicizing and advancement
5. Has a high readership of around 2 million individuals for each day

1.6.2. WEAKNESS

1. Extreme rivalry from other English dailies implies constrained extent of expanding piece of the overall industry
2. Restricted prominence as looked at among the young which is an immense fragment

1.6.3. OPPORTUNITIES

1. Can utilize its Brand Image to spread to Pan India course.
2. Multi-lingual releases to infiltrate into the country zones

1.6.4. THREATS

1. Expanded rivalry from different daily papers
2. On line news medium means lessened course

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1. REVIEW OF LITERATURE

As per Drucker (1954), the standard explanation behind the business is to make satisfied customers. Extending customer dependability needs to be found to incite higher future advantage (Anderson, Fornell, and Rust 1997), extended buyer capacity to pay cost premiums, give referrals, and use a more noteworthy measure of the thing.

Reichheld 1996; Anderson and Sullivan 1993; Bolton 1998. Extended commitment, hence, has been found to provoke augments in future wage (Fornell 1992; Anderson, Fornell, and Lehmann 1994) and reducing in the cost of future trade

Reichheld 1996; Srivastava, Shervani, and Fahey 1998. Most of this trial verification suggests that shopper unwaveringness is noteworthy from both a customer benevolence perspective and an organization's cash related perspective.

John o Shaughnessy (1987) exhibiting key is a wide beginning of how asset to be Delhi to gain promote ground. The substance for a displaying framework demonstrates how the proposed key features of the motion pictures offering (things, esteem, progression and movement) are required to achieve the firm targets.

A firm's future advantage depends after satisfying customers in the present – held customers should be viewed as salary conveying assets for the firm (Anderson and Sullivan 1993; Reichheld 1996; Anderson and Mittal 2000). observational examinations have found affirmation that 6 improved customer steadfastness require not include higher costs, really, upgraded purchaser devotion may cut down costs in view of a reduction in blemished stock, thing re-work, et cetera. (Fornell 1992; Anderson, Fornell, and Rust 1997). In any case, the best approach to building whole deal purchaser unwaveringness and upkeep and getting the prizes these undertakings can offer is to revolve around the headway of first class things and organizations.

Buyer dependability and support that are obtained through esteem headways, rebates, exchanging limits, and other such means are most likely not going to have the same long-run influence on benefit as when such manners and practices are won through common things 18 and organizations (Anderson and Mittal 2000). Thusly, squeezing additional trustworthiness out of an amassing or organization movement process may not increase saw quality and shopper dependability as much as fitting items and dares to address customer issues

Narasimha Rao P.V.L.- National shopper dispatch diagram (2005) crush continues to become occasionally.- Press incorporates 34 million clients in the last 2years over the span of the latest 3 years the amount of buyers of dailies and magazines set up together among those developed 15 years or more has created from 179mn to 200mna improvement of 4% reliably. Chrystal Szeto and Luis Jimenez (2005), new media offer customers a wide bunch of choices to get the chance to, scramble and demonstrate a wide range of information. Genuinely, new media supplemented rather than wiped out the more settled media. Is this case changing with the later introduction of cutting edge media/what markets look at edify us in regards to the slants of the present customers for electronic versus paper media.

Rebekah (2006) Wade has remarked that the every day paper accomplishment would apparently depend more on free CD"s and DVD"s than on it essayists. Every day papers particularly assume that CD"s and DVD"s will address the energetic who are dynamically getting their news on the web.

Kathleen and Collins, The use of paid day by day papers in the United States and most other create print news markets has been in direct anyway wide rot all through the latest four decades. A great deal of this decline has been hurried by a grouping of (normally) free electronic news and information sources most very radio, TV and now the web. A present extension to these sources is free every day papers, some familiar as contenders with paid day by day papers, others planned to help day by day paper scrutinizing among current non-examines. The impact of free day by day papers accessible for paid print dailies in four important United States markets is poor down similarly as whether these two sorts of things are contenders or supplements.

CHAPTER 3
RESEARCH DESIGN

CHAPTER – 3

RESEARCH DESIGN

3.1. STATEMENT OF PROBLEM

Learning is control "these days there is a developing eagerness of adjusting, particularly after the economy has opened up the world is persuading the chance to be one little town step by step paper is one productive media which makers associated data".Daily paper now a days has wound up being a champion among the most fundamental wellsprings of data for diminish to know things totally no powerlessness other media vehicles live TV, radio and assorted sources gave data yet they split inside procedure that is to an extraordinary degree required by the decline. The print media curving up remarkably strong all through the nation. The reduce all around are modernizing their inclination and there are particular consistently papers are encompassed each day. The need of the examination spaces to know the inclination towards The Hindu Newspaper will comparably know the characteristics which made the decrease to inclination of Hindu

3.2. NECESSITY FOR STUDY

The consistently paper has been a champion among the most settled media for mass correspondence. In light of mechanical change there has-been-a gigantic bring up in the measure of step by step papers being scattered. Catch has in like way reached out among the consistently paper and furthermore from the association needs to survive and lead over the rest the connection needs to survive and control over the rest the alliance needs to get the opportunity to change and plan methodologies. The Hindu is an affiliation which circulates day by day papers in English lingo. In the present examination the consideration is on the insight and care and satisfaction of the all inclusive community and perusers, which will upgrade the thing and organizations.

3.3. OBJECTIVES

- To consider the clients think about Hindu consistently paper.
- To know the contemplations, suppositions and inclination of clients towards Hindu consistently paper
- To consider the parts that impact the client to purchase Hindu consistently paper.
- To perceives the customer steadfastness level towards Hindu day by day paper.

3.4. DEGREE OF STUDY:

The news and features are recorded on the every day paper. So they can be gotten to at whatever point essential and can be analyzed indulgently.

- Newspapers accomplish remote districts where the other media isn't accessible.
- The adjacent news and information locally can cover more honestly in the news papers.
- The things like application gatherings, examinations comes to fruition et cetera can be given directly through the everyday papers.
- Newspapers are the minimum costly medium for promoters to accomplish a broad number of people.
- The day by day paper can be devoured similarly as pages toaccommodate more news, give extra supplements and other part.
- The day by day paper can give news, information and notification meanwhile in understanding. This enables differing people to get to different thing or features meanwhile.

3.5.- RESEARCH METHODOLOGY

Research outline is Analytical and Descriptive

3.5.1. ESSENTIAL DATA COLLECTION:

Basic Data was assembled through the sorted out review. The study was figured out how to 100 respondents

3.5.2. TECHNIQUE OF DATA COLLECTION:

The study was sketched out and used to assemble the fundamental data. open and close completed studies were used .

3.5.3. REGION OF THE STUDY:

An investigation on consumer loyalty purchaser have been situated in Bangalore

3.5.4. TIME OF STUDY:

Study period for 10 weeks

3.5.6. SOURCES OF DATA:

The realness of any examination depends upon the information gathered for the examination. The present research depends upon both principal and aide information. The essential information is gathered from the picked test respondents in the examination zone. Coordinate subjective testing technique was utilized as a bit of picking the respondents

3.5.7. SAMPLE SIZE:

Picked this examination with 100 respondents. Clear sporadic assessing are decided for the respondents.

3.5.8. INVESTING TECHNIQUE:

Information on the assorted points of view plainly and by proposal identified with the examination were assembled through overviews to the respondents. The ask for are basic to guarantee the steadfast idea of the data. The ask for were definitely not hard to see with the

target that data can be amassed from different respondents satisfactorily. It ought to be seen that get-togethers are not uneven or uneven and are typically consistent.

Instruments for examination: keeping in mind the end goal to isolate the purchaser inclination of respondents, the running with tables of examination were utilized to get the assorted objectives of the examination. (I) Percentage examination Percentage suggests an extraordinary sort of degree rates are utilized as a bit of making looking inclinations, care and fulfilment with different portions.

Observed data

Percentage = ----- x 100

Sample size

3.6. HINDRANCE OF THE STUDY

The example measure is just 100.

- The time of study is constrained to a Month
- Under the examination just educated individuals included.
- The consequence of examination made in the investigation depends completely on the precision; unwavering quality of data's given by respondents.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

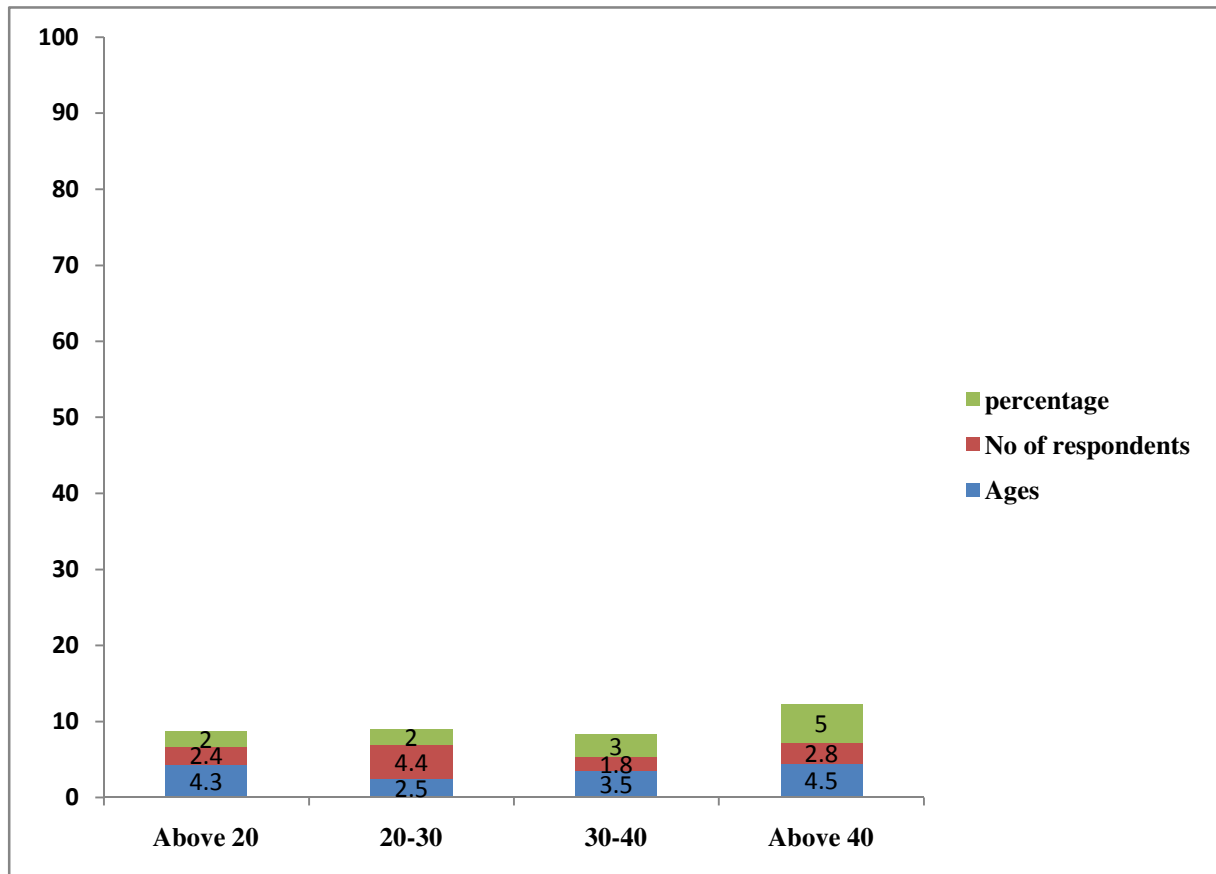
DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1

CLASSIFICATION OF RESPONDENTS BASED ON AGE

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
<i>Below 20</i>	22	23
20-30	38	39
30-40	26	27
Above 40	11	11
Total	97	100

CHART NO 4.1



INTERPRETATION:

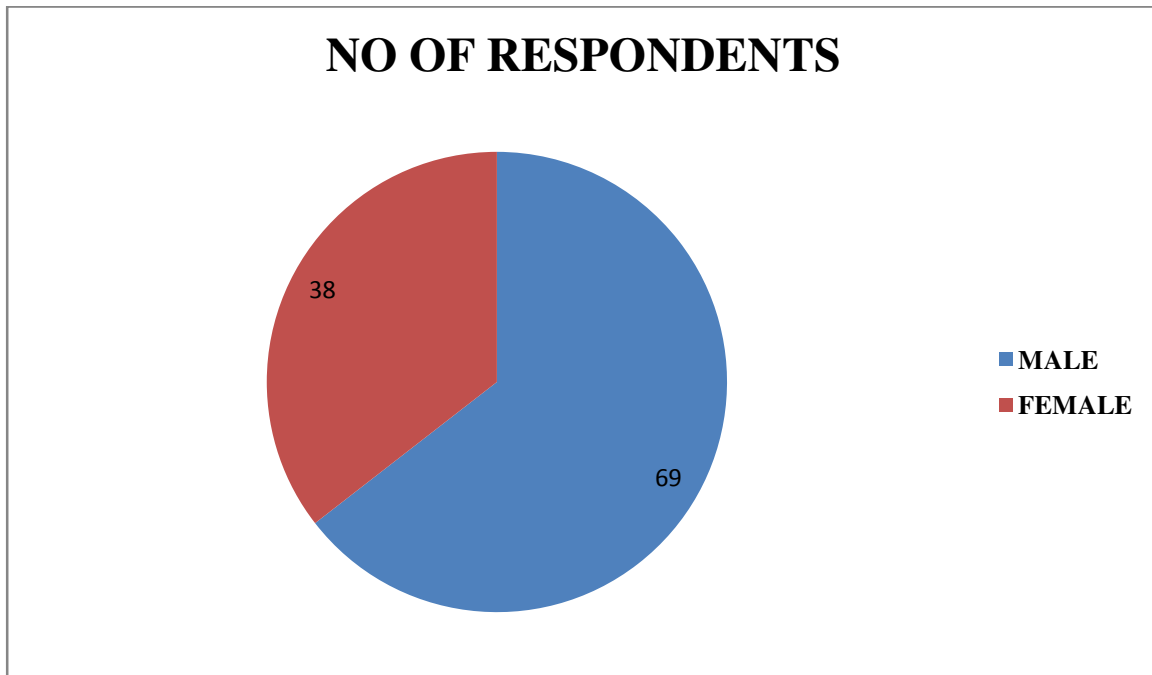
- It is inverse that maximum no of-respondents are in age-group of 20-30years of 39% read “ The Hindu” Newspaper regularly.
- A minimum 27% respondent belongs to 30-40 years age group read “The Hindu” Newspaper regularly.

TABLE No 4.2

CLASSIFICATION OF GENDERS RESPONDENTS

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Male	69	71
Female	38	29
Total	97	100

CHART NO 4.2



INTERPRETATION:

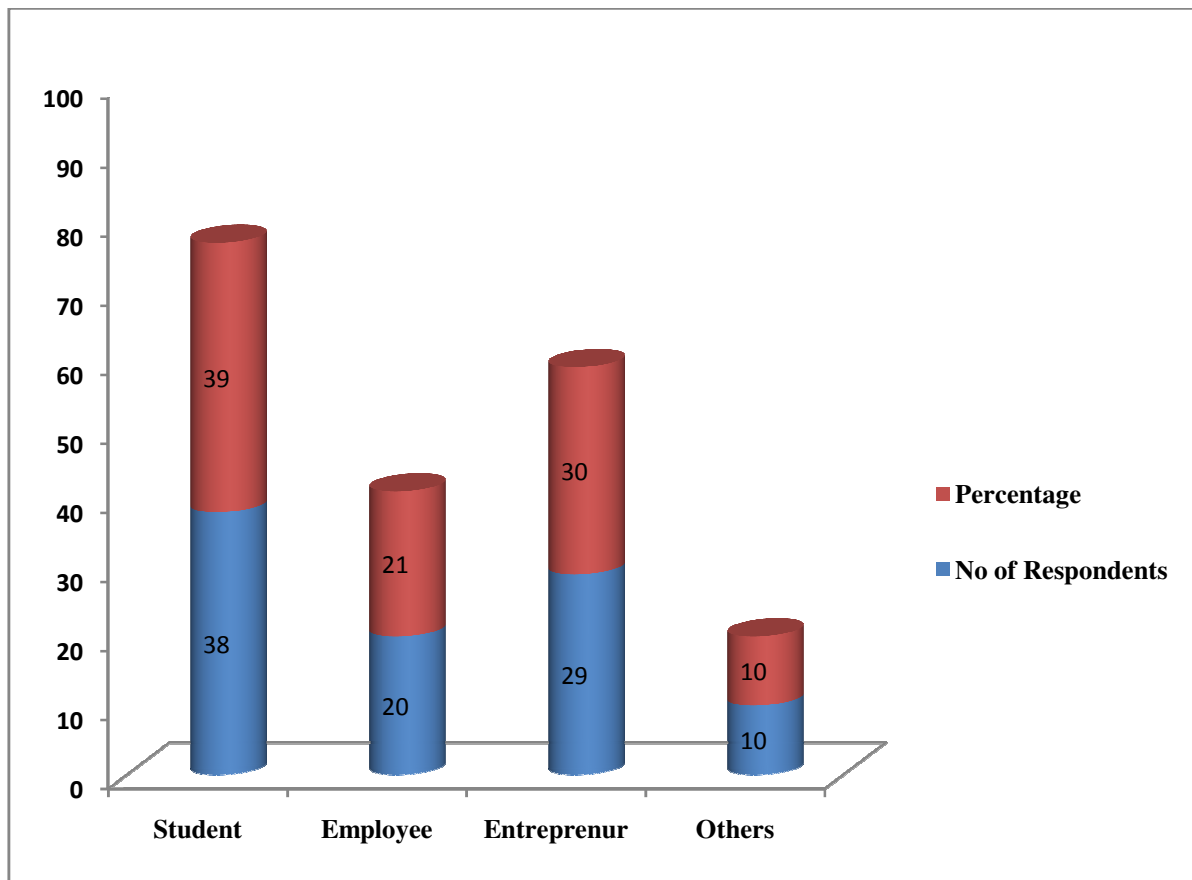
- Its concluded that 71% of Male Gender category respondents belong preferring “The Hindu” Newspaper
- It is concluded that 29% of female gender respondents belongs preferring “The Hindu” Newspaper

TABLE NO 4.3

CLASSIFICATION OF RESPONDENTS ON PROFESSION

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Students	38	39
Employees	20	21
Entrepreneur	29	30
others	10	10
Total	97	100

CHART No 4.3.



INTREPRETATION:

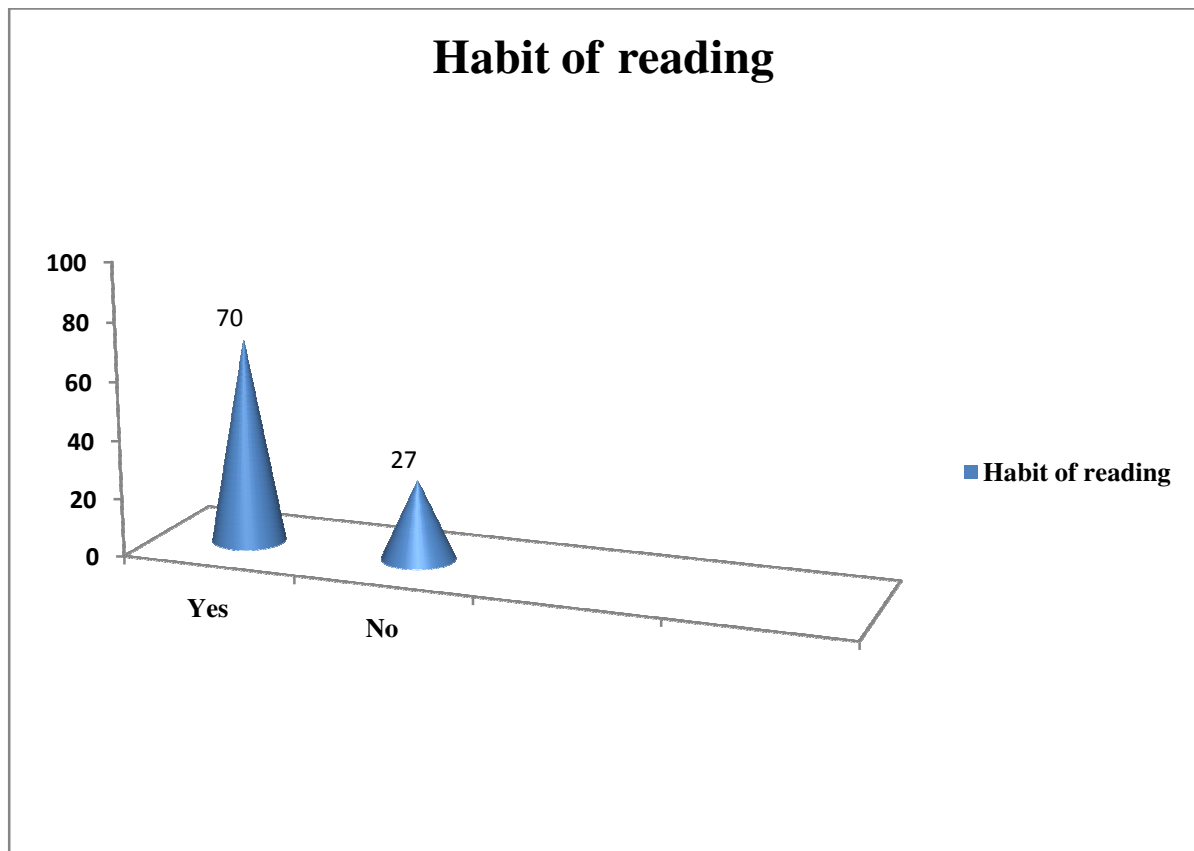
- It is found that maximum no of students 39% prefer to read “The Hindu” Newspaper
- It is concluded that minimum 10% of respondents of others prefer to read “The Hindu” Newspaper

TABLE NO 4.4

HABIT OF READING NEWSPAPER

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Yes	70	72
No	27	28
Total	97	100

CHART NO 4.4



INTERPRETATION:

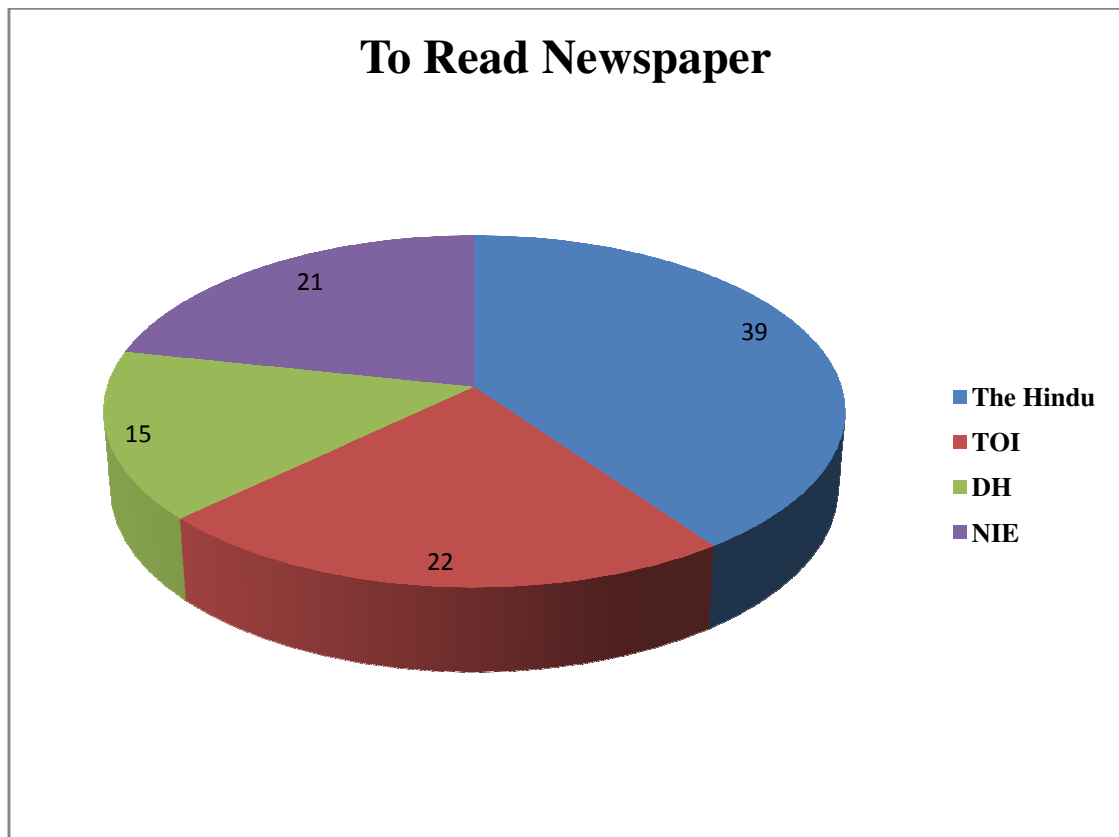
- It is concluded 72% of respondents prefer to read “The Hindu’ Newspaper as habit of reading
- Minimum 28% respondents prefer not to read “The Hindu’ Newspaper as a habit

TABLE NO 4.5

NEWSPAPER READ BY THE RESPONDENTS

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
The Hindu	39	40
The Times of India	22	23
Deccan Herald	15	15
The New Indian Express	21	22
Total	97	100

CHART NO 4.5



INTERPRETAION:

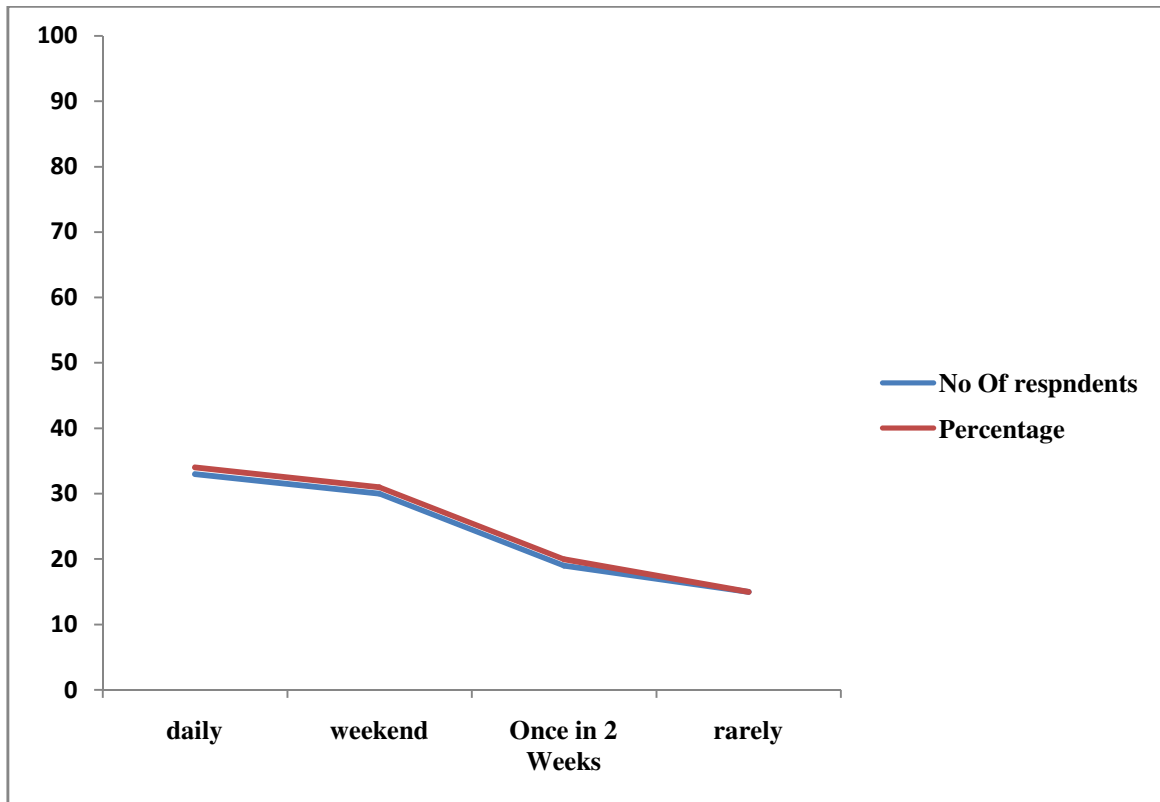
- It is discovered that 40% of the respondents prefer to read “The Hindu” Newspaper
- Minimum 15% the respondents prefer to read “Deccan Herald” Newspaper

TABLE NO 4.6

CLASSIFICATION OF NEWSPAPER READING ONLY “THE HINDU”

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Daily	33	34
Weekend	30	31
once in 2 weeks	19	20
Rarely	15	15
Total	97	100

CHART NO 4.6



INTERPRETATION:

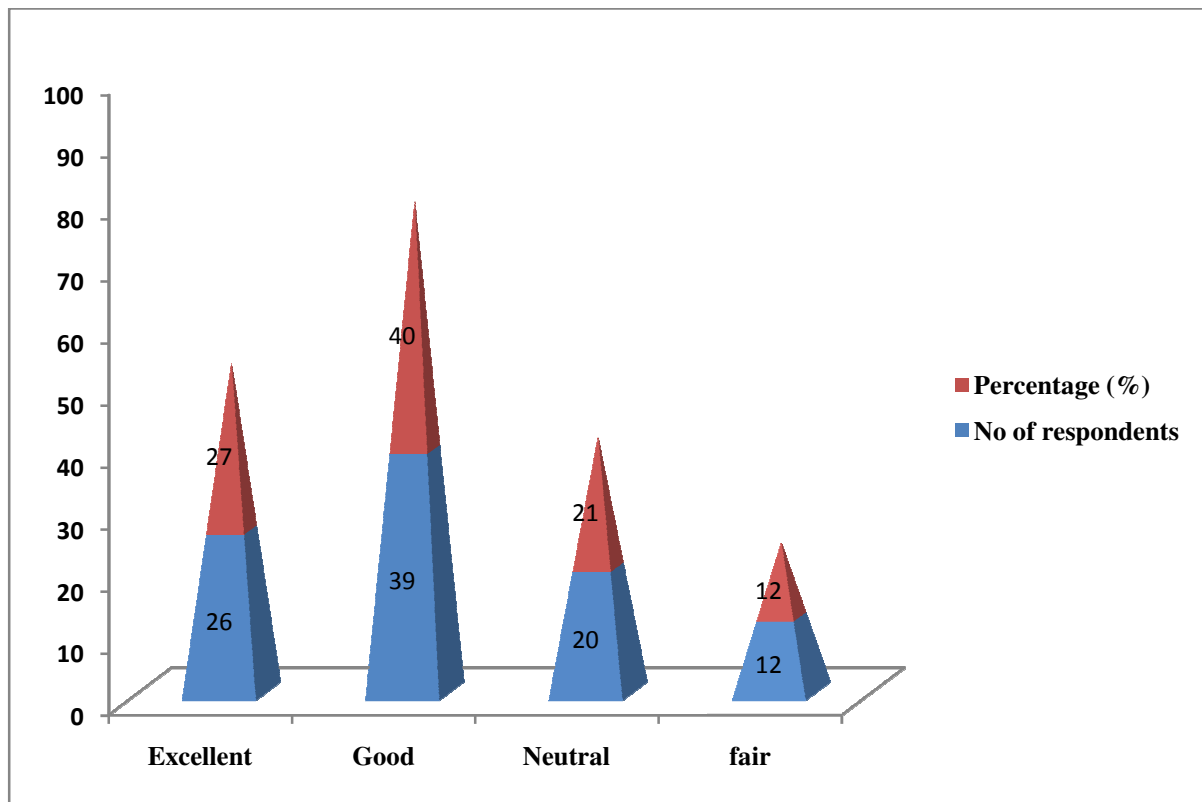
- It is concluded that 34% of respondents prefer to read Daily only “The Hindu” Newspaper
- Minimum 15% of respondents prefer to read rarely “The Hindu” Newspaper

TABLE NO 4.7

RATING OF NEWSPAPER “THE HINDU” BY RESPONDENTS

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Excellent	26	27
Good	39	40
Neutral	20	21
Fair	12	12
Not Good	-	-
Total	97	100

CHART NO 4.7



INTERPRETATION:

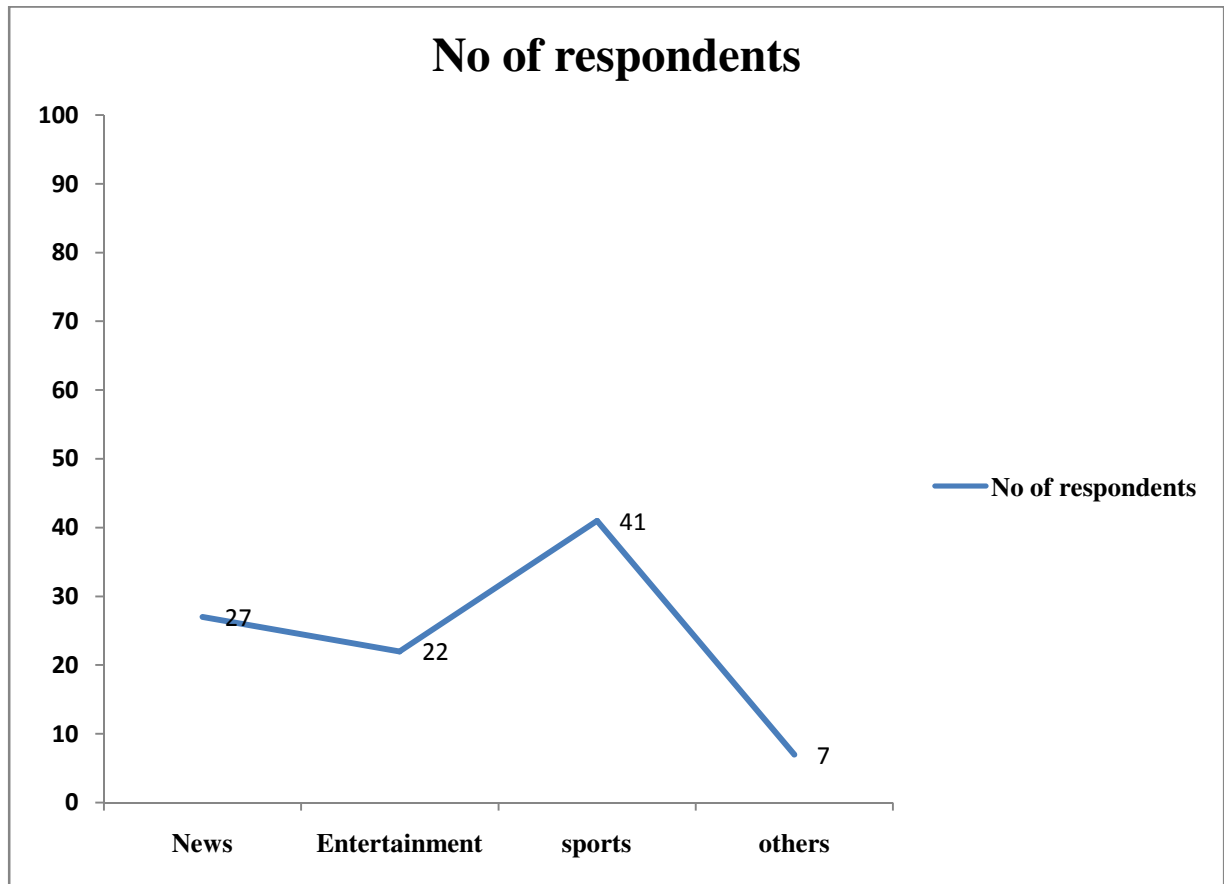
- It is Discovered that 40 % of respondents referred Good quality reading “The Hindu” Newspaper
- Minimum 12 % of respondents prefer fair to read “The Hindu” Newspaper

TABLE NO 4.8

THE MOST YOU LIKED CONTENT OBTAINED BY THE RESPONDENTS

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
News	27	28
Entertainment	22	23
Sports	41	42
others	7	7
Total	97	100

CHART NO 4.8



INTERPRETATION:

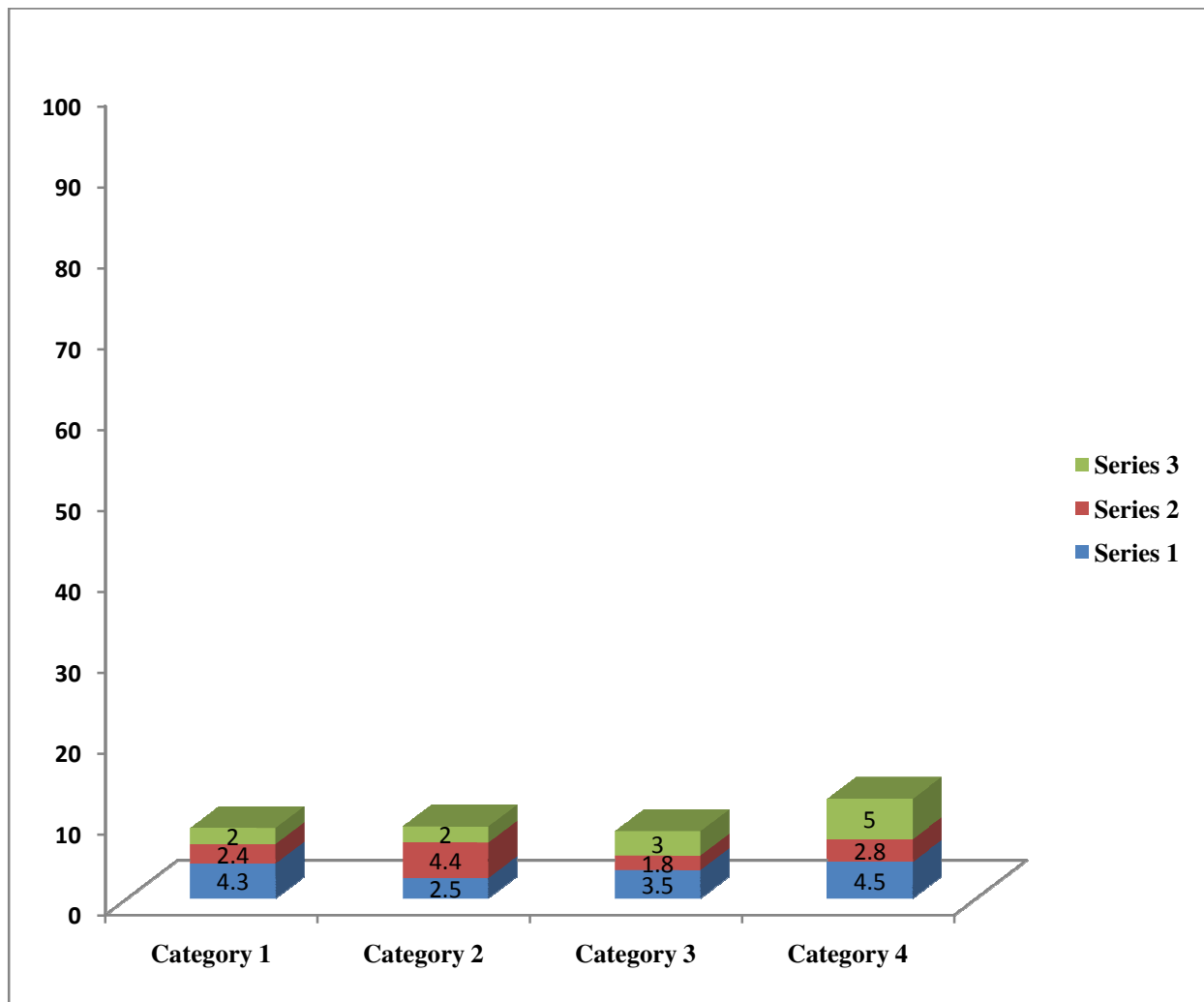
- It is concluded that 42 % of respondents prefer to read sports the most of “The Hindu” Newspaper
- 23% respondents prefer the most to read entertainment sector of “The Hindu” Newspaper

TABLE NO 4.9

QUALITY OF NEWS RATED BY THE CUSTOMERS AS BELOW

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Extremely reliable	37	38
Very much reliable	28	29
Neutral	19	29
Not much	13	13
Not at all	-	-
Total	97	100

CHART NO 4.9



INTERPRETATION:

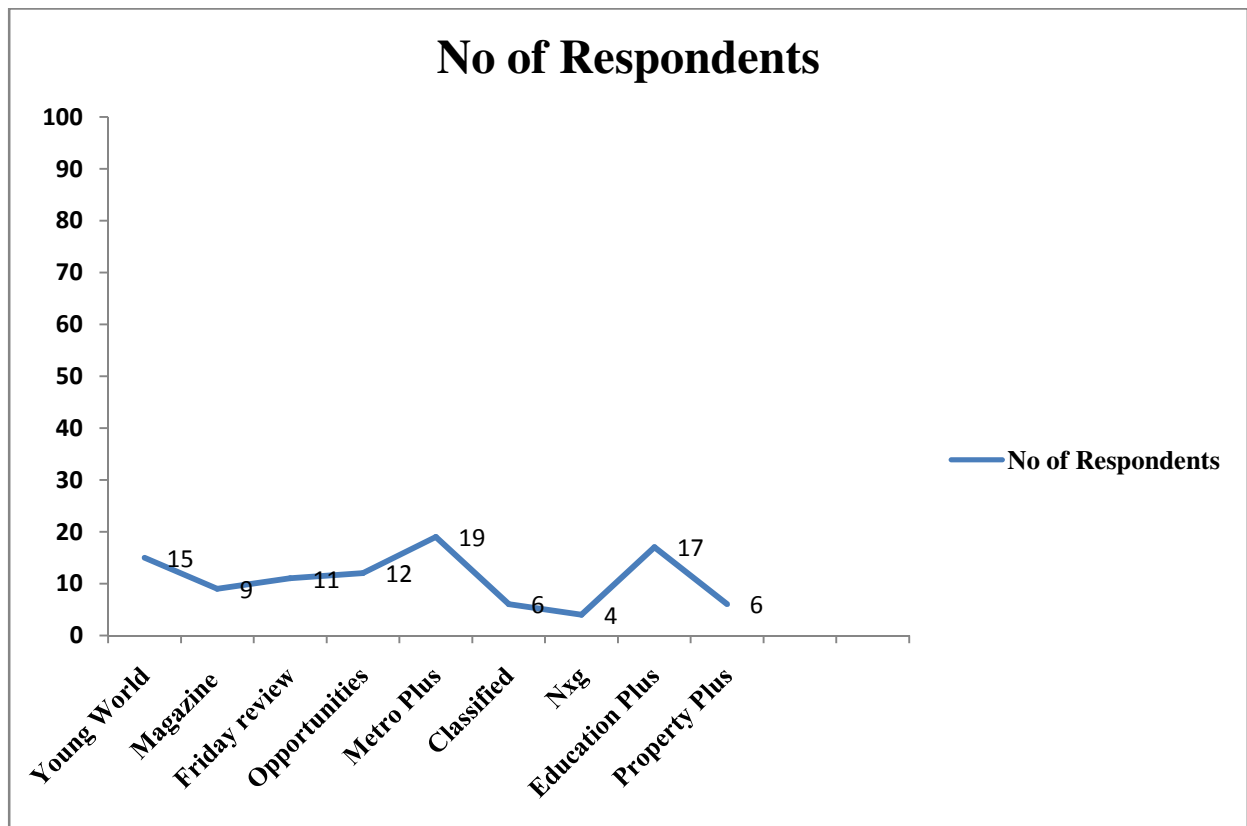
- It is discovered that maximum 38% of the respondents prefer to read “The Hindu” Newspaper extremely reliable.
- Minimum 13% of the respondents prefer to read “The Hindu” Newspaper not much.

TABLE NO 4.10

NO OF RESPONDENTS PREFERENCE FOR SUPPLEMENTS COPY OF “THE HINDU”

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Young World	15	15
Magazine	9	9
Friday review	11	11
opportunities	12	12
Metro Plus	18	19
Classified	6	6
Nxg	4	4
Education Plus	16	17
Property Plus	6	6
Total	97	100

CHART NO 4.10



INTERPRETATION:

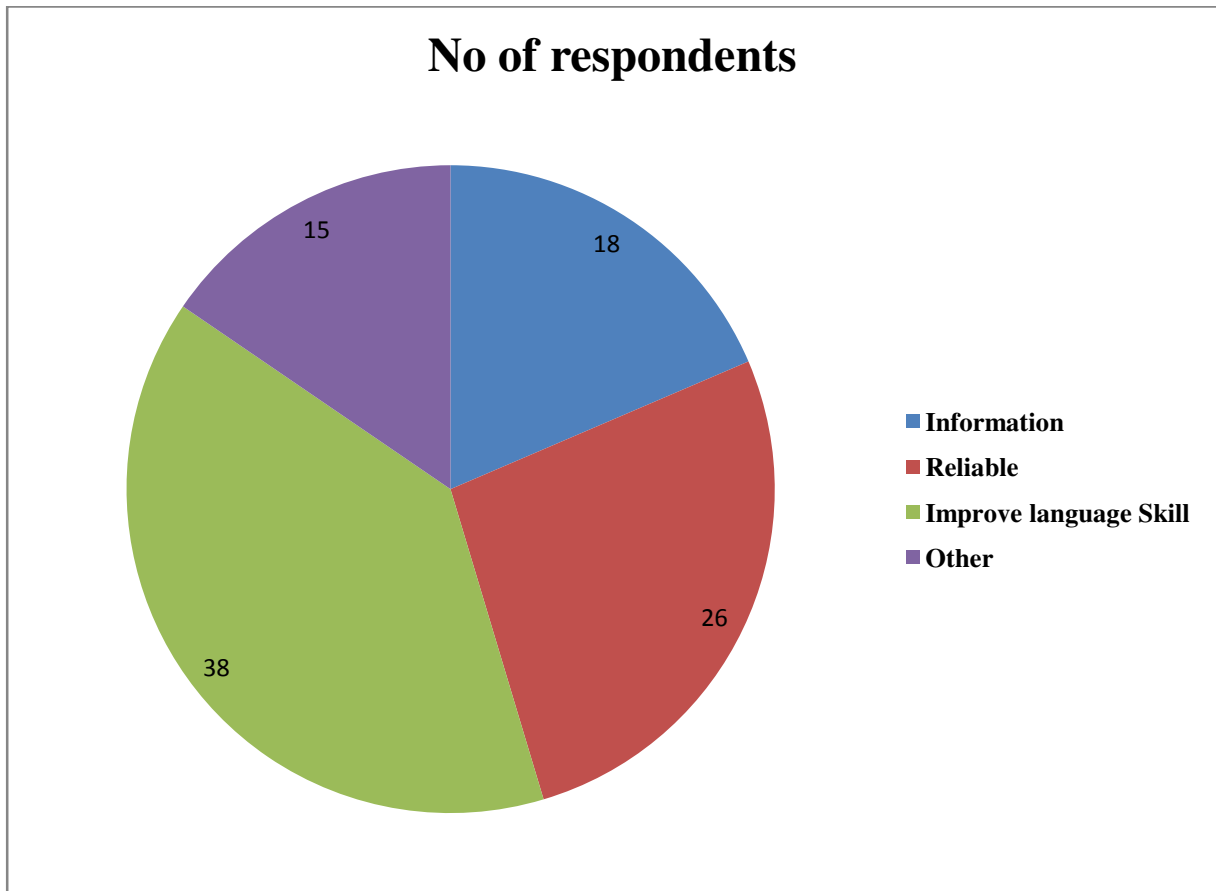
- It is concluded that 19% maximum respondents prefer to read “The Hindu “ Newspaper for metro Plus
- Minimum 4% respondents prefer to read “The Hindu “ Newspaper for other supplements

TABLE NO 4.11

BENEFITS FROM READING HINDU ACCORDING TO RESPONDENTS

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Information	18	19
Reliable	26	27
Improve language Skill	38	39
other	15	15
Total	97	100

CHART NO 4.11



INTERPRETATION:

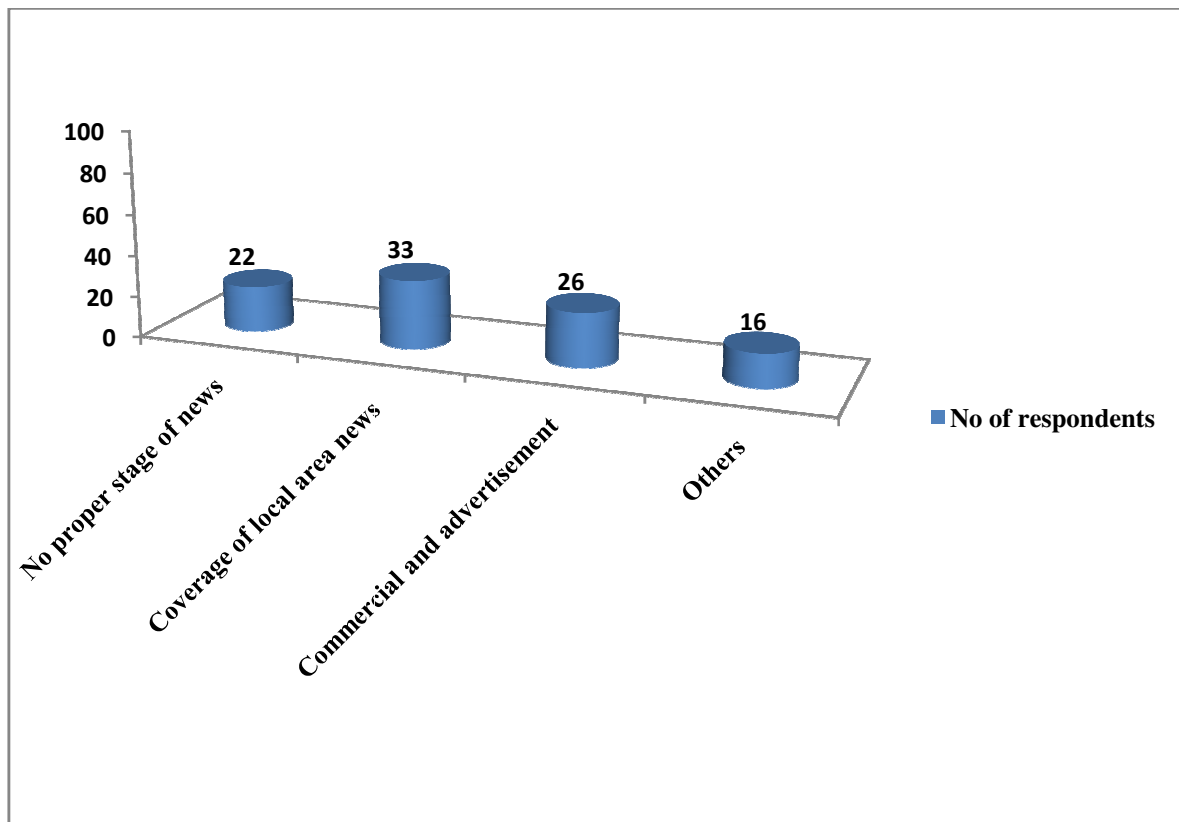
- It is discovered that 39% of respondents prefer “The Hindu” to improve the language skill
- Minimum 15% of respondents prefer “The Hindu” to improve the language skill

TABLE NO 4.12

**CLASSIFICATION OF RESPONDENTS BASED ON THE IDENTIFIED LACKUNE
IN “THE HINDU” NEWSPAPER**

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
No proper stage of news	22	27
Coverage of local area news	33	34
Commercial and advertisement is more	26	27
others	16	16
Total	97	100

CHART NO 4.12



INTERPRETATION:

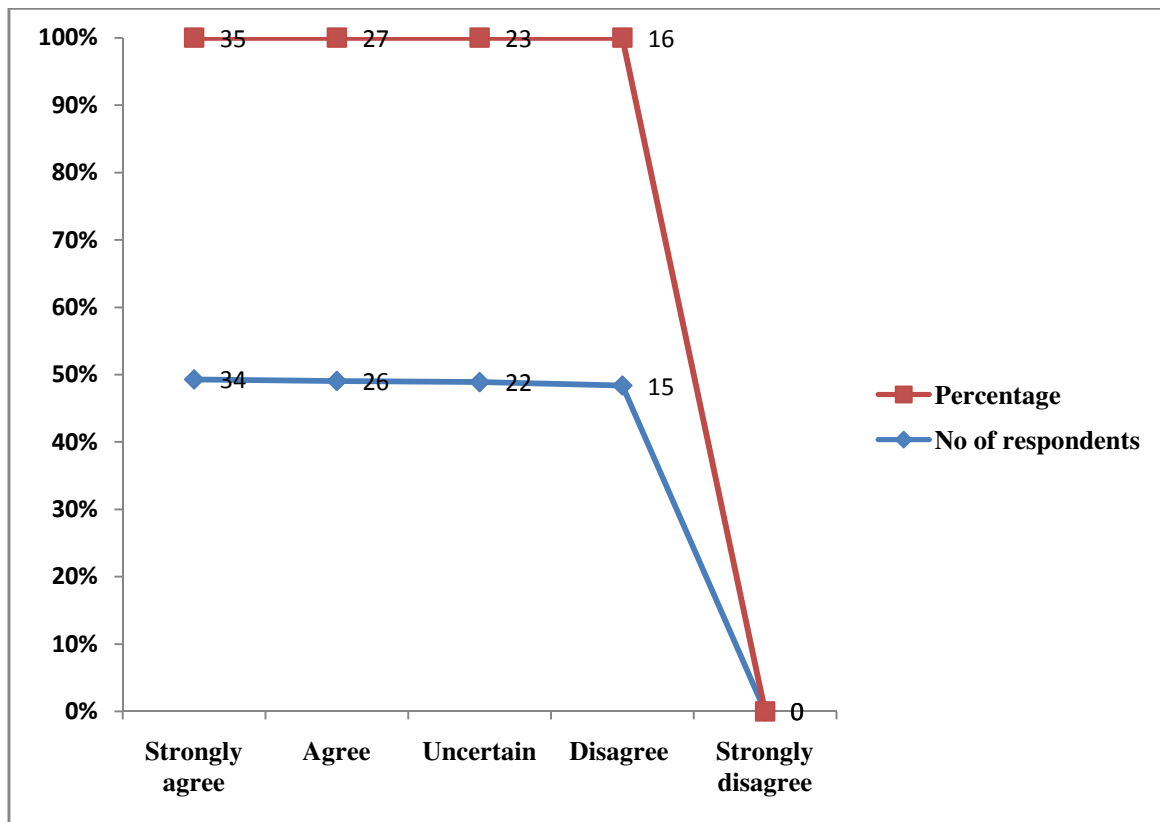
- It is observed that 34% of respondents maximum prefer “The Hindu” newspaper Lacks more on coverage of local area news
- Minimum 16% of respondents prefer “The Hindu” newspaper lacks on other reasons.

TABLE NO 4.13

**OPINION OF RESPONDENT ABOUT RELEVANCE OF “THE HINDU”
NEWSPAPER FOR ALL AGE GROUP OF RESPONDENTS**

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	34	35
Agree	26	27
Uncertain	22	23
Disagree	15	16
Strongly disagree	-	-
Total	97	100

CHART NO 4.13



INTERPRETATION:

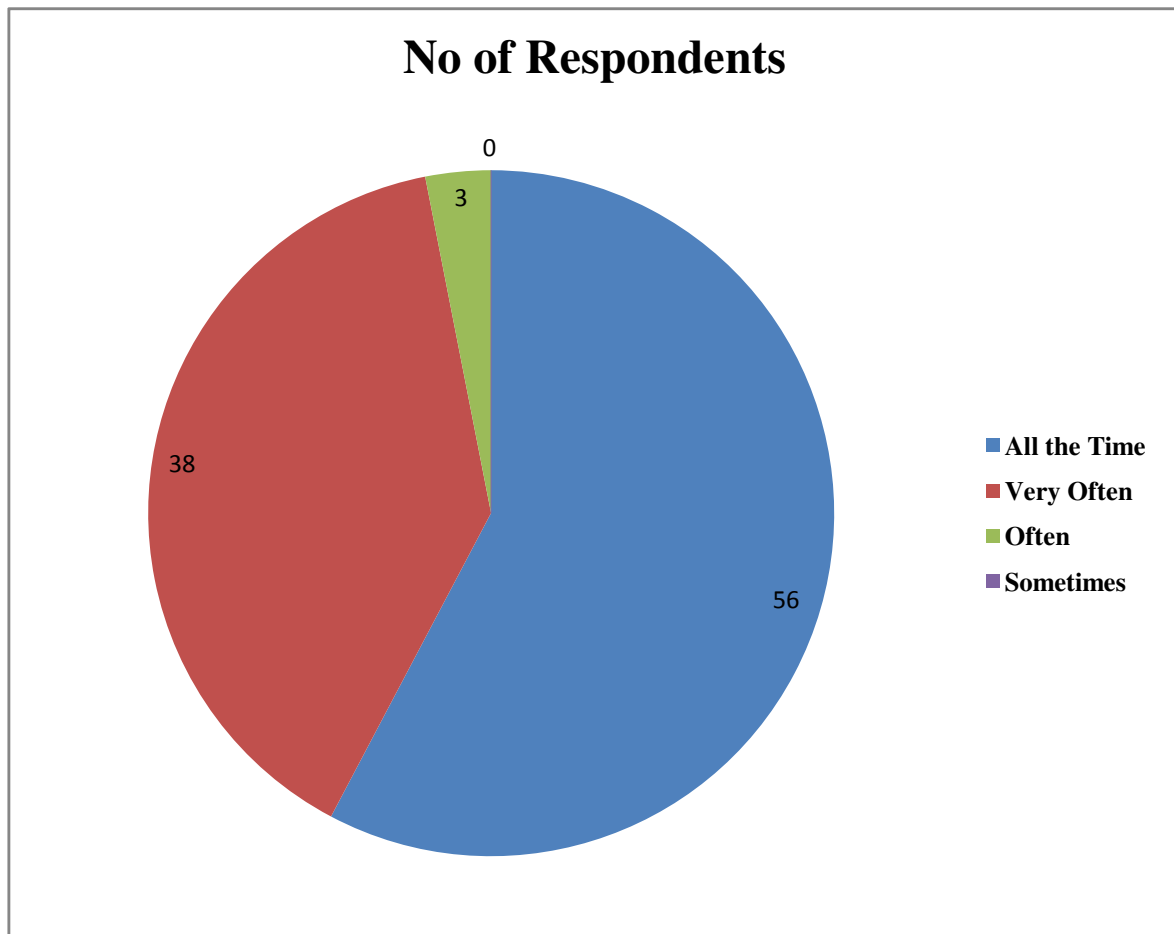
- It is considered strongly that maximum 35% of respondents prefer “The Hindu” newspaper provides relevant information for all age groups
- Minimum 16% of respondents disagreed that “The Hindu” newspaper provides relevant information for all age groups

TABLE NO 4.14

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FREQUENCY
READING NEWSPAPER AT THE FREE OF COST**

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
All the Time	56	58
Very often	38	39
often	3	3
Sometimes	-	-
Total	97	100

CHART NO 4.14



INTERPRETATION:

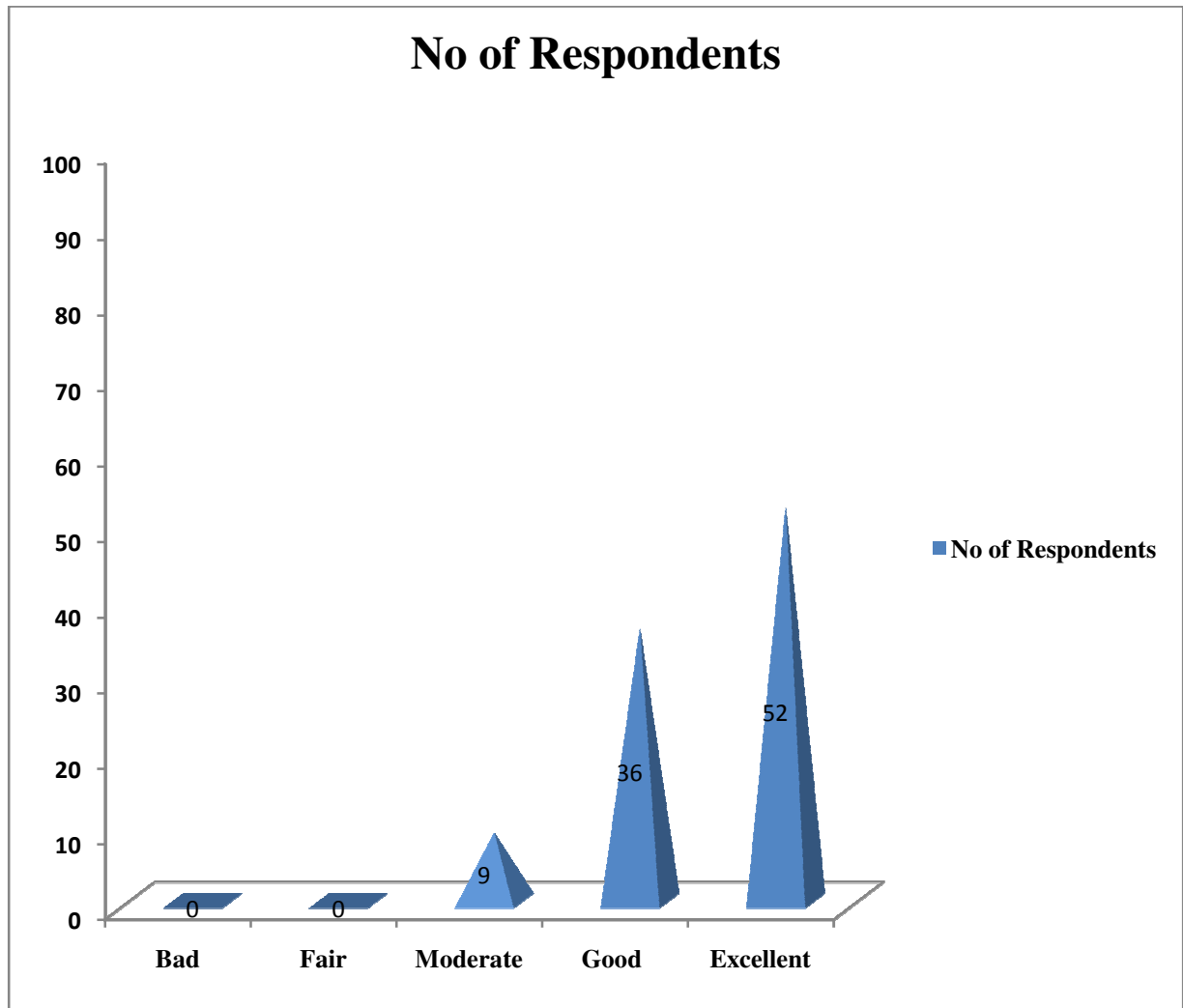
- It is discovered that maximum 58% of respondents prefer “The Hindu” newspaper read all the time
- Minimum 3% of respondents prefer “The Hindu” newspaper often read

TABLE NO 4.15

**OPINION OF RESPONDENTS ABOUT THE VALUE DERIVED FROM THE HINDU
NEWSPAPER TOWARDS THE KNOWLEDGE**

CIRCUMSTANCE	NO OF RESPONDENTS	PERCENTAGE (%)
Bad	-	-
Fair	-	-
Moderate	9	9
Good	36	37
Excellent	52	54
Total	97	100

CHART NO 4.15



INTERPRETATION:

- It is observed maximum 54% of respondents prefer “The Hindu” excellent at increase in value of knowledge
- Minimum 9 % of respondents prefer “The Hindu” Moderate at increase in value of knowledge

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1. FINDINGS

- It is found that greatest no of respondents are in age gathering of 20-30years of 39% read "The Hindu" Newspaper consistently and they opined that the daily paper is minimal costly.
- It's found that 71% of Male Gender classification respondents have a place leaning toward "The Hindu" Newspaper
- It is found that greatest no of understudies 39% support to peruse "The Hindu" Newspaper
- It is found that 72% of respondents support to peruse "The Hindu' Newspaper as propensity for perusing
- It is found that 40% of the respondents support to peruse "The Hindu" Newspaper
- It is found that 34% of respondents better to peruse Daily just "The Hindu" Newspaper
- It is found that 40 % of respondents alluded Good quality perusing "The Hindu" Newspaper
- It is found that 42 % of respondents get a kick out of the chance to peruse sports the a large portion of "The Hindu" Newspaper
- It is found that greatest 38% of the respondents support to peruse "The Hindu" Newspaper amazingly dependable
- It is found that 19% most extreme respondents better to peruse "The Hindu " Newspaper for metro Plus
- It is found that 39% of respondents like "The Hindu" to enhance the dialect aptitude
- It is found that 34% of respondents are in sentiment that "The Hindu" daily paper Lacks the scope in other nearby news or limited time media
- It is found that most extreme 35% of respondents lean toward "The Hindu" daily paper gives pertinent data to all age gatherings

- It is found that most extreme 58% of respondents support "The Hindu" daily paper read constantly
- It is found that most extreme 54% of respondents lean toward "The Hindu" incredible at increment in estimation of learning

5.2. SUGGESTIONS

- **It is suggested to Reduce in Price** – as the price of the newspaper is high people with basic salary package are not able to buy every day ,so they buy weekly twice or thrice, still they have willingness to buy newspaper financially they couldn't go for the newspaper so if the buy is reduced less many no of people can afford the newspaper.
- **It is suggested to give more Advertisement in different medias** - every business needs advertisement, best advertisement have its good response, to make sure the existence of newspaper in the world, television advertising is required for availability of newspaper for the people.
- **It is suggested to cover local area news equally** - many readers prefer local news as the most important, so the newspaper must give priorities to local news. Many newspaper give importance to national and international news, but local news must be given equal importance.
- **It is suggested to Information of all age group-** the newspaper must provide information of all age groups. People at different age group read newspaper. Children concentrates on sports and cinema column where as youngsters prefer for the current affairs and political news. So newspaper should cover information to all age groups.
- **It is suggested to Proper Language** – newspaper should use simple good language. as newspaper is read by all over the country should be simple and understandable by all readers hence the way of reading should be simple.
- It is suggested that should cover less **miscellaneous** news

5.3. CONCLUSION

The Hindu has been assuming a vital part in the correspondence division and change of English dialect, its administrations to the general public is ponderful and awesome. It builds up the business and worker and boss understudies and all information completely. The Hindu needs to do such social situated exercises like free instruction and free business advantage. Their administration is reachable to all the class individuals and in future to it has to be created in the whole recorded to survive and confront the contenders. From this examination The Hindu modify such changes unquestionably it can catch full share of the market. The venture has given me a thought regarding the task of The Hindu daily paper and their flow. The experience picked up in the tasks given me a chance to developed brings between the hypothetical information and reasonable capacities.

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ANNEXURE

QUESTIONNAIRE

1. Name

2. Age

3. Gender

4. Training

5. You are?

a. Student

b. Representative

c. Businessperson

d. others

6. Which paper do you read?

a. The Hindu

b. Indian Express

c. Times of India

d. India today

e. others

7. What do you think about the nature of data of "The Hindu" when contrasted with other English daily papers?

a. v.good

b. Great

c. Reasonable

d. Poor

e. v poor

8. on the off chance that some person gives you "The Hindu" at free of cost, at that point what will be your recurrence of perusing?

a. Constantly

b. All the time

c. Regularly

d. Now and then

e. Scarcely ever

9. How much reliable is the information of "The Hindu"?

a. Very Much

b. Neutral

c. Not Much

d. Not at all

10. Which supplementary copy of "The Hindu" you like the most?

a. Youthful World

b. Magazine

c. Friday Review

d. openings

e. others (Specify) _____

11. Do you think "The Hindu" has relevant information for all age groups?

a. Yes

12. Lacking in covering local news or any other information than other newspapers?

- a. 0-20%
- b. 21-40%
- c. 41-60%
- d. 81-100%

13. Do you think "The Hindu" increases the value you can possibly imagine?

- a. Strongly agree
- b. Agree
- c. Uncertain
- d. Disagree
- e. Strongly Disagree

14. Tick on significant option

- a. Time constraint to read newspaper
- b. More time to read The Hindu Newspaper
- c. Non availability of The Hindu in your area
- d. Prefer to read tamil the Hindu newspaper
- e. to read other newspaper

15. Are TV, radio giving more Knowledge than daily paper

- a. Strongly agree
- b. Agree
- c. Uncertain
- d. Disagree
- e. Strongly Disagree
- e. Firmly Disagree

**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**



**INTERNSHIP WEEKLY REPORT
(15 JAN 2018 TO 24 MARCH 2018)**

Name of the Student: Monish R








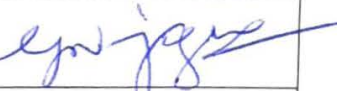



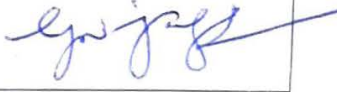





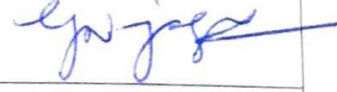
Internal Guide: Dr. Nijaguna

USN No: 1AY16MBA42

Specialization: Finance & Marketing

Title of the Project: "A Study On Customer Satisfaction towards The Hindu."

Company Name: The Hindu

Work	Work Undertaken	External Guide Signature	Internal Guide Signature
15/1/2018-20/1/2018	Introduction about Pattern effects labs and its operation		
22/1/2018-27/1/2018	Learning about different operation and products		
29/1/2018-3/2/2018	Orientation and Gathering information about growth of company		
5/2/2018-10/2/2018	Analysis of market position of the company		
12/2/2018-17/2/2018	Research problems identification		
19/2/2018-24/2/2018	Preparation of research instruction for data collection		
26/2/2018-3/3/2018	Theoretical background of the study		
5/3/2018-10/3/2018	Data collection and data analysis		
12/3/2018-17/3/2018	Interpretation of the data gathered during the survey		
19/3/2018-24/3/2018	Final report preparation and submission	