



Research Article

PREFERENCE PATTERN OF AGROWON DAILY READERS FROM RATNAGIRI DISTRICT

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Abstract- The study was conducted to know the preference pattern of agrowon daily readers from Ratnagiri District. The findings of the study revealed that preferences of readers regarding the various aspects of subject matter, style of writing and source of information was first preference, majority (93.00per cent) of the respondents for agriculture, horticulture (79.00 per cent), (90.00per cent) news, articles (67.00per cent) and (77.00 per cent) news agency, respectively. Regarding second preference, (59.00 per cent) sericulture, animal husbandry and dairy science (55.00 per cent), majority (56.00 per cent) success stories, letters to editors (55.00 per cent) and (56.00 per cent) special correspondence, respectively, (45.00 per cent) short news, (62.00 per cent) khala, puzzles (59.00 per cent) and 54.00% VNMAU, Parbhani, (44.00per cent) Dr. PDKV, Akola, respectively, third preference was observed of agrowon daily readers from Ratnagiri District.

Keywords- Preference pattern, Agrowon daily readers, Ratnagiri District.

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Introduction

Agriculture is more important in India than anything else, because agricultural production sets the tone to all the economic progress. About 70 per cent population of the country depends upon agriculture Farm communication takes place through various extension teaching method like individual contact methods, group contact methods and mass contact method. The main aim of print media in agricultural development is to inform, educate and motivate the farmers to adopt new ideas and agricultural practices in order to increase production per unit of resources like land, water, labour, capital etc. The number of newspapers and its readers has increased throughout the world. India and China are leading countries in this regard. The total number of circulation of Sakal newspapers about 15, 00,000 daily and Agrowon daily is a sister branch of Sakal newspaper and circulation of Agrowon daily is 2.15 lakh readers respectively spread across Maharashtra [1]. Majority of the farmers reading newspaper are interested to read matter related to farming. The Sakal Papers Ltd. Pune has launched 'Agrowon' the first ever daily in India devoted to agriculture, on 20th April 2005 [2]. Agrowon would generate confidence among the farmers and facilitate them with information to go global. Agrowon was launched with objective of equipping farmers with factual information and the latest technology, to make them globally competitive, help them increase their income levels and new projects information on processing of agriculture produce, market rates and trends, weather forecasting and the like. Apart from this various schemes of the central and state government, science and technology related to agriculture, export of agricultural produce and export procedures and facilities are also given space in Agrowon. Agrowon has 2.15 lakh readers respectively spread across Maharashtra. Agrowon has 88 per cent male readers and 80 per cent of its readers own agricultural land (July-December 2015)[3].

Methodology

The present study was conducted in Ratnagiri district of Konkan region of Maharashtra state. Out of nine tahsils, four tahsils were selected, from Ratnagiri district by considering highest circulation of Agrowon daily newspaper. Five villages from each tahsils having maximum circulation of Agrowon daily were selected. Thus, total 20 villages from four tahsils were selected for the study[4]. Five readers of Agrowon newspaper from each village were selected. Thus, total 100 reader respondents from 20 villages were selected by proportionate random sampling method for the study. For this study ex-post-facto technique was used. Collecting the responses on three point continuum namely; I, II and III with scores 3, 2, 1, according to their preference, respectively. Sum of total score of each statements and higher the score I preference was given. Frequency, standard deviation and percentage use for the study. [5].

Preference pattern of Agrowon daily readers for various components of the Agrowon daily newspaper.

Preference pattern of Agrowon daily readers regarding various components subject matter, style of writing and sources of information was gathered, analyzed and presented here under.

It is observed in [Table-1] reveals that majority (93.00per cent) of the respondents indicated their first preference for agriculture, horticulture (79.00 per cent), weather (63.00 per cent), markets, prices and marketing (61.00 per cent), agril. Engineering (51.00 per cent) and farm forestry (44.00 per cent). Regarding second preference, majority of the (59.00 per cent) sericulture, animal husbandry and dairy science (55.00 per cent), home science (52.00 per cent) and fisheries (46.00 per cent). In case of third preference maximum number of the (45.00 per cent) short news, health (44.00 per cent), career news (43.00 per cent) and interview (38.00 per cent). This finding supports the results of Hanumanaikar, R.H. (2009) [5], Manjunath and Balasubramanya (2002) [6].

Preference Pattern of Agrowon Daily Readers from Ratnagiri District

Table-1 Preference pattern of Agrowon daily readers about various aspects of subject matter

Sl. No.	Subject matter	Preference (N=100)					
		I		II		III	
		F	%	F	%	F	%
1.	Agriculture	93	93.00	6	6.00	1	1.00
2.	Horticulture	79	79.00	20	20.00	1	1.00
3.	Animal husbandry and Dairy Science	44	44.00	55	55.00	1	1.00
4.	Home science	21	21.00	52	52.00	27	27.00
5.	Fisheries	44	44.00	46	46.00	10	10.00
6.	Sericulture	20	20.00	59	59.00	21	21.00
7.	Farm forestry	44	44.00	43	43.00	13	13.00
8.	Markets, prices and marketing	61	61.00	35	35.00	4	4.00
9.	Weather	63	63.00	32	32.00	5	5.00
10.	Agril. engineering	51	51.00	42	42.00	7	7.00
11.	Health	19	19.00	37	37.00	44	44.00
12.	Other	00	00	00	00	00	00

Table-2 Distribution of Agrowon daily readers according to their preference for style of writing

Sl. No.	Writing style	Preference (N=100)					
		I		II		III	
		F	%	F	%	F	%
1.	News	90	90.00	9	9.00	1	1.00
2.	Articles	67	67.00	33	33.00	0	00
3.	Suggestions to farmers	48	48.00	44	44.00	8	8.00
4.	Success stories	38	38.00	56	56.00	6	6.00
5.	Market prices	52	52.00	40	40.00	8	8.00
6.	Weather report	49	49.00	36	36.00	15	15.00
7.	Editorial	47	47.00	39	39.00	14	14.00
8.	Letters to editors	27	27.00	55	55.00	18	18.00
9.	Advertisements	24	24.00	52	52.00	24	24.00
10.	Photo news	32	32.00	43	43.00	25	25.00
11.	Shivar	20	20.00	45	45.00	35	35.00
12.	Market	30	30.00	42	42.00	28	28.00
13.	Dairy	15	15.00	46	46.00	39	39.00
14.	Wishes	17	17.00	37	37.00	46	46.00
15.	Khala	7	7.00	31	31.00	62	62.00
16.	Puzzles	25	25.00	16	16.00	59	59.00
17.	Information Technology	18	18.00	55	55.00	27	27.00
18.	General agriculture	18	18.00	42	42.00	40	40.00

Data presented in [Table-2] reveals that majority of the (90.00per cent) respondents indicated their first preference for news, articles (67.00per cent), market prices (52.00 per cent), weather report (49.00 per cent), suggestions to farmers (48.00 per cent) and editorial (47.00 per cent). Regarding second preference, majority (56.00 per cent) success stories, letters to editors (55.00 per cent), information technology (55.00 per cent), advertisements (52.00 per cent), dairy (46.00 per cent), photo news (43.00 per cent), shivar (45.00 per cent), market (42.00 per cent) and general agriculture (42.00 per cent). In case of third preference majority (62.00 per cent) khala, puzzles (59.00 per cent) and wishes (46.00 per cent). This finding supports the results of Hanumanaikar, R.H. (2009) [5], Manjunath and Balasubramanya (2002) [6].

Table-3 Distribution of Agrowon daily readers according to their preference for sources of information

Sl. No.		Sources of information	Preference (N=100)					
			I		II		III	
			F	%	F	%	F	%
A. News Network								
1.	News agency	77	77.00	19	19.00	4	4.00	
B. Agrowon services								
1.	Correspondence	49	49.00	48	48.00	3	3.00	
2.	Special Correspondence	43	43.00	56	56.00	1	1.00	
3.	Journalists & Photographers	42	42.00	48	48.00	10	10.00	
4.	Editor	50	50.00	36	36.00	14	14.00	

5.	Agrowon team	38	38.00	45	45.00	17	17.00
C. Organizations							
1.	Farm scientist						
i.	MPKV, Rahuri	30	30.00	48	48.00	22	22.00
ii.	VNMAU, Parbhani	11	11.00	35	35.00	54	54.00
iii.	Dr PDKV, Akola	20	20.00	36	36.00	44	44.00
iv.	Dr. BSKKV, Dapoli	91	91.00	4	4.00	5	5.00
v.	MAFSU, Nagpur	12	12.00	53	53.00	35	35.00
2.	Govt. Departments						
i.	Department of meteorology	66	66.00	31	31.00	3	3.00
ii.	Department of Agriculture	62	62.00	37	37.00	1	1.00
iii.	Department of Animal husbandry	40	40.00	58	58.00	2	2.00
iv.	Department of Forestry	37	37.00	51	51.00	12	12.00
3.	Private institutes	26	26.00	47	47.00	27	27.00
4.	APMCs	38	38.00	48	48.00	14	14.00
5.	Co-operatives	26	26.00	54	54.00	20	20.00
6.	NGOs	30	30.00	38	38.00	32	32.00
D. Individual							
1.	Writers	42	42.00	45	45.00	13	13.00
2.	Experts	28	28.00	46	46.00	26	26.00
3.	Scientists	32	32.00	38	38.00	30	30.00
4.	Readers	12	12.00	53	53.00	35	35.00
5.	Other	00	00	00	00	00	00

It was observed from [Table-3] that maximum (77.00 per cent) of the readers preferred news agency as source of information for them in Agrowon daily. Half (50.00 per cent) of the respondents indicated their first preference for editor, correspondence (49.00 per cent). (91.00 per cent) farm scientist of Dr. D.B.S.K.K.V., Dapoli, Department of Meteorology (66.00 per cent), Department of Agriculture (62.00 per cent), (42.00 per cent) of the respondents gave first preference to writers. Regarding second preference, majority (56.00 per cent) special correspondence, journalists and photographers (48.00 per cent) and Agrowon team (45.00 per cent) and 53.00 per cent second preference to readers. In case of third preference majority respondents (54.00per cent) V.N.M.A.U., Parbhani, (44.00per cent) Dr. P.D.K.V., Akola. This finding gets the support of the studies conducted by Hanumanaikar, R.H. (2009)[5], Manjunath and Balasubramanya (2002) [6], Mardane, R. G. (2009)[7].

Conclusion

It may be concluded that the Agriculture University scientists, progressive farmers and extension workers must be requested to contribute more articles as these sources were most preferred by the readers of the newspaper. The Editor and Agrowon daily try to meet the farm information requirements of farmers, benefited and they will use this information in farming.

Application of research:

It is helpful for identifying the preference pattern of different magazine and newspaper.

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Abbreviations:

I : First
F: Frequency

Conflict of Interest: None declared

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