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Emergence of Digital Publishing – A Great Challenge to The Print Publications

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Abstract

In this modern age, people are provided with a wide range of traditional and digital channels. Currently online news sites have greatly satisfied the expectations of the readers, and there has been a decrease in the circulation of print newspapers. This study examines the consumer choice of print and online media with respect to demographics and preference of format. The study adopted a primary quantitative data collection approach wherein a paper based survey of 102 journalists was carried out. This research paper inspected the impact of the variables involved (online media and print media) on each other as well as the cause-effect relationship between them. It also highlighted the two main categories of input — descriptive research and explorative research. To tabulate results of the former, the qualitative data that had been collected (after conducting the Elite and Specialized Interview, and the Focus Group Interview). These three facets were then examined simultaneously on the basis of certain hypotheses made, which were fittingly measured with the help of the Chi-Square (or the Null Hypothesis) test. It was concluded that there is no association between the type of media and personal attributes. Large majority of the respondents, irrespective of their gender, nationality, age, education and income, prefer online media, particularly, internet. The only exception is the senior citizen with age above 50 years, still prefer to go with the print media, specifically, newspapers. It confirms that there is no statistically significant association between reasons and the preference for the type of media. It means that according to the type of media, the reasons do not vary significantly. It can empirically conclude that online media affects print media. Impact of online media on print media happens on the various aspects of print media viz. demand, subscription, market share, print revenue, advertising revenue and profitability.

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1. Introduction

The key infrastructure for governance and a well-operating polity can be provided by the media, as they could effectively provide information to the targets. In accordance to Pew Research Center (2009), providing information to the citizens so as to make them to play their role in the society is the major purpose of journalism. Wikipedia (2010) revealed that as the media is considered as the “fourth estate,” they are very important to politics. As media can reach broad population, it plays an important role in advertising and public relations.

Reporting and conveying the information to the audience is the major duty of the media as they not only convey the information to the viewers but also influence their behaviour. As stated by Alsem et al. (2008), they won’t stop with informing the news to the viewers. They will also “create” or “describe” the news. In addition, an appropriate information gathering for reporting, influences the behaviour of the viewers (Gentzkow and Shapiro, 2004; George & Waldfogel, 2006; Mullainathan & Shleifer, 2005), particularly by selecting the slant and spin in what is reported, they will influence the behaviour of the viewers (Gentzkow and Shapiro, 2006; Gentzkow et al. 2006; Xiang and Sarvary, 2007)

Most of the researchers (Chyi & Chang, 2009; Chyi & Lasorsa, 2002; Chyi & Yang, 2009; De Waal, Schoenbach, & Lauf, 2005; Online Publishers Association, 2004) identified that the users enjoy and like the print news paper than online newspapers. But it is believed that it is necessary to adopt various modern techniques so as to retain the digital natives. However, still researchers could not identify a valid business model for online news even after sixteen years of study (Gill, 2011). They could find out the factors motivating the users to choose online news resources and the way through which the online resources fulfil the expectations of the readers. Further, the competition between online and traditional news platforms and the impacts of online news on traditional have not been focused by many researchers. Hence, it is important to focus on the literature that deals with the views of the youngsters about online and print media. The researcher of this study has attempted to compare the uses of online news platforms and old media forms. As the online news sites have greatly satisfied the expectations of the readers, there has been a decrease in the circulation of print newspapers (Stempel et al., 2000) and the impact of the same on younger generation.

2. Literature Review

Newspaper firms have started to search for online delivery channels so as to retain the young readers. As a result, they have transferred a considerable amount of their delivery channels from print format to online format. Most of the media firms have started to implement a 360-degree strategy that integrates content decisions “shaped by the potential to generate consumer value and returns through multiple platforms of expression of that content and via a number of distributive outlets” (Doyle, 2010).

In this modern age, people obtain information by means of Internet. In a recent research, it is identified that next to television, people use internet to get to know the daily events and newspaper is ranked as the third news platform. In this research, it is also identified that the link between citizens and news has become portable and participatory (Pew Research, 2010). About thirty three percentages of the individuals tend to read news papers via mobile phones and thirty seven percentages of the individuals use social web sites such as Face book and Twitter to read newspapers. There has been an increase in the number of people who use mobile phones and other technologies. So Pew Internet (2010) insisted that the news organizations have to use social web sites so as to sustain their readers. It is true that youngsters are less likely to use traditional news formats when compared to other age groups (Edmonds, Guskin, & Rosenstiel, 2011), but could not conclude that they are not at all interested to use traditional news formats (Kaufhold, 2010b). Therefore, the news organizations should take steps to sustain the young readers (Graybeal, 2011).

In this modern age, people are provided with a wide range of traditional and digital channels of mass media. As stated by Lacy (2004), the individuals will make their choices among these channels based on their perceptions. Chyi (2009) stated that in order to have sustainable operations, the media industry has to get a clear idea on determinants of media consumption. Edmonds (2009), Rosenstiel, Jurkowitz, & Ji (2012), Saba (2009) and Shields (2009) pointed out that most of the online news publishers concern about the feasibility of digital subscription

models. In accordance to Pew Research Centre for the People and the Press, (2010), news papers couldn't convert the online usage into revenue.

In accordance to a recent Pew report, the youngsters are more interested to use modern devices when compared to other age groups. Most of the college students are interested to own a laptop and to access internet via mobile phones, as they believe that these devices would differentiate them from other age groups. Smith, Rainie, & Zickuhr, (2011) have compared the internet usage of U.S college students and other age groups. They found out that Internet is used by ninety eight percentages of students. Moreover, wireless gadgets are used by ninety two percentages of the students so as to access internet. But only seventy five percentages of the U.S adults are found to use internet and fifty seven percentages of them were found to access internet via wireless gadgets. Therefore the concept of "digital natives" which conveys that every youngster uses the modern digital technology is proved to be inaccurate. But it is true that, the college students are the majority of the tech-savvy populations. With the help of the college newspaper advisers, this study has assessed the future of newspapers, by investigating the opinions of the students about different newspaper formats.

In accordance to Newspaper Association of America (2012a) though there is an increase in the population of U.S, the circulation of newspaper has become declined since 1987 (weekday) and 1993 (Sunday). As per the information from Newspaper Association of America (2012b), only 13.6% of the overall advertising revenue of the newspapers is contributed by the online edition in 2011. Penenberg (2004), insisted that the digital natives and physical news papers should be modified so as to attract more and more people. This is the only way to overcome these challenges. In addition to that, an experimental study can be performed to find out the core problem. In order to address the following research issues, the researcher of this study has focused on readership, advertising, and format preference and presents the following conceptual framework.

The youngsters are usually less interested in reading print newspapers than other age groups. In a study conducted by the Pew Research Centre (2010), forty six percentages of the individuals with the age of sixty years were found to read newspaper daily. But only seven percentages of the individuals with the age of eighteen to twenty four years were found to use newspaper as a news resource. Edmonds et al., (2011); Mindich (2005) and Prior (2007) stated that before the emergence of internet, the age differences in newspaper consumption patterns existed. Most of the youngsters are interested to spend more time online when compared to other age groups. From Pew Research Centre's Internet & American Life Project, (2011) it is identified that in U.S, internet is used by ninety five percentages of the individuals with the age of eighteen to twenty nine years and forty one percentages of the individuals with the age of more than sixty five years.

We could conclude that youngsters have lost interest in reading print newspapers after the emergence of online news websites. Kaufhold (2010b) pointed out that in a survey conducted by three hundred and twenty two journalists, it was found out that the youngsters give more preference to online news rather than print news. Five hundred and twenty students from a public university were examined by Althaus and Tewksbury (2000) so as to identify the role of internet in their daily life. The researchers have expected that the people who use internet as a news platform won't be interested to use traditional newspapers and TV for the same purpose. But, it was identified that though the people have enough computer knowledge and internet access, these factors didn't reduce the use of newspapers. They have found that, with the emergence of Internet, there has been a decrease in the number of audiences of entertainment.

In Netherlands, De Waal and Schoenbach (2010) have conducted a two-wave representative panel survey of adults. In this study, they observed how the online news are used and evaluated by the people and how the emergence of online news affects the traditional media. The differences between the usages of newspaper websites and non-paper news websites have also been found out in this study. Due to the increase in the number of newspaper website users, there has been a decrease in the circulation of print newspapers. However, among the individuals who use non-paper news websites, there has been an increase in the circulation of print newspapers.

Traditional print newspapers and other news sites fulfill different needs. So, the well-educated youngsters and males prefer other news sites to print newspaper. But, due to the cost of the print newspapers, most of the individuals have started to use newspaper websites.

Reliable findings were obtained from the studies on preferences of the users for digital vs. traditional news formats. It is identified from these studies that users would prefer the news in print format. Mueller & Kameron, (1995) studied the views of students about the online version of the San Jose Mercury News. It was identified from

this study that this electronic news paper was “unappealing to browse leisurely, inappropriate for all news material, uncomfortable to travel through, not preferable over traditional newspaper and more difficult to read than a traditional newspaper”. Chyi & Chang (2009), Chyi & Lasorsa (1999, 2002) Chyi & Lee (2012) studied about the views of the users about print newspaper and its online edition. As both of them were found to provide the same information at the same cost, the user preferred print newspaper to its online version.

De Waal, Schoenbach, & Lauf (2005) studied the perception of the users about the usefulness of print and online newspapers and other media. It was identified that in accordance to the viewers, print newspapers and TV are more useful than other media. In 2008, online Publishers Association Similar conducted a research on 25,852 visitors of forty one main U.S. news sites. It was identified that in a 2-to-1 margin, online media were found to be deemed less pleasing, less friendly, and less pleasurable than offline media (Online Publishers Association, 2004). But, the researchers have not studied the extent of influence of media formats on the basis of age groups. But, the individuals with the age of eighteen to twenty four years are described as “digital natives” by the researchers. In 2001, Marc Prensky introduced this term. As stated by Palfrey & Gasser (2008) the individuals who are born after the emergence of modern technologies are referred as digital natives.

The term “digital immigrants” is used to refer to the people who came to this world before the emergence of modern technologies. As the digital natives born after the emergence of technologies, they could well understand the technology and they would have more advanced media habits than others. As an example, Yaros (2008), a media scholar stated “the digital natives are leading the way—and are way ahead of news organizations”.

3. Methodology

This report related to Research Design inspected the impact of the variables involved (online media and print media) on each other as well as the cause-effect relationship between them. It also highlighted the two main categories of input — descriptive research and explorative research. To tabulate results of the former, the qualitative data that had been collected (after conducting the Elite and Specialized Interview, and the Focus Group Interview) was analyzed. The information that had been obtained via the first source mentioned in the Field Survey was also considered, for the purpose of triangulating all the data collected. As for selecting a sample that would best suit the requirements of this study and represent what it stands for “Stratified Random Sampling” was the answer. This technique was chosen because it’s practical and not too heavy on the pocket. Stratified Random “Sampling aptly represented the consumers, by dividing the consumer base into various strata on the basis of important criteria. Thus, a sample was chosen from the population in each stratum” (Marks, 1982).

After data collection, the next natural important stage is its analysis. In case of theoretical research, maintain that analytic techniques are more objective (they separate the researcher from the object of research), scientific (valid, reliable, reproducible, accurate, and systematic), general (law-like regularities), technical (procedural, and mechanical), and standardized (measurable, and verifiable). (Crabtree and Miller 1992) The Statistical Package for Social Sciences (SPSS) helped divide the data into two sections: descriptive section and analytical section.

4. Results and Discussion

4.1 Preference for the type of media

The respondents were asked to reveal their preference for the type of media in the beginning part of the survey itself. Different options were provided to them to make the preference categorical. The responses given by the respondents are summarized in the frequency table given below. The respondents make it very clear that the most preferred type of media is ‘internet’ (54 percent) which is followed by ‘broadcast’ (27.5 percent). This finding, which is not surprising, vindicates the need for this study and supports the fundamental argument raised as the context of the study.

Table1. Preference for the type of media

Preferred Media	Frequency	Percent	Valid Percent	Cumulative Percent
Newspaper	9	8.8	8.8	8.8
Magazine	6	5.9	5.9	14.7
Broadcast	28	27.5	27.5	42.2
Internet	55	53.9	53.9	96.1
Others	4	3.9	3.9	100.0
Total	102	100.0	100.0	

Gender cross-tabulation of preference for the type of media (Table) shows that a higher percentage of women is favouring the online media. But it should be noted that chi square test which was used to test the association between sex and preference for the type of media shows that there is no statistically significant association between gender and preference. Chi square Test tests the hypothesis that the row and column variables are independent, without indicating strength or direction of the relationship. If the significance value of chi square value is equal or less than 0.05, we can conclude that the chi square test indicates a significant association between the two variables. If more than 20% of cells have an expected frequency count of less than 5, we have to look at Likelihood ratio chi square test. Here, the significance level of likelihood ratio is greater than .05, and therefore, we may conclude that there is no statistically significant association between gender and preference for the type of media.

4.2 Major Reasons behind Declining Circulation and Revenue

Having explored and understood the preference for the type of media and the reasons behind this, it becomes a strong platform to examine the problem under consideration of this study. It is nothing but the declining circulation and advertising revenue of the print media. To identify the major reasons behind the problem, respondents were given the list of prominent and suspected reasons in a structured way. They were asked to mark their opinion in a Likert Scale consisting of five points ordered from 'Strongly disagree' to 'Strongly agree' The frequency distribution of the opinion on each reasons is given in Table.

Table 2. Major Reasons behind Declining Circulation and Revenue

Reason	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Marketers switch to cheaper alternative advertising methods	2 2.0%	2 2.0%	9 8.8%	37 36.3%	52 51.0%	102 100.0%
People prefer broadcast media	2 2.0%	5 4.9%	19 18.6%	42 41.2%	34 33.3%	102 100.0%
People prefer internet as it is much faster & more informative	0 .0%	0 .0%	8 7.8%	59 57.8%	35 34.3%	102 100.0%
No time to read	3 2.9%	3 2.9%	7 6.9%	54 52.9%	35 34.3%	102 100.0%
Print media has unattractive designs and templates	1 1.0%	2 2.0%	16 15.7%	47 46.1%	36 35.3%	102 100.0%
Print media contents are poor	3 2.9%	4 3.9%	10 9.8%	46 45.1%	39 38.2%	102 100.0%
Print media has inefficient customer service	2 2.0%	2 2.0%	11 10.8%	47 46.1%	40 39.2%	102 100.0%

To identify the reasons according to importance given by the respondents, mean value was calculated for each reason. Since the responses were recorded on Likert Scale, the calculation of average values on these responses are theoretically justified.

4.3 According the average value obtained for each reason is listed in Table

Table 3. According the average value obtained for each reason

Reason	Mean
Marketers switch to cheaper alternative advertising methods	4.32
People prefer internet as it is much faster and more informative	4.26
Print media has inefficient customer service	4.19
No time to read	4.13
Print media has unattractive designs and templates	4.13
Print media contents are poor	4.12
People prefer broadcast media	3.99

Respondents identified that marketers switch to cheaper alternative advertising methods and; that may be the most important reason behind the declining revenues of the print media. The ability of the online media to deliver output at a faster pace attracts the respondents to them. The third important reason is the poor customer service by the print media. Reasons like no time to read and the unattractive designs and templates carry equal importance from the respondents' perspective. A simple love for the broadcast media carries the lowest average score as a reason for the declining subscription and revenue of the print media. Now the mean value difference according to the personal attributes of the respondents were statistically tested with appropriate test procedures. As the first step towards statistical tests for mean differences, the variables were tested to ascertain whether they follow normal distribution. The normality was tested using measures of skewness and also by the Kolmogorov-Smirnoff test and by the Shapiro-Wilks test. All the tests showed that none of the variables follow normal distribution. Since the variables were found non-normally distributed, the parametric testing procedures could not be applied. Instead non-parametric tests were applied to test the mean differences. For testing 2 average values from independent samples; the Mann-Whitney test was applied. For testing more than 2 average values from independent samples, the Kruskal-Wallis test was applied. Gender differences in the mean values of the reasons are given in the Table 4.24. Non parametric test (Mann-Whitney Test) shows that the 2 mean values for each reason do not vary significantly between male and female. (Asymp. Sig. (2-tailed) values are greater than .05)

4.4 Print and Online Media

The study has already found that respondents prefer online media to print media and; respondents agree to the fact that the subscription of and revenue from the print media are declining for various reasons, especially, the speed at which the online media is serving the customers. Now, the enquiry extends to the aspects on which the online media is affecting the print media. The different aspects on which the online media impacts the print media were narrated to the respondents and their opinion were recorded on a five point Likert scale. The summary of the responses are presented in Table.

Table4. Impact of online media on the print media

Aspects	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Availability of free digital content affects the demand for print media publications	1 1.0%	1 1.0%	10 9.8%	37 36.3%	53 52.0%	102 100.0%
Free online publication is driving company to significant losses in print media revenue	1 1.0%	2 2.0%	9 8.8%	39 38.2%	51 50.0%	102 100.0%
Due to free online publications, there is a fall in customer subscription base	1 1.0%	1 1.0%	10 9.8%	39 38.2%	51 50.0%	102 100.0%
Free online publication leads to decline in advertising revenue	1 1.0%	2 2.0%	14 13.7%	45 44.1%	40 39.2%	102 100.0%
Because of free online publications, company's market share is declining	1 1.0%	5 4.9%	16 15.7%	44 43.1%	36 35.3%	102 100.0%
Due to free online publication, profitability of the company is declining	1 1.0%	2 2.0%	6 5.9%	48 47.1%	45 44.1%	102 100.0%

As we can see from the table, large majority of the respondents either 'strongly agree' or 'agree' to the statements regarding the impact of online media on print media. One sample Chi-Square test was applied to each statement to ascertain they are statistically significant. One sample chi square procedure tabulates a variable into categories and tests the hypothesis that the observed frequencies do not differ from their expected values. If the significance level is equal or less than .05, we conclude that the differences in the opinion are statistically significant. The results of one sample Chi square test on all the statements are given in Table.

Table 5. One sample chi square test on the aspects of impact of online media on the print media

	Availability of free digital content affects the demand for print media publications	Free online publication is driving company to significant losses in print media revenue	Due to free online publications, there is a fall in customer subscription base	Free online publication leads to decline in advertising revenue	Because of free online publications, company's market share is declining	Due to free online publication, profitability of the company is declining
Chi-square	107.804a	104.275a	105.059a	85.549a	70.255a	112.216a
df	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.4.

The test results show that all the statements are statistically significant (since Asymp. Sig. >.05), which means that the opinion differences with regard to each statement are statistically significant. In short, we can empirically conclude that online media affects print media. Impact of online media on print media happens on the various aspects of print media viz. demand, subscription, market share, print revenue, advertising revenue and profitability.

The opinion of respondents on the impact was examined further by looking into the various attributes of the respondents. The mean values of the opinions are calculated and compared. Results showed that irrespective of any personal attributes, respondents are sure on the impacts of online media on print media.

4.5 Possible Suggestions

As the impact of online media on print media are identified and statistically confirmed, the remaining question is how to overcome the issues. As a part of it, a set of possible suggestions were presented before the respondents. The responses to these suggestions are summarized in Table.

Table 6. Responses to possible suggestions

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Innovate with New Products and Pricing	0 .0%	1 1.0%	9 8.8%	52 51.0%	40 39.2%	102 100.0%
Build deeper relationships with consumers	3 2.9%	6 5.9%	15 14.7%	53 52.0%	25 24.5%	102 100.0%
Tap new revenue streams	3 2.9%	8 7.8%	20 19.6%	40 39.2%	31 30.4%	102 100.0%
Reinvent the content model	2 2.0%	6 5.9%	13 12.7%	40 39.2%	41 40.2%	102 100.0%
Build an infrastructure to pay for online contents	7 6.9%	7 6.9%	19 18.6%	41 40.2%	28 27.5%	102 100.0%

It may be noted that majority of the respondents ‘strongly agree’ or ‘agree’ to the suggestions. The ranking of the suggestions based on the average value of responses may help us to set priorities in enacting the remedies.

Table 7. The ranking of the solutions is as follows

Ranking of possible suggestions	Total
Innovate with New Products and Pricing	4.28
Reinvent the content model	4.10
Build deeper relationships with consumers	3.89
Tap new revenue streams	3.86
Build an infrastructure to pay for online contents	3.75

The highest rated suggestion is to go for innovative products and pricing while the second ranked one is the possibility of reinventing the content model. The possible suggestions were cross-tabulated by various attributes of the respondents. The mean values of the suggestions are calculated and compared in the following tables. The mean differences were tested using appropriate statistical procedures and their results are given. Normality test on the variables showed that they are non-normal and skewed. Therefore, statistical testing of mean value differences was done using non-parametric tests. Table examines the average differences in the suggestions by gender of the respondents. Testing the differences in the average values was carried out with the Mann-Whitney U test. As it is shown in the result table, none of the averages of the suggestions are different among the gender of respondents.

4.6 Major Findings

Analysis of the profile of respondents selected for the study showed that majority of them are male and; the respondents are from different nations giving the sample a cosmopolitan nature. The majority of the respondents are youngsters and majority have secondary level qualification or graduate education. The sample is dominated by the richer class and only very few belong to the lower income groups.

The first objective of the study was enquired by asking the respondents to reveal their preference for the type of media. Different options were provided to them to make the preference categorical. The respondents made it very clear that the most preferred type of media is 'internet' (54 percent) which is followed by 'broadcast' (27.5 percent). This finding, which is not surprising, vindicates the need for this study and supports the fundamental argument raised as the context of the study. As a follow up to the findings, the hypotheses were tested as follows:

The first hypothesis was tested that:

Preference for the type of media and respondents' personal attributes are independent of each other (There is no association between preference for the type of media and personal attributes).

The hypothesis was accepted and it was concluded that there is no association between the type of media and personal attributes. The large majority of the respondents, irrespective of their gender, nationality, age, education and income, prefer online media, particularly, the internet. The only exception is the senior citizen aged over 50 years, who still prefer print media, specifically, newspapers. The majority of the respondents have revealed that they have considered 'speed' (faster) as the most important reason behind their preference. Price is only the second reason. The preferences according to their importance are speed (Faster), price, content, display, others.

The second hypothesis that:

Preference for the type of media is independent of any specific reason. (There is no association between preference for the type of media and specific reasons).

It was tested using Chi square test. The hypothesis was accepted since the p value is greater than the significance level .05. It confirms that there is no statistically significant association between reasons and the preference for the type of media. It means that according to the type of media, the reasons do not vary significantly. The study continued to examine the declining circulation and advertising revenue of the print media.

The third hypothesis given below was tested:

Free online media is not affecting the demand, revenue, subscription, advertising revenue, market share and profitability of the print media.

One sample Chi-Square test was applied to each statement reflecting the impact of online media on print media to ascertain they are statistically significant. One sample chi square procedure tabulates a variable into categories and tests the hypothesis that the observed frequencies do not differ from their expected values. If the significance level is equal or less than .05, we conclude that the differences in the opinion are statistically significant. The test results show that all the statements are statistically significant (since Asymp. Sig. >.05), which means that the opinion differences with regard to each statement are statistically significant. In other words, we can empirically conclude that online media affects print media. Impact of online media on print media happens on the various aspects of print media viz. demand, subscription, market share, print revenue, advertising revenue and profitability. The opinion of respondents on the impact was examined further by looking into the various attributes of the respondents. The mean values of the opinions are calculated and compared. Results showed that irrespective of any personal attributes, respondents are sure on the impacts of online media on print media.

4.7 Recommendations

As the impact of online media on print media are identified and statistically confirmed, the last objective of the study that: how to overcome the issues was examined. The ranking of the suggestions based on the average value of responses help us to set priorities in enacting the remedies. The ranking of the solutions by the respondents was: innovate with new products and pricing, reinvent the content model, build deeper relationships with consumers, tap new revenue streams, and build an infrastructure to pay for online contents. Highest rated suggestion is to go for

innovative products and pricing while the second ranked one is the possibility of reinventing the content model. The possible suggestions were cross-tabulated by various attributes of the respondents. Also, the mean values of the suggestions are calculated and compared.

The average differences in the score for suggestions by the personal attributes of the respondents were not found statistically significant with a few exceptions. By age group, respondents differ in their suggestion on ‘reinventing the content’. Similarly, respondents with different educational levels differ significantly on the suggestion to ‘build deeper relationships with consumer’. Also, respondents with different monthly income level differ significantly on the suggestion to ‘tap new revenue streams’.

To sum up, the study could identify the preference for the type of media and its reasons, examine the major reasons behind falling circulation and advertising revenues of the print media, examine the impact of online media on print media, and; to a great extent, could identify possible suggestions to increase the demand for print media and subsequent increase in advertisement revenue.

4.8 Vision for the Future

To anyone who cares about newspapers and magazines — their publishers, their readers, their employees, the marketers who advertise in them, and those who recognize the value of journalism to a vibrant society — the situation seems dire and unsolvable.

But there is a way forward for print media companies that can help them adapt their business models to succeed in the new digital marketing environment. It is already visible in the efforts of some innovative players. A growing body of research — tracking media companies that are succeeding in the new marketing environment and leading marketers who have successfully pursued innovative new digital strategies — suggests that at least some strategies are available for the media company of the future.

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