# HOME READER'S PREFERENCE IN TAMIL PERIODICALS: A STUDY

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**Abstract:**  The mass media has great potentiality in influencing and moulding the opinions of the people in developing countries where the susceptibility of people is found to be great. The primary reason for susceptibility has been illiteracy or semi literacy perpetuated by under development. The universe of the study constitutes exclusively the libraries from where the researchers have taken from various Revenue Blocks in Theni district, Tamilnadu. The following statistical tools are used: Simple percentage score, Chi-square test and Graphs. All Tamil periodicals publication and authors are rightly motivated to publish quality articles. so that the readers of home satisfaction level will be increased and it will help to increase the happiness of all the readers.

**Key Words:** Mass media, Literacy, Illiteracy, Development, Age groups, Periodicals.

## INTRODUCTION:

The mass media has great potentiality in influencing and moulding the opinions of the people in developing countries where the susceptibility of people is found to be great. The primary reason for susceptibility has been illiteracy or semi literacy perpetuated by under development. First, the illiterates and semi literates living in "quasi immersion in reality" have not been able to form firm opinions on many subjects, which have set the ground for the persuasive power of the mass media. Any mass media stimulates interaction in primary groups such as the family. Interaction has, therefore, been greater in Indian society which mostly comprises of peasant nuclear families and joint families. Thirdly, the mass media itself, especially the print media, becomes the "text book" for many neo-literates and semi literates. Finally, the mass media in developing countries provide the " symbolized models" which form the materials for "observational learning " promoting " imitation " and " identification".

John Culkin has rightly observed that "Each media has its own language, audience, methods of production, economics and distribution. Each must be judged within these limits". The Tamil periodical has had a significant history spread over 164 years since the publication of a monthly, the Tamil Magazine, in 1831, though it suffered discontinuity for nearly fifty years during the formative period until the appearance of the first weekly, Sudesamittiran, in 1882. This symbolized the dawn of the essential linkage between the Nationalist cause and the growth pattern of the periodicals. Anil Seal has elaborated how the spread of Western education under the Colonial Rule has produced an intense competition for status among the various castes and communities during the later half of the nineteenth century. With the emergence of the literate middle class and consequent Nationalist Movement, the stage had been set for the establishment of the mass communication channels, and the Tamil speaking areas of the then Madras Presidency did not lag behind its counterparts in sponsoring the periodicals and dailies: and the community magazines. The credit of facilitating mass reading during the early decades of the twentieth Century largely belonged to the Magazines Ananthavikatan, Kalki, Kumudam, Pesumpadam, Kanaiyazhi, Kalikathir, Manjari, Kalaimagal, Kalkandu etc. Particularly the success and dominance of Kumudam, Ananthavikatan and Kalki was a pointer to the early ascendancy of the commercial production of magazines over the other modes. After Independence, there has been a steady growth of the Tamil Magazines both in terms of numbers and circulation.

Chandrashekaran *et al.* (2000) ascertained the contents of daily newspapers in Kerala state and reported that about 4.00 per cent of the total space was covered by agriculture information in Malayala Manorama newspaper, followed by Indian Express (1.33%). Further, it revealed that during the kharif season more than 50.00 per cent on agricultural news followed by feature articles, success stories, question answer type in Karsha

Karngam a special page on every Wednesday started in Malayala Manorama daily. The Indian Express daily published information on agricultural news, followed by market news, weather news in the field of agriculture.

Natikar (2001) conducted a study on attitude and use of farm journals by the subscriber farmers and their profile – a critical analysis and stated that 48.00 per cent of the subscriber farmers of Kannada farm agencies had 10 to 20 years of farming experience and 45.00 per cent of them had more than 20 years of farming experience. Only 7.00 per cent they had less than 10 years of farming experience. and that, 47.00 per cent of the subscribed farmers belonged to high income group of more than Rs.51000 whereas, 23.00 and 20.00 per cent of them with income between Rs.34001-51000 and Rs.17001-34000 belonged to medium and semi medium income group, respectively, indicated that majority (91.30 %) of the respondents participate regularly in village panchayath and followed by co-operative society (80.70 %).    Manjunath and Balasubramanya (2002) in their study on effectiveness of Consumer magazines as related to the readers characteristics and indicated that majority of the respondents (35.33% and 35.33%) belonged occasional and rarely participating category in local institutions.

Sandesh (2004) conducted a profile study of Kannada farm magazine readers in Karnataka, reported that majority (60.00%) of the respondents belonged to small size family, followed by big size family, reported that majority (47.50%) of the Kannada farm magazine readers had more than 10 years of farming experience, and that majority (50.83%) of the respondents belonged to medium income category followed by low (28.33%) and high (20.84%) income categories, respectively, and stated that majority (64.84%) of the Kannada farm magazine readers belonged to medium social participation category followed by high (18.33%) and low (15.83%) social participation category.

## OBJECTIVES OF THE STUDY:

The following are the important objectives of the study:

1) To identify magazine readers.
2) To study the reader preference.

## METHODOLOGY:

The universe of the study constitutes exclusively the libraries from where the researchers have taken from various Revenue Blocks in Theni district, Tamilnadu.

## SAMPLING PLAN:

The total number of 100 questionnaires issued, out of these 91 (91.00%) questionnaire were collected and incomplete 7 questionnaires were rejected. For researcher convenient 84 (84.00%) respondents are selected for analysis purpose. The period of coverage of the present study spans between December 2015 and January 2016.

## STATISTICAL TOOL:

The analysis part employed suitable statistical techniques to the data collected and tabulated. Keeping in mind, the nature of the present study, the following statistical tools are used: Simple percentage score, Chi-square test and Graphs.

## ANALYSIS AND INTERPRETATION:

The home respondents who have given their opinion on reading magazine at home vary on the basis of their sex. The sex wise classification of respondents is presented in Table 4.1.

**TABLE NO 1   Sex**

| Sex | No. of Respondents | Percentage of Total |
|---|---|---|
| Male | 51 | 60.7 |
| Female | 33 | 39.3 |
| **Total** | **84** | **100** |

Source: Primary Data

Table 1 clearly indicates the sex of the respondents. Among 84 respondents, the highest respondents are male who 51 in number are.  Only 33 female respondents are there and they are the lowest respondents. It has been analysed from the table that the percentage of male is 60.7 whereas female is 39.3 per cent.

Table 2 describes that, the researcher has chosen 84 respondents as sample during the study period. There are 41 respondents who come under between 15-30 years. The highest respondents belong to this age group only, and their strength of percentage is totally 48.80 percent. 26 respondents are between 30-45 age groups and their strength of percentage totals 30.95 per cent. 6 respondents are above 45 years, they are lowest level respondents, and their strength is 20.25 per cent.

**AGE WISE CLASSIFICATION:**

**TABLE 2  Age wise Home Respondents**

| Age | No. of Respondents | Percentage of Total |
|---|---|---|
| Between 15-30 Years | 41 | 48.80 |
| Between 31-45 Years | 26 | 30.95 |
| Above 45 Years | 17 | 20.25 |
| **Total** | **84** | **100** |

Source: Primary data.

**EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF RESPONDENTS:**

From Table 3 the educational qualification of home respondents is observed. Among the 84 respondents, 36 respondents are post graduate, and their strength is 42.9 per cent. 21 respondents are having qualification of under graduation, and their strength is 25.0 per cent. 12 respondents have completed their school education, and their strength is 14.3 per cent. 12 respondents have not completed their school education and their strength is 14.3 per cent. 3 respondents have completed their diploma, professional and related to ITI, and their strength is 3.6 per cent.

**TABLE 3   Educational Qualification wise Respondents**

| Educational Qualification | No. of Respondents | Percentage Of Total |
|---|---|---|
| School Completed | 12 | 14.3 |
| School dropout | 12 | 14.3 |
| UG Level | 21 | 25.0 |
| PG Level | 36 | 42.8 |
| Diploma/Other | 3 | 3.6 |
| **Total** | **84** | **100** |

Source: Primary data.

The above Table 4 is interpreted. This is about the occupation of the respondents.  Among the 84 respondents, the majority of the respondents 30 (35.7 %) were Student followed by 27 (32.1%) were Private employees, 9 (10.7%) respondents are Government employee and 6 (7.1%) respondents are Research Scholar.6 (7.2 %) respondents are House wife and other related to occupation. It is also interesting to note that 3 (3.6%) respondent were professionals, which is equivalent to Business people.

**EMPLOYMENT WISE CLASSIFICATION OF RESPONDENTS:**

**TABLE 4    Employment-wise Classification**

| Occupation | No. of Respondents | Percentage Of Total |
|---|---|---|
| Student | 30 | 35.7 |
| Research Scholars | 6 | 7.1 |
| Professionals | 3 | 3.6 |
| Business People | 3 | 3.6 |

| | | |
|---|---|---|
| Govt. Employees | 9 | 10.7 |
| Private Employees | 27 | 32.1 |
| House Wife and Other | 6 | 7.2 |
| **Total** | **84** | **100** |

Source: Primary data

## LANGUAGE PREFERENCE TO CHOICE WISE RESPONDENTS:

### TABLE 5  First Choice Language

| Language | No. of Respondents | Percentage of Total |
|---|---|---|
| Tamil | 84 | 100.0 |
| English | 0 | 0 |
| Malayalam | 0 | 0 |
| Hindi | 0 | 0 |
| Telugu | 0 | 0 |
| Other | 0 | 0 |
| **Total** | **84** | **100** |

Source: Primary data

From Table 5 it is observed that 84 respondents (100 %) choose Tamil Magazines as their First Choice. Preferences given to other languages like English, Malayalam, Hindi, Telugu and Others is Nil and the respondents are also Nil

Table 6 indicates the second choice of language preferred by the respondents 51 (60.7 %) respondents prefer English magazines as their Second Choice. 18 (21.4 %) respondents go with Malayalam magazine. 6 respondents whose percentage  is (7.1 %) prefer to Hindi magazine.9 respondents choose Telugu magazines and their percentage is (10.7%).

### TABLE 6  Second Choice Language

| Language | No. of Respondents | Percentage of Total |
|---|---|---|
| English | 51 | 60.7 |
| Malayalam | 18 | 21.4 |
| Hindi | 6 | 7.1 |
| Telugu | 9 | 10.7 |
| Other | 0 | 0 |
| **Total** | **84** | **100** |

Source: Primary data

## SPENDING HOURS FOR READING MAGAZINES WISE CLASSIFICATION OF RESPONDENTS:

### TABLE 7    Spending Hours for Reading Magazine

| Spending Hours | No. of Respondents | Percentage of Total |
|---|---|---|
| Up to 1 Hr | 57 | 67.9 |
| Up to  2 Hr | 21 | 25.0 |
| Up to 3 Hr | 6 | 7.1 |
| Above 3 Hr | 0 | 0 |
| **Total** | **84** | **100** |

Source: Primary data.

It has been analysed from Table 7 how the respondents spend their hours for reading magazines. 57 (67.9%) respondents spend nearly one hour where 21 (25.0%) respondents spend up to two hours. Only 6(7.1%) respondents spend up to 3 hours where as no more respondents spend above three hours.

## RANK WISE OPINION ON MAGAZINE READER:

The above Table 8 describes that, Kungumam and Ananda Vikadan are used by most of the respondents regularly, occasionally and has got the 1st rank in the opinion on magazine readers. Kumudam Tamil magazine has got 2nd rank in the opinion on magazine readers. Junior Vikdan has got 3rd place in the opinion on magazine readers. Aval Vikadan has got 4th place in the rank opinion. India Today has (Tamil) got 5th place in the rank**.**

### TABLE 8  Rank Wise Opinion on Magazine Reader

| Magazines | Regularly | Occasionally | Never | Rank |
|---|---|---|---|---|
| Kungumam | 45 | 12 | 27 | I |
| Ananda Vikadan | 39 | 18 | 27 | I |
| Kumudam | 45 | 9 | 30 | II |
| Junior Vikadan | 21 | 18 | 45 | III |
| Aval Vikadan | 24 | 6 | 54 | IV |
| India Today (Tamil) | 21 | 6 | 57 | V |
| Bakiya | 15 | 6 | 63 | VI |
| Nakiran | 9 | 12 | 63 | VI |
| Kalkandu | 6 | 9 | 69 | VII |
| Mangaiyar Malar | 6 | 9 | 69 | VII |
| Kalki | 3 | 6 | 75 | VIII |
| Tugluk | 3 | 6 | 75 | VIII |
| Tharasu | 3 | 6 | 75 | VIII |
| Pasumai Vikadan | 0 | 9 | 75 | VIII |
| Bakthi | 9 | 0 | 75 | VIII |
| Sinegikithi | 3 | 3 | 78 | IX |
| Kalaikathir | 3 | 3 | 78 | IX |
| Tamil Computer | 3 | 0 | 81 | X |
| Vanathirai | 3 | 0 | 81 | X |
| Motor Vikadan | 0 | 0 | 84 | XI |
| Nanaiya Vikadam | 0 | 0 | 84 | XI |
| Oom Sakthi | 0 | 0 | 84 | XI |
| Other | 0 | 0 | 84 | XI |

Source: Primary data.

## PURPOSE OF READERS WISE CLASSIFICATION OF RESPONDENTS:

From the above Table 9 shows that, 21 respondents are reading magazine for educational purpose only and their strength is 25 percent. 18 respondents are reading magazine for hobby, and their strength is 21.4 percent. 18 respondents are reading magazine just to pass their time. 12 respondents are reading for entertainment purpose, and their strength is 14.3 percent and remaining 15 respondents are using magazines for all the purpose and their strength is 17.9 percent.

### TABLE 9  Spending Hours for Reading Magazine

| Purpose of Read | No. of Respondents | Percentage of Total |
|---|---|---|
| Hobby | 18 | 21.4 |
| Spending Time | 18 | 21.4 |
| Educational | 21 | 25.0 |
| Entertainment | 12 | 14.3 |
| Above All | 15 | 17.9 |
| **Total** | **84** | **100** |

Source: Primary data.

**TABLE 10   Opinion on Astrology**

| Age | Level of Satisfaction | | | Total |
|---|---|---|---|---|
| | **High Level** | **Medium Level** | **Low Level** | |
| **Between 15-30 Years** | 6 (7.14%) | 9 (10.71%) | 26 (30.96%) | 41 |
| **Between 31-45 Years** | 8 (9.52%) | 13 (15.47%) | 5 (5.96%) | 26 |
| **Above 45 Years** | 5 (5.96%) | 6 (7.14%) | 6 (7.14%) | 17 |
| **Total** | 19 (22.62%) | 28 (33.32%) | 37 (44.06%) | 84 (100%) |
| *Chi-square* | *Value p0.05* | *DF* | | *Significance* |
| Pearson | 9.49 | 4 | | 13.47 |

Source: Primary data.

It is observed from the Table 10 the level of satisfaction of different age wise respondents by reading the magazines. Out of 84 sample respondents 19 respondents have high level of satisfaction whereas 28 respondents have medium level of satisfaction. 37 respondents have low level of satisfaction. The hypothesis is accepted since the calculated value is higher than the table value.

It is observed from the Table 11 the level of satisfaction of different age wise respondents by reading the magazines. Out of 84 sample respondents 41 respondents have high level of satisfaction whereas 22 respondents have medium level of satisfaction. 21 respondents have low level of satisfaction. The hypothesis is accepted since the calculated value is higher than the table value.

**TABLE 11 Opinion on Household Tips**

| Age | Level of Satisfaction | | | Total |
|---|---|---|---|---|
| | **High Level** | **Medium Level** | **Low Level** | |
| **Between 15-30 Years** | 29 (34.52%) | 6 (7.14%) | 6 (7.14%) | 41 |
| **Between 31-45 Years** | 5 (5.96%) | 11 (13.10%) | 10 (11.89%) | 26 |
| **Above 45 Years** | 7 (8.33%) | 5 (5.96%) | 5 (5.96%) | 17 |
| **Total** | 41 (48.81%) | 22 (26.20%) | 21 (24.99%) | 84 (100%) |
| *Chi-square* | *Value p0.05* | *DF* | | *Significance* |
| Pearson | 9.49 | 4 | | 17.42 |

Source: Primary data.

**TABLE 12   Opinion on Advertisement**

| Age | Level of Satisfaction | | | Total |
|---|---|---|---|---|
| | **High Level** | **Medium Level** | **Low Level** | |
| **Between 15-30 Years** | 11 (13.10%) | 10 (11.90%) | 20 (23.80%) | 41 |
| **Between 31-45 Years** | 6 (7.14%) | 6 (7.14%) | 14 (16.67%) | 26 |
| **Above 45 Years** | 5 (5.96%) | 5 (5.96%) | 7 (8.33%) | 17 |
| **Total** | 22 (26.20%) | 21 (25.0%) | 41 (48.80%) | 84 (100%) |
| *Chi-square* | *Value p0.05* | *DF* | | *Significance* |
| Pearson | 9.49 | 4 | | 0.68 |

Source: Primary data.

It is observed from the Table 12 the level of satisfaction of different age wise respondents in reading magazines. Out of 84 sample respondents 22 respondents have high level of satisfaction whereas 21 respondents have medium level of satisfaction. 41 respondents have low level of satisfaction. The hypothesis is rejected since the calculated value is lesser than the table value.

It is observed from the Table 13 the level of satisfaction of different age wise respondents in reading magazines. Out of 84 sample respondents 16 respondents have high level of satisfaction whereas 21 respondents have medium level of satisfaction. 44 respondents have low level of satisfaction. The hypothesis is rejected since the calculated value is lesser than the table value.

## TABLE 13   Opinion on Investigated Report

| Age | Level of Satisfaction | | | Total |
|---|---|---|---|---|
| | High Level | Medium Level | Low Level | |
| Between 15-30 Years | 6 (7.14%) | 6 (7.14%) | 29 (34.52%) | 41 |
| Between 31-45 Years | 5 (5.96%) | 9 (10.71%) | 12 (14.29%) | 26 |
| Above 45 Years | 5 (5.96%) | 6 (7.14%) | 6 (7.14%) | 17 |
| Total | 16 (19.06%) | 21 (24.99%) | 47 (55.95%) | 84 (100%) |
| *Chi-square* | *Value p0.05* | | *DF* | *Significance* |
| Pearson | 9.49 | | 4 | 8.17 |

Source : Primary data.

## TABLE 14   Opinion on Educational News

| Age | Level of Satisfaction | | | Total |
|---|---|---|---|---|
| | High Level | Medium Level | Low Level | |
| Between 15-30 Years | 11 (13.10%) | 10 (11.90%) | 20 (23.80%) | 41 |
| Between 31-45 Years | 6 (7.14%) | 9 (10.71%) | 11 (13.10%) | 26 |
| Above 45 Years | 7 (8.33%) | 5 (5.96%) | 5 (5.96%) | 17 |
| Total | 24 (28.57%) | 24 (28.57%) | 36 (42.86%) | 84 (100%) |
| *Chi-square* | *Value p0.05* | | *DF* | *Significance* |
| Pearson | 9.49 | | 4 | 2.91 |

Source: Primary data.

It is observed from the Table 14 the level of satisfaction of different age wise respondents in reading magazines. Out of 84 sample respondents 24 respondents have high level of satisfaction whereas 24 respondents have medium level of satisfaction. 36 respondents have low level of satisfaction. The hypothesis is rejected since the calculated value is higher than the table value.

## FINDING:

- Preferences given to Tamil Magazines as their First Choice.
- Second choice of language preferred by the English magazines
- Most of the respondents reading magazine for educational purpose and hobby.
- Most of the respondents spend their hour for reading magazines.
- Kumudam, Kungumam and Ananda Vikadan are used by most of the respondents regularly

**CONCLUSION:**

At present, the numbers of libraries have increased many and the numbers of Tamil periodicals are also increased tremendously in various fields. The level of satisfaction of the readers is also very high. In the history of development of Tamil periodicals, the current scenario is certainly a Golden period. All Tamil periodicals publication and authors are rightly motivated to publish quality articles. This study aims to explain the significant difference among the rating of respondent's socio-economic background with reading environment factors with empirical evidence that supports the study's hypothesis. Suggestions based on the findings of the study are worth enough, which can be implemented in Tamil periodicals, so that the readers of home satisfaction level will be increased and it will help to increase the happiness of all the readers.

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