

**RESEARCH PROJECT ON
A COMPARATIVE ANALYSIS OF HINDUSTAN TIMES (MINT)
AND ECONOMIC TIMES**

***FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF
MASTER OF BUSINESS ADMINISTRATION***

**UNDER THE GUIDANCE OF:
Prof. Dr. Mohd Shamshad**

**SUBMITTED BY:
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**Master of Business Administration
2018-20**



**SCHOOL OF FINANCE & COMMERCE,
GALGOTIAS UNIVERSITY**

Certificate from Faculty Guide

This is to certify that the project report on A COMPARATIVE ANALYSIS OF HINDUSTAN TIMES (MINT) AND ECONOMIC TIMES has been prepared by Mr Anurag Rawat under my supervision and guidance. The project report is submitted towards the partial fulfillment of 2 year, full time Master of Business Administration.

Signature of Faculty:

Name:

Date:

Declaration

I, Anurag Rawat Roll No 18032020085 student of MBA of School of Finance & Commerce, Galgotias University, Greater Noida, hereby declare that the project report on “A COMPARATIVE ANALYSIS OF HINDUSTAN TIMES (MINT) AND ECONOMIC TIMES at new delhi.” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name :

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EXECUTIVE SUMMARY

Financial papers focus essentially around business news, perspective on critical issues and complete inclusion of the stock trade. They need the ability to hold the message in more prominent details luciditythroughdata and information which helps organizations.

India is one of the nation on the planetto have a lot of a money related paper, which just not mirrors the imperativeness and dynamic quality of the media yet additionally the new essentialness of our economy.

An enormous extent of development for business papers in coming a very long time as just an insignificant 0.1% of the populace is perusing business papers at the present.

papers reach only 35% of our grown-up populace and the grown-up proficiency is about 65% from this we can see that individuals don't understand paper and to fabricate this hole among readership and education and furthermore to remain serious the distributions have kept their costs low and relied completely upon publicists to finance the peruser and to broaden the deals. There are utilizing various systems to draw the consideration of the clients of various divisions.

In the most economies the medium faces firm rivalry and it share the promoting pie, in India it kept on ruling media financial plans.

INTRODUCTION

A newspaper could be a part of our life style. Our morning starts with it. Newspaper provides info regarding current events and what all happening all round the globe. it's usually written in black ink with a white or grey background. Newspapers developed within the seventeenth century, as info sheets for merchants. By the first nineteenth century, several cities in Europe, yet as North and South America, printed newspapers.

Newspapers have historically been printed in print typically on low-cost, low grade paper referred to as newspaper. However, nowadays most newspapers also are printed on websites as on-line newspapers, and a few have introduced applications as of contemporary technology as a result of everybody features a cellular phone with themselves and it straightforward to hold with them.

There area unit money newspapers that focus in the main on news, perceptive views on important issues and far reaching inclusion of the protections advertise. they need the adaptability to hold the message in greater detail and lucidity a ton of comprehensive information and examination that helps firms and their business.

India is one in all the couple of nations inside the world to have a great deal of cash paper, that not exclusively mirrors the imperativeness and timber of the media anyway furthermore the new essentialness of our economy. the enormous crowd for this cash paper rises above from the rapidly developing organization area, it also represents the developing premium that the general open as of now reveals in monetary issues that mirrors the developing significance of business and economy in our national talk.

Papers reach solely thirty fifth of our adult population despite the fact that the adult accomplishment is regarding sixty fifth to make the hole among crowd and achievement and furthermore to remain serious the distributions have whole their costs low and relied totally upon sponsors to finance the peruser and to expand the deal.

Company Profile

Hindustan Times(MINT)

History

The geographic territory Times was the creation of the Akalis World Health Organization felt that a paper in English would transform them to prevail in Associate in Nursing crowd beside the Punjabi-understanding one. This was inside the year 1922. From the beginning time the paper was made to contradict British individuals. The paper was to turn into a chief patriot paper of the capital inside the tempestuous years going before autonomy.

26th September 1924

First newspaper was introduced.

1927

HT was born-again geographic area, indebtedness comp.

1936

The Hind geographic area launched, that remains the prevailing paper inside the Core Hindbelt of northern India.

1947

The year India got opportunity as a additionally, the year HT accomplished of being the predominant paper.

1957

The paper course developed from 58,693 duplicates to 144,287 out of 1970 after KK Birla assumed control over all the control of GD Birla.

1960

The Hind mag Kadam was propelled.

1964

The gathering began the young people of India together they propelled the Nandan magazine.

1991

Toward the start of progression of India, HT turning into an independent force community in a develop majority rules system.

1999

The HT praised its platinum jubilee.

2001

With a focus on limitation, five new versions for Calcutta, Bhopal, Ranchi, Chandigarh and Jaipur were propelled.

2004

The HT Media Ltd was recorded as an open organization and pulled in numerous outside subsidizing.

2006

Fever 104 FM is propelled, in specialized coordinated effort with the Virgin Mary Group.

2007

Mint paper with the association of The Wall Street Journal and was propelled in Delhi and Mumbai. With the assistance of web space Hindustantimes.com was relaunched and Livemint.com was presented.

MINT

Mint is one in everything about premium news distributions - seventy six of Mint programs don't peruse another business paper, making Mint a significant arrive at vehicle for the best completion crowd. Mint is that the reasonable No.2 among business papers regarding crowd.

Agent of degree incorporated newsroom, www.livemint.com is Mint's on-line entrance and is among the snappiest developing news site in India. Live mint gives every day national, universal news, tracks advertise developments and cautious inclusion of occasions. The situating has advanced transmission alternatives like recordings, webcasts and slideshows.

Mint comes out with an excellent end of the week magazine Lounge that centers around the way to deal with life and diverse associated and is incomprehensibly in vogue.

Mint, the bright business every day of HT Media, proceeded on its energizing excursion of development and development consistently. Though holding its No. two situation inside the specialty business paper stage inside the nation, it enlarged all inclusive with the dispatch of its Singapore version.

Keeping up a progressive position, it's risen in light of the fact that the principal popular determination of the recognizing peruser. Mint has kept up its predominance nearness in metro with the most straightforward readership profile among business day by day.

Maintaining a gradual position, it's emerged as a result of the foremost well-liked choice of the discerning reader. Audience shares twenty eight % in Delhi/ncr,, Madras etc

In a first for partner IMO, Mint went world Gregorian schedule month five. With the dispatch of its Singapore release, it took a noteworthy jump its objective of changing into a provincial entirety. Mint Asia will be uncovered every weekday, introducing clear-disapproved of week by week top to bottom investigation and bits of knowledge which will keep the world crowd abreast improvements molding the Indian economy and markets.

Mint, that arrives at the UN office's who of organization Asian nation, accomplished an achievement in its excursion of greatness during the time by winning the superb Media Tenors Best Business Media Award. The honor holds

decent status comprehensively and respects various, useful and adjusted business inclusion. Mint has just won 2 Society of Publishers in Asia.

SUPPLEMENTS OF MINT

1. MINT LOUNGE



Parlor is the end of the week version of Mint. Each Saturday, Lounge presents an outwardly captivating watch the "Matter of Life". Mint Lounge bring the correct work-life equalization to the week.

2. MINT MONEY



Mint Money is a segment on Markets and Personal Finance that comes inside Mint. Through its inquired about and broke down substance, Mint Money enables the perusers to build up a comprehension of how different budgetary items work in the market. It gives clear and dependable inclusion over the entire extent of venture items – Equities, Mutual Funds, Commodities and Insurance, which enables its perusers, to become keen cash supervisors.

3. MINT INDULGE



Mint Indulge centers around the interests and guilty pleasures of India's top business pioneers and funnston as their best purchasing guide for the season. Mint Indulge features the first moving universal brands which watch India as a promising business sector to drive the ensuing development wave for them.

VISION & MISSION

MISSION

“The mission is to create space for the market share of MINT by tapping the uncovered market and by taking bites from competitor’s market share”.

“Getting the benefits of the paper to be known to the market”.

VISION

“Courage to encourage the ability that meets opposition with skill, competence and fortitude”.

“Responsibility be accountable for results in line with the company's objectives, strategies and values”.

“Empowerment support our people and give them the freedom to perform and to provide our readers with information to influence their environment”.

“Continuous Self Renewal determination to constantly re-examine and re-invent ourselves for further innovation and creativity”.

“People Centric people are our greatest asset. We invest in them expect a lot and know that the rest will follow”.

PRODUCT OF HINDUSTAN TIMES MEDIA

Fig 1.



Source: Shine

THE TIMES OF INDIA (THE TIMESGROUP)

The Time of Asian nation (TOI) is Associate in Nursing Indian English language every day paper. it's the third-biggest paper in Asian nation by course and biggest showcasing English-language day by day on the planet with regards to Audit Bureau of Circulations (India). with regards to the Indian crowd Survey (IRS) 2012, the times of Asian nation [Bharat] is that the most by and large peruse English paper in India with a crowd of seven.643 million. This positions the times of india of Asian nation in light of the fact that the high English every day in India by crowd.

It is close by and uncovered by Floyd Bennett, Coleman and Co. Ltd. that is close by the Sahu Jain family. inside the total Trust Report 2012, Times of Asian nation was hierarchal 88th among India's most reliable brands and later, with regards to the total Trust Report 2013, Times of Asian nation was hierarchal a centesimal among India's most dependable brands. Times of Asian nation among India's most reliable brands.

History

The Times of Asian nation gave its underlying release three Gregorian schedule month 1838 in light of the fact that the Mumbai Times and Journal of Commerce. They likewise the world, also on the grounds that the Indian landmass. In 1850, it started to distribute every day releases.

In 1860, editorial manager parliamentarian Knight (1825–1892) purchased the Indian investors' inclinations, brought together with rival Mumbai typical, and started India's underlying news association. It wired Times dispatches to papers the nation over and have become the government operator for Reuter's news administration. In 1861, he altered the name from the Mumbai Times and typical to the times of Asian nation.

Bennett and Coleman ownership

Consequently, the times of Asian nation saw its ownership alteration ordinarily till 1892, when Thomas Floyd Bennett and Frank Morris Coleman, United Nations office submerged inside the 1915 nonheritable paper.

It is printed by the Bennett Coleman beginning imprinted in 1961. It is the world's second-most wide peruse English paper, when the Wall Street Journal, with a crowd of more than 900,000.

It is printed across twelve urban communities.

Headquartered in city of India building. Its principle content depends on the Indian economy, International fund, share costs, expenses of wares besides as various issues identified with money.

Company Comparison

Table no 1.

Mint v/s Economics Times

Particular	MINT (Hindustan Times)	The Economic Time
Type	Daily News Paper	Daily News Paper
Owner's	ShobanaBhartia	Bennett, Coleman & Co. Ltd
Founder	Raju Narisetti	Bennett, Coleman & Co. Ltd
Founded	2007	1961
Readership	3,10,000	4,10,000
Headquarter	New Delhi	Maharashtra
Market Share	27%	61%

Source: Developed by author

Table no 2.

Price Comparison

Day's	MINT	The Economic Time
Monday	4	3.50
Tuesday	4	3.00
Wednesday	4	3.50
Thursday	4	3.00
Friday	4	3.50
Saturday	10	3.50
Sunday	-	10

Source: Developed by author

SWOT Analysis Of Mint

Strength

1. Experience Management with focus concentrate on diversification.
2. Strong brand because it has brands like Hindustan Times, Fever 104 Radioetc
3. Wide reach across India with a robust readership

Weakness

1. Increasing penetration of digital media could affect newspaper readership within the future.
2. News related controversies often create a problem.

Opportunity

1. Higher margin from e-newspaper subscription.
2. Fever 104 may be a major threat to RadioMirchi.

Threat

1. Intense regional competition with few competitors taking nationalroute.
2. Raw material cost increasing pressure on the margins.

SWOT Analysis of The Economic Times

Strength

1. Wide coverage and hugely popular brand.
2. It's a part of Largest Media House in India and hence excellent reach of over 4,10,000 per day.
3. Has a feature of a good Brand Recall and is synonymous with financial and news and coverage.
4. Has good supplements like Brand Equity and Company Dossier which make it an edge.

Weakness

1. Through competition from other financial newspapers means limited market share.

Opportunity

2. Can leverage existing Supplements like Brand Equity to differentiate itself from competition.
3. Tie ups with WSJ and other Marque Brands to urge even more readership base
4. Promotion, tie-ups with financial institutions, colleges etc

Threat

1. Competition faced from other daily newspaper.
2. As many people are reading online news the paper form newspaper circulation is reduced.

LITERATURE REVIEW

The article was published in MINT newspaper dated on 13th November, 2008
BY:-Shivanandan

He was a regular reader of Economic times but today his paperboy dropped Mint along with my Hindustan Times.

He red mint for couple of times but just for time pass. He read the newspaper after first reading ET. But today he felt different. He found that mint is more user friendly. The magnificent differences between ET and Mint is that mint is not negative and on the other hand ET is very extremely negative. He found that Mint give opportunity to users to do reporting and let them decide and make the end result

This article was read by many people and many of them agree with it.

According to article published by Business Standard “Times group profit up 44%”
on February 9, 2016

Fig 2.

FINANCIALS OF INDIA'S TOP MEDIA COMPANIES

Year End	*Total Income (₹ cr)	Net sales* (₹ cr)	y-o-y %growth	PAT (₹ cr)	y-o-y %growth
BENNETT, COLEMAN & COMPANY LTD					
FYB	5,150.4	5,041.6	3.7	739.6	37.6
FY14	5,659.6	5,553.6	10.2	821.2	11.0
FY15	8,778.4	8,375.3	50.8	1,186.2	44.5
STAR INDIA**					
FYB	4,048.2	3,875.4	43.3	349.3	-12.3
FY14	5,204	5,022.4	29.6	63.8	-81.7
ZEE ENTERTAINMENT ENTERPRISES					
FYB	3,986.9	3,699.6	21.7	719.6	22.2
FY14	4,901.5	4,421.7	19.5	892.1	24.0
FY15	5,125.3	4,883.7	10.4	977.5	9.6
HT MEDIA					
FYB	2,144.9	2,048.4	2.3	167.7	1.3
FY14	2,364.7	2,200.7	7.4	207.5	23.8
FY15	2,457.1	2,289.7	4.0	179.8	-13.4
JAGRAN PRAKASHAN					
FYB	1,651.7	1,521.8	12.3	255.1	43.0
FY14	1,765.5	1,702.7	11.9	226.2	-11.3
FY15	1,882.1	1,769.8	3.9	308.0	36.2

*Net sales: Revenue from operations; **Star India's FY15 numbers are not available

Bennett Coleman and Star India are standalone figures
ZEE Entertainment, HT Media and Jagran Prakashan are consolidated figures

Source: ROC, Capitaline; Compiled by BS Research Bureau

BCCL (Bennett, Coleman and Company) is one of the most circulated English daily newspaper. The Times of India E.T. has been reported the most profitable in financial year 15.

Data also shows that BCCL is also ahead of India's second largest television broadcaster ZEE Entertainment whose financial year 15 incomes was Rs 5,125 cr and profit after tax was Rs 977 cr.

Profit was driven by 33% growth in advertising income at Rs 6,258 cr. At an equivalent income from sales of publication to Rs 703 cr from Rs 583 cr.

The print piece earned income of Rs 5,910 cr.

To one side from TOI and ET the group publishes many city specific and newspapers such as Navbharat Times, E-Samay and Maharashtra Times have also a large market share.

Online Journalism

The blast of has made some customary media associations go on the web, albeit a lot more have battled with the cost of online versions and principally utilize the Web to reuse their printed duplicate in another channel. While the opportunities for growing and making new approaches to rehearse reporting are ever broadening web based, discovering, distributing, and circulating data can be a costly procedure. Much of the time, the promotion about the World Wide Web's guarantee for the calling and the paper business has not been satisfied.

Beginning of the restrictive administrations offered by America On the web, Wonder, and CompuServe conveyed electronic variants of papers until the move toward the Internet. From the earliest starting point, online news end up being a considerable rival in the realm of news suppliers. All things considered, this was less an issue of a carefully online supplier defeating a customary news source, than a paper utilizing the medium to spread its own substance all the more rapidly. The Mercury News is additionally credited with stepping toward including connections to unique sources, a typical practice in online reporting today.

PCs themselves were not initially imagined as a correspondence medium; rather, engineers considered them to be integral assets for "calculating" and information taking care of assignments. As PCs connected together, in any case, initially for military and scholarly purposes and later in the early forms of Internet programming, the suggestions for correspondence turned out to be clear. More than 360 million individuals, getting to more than one billion Pages on 7,000,000 with almost 90% of them associated with the Web U.S. Branch of Trade. Albeit overall Web measurements shift by approach, universal Web clients have developed from somewhere in the range of 604 million in 2002.

Numerous researchers and professionals have expounded on what comprises online reporting and how the online paper of things to come will contrast from customary print media. In spite of the rich writing on online news and data conveyance, there is no reasonable model to date to recognize among the various phases of online reporting. Most depictions center around characterizing and estimating just a single online component, for example, intelligence. Beneath, we talk about the various qualities of online news and propose a three-phase model that can be applied to the online news inclusion of the 2003 Iraq War.

Interactivity and online news

Online introduction of news as a medium, the Internet presents data nonlinearly, in any event to some extent. Ordinary papers offer an assortment of passage focuses for perusers through numerous accounts on a solitary page, however are still ordinarily read through and through, or if nothing else in segments beginning from the purported landing page. Web clients ought to have the option to change from a story part of the way through to get to data on another Web page, a component that adds difficulty to the composition and introduction of news. The predetermined number of studies explore and it actualize to interface on news destinations, notwithstanding, have indicated that couple of those nonlinear parts are set up.

PointCast programming was among the first to offer electronic conveyance of modified news along these lines, downloading articles as a screen saver on endorsers' PCs. Organizations at last acknowledged, in any case, that clients liked to peruse data all alone, leaving the PointCast innovation to be named "the most uninstalled programming on the planet".

The idea of intelligence itself presents a few issues to specialists looking to comprehend its application inside the news dispersal setting. Kio's, in elucidating intelligence, contends that inside intuitive components, "jobs of message sender and collector ought to be exchangeable among members". Further, he recommends that alert is essential while assessing the speed of correspondence and by augmentation, explicit advances, as the best in class is continually moving, alongside client impression of those innovations.

Heeter in 89 proposes that intelligence in new media innovation is a "multidimensional idea", the parts of which fill in as a start for understanding the multifaceted nature of PC intervened correspondence.

McMillan and Hwang perceive another multidimensional layer inside the introduction of intuitive components: peruser discernment. Intuitiveness, Web-explicit mechanical highlights are what characterize intelligent substance in this

investigation and separate online sources from customary print or communicate media. While McMillan and Hwang are disparaging of concentrating on highlights as a method for understanding the idea of intuitiveness, their comprehension of the components at play in intelligent media help to all the more likely parse the innovations offered by news experts.

Massey and Levy separate intuitiveness in accordance with online news-casting into two sections: content intelligence, characterized as the capacity of customers to move freely through substance; and relational intuitiveness, the capacity of crowds to take part in PC intervened discussions through the Web webpage.

RESEARCH OBJECTIVES

- (1) To analyse consumer interest toward the MINT and The EconomicTimes.
- (2) To compare the MINT and The Economic Times regarding content, edition and way to express the news.
- (3) To compare the MINT and The Economic Times in terms of price, quality of newspaper.
- (4) To compare the proportion of the advertisement cover by the newspaper in MINT and The Economic Times.

RESEARCH METHODOLOGY

Research

Research is a specialty of logical examination. According to Redman and Mary research is a “systematic effort to gain knowledge”.

Research methodology is way to methodically solve the research problem. It is a plan of action for a research report and explains in detail how data is collected and analyzed through the help of it. This research study is a descriptive research study.

Research Strategy

Qualitative approach has been adopted to carry out the research. The qualitative approach is basically exploratory research. This approach is taken to understand the perception of respondents with reference to the topic of study.

Data Collection

Data for research has been conducted from both methods primary data as well as secondary data.

Primary Data- with the help of set of questions being asked to business people, teachers, friends/family

Secondary Data- data collected, compiled or written by other researchers eg books, journals, literature review or study done by scholars and authors in context to similar topic.

Sample Size

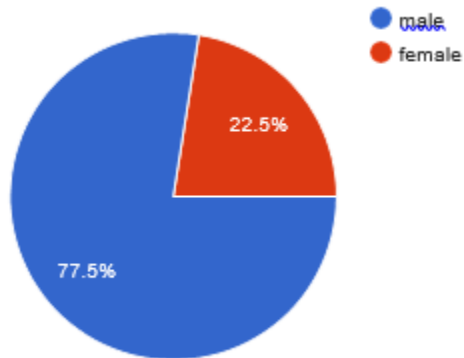
50 respondents were contacted who provided the details through the help of questionnaire.

RESULT

Data Analysis & Interpretation

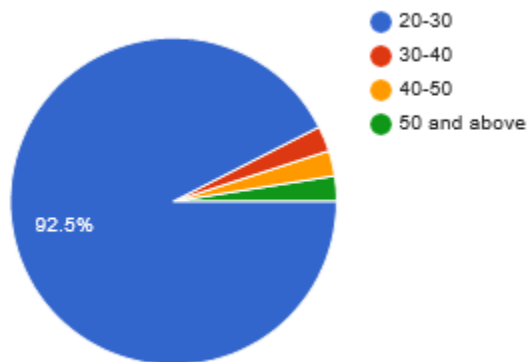
Q1. Gender

- (A) Male ()
(B) Female ()



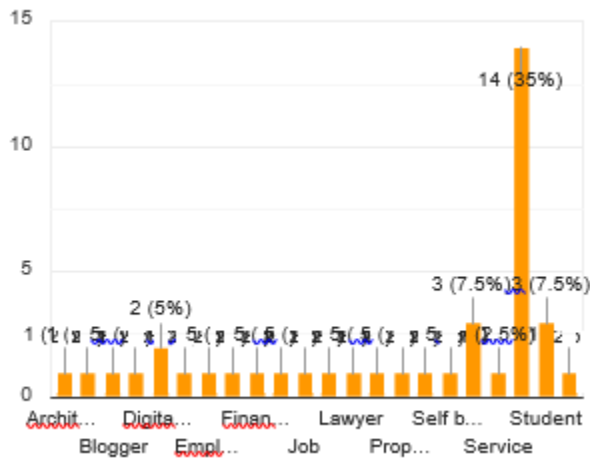
Q2 Age Group

- (A) 20-30 ()
(B) 30-40 ()
(C) 40-50 ()
(D) 50 and above ()



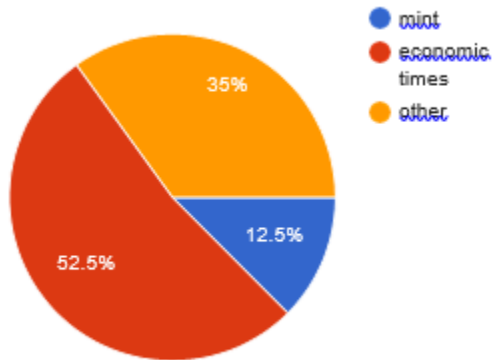
Q3 Occupation

- (A) Doctor ()
- (B) Student ()
- (C) Consultant ()
- (D) Employee ()
- (E) Bussinesman ()
- (F) Lawyer ()



Q4 Which financial newspaper you are reading?

- A. The Economic Times ()
- B. MINT ()
- C. Other ()



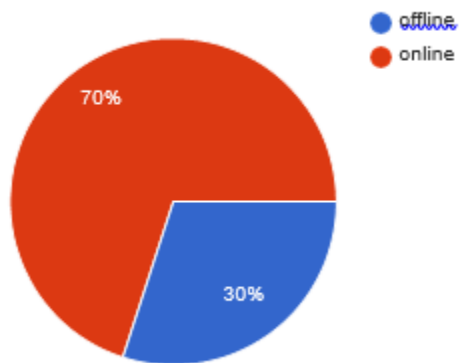
Interpretation

The respondent of The Economic Times is more, because it's older than the MINT & its existence is from more than 50 years and the MINT is just introduced in 2007 then also it is a market challenger. While other financial newspapers like Business Standard, Financial Express etc are covering 35%.

Q5 Which form of newspaper do you prefer?

(A) Offline (Paper Form) ()

(B) Online (E-Paper) ()



Interpretation

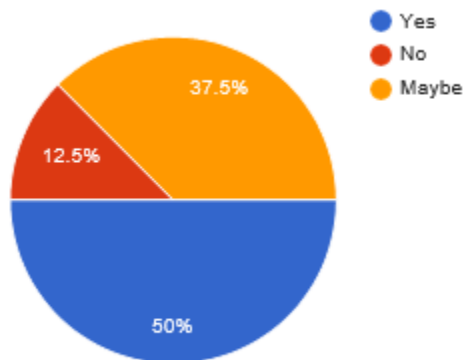
The respondent are using 70% of the online (E-Paper Form) and the 30% of the offline (Paper Form).

Q6 A newspaper is a part of a community's character?

(A) Yes ()

(B) No ()

(C) Maybe ()

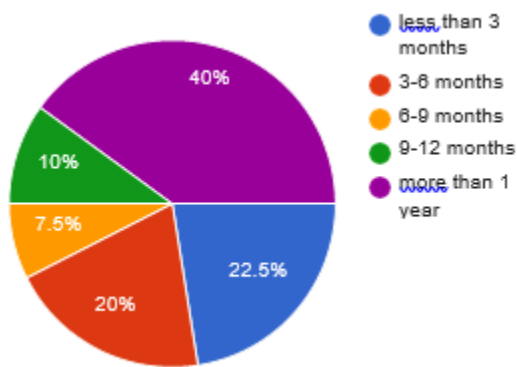


Interpretation

The 50% of the respondent believes that newspaper is part of community character, 12.5% believes that its not and rest 37.5% are not sure.

Q7 How long you are reading the selected newspaper?

- (A) Less than 3 Months ()
- (B) 3-6 Months ()
- (C) 6-9 Months ()
- (D) 9-12 Months ()
- (E) More than 1 Year ()

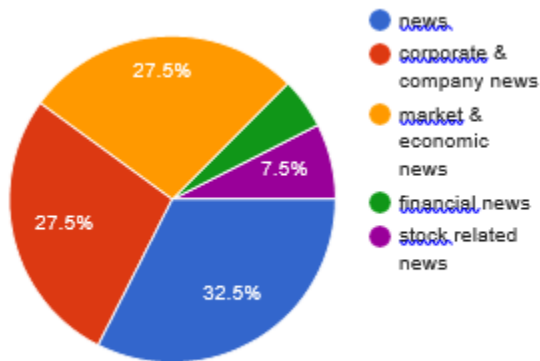


Interpretation

According to the respondent 40% are reading the newspaper for more than 1 year, 22% are reading the newspaper for less than 3 months, 20% are reading from 3-6 months, 10% are reading the newspaper from 9-12 months & 7.5% are reading the newspaper from 6-9 months.

Q8. Which section/edition of Mint or The Economic Times news you like?

Mint	Section	The Economic times
	News. (eg)	
	Corporate & Company News. (eg Company new police)	
	Market & Economic News. (eg Indian economic and market)	
	Financial News. (eg Banking)	
	Stock Related News. (eg Share)	

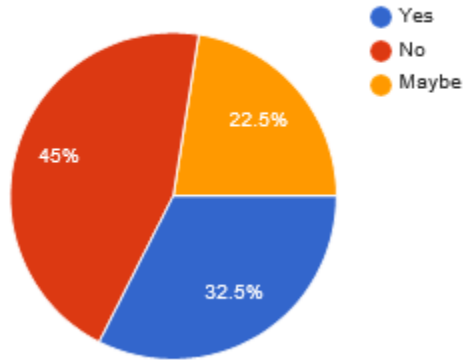


Interpretation

According to respondent of The Economic Times & Mint, 32.5% are reading the section of news, 27.5% are reading corporate & company news, 27.5% are reading market & economic news, 7.5% are reading stock related news and 5% are reading financial news.

Q9A large portion of the newspaper you are reading is covered with the Advertisement.

- (A) Yes ()
- (B) No ()
- (C) Maybe ()

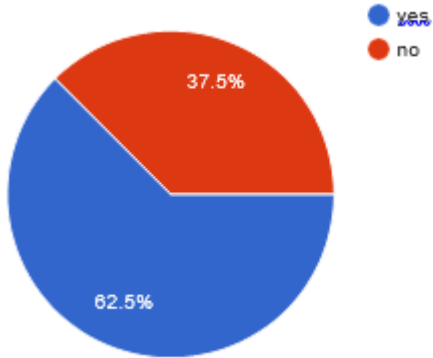


Interpretation

According to the respondent of The Economic Times & MINT, 45% say NO that there is not a large portion of advertisement in the newspaper & 32.5% say YES that there is large portion of advertisement in the newspaper, 22.5% say MAYBE they are not sure regarding it.

Q10 Price of Sunday's Newspaper is valuable?

- (A) Yes ()
- (B) No ()



Interpretation

According to the respondent of The Economic Times & Mint, 62.5% believes that YES the price of Sunday newspaper's is valuable and 37.5% believes that NO the price of Sunday's newspaper is not valuable.

Q11 Please mark your satisfaction level in relation to following parameters:

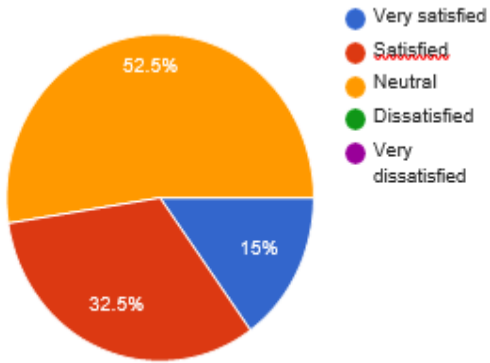
Price

MINT (Hindustan Times)

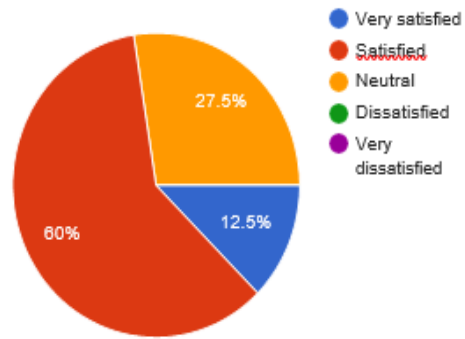
Particular	VERY Satisfied	Satisfied	Neutral	Dissatisfied	VERY Dissatisfied
Price					

The Economics Times

Factor	VERY Satisfied	Satisfied	Neutral	Dissatisfied	VERY Dissatisfied
Price					



MINT



ECONOMIC TIMES

Interpretation

According to the respondent of The Economic Times & MINT, 15% are Very Satisfied with the price of Mint & 12.5% are Very Satisfied with the price of the The Economic Times, where as 32.5% are Satisfied with the price ofMint& 60% are Satisfied with the price of The Economic Times where as 52.5% are neutral with the price of Mint & 27.5% are neutral with the price of The Economic times.

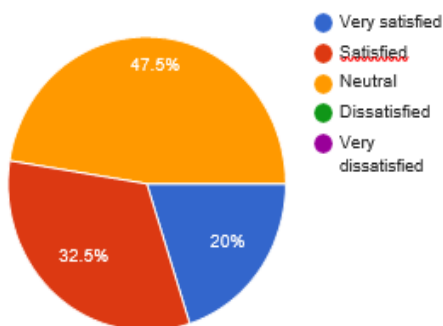
QUALITY OF LANGUAGE

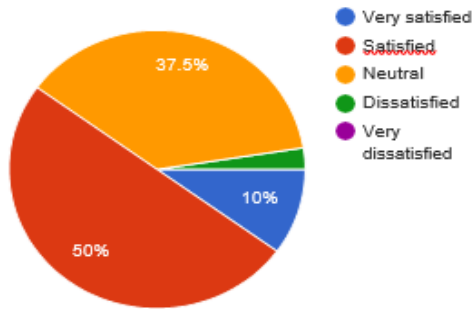
Mint (Hindustan Times)

Factor	VERY Satisfied	Satisfied	Neut ral	Dissatisfie d	VERY Dissatis fied
Quality of language					

The Economics Times

Factor	VERY Satisfied	Satisfied	Neut ral	Dissatisfie d	VERY Dissatis fied
Quality of language					





MINT

ECONOMIC TIMES

Interpretation

According to the respondent of The Economic Times & MINT, 20% are Very Satisfied with the Quality of Language of theMint & 10% are Very Satisfied with the Quality of Language of the The Economic Times, where as 32.5% are Satisfied with the Quality of Language of the Mint & 27% are Satisfied with the Quality of Language of the The Economic Times, where as 47.5% are Neutral with the Quality of Language of the Mint & 37.5% are Neutral with the Quality of Language of The Economic times, where as 2.5% are Dissatisfied with the quality of The Economic Times.

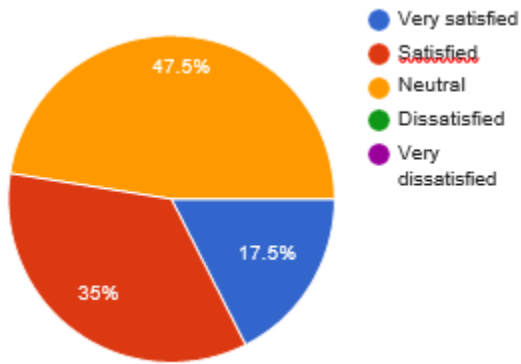
QUALITY OF NEWSPAPER

Mint (Hindustan Times)

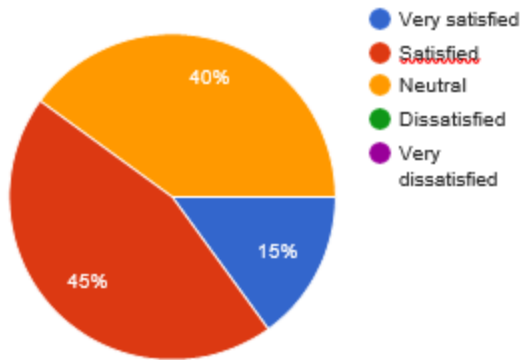
Factor	VERY Satisfied	Satisfied	Neutral	Dissatisfied	VERY Dissatisfied
Quality of newspaper					

The Economics Times

Factor	VERY Satisfied	Satisfied	Neutral	Dissatisfied	VERY Dissatisfied
Quality of newspaper					



MINT



ECONOMIC TIMES

Interpretation

According to the respondent of The Economic Times & MINT, 17.5% are VERY Satisfied with the Quality of Newspaper of The Mint & 15% are VERY Satisfied with the Quality of Newspaper of The Economic times, where as 35% are Satisfied with the Quality of Newspaper of The Mint & 45% are Satisfied with the Quality of Newspaper of The Economic Times, where as 47.5% are Neutral with the Quality of Newspaper of The Mint & 40% are Neutral with the Quality of Newspaper of The Economic Times.

FINDINGS

After a thorough study of the questionnaires and interviews conducted, we have come up with the following findings: -

1. During the research I found that most of the people prefer reading the Economic times then other financial newspapers.
2. In today's time where everything is online with the help of the Internet, most of the people are reading the news online. But there are some of those who want to read the newspaper in Paper Form only.
3. As per my research most of the people believe that newspaper is part of community's character.
4. As per my research I found that people who are reading the same newspaper for longer time they got habitual to that one and there is no chance to change their habit.
5. During the research I found that people are only interested in particular section or edition only most of them read newspaper for particular section's only.
6. During the research I found that most of the people believe that the price of the particular newspaper for Sunday is valuable, while other people say that the price for Sunday newspaper is not valuable.
7. We find that the price of the particular paper which they are reading they are satisfied to

it and other are neutral to the price of the newspaper.

8. People are satisfied with the quality of the language of both the newspaper because the language which is given is easily understood by the people, but there are some people who are dissatisfied with the quality of the language of The Economic Times.

LIMITATIONS

This study was done in order to fulfill the objective, there were sure factors that kept down the completion of the equivalent-

- This research was subject to the data given by the respondents. It might be biased.
- Interaction with respondents was limited due to covid 19.
- There were chances that respondents will make supicions while filling the survey.
- The study was confined to a smaller group.
- Due to the pandemic people were busy with their work.
- Most of the respondents were student so they prefer mostly online data and through this it could effect in their responses.

CONCLUSIONS

After the survey, it is found that respondent 52.5% are reading The Economic Times & 12.5% are reading the Mint.

Economic Times has more market share as it is one of the oldest newspaper and it has more readership than any other financial newspaper.

The edition most liked by the respondent is 27.5% are reading corporate & company news, 27.5% are reading market & economic news, 7.5% are reading stock related news.

Respondent also believe that price of Sunday newspaper is valuable.

People are mostly satisfied with the product Mint in terms of quality of language.

The MINT is convenient and easy to understand in language.

Mint is now “No 2” in finance sector newspaper because it is more user friendly.

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