An Analysis on Reading of E-magazine by College Students

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Abstract

E-magazine provides many oppportunies to readers that were not available before. The study attempted to determine the status of the reading of e-magazine in the college students. The study is based on the structured questionnaire which was analyzed with the help of pie charts and bar diagrams. For the study we consider only Ghaziabad region. The study found that urban area people more subscribed to e-magazine. More than half of the sample thinks that e-magazine is better than printed magazine and it will be preferred more by the people in future in compare to present time.

Introduction

The Internet is a global system that connects computers and provides various benefits to its users, including access to information from faraway documents and databases that may be read and researched to verify knowledge. Students can increase their learning by obtaining access to information and materials available on the internet, which can be viewed online or downloaded and printed for later reading. Magazines now have the option of producing a portable digital e-Magazine with the same readability as print media thanks to the new e-paper technology. E-magazines created using e-paper technology are a new invention for magazine publishers. E-magazines combine the readability and overview of printed magazines with the advantages of online media, such as regular updates, interactivity, and video, and are expected to eventually replace the printed edition. The eventual replacement of printed magazines by e-magazines would drastically lower magazine firms' production and

distribution costs. Thanks to modern e-paper technology, magazines may now produce a portable digital e-Magazine with the same readability as print media. The e-paper is thin, flexible, and non-sensitive, and it offers the same reading experience as traditional paper (such as great contrast and the ability to read in sunlight). E-magazines combine the readability and overview of print magazines with the benefits of online media, such as regular updates, interactivity, and video, and are projected to eventually supplant print editions. E-magazines would eventually replace printed magazines, lowering magazine production and delivery costs dramatically.

Objectives of the Study

❖ To determine the current status of reading e-magazines.

❖ To determine the reason behind not accessing e-magazines.

❖ To determine the benefits behind reading e-magazines.

❖ To find out the most preferred e-magazine by students.

❖ To determine students perception towards magazine companies and their expectation from the companies.

Research Methodology

The study is primary in nature and based on the structured questionnaire which was filled by the college students including students of graduation and post graduation of different domain.

Data Analysis and Interpretation

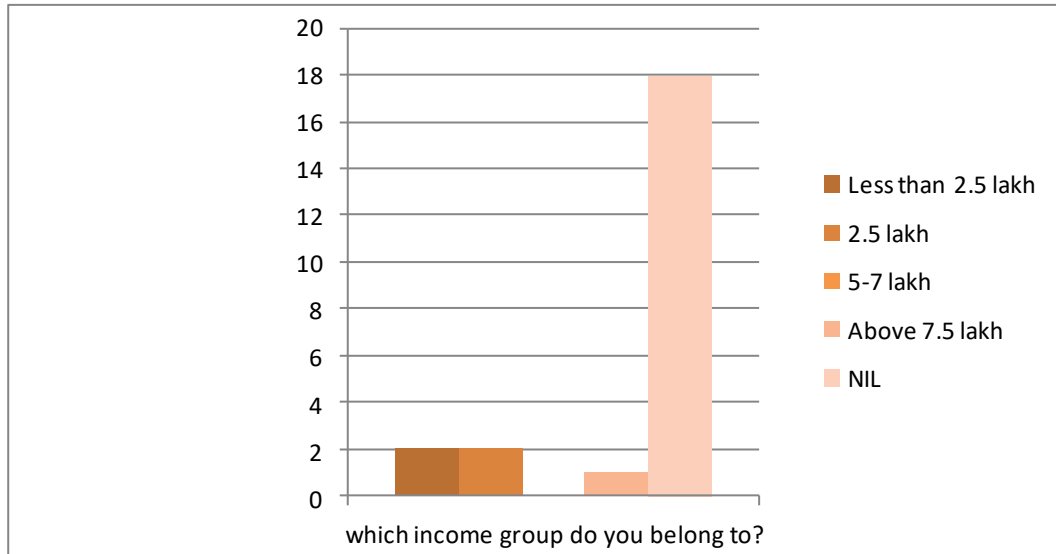In the data analysis part, bar diagrams and Pie-charts used to analyze the data.

Fig.1: We can see the in the data analysis that more than 78% person have NIL income. 8% people have income less than 2.5 lakh and 8% person have income of 2.5-5 lakh. No income group between 5-7 lakh.
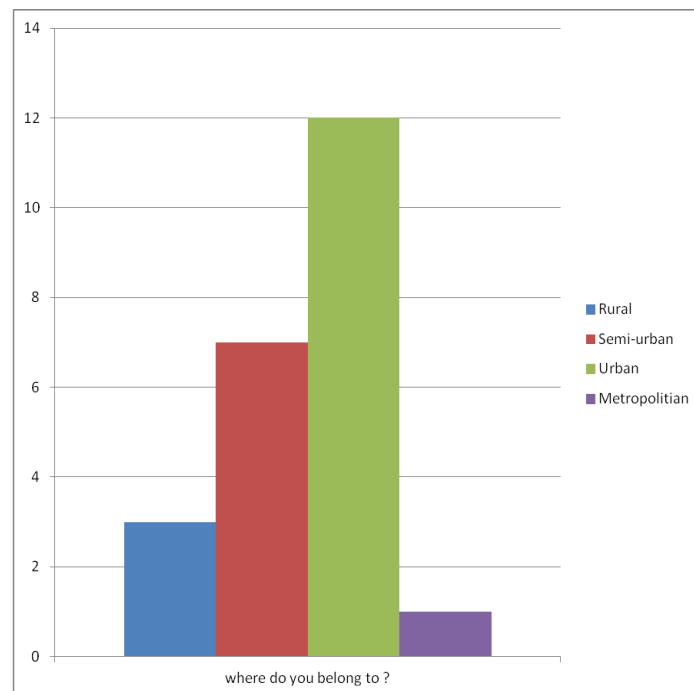

Fig.2: We can see in this data analysis that 52% person belongs to urban area and 4% percent belongs to metropolitan area, 13% are from rural area and 30% are from semi-urban area.
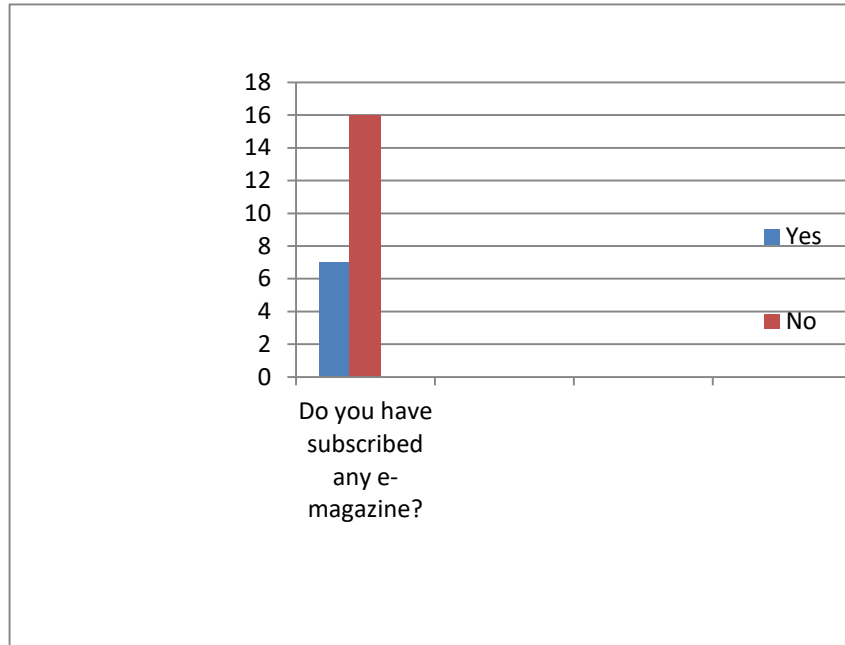
Fig.3: We can see in this data analysis that more than 69% of the person have not subscribed any e-magazine. 30% of the people have subscribed e-magazine.
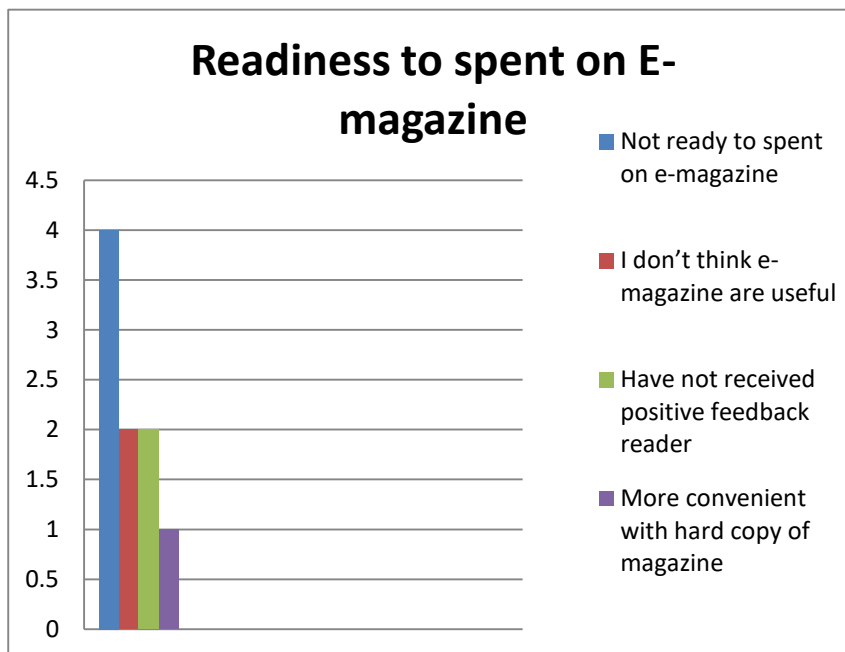

Fig.4: We can see that 60% person not ready to spent on e-magazine and 30% person have not received positive feedback and they don't think e-magazine are useful. 10% people are more convenient with hard copy.
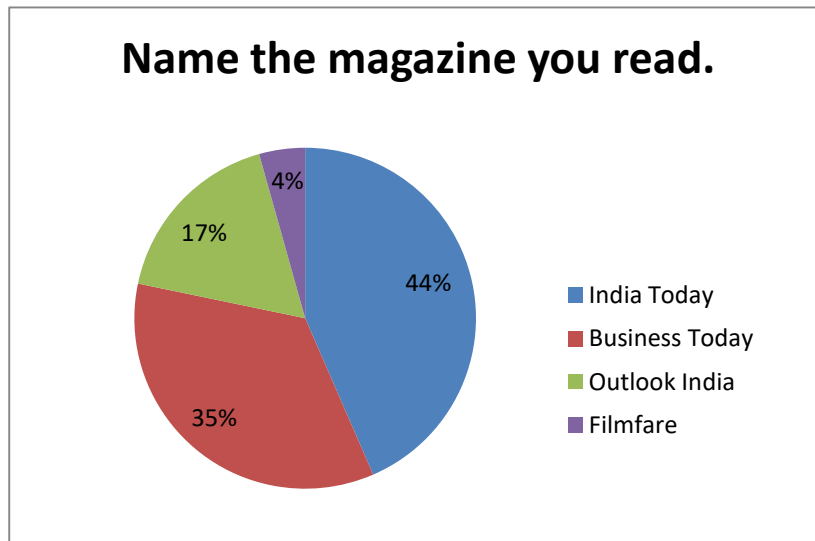
Fig.5: we can see clearly in the Pie chart that 42% person read India Today and 33% read Business Today were as 17% person like to read Outlook India. 8% person read Filmfare.
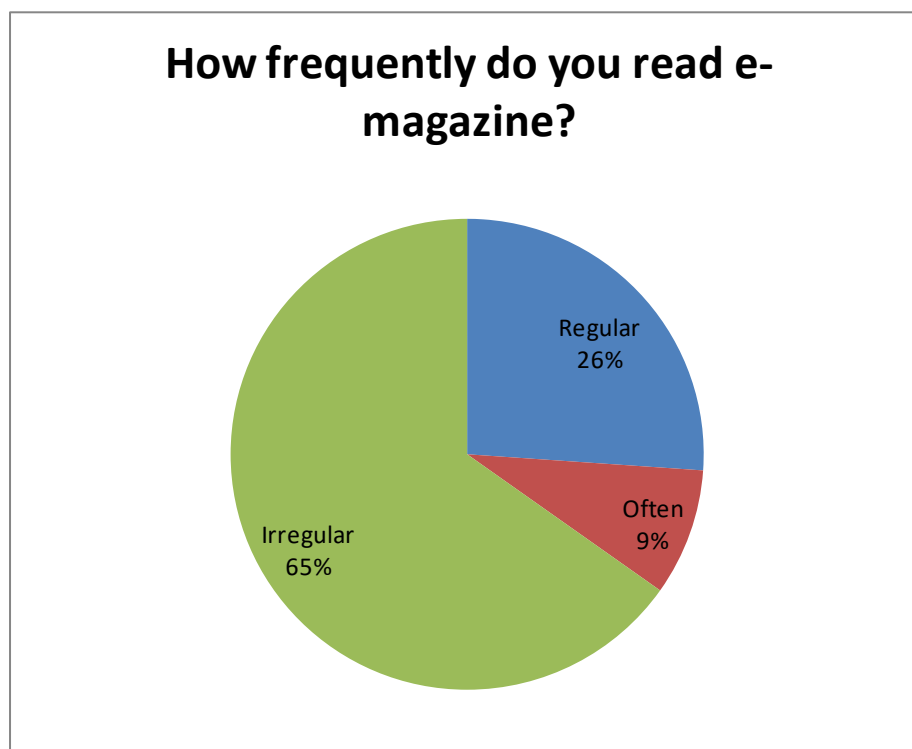

Fig.6: In this Pie chart we can see that 65% person read e-magazine Irregular and 26% person read e-magazine regular 9% person read e-magazine often.
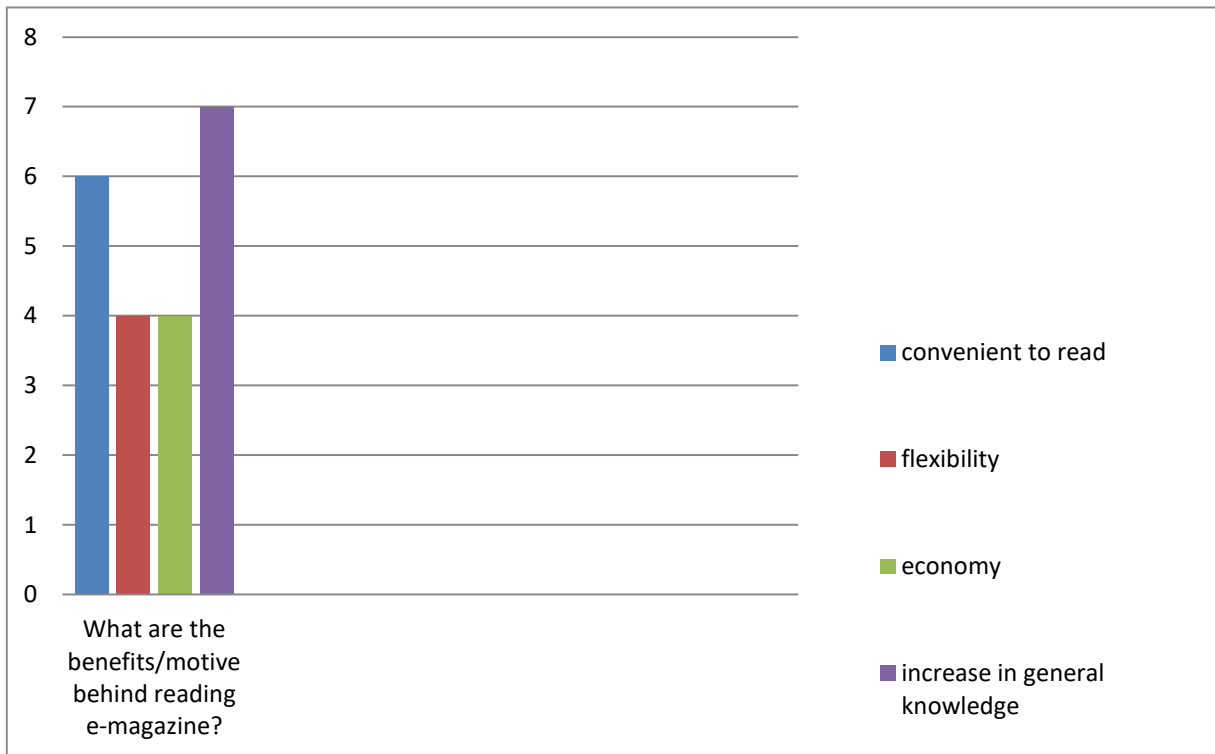
Fig.7: We can see in the bar graph that 50% person think that e-magazine increase general knowledge and 30% person find convenient to read. 20% person find economy and flexibility so that they read e-magazine.
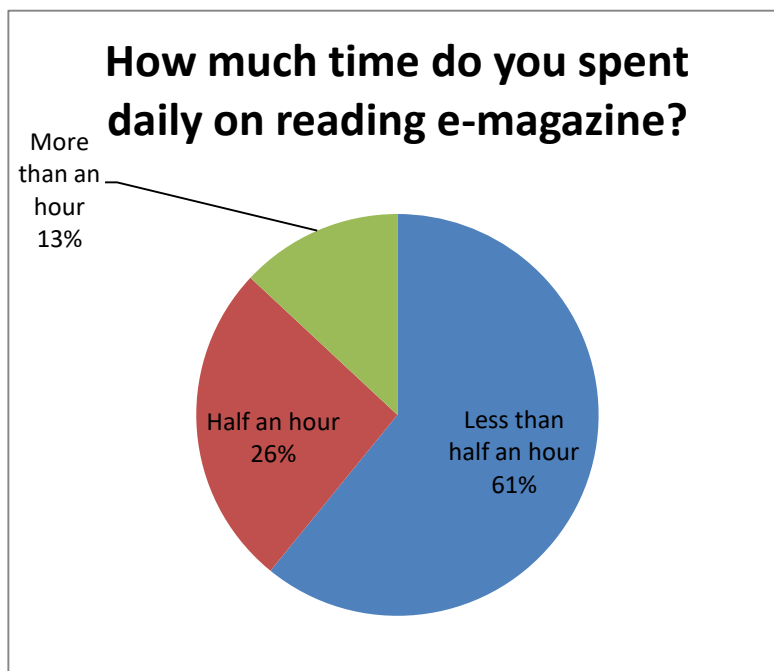

Fig.8: In the pie chart we can see that 61% person read e-magazine less than half an hour and 26% person read e-magazine half an hour. 13% person read e-magazine more than hour.

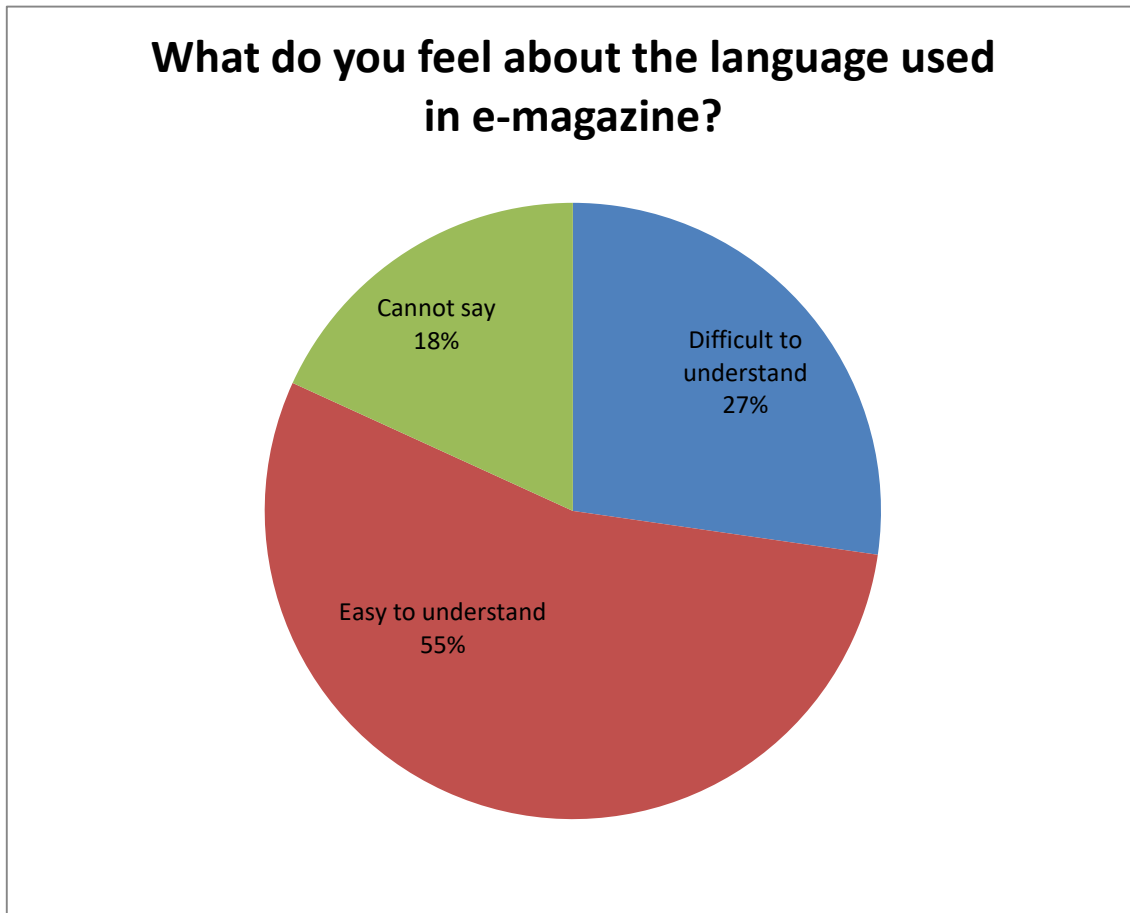## What do you feel about the language used in e-magazine?

Fig.9: We can see that in the Pie chart that 55% person find easy to understand the language of e-magazine and 27% person find difficult. 18% person cannot said about the language.
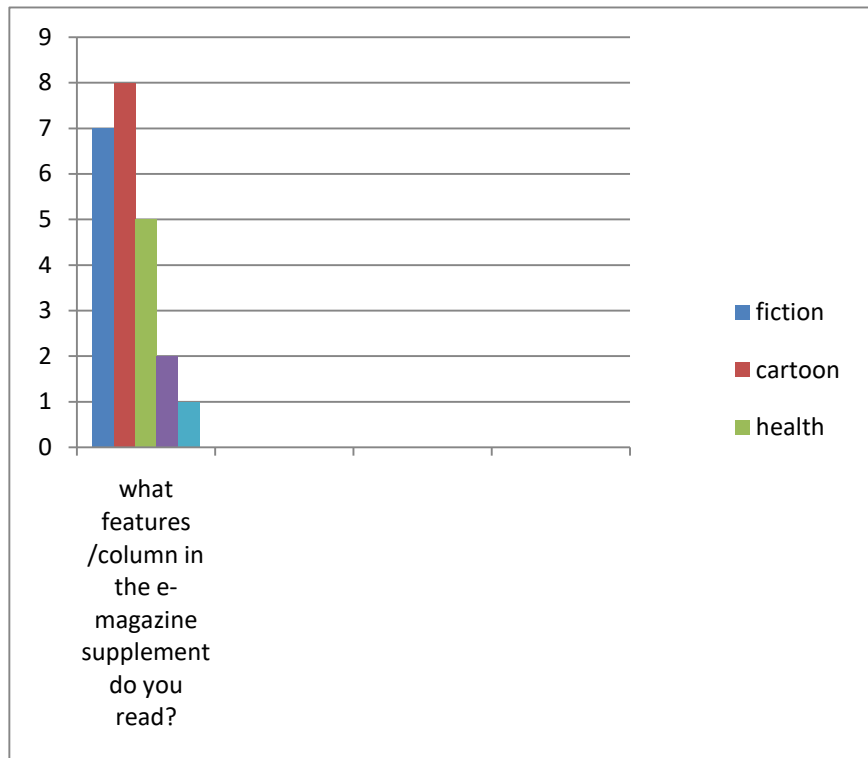
Fig.10: We can see that 40% person like to read cartoon and comics and 30% person like to read fiction, 20% like to read health column. 10% people like to read politics column.
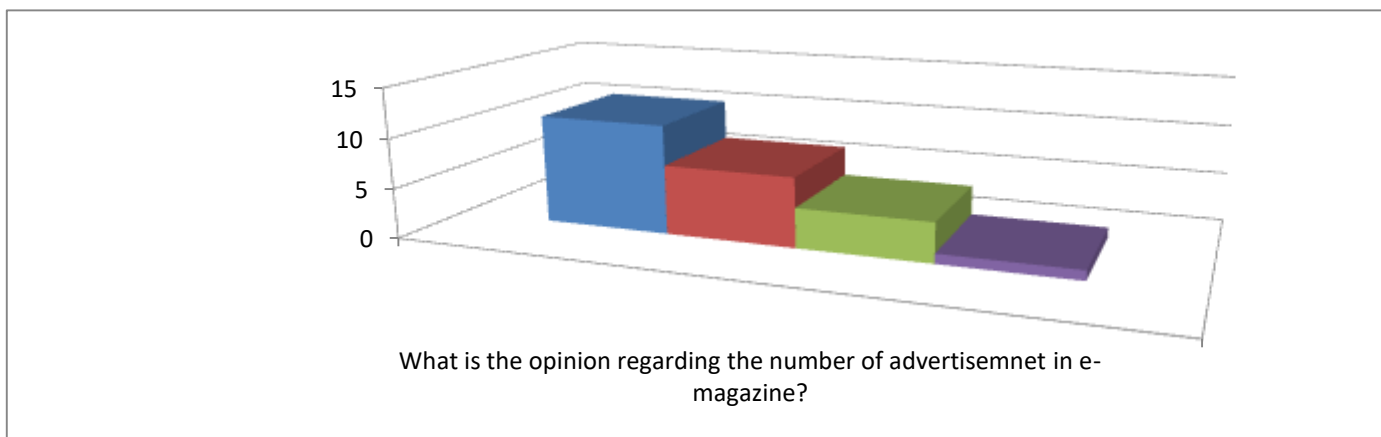

Fig.11: We can see that 50% person think that advertisement in the e-magazine is too many and 30% person think that it is Adequate, 15% find it too less. 5% person could not define.

Fig. 12: We can see in the Pie chart clearly that 50% person find the price neutral and 20% person is satisfied as well as unsatisfied. 10% people are very unsatisfied with the price of E-magazine.
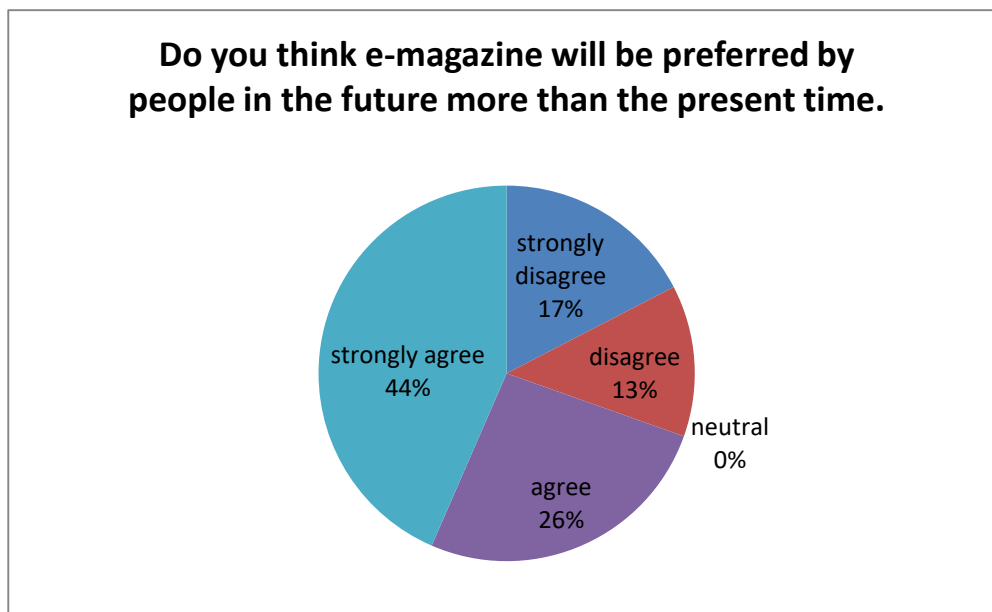

Fig.13: We can see that clearly in the Pie chart that 44% person strongly agree with that and 27% person are agree , 17% person are strongly disagree. 13% people are disagreeing that the e-magazine will be preferred more in future compare to present time.
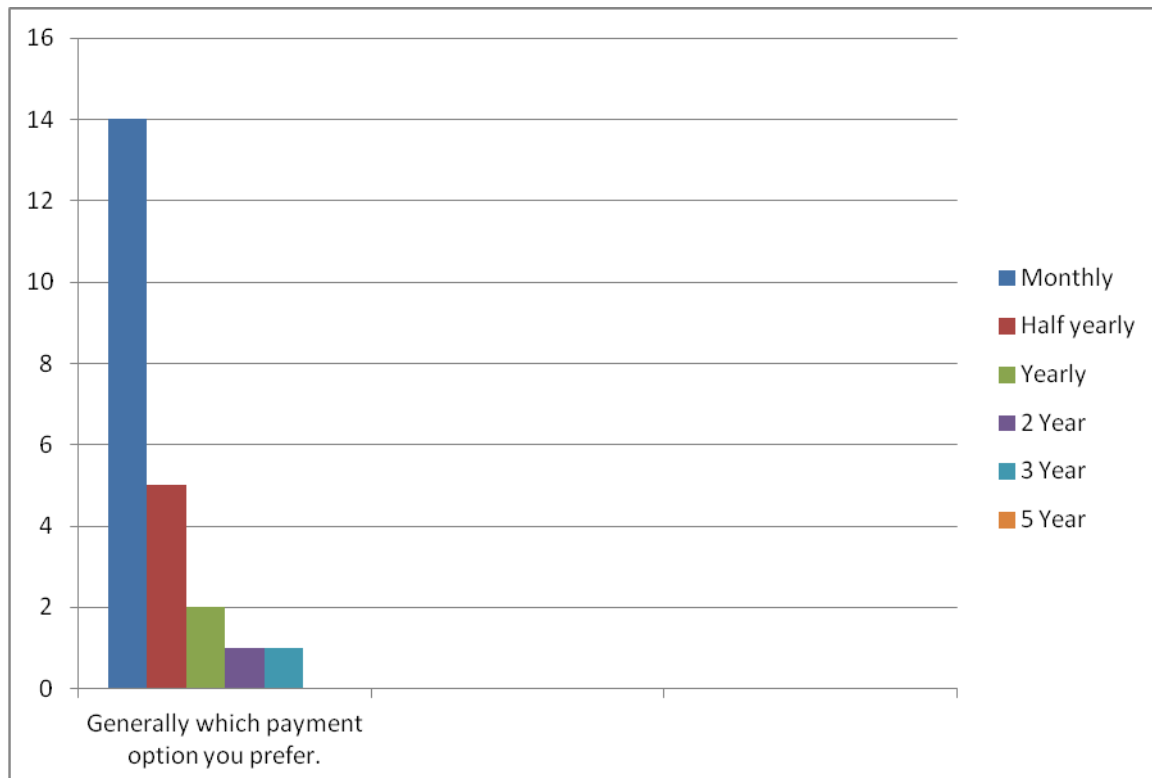
Fig.14: We can see that clearly in this 55% person prefer monthly payment and 25% prefer paying half yearly, 15% prefer yearly payment. 5% people prefer 3 as well as 5 year payment option.

Findings of the study

- More than half of the population belongs to urban area who have subscribed e-magazine.

- Majority of the population have not subscribed any e-magazine.

- Majority of the population not ready to spent on e-magazine. Average of the population find e-magazine is useful and better than paper magazine.

- More than half of the population read India Today than Business Today and Outlook India.

- More than half of the population read e-magazine irregular. Minority of the population read e-magazine regular and often.

- Majority of the population thinks that e-magazine increase the awareness level. Minority of the population thinks that e-magazine provide concise information.

- More than half of the population read e-magazine less than half an hour while minority of the population read e-magazine more than a hour.

- More than half of the population found the language of e-magazine easy. Below the average of the population find it difficult to understand.

- Majority of the population find there is too many advertisement in the e-magazine while below the average of the population finds it adequate.

- Below the average of the population are unsatisfied by the price of e-magazine while majority of the population were not affected (Neutral) by the price.

- More than half of the population thinks that e-magazine is better than printed magazine and it will be preferred more by the people in future in compare to present time.

- Majority of the population prefer monthly payment option while minority of the population prefers yearly payment option.

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