



A study on the preference of the women's magazines across the different cross sections in Patna

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Abstract : *It is always a debatable proposition whether magazines would withstand the onslaughts of the electronic media or not. The study is an attempt to comprehend what has been the preference of women across the different cross section regarding the magazines. With the changing profile of Women in Patna it was interesting and enriching experience to study the various forces that play pivotal role in shaping their preference for the magazine in Patna. It was noticed that Hindi magazines rule the roost and entertainment is the most sought after section in magazines.*

Key words: Magazines, Preference, Cross-Sections.

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Introduction:

With the growth of education amongst the women in Bihar, the reading habit has undergone a sea-change. The print media finds a readership group that it cannot ignore anymore. The magazine market for women is very much on upsurge. The study focuses on analyzing the current women magazine in Patna in order to comprehend the under currents that covers the preference for magazines in different cross sections in Patna.

Objectives :

1. To enquire market share of women's magazine in Patna.
2. To figure out the criteria for the preference of the women's magazine.
3. To find out the sources of information.
4. To evaluate the satisfaction level.

Hypothesis :

1. Hindi magazine are preferred by the women in Patna.
2. Entertainment columns are the most popular section among the women's magazine.