

Media Evolution in Sangli And Kolhapur: A Comparative Analysis Of Traditional Vs. Online Newspapers Among The Top 5 Brands

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Abstract- In the midst of rapid technological advancements, the media landscape is undergoing a transformative shift, especially in regions like Sangli and Kolhapur. These areas witness the coexistence of traditional and online newspapers, shaping the dynamics of information dissemination. This research delves into the intricate evolution of media in these districts, focusing on the top 5 newspaper brands: Pudhari, Punyanagari, Keshri, Sakal, and Punyanagari. Sangli and Kolhapur, situated in Maharashtra, represent microcosms of diverse communities. The media landscape here mirrors global trends but is infused with local nuances. The choice between traditional and online newspapers is not solely a technological preference but encapsulates socio-cultural elements shaping the identity of these districts. This research seeks a comprehensive understanding of media preferences in Sangli and Kolhapur by conducting a comparative analysis of content, readership, and impact between traditional and online newspapers. A survey involving 500 respondents (250 from each district) was conducted through a questionnaire. Utilizing a convenience sampling approach, the study assessed opinions and preferences regarding five prominent newspaper brands: Sakal, Pudhari, Punyanagari, Tarun Bharat, and Keshri. The research identified distinct preferences for the printed version across various newspapers, indicating a strong inclination towards traditional formats. Preferences varied across different newspapers, emphasizing the importance of considering individual brands when analyzing reader behaviors. Given the consistent preference for printed versions, newspaper brands should continue investing in and emphasizing the quality of their print editions. Recognizing the significant percentage preferring the web version, newspapers should focus on improving their digital presence, optimizing online platforms, and offering exclusive digital content. The research provides valuable insights into the nuanced preferences of newspaper readers in Sangli and Kolhapur. A multi-faceted approach balancing traditional strengths with strategic advancements in the digital realm is crucial for newspapers aiming to thrive in this dynamic media landscape.

Keywords- Newspaper, Pudhari, Keshri, Sakal, Punyanagari, Tarun Bharat, Printed, Online

I. INTRODUCTION

In an era characterized by rapid technological advancements, the media landscape is undergoing a profound transformation. This metamorphosis is

1. Background of the Study

The newspaper industry, long anchored in the tradition of print, is navigating uncharted waters as digital alternatives gain prominence. The shift from traditional to online newspapers is a multifaceted

phenomenon influenced by factors such as accessibility, interactivity, and the global reach afforded by the internet. Understanding how these changes manifest in specific regions provides valuable insights into the evolving relationship between readers and news sources. Sangli and Kolhapur, nestled in the heart of Maharashtra, boast vibrant communities and diverse populations. The media landscape here reflects the broader trends observed globally but is imbued with local nuances. The choice between traditional and online newspapers is not merely a matter of technological preference; it encapsulates socio-cultural elements that shape the identity of these districts.

II. LITERATURE REVIEW

Preeti (2018) conducted a study aimed at gaining insights into three primary aspects: consumer preferences for reading newspapers both online and offline, language preferences among consumers, and the convenience experienced by readers when accessing newspapers in various formats. The study's findings revealed a strong inclination among individuals in India to continue the practice of reading print newspapers as a habitual activity. This information not only highlights the current readership patterns in India but also underscores the significance of both print and digital media as valuable sources of information.

The current objective of the researcher is to comprehend reading preferences based on diverse factors such as gender, age groups, educational attainment, employment status, and monthly income. The research seeks to explore the intricate relationship between online and offline newspaper readership, taking into consideration readers' language preferences, content choices, and news preferences. The findings suggest that print media functions as an affordable yet prestigious symbol, while readers are open to utilizing digital platforms for both knowledge acquisition and entertainment. When making comparisons, it was observed that younger individuals exhibit a higher level of interest in utilizing the internet.

Belal (2017) conducted a study focused on comprehending the usage patterns of Facebook and its impact on the daily lives of students at Comilla University. The survey incorporated the participation of 190 students from various faculties within the

university. The analysis of the gathered data led the researchers to underscore the necessity for a national policy aimed at promoting responsible Facebook usage among university students. The study illuminated the nature of Facebook engagement among students at Comilla University, emphasizing the active participation of Facebook users in Bangladesh despite the country's limited technological advancements. The primary objective of the research was to investigate the usage patterns of Facebook among the university students.

Clement & William (2017) conducted a study to explore the impact of online media, specifically e-Paper, on the sales of traditional print media (hard copy) newspapers. The Zambia Daily Mail Limited Company served as the case study for this research. The study's conclusion indicated that, although the e-Paper demonstrated some positive sales growth, various factors hindered its effective market penetration. A crucial challenge identified was the direct link between access to the e-Paper and users' knowledge of information and communication technology (ICT) devices along with internet usage. The research affirmed that, despite readers' proficiency in utilizing ICT devices and the internet, their inclination to subscribe to the e-Paper version was significantly impeded by the high costs associated with internet services in Zambia. Consequently, the study suggests that any discernible impact of online media on print media sales can only be realized with improvements in the country's ICT infrastructure and a reduction in internet costs.

III. OBJECTIVES OF THE STUDY

This research aims to achieve a comprehensive understanding of the media preferences in Sangli and Kolhapur by addressing comparative analysis of the content, readership, and impact of traditional and online newspapers among the identified top 5 brands namely Pudhari, Punyanagari, Keshri, Sakal and Punyanagari.

IV. RESEARCH METHODOLOGY

A total of 500 respondents, comprising 250 individuals from Sangli and an additional 250 from Kolhapur, actively took part in a survey conducted through a questionnaire method. The survey utilized

a convenience sampling approach and focused on evaluating the opinions and preferences of the participants regarding five prominent newspaper brands: Sakal, Pudhari, Punyanagari, Tarun Bharat, and Keshri.

Table 1 District wise Newspaper Reading

Name	Version	District				Total	
		Sangli		Kolhapur			
Pudhari	Printed	123	49.20%	148	59.20%	271	54.20%
	Web	57	22.80%	58	23.20%	115	23.00%
	Mobile	44	17.60%	16	6.40%	60	12.00%
	Not Reading	26	10.40%	28	11.20%	54	10.80%
Tarun Bharat	Printed	98	39.20%	72	28.80%	170	34.00%
	Web	30	12.00%	24	9.60%	54	10.80%
	Mobile	17	6.80%	12	4.80%	29	5.80%
	Not Reading	105	42.00%	142	56.80%	247	49.40%
Punyanagari	Printed	57	22.80%	67	26.80%	124	24.80%
	Web	35	14.00%	29	11.60%	64	12.80%
	Mobile	44	17.60%	10	4.00%	54	10.80%
	Not Reading	114	45.60%	144	57.60%	258	51.60%
Sakal	Printed	137	54.80%	126	50.40%	263	52.60%
	Web	31	12.40%	65	26.00%	96	19.20%
	Mobile	47	18.80%	4	1.60%	51	10.20%
	Not Reading	35	14.00%	55	22.00%	90	18.00%
Kesari	Printed	66	26.40%	85	34.00%	151	30.20%
	Web	30	12.00%	23	9.20%	53	10.60%
	Mobile	20	8.00%	18	7.20%	38	7.60%
	Not Reading	134	53.60%	124	49.60%	258	51.60%

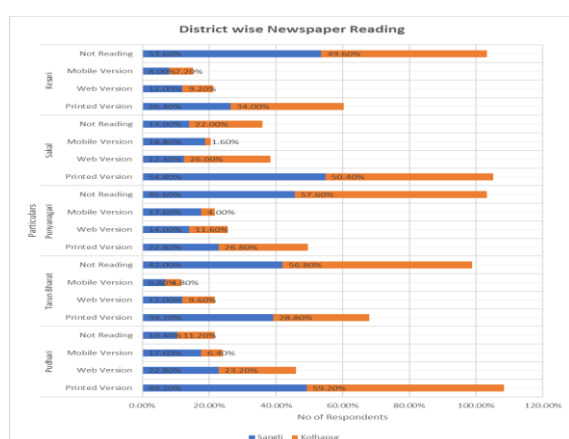


Fig.1 District wise Newspaper Reading

- When questioned about their preferred versions and categorized according to the Pudhari newspaper, a notable majority of respondents from both Sangli (49%) and Kolhapur (59%) districts

expressed a preference for the printed version. Similarly, 23% of respondents from both districts favor the web version, while 17.6% from Sangli and 6% from Kolhapur opt for the mobile version.

- In the case of Tarun Bharat newspaper, respondents were asked about their preferred version, revealing that a majority from both Sangli (42%) and Kolhapur (57%) districts indicated a lack of interest in reading this newspaper. Of those who expressed a preference, 39% in Sangli and 29% in Kolhapur favored the printed version, and 12% in Sangli and 10% in Kolhapur preferred the web version.
- Examining preferences related to Kesari newspaper, it was noted that a majority of respondents from both Sangli (54%) and Kolhapur (50%) districts do not read this newspaper. Additionally, 26% in Sangli and 34% in Kolhapur preferred the printed version, and 12% in Sangli and 9% in Kolhapur opted for the web version.
- Regarding Punyanagari newspaper, a majority of respondents from both Sangli (46%) and Kolhapur (58%) districts indicated a lack of interest in reading this newspaper. Meanwhile, 29% in Sangli and 27% in Kolhapur preferred the printed version, and 14% in Sangli and 12% in Kolhapur favored the web version. Only 18% in Sangli and 4% in Kolhapur preferred the mobile version.
- In the case of Sakal newspaper, a majority of respondents from Sangli (55%) and Kolhapur (50%) districts expressed a preference for the printed version. Additionally, 12% in Sangli and 26% in Kolhapur favored the web version, while 14% in Sangli and 22% in Kolhapur showed no interest in this newspaper. Only 19% in Sangli and 2% in Kolhapur preferred the mobile version.
- For Kesari newspaper, a majority of respondents from Sangli (26%) and Kolhapur (34%) districts favored the printed version. Furthermore, 12% in Sangli and 9% in Kolhapur preferred the web version, while 54% in Sangli and 50% in Kolhapur did not read this newspaper. Only 8% in Sangli and 7% in Kolhapur preferred the mobile version.

1. Findings of the Study

- For Pudhari Newspaper a majority of respondents from both Sangli (49%) and Kolhapur (59%) prefer the printed version. About 23% in both districts prefer the web version. A minority, 17.6% in Sangli and 6% in Kolhapur, opt for the mobile version.
- For Tarun Bharat Newspaper, a substantial number of respondents from both Sangli (42%) and Kolhapur (57%) express disinterest in reading this

newspaper. Among those with a preference, 39% in Sangli and 29% in Kolhapur favor the printed version. About 12% in Sangli and 10% in Kolhapur prefer the web version.

- For Kesari Newspaper a majority of respondents from both Sangli (54%) and Kolhapur (50%) do not read this newspaper. For those who do, 26% in Sangli and 34% in Kolhapur prefer the printed version. About 12% in Sangli and 9% in Kolhapur opt for the web version.
- For Punyanagari Newspaper a majority of respondents from both Sangli (46%) and Kolhapur (58%) do not read this newspaper. Among those with a preference, 29% in Sangli and 27% in Kolhapur favor the printed version. Approximately 14% in Sangli and 12% in Kolhapur prefer the web version, with only 18% in Sangli and 4% in Kolhapur opting for the mobile version.
- For Sakal Newspaper a majority of respondents from Sangli (55%) and Kolhapur (50%) prefer the printed version. About 12% in Sangli and 26% in Kolhapur favor the web version. A notable proportion, 14% in Sangli and 22% in Kolhapur, express no interest in this newspaper. Only 19% in Sangli and 2% in Kolhapur prefer the mobile version.

These findings highlight distinct preferences among respondents regarding the format of newspapers, with a strong inclination toward the printed version across various newspapers. Additionally, there are variations in readership patterns for different newspapers, emphasizing the importance of considering individual newspaper brands when analyzing reader preferences.

2. Suggestions

- Given the consistent preference for the printed version across various newspapers, there is an opportunity for newspaper brands to continue emphasizing and investing in their print editions. This includes maintaining print quality, content relevance, and distribution networks.
- Recognizing the notable percentage of respondents who prefer the web version, newspapers should focus on enhancing their digital presence. This may involve optimizing online platforms, improving website user experience, and offering exclusive digital content to cater to this segment of readers.
- While the preference for the mobile version is relatively lower, it is still noteworthy. Newspaper brands could explore strategies to make their

content more accessible on mobile devices, potentially through user-friendly mobile apps or responsive website designs.

- For newspapers like Tarun Bharat, Kesari, and Punyanagari, where a significant number of respondents express disinterest, publishers should conduct further market research to identify reasons for this lack of engagement. Addressing these issues could involve content diversification, improving quality, or reevaluating distribution strategies.
- Given the variation in language preferences, newspapers may consider tailoring content to align with reader preferences. Understanding the linguistic landscape of the region and adapting content accordingly could enhance reader engagement.
- Considering that preferences may be influenced by factors such as the cost of internet services, newspapers should collaborate with relevant stakeholders to address barriers hindering the adoption of digital formats. This may involve advocating for improved ICT infrastructure and more affordable internet services.
- Recognizing the higher interest in using the internet among younger individuals, newspapers may develop strategies to specifically target and engage this demographic. This could involve creating content that resonates with younger readers and employing digital marketing initiatives.
- Understanding that reader preferences may vary across different newspapers, publishers should continually diversify their content offerings. This may involve a mix of news, features, and multimedia content to cater to a broader audience.

V.CONCLUSION

In conclusion, the research findings offer valuable insights into the preferences and behaviors of newspaper readers in Sangli and Kolhapur districts, focusing on five leading newspaper brands: Sakal, Pudhari, Punyanagari, Tarun Bharat, and Kesari. The study, based on a survey of 500 respondents (250 from each district) using a convenience sampling method, revealed distinct patterns in readership across various newspapers and formats. Publishers should maintain a focus on the quality and relevance of their print editions while also strategically enhancing their digital presence to meet the evolving needs of readers. Addressing barriers to digital adoption, such as internet costs, is essential

for newspaper brands aiming to broaden their digital readership. Strategies targeting younger demographics, including tailored content and digital marketing initiatives, can help newspapers stay relevant in a changing media landscape. Exploring the reasons behind disinterest in specific newspapers will provide publishers with valuable insights for content improvement and reader engagement. Continuous diversification of content, considering linguistic preferences and local interests, will contribute to a more inclusive and engaging readership experience. In essence, understanding and adapting to the nuanced preferences of readers in Sangli and Kolhapur districts is pivotal for newspaper brands aiming to thrive in a dynamic and competitive media environment. The findings underscore the importance of a multi-faceted approach that balances traditional strengths with strategic advancements in the digital realm.

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