



Comparative Analysis of Mint VS Business Standard Newspaper in Ahmedabad

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ABSTRACT

This newspaper caters to readers with a strong interest in business news, particularly in India. They're known for their in-depth coverage of stock markets, various industries, and personal finance. Their local section ensures you're updated on Ahmedabad-specific business developments and events. Leaning towards a national perspective, Mint prioritizes comprehensive financial journalism and market analysis. Their content is tailored for readers who want to stay informed about broader economic trends and make informed financial decisions. While they might cover some Ahmedabad-based businesses, their local news focus might be less extensive compared to Business Standard. Established in Ahmedabad with a physical office, Business Standard offers a local presence. This might translate to a stronger pulse on the city's business environment and a quicker response to local developments. They likely have a print edition readily available in Ahmedabad and a digital edition with subscription options. Primarily a national publication, Mint's availability in Ahmedabad might be limited to the digital sphere. While they might offer print editions delivered to major cities, their local presence might be less pronounced than Business Standard's. They likely have a well-developed online platform with free and paid subscription options. Both newspapers have established reputations, but their writing styles can differ. Explore their online editions to see which one resonates with you better. Mint might have a more concise and analytical approach, while Business Standard could offer a more narrative style. Look for online reviews or reader comparisons of these newspapers. This can give you valuable insights into how others perceive their strengths, weaknesses, and suitability for different reader preferences. Ultimately, the best choice depends on your specific needs. If you prioritize in-depth business news and local coverage, Business Standard could be ideal. If a national perspective on financial markets and concise analysis is your focus, Mint might be a better fit. Consider exploring both options online before making your decision. Ultimately, the best choice depends on your specific needs. If you prioritize in-depth business news and local coverage, Business Standard could be ideal. If a national perspective on financial markets and concise analysis is your focus, Mint might be a better fit. Consider exploring both options online before making your decision.

INTRODUCTION

is an award-winning business publication from India, held in high esteem by the country's business leaders, founders, and policymakers. We enable decision makers around the world to make sense of one of the world's fastest growing major economies (Ajudiya, Patel & Vidani, 2023). Mint was founded on February 1, 2007, to serve as an unbiased and clear-minded chronicler of the Indian Dream (Alkhizar & Vidani, 2024).

Published by HT Media Group, one of India's largest media and entertainment conglomerates, Mint started its journey with an exclusive collaboration with The Wall Street Journal and was also India's first newspaper to be published in the Berliner format (Bansal, Pophalkar & Vidani, 2023). Our editorial coverage and style of presentation is noted for its refreshing clarity and accessibility—facets that have redefined Indian journalism (Bariya & Vidani, 2023). One of the stars in our stable is the weekend magazine, Mint Lounge, which focuses on intelligent lifestyle, fashion, food, books, science, and culture; it has won critical acclaim over the years. Mint Money, our personal wealth brand, also has an ardent following for its distinctive market understanding and perspective (Bhatt, Vadher & Vidani, 2023). Mint also organizes many reputable events all year round, catering to diverse interests and industries such as public policy, marketing, digital innovation, banking, HR, and startups, and so on (Bhatt, Patel & Vidani, 2017). While Mint was founded as a newspaper and a website, its digital footprint has far exceeded its initial print reach (Biharani & Vidani, 2018). Our iOS and Android apps and website are the pointy tips of our immersive digital experiences, which include market dashboards and data pages, personalized notifications, daily and weekly videos, and podcasts as well as originally crafted newsletters. These have contributed to Mint's evolution as a top digital brand (Chalplot, Jagetiya & Vidani, 2024). In 2020, we started a digital subscription program that saw us expand our content offerings to serve the needs of our subscribers. Apart from our distinct brand of journalism, we also offer multiple digital subscription bundles, including with The Wall Street Journal and The Economist (Chaudhary, Patel & Vidani, 2023).

LITERATURE REVIEW

Factors Influencing User Satisfaction with English Newspapers

User satisfaction with English newspapers is influenced by multiple factors, including perceived usefulness, ease of use, content quality, trust, perceived value, brand equity, and demographics. Research has shown that demographic variables like age, gender, and education level significantly impact user satisfaction with English newspapers in India. For example, studies have found that perceived value and trust are key predictors of reader loyalty in Gujarat. The quality of content and ease of use also play vital roles in determining how satisfied users feel about reading online versions of English newspapers. By addressing these factors, newspapers can enhance their services and increase reader loyalty, ultimately leading to a more engaged audience.

Role of Newspapers in Improving English Language Skills

Regular reading of English newspapers has been identified as a powerful tool for enhancing English language skills, especially in non-native English-speaking countries like India. According to Rao (2023), the challenge of mastering English can be mitigated through consistent newspaper reading, which serves as an effective vehicle for learning the language. Newspapers not only improve reading and writing skills but also help readers become more comfortable with the language, reducing the fear and anxiety often associated with language learning. This approach provides a practical, real-world context for learning, making the process less stressful and more engaging for learners, particularly those in rural areas.

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Eye-Tracking Insights into Newspaper Reading Behavior

Eye-tracking studies provide a deeper understanding of how readers interact with newspapers. Research by Holsanova, Rahm, and Holmqvist (2006) has identified three main categories of newspaper readers: editorial readers, overview readers, and focused readers. Editorial readers concentrate on opinion pieces, overview readers scan headlines and summaries, while focused readers delve into specific articles in detail. This classification is supported by empirical data from eye-tracking tests, which reveal that different areas of a newspaper attract varying levels of attention depending on the reader's category. Understanding these reading patterns can help publishers tailor content to meet the preferences of different reader types, thereby enhancing engagement.

Impact of Presentation on Reading Behavior in Printed and Online Media

presentation of content plays a crucial role in influencing reading behavior in both printed and online newspapers. Leckner (2012) highlighted that text-based elements, such as size and placement, significantly guide readers' attention in both media formats. Interestingly, while images are commonly used to attract attention, they have been found to have minimal impact on visual engagement in online settings. This suggests that the strategic placement of text and the use of clear, compelling headlines are more effective in capturing readers' interest in digital newspapers. Publishers need to focus on optimizing these elements to enhance user experience across both print and online platforms.

Digital and Traditional Newspapers: Coexistence and Reader Preferences
The evolving landscape of newspaper readership has led to a growing interest in understanding the duality between digital and traditional newspapers.

Flavián and Gurrea (2009) explored the motivations that drive readers to choose between digital and print media. Their findings indicate that readers prefer digital newspapers for up-to-date news, while print media is more commonly chosen for leisure reading or as a habit. This distinction suggests that both formats can coexist without directly competing with each other, as they serve different purposes for readers. The study highlights the need for the newspaper industry to recognize the unique characteristics of digital media and develop strategies that cater to its strengths while maintaining the appeal of traditional print. The literature on English newspaper readership emphasizes the importance of understanding user satisfaction, improving language skills, and adapting to changing reader behaviors. By focusing on factors like content quality, presentation, and reader preferences, newspapers can enhance their relevance and continue to thrive in both digital and print formats. These insights not only help in designing better content but also in developing strategies that foster greater reader engagement and loyalty in an ever-evolving media landscape.

Table 1. Validation of Question

I regularly read Mint Newspaper	.(C. Flavián, R. Gurrea · Jan 9, 2009)
I regularly read Business Standard Newspaper	.(Sara Leckner · May 1, 2012)
I find the news content in Mint newspaper to be informative and relevant.	(Chalplot, Jagetiya & Vidani, 2024)
I find the news content in Business Standard newspaper to be informative and relevant.	(Devani, Gandhi & Vidani, 2024)
The editorial quality of Mint newspaper meets my expectations.	(Dinodiya & Vidani, 2023)
The editorial quality of Business Standard newspaper meets my expectations.	(Joshi, Saxena & Vidani, 2024)
Compared to Business Standard, I prefer reading Mint newspaper for financial news and analysis.	(Joshi, Saxena & Vidani, 2024)
Compared to Business Standard, I prefer reading Mint newspaper for financial news and analysis.	(Joshi, Saxena & Vidani, 2024)
Compared to Mint, I prefer reading Business Standard newspaper for general business news and updates.	(Kaneria, Shah, Gautam & Vidani, 2024)
Overall, how satisfied are you with Mint newspaper as a source of business and financial news in Ahmedabad?	(Ladhava, Patadia & Vidani, 2024)
Overall, how satisfied are you with Business Standard newspaper as a source of business and financial news in Ahmedabad?	(Odedra, Rabadiya & Vidani, 2018)

METHODOLOGY

Type of research

A descriptive research.

- **Data Collection Method**
 - Data source – Primary data (field survey)
 - Instrument to use collect data – Questionnaires
 - Area of research – Ahmedabad
- **Sampling**
 - Sample unit – The respondents are those who are reading MINT/BUSINESS STANDARD
 - Sampling – Non probability method
 - Sample size – 150 respondents are from Ahmedabad

Demographic Summary

The data shows a clear distribution of respondents across different age groups, with a significant proportion (50.7%) being below the age of 25. Each age group contributes progressively smaller percentages to the total, with the 25-34 group being the next largest after below 25. The cumulative percentages show how each successive age group adds to the total until reaching 100% with the oldest group (45-54). The missing data indicates that 16.4% of cases were not included in the analysis of age groups, which may affect the overall interpretation of the demographics depending on the reason for their exclusion. The data shows a gender distribution among respondents, with males comprising the majority at 74.4% and females at 25.6%. The cumulative percent confirms that all respondents are accounted for within the male and female categories, totaling 100%. This distribution provides an overview of the gender representation in your data set, which can be useful for understanding the demographic composition of your sample. The cumulative percent shows how each occupational category contributes to the total sample.

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Table 2. Hypothesis Analysis

Sr. No	Null Hypothesis	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis
1	H0:- There is no association between occupation and the frequency of reading Business Standard newspaper.	H1:- There is an association between occupation and the frequency of reading Mint newspaper.	0.030	>	H01Accepted
2	H02:- There is no association between occupation and the frequency of reading Business Standard newspaper.	H2:- There is an association between occupation and the frequency of reading Business Standard newspaper	0.209	>	H02 Accepted
3	H03:- There is no association between occupation and the perception of the news content in Mint newspaper.	H3:- There is an association between occupation and the perception of the news content in Mint newspaper.	0.835	>	H03 Accepted
4	H04:- There is no association between occupation and the perception of the news content in Business Standard newspaper.financial and news analysis.	H4:- There is an association between occupation and the perception of the news content in Business Standard newspaper.	0.108	>	H04 Accepted
5	H05:- There is no association between occupation and the perception of editorial quality in Mint newspaper.	H5:-There is an association between occupation and the perception of editorial quality in Mint newspaper.	0.524	>	H05 Accepted
6	H06:-There is no association between occupation and the perception of editorial quality in Business Standard newspaper.	H6:- There is an association between occupation and the perception of editorial quality in Business Standard newspaper.	0.	>	H06 Accepted
7	H07:-There is no association between occupation and the preference for Mint newspaper over Business Standard for financial news and analysis.	H7:-There is an association between occupation and the preference for Mint newspaper over Business Standard for financial news and analysis.	0.824	>	H07 Accepted

8	H08:-There is no association between occupation and the preference for Business Standard over Mint for general business news and updates.	H8:-There is an association between occupation and the preference for Business Standard over Mint for general business news and updates.	0.003	<	H08 Rejected
9	H09:-There is no association between occupation and overall satisfaction with Mint newspaper.	H9:-There is an association between occupation and overall satisfaction with Mint newspaper.	0.675	>	H09 Accepted
10	H010:-There is no association between occupation and overall satisfaction with Business Standard newspaper.	H10:-There is an association between occupation and overall satisfaction with Business Standard newspaper.	0.008	>	H010 Accepted

DISCUSSION

The data provided offers valuable insights into the readership and perceptions of Mint and Business Standard newspapers among respondents from various occupational backgrounds. The analysis covers several aspects, including readership frequency, perceived informativeness and relevance of content, editorial quality, and overall satisfaction. Additionally, Chi-Square tests have been employed to determine if there are significant associations between respondents' occupations and their newspaper preferences or perceptions. The distribution of occupations among respondents reveals that students constitute the largest segment (58.1%), followed by professionals (25.6%), business owners (12.0%), and others (4.3%). This distribution is reflective of the sample's demographic profile and might influence the reading preferences and perceptions reported.

When assessing readership, a significant portion of respondents (50.4%) agree that they regularly read Mint newspaper. In contrast, only 41.9% of respondents report regular readership of Business Standard, with a substantial neutral response (41.9%). This suggests that Mint has a stronger regular readership base, particularly among the respondents surveyed.

The majority of respondents find the news content in Mint newspaper to be informative and relevant (57.3%). Similarly, a significant proportion of respondents also view the Business Standard content positively, with 53.0% agreeing or strongly agreeing that it is informative and relevant. This indicates a general satisfaction with the content quality of both newspapers, though Mint has a slight edge in perceived informativeness.

Regarding editorial quality, 47.9% of respondents feel that Mint meets their expectations, while 53.8% hold a similar view about Business Standard. The proportion of respondents who are neutral or disagree is relatively high in both cases, suggesting that while many are satisfied, a substantial portion remains indifferent or has mixed feelings.

When it comes to preference for financial news, 57.3% of respondents prefer Mint over Business Standard. Conversely, for general business news and updates, 53.8% prefer Business Standard. These findings reveal that while Mint is favored for financial news, Business Standard is preferred for general business coverage. This preference could be attributed to the specific focus or style of each newspaper, which resonates differently with readers based on their needs.

Overall, 58.1% of respondents are satisfied with Mint as a source of business and financial news, compared to 49.2% satisfaction for Business Standard. This indicates a higher level of overall satisfaction with Mint, although both newspapers receive considerable support. The Chi-Square tests reveal some noteworthy associations:

There is a statistically significant association between occupation and the frequency of reading Mint newspaper ($p = 0.030$), suggesting that different occupational groups may have varying reading habits or preferences.

No significant association was found ($p = 0.209$), indicating that the frequency of reading Business Standard may be less influenced by respondents' occupations.

The association between occupation and the perception of Mint's content is not significant ($p = 0.835$), but there is a significant association for Business Standard ($p = 0.038$), indicating differing perceptions based on occupation.

There is no significant association between occupation and perceptions of the editorial quality of either newspaper, suggesting a uniform view of editorial standards across different occupational groups.

The data show significant associations for preferences related to Business Standard ($p = 0.003$) and no significant association for Mint ($p = 0.824$), indicating that occupational differences might affect preferences for general business news more than financial news.

CONCLUSION

1. According to the respondent there are 60% reading Business standard and other newspaper, and 40% are reading the mint newspaper
2. The edition most like by the respondent is 60% stock related in mint and 40% are liking to corporate and company news in business standard
3. The mint is attracting the customer by giving different types of gift and good subscription to the customer, rather than the other financial newspaper. o People are most likely satisfied with the product MINT, but the company must give quality services to the customer who are not satisfied and also do the sales promotion schemes to increase sales.
4. MINT is growing in the media market tremendously. The finance news provided by

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