

Studying the preference of people in Reading Online and Offline newspaper in Urban Area with Special Reference to Sylhet City, Bangladesh.

Abdul Latif¹, Rezaul kabir², Nazrul Islam³

1. Corresponding author, Associate Professor, Department of Business Administration, Sylhet International University, Sylhet. Bangladesh. Email: novalatif@gmail.com, Mobile: 01711996032.
2. Assistant Professor, Department of Business Administration, Sylhet International University, Sylhet. Bangladesh
3. Researcher, Advanced Research and Education Center, Nayasarak, Sylhet

Abstract:

The digital age influenced the newspaper industry significantly. The presentation and distribution of news is thoroughly changed and the online version of newspapers entered in the scene as the internet users are accelerated mostly by dint of cellular phone companies in Bangladesh. Though readers still prefer the print version and the industry is continuing its production. The decision about their operations depends on the preference of consumers in both versions. The main objective of the paper is to study the preferences of reader to provide necessary imperatives to the management of newspapers. This descriptive analytical research is based on the stratified probability sampling of readers to collect primary data and the secondary data from different reading materials. The data from 100 respondents are processed by Microsoft Excel 2007 and SPSS 19 and analyzed by the subjective and objective interpretation of the researchers. The frequency distribution, cross tabulation and Chi-square test are used for the analyses. The findings highlighted the readers positive perception about the expected high quality presentation, inclusions of updates and verification, cost free and environment friendly online version of newspapers and indicated the conversion of all the readers to online readers in near future. The newspaper may have necessary imperatives in this research to change them to adjust with the digital age of customization, connectivity and distribution.

Key Words: Online and offline newspaper, readers' preference, digital age, customization, connectivity, distribution.

1. Introduction

Digital age is influenced by four major factors; digitalization and connectivity, exploration of internet, new types of intermediaries, and customization and customerization (Kotler & Armstrong 2011). The effect of digital age is somewhat vigilant in every parts of life. The internet users are increasing rapidly all over the world so the marketers have to change all the elements of marketing mix to adjust the product to reach its users. In newspaper industry the digitalization and connectivity change the presentation of newspapers as there is exploration of internet among the population all over the world. It needs the change in intermediary structure and the business to consumer (B2C) domain is used as in online marketing newspapers are reaching to the readers directly from the producers. Use of customization and customerization is also possible in the online newspapers. They can get the news in any form they like either in word, pdf or in original newspapers format.

Rapid change in newspaper industry provides two forms of products available in the market; the print version and online version. New competitors are entering the market with their digital design of news presentation and the existing competitors are publishing the online versions of their product with their print version. Some have changed totally to online version to face the financial crisis in their existing business. The readers of print version are decreasing rapidly and the online version is increasing rapidly as the internet users are increasing. The more benefits of online version is attracting the competent readers by time to time updates instead of daily updates in print version, presentation in different form with audio and video in place of one form in print versions, access to all who are using internet instead of only the person who bought the paper or for whom the paper is bought, checking the authenticity by the comments of the readers, less costly advertisement instead of costly advertisement etc. On the contrary habitual matters are involved in print version with some more perception of printed words as the symbol of truth to someone and the seriousness in presentation because of lacking the opportunity to modify as it can be done on online version.

In Bangladesh online versions are popular to the competent readers who have the technical know-how to access the newspapers and the print versions is still popular to the traditional readers who feel comfort in reading the paper and ready to make costly purchase to get the benefits.

Sylhet is one of the divisional city of Bangladesh with 60% educated population who are able to read newspapers. Out of 500 national newspapers around 50 regular (BBS, 2010) and popular newspapers are reaching everyday in the hand of readers including 10 regular local newspapers. The circulation of

national newspaper in Sylhet district is average 50000 copies to 60000 and the local from 30000 to 40000. The only online local newspapers have hit by 10000 to 15000 according to the opinion of local press club. So, it is found that the readers are using both print and online version in Sylhet city.

So it is important to study the readers' preference on each of the version to help in making a durable business model for newspaper industry in the digital age, to find the strategy by the newspapers' authority to continue or discontinue with the present print version, to invest more or divest from the print version and to decide the time and mode of modification etc.

2. Literature Review

Newspapers are essential to every educated people. Bndaka (2007) explored that newspapers increase the reading skills of students. Not only students Newspapers help to improve reading habits, knowledge, and awareness among all the educated people (Kumar, Singh & Siddki, 2011). People are acquiring new knowledge, updating the information , making complex business decision by analyzing the news papers reports. The urban people of Sylhet city were familiar to the offline news paper or printed news paper. They read national and local news paper. In the history of 400 years newspapers are always adopting modern technologies to reach the readers more attractively. Application of modern management techniques are always required by Newspaper industry (Latif & Bhuiyan, 2010). Recently newspaper industry is facing problem of survivals in competing with the low cost online versions and other electronic media. Since 2000 the paid-for dailies market is challenged by free dailies, drastic reduction in their revenue from advertisements. Many newspapers have closed their operation totally; many publishers have launched free newspapers on their own to support their advertising revenues (Statcan 2008).

New York Times has converted to web based only (Deb 2009). Though every year new dailies are being launched (BCDJC, 2004). The online versions are not available to the all classes of people and are not able to read it. But it is proved by studies that consumers reading habits are converted to read that low cost digital version. These online versions are featuring by inclusion of consumer comment, streaming video, and other interactive features (Kirchhoff, 2009). The readers can enter into it and collect news, photos, and stories of national and international.

The readers of print version of newspapers in American are reduced from the number of readers in 1946 though the population is increased twice. The readers are decreased from 2006 to 2008 from 34% to 25%. The web based readers are accelerated and now the readers are one third of print versions. The

speed of change in mass media in the last 10 to 15 years is overtaking the speed of last 100 years, now the online versions are updating the news time to time (Hasan, 2009). It is found that the youngsters are avoiding print version because of inconvenience and time constraints (Zebra 2011). Students of universities are using printed newspapers in the corner of central library but a major portion is now using the computer center for online version (Akand & Haque 2013). It is also found that librarians prefer online version of newspapers. They circulate and archive the important news from these versions (Sivankutty & Sudhakaran 2011). The four elements of journalism as indicated by George Brock in his book 'out of print' are: a. verifies the information. b. be ensured about authenticity c. Evidence and d. Inquiry by skill, patience and intelligence (Zakaria, 2014). These elements are strengthened by online newspapers as news are continuously verified by the comments of the readers and counter news of other portals and help to be ensured about authenticity, the evidences may be presented by audio and visual method and the inquiry is facilitated in online versions. Thus, online versions of newspaper contribute more to the journalism and ensure the delivery of news to the readers.

3. Objectives :

The primary objective of the research is to study the preference of readers in printed and online version of newspapers among the readers of urban area. The specific objectives are:

- a. To study the preference of professionals of different ages about reading time of newspapers of both versions.
- b. To study the preference of respondents of different educational background in reading both versions.
- c. To study the preference on readers in choosing the versions in respect of cost, news coverage, updates, accuracy, advertisement, suitability, and overall satisfaction to forecast the future trends of newspaper.

4. Methodology:

4.1. *Research Design:* This is a descriptive analytical research to study the preference of readers towards printed version of newspapers and newly introduced online versions. Undoubtedly, it is an empirical applied research to study the prospects of both versions on the viewpoints of consumers.

4.2. *Sampling design:* To know the opinion of the readers from different walks of life the research is done by stratified sampling to include the significant sections of professions with varied educational qualifications. The persons who are not able to read newspaper and who are not habitual in reading are excluded from the study in accordance to the objective of the research.

4.3. *Data collection:* A well designed questionnaire was constructed to collect the required data to conduct the research. The questionnaire was tested by some expert researchers of Advanced Research and Education Institute, Sylhet to testify the validity of the data. The 300 questionnaire was distributed to different professionals of students, job holders, businessmen and housewives, retired persons in due proportions and ask them to fill up the questionnaire if they are used to read newspaper regularly or irregularly. Out of 300 questionnaires, 115 respondents returned it. Of them, 15 were cancelled due to incompleteness and inconsistency.

4.4. *Data processing and interpretation:* The data were processed by Microsoft Excel 07 and SPSS 19. The outputs were analyzed by the researchers. The frequency distribution, cross tabs and chi-square analysis is used in the analysis to get the outputs in the table. The subjective and objective analyses were done by researchers to get a conclusion about the trends of newspaper industry to fulfill the expectation of the readers.

5. Findings

The profile of 100 respondents is to be analyzed to verify the proper representation of population in the research.

In the sample to represent the whole community of newspaper readers, the different age groups, professionals and education levels are selected in order to represent the most reasonable part of readers to know their viewpoints.

Among the 100 respondents, it is found that age 20-30 is the modal class constitutes 89% of the readers of newspapers either online or offline. Everybody has the common perception that majority of the people of Bangladesh read newspaper purposively. The age range 20-30 is that range when people have to settle himself in his career, face different interviews, write assignments on contemporary issues etc. To prove competency, the candidates have to know the information and newspapers are the medium of updating every persons to fit him to his expected career. After placement, only the person with the passion of updating himself to the world, reads newspaper regular and others drop that habit as they reached their objective. But the percent of readers at that age range and below 20 age is supposed to be

very insignificant (Table 1). So the researchers take the proportionate samples from different age group of newspaper readers to conduct that research.

From the above discussion (table 1), it could be inferred that the students are the major section of society who read newspaper regularly to make them settle in the job. Other important section is the businessmen. As, we find earlier that the 20-30 age is the main group who read newspaper regularly, so it can be easily assumed that the young businessmen read newspaper regularly to update themselves to be settled in their career. The next important section of society is the job holders (22%). Like young businessmen, the new job holders have to be members of newspaper reading class to find the most suitable place in their career. So, the researchers rightly took the percentage of samples from students, businessmen and jobholders are of 44%, 28% and 22% respectively. Similarly, the Bachelor, HSC, SSC and Masters Degree holders in sample are of 51%, 32%, 11% and 6% respectively to represent the newspaper readers' community proportionately in the research.

IT knowledge helps persons to read newspaper in online. It is found that 67% persons of the respondents have sufficient IT knowledge and 70% of them are used to read online newspaper (Table 1). Those who claim their skill as average, their skill may do not allow them to read online newspaper. For social image, some person claim average skill when they have poor skill of IT.

Earlier around 33% of respondents admitted that they have average or poor IT knowledge, but with that quality they are using mobile and smart phone (Table 1). Among the users of smart phone there may be users of common options requiring less IT knowledge. So it can be illustrated that people with better IT knowledge are using computers and advanced options of mobile phone to read newspaper in online. Though 14% of the respondents claim that they are at the survival level economically and 50% at minimum surplus level but it is found that as all of them have the ability to read newspaper, they are fond of it either online or offline. That is people with technical skill of reading newspaper have the attitude of updating them with present world.

Online newspapers are the environment friendly digital version of printed newspapers. The professionals with IT knowledge can read it. But regularity of reading online newspapers depends on the suitability in reading in terms of comfort ability, cost and availability. It also depends on the satisfactions of readers in consuming the news. So the regularity in reading may be used as the reflection of the satisfaction of readers in different important aspects. The average time the different professionals are using in reading online newspapers regularly is shown in table 2.

It is found that 58% of the respondents spend on an average less than or equal to one hour in reading online news paper. Of them, 100% are housewives as they have plenty of time to read newspaper in online that is followed by the job holders who are 68.2%, who read newspaper regularly to make them settle in their expected job and opt the online by considering the cost factor. The 54.5% students also read online newspaper for less than or equal to one hour. Thirty percent of the respondents of different profession do not use online newspaper for lack of sufficient knowledge of information technology to read online newspapers (Table 2). A very small number of respondents read newspaper in online for more than one hours. Chi-Square Test establishes the fact that there is no significant difference in the uses of online newspapers by different professionals (Table 3).

To compare the reading habits of professionals, the average time spend on reading the printed newspapers is shown in table 4:

The majority of the respondents (58%) use printed newspaper though a significant number of respondents do not use printed newspaper. Possibly they read only online newspapers. The 30% of readers who were found as not user of online news ports may use printed newspapers for their lacks in IT knowledge but the added percent may be the readers of both types of newspapers. Another fact is that, the time spent on newspapers in case of printed one is greater that of online version. The readers may feel comfort in spending more times in printed newspapers. There are differences in percentage of readers of print newspapers among different professions. The journalist uses highest time (up to 2 hours) in reading printed newspapers that is followed by businessmen and job holders (Table 4). The Chi-square tests establishes that there are significant differences in users of print version of newspapers among professionals (Table 5).

On the basis of education level, the readers' preferences were studied to know the change of behavior with the change in education level regarding the option online or print version. It is found that with the increase in education level the reading habit on online version is increased. It may be due to the habit of increased academic or business related works in online. Ultimately they love to enjoy it due to the access to many newspapers in cost effective way. Up to 2 hours reading habit was found in the respondents of master's degree holders, where 58.8% of respondents of degree holders and 50% of HSC were found to read online papers for up to one hour one hour reading habit was hound in degree holders with a variation of 100% of SSC level, may be due to newly earned IT skill that give them more

pleasure because of their immaturity (Table 6). Chi-square table illustrates the significant difference in online newspaper reading habit among respondents of different educational levels (Table 7).

Among the readers of printed newspapers, it can be said that educational level increase the reading duration. The highest percentage of reader for up to two hours are masters degree holders, but the respondents having education up to SSC are found as readers of printed newspaper as an exception due to attitudes of more updating with the present world in new generation. A significant number of bachelor degree holders also found to read printed newspaper for up to one hour in a day (Table 8). The Chi- Square Test verifies the significant difference among the respondents of different education level in reading habit of printed newspaper (Table 9).

As an old habit of reading printed newspapers at homely environment 92% of the respondents informed positively. It is found that people are cherishing the old habit of reading online newspaper in the home (Table 10). So the subscriptions of printed newspapers are increasing proportionately with the growth of population.

Due to the comparative advantages of online newspapers, the 68% respondents informed that they read online newspaper regularly and 25% of them read occasionally. Only the sufficient IT facilities and knowledge to read online version pave the way to the readers in reading online versions regularly.

It is found that people do not want to abandon their habit of reading the printed newspapers though they are aware that it is comparatively costly than the online newspapers. Almost all of the respondents (99%) know the online newspapers are cheaper than printed one.

Suitability in reading newspaper is tagged with print version though people have to bear the newspaper with them. As majority of the people of Bangladesh do not bear smart phone or other devices with internet facilities with them, so they perceive reading online newspaper is not as suitable as the print version.

To collect the newspaper, it is hazardous to collect the printed version as it occupies vast areas of home or office and giving the shelter of different insects inside them. So it is easier and suitable to collect the important part of the newspaper or the whole newspaper as soft copy in the hard disk with the risk of losing all in case of technical problem. The respondents rightly mentioned the suitability of collecting the newspaper in soft version. Moreover, the web port store the paper for longer period so that people can get the mentioned paper or part of paper on the basis of query in easiest way.

Advertisement is to attract the target persons about the product and services of any enterprise. Between the online and print version of newspaper, the printed version is preferable to all because of better and lasting appeal of to all. The printed ads come again and again in the vision of the readers. The majority of the online versions do not want to disturb the readers by the ads. Besides to read the newspaper some readers open the pdf version where the ads have gone outside the vision of the readers. So 69% of the readers prefer the printed versions of newspapers for advertisement and 31% of them prefer online, probably may be due to the low cost. It is proved in the Table No 11 as 94% of the readers know better about the low cost of online newspapers.

Some breaking news attracts the reader's attention in every minutes like about war report, election news, sports and like. But the printed newspapers can provide once in 24 hours. So the readers have to select alternative media like radio, TV for braking news in very minutes.

The online versions are able to provide the updates in every minute. So, 97% of the respondents opined in favor of online version (Table 11).

The readers want to know the authenticity of the news like all customers want to purchase the original products in expected form. But the authenticity depends on their own yardstick of belief. If one person love one football team, he may have the desire to have all the better comments about that team and bitter comments about the competitors. So specific reader loves to read newspaper that depicts the liking of the readers in various topic at least highest matching is desired. But, after all, the authenticity is highly expected.

Online versions have the option of getting comments of the readers, so its comparatively riskier to publish fake, fabricated news at online version. Again the printed version cannot be modified, so the authority must be very serious before publishing any news in the printed version. This is reflected on the opinion of the respondents. They are divided about the authenticity of the news in online and printed versions. Fifty seven percent have confidence on online version where forty three percent belief about on printed version. As said earlier, the verification of any news can be easily checked by the counter fact and logics of readers as comments against any news and views.

About news coverage readers love to get more news in one newspaper. The printed version has the limitation of specific pages; eight, sixteen or like. But the online version has no such limitation. They can cover more news as they like. So they can meet the desire of their readers. Eighty six percent of

respondents bear the opinion that online newspapers are more capable and they are covering more news in their papers.

By knowing the reactions of readers and updates of any news time to time in lowest cost, so the readers are more satisfied with online version of newspapers. 79% people feel satisfaction to read online and 21% people feel satisfaction to read offline news paper (Table 11).

The concept of environment friendliness is the concern of conscious citizen of present world. The online version of newspaper is contributing more in this respect. The respondents who are aware of the production process of online and printed versions must give their opinion in favor of online newspapers. Out of 100 respondents, 85% of them favor online newspaper because of environment friendly production process of it contrary to the environment harmful production process of printed newspaper by consuming natural products; bamboos, grass and woods for paper production (Table 11).

The number of printed newspapers read by the respondents varies from zero to five in home and office but in clubs it is 0 to 2. The mean number of printed newspaper read in office and home is almost similar (1.55 with a significant figure of SD of .702 to 1.513). Similarly average time spent on online and offline newspapers is also similar (1.00 and 1.06). It proves that the readers of that region like to spend their allotted time in reading newspapers whether online or printed (Table 12).

6. Overall Interpretation:

Acceptance of a modified product depends on the suitability of the consumers in respect of comfort in use, cost to acquire and opportunity to discharge social responsibility. The online version of newspaper is attracting the readers with necessary IT knowledge and device by providing more news in minimum cost, updates of news all the time, opportunity to verify the authenticity, opportunity to know the reaction of others, easy collection of news and to contribute in preserving the environment. Though the printed version still have the appeal to the people having lack of required IT knowledge and device, have love with old habit, have faith in printed word and to the advertisers who need the readers vision again and again along the whole day. It is found from the study that 99% perceived online newspaper as most cost effective (Table 11), on updates of news 97% prefer online version (Table 11), on news coverage 86% perceive online versions are doing better (Table 11), suitability in collecting news the online

versions are preferred by 75% of respondents (Table 11), on cost effective advertisement that versions is perceived as more suitable by 94% of the respondents (Table 11), 79% of the respondents also perceived that the authenticity of news can be verified more (Table 11) and 79% of respondents are more satisfied on online version (Table 11) and most significantly 85% knows that online versions are doing better in protecting the environment. On the contrary, 80% readers perceived that printed version is more comfortable in reading (Table 12), and the advertisers favor printed versions for attraction of readers vision again and again over the whole day that is not done well by online version because of pdf version of news excluding the ads are available here (table 11). It is also found that number of newspapers read by the respondents varied from zero to 5 keeping the average 1.50 per person and the average time spent on reading any or both versions is around 1 hour in a day. Keeping updating to the world and increasing the knowledge of the readers, the newspapers contributing more by involving 5% of 24 hours day of the respondents and more than 11% of the 8 hours working day. The preference is going in favor of digital version of the products because of desirability and scope of saving money with contributing to the environment protection. Many newspapers have stopped the publication of printed version and continuing by online versions by anticipating the consumers' trends earlier. More online versions are publishing day by day to satisfy the need of consumers.

7. Conclusion:

Products have to be modified to adjust with the changing world, to bring more benefits to the consumers in least costs. Printed versions of newspapers are also changing by adopting the digital technology and online facilities to reach more customers with more benefits. It is established from the survey that online versions are satisfying more customers, having access to all who have the IT knowledge and devices. It further developed due to the adaptation of internet by the mobile phones that are very common to most of the people. Habitual elements of reading printed newspaper have a value to the advertiser now, but it would be vanished soon as the online version has the access to all citizens with no significant cost.

References

- i. Akanda A.K.M.E.A & Haque M.A. (2013), Newspaper Reading Habit of University graduate Students in Bangladesh: A Case Study, IMPACT, VOI 1 Issue 3, Aug 1-8 Available: www.impactjournals.us/download.php?fname=2-14...1...Newspaper... (Dec. 02, 2014)

- ii. Bangladesh Bureau of Statistics (2010), Statistical Protect Book 2010, BBS. Dhaka
- iii. BCDJC (2004), Bangladesh center for Development Journalism and Communications, Bangladesh Media Directory, Dhaka
- iv. Bndaka, Eleni (2007). Using newspaper articles to develop students' Reading skills in senior high school. *The Reading Matrix*, 7 (1).
- v. Deb Soumen (2009), Technology in Newspaper, Pathorekha Quarterly, Dhaka, 3-4. 253-268
- vi. Hasan Shuhrab (2009), Our Newspapers and Information Technology, Pathorekha Quarterly, Dhaka, 3-4. 253-268
- vii. Kirchhoff S. M. (2009), The U.S. Newspaper Industry in Transition, Congressional Research Service Retrieved from digitalcommons.ilr.cornell.edu › ... › FEDERAL › 634
- viii. Kotler P. & Armstrong (2011) , Principals of Marketing, India, Pearsons Education
- ix. Kumar D. Singh R. Siddiki J A (2011) newspaper Reading Habits of University Students: A case Study on Chawdhury Charun Singh University India. Available: digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1488&context... (Dec. 04, 2014)
- x. Latif A. & Bhuiyan B.A. (2008). Management Practices in Newspaper Industry: A study on Selected Local Newspapers of Sylhet, SIU Studies, Vol 2, Issue 4, 5-15
- xi. Sivankutty V. S. & Sudhakaran J. (2011), The use of online newspapers among librarians in India, *Library Hi Tech News*, 28(1), 2011, 10 – 12. Available: www.impactjournals.us/download.php?fname=2-14...1...Newspaper... (Dec. 06, 2014)
- xii. Zerba A, (2011), Young adults' reasons behind avoidances of daily print newspapers and their ideas for change, *Journalism & Mass Communication Quarterly*, 88(3), 2011, 597-614. Available: www.impactjournals.us/download.php?fname=2-14...1...Newspaper... (Dec. 06, 2014)
- xiii. Zakaria A. K. M. (2014), Beyond the print newspapers, Prothom Alo, available: <http://www.prothom-alo.com/opinion/article/285931> (Dec. 03, 2014)

Appendix:

Table 1: Profile of the respondents:

Feature	Description	Frequency	Percent	Cumulative percent
Age	Below 20	6	6.0	6.0
	20-30	89	89.0	95.0
	30-above	5	5.0	100.0
	Total	100	100.0	
Profession	Student	44	44.0	44.0
	Job Holders	22	22.0	66.0
	Business	28	28.0	94.0
	Housewife	6	6.0	100.0
	Total	100	100.0	
Education	SSC	11	11.0	11.0
	HSC	32	32.0	43.0
	Bachelor	51	51.0	94.0
	Masters	6	6.0	100.0
	Total	100	100.0	
IT knowledge	Sufficient	67	67.0	67.0
	Average	32	32.0	99.0
	Poor	1	1.0	100.0
	Total	100	100.0	
Using internet through	Computer	68	68.0	68.0
	Smart Phone	28	28.0	96.0
	Mobile	4	4.0	100.0
	Total	100	100.0	
Income level	Survival level	14	14.0	19.0
	Minimum Surplus	50	50.0	69.0
	Average Surplus	26	26.0	95.0
	Sufficient Surplus	5	5.0	100.0
	Total	100	100.0	

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 2: Average time spend on reading online newspapers by different professionals

Crosstab

	Average time spend regularly online					Total
	Not at all	Less than one hour	One to two hours	Two to Three hours	More than three Hours	
ProfessionStudent Count	11	24	5	0	4	44

	% within	25.0%	54.5%	11.4%	.0%	9.1%	100.0%
Job Holders	Count	5	15	2	0	0	22
	% within Profession	22.7%	68.2%	9.1%	.0%	.0%	100.0%
Business	Count	14	14	0	0	0	28
	% within Profession	50.0%	50.0%	.0%	.0%	.0%	100.0%
Housewife	Count	0	5	0	0	0	5
	% within Profession	.0%	100.0%	.0%	.0%	.0%	100.0%
Journalist	Count	0	0	0	1	0	1
	% within Profession	.0%	.0%	.0%	100.0%	.0%	100.0%
Total	Count	30	58	7	1	4	100
	% within Profession	30.0%	58.0%	7.0%	1.0%	4.0%	100.0%

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 3: Chi-Square Tests on Average time spent by professionals on online newspaper

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.986a	16	.000
Likelihood Ratio	32.380	16	.009
Linear-by-Linear Association	2.622	1	.105
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .01.

Table 4: Average time spent regularly on printed newspapers by different professionals:

			Average time spend regularly printed				Total
			No time	One hour	Two Hours	Three Hours	
Profession	Student	Count	23	11	7	3	44
		% within Profession	52.3%	25.0%	15.9%	6.8%	100.0%
	Job Holders	Count	9	9	4	0	22
		% within Profession	40.9%	40.9%	18.2%	.0%	100.0%
	Business	Count	10	5	8	5	28
		% within Profession	35.7%	17.9%	28.6%	17.9%	100.0%
	Housewife	Count	0	5	0	0	5
		% within Profession	.0%	100.0%	.0%	.0%	100.0%
	Journalist	Count	0	0	1	0	1
		% within Profession	.0%	.0%	100.0%	.0%	100.0%
Total		Count	42	30	20	8	100
		% within Profession	42.0%	30.0%	20.0%	8.0%	100.0%

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 5: Chi-Square table

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.328a	12	.010
Likelihood Ratio	26.802	12	.008

Linear-by-Linear Association	4.542	1	.033
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .08.

Table 6: Average time spent by professionals on online newspaper distributed by Education level:

			Average_time_spend_regularly_online					Total
			No time	Up to One hour	Up to Two Hours	Up to Three Hours	More than three hours	
Education	SSC	Count	0	11	0	0	0	11
		% within Education	.0%	100.0%	.0%	.0%	.0%	100.0%
	HSC	Count	15	16	1	0	0	32
		% within Education	46.9%	50.0%	3.1%	.0%	.0%	100.0%
	Bachelor	Count	13	30	3	1	4	51
		% within Education	25.5%	58.8%	5.9%	2.0%	7.8%	100.0%
	Masters	Count	2	1	3	0	0	6
		% within Education	33.3%	16.7%	50.0%	.0%	.0%	100.0%
Total		Count	30	58	7	1	4	100
		% within Education	30.0%	58.0%	7.0%	1.0%	4.0%	100.0%

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 7: Chi-Square Tests of Average time spent by professionals on online newspaper distributed by Education level:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.377a	12	.001
Likelihood Ratio	31.034	12	.002
Linear-by-Linear Association	2.514	1	.113
N of Valid Cases	100		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .06.

Table 8: Average time spend regularly printed distributed by respondents of different education level.

			Average time spend regularly printed				Total
			No time	One hour	Two Hours	Three Hours	
Education	SSC	Count	0	5	1	5	11
		% within Education	.0%	45.5%	9.1%	45.5%	100.0%
	HSC	Count	11	12	9	0	32
		% within Education	34.4%	37.5%	28.1%	.0%	100.0%
	Bachelor	Count	29	11	8	3	51
		% within Education	56.9%	21.6%	15.7%	5.9%	100.0%
	Masters	Count	2	2	2	0	6
		% within Education	33.3%	33.3%	33.3%	.0%	100.0%
Total		Count	42	30	20	8	100
		% within Education	42.0%	30.0%	20.0%	8.0%	100.0%

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 9: Chi-Square Tests on Average time of professionals spent on printed newspapers:

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.893a	9	.000
Likelihood Ratio	33.157	9	.000
Linear-by-Linear Association	9.387	1	.002
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .48.

Table 10: Frequency of reading printed and online version of newspapers by the readers:

Printed newspaper	Printed version				Online version			
	Frequency	Number	Percent	Cumulative	Frequency	Number	Percent	Cumulative
	Regularly	92	92.0	92.0	Regularly	68	68.0	68
	Occasionally	6	6.0	98.0	Occasionally	25	25.0	91
	seldom	2	2.0	100.0	seldom	7	7.0	100
	Total	100	100.0		Total			

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 11: Comparative preferences on Both media on different issues:

Description	Version	Frequency	Percent	Cumulative Percent
Cost advantage	Online	99	99.0	99.0
	offline	1	1.0	100.0
	Total	100	100.0	
Suitability in reading	Printed	80	80.0	80.0
	Online	20	20.0	100.0
	Total	100	100.0	
Suitability in collection	Online	75	75.0	75.0
	offline	25	25.0	100.0
	Total	100	100.0	
Comparative advantage in ads	Online	31	31.0	31.0
	offline	69	69.0	100.0
	Total	100	100.0	
Cost advantages in advertisement	Online	94	94.0	94.0
	offline	6	6.0	100.0
	Total	100	100.0	
Advantage of getting Updates	Online	97	97.0	97.0
	offline	3	3.0	100.0
	Total	100	100.0	
Verifying the authenticity	Online	79	79.0	79.0
	offline	21	21.0	100.0
	Total	100	100.0	
News coverage advantage	Online	86	86.0	84.0
	offline	14	14.0	100.0

	Total	100	100.0	
Satisfaction in both versions	Online	79	79.0	79.0
	offline	21	21.0	100.0
	Total	100	100.0	
Environment Friendliness	No response	1	1.0	1.0
	Online	85	85.0	86.0
	offline	13	13.0	99.0
	Total	100	100.0	

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.

Table 12: Descriptive Statistics of number of printed newspapers read at home and office and time spent on it.

	N	Minimum	Maximum	Mean	Std. Deviation
Number_of_printed_newspaper_read_home	100	0	5	1.55	.702
Number_of_printed_newspaper_read_office	100	0	5	1.56	1.513
Number_of_printed_newspaper_read_club	100	0	2	.55	.657
Average_time_spend_regualrly_online	100	0	4	1.00	.789
Average_time_spend_regualrly_printed	100	0	3	1.06	.858
Valid N (listwise)	100				

Source: Outputs of SPSS 19 from the data of field survey conducted on Jun 2014 to Aug 2014.