



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. 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. 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 welldeveloped online platform with free and paid subscription options. Both newspapers have established reputations, but their writing styles can differ. Mint might have a more concise and analytical approach, while Business Standard could offer a more narrative style. This can give you valuable insights into how others perceive their strengths, weaknesses, and suitability for different reader preferences. If a national perspective on financial markets and concise analysis is your focus, Mint might be a better fit. If you prioritize in-depth business news and local coverage, Business Standard could be ideal

INTRODUCTION

Mint

Business founders, executives, and legislators in India hold Mint, an award-winning business journal, in the highest regard. We help global decision makers understand one of the major economies with the quickest rates of growth (Ajudiya, Patel & Vidani, 2023). To act as an objective and lucid historian of the Indian Dream, Mint was established on February 1, 2007 (Alkhizar & Vidani, 2024).

India's first newspaper to be published in the Berliner format, Mint began its existence with an exclusive partnership with The Wall Street Journal and is published by HT Media Group, one of the country's biggest media and entertainment conglomerates (Bansal, Pophalkar & Vidani, 2023). Indian journalism has been changed by our editorial coverage and presentation style, which is renowned for its refreshing clarity and accessibility (Bariya & Vidani, 2023). The weekend magazine Mint Lounge, which has garnered critical praise over the years and focuses on intelligent lifestyle, fashion, food, books, science, and culture, is one of the stars in our stable. Due to its unique market knowledge and viewpoint, Mint Money, our personal wealth brand, also enjoys a devoted following (Bhatt, Vadher & Vidani, 2023). Additionally, Mint hosts other respectable events throughout the year that serve a variety of sectors and interests, including startups, public policy, marketing, digital innovation, banking, human resources, and so forth (Bhatt, Patel & Vidani, 2017). Although Mint began as a newspaper and website, its online presence has greatly outgrown its original print audience (Biharani & Vidani, 2018). The nexus of our immersive digital experiences, which include market dashboards and data pages, tailored notifications, daily and weekly videos, podcasts, and custom-written newsletters, is our website and iOS and Android applications. As a result, Mint has become a leading digital brand (Chalplot, Jagetiya & Vidani, 2024). In order to better meet the demands of our customers, we expanded our content offerings after launching a digital subscription program in 2020. In addition to our unique writing style, we provide a variety of digital subscription packages, such as those with The Economist and The Wall Street Journal (Chaudhary, Patel & Vidani, 2023).

Products or Service of the Mint Company

Mint, initially conceived as a business and financial news publication, has evolved into a multifaceted platform catering to the information and resource needs of professionals and investors.

1. **Print and Digital News:** The flagship Print newspaper and its robust digital counterpart deliver in-depth coverage of business, finance, economy, and policy.
2. **Mobile Applications:** User-friendly iOS and Android apps provide real-time news updates, market data, and personalized content on the go.

Beyond news, Mint offers a suite of value-added services:

1. **Mint Lounge:** A lifestyle and culture magazine providing a refreshing break from the world of business.
2. **Mint Money:** A dedicated personal finance vertical offering investment advice, market analysis, and wealth management insights.

3. Events and Conferences: Hosting industry-focused events and conferences to foster networking and knowledge sharing.
4. Premium Subscriptions: Exclusive access to in-depth analysis, research reports, and premium content for subscribers.
5. Data and Analytics: Providing comprehensive market data, financial tools, and interactive dashboards for informed decision-making.
6. Personalized Content: Tailored news alerts, recommendations, and notifications based on user preferences and interests.
7. Multimedia Content: Engaging audiences with videos, podcasts, and other multimedia formats to enhance the news experience.

HT Media

According to circulation statistics, Hindustan Times is the second most read newspaper in India and one of the most widely distributed (Gosiya, Parekh & Vidani, 2024). Particularly in Northern India, it enjoys exceptional appeal (Gupta, Patel & Vidani, 2024). Sunder Singh Lyallpuri, who also formed the Akali movement in Punjab Province, saw the need for an English-language daily to address the non-Punjabi people in northern India and founded Hindustan Times. Members of the Managing Committee included Tara Singh and Madan Mohan Malaviya (Vidani, 2015). The Sikhs provided the majority of the paper's initial funding. In "C"nada," Hindustan Times was anti-British and had a patriotic stance from the start (Vidani, 2015). The journey of Hindustan Times began on September 26, 1924, when Mahatma Gandhi officially opened the publication. The inaugural edition was released from Delhi's Naya Bazar. It included essays and writings by Cattamanchi Ramalinga and C. F. Andrews. Among others, Reddy (Vidani, 2015). The Indian Independence Movement served as the foundation for Hindustan Times, which was involved in the well-known Hindustan Times Contempt Case of 1941 before the Allahabad Court (Vidani, 2015). When the British imposed newspaper censorship in 1942, the paper refused to comply and ceased publication for four and a half months. Hindustan Times became one of the most prominent newspapers published from Delhi after India gained independence in 1947 (Mala, Vidani & Solanki, 2016). As K.K. Birla replaced G.D. Birla in 1957, the Hindustan Times' circulation nearly doubled to about one lakh forty thousand. edited by a number of distinguished Indians, such as B.G. Devidas Gandhi and Sri Mulgaonkar (Vidani, 2015). Hindustan Times remained one of India's most widely read newspapers under Verghese and Khushwant Singh. Hindustan Times' origins may be traced back to the Indian Independence Movement, for which it was involved in the well-known Hindustan Times Contempt Case in 1941 before the Allahabad Court. Because it refused to accept British censorship of newspapers, the paper ceased publication for four and a half months in 1942 (Mer, Gothadiya & Vidani, 2024). Following India's independence in 1947, the Delhi-based Hindustan Times became one of the most prominent newspapers. The Hindustan Times' circulation nearly doubled to about 1 lakh forty thousand by 1957 when K.K. Birla replaced G.D. Birla (Niyati & Vidani, 2016).

Business Standard

Business Standard Private Limited publishes the English-language daily edition of the Indian newspaper Business Standard, which is also available in Hindi. The journal was established in 1975 and covers a variety of financial news, opinions, and insights, including corporate governance, international business and commerce, infrastructure, the Indian economy, and stock and currency markets (Chourasiya, Zala & Vidani, 2023). The primary English-language edition is sent to readers in more than 1,000 Indian towns and cities and originates from 12 regional centers: Mumbai, New Delhi, Kolkata, Bengaluru, Coimbatore, Chennai, Ahmedabad, Hyderabad, Chandigarh, Pune, Lucknow, Bhubaneswar, and Kochi (Devani, Gandhi & Vidani, 2024). The website business-standard.com belongs to Business Standard Private Limited, which publishes Business Standard, the top business newspaper in India (Dhere, Vidani & Solanki, 2016). According to Dinodiya and Vidani (2023), the website has more than 15 million unique visits each month, which is the most of any independent business daily online in India. Serious business readers choose to read the daily newspaper Business Standard, which is also available as an e-paper. New Delhi, Mumbai, Kolkata, Bengaluru, Chennai, Ahmedabad, Hyderabad, Chandigarh, Lucknow, Pune, Kochi, and Bhubaneswar are among the twelve locations where it is published (Dodiya, Dudhat & Vidani, 2024). Additionally, Bhopal is where it is printed (Doshi, Gajera & Vidani, 2023). Six locations around India—New Delhi, Mumbai, Kolkata, Lucknow, Bhopal, and Chandigarh—publish the Hindi Business Standard. bshindi.com is where its content is available (Ghoghabori, Maheshwari & Vidani, 2023). Business Standard stands for journalism that is based on ethical behavior and characterized by a sacred connection with the reader, reporting that prioritizes accuracy and trustworthiness, and commentary that is knowledgeable, impartial, and independent (Gohel, Yadav & Vidani, 2023). A code of conduct that is accessible on this website is signed by all Business Standard journalists (Gohel, Yadav & Vidani, 2023). Shailesh Dobhal is in charge of the editorial staff at Business Standard.

Product or Service of the Business Standard

The Business Standard is primarily a news and information provider, focusing on business and economic news. Its core product is its journalistic content, delivered through various platforms.

Core Product: News and Information

1. News articles: Covering a wide range of business and economic topics, including finance, markets, policy, technology, and industry-specific news.
2. Analysis and commentary: In-depth analysis, expert opinions, and commentaries on current business trends and issues.
3. Data and statistics: Providing data-driven insights and market intelligence.
4. Features and interviews: Offering profiles of business leaders, industry trends, and special reports.
5. Print newspaper: The traditional format, providing a tangible reading experience.
6. Website: Online platform offering real-time news updates, archives, and multimedia content.
7. Mobile app: Providing on-the-go access to news and features.

8. Digital subscriptions: Paid subscriptions for exclusive online content and features.
 9. Social media: Utilizing platforms like LinkedIn, Twitter, and Facebook to distribute news and engage with audiences.
 10. Newsletters: Curated email newsletters on specific topics or industries.
- While not its primary focus, the Business Standard might offer additional services like:
1. Events and conferences: Organizing industry conferences and seminars.
 2. Market research: Providing market research and data analysis services..

LITERATURE REVIEW

Users' pleasure with reading English newspapers is influenced by a number of factors, and knowing these aspects can assist enhance newspaper services and boost reader loyalty.(April 29, 2023; T. -, M. -)

The literature has shown interest in the question of users' happiness with reading English newspapers. Numerous aspects, including perceived utility, ease of use, content quality, trust, perceived value, brand equity, and demography, have been studied in relation to user happiness. For instance, studies have indicated that while perceived value and satisfaction are important determinants of loyalty in Gujarat, age, gender, and educational attainment might affect satisfaction with English newspapers in India. In India, users' happiness with English newspapers was found to be influenced by perceived value and trust. Furthermore, research on user happiness with online English newspaper services has shown that perceived utility, usability, and content quality are important indicators of user satisfaction. According to the literature, there are a number of elements that might affect how satisfied users are with reading English newspapers. By knowing these characteristics, newspaper services can be improved and reader loyalty can be increased.

Reading English newspapers on a regular basis is a great way to learn the language because it can greatly enhance one's proficiency. (Sri Lanka Rao Emmadi • Aug. 25, 2023)

Newspapers in English: A Remark In summary: There is no question that the English language is the most popular language in the world. However, a number of circumstances have made studying English in a non-native nation like India seem insignificant. In many nations where English is taught as a second language, millions of individuals have found it difficult to extract the beauty of the English language. India is no different. Teachers and students are under a lot of stress, particularly in India's rural institutions. Stakeholders and policymakers have proposed a number of confusing methods for learning English, leaving learners in a difficult situation. However, for those that are passionate about learning, the procedure becomes somewhat simpler. Prominent English language and literature experts' proficiency is a prime example of the creative learning strategies they have embraced. However, inventiveness and novelty are always positive indicators when learning English. The fact that studying English does not discourage the dedicated is undeniable. With the correct approach, learners' stress and fear can be dispelled. First, learning should be a stress-free

process. Sailing with the tide of learning becomes hassle-free if we do away with the outdated modes. It is no longer difficult to navigate the English language learning process. The main barrier to mastering the language is being resistant to new teaching and learning methods. Every approach, regardless of nomenclature, will aid language acquisition, according to a cursory examination of the current state of affairs in all educational institutions. Reading English newspapers on a regular basis has been shown to increase one's English language skills. English newspapers are an effective way to learn the language, whether you're learning to read or write. This essay aims to demonstrate how reading English-language newspapers aids in improving language proficiency.

Eye-tracking data confirms three main categories of newspaper readers: editorial, overview, and focused. (Jana Holsanova, H. Rahm, K.Holmqvist Feb 1, 2006)

This article compares eye-tracking data from readers' real interactions with a newspaper with broad beliefs about newspaper reading (Ravani, Bhalani & Vidani, 2024). First, we take socio-semiotic research's presumptions on newspaper reading habits (Sachaniya, Vora & Vidani, 2019). Second, without any prior knowledge of real reading behavior, we apply these assumptions by analyzing a newspaper spread. Lastly, we experimentally investigate so-called entry points and reading routes using eye tracking (Saxena & Vidani, 2023). Three different methods are used to analyze eye movement data on reading newspaper spreads: reading priorities are determined by calculating the time sequence in which different areas attract attention; the areas that have been read the most are determined by calculating the amount of time spent on each area; and the depth of attention is determined by calculating the amount of time spent on each area. The outcomes of the actual behavior of the individuals who read the newspaper spread are contrasted with general hypotheses taken from the sociosemiotic framework. The findings demonstrate that some of the extracted assumptions are supported by the empirical data. The reading paths of the five subjects participating in the eyetracking tests suggest that there are three main categories of readers: editorial readers, overview readers and focused readers. **Text-based elements, size, and placement significantly influence reading behavior in printed and online newspaper media, while images rarely draw major visual attention online.(Sara Leckner • May 1, 2012)**

This study looks at how people who read newspapers both online and in print behave. The objective is to determine the degree to which reading behavior is influenced by different presenting characteristics and how output media relate to this reliance and its size (Saxena, Joshi & Vidani, 2023). The review and analysis of empirical studies, particularly those that use eye-tracking techniques, served as the foundation for this work. The findings indicate that certain elements—like text-based content, positioning, and size—are crucial indicators of salience in both mediums. However, it has generally been discovered that images do not attract significant visual attention on the internet, which can impact how advertisements are viewed, for instance (Saxena, Joshi & Vidani, 2024). Reading behaviour is, however, a complicated process, and eye-tracking research does not consistently point in one direction (Shah & Vaghela, 2023a).

Readers prefer digital newspapers for updated news, while reading for entertainment or habit makes both channels more 'substitutable', suggesting both channels can survive alongside each other without cannibalistic effects.(C. Flavián, R. Gurrea • Jan 9, 2009)

Analysis of the duality of news distribution channels is becoming more and more popular in the newspaper industry. The primary reasons why people read the press are determined in this study. We also examine how motivations affect how much people believe digital and traditional newspapers can be substituted for one another. Initially, a qualitative study was conducted to gain a deeper understanding of this specific context of analysis. In particular, we conducted a number of in-depth interviews and a focus group. We were able to determine the four primary reasons people read the press thanks to these analyses: (1) to find specific information, (2) to obtain up-to-date news, (3) for leisure, and (4) as a habit. A representative sample of customers was then given a survey, and a binary logistic regression analysis was used to evaluate a number of hypotheses. The findings demonstrate that readers' need to find up-to-date news has a negative impact on their perception of the degree of channel substitutability (they prefer the digital channel for this purpose). Additionally, they discovered that readers who read for pleasure or as a habit thought of both as more "substitutable." These results imply that both channels may coexist without having cannibalistic consequences, and that the newspaper industry should acknowledge the unique characteristics of the digital channel in order to distinguish it.

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 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

Research Design

- Type of research
A descriptive research.
- Data Collection Method
 - Primary data (field survey) is the data source.
 - One tool for gathering data is the questionnaire.
 - Ahmedabad is the research area.
- Sampling
 - Sample unit: Readers of Mint/Business Standard are the respondents.
 - Non-probability sampling technique
 - Sample size: 150 Ahmedabad-based responders

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.

Hypothesis Analysis

Table 2. Hypothesis

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:- The frequency of reading the Mint newspaper is correlated with occupation..	0.030	>	H01Accepted
2	H02:- The frequency of Business Standard newspaper reading is not correlated with occupation.	H2:- The frequency of reading the Business Standard newspaper is correlated with occupation.	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:- Overall satisfaction with Mint newspaper is not correlated with occupation.	H9:- Overall satisfaction with Mint newspaper is correlated with employment.	0.675	>	H09 Accepted
10	H010:- Occupation and general satisfaction with the Business Standard newspaper are unrelated.	H10:- Overall satisfaction with the Business Standard newspaper is correlated with employment.	0.008	>	H010 Accepted

RESULTS AND 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 respondent's 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:

The frequency of reading the Mint newspaper and occupation are statistically significantly correlated ($p = 0.030$), indicating that various occupational groupings may have different reading preferences or habits. 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. Perceptions of

the editorial quality of any newspaper do not significantly correlate with occupation, indicating that different occupational groups have a consistent understanding of editorial standards. 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.

CONCLUSIONS AND RECOMMENDATIONS

Sixty percent of respondents read Business Standard and other newspapers, while forty percent read the Mint newspaper. The respondents' favorite editions are sixty percent stock-related in Mint and forty percent corporate and company news in Business Standard. Instead of using another financial newspaper, the company is drawing customers in by offering them various gifts and a decent subscription. Although most customers are happy with the product MINT, the business must provide excellent customer care to those who are unsatisfied and run sales promotion campaigns to boost sales.

MINT is experiencing remarkable growth in the media business. MINT provides easy-to-understand financial news in a convenient format. Because of its improved customer profiling and marketing strategies, it is currently the second-ranked newspaper in the finance industry. One might be proud to intern at MINT, since it is one of the best ways to enhance one's personal marketing abilities.

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