

**A Comparative Study on E-Newspapers & Online news v/s Printed Newspapers, Reader's Preference**

An Internship Report for

Course code and Course Title: MBIR002 Final Internship Report

Credits: 8 Credits

Submitted in partial fulfilment of Masters Degree

MBA in (Marketing )

by

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Date: 6<sup>th</sup> MAY 2022

Examined by: *Naik*



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### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Dissertation / Internship report entitled, “A Comparative Study on E-Newspapers & Online news v/s Printed Newspapers, Reader’s Preference”, is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Dr. Dr. Priyanka Naik and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Date:05/05/2023

Place: Goa University

Kabita Mahanti  
Roll Number/Seat no: 2137  
Management Discipline  
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### COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report “**A Comparative Study on E-Newspapers & Online news v/s Printed Newspapers, Reader’s Preference**” is a bonafide work carried out by **Ms Kabita Mahanti** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.

Management Studies

Date: 4<sup>th</sup> May 2023



Prof. Jyoti Pawar  
Dean,  
Goa Business School

Date: 04/05/2023  
Place: Goa University

  
Dr. Priyanka Naik

College Stamp

# The Navhind Times

April 27, 2023

## To Whomsoever It May Concern

This is to certify that Miss Kabita Mahanti is an intern at The Navhind Times from March 1, 2023 till date.

During this time, Kabita shown great responsibility while working with the Social Media team. She contributed actively with ideas and collaborated with fellow journalists.

She was found to be sincere, hardworking and took interest in gathering ideas. Her language skills are commendable, and she was helpful while working with the team. She was a good team player.

We wish her luck in the future.

*N. Venkateswaran*  
27/4/2023  
N. Venkateswaran,  
Editor, The Navhind Times.

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## **ACKNOWLEDGEMENT**

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My sincere gratitude to The Navhind Times for giving an opportunity to be a part of their company. A special thanks to the Editor Mr. Venkateswaran Narayanan and Social Media Team Manager Miss. Sherly Gonsalves for providing a warm learning and training environment, and also for being my mentor in the company throughout my internship period.

I would also like to extend special thanks to the entire staff for their full cooperation, guidance and support during my internship.

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## COMPANY PROFILE

The Navhind times is one of the largest circulated Daily English newspaper, and has gained the trust and loyalty of Goans by giving them the best of the reporting, commentaries and features. It was started in the 1963 by the House of Dempos.

It covers news from all over Goa, central and important world news. The Navhind Times gives daily a print of 18pages for the readers on economic, social and political current affairs.

It also gives magazine to address the various sections of the society, like for discerning readers-Panorama, Cultural enthusiasts- Buzz, Businessmen and consumers-Zest, youth and kids- Kuriocity. The Navhind Times has a readership of more than 2lakhs of what it circulates. It has also has 52% of the overall market share of advertisement space.

## INTRODUCTION

Indian media industry is growing with modern times, be it print or online. In India, over 17,000 newspapers and about 94,700 periodicals are registered with the Registrar of Newspapers of India. There is an increase of around 5,400 publications in the year 2018-19. As per the same reports its highlight there is huge growth rate in readers of the youth generation. The indication to the growth in readers in youth range will help to understand the rate of growth of print and e-newspapers. Print and Digital media are one of the biggest source of information, hence it will be interesting to know the preference of newspapers reading among Goan readers.

The study is taken up to understand the reading habits with regards to gender and different age groups, educational background, occupation and monthly income. The study aims to understand the relationship between the printed and e- newspaper readership considering the language, gender and age affecting the readers.



## LITERATURE REVIEW

In a study by George Brock (2013), behavioral changes were highlighted and their impact on online offline newspaper reading habits. They argue that the change in audience behaviour, which has resulted in consumers spending more of their limited attention on further media such as television or the Internet, is having an adverse effect on newspapers because they are losing circulation. [1]

As they have noted in their research, these are decisions that are also influenced by people's habits. According to a 2016 field study by Siddhesh Thadeshwar and Prof. Amol Joglekar, consumers choose to switch to internet news since they trust it just as much as offline news sources. The convenience of online news media is a key component in this development. "A total of 94.5% prefer newspapers because they believe the news and information to be accurate, but from those who chose online news, a total of 93.1% responded that they prefer news apps because they believe the news and information to be accurate.[2]

Due to young people's desire for news on demand, control over and customization of information, timing, and the medium itself, print media appears to be losing young readers. Print media are thriving in India [3].

Sunday edition news is read more frequently by women than by males. Men are more likely to carefully follow sports, science, technology, business, international, and political news, while women are more likely to closely follow news on religion, health, entertainment, local issues, the arts and culture, crime, and the weather. Male and female readers of newspapers choose different topics to read. [4]

## RESEARCH GAP

The satisfaction of the readers and their expected level are not studied prior and it's actually hard to directly measure satisfaction in terms of the entire content or newspaper.

How can we measure how much satisfied a reader is after going through the news content on paper or online?

How can we compare a state publishers and broadcasters with national or international publishers. Hence the research will be only limited the state of Goa.

The majority of the respondents were from North of Goa. This research has more of young respondents and hence the data may drift more towards online preference.

## OBJECTIVES

1. To find out the proclivity of online-offline newspaper readership.
2. To find out the problems of online newspaper readers
3. To examine the language preference of newspaper readers.
4. To examine if age and gender impacts readers choice.
5. To examine the ease of reading between online and offline newspaper among readers.

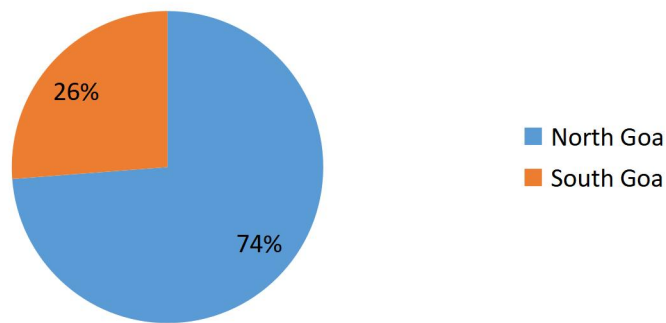
## METHODOLOGY

A questionnaire was designed to study the reading preference of the news readers. The survey questionnaire was designed both in online and offline mode that is on the google forms and in printed questionnaires. The data collected is measured in quantitative method. For the statistical analyses chi-square, correlation and regression test are performed using excel to find out the significant of difference between age, gender and with regards to preferences in language and mode of reading of selection.

## DATA ANALYSIS

### 1] Residence

Residence of :



**Fig. No.1.1**

More than 70% respondents are from north of Goa hence the data will be more dominant towards one side.

76 responses were collected from north of Goa and 27 responses were collected from south of Goa.

### 2] Demographic data

DEMOGRAPHIC	CLASSIFICATION	No. OF RESPONDENTS	PERCENTAGE
AGE	16-25	67	65.05
	26-35	23	22.33
	36-45	4	3.88
	45-55	4	3.88
	55-ABOVE	5	4.85
GENDER	Male	50	48.54
	Female	53	49.51
EDUCATION	Up to school	13	12.62

	level		
	Graduate	61	59.22
	Post Graduate	21	20.39
	Diploma	8	7.77
OCCUPATION	Govt. Employee	5	4.85
	Private Employee	36	34.95
	Professional	5	4.85
	Self Employed	4	3.88
	Student	42	40.78
	Retired	2	1.94
	Unemployed	9	8.74
ANNUAL INCOME	3LACS-BELOW	69	66.99
	4-6LACS	17	16.50
	7-9LACS	3	2.91
	10LACS-ABOVE	2	1.94
	Not Answered	12	11.65

Table no: 1.1

A total sample of 103 respondents was used for the purpose of the study. The table no.1.1 reveals that out of 103 respondents, 65.05% belongs to the age group of 16-25, 22.33% are in the age group of 26-35, followed by 3.88% from 36-45 age group, 3.88% from 46-55 age group and 4.85% of the respondent are above the age group of 55.

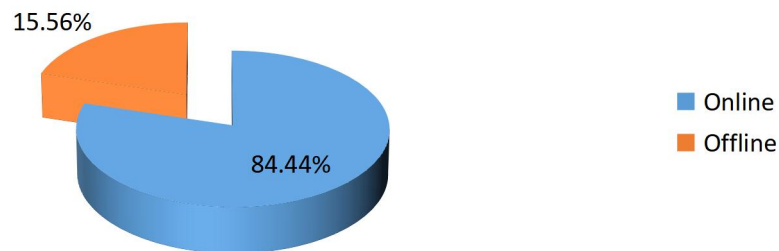
Accordingly there are 48.54% male and 49.51% are female respondent.

The table also revealed that 20.39% are post-graduates, 59.22% of the respondents are graduates and 12.62% belonged to the category of up to the school level and a small percentage of 7.77% were diploma holders.

Income data shows that 66.99% respondent earn up to 3Lacs and below, 16.50% respondent earn between 4lacs to 6lacs, 2.91% earn between 7lacs to 9lacs and 1.94% earns more than 10lacs. There are 11.65% respondents who didn't reveal their annual income.

The occupation of the respondent includes- 4.85% respondent are from government services, 34.95% doing some private job, 3.88% have their own business, 4.85% are professionals, 1.94% are retired, 40.78% are students and 8.74% are unemployed.

## Newspaper Reading mode Preference



Newspapers reading preference Fig.No.1.2

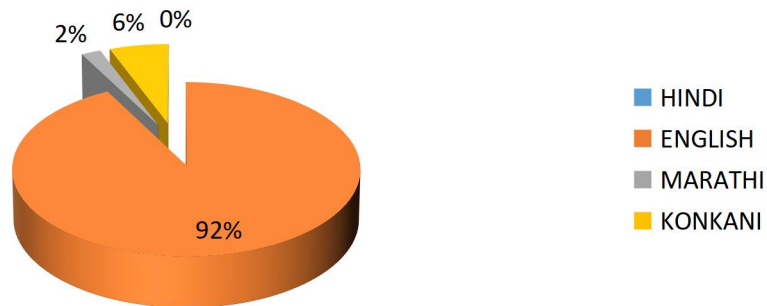
### 3] Language preference

#### a) Language preferred by online and offline news readers with respect to gender

LANGUAGE	NO. OF RESPONDENTS	PERCENTAGE	MALE	FEMALE
HINDI	0	0		
ENGLISH	95	92.23	44	51
MARATHI	2	1.94	1	1
KONKANI	6	5.83	5	1
<b>TOTAL</b>	<b>103</b>	<b>100%</b>	50	51

Table 1.2

## NO. OF RESPONDENTS



**Fig.No.1.3**

The below table shows the language preferences among male and female with regard to choice of newspaper reading. Accordingly, Out of 92.23% of total English readers 52.63 % are male and 53.68% are female. With regards to preference of Hindi newspaper nobody gave any response, hence showing the fact that Hindi news reading is almost nil in Goa. After English, Konkani is given 5.83% preference out 103 respondents, 5 respondents were male and 1 female.1.94% preference out of 103 respondents is given to Marathi.

### -Chi-Square Test

#### Observed Value

Row Labels	English	Konkani	Marathi	Grand Total
Female	52	2	3	57
Male	43		3	46
Grand Total	95	2	6	103

#### Expected value

Row Labels	English	English	Konkani	Konkani	Marathi	Marathi	Grand Total
Female	51.46601942	1.1068	0.5534	0.5534	2.76699	0.5534	57
Male	41.53398058	0.8932	0.4466	0.4466	2.23301	0.4466	46
Grand Total	93	2	1	1	5	1	103

The observed Value table and the expected value table is compared and with the use of Chi-square formula the below statements are given. The table has two columns of each language as they data were collected in two different modes.

Assumed Hypotheses:

**HO:** There is no significant difference between male and female with regard to language preferences in reading newspapers.

**H1:** There is a significant difference between the male and the female with regard to language preference in reading newspapers.

newspapers. With help of the Chi-square formula, the p-value comes to 0.915020708

The analyses show that the calculated chi-square value is far below the table critical value, hence the null hypotheses is no significant difference is not rejected. Thereby, accepted that there is a no difference with male and female in language preference in reading online newspaper.

## b) Language preferred by online and offline news readers with respect to age

### -Correlation Test

	Age	Language you prefer reading
Age	1	
Language you prefer reading	0.40465	1

### -Regression Test

Regression Statistics	
Multiple R	0.404650379
R Square	0.16374193
Adjusted R Square	0.155462147
Standard Error	0.446675107



Observations	103
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#### ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	3.945703584	3.945704	19.77611394	2.24088E-05
Residual	101	20.15138379	0.199519		
Total	102	24.09708738			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	0.83927976	0.079916993	10.50189	7.04631E-18
Age	0.184061354	0.041389686	4.447034	2.24088E-05

Here the assumed hypotheses will be :

**HO:** There no significant different between the age and the language preferred to read news.

**H1:** There is a significant different between the age and the language preferred to read news.

R square indicates how much of age is affecting the language choice. In the above regression table we see R-square is .16374, which means the affect is not very much, that also means we need to do more deep research on this. Significance F value shown in the Anova table is very far above 0.05, which means the regression bond is not very much strong. The p-value is also shown 2.2409 which is far above 0.05, which means there is no much significant difference between age and the language preferred to read news. Which means we accept the null hypotheses.

#### 4) Online or offline mode preferred by readers with respect to age.

Age	E-newspaper & Articles ( Online )	Printed Newspapers (Offline)	TOTAL
16-25	58	9	67
26-35	19	4	23
36-45	3	1	4
45-55	4	0	4
55-ABOVE	3	2	5
<b>TOTAL</b>	<b>87</b>	<b>16</b>	<b>103</b>

Table 1.3

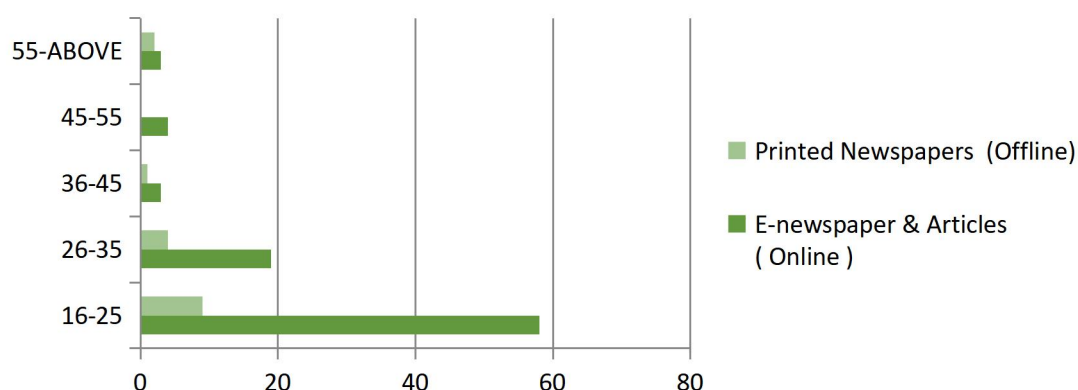


Fig.No.1.4

Table 1.2 revealed that online preference is higher, showing 84.46% preference when compared to offline reading newspaper preference 15.53%. The younger generation is more comfortable in reading newspaper anywhere, at print or digital platforms. The age groups from 16-25, 26-35, 36-45 has shown higher preference online newspapers and articles, where as 45-55 and above age group has shown higher preference in offline newspapers.

## -Chi-Square Test

### Observed Value

Row Labels	Printed Newspapers (Offline)	E-newspaper & Articles ( Online)	Grand Total
16-25	9	58	67
26-35	4	19	23
36-45	1	3	4
46-55		4	4
55-Above	2	3	5
<b>Grand Total</b>	<b>16</b>	<b>87</b>	<b>103</b>

### Expected value

Row Labels	Printed Newspapers	E-newspaper & Articles	Grand Total
16-25	10.40777	56.59223	67
26-35	3.572816	19.42718	23
36-45	0.621359	3.378641	4
46-55	0.621359	3.378641	4
55-Above	0.621359	3.378641	5
Grand Total	16	87	103

Assumed Hypotheses :

**H<sub>0</sub>:** There is no significant difference between the age of the readers with regards to the mode of newspapers reading.

**H<sub>1</sub>:** There is significant difference between the age of the readers with regards to the mode of newspapers reading.

With help of the Chi-square formula, the p-value comes to 0.503864.

The analyses show that the calculated chi-square value is far below the table critical value, hence the Null hypotheses is no significant difference is not rejected. We accept the null hypothesis. Hence we can see that more youths have selected E-newspapers and online

articles instead of Printed. Fig. no. 1.2 has shown the pie-chart which indicates the youths has given majority to the E-papers and articles.

### 5] Benefits of Reading E-Newspaper & Online News:

Benefits of reading E-Newspaper	
Factors	Reponses
Immediate access & constant updates	44
saves time and money	13
variety of choice	1
Availability in phone	3
ease of search	10
audio and video links	5
commenting and sharing	11
<b>Total</b>	<b>87</b>

Table : 1.4

### Benefits of reading E-Newspaper

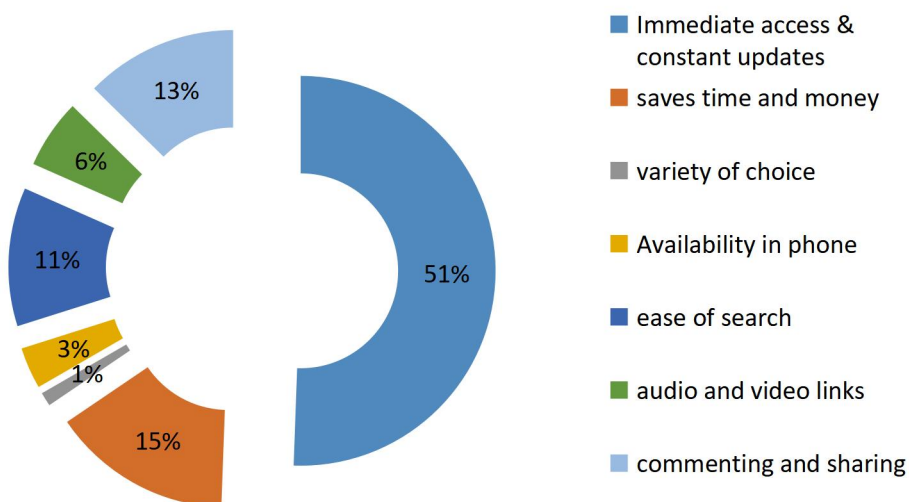


Fig.No. 1.5

A pie-chart presentation below is chosen to display the response of this particular question which has a list of benefits in reading online newspapers including- Immediately

accessible and convenient. The pie-chart displays that 51% respondent out of 87 online preference found that online reading is good because it is immediately accessible and convenient and for constant updates which users can get at their mobile phone and other devices. 15% respondent said online reading saves their time and money. Other 13% respondents found it better because they could comment and share the news to others. 11% respondents have preferred due to ease of search. 6% refer e-news reading because they get additional links and video to view regarding the same contained.

## 6] Benefits of reading Printed & Offline newspapers

Benefits of reading E- Newspapers	
Factors	Reponses
habit of punctuality	11
symbol of status	0
No reliability on electronics	3
helps in concentration	2
<b>TOTAL</b>	<b>16</b>

Table: 1.5

## Benefits of reading Printed newspapers

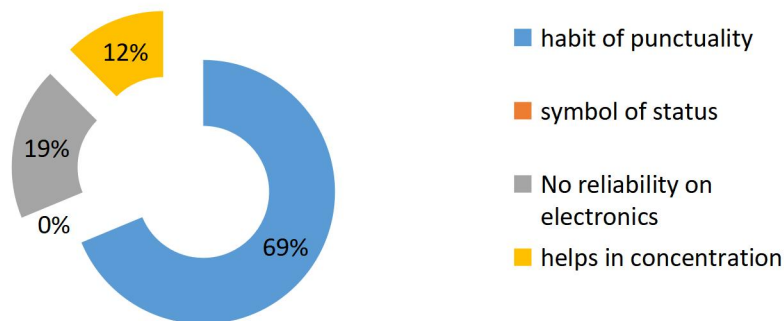


Fig.No. 1.6

Out of 16 respondents for offline news readers, 68% that is 11 respondents said it's their habit of reading on printed, 2 respondents said that they read offline because it help them concentrate and focus( all 5 were students ) .3 respondents said that they don't like to rely on electronics hence they read printed papers.

## 7] E-newspapers and online reading cause distraction

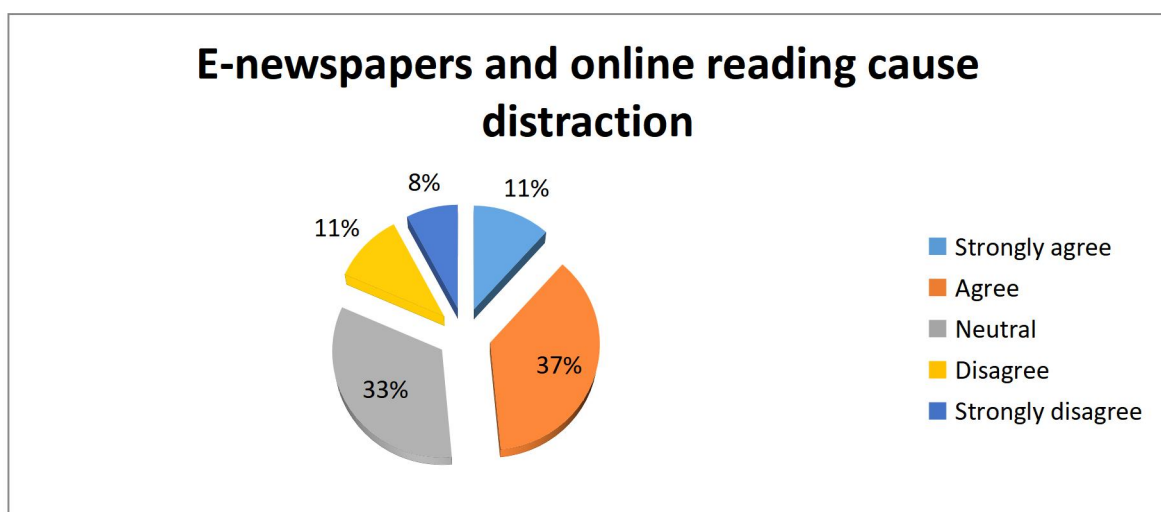


Fig.No. 1.7

Out of the 87 respondents who preferred E-newspapers and online articles, 11% strongly agreed to the fact that online Reading causes a major distraction to them. So we can say that more 40% respondents have faced a distraction while reading news online. 33% respondents must have either faced slight distraction or may not have faced any distractions at all, this we can just assume. More than 15% people feel that they have not been distracted while reading online (these were majorly employees working in government jobs).

## Project Finding and Conclusion

-Out of 103 respondents, 87 respondents preferred reading news online and 16 respondent's preferred reading news on printed sheets.

-Majorly the responses were favoring towards online newspaper reading as the survey was more of youth dominance that is about 87% were between 16-35 of age and the rest 13% where between 36-55 and above age.

-The survey highlights the fact that youth is more attracted towards online reading of news and articles as it have become a part of their lifestyles. The age group above 35 is still having the printed newspaper trends, but also some data shows that adoption of modern reading ways.

-There are also students who prefer reading offline newspapers just because they feel it helps them to build up of habit of reading and concentrate on their studies and printed media can be stored with them for long duration without any reliability on electronics.

-There were also respondents who didn't at all like be depended on electronic devices for reading. Hence they chose to reading printed newspaper. With this survey we also come to know that being updated with current affairs in current time is very important.

-There was no respondent who chose not read or be updated about the current happenings. Reading habits of people are just shifting more towards E-papers and online articles due changes in lifestyle and modernization.



### Work Done and Learning Derived

- Worked under the Social media team of The Navhind Times, under the supervision of Miss. Sherly Gonsalves ( Social Media Manager).
- Got to handle the social media pages of the The Navhind Times.
- Had to be spontaneous as to check the reporter's updates and respectively post their articles on the media sites, with possible links and pictures.
- Write reports and creating post of the social events and gathering related to new business openings, trending restaurants, cuisines, etc for the tourist page( GO GOA NOW) handled by The Navhind Times.
- Got interact with some best editors who helped me in guiding how a newspaper writing must be.
- Also got to that the per unit printing cost of newspapers are much higher than per unit selling price. Print a single newspaper cost around 12-15 Indian rupee, whereas their selling price of newspaper is 5 Indian rupee. This high cost of production is covered majorly by the advertisement sections. The advertisements on the newspaper get them more finance. The cost of the advertisement depending as per the numbers of words and size of the advertisements.
- The as I had access only to the social media section, my suggestion to them could be to make reels on few trending events and happening.

## Annexure

A survey on “A Comparative Study on E-Newspapers & Online news v/s Printed Newspapers, Reader’s Preference”.

1] Age

15 and Below    16-25    26-35    36-45  
46-55    56-65    66 and Above

2] Gender

MALE                  FEMALE                  OTHERS

3] Occupation

Government employee                  Private employee                  Professional  
Self- employed                  Unemployed                  retired                  Others                  Student

4] Annual income

300,000 and below                  400,000- 600,000  
700,000-900,000                  10,00,000 and above

5] Which area to live? ( Village/city, Taluka( Tehsil) , District)

---

6] Do you read news?

Yes                  No

7] Which language you prefer reading?

Hindi  
English  
Marathi  
Konkani

8] You Prefer reading the news articles on:

Printed Newspapers  
E-newspapers & online articles

9] Where do you prefer reading news?

Home                  Work                  School/College  
Other \_\_\_\_\_ ( please mention)

10] Which newspapers you prefer reading?( You can select more than 1)

Herald Navaprabha  
Navhind TimesPudhari  
GomantakKonkan Times  
SunaprantTarun Bharat  
Times of India                  Economics Times  
Other \_\_\_\_\_(please mention )

11] What type of articles do you view and read the most? ( write Preference)  
\_\_\_\_\_ ( eg: sports news, jobs search, political etc.)

A] Printed Newspaper

1) Is it easier to get newspaper get you place ?

Yes                      No

: \_\_\_\_\_

2) Why so you prefer reading Printed Newspaper?

habit of punctuality

symbol of status

No reliability on electronics

helps in concentration

3) Why don't prefer reading online?( please write your reason )

-----

4) Printed newspaper reading creates good reading habits amongst people.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

B] E-Newspapers and online

1) Why do you prefer reading E-Newspapers and online?

Immediate access & constant updates

saves time and money

variety of choice

Availability in phone

ease of search

audio and video links

commenting and sharing

2) Reading E-newspaper or online sources are budget friendly?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

3) Online news sources are more fast information giver than physical newspapers and sources.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

## CITATION

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