INTRODUCTION:

With the fast growing world, today various forms of News Medias have become a part of modern man. A man who is a part of today’s competitive world can’t imagine his life without News Media. The backbone of the news media is print journalism. The whole of the scenario of Indian media changed with the introduction of the electronic media, namely Radio and Television. Radio broadcasting commenced in 1927, and was labeled as a suitable and cheap medium to reach a large number of people, especially those residing in the remote regions. It became possible through radio to broadcast recent news by air waves. Television made its beginning in the country as a modest pilot project in September 1959. Thus began the audio-visual era in Indian media. Doordarshan, the National Television Service in India, started operating through transmitters of varying powers to make available television signals for over eighty seven percent of India’s population. Various events started to be covered and being telecasted on televisions.

Before 1990s, Doordarshan had monopolized newscast on Indian television and also turned the news programs into a dull exercise. Now the private channels made the news an essential commodity, a basic necessity of life like food, cloth and shelter. The strong point of all today’s news bulletins is their topicality, objectivity, glossy editing and high-quality visuals. The emerging media powerhouse provided prime time television content to almost all leading satellite channels in India including BBC, Star Plus, Zee. Indian viewers had very limited options (like public service broadcaster Doordarshan, BBC and CNN) for watching the television news. NDTV (New Delhi Television Company) to provide news content for this
news channel. After the huge success of news programme ‘Aaj Tak’, TV Today group launched a 24-hour Hindi news channel with the same name ‘Aaj Tak’, in December 2000, which covers India with insight, courage and plenty of local flavor. Within 11 months of its launch, Aaj Tak emerged as India’s number one news channel and was awarded Best News Channel award from Indian Television Academy Awards With the expiry, NDTV forayed into broadcasting business by simultaneously launching two 24-hour news channels; NDTV 24X7 - English news channel and NDTV India - Hindi news channel, which targets the Indian Diaspora across the world.

OBJECTIVES OF THE STUDY:

1) To examine the effect of viewers value on the selection of news channel
2) To examine the effect of viewers satisfaction on the selection of news channel
3) To examine the effect of viewers Loyalty on the selection of news channel
4) To study the effect of demographic variables on the selection of News Channel.

MOTIVATION FOR THE STUDY:

First come cable television in India then satellite. Soon online versions of newspapers augmented the news media scene. Now millions of bloggers, countless web sites, web broadcasts, and “pod casts” have become main stream. All make up the “body” of today’s news media, and there is no visible end to this proliferation. The main ethical implications are threefold: increased competition has affected the quality of news reports, the public has heightened its demand for transparency, and the news world’s understanding of copyright has ceased to suffice.

Newsmakers face increasing competition to cover all the pertinent stories and reach sources before their competitors. CNN and website news have resorted to wall-to-wall, 24 hour coverage to ensure that they can provide the story to their readers/viewers as soon as it occurs. The danger is that speed will prevail over accuracy, and journalists will exchange their ethical motives as fact-checking truth-seekers for the love of breaking a story—any story.
However, an increase in competition also has led some news organizations to distinguish themselves from less responsible outlets by being more transparent about how they do their work. Journalists who want to set their articles apart as truthful and comprehensive have begun giving the public access to their sources. Studies are equipped with margins of error, assertions are backed by supporting web links, and Anonymity granted to sources is thoroughly explained.

**METHODOLOGY OF THE STUDY:**

The descriptive research design is being used to study the formulated problem. Primary and secondary data has been collected according to the need of the study. For collecting primary data, structured questionnaire has been prepared considering objectives of the study. More over important factors has been considered to measure the interested variable of the study. Each and every individual who watches the News channels in the state of Gujarat has been identified as a sampling element.

The universe of the study consists of all News channel viewers in the state of Gujarat. The data is collected from four Major Cities of Gujarat i.e., Ahmedabad, Vadodara, Surat and Rajkot. 100 questionnaires were distributed in each city. So total 500 questionnaire were distributed among it 450 filled up questionnaire we have received back. So the sample of study is 450.

In the present study researcher has used simple statistical tools, Parametric and non parametric test and to test hypothesis of the study.

**DATA ANALYSIS AND INTERPRETATION:**

- Cronbach’s Alpha based on standardized items is 0.801 which proves the reliability of the scale. Therefore questionnaire which is used as a tool to collect data is reliable tool for the same.
• The value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.19 > 0.05 & 0.142 > 0.05, respectively) it is concluded that there is no significant difference between news channel viewer’s values and their Gender.

• Welch and Brown-Forsythe (0.370 > 0.05 & 0.396 > 0.05) also confirmed that there is no significant difference between news channel viewer’s values and their age.

• Therefore as a value build up strategy of News channels should not consider gender and age as one of the differentiating factors and equal emphasis should be given to both gender and various age groups in the strategy formulation and implementation.

• Robust Tests of Equality between means like Welch and Brown- Forsythe (0.256 > 0.05 & 0.222 > 0.05) also confirmed that there is no significant difference between news channel viewer’s values and their education.

• Significance value 0.101 > 0.05 clears that Null hypothesis is accepted and concluded that there is no significant difference between news channel viewer’s values and their medium of education.

• Generally, we consider education and medium of education as demographic factor which may affect the interested research variable but in this study it is not so and found the value creation does not depend on the education and medium of the education of the viewers.

• Robust Tests of Equality between means like Welch and Brown- Forsythe (0.102 > 0.05 & 0.166 > 0.05) also confirmed that there is no significant difference between news channel viewer’s values and their employer types.

• Welch and Brown- Forsythe (0.114 > 0.05 & 0.114 > 0.05) also confirmed that there is no significant difference between news channel viewer’s values and their income.

• Similar result found for the employment type and their income in case of value creation with respect to news channel.
Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.587 > 0.05 & 0.936 > 0.05, respectively) it is concluded that There is no significant difference between news channel viewer’s values and their Type of family.

Robust Tests of Equality between means like Welch and Brown- Forsythe (0.188 > 0.05 & 0.155 > 0.05) also confirmed that There is no significant difference between news channel viewer’s values and their no. of family members.

Type of family and number of family members are also demographic variables which do not affect the value creation related to news channels and should not be given emphasis in the value creation activities.

Significance value 0.084 > 0.05 clears that Null hypothesis is accepted and concluded that There is no significant difference between news channel viewer’s values and their marital status.

It is observed that the significance value is 0.352 > 0.05, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewer’s values and their designation.

It is also confirmed related to marital status and their designation that they do not contribute to the value. By and large demographic variables classification is not much useful for the preparing value creating strategy by the promoters of news channels.

Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.150 > 0.05 & 0.633 > 0.05, respectively) it is concluded that There is no significant difference between news channel viewer’s satisfaction and their Gender.

Satisfaction of viewer is one of the most important aspects of strategy formulation and specifically resource allocation. It does not differ with reference to Gender.
• It is observed that the significance value is $0.033 < 0.05$, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers satisfaction and their age.

• Satisfaction of viewers depends on age as a demographic variable. Therefore preparing STP (Segmentation Targeting and Positioning) Strategy due consideration should be given to age of the viewers and recourse allocation should be done accordingly. Media planning and types of news and content can also be customized accordingly.

• Significance value $0.018 < 0.05$ clears that Null hypothesis is not accepted and concluded that there is significant difference between news channel viewers satisfaction and their education.

• It is observed that the significance value is $0.100 > 0.05$, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers satisfaction and their medium of education.

• Satisfaction also differs as per the education of the viewers and therefore should be given due weighted while preparing strategic planning. At the same time medium of education does not affect the satisfaction level of the viewers.

• Significance value $0.000 < 0.05$ clears that Null hypothesis is not accepted and concluded that there is significant difference between news channel viewers satisfaction and their type of Employer.

• Type of Employers of respondents does contribute to the viewer’s satisfaction regarding news channels. This can be one of the useful information to take decisions.

• Significance value $0.664 > 0.05$ clears that Null hypothesis is accepted and concluded that there is no significant difference between news channel viewers satisfaction and their Income.
• Income is one of the variable does not contribute to satisfaction of viewers and they
do not differ as per their income regarding satisfaction of the news channels.

• Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-
Smirnov tests are greater than 0.05 (0.31 > 0.05 & 0.201 > 0.05, respectively) it is
concluded that There is no significant difference between news channel viewer’s
satisfaction and their family type.

• It is observed that the significance value is 0.237 > 0.05, Null Hypotheses is not
rejected and concluded that there is no significant difference between news channel
viewers satisfaction and their no. of family members.

• Significance value 0.384 > 0.05 clears that Null hypothesis is accepted and concluded
that there is no significant difference between news channel viewers satisfaction and their Marital status.

• It is observed that the significance value is 0.215 > 0.05, Null Hypotheses is not
rejected and concluded that there is no significant difference between news channel
viewers satisfaction and their Designation.

• Also, satisfaction does not differ in terms of the family type, family members, marital
status of the viewers and their designation. So, they do not contribute to formulation
of the strategy aims to improve the satisfaction.

• It is concluded that there is no significant difference between news channel viewer’s
loyalty and their Gender. Null Hypotheses is not rejected and concluded that there is
no significant difference between news channel viewers Loyalty and their age groups.

• Loyalty is one o the ultimate desired outcome for any of the marketer. It is very
difficulty to achieve and maintain. As per the study it does not differs reference to
gender and their age group.
• It is observed that the significance value is 0.001 < 0.05, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers Loyalty and their education. It is observed and concluded that there is significant difference between news channel viewers Loyalty and their medium of education.

• Here, loyalty varies according to education of the viewers. So, Education and medium of their education of the viewer is important demographic variable to design the loyalty programmes of the news channel promoters.

• It is observed that the significance value is 0.042 < 0.05, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers Loyalty and their employer type.

• Employer type does affect the loyalty status of the viewer. It may be due to environment in which they are working as well as the expectation of the viewers.

• It is observed that the significance value is 0.230 > 0.05, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers Loyalty and income.

• Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.730 > 0.05 & 0.951 > 0.05, respectively) it is concluded that There is no significant difference between news channel viewer’s loyalty and their family type.

• Income and family type are two variables which do not significantly contribute to the loyalty as observed in the research study.

• It is observed and concluded that there is significant difference between news channel viewers Loyalty and no. of family members. It is observed that the significance value is 0.541 > 0.05, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers Loyalty and marital status.
• It is observed that the significance value is 0.037 < 0.05, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers Loyalty and designation types.

• Here the significance value (2-tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers value.

• The significance value (2-tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers satisfaction. Here the significance value (2-tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers Loyalty.

• So, as per the present research study news channel selection and viewers value are associated and viewer value does influence the news channel selection. Therefore the marker and promoters of the news channel should give due consideration to create viewers value in the strategy formulation and implementation.

• At the same time selection and satisfaction are also related to each other. Therefore concluded that if viewers are satisfied, select the news channel but does not assure the loyalty towards the news channels.

**SUGGESTIONS AND MANAGERIAL IMPLICATION:**

• Therefore as a value build up strategy of News channels should not consider gender and age as one of the differentiating factors and equal emphasis should be given to both gender and various age groups in the strategy formulation and implementation.

• Generally, we consider education and medium of education as demographic factor which may affect the interested research variable but in this study it is not so and found the value creation does not depend on the education and medium of the education of the viewers.
• Similar result found for the employment type and their income in case of value creation with respect to news channel.

• Type of family and number of family members are also demographic variables which do not affect the value creation related to news channels and should not be given emphasis in the value creation activities.

• It is also confirmed related to marital status and their designation that they do not contribute to the value. By and large demographic variables classification is not much useful for the preparing value creating strategy by the promoters of news channels.

• Satisfaction of viewer is one of the most important aspects of strategy formulation and specifically resource allocation. It does not differ with reference to Gender.

• Satisfaction of viewers depends on age as a demographic variable. Therefore preparing STP (Segmentation Targeting and Positioning) Strategy due consideration should be given to age of the viewers and recourse allocation should be done accordingly. Media planning and types of news and content can also be customized accordingly.

• Satisfaction also differs as per the education of the viewers and therefore should be given due weighted while preparing strategic planning. At the same time medium of education does not affect the satisfaction level of the viewers.

• Type of Employers of respondents does contribute to the viewer’s satisfaction regarding news channels. This can be one of the useful information to take decisions.

• Income is one of the variable does not contribute to satisfaction of viewers and they do not differ as per their income regarding satisfaction of the news channels.
Also, satisfaction does not differ in terms of the family type, family members, marital status of the viewers and their designation. So, they do not contribute to formulation of the strategy aims to improve the satisfaction.

REFERENCES:


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