



## A study on Readers habit and attitude towards advertisements displayed on Hindi news websites

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### Abstract:

In this era of internet and mobile revolution, Hindi news websites have become a fast, wide and practical medium for dissemination of news. The popularity of news websites and their applications is increasing rapidly among readers to get news. Due to the increasing number of readers and participation on Hindi news websites, advertising companies have also understood their importance. Hindi news websites are full of advertisements. Readers have their own views about the advertisements appearing on the website. While reading news, readers also get the option to remove the advertisements displayed on the screen, due to this the habits and attitude of readers towards advertisements are developing in different ways. Readers see the advertisements displayed online as a convenience because by clicking on the displayed advertisement, the reader can directly reach the website of the company to purchase it or avail its services. Based on the behaviour of the readers on the Internet, they start seeing the advertisement of the desired product or service. One view of the readers is also that while reading news, the advertisements appearing on the Hindi news website become a hindrance in reading the news. In this research, we have tried to find the habit of the readers regarding the advertisements displayed on the Hindi news website. Do they click on the advertisements. We also try to find the readers see the advertisements as a hindrance in their main task of reading the news. Using a quantitative descriptive survey method, data was collected through structured questionnaires from 404 respondents in urban and rural areas of Bhopal from media organizations, data was further analysed via statically technique using cross-tabulation and chi-square tests. The research concludes that the reader sees the advertisements displayed on news websites as an interruption in reading the news.

**Key words:** Advertisement, Hindi news website, Media habits, Digital media.

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