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DETERMINANTS OF NEWSPAPER READERSHIP IN KENYA

ANDREW KIPKEMBOI

MBA/2414/12

**A Dissertation Submitted In Partial Fulfilment for the Award of Degree in Masters of
Business Administration at Strathmore University**



Strathmore University Business School

Strathmore University

Nairobi, Kenya

March 2020

DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the dissertation contains no material previously published or written by another person except where due reference is made in the dissertation itself.

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Approval

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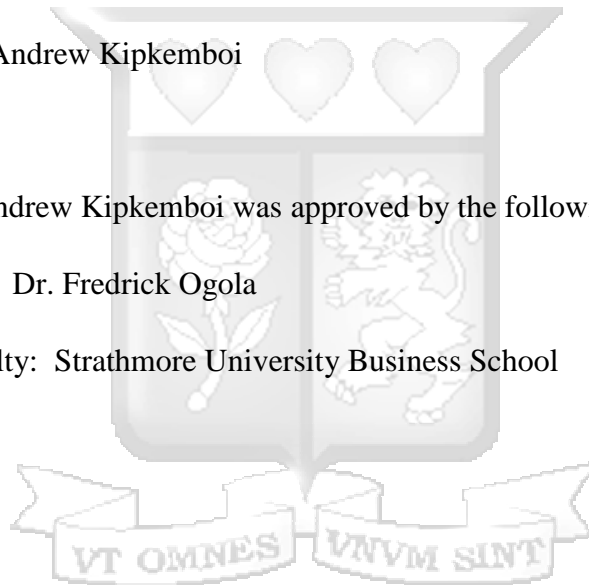
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ABSTRACT

The growth, accessibility, and availability of the Internet has drastically altered the means by which individuals receive news and information. Consequently, this has affected the circulation of newspapers. Newspaper publishers are struggling to maintain their market share while also promoting newspaper readership among a younger demographic, which prefers using the Internet to get their news and information. Due to this change and amid the new realities of the Covid-19 pandemic, this study endeavours to find out the determinants of newspaper readership in Kenya. To effectively answer this question, the study was guided by four specific objectives: To determine the influence of cost on newspaper readership in Kenya; to determine how technology influences newspaper readership in Kenya; to determine how content influences newspaper readership in Kenya and; to determine how accessibility influences newspaper readership in Kenya. The study was based on Technological Determinism and Uses and Gratification theories. The study adopted a descriptive survey approach. The target population for the study was 328 newspaper readers from which a sample of 175 was calculated. This study used non-probability sampling technique. Specifically, the convenience sampling technique was applied. The questionnaires were self-distributed to participants. The data was analysed using the SPSS statistical package adopting both descriptive and inferential statistical approaches whereby data was presented in figures and tables and supported with reviewed literature. The correlation results showed that there existed positive and significant associations between content, technology, and newspaper readership whilst positive but insignificant associations were observed between newspaper readership, cost and accessibility. The regression findings indicate increase in cost and technology would result in a reduction of newspaper readership and increases in content and accessibility would yield an increase in newspaper readership. The study concludes an increase in price of newspapers and access to technology would yield a decline in print newspaper readership; an increase in content of print newspapers would result in greater readership; that greater circulation of printed newspaper results in an increase of newspaper readership. The study recommends that print media focuses on content that is targeted towards the youth to encourage readership among this age group while also enhancing circulation to increase readership. There is need for newspapers to diversify the topics and subjects that are covered in their headlines, front page, news articles, and editorials to elicit interest from readers. Lastly, media houses should consider the cost of newspapers in their strategy to improve newspaper readership. Lastly, but not least, the study contributed to knowledge in understanding newspaper readership in a digitally saturated environment while suggesting areas of future research on newspaper readership for future researchers.

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OPERATIONAL DEFINITION OF TERMS

Accessibility – This refers to ease of use, and to the provision of flexibility to accommodate each newspaper reader’s needs and preferences (Al-Shaqsi, 2013). In this study accessibility was measured by distribution, circulation, and availability in readers’ spaces.

Content – This refers to the information, stories, and articles that are carried by a newspaper on a particular day (Smith, 2005). In this study, newspaper content is measured in terms of amount of content, topic of content, and style of presenting content.

Cost – This refers to the financial price that an individual has to pay to get a product or a service (Lesitaokana, & Akpabio, 20014). In this study, cost will be measured by distribution costs, price of newspapers, subscription costs, and accessibility costs.

Information technology – This refers to several forms of information exchange between two or more computers through any of the several methods of interconnection, principally the Internet (Achimugu, Oluwagbemi, Oluwaranti, & Afolabi, 2009). In this study, information technology is measured by the cost of digital newspapers, access to digital newspapers, and costs of digital newspapers.

Newspaper Readership – This refers to the number or type of people who read a particular newspaper (Layefa, Adesoji, & Taiwo, 2016). In this study, the concept of newspaper readership will be measured by frequency of use, amount of use, and completion of reading a newspaper.

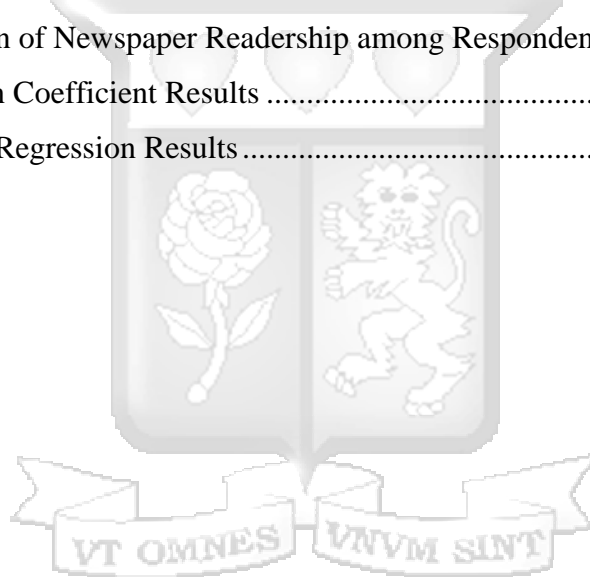
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LIST OF ABBREVIATIONS AND ACRONYMS

FGDs	Focus Group Discussions
KNBS	Kenya National Bureau of Statistics
KTN	Kenya Television Network
MCK	Media Council of Kenya
NACOSTI	National Commission of Science, Technology, and Innovation
NCBD	Nairobi Central Business District
NMG	Nation Media Group
RBS	Readership Behaviour Score
SPSS	The statistical package for the social sciences
SU-IERC	Strathmore University Institutional Ethics Review Committee
TRBS	Total Reader Behavior Score
U&GT	Uses and Gratification Theory
UGC	User Generated Content



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Newspapers are perceived as important instruments to the economic, political, and social development of most countries (Amadu, Mohammed, Alhassan, & Mohammed, 2018). Newspapers are popular for both the old and young generations owing to the critical part they play in linking communities, organizations, and governments. Amadu et al. (2018) posit that, newspapers are useful tools for promoting literacy. Newspapers are texts that give information that is updated on all components of the human society and also global and local affairs (Amadu et al., 2018).

The advancement in technology has seen the world reduce reliance on print communication with people preferring to get news through digital platforms (Siles & Boczkowski 2012). The Internet has changed news production practices and changed the patterns of consumption among audiences and upset the financial stability of newspapers (Siles & Boczkowski 2012). Schudson (2010) opined that The Internet has also changed newspapers' analytical, investigative, and educational roles. Siles and Boczkowski (2012) alluded that the newspaper sector in some nations has gone through major changes and reduces the revenue from advertisements and reducing trends of print newspaper circulation and consumption.

One significant impact of advances in technology has been on newspaper readership and circulation which has become a concern for owners and operators of national dailies in developed and developing countries (Mata, Polanco, & Tusev, 2017).. This has necessitated that operators and owners of newspapers find ways of staying on top of their game and understand, analyse, and predict newspaper readers' needs (Mata et al., 2017).

News consumption is going through a great deal of change owing to the advancement of digitalization. In this environment, confirming what changes are occurring in consumption trends and behaviour is important for measuring the effects and scope of digital integration and the anticipation for the future (Casero-Ripollés, 2012). The news environment has witnessed rapid change in the 21st century due to technology and specifically, the Internet. A *2017 GlobalWebIndex*, survey reported print press has continued to be steady since 2012

despite declines being seen in several markets indicating magazines and conventional newspapers haven't been discarded among readers (GlobalWebIndex, 2017).

1.1.1 Newspaper Readership

Al-Shaqsi (2013) described readership as a common term that means the number of persons that read a specific publication consisting of the purchaser of the publication and the others that read it. Al-Shaqsi noted that circulation and readership are anticipated to be reflective of each other. The print newspaper readership has been the subject of several analysis and studies owing to the development of information technologies, online journalism, and socioeconomic variation in the recent past (Al-Shaqsi, 2013).

The popular means of defining readership in a specific way has been to formulate one question that shows this definition. Newspaper readership is often measured by one variables as completion, time, and frequency. Frequency refers to the quantity of days in a completed week that a person has read a newspaper (Burgoon & Burgoon 1980). The subscription to a newspaper was measured promoted by Lain (1986) to measure newspaper readership. Other scholars (McCombs & Mauro, 1977; Weaver & Mauro, 1978) used completion versions that included read some, noticed headlines, or read most. Schoenbach, Lauf, McLeod, and Scheufele (1999) used the item read "at least once a week."

On the contrary, Calder and Malthouse's (2003) opined that readership may not be completely defined by one item and recommends that readership can be used as latent variable that reflects completeness, frequency, and time of readership on weekdays and Sundays. Calder and Malthouse's (2003) study revealed that it was needed to have at least six indicators of readership that include time spent reading, reading the paper for Sundays and weekdays separately, frequency of reading, and the completeness of reading separately for Sundays and weekdays. These variables are mixed to one score on a unidimensional scale of readership.

Calder and Malthouse (2003) developed three indicators of newspaper readership: time, frequency, and completion. The authors developed a score which could measure an individual's general trend of using a newspaper which they defined as the Readership

Behaviour Score (RBS). According to the authors, the score can be likened to the score of other readers so that there is a comparison of the general trend of usage. In identifying these indicators of readership, classical factor analysis model with a single factor were undertaken since readership is a dormant variable that cannot be estimated directly.

1.1.2 Determinants of Readership

There are several factors that influence newspaper readership around the globe. Malthouse and Calder (2006) research found that age and length of residence in many markets is determinants of readership. The effects of these variables are varied across markets and newspapers. Income also has a positive and significant impact on readership. There is a small impact of education on readership and this is varied among markets and newspapers. The portion of difference in readership represented for by background information is limited showing that newspaper have large reach among demographic categories.

In the United States, Anderson (2018) reports that newspapers experienced declined in circulation due to uncertainties of the market and the fragmentation of consumers. Anderson's research confirmed that education, age, and income had an impact on newspaper readership. The findings showed that respondents within the lowest income group had never read a newspaper with newspaper readership increasing by in income levels. This finding suggested that the cost of newspapers was a determinant for newspaper consumption.

In Sweden, von Krogh and Ulrika (2016) established that print readers also show a varied range while online readers are focused on a small number of subjects. The study established clear variations as online readers are concerned with first page of online editions at the same time print readers were focused on editorial content in the newspaper suggesting that content was a determinant on the choice to pick up a newspaper.

Layefa, Adesoji, and Taiwo (2016) found that education and information was the main reasons for reading newspapers and less on relaxation and entertainment. This finding suggested that the content of the newspaper was a factor that readers considered to purchase a copy. Njabulo, Agrippah, and Bigirimana (2017) found that the main drivers for migration from newspaper readership were age, gender, level of education, cost, and degree of

smartphone use, broadband cost and availability, use of online payment means, and interactivity and realtime reporting.

In Kenya, Mzungu's (2013) review of media consumption in Kenya found that cost was a significant barrier to newspaper readership. Koech and Ombui (2016) study on low distribution of newspapers was associated with variation in client's choices, rivalry from online delivery of newspapers, newspaper pricing, and convenient places to deliver newspapers. These findings suggested that the cost and accessibility of a newspaper were determinants of newspaper readership. Notably, Rukanga (2016) found that some of the factors that influenced online consumption of news included smartphones and other devices, interactivity, social media, media content, and content and audience preferences.

The above literature provides a glimpse into the determinants of newspaper readership in developed and developing countries context as the evidence shows that cost factors (Mzungu, 2013; Anderson, 2018; Njabulo et al., 2017), content factors (Layefa et al., 2016; von Krogh & Ulrika, 2016), technological factors (Koech & Ombui, 2016; Rukanga 2016; Njabulo et al., 2017), and accessibility have an effect on newspaper readership. The study considers these four factors as independent variables for the study which were measured against Malthouse and Calder's (2006) three dimensions for newspaper readership.

1.1.3 Newspaper Circulation Pattern in Kenya

Despite the proliferation of new media in Kenya, reports show that traditional media is still dominant (GeoPoll, 2017). Radio has the largest reach of 89%, followed by Television with a 77 % reach, and newspapers accounting for a 65% reach (GeoPoll, 2017). There are several newspapers that are distributed for consumer in Nairobi County and the nation at large. *The Nairobiian* has a 5% readership, *Saturday Standard* (6%), *Sunday Nation* has a 20% readership, *Saturday Nation* (13%), *Sunday Standard* (4%), and *Weekend Star* (Sunday and Saturday) had a 1% market share (GeoPoll, 2017).

In the dailies sub-sector, *Daily Nation* had 75% of the industry's market share followed by *The Standard* which had 35%, followed by 12% of market share going to *Taifa Leo*, 4% to *The Star*. *The Standard* and *Daily Nation* were the leading newspapers by share and audience

size and boasting a readership of 4,379,400 per day every month and the Standard having 2,223,500 per day readership. Nationally, *The Standard* has a 20% market share and Daily Nation having a 40% (GeoPoll, 2017).

However, statistics show that the number of copies sold nationwide has been recording a slow decline. In 2016, the quantity of Kiswahili weekly and Daily newspaper circulated reduced by 22.6% and 15.5% respectively (Kenya National Bureau of Statistics [KNBS], 2017). The 2018 Economic Survey reported that the quantity of Kiswahili and English dailies fell by 10.0% and 5.0%. In 2016, this reduction was due to an increase in online readership with the normal newspaper reader going up by 18.3% to 1,862,943 which increased by 20.1 per cent from 1,862,943 in 2016 to 2,237,608 in 2017 (KNBS, 2017; 2018).

1.2 Problem Statement

Statistics show that the dominance of newspapers as a source of news information in both globally and locally has been declining (Media Council of Kenya [MCK], 2018). A 2018 survey commissioned by the Media Council of Kenya (MCK) found that newspapers as a source of news information accounted for only 1% in the month of March 2018 with radio and television being the main source of news information with 47% and 41% respectively (MCK, 2018). The evidence shows that newspaper readership has been on downward trend. In 2016, the quantity of Kiswahili weekly and Daily newspaper circulated reduced by 22.6% and 15.5% respectively. The weekly and daily English newspaper circulated reduced by 8.2% and 4.2% respectively (KNBS, 2017). Kiswahili and English dailies fell by 10.0% and 5.0% (KNBS, 2017). This evidence shows that there is an importance of empirical research to find out the determinants of newspaper readership in Kenya for newspaper printers to understand the reasons that influence readers to use print newspapers to be able to increase print newspaper readership for their dailies.

There is evidence of studies that have tried to unravel what is causing the decline of newspapers not much is known about the Kenyan context. These studies include Ayoti (2015) study on free newspaper and reading culture in Kenya and found that readers had a negative perception of free newspapers. Rukanga's (2016) examination of the link amongst online news content and readership and found politics was the most preferred content by

online news readers. Koech and Ombui's (2016) exploration on determinants of low distribution of newspapers and found that newspaper pricing, access to digital news, and poor circulation of newspapers resulted to decline in newspaper readership. However, these studies did not focus on the determinants of newspaper readership, a gap that this study intends to fill by inspecting the impact of cost, technology, content, and accessibility on newspaper readership.

1.3 General Objective

The general objective of this study was to establish the determinants of newspaper readership in Kenya.

1.3.1 Specific Objectives

The study's research objectives were;

- i. To establish the influence of cost on newspaper readership in Kenya
- ii. To establish the influence of technology on newspaper readership in Kenya
- iii. To establish the effect of content on newspaper readership in Kenya
- iv. To establish the effect of accessibility on newspaper readership in Kenya

1.4 Research Questions

The study's research questions were;

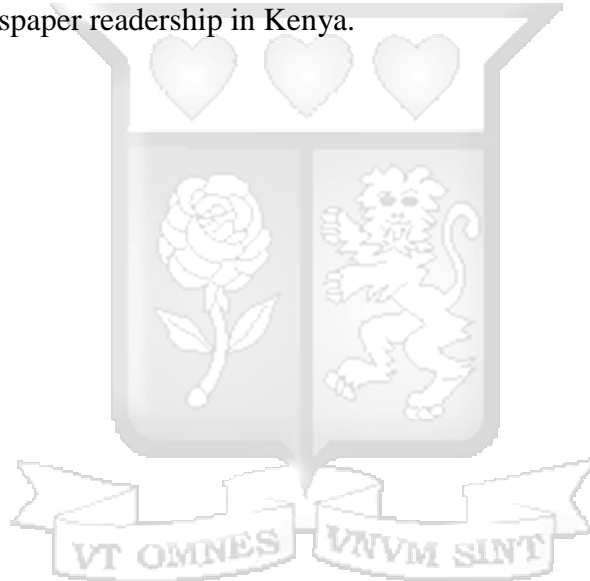
- i. How does cost influence newspaper readership in Kenya?
- ii. How does technology influence newspaper readership in Kenya?
- iii. How does content influence newspaper readership in Kenya?
- iv. How does accessibility influence newspaper readership in Kenya?

1.5 Scope of the Study

This section presents the scope within which this study was conducted. First, the study is limited to Nairobi County, which is one of the 47 counties in Kenya. Second, there are several types of newspapers, these are: daily newspaper, weekly, national, international, and customized newspaper. However, this study only considers daily newspapers in its scope. The study was limited to respondents who are at the moment of data collection are reading a newspaper.

1.6 Significance of the Study

The research was significant to policy and decision-makers in the media sector. Information from the research added to creation of regulations and standards to influence print newspaper industry growth amidst technological disruption. Moreover, the study provided insights on how cost, content, technology, accessibility, and influence newspaper readership and this information is of importance to strategic direction of print media if recommendations from this study are adopted. Additionally, the management of print media companies gains greater understanding of their audience. The research added to the breadth of knowledge in understanding newspaper readership in a digitally saturated environment while suggesting areas of future research on newspaper readership. The study suggested areas for further research on print newspaper readership in Kenya.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter is presents the theoretical review, empirical review, research gap, chapter summary, and operationalization of variables.

2.2 Theoretical review

This section presents the theories adopted to guide the study. The Technological Determinism Theory and the Uses and Gratification theory will be used to guide the study.

2.2.1 Technological Determinism Theory

The Technological Determinism Theory is the trust that technology is the major originator of the transformation being witnessed in the world. The theory is attributed to Thorstein Veblen an American sociologist whose work focused on the association between American society and technology (Hauer, 2017). The main argument of the theory is that communication technology, technology, media, and technological advancements all control social changes. The modern information society comes from the creation of innovations, new technologies and their political and social consequences (Nwodu, 2004).

The idea of technological determinism shows the technique of endorsing the hypothesis that the utilisation of educational technology is determined by the surroundings of the user and also by the technology itself. The supporters of technological determinism opine that the society is shaped and influenced by advancements in technology (Hauer, 2017). Chukwu (2014) posits the theory of technology determinism as a theory of social change; explaining that the entire society's actions are being determined by technology. The main position of technological determinism is that the technologies possess immense power on those who adopt it and at the same time remain in control, in terms of how to use it and when to use it relative to the prevailing environment under which the technology is owned and applied for self-interest, need and function (Osazee-Odia, 2016).

The theory is significant to this study as it espouses the importance that individuals have attached to technologies in communication through social media and have less to do with traditional media. The increase of online versions of newspapers have also contributed to the reduction in purchase of print newspapers and thus the technology determinism theory is important to show the preference of online newspapers over print newspapers. The print newspaper consumption trends have gone low due to advent of social media and also online newspapers. The society members today have associated with digital media and are not liable to use newspapers and traditional print media as their primary source of information. This theory becomes relevant for this research as it examines the influence that technology has on newspaper readership.

2.2.2 Uses and Gratification Theory

The Uses and Gratification Theory (U>) is utilized in identifying client's incentives for adopting media and to evaluate their attitudes towards the media they have adopted (Roy, 2009). The U> describes the gratifications that clients want from specific medium and their ideas of and empathy for the content they get from the media (Ruggiero, 2000). The U> admits personal choice and use and that various individuals can use the similar medium for varied purposes (Roy 2009). The theory has been important in comprehending why clients select to process using a specific medium (Eighmey & McCord 1998).

The proponents of the theory argue that although a person's first experience with a medium can be by chance due to inquisitiveness about its freshness, the use of the medium can be unlikely since the medium does not give them with special merits (Eighmey & McCord 1998). According to Katz and Blumler (1973), the most cited incentives for adopting conventional media (radio, televisions, and newspapers) are individual relationship (the requisite for company and assistance in social interaction); diversion (the requisite to escape personal problems, and the need for emotional relief); surveillance (the necessity for data about influences that help or might affect one); and personal identity (the requisite for self-awareness and comfort of one's part in humanity);

Stafford, Stafford, and Schkade (2004) gave an important meta-categorization of determinants of gratification in which three forms of gratification are required by clients and include social, process, and content gratifications. Social gratifications are applicable to clients who adopt a medium to meet their need for social interaction (friendship, keeping in touch, and interpersonal communication). Process gratifications are applicable to clients using a specific medium as they relish the process of using the media (control over viewing and surfing the web). Content gratifications are applicable to consumers using a specific medium for the content it gives them (entertainment information).

Other researchers who examined the motivation for newspaper readership have used the Uses and Gratification theory. Flavián and Guerra (2006) investigating on the incentives for online unlike conventional print newspaper readership established a positive association among online news readership and user need for updated news. In contrast, entertainment, habit and relaxation motives were closely associated with reading the print newspapers. Eke (2014) investigated the U&G in newspaper columns and found that the predominant themes of Press Clips were style, subject matter, and displeasure, in that order.

The U> theory is adopted for this study as it explains the motivations for an individual to decide to pick up a newspaper or decides to use digital sources of information and news. The theory thus becomes useful for this study as it aims to examine the influence of cost, content, and technological factors, which explain the motivations of a person to use certain media or to use certain media due to the gratification that they perceive this media gives them. For instance, newspaper provides for social interaction in Kenya because people share in reading a newspaper and also experience content gratification such as filling crossword and solving puzzles.

2.3 Empirical Review

This section focuses on presenting past studies that have been conducted on the relationships and associations between the study variables. The section is presented in four sub-sections, which are in tandem with the research objectives.

2.3.1 Cost and Newspaper Readership

Casero-Ripollés (2012) conducted a study on young people news consumption in the era of digitalization in Spain. The survey consisted of five hundred and forty nine participants in an effort to determine their consumer perceptions and habits. The findings indicated that the growth of social networks as a source of news and the reduction of traditional media and focusing on newspaper specifically. The findings revealed the clear charm of cost-free content for younger people to gravitate towards digital sources of news rather than use newspapers for their news information. This study was limited to a youthful population and the findings could not be generalized to a larger population, which presents different demographic characteristics, which will be adopted in this study.

Njabulo et al. (2018) examined the feasibility of print newspaper in the era of digitalization Zimbabwe. The study adopted an exploratory research design, which involved four hundred study participants who answered to the questionnaire and advertising agencies managers were interviewed. The findings revealed that cost of reading news online was higher than the costs of reading a printed newspaper which indicates that cost is a factor considered by newspaper readers. The study did not specifically ask respondents what were the costs associated with newspaper readership a gap that this study filled by asking respondents the different costs associated with printed newspapers.

Mburu (2013) conducted an assessment on the feasibility of free newspapers in Kenya. The study adopted a qualitative research methodology which helped get in-depth details from participants. The size of the sample for the study was 20 respondents comprising of newspaper readers and non-readers. Semi-structured interviews and content analysis of newspaper stories for the month of July 2013 were utilized to collect information for the study. The findings revealed that respondents had a negative perception of free newspapers and rather acknowledged that newspaper prices should be subsidies thus indicating that cost was a factor considered by newspaper readers. This study was limited to qualitative methods of sampling, which resulted to a small sample from which generalizations couldn't be made.

Ayoti (2015) conducted a study on free newspaper and reading culture focusing on the People Daily newspaper in Kenya. The study aimed at establishing influence of free newspaper on reading culture, finding out the public insight of free newspapers, and finding out editorial strategies utilized by free newspapers. The study adopted a case study approach, which was conducted among a sample of 109 members. Qualitative approaches of data gathering were adopted, which comprised of semi-structured interviews and in-depth interviews with key informants. The study found that there was a negative perception towards free newspapers indicating that cost of newspaper was a factor that readers considered. The study was limited to qualitative methods and thus lacked statistical rigor.

In the US, Everett (2011) evaluated the transformation of newspapers in the technology era using triangulation method by secondary research, interviews, and an online survey of 109 respondents. The findings indicated that research participants gravitated toward free news content. The nearly unlimited space on the Internet provided readers the chance to read news on any subject and to most people, newspapers are not worth the cost. Despite online reading being free, participants preferred a physical newspaper to its Internet counterpart. However, the study had a small sample of respondents in the 18-25 age bracket. There is need for a larger sample of respondents from different demographic groups.

2.3.2 Technology and Newspaper Readership

In the United States, Chyi and Tenenboim (2016) reviewed on online and print newspaper readership adopting a longitudinal descriptive study among a group of 51 United States newspapers. The study aimed at answering the questions which product – online or print – spreads to additional readers, changes in print readership, and changes in online readership. The study relied on secondary data on a newspaper readership database. The findings revealed that the print product has more readers than digital products in national markets. The study adopted secondary sources of data over a period of time, which may not be adequate to find out what factors influence newspaper readership in the current time.

In Nigeria, Hassan, Latiff, and Atek (2015) analysed print newspaper circulation and online reading connection. The study adopted a quantitative approach to research among a

population of 1,281 academic staffs of Bayero University from which of 297 was selected using probability sampling. The findings showed that the overall consequence of digital newspaper on the movement of its print counterpart in the study area was moderate. The findings exposed that common readers read less print copy of newspapers owing to having access to free online forms. Moreover, most readers continued to read print copy of the newspaper notwithstanding convenience of its free online platforms. The study was limited to academic staff of a university, which means the respondents shared some similarity and thus lacked the heterogeneity required of a sample.

In the United States, Cao and Li (2006) did a survey of online editors and publishers using an online survey and established that digital newspapers provided a small negative effect on circulation of print newspapers. The sample of the study consisted of publishers and online editors of newspapers. The results suggested that a small newspaper would have a greater impact on digital newspaper on print newspapers. Medium-sized and small print newspapers indicated clear reducing distribution from 1990 whilst the reducing pattern was not clear for big newspapers. This result suggests that major dailies may not suffer from technological factors and can maintain their market share. This study was conducted from the supply side of news and did not consider the perceptions of newspaper readers.

2.3.3 Content and Newspaper Readership

Ashong and Ogaraku (2017) did a research on preference of content between hardcopy and online newspaper readers in Nigeria adopting a survey research design conducted among the 5,114,191 population of Imo State from which a sample of 400 was selected. The findings revealed that participants read both newspaper versions and that content is irrelevant as an influence of the version they preferred. Moreover, some psychographic and demographic determinants influenced the selection of content as well as media. The sample size for the study included both online and hardcopy newspapers readers thus the sample size was not unique towards print newspaper readers and thus the findings may not be generalized to this population.

Asogwa (2018) examined the differences of gender in reading newspapers trends in Nigeria utilising a survey research from which a sample of 384 was extracted from a population of 4,411,119 residents of Enugu State from which respondents were selected purposively in Enugu-East. The data was analysed using inferential and descriptive statistics using Chi-Square to test the hypothesis. The findings suggested that it was challenging because online news content was frequently updated at steady interims. The study found no significant difference between content of print and online newspapers and thus no content preferences among readers. The sample size was large and not specifically targeted to a particular group with homogeneity which reduces accuracy of generalizing the data to print newspaper readers.

In Oman, Al-Shaqsi (2013) assessed attitudes towards content, layout, and reading habits among 9 dailies and free weekly publications. The sample consisted of seven hundred and forty seven participants included via convenience sampling methods. The research identified that frequency of reading correlated was form of professionalism and content features more than the presentation and appearance (design & layout). News was the most frequently read type of content. The study did not have any sampling frame of target population and thus relied mostly on non-probability sampling methods, which lacked statistical significance in generalizing the findings to a larger population.

Hassan and Azmi (2018) sought to determine the degree of preferences for readership for online and print newspapers in Nigeria employing a descriptive research based on the quantitative approach. The study found that content preferences influenced choice to read a print or online version of newspapers. This study included both online and print newspaper readers in its sample, which means that the findings may not be generalizable to print newspaper readers. Furthermore, the study was limited to academic staff of a university, which means the respondents shared some similarity and thus lacked the heterogeneity required of a sample.

Rukanga (2016) examine the type of content the Nation Media Group websites, the Daily Nation and the Nairobi News and how these served to their targeted audiences and the

resultant consumption dynamics. The research employed an ethnographic method studying online communities to collect information. The specific techniques used were interviews with producers, website editors, and consumers and observation of web consumption analytics. The findings of the study revealed that political content was the most dominant followed by crime among Daily Nation media group consumers. The style and tone of content was more dominant among Nairobi News consumers. The study further found that human-interest stories were found to be popular with the audiences. Evidence revealed that content placement had impact on the consumption of content, both positively and negatively. The study did not explore the concept of newspaper readership which is the focus of this study.

Gitonga, Ong'ondo, and Ndavula (2019) examined print media managers' perception of adoption of new media in newsrooms in Kenya. The Technology Acceptance Model (TAM) and the Uses and Gratification Theories were adopted in this study. The qualitative multiple case study design was adopted. A sample size of 12 media managers drawn from mainstream newspapers in Kenya was purposively selected. Data was collected using in-depth interviews and document analysis. The results indicated that some of the legacy journalists are still reluctant to embrace technology.

Informants from the study agreed that not all legacy journalists have fully adapted to the new way of telling the stories on the multimedia platforms. They still have doubts over the viability of this thing called Digital and they are more comfortable with the traditional print platform. The study was qualitative in nature and collected information from staff in print media whilst the present study focuses on fathering data from newspaper readers.

Ngoge and Nyabera (2014) examined the level of content presentation in print newspaper compared with that of the online version in Daily Nation in Kenya. Using a qualitative approach, content analysis was done on the 'Daily Nation' newspaper. Purposive sampling was used to select newspaper for analysis for the two weeks. The study established that digital newspapers lacked in quantity of characteristics that were seen in print newspapers.

Specifically, online newspaper was better as it provided readers with opportunity for feedback compared to print newspaper as well as providing flexibility for readers to navigate towards the stories of interest. Print newspapers offered content that was not available on the online versions and these included advertisements, obituaries, photos, county news, tenders, job vacancies, notices, and special features. The study was limited to the Daily nation whilst this study focuses on all daily newspapers that have print and online versions (Ngoge & Nyabera, 2014)

2.3.4 Accessibility and Newspaper Readership

Al-Mukhaini (2006) conducted a study among four hundred participants on the resulting gratifications of reading Omani newspapers in Muscat. The study adopted a descriptive research design where respondents were selected using non-probability approaches. The findings revealed that motivations for selecting a newspaper were accessibility, writing style, varying views, habitual, and in-depth interviews. Today's newspapers use design elements – story placement, typeface, and graphics – to make information easily accessible to the reader (Babalola, 2002). However, the study did not focus on the influence of technology, costs, accessibility, and content on the choice of newspaper readers a gap that this study will fill.

Raeymaeckers (2004) did a study on a sample of twelve hundred Belgian students between the ages of sixteen and eighteen years. The findings unearthed that a significant number of young teenagers created a daily reading habit of newspaper in the households. Despite newspaper being available, a small number students did not have any interest with newspaper readership. The results suggested that reduced access to newspapers increased rejection of newspaper readership. This confirmed the notion that access to newspaper for young people results in increase readership as they are more likely to have individual reading habits and spend a significant time reading a newspaper/. The sample of the study was limited to adolescents, which mean that the findings cannot be generalized to print newspaper readers.

Aliagan (2011) conducted a study on newspaper readership pattern in Nigeria and adopted a survey approach in collecting data using random sample techniques to evaluate sales records of newspaper founded on the trend in consumption of newspaper in the Ilorin metropolis.

The outcome showed that majority of Nigerians bought or did not have access to newspapers and newspaper readership is low in the nation. The study did not use statistical techniques to identify the population of the study and also in determining the sample size for the study.

Lesitaokana and Akpabio (2004) sought to gather perspective of news audiences in Botswana between traditional versus online newspapers. This study employed a mixed method approach. The study used multistage cluster sampling and focus group discussions (FGDs) and 600 questionnaires administered face-to-face to respondents in Francistown, Gaborone, and Maun. The study found that even though the state-owned Botswana Daily News has the highest circulation in the country with a print of 70,000 copies daily and is distributed free of charge nationwide, the study's student participants mentioned that they still have problems accessing the newspaper. This study focused on audiences of both online and print newspaper readership, which means the population, was not homogenous and limited the generalizability of the findings to print newspaper readers.

Kobusingye (2016) examined the use and access of newspaper at Makerere University Library adopting a mixed method in which document analysis, interviews, and questionnaires were used to collect data from a sample selected using purposive and convenience sampling strategies. The findings revealed that majority of respondent's preferred printed newspapers as compared to who preferred online newspapers. One major reasons for the preference of printed version was easy access. This study did not use statistical approaches to identify the sample size for the study thus reducing its statistical rigor.

Koech and Ombui (2016) investigated the determinants of low circulation of newspaper at Nation Media Group in Kenya. The study adopted a descriptive design and adopted and distributed a questionnaire to a population of 3,244 respondents comprising of all 3,220 sellers in Nairobi whom were 3,200, 22 carriers and 12 administrators of Nation Media Group. The research found that competition from digital news sources, late delivery of dailies, consumer choices, pricing of newspaper, and drop-off locations of newspapers were determinants that resulted to low circulation of newspapers. The findings from the study also indicated that respondents were not able to access newspaper drop-off points easily. This

finding suggested that inaccessible delivery points could lead to delay in newspapers reaching the customers. The target population for the study was from the supply side of newspapers and did not include newspaper readers a sample that this study will target.

2.3.5 Newspaper Readership

Newspaper readership inclines indirect influence of the why and what on coverage of news events; for editors and reports provide space for events they are aware are of interest to the readers (Layefa et al., 2016). Historically, the sector has trusted on parameters of readership such as number of people who read a newspaper yesterday and paid distribution (Malthouse & Calder, 2006). Calder and Malthouse (2003) was needed to have at least six indicators of readership that include time spent reading, reading the paper for Sundays and weekdays separately, frequency of reading, and the completeness of reading separately for Sundays and weekdays. These variables are mixed to one score on a unidimensional scale of readership. Calder and Malthouse (2003) developed three indicators of newspaper readership: time, frequency, and completion. The authors developed a score which could measure an individual's general trend of using a newspaper which they defined as the Readership Behaviour Score (RBS). The RBS is suitable to examine the connection of personal newspapers and can be measured over all newspaper an individual reads and is described as the Total Reader Behavior Score (TRBS). The study thus used the parameters of time spent reading, frequency of reading, and completeness of reading a newspaper.

2.4 Summary of Research Gaps

The literature shows evidence that there has been a decline in newspaper readership around the globe. However, this decline in newspaper readership has not been significant especially with evidence from Western and developed nations. However, the decline in newspaper readership is being witnessed currently in developing countries such as Kenya. There is less evidence, however, of empirical research on the factors that have contributed to decline in newspaper readership in Kenya. There is also less evidence of studies that have investigated the influence of technology, cost, content, and accessibility on newspaper consumption in Kenya; a research gap that this study intends to fill.

2.5 Conceptual Framework

Figure 2.1 shows the conceptual framework of the study. The independent and dependent variables are shown along with their indicators. Price of newspapers, cost of living, and subscription prices are used as indicators for cost variable. The content variable is measured by colorful and attractive layouts, more visual content, local content, regional content, and international content. Online newspapers, Social media, Mobile phones, and Digital media are constructs used to measure the variable of technology. The accessibility variable is measured by distribution, location of pickup, and circulation. Newspaper readership is measured by time, frequency, and completion.

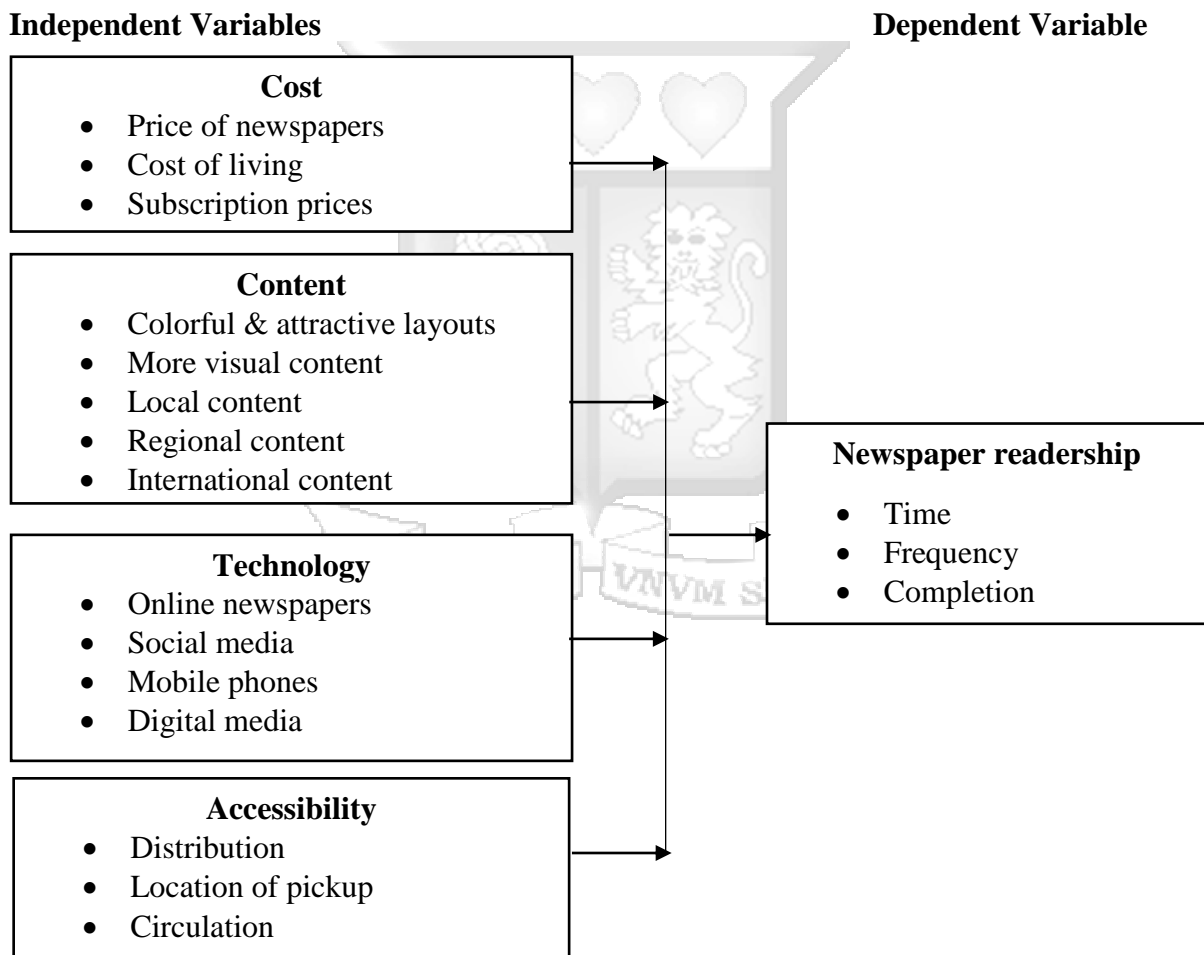


Figure 2.1: Conceptual Framework

2.6 Operationalization of Variables

Table 2.2 shows the operationalization of the study variables which indicate how each of the variables will be measured and from which sources of the literature that these indicators were used.

Table 2.1: Variable Operationalization

Variables	Indicators	Measurement Scales	Tools of analysis	Author
Cost	Price of newspapers	Ordinal	Frequency distribution	Casero-Ripollés (2012)
	Cost of living	Interval	Correlation	Njabulo et al. (2018)
	Subscription prices		Regression analysis	Mburu (2013) Ayoti (2015)
Technology	Online newspapers	Ordinal	Frequency distribution	Chyi & Tenenboim (2016)
	Social media	Interval	Correlation	Hassan et al. (2015)
	Mobile phones		Regression analysis	Cao & Li (2006)
	Digital media			
Content	Colorful & attractive layouts	Ordinal	Frequency distribution	Ashong & Ogaraku (2017)
	More visual content	Interval	Correlation	Asogwa (2018)
	local content		Regression analysis	Al-Shaqsi (2013)
	Regional content			Hassan & Azmi (2018)
Accessibility	International content			
	Distribution	Ordinal	Frequency distribution	Aliagan (2011)
	Location of pickup	Interval	Correlation	Lesitaokana & Akpabio (2004)
Newspaper readership	Circulation		Regression analysis	Kobusingye (2016)
	Time	Ordinal	Frequency distribution	Calder and Malthouse (2003)
	Frequency	Interval	Correlation	
	Completion		Regression analysis	

Source: Researcher (2021)

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This chapter presents the research design that will be used, population and sampling, data collection methods, data analysis approaches, and ethical considerations that the study will ensure to meet in the course of this research.

3.2 Research Philosophy

In terms of research philosophy, this research adopted the positivist approach. Positivist paradigm has guided the conduct of research in the natural sciences. Wahyuni (2012) alluded that today's proponents claim that science consist of falsification and confirmation and these procedures and methods are done objectively. The proponents of positivism agree that reality is objective and researchers are standalone witnesses. The positivist approach perceives that varied researchers witnessing similar problems can generate the same outcomes by carefully applying statistical procedures and using the same research procedure in examining a big sample (Wahyuni, 2012). The positivist approach fits this study as the investigator was objective in exploring the determinants of newspaper readership by conducting research from collecting data and analyzing this information to make conclusions. The researcher used several scientific approaches in determining the sample, collection, and analysis of data.

3.3 Research Design

The descriptive survey approach was utilized to conduct this research. This design is a scientific method that consists of describing and observing the habits of a subject without interfering it in any way. Descriptive study designs are useful for description of the wanted features of the sample that is under investigation. A unique aspect of descriptive study design is it focuses on one sample with no comparison samples (Atmowardoyo, 2018). The basic purpose of descriptive research is to define the features of a sample in terms of the characteristics that are seen and are important in creating a hypothesis. This research design was suited for this study as it used one sample group, aimed to describe the use of print newspapers as a source of information, and described the interaction between selected factors (cost, technology, content, and accessibility) and newspaper readership.

3.4 Population

There is a distinction between a population and target population. A population is a collection of objects or persons known to have the same features. Every object or persons in a population have a mutual trait, feature, or binding (Kumar, 2008). On the other hand, Banerjee and Chaudhury (2010) defined target population as a collection from which a sample is selected. The target population for the study is newspaper readers. To identify this study's target population, the researcher used Ipsos Synovate's (2013) seminal newspaper readership report which calculated newspaper readership population in Nairobi County as 328 respondents.

3.5 Sampling Technique and Sample Size

A sample is the share of a population that is chosen for analysis. Statistical procedures are used for collecting a smaller group of the population that is representative rather than selection of each time in the population (Levine, Nicolau, & Pluye, 2009). Sampling techniques are a clear plan that is used to obtain a sample from a population and can be grouped into two categories: non-probability and probability sampling techniques. Probability sampling refer to the inclusion of all members of a population have a known and equal opportunity to be included in a sample. On the other hand, non-probability sampling, this inclusion in the sample is not known and is not by chance (Battaglia, 2008).

This study used non-probability sampling technique. This technique was selected because the researcher had no sampling frame or list of members of population from which respondents can be selected randomly (Battaglia, 2008). Specifically, the convenience sampling technique was adopted. The sampling method where the units of the population that meet a specific norms including geographical closeness, willingness to participate, availability, and accessibility are selected in a sample is referred to as convenience sampling (Etikan, Musa, & Alkassim, 2016). Other studies (Williams, 2003; Qayyum, Williamson, Liu, & Hider, 2010) on newspapers readers have used this approach. A sample size meets the need of representativeness, flexibility, reliability, efficiency of a study. The study used Yamane (1967) sample formula to establish the size of the sample as 180 respondents. This formula was preferred for this study for its simplicity and it also indicated the confidence level used.

$$n = \frac{N}{1 + N(e^2)}$$

Where;

n = sample size

N = study population

e = tolerance at the preferred level of confidence

$\alpha = 0.05$ at 95% confidence level.

$$\begin{aligned} n &= 328 / 1 + 328 (0.05)^2 \\ &= 328 / 1.82 \\ &= 180 \end{aligned}$$

The sampling frame is a device or a list that is used by researchers to define a population of interest and it defines the set of units from which an investigator can choose a sample from the target population (Lewis-Beck, Bryman & Liao, 2004). However, there is no sampling frame for newspaper readers and thus convenience sampling was used to recruit respondents into the sample. To do this, likely respondents were approached in social areas around Upper Hill area and Nairobi Central Business District (NCBD) including restaurants, restaurants and coffee lounges, officers, schools and “free readers’ points” where persons reading any of the Daily newspapers were approached for questioning. The data collection was conducted during morning hours when most people were purchasing newspapers. The interview administration of the questionnaire was done following the government guidelines on Covid-19. The research assistants had a sanitizer for the respondents who agreed to respond to the questionnaires and were wearing a mask during the exercise and further following social distance guidelines between interviewer and interviewee.

3.6 Data Collection Methods

A structured questionnaire was adopted to gather information from the sample. According to Taderhoost (2016), a questionnaire is used to collect information that is relevant in a valid and reliable approach (Taderhoost, 2016). The questionnaire is a suitable instrument for this study as it aimed to collect data from a large sample in a systematic and standard manner. The easiest and most convenient approach to collect standard information is using a

structured questionnaire. The instrument had six sections: background information, and sections on cost (5), content (5), accessibility (5), and technology (5), and newspaper readership (4). The questionnaire was structured using statements that the respondent was asked to indicate their level of agreement. A 5 Point Likert Scale was used which asks respondents to select which agreement level fits with their situation at hand. The responses ranged from “strongly disagree”, “disagree”, “moderately agree”, “agree”, and “strongly agree”.

3.7 Quality of research

In order to establish quality in this research, validity and reliability were fulfilled which are further explained in this section.

3.7.1 Validity

Validity clarifies how best data gathered covered the actual area of research (Ghuri & Gronhaug, 2005). Validity seeks to estimate what is intended to be measured (Field, 2005). The validity of the instrument was established by seeking opinions and views from colleagues, lecturers, and university supervisors as a peer review technique. The researcher also used past studies to design the questionnaire items. These items were used from studies that have been established as valid before and thus can be used in the present study.

3.7.2 Reliability

The degree to which that a data collection tool can give consistent and stable outcomes (Taderhoost, 2016). A scale has good internal consistency reliability if the items measure similar constructs and “hang together” (Huck, 2007; Robinson, 2009). The Cronbach Alpha coefficient is often used to estimate internal consistency measure is seen as the most adequate reliability measure when adopting likert scale (Robinson, 2009). Hinton, Brownlow, McMurray, and Cozens (2004) recommended four threshold points for reliability: high reliability (0.70-0.90), excellent reliability (0.90 and above), low reliability (0.50 and below), and moderate reliability (0.50-0.70). A Cronbach’s Alpha value of from 0.50 or higher will be desired for this study. Table 3.1 shows overall reliability of the instrument as 0.808 which falls under higher reliability which is acceptable.

Table 3.1: Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Cost	0.889	5
Technology	0.751	5
Content	0.738	5
Accessibility	0.833	5
Overall Reliability	0.808	20

3.8 Data Analysis

Data analysis is the use of the available selection of techniques to explore, describe, understand, predict, and prove based on data from a sample (Field, 2005). The data was coded, entered into statistical software, and then analysed. The statistical package for the social sciences (SPSS) was used to analyse the data using descriptive and inferential statistics. The descriptive statistics summarized the data and enabled the reader to observe trends in the data and make comparison. The mean, frequencies, percentages, and standard deviation are descriptive statistics used in the study.

Further analysis was done using regression and correlation analysis where the aim of this statistical technique is to estimate the strength of linear connection between two variables (Levine et al, 2009). After the correlation was found, the output of the regression was gained by determining the causal connection between the variables at a 5 % significance level. According to Levine et al. (2009), regression analysis attempts to establish the nature of relationship between variables. The proposed regression model is thus presented as;

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon_j$$

Where:

Y_i = newspaper readership

α = Constant

$\beta_1, \beta_2, \beta_3, \beta_4$, = Coefficients

X_1 = Cost

X_2 = Technology

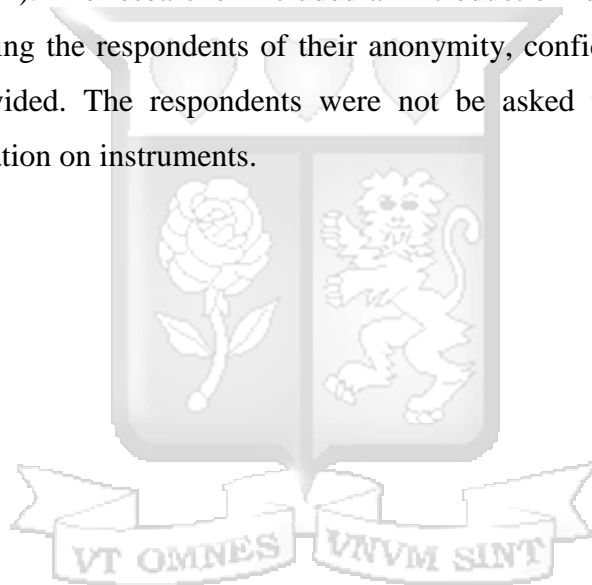
X_3 = Content

X_4 = Accessibility

The findings of the study shall be disseminated in a PowerPoint presentation to Strathmore University while a printed version will be stored in Strathmore University library and a digital copy uploaded to the Strathmore University digital repository. The researcher also aims to publish the research on a free online access journal which will be available for download on the web.

3.8 Ethical Issues in Research

In meeting ethical considerations, the researcher sought and acquired approval from The Strathmore University Institutional Ethics Review Committee (SU-IERC). The investigator applied for a research permit from the National Commission of Science, Technology, and Innovation (NACOSTI). The researcher included an introduction letter to the data collection instrument guaranteeing the respondents of their anonymity, confidentiality, and privacy of the information provided. The respondents were not be asked to indicate any personal identification information on instruments.



CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

This chapter presents the finds from the data collected. The chapter is presented in sections of the correlation analysis, regression analysis, descriptive statistics, demographic information, and response rate of the study. Tables and charts are used to present the data and supported by interpretations from the investigator.

4.2 Response Rate

The response rate refers to the proportion of people eligible for a study who actually enroll and participate (Agustini, 2018). The researcher was able to administer 180 questionnaires in the data collection phase. Out of these 180 surveys, the researcher was able to get back 121 questionnaires, which were used, in the analysis. This means that the response rate for the study is 67.2 %.

Saldivar (2012) recommended that a 60% response rate is acceptable, although 70% would be preferable and thus the response rate is acceptable. The adequate response rate was achieved due to the face-to-face administration of the questionnaire to respondents where the research assistants were able to motivate and assist respondents in completion of the survey.

Table 4.1: Study Response Rate

Categories	Frequency	Percent
Administered	180	100.0
Returned	121	67.2

4.2.1 Gender

The study was interested in understanding the distribution of gender in newspaper readership. The study was able to administer the survey to 67.8 % of male respondents whilst female respondents accounted for 32.2 % of the sample as seen in figure 4.1.

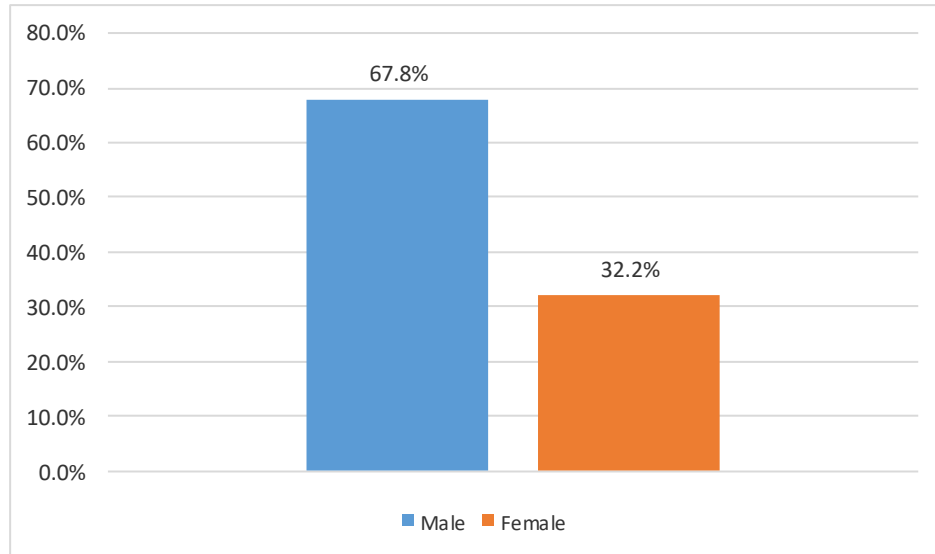


Figure 4.1: Gender Distribution of Respondents

4.2.2 Education Level

The level of education of respondents was also sought from the survey instrument. The findings indicate that those with a bachelor degree were more represented in the sample as 33.8 % cited this level. This was followed by those with postgraduate level of education with 24.0 % citing this, 21.5 % mentioned having a diploma level of education, and 20.7 % had a certificate as their highest level of education as seen in Figure 4.2.

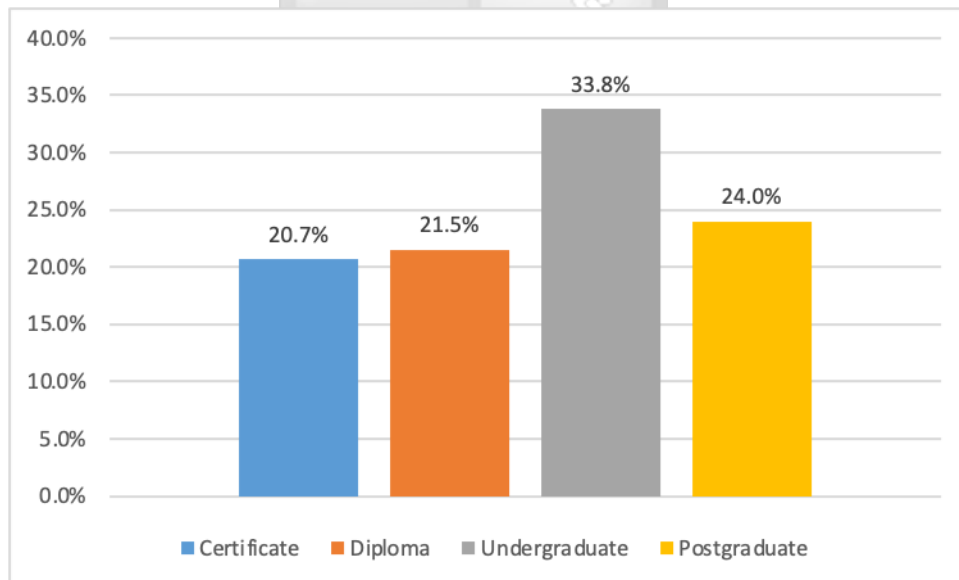


Figure 4.2: Highest Level of Education among Respondents

4.2.3 Age group

In terms of age level distribution, 40.5 % of the sample were in the 25- 34 year age group, 24.0 were in the 35 – 44 years, they were followed by respondents in the 19-24 years old who represented 19.8 % of the sample, 9.1 % were in the 55 years and above age group, and the least represented group were in the 45-54 years age group as shown in Figure 4.3.

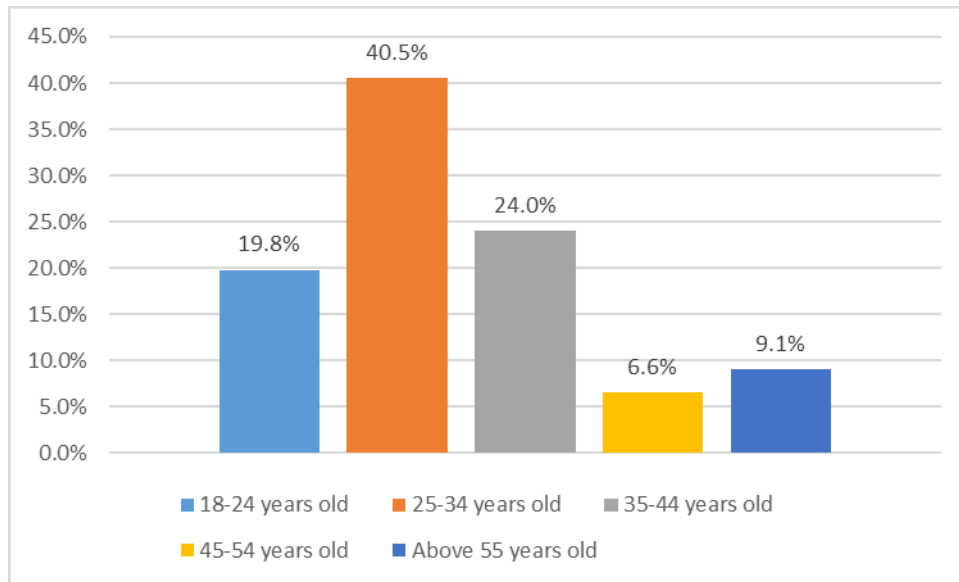


Figure 4.3: Age Distribution among Respondents

4.3 Cost and Newspaper Readership

The first objective of the study was to determine the influence of cost on newspaper readership. In this regard the respondents were asked to indicate their level of agreement on five cost statements. Table 4.2 shows that the mean score for this variable was 4.13 and a standard deviation of 0.704. The findings further show respondents agreed that cost for subscribing for print newspapers was not affordable as shown by a mean score of 4.27 and a standard deviation of 0.785. The findings also show respondents agreement that the price of newspapers does not meet the information provided in the paper as indicated by a mean score of 4.26 and standard deviation of 0.574.

Table 4.2: Cost Descriptive Statistics

Cost Statements	Mean	Std. Deviation
The price of newspapers has been increasing over the years	4.07	0.783
The price of newspapers does not meet the information provided in the paper	4.26	0.574
The cost of subscribing for print newspapers is not affordable to me	4.27	0.785
The delivery costs of newspapers is not affordable for me	3.92	0.571
I can get the information from newspapers at a cheaper price	4.13	0.806
Overall mean score	4.13	0.704

4.4 Technology and Newspaper Readership

The second objective of the study was to determine the influence of technology on newspaper readership. The findings indicate that the overall mean score for technology statement was 3.8 and a standard deviation was 1.057, which suggests that respondents moderately agreed that technology had an influence on newspaper readership. A closer look reveals that respondents agreed that lower cost of technology reduced barriers to entry of online newspaper versions as shown by a mean score of 4.13 and standard deviation of 0.806 as shown in Table 4.3.

Table 4.3: Technology Descriptive Statistics

Technology Statements	Mean	Std. Deviation
New media is more convenient in dissemination of information	2.99	0.926
New media is more efficient in dissemination of information	2.86	0.879
I read less print copy of newspapers because they have access to the free online versions	3.57	1.132
Technology allows for the creation of new alternative (substitute) print newspapers	3.36	1.543
The lower cost of technology reduces barriers to entry of online newspaper versions	4.13	0.806
Overall mean score	3.83	1.057

4.5 Content and Newspaper Readership

Table 4.4 shows the results in relation to the third objective of the study which was to determine the influence of content on newspaper readership. The findings shows respondents agreed that there was more content in print newspaper than there is on online versions as shown by a mean score of 4.00 and standard deviation of 0.000. The results show that respondents moderately agreed that I am interested in the news columns of print newspapers as shown by a mean score of 3.68 and standard deviation of 1.012. The overall mean score of content influence on newspaper readership indicate moderate agreement of respondents to the influence of content on newspaper readership.

Table 4.4: Content Descriptive Statistics

Content Statements	Mean	Std. Deviation
There is more content in print newspaper than there is on online versions	4.00	0.000
I am interested in the editorial features of print newspapers	3.42	0.804
I am interested in the political opinions of print newspapers	3.54	0.796
I am interested in the news columns of print newspapers	3.68	1.018
I am interested in the special sections such as lifestyle, sports, entertainment sections of print newspapers	3.55	1.162
Overall mean score	3.64	0.756

4.6 Accessibility and Newspaper Readership

The fourth objective of the study was to determine the influence of accessibility on newspaper readership. The overall mean score for this variable was 3.60 and a standard deviation of 0.843. An examination of the independent statements, the findings show respondents agreed that print newspapers was circulated in convenient locations for them as shown by a mean score of 4.12 and standard deviation of 0.586. Respondents also moderately agreed that print newspapers were distributed on time as shown by a mean score of 3.15 and standard deviation of 0.980.

Table 4.5: Accessibility Descriptive Statistics

Accessibility Statements	Mean	Std. Deviation
I have access to print newspaper through their kin, peers and work group	3.29	0.987
Print newspapers are available to me in public spaces	3.56	0.752
I am able to access print newspaper for the present day	3.87	0.912
Print newspapers are circulated in convenient locations for me	4.12	0.586
Print newspapers are distributed on time	3.15	0.980
Overall mean score	3.60	0.843

4.7 Newspaper Readership

The dependent variable of the study was newspaper readership. This variable was measured in terms of the time, frequency, and completion. The descriptive findings on newspaper readership as a dependent variable are presented in this section.

4.7.1 Time Spent On Newspaper

Table 4.6 shows the results of the findings in terms of respondents' time spent on print newspapers where the majority of respondents indicated they spent 16-30 minutes as shown by 43.0 %, the second most time spent on reading a print newspaper was 31-45 minutes as show by 26.4 %, respondents that read newspaper for more than one hour represented 15.7 % of the sample, with 9.1 % reading newspaper for 46-60 minutes, and 5.8 % read a newspaper for 1-15 minutes.

Table 4.6: Time Spent On Reading a Newspaper among Respondents

Time spent on reading	Frequency	Percent
1-15 Minutes	7	5.8
16-30 Minutes	52	43.0
31-45 Minutes	32	26.4
46-60 Minutes	11	9.1
61 min or more	19	15.7
Total	121	100.0

4.7.2 Frequency of Newspaper Readership

Table 4.7 shows the findings of the study in relation to the frequency with which respondents read a newspaper. The results indicate that most respondents read a newspaper for more than two hours and less than two hours and half as represented 24.0 % of the sample, this was followed by 19.8 % read a newspaper for half an hour to less than an hour, 18.2 % read a newspaper for one and a half hour to less than two hours, 12.4 % read a newspaper for less than half an hour. The results show that respondents who read a newspaper for more than three hours accounted for 9.9 % and 5.8 % read a newspaper for two and a half hours to less than three hours.

Table 4.7: Frequency of Reading a Newspaper among Respondents

Frequency of readership	Frequency	Percent
Less than 1/2 an Hour	15	12.4
1/2 hr to less than 1 hr	24	19.8
1 hr to less than 1 1/2 hr	12	9.9
1 1/2 hr to less than 2 hr	22	18.2
2 hr to less than 2 1/2 hr	29	24.0
2 1/2 hr to less than 3 hr	7	5.8
More than 3 hr	12	9.9
Total	121	100.0

4.7.3 Completion of Newspaper Readership

Table 4.8 shows the results of the findings in regard to completion of newspaper readership which indicates that 33.8 % read at least half of the newspaper, 28.9 % read a quarter of the newspaper, 18.4 % read three quarters of the newspaper, 10.7 % read all of the newspaper, and 8.2 % read almost all of the newspaper.

Table 4.8: Completion of Newspaper Readership among Respondents

Newspaper completion	Frequency	Percent
1/4	35	28.9
1/2	41	33.8
3/4	22	18.4
Almost All	10	8.2
All	13	10.7
Total	121	100.0

4.9 Correlation Analysis

Table 4.9 shows the results of the bivariate correlation analysis which indicates the correlation coefficients and significance levels. The results show that the largest correlation was between technology and newspaper readership ($r = 0.255$, $p = 0.005$), followed by the correlation between content and newspaper readership ($r = 0.236$, $p = 0.009$), this was followed by accessibility and newspaper readership ($r = 0.085$, $p = 0.355$), and the least correlation was between cost and newspaper readership ($r = 0.067$, $p = 0.467$). The results indicate that correlation coefficients between cost and technology were statistically significant whilst those of content and accessibility were not statistically significant.

Table 4.9: Correlation Coefficient Results

		Cost	Content	Technology	Accessibility
Cost	Pearson	1	.866**	.812**	.169
	Correlation				
	Sig. (2-tailed)		.000	.000	.064
	N	121	121	121	121
Content	Pearson	.866**	1	.928**	-.105
	Correlation				
	Sig. (2-tailed)	.000		.000	.254
	N	121	121	121	121
Technology	Pearson	.812**	.928**	1	.170
	Correlation				
	Sig. (2-tailed)	.000	.000		.063
	N	121	121	121	121
Accessibility	Pearson	.169	-.105	.170	1
	Correlation				
	Sig. (2-tailed)	.064	.254	.063	
	N	121	121	121	121
Readership	Pearson	.067	.236**	.255**	.085
	Correlation				
	Sig. (2-tailed)	.467	.009	.005	.355
	N	121	121	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

4.10 Regression Analysis

Table 4.9 shows the linear regression results of the variables where the first result of the model summary shows that the four independent variables influenced 27.5 % of variation in newspaper readership with a coefficient of determination of 0.275. The results from the ANOVA indicate that the model was statistically significant in explaining the change in newspaper readership. The coefficients table indicates that content ($\beta = 3.832$, $p = 0.000$) and accessibility ($\beta = 1.090$, $p = 0.000$) had a positive and statistically significant effect on newspaper readership. On the other hand, cost ($\beta = 2.114$, $p = 0.000$) and technology ($\beta = -1.348$, $p = 0.004$) had a negative and statistically significant effect on newspaper readership. The regression model thus becomes;

$$\text{Newspaper Readership} = -1.128 + -2.114 + -1.348 + 3.832 + 1.090$$

Table 4.10: Multiple Regression Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 ^a	.275	.250	.89277

a. Predictors: (Constant), Accessibility, Content, Cost, Technology

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.999	4	8.750	10.978	.000 ^b
	Residual	92.457	116	.797		
	Total	127.456	120			

a. Dependent Variable: Newspaper Readership

b. Predictors: (Constant), Accessibility, Content, Cost, Technology

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.128	1.164		-.969	.334
	Cost	-2.114	.368	-1.278	-5.740	.000
	Content	3.832	.785	2.418	4.881	.000
	Technology	-1.348	.459	-1.075	-2.938	.004
	Accessibility	1.090	.238	.736	4.577	.000

a. Dependent Variable: Newspaper Readership

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter gives the discussions of the findings per each objectives and this is replicated for the discussions, conclusions, and recommendations of the study. The chapter also suggests areas of future research.

5.2 Discussion

5.2.1 To Establish the Influence of Cost on Newspaper Readership in Kenya

The first objective of the study aimed to establish the influence of cost in newspaper readership. The influence of cost on newspaper readership was found to be negative and statistically significant following the multiple regression analysis thus indicating that an increase in the cost of a newspaper resulted in less readership. The descriptive findings from the cost statements revealed that cost was a factor that influenced newspaper readership. Respondents agreed that cost of subscribing for print newspapers is not affordable to readers and the information in newspapers did not meet the price they had to pay for a copy.

This findings agree with past studies that have found that cost of newspaper was a factor that readers considered when making a decision to read a newspaper. These include Mburu's (2013) research on viability of free newspaper in the Nairobi metropolitan and established that respondents had a negative perception of free newspapers and rather acknowledged that newspaper prices should be subsidies thus indicating that cost was a factor considered by newspaper readers. In a similar vein, Ayoti (2015) study on free newspaper and reading culture found that there was a negative perception towards free newspapers indicating that cost of newspaper was a factor that readers considered. The study was limited to qualitative methods and thus lacked statistical rigor.

The results corroborated those of Koech and Ombui (2016) investigation of factors affecting low distribution of newspapers in Kenya which found that pricing of newspapers was a factors that lead to low distribution of newspapers which also affected newspaper readership. The findings are however inconsistent with other studies that found that cost of

digital newspapers was greater than that of print newspapers. Njabulo et al. (2018) research on viability of print in Zimbabwe revealed that cost of reading news online was higher than the costs of reading a printed newspaper which indicates that cost is a factor considered by newspaper readers.

5.2.2 To Establish the Influence of Technology on Newspaper Readership in Kenya

The second objective of the study was to establish the influence of technology on newspaper readership. The regression results indicated that an increase in use of technology resulted in a reduction in newspaper readership. The descriptive findings showed that respondents were in agreement that the lower cost of technology reduces barriers to entry of online newspaper versions. Overall, the descriptive statistics show that respondents indertaley agreed with the statements on technology and newspaper readership. The findings support global to regional studies that have found that use of digital media has resulted to the reduction in newspaper readership.

These findings agree with past studies that the lack of adoption of technology by print media has contributed to decline in newspaper readership suggesting that the surge of the public use of digital platforms has affected newspaper circulation and readership. such stduies include Gitonga et al's (2019) study found out that some of the legacy journalists are still reluctant to embrace technology. Informants from the study agreed that not all legacy journalists have fully adapted to the new way of telling the stories on the multimedia platforms. They still have doubts over the viability of this thing called Digital and they are more comfortable with the traditional print platform. Similalry, Ngoge and Nyabera (2014) study established that digital newspapers lacked in quantity of characteristics that were seen in print newspapers. Specifically, online newspaper was better as it provided readers with opportunity for feedback compared to print newspaper as well as providing flexibility for readers to navigate towards the stories of interest.

There were evident consistencies in other studies which established that readers still bought pirnt newspaper despite having acess to digital newspapers and new media. These studies acknowledge the presence of digital platforms for accessin newspapers through online

forums but find that there still exists space for print newspapers. For instance, Hassan, Latiff, and Atek (2015) research in Nigeria on effects of online reading on print newspaper circulation found that majority of the readers continued to use print newspapers notwithstanding free digital newspapers being available. Also supporting this argument, was Chyi and Tenenboim (2016) review on online and print newspaper readership. The findings revealed that the print product has more readers than digital products in national markets.

5.2.3 To Establish the Effect of Content on Newspaper Readership in Kenya

The third objective of the study was to examine the effect of content on newspaper readership. The regression analysis showed that content had a positive and significant effect on newspaper readership. This was the largest effect among the four variables thus suggesting that content was an important factor that newspaper readers considered when buying a newspaper. The finding indicates that an increase in content would yield an increase in newspaper readership. Descriptive statistics show respondents agreed that there was more content in print newspaper than there is on online versions.

These findings agree with earlier research conducted in Kenya which found that there was a difference in the content of print and digital newspapers. One such example is Ngogwe and Nyabera's (2014) study on content in print newspaper compared with that online version of the Daily Nation in Kenya. Using a qualitative approach, content analysis was done on the 'Daily Nation' newspaper which established that digital newspapers lacked in quantity of characteristics that were seen in print newspapers. The results also corroborate those of Al-Shaqsi's (2013) assessed attitudes towards content, layout, and reading habits among 9 dailies and free weekly publications and identified that frequency of reading correlated was form of professionalism and content features more than the presentation and appearance (design & layout). News was the most frequently read type of content.

Conversely, the findings disagree with previous studies that did not find any influence of content on newspaper readership. Ashong and Ogaraku's (2017) did a research on preference of content between hardcopy and online newspaper readers in Nigeria established that participants read both newspaper versions and that content is irrelevant as an influence of

the version they preferred. Still in Nigeria, Asogwa's (2018) examined the differences of gender in reading newspapers trends in Nigeria and the results led to the conclusion that there was no significant change between content of print and online newspapers and thus no content preferences among readers.

5.2.4 To Establish the Effect of Accessibility on Newspaper Readership in Kenya

The fourth objective of the study was to establish the effect of accessibility on newspaper readership in Kenya. The regression findings indicated that accessibility had a positive and significant effect on newspaper readership suggesting that an increase on access to newspaper would result in readership. The descriptive statistics show that respondents agreed that print newspapers are circulated in convenient locations for me. the respondents had a moderate agreement with the statements on accessibility and newspaper readership.

The findings support earlier studies which found that access to print newspaper had an effect on readership. These studies include Al-Mukhaini's (2006) research in newspaper readership and resulting gratifications amongst Omani readers which established that accessibility to the paper was one of the factors influencing its readership. This notion was further supported by Raeymaeckers (2004) analysis of reading attitudes and behaviour of newspaper in a group of teenage Belgian students and confirmed that a significant number of young teenagers created a daily reading habit of newspaper in the households. Despite newspaper being available, a small number students did not have any interest with newspaper readership. The results suggested that reduced access to newspapers increased rejection of newspaper readership.

Layefa et al. (2016) found that accessibility to publication is a determinant for newspaper readership. In Kenya's context, Koech and Ombui (2016) findings indicated that respondents inability to access newspaper drop-off points easily contributed to low newspaper readership. The results contradict earlier research that established that access to newspaper does not guarantee that the individual will read it. This include Correia-da-Silva and Resende's (2013) research on free daily newspapers in Portugal which concluded that since people with access to newspaper do not have to read it.

5.3 Conclusions

5.3.1 To Establish the Influence of Cost on Newspaper Readership in Kenya

The first objective of the study aimed to establish the influence of cost in newspaper readership. The findings established that an increase in the cost of newspaper resulted in a reduction of newspaper readership. The study thus concludes an increase in price of newspapers would yield a decline in print newspaper readership.

5.3.2 To Establish the Influence of Technology on Newspaper Readership in Kenya

The second objective of the study was to establish the influence of technology on newspaper readership. The study results revealed that an increase in technology contributed to a decline in newspaper readership. The study therefore concludes that accesibility of online versions of newspapers reduced print newspaper readership.

5.3.3 To Establish the Effect of Content on Newspaper Readership in Kenya

The third objective of the study was to examine the effect of content on newspaper readership. The results indidcated that content had the greatest positive effect on newspaper readership growth. Therefore, the study concludes that an increase in content of print newspapers would result in greater readership.

5.3.4 To Establish the Effect of Accessibility on Newspaper Readership in Kenya

The fourth objective of the study was to establish the effect of accessibility on newspaper readership in Kenya. Access to newspaper contributed to a positive and significant increase in newspaper readership. This study therefore concludes that circulation of printed newspaper in convenient locations for readers would yield an increase in newspaper readership.

5.4 Recommendations

5.4.1. Practical Implications

The findings indicated that access to newspapers was a factor that contributed to newspaper readership. The study further found support that access to newspaper for teenagers as a factor that resulted in future readership of print newspapers. The study recommends for print media to focus on content that is targeted towards the youth to encourage readership among this age group while also enhancing circulation to increase readership among the youthful population.

The findings show that content had the greatest influence in increasing newspaper readership. Newspapers in Kenya have been giving readers the same topics in politics, theft, and corruption in the public sector. In that regard, there is need for newspapers to diversify the topics and subjects that are covered in their headlines, front page, news articles, and editorials to elicit interest from newspaper readers. The content of newspapers should be aligned to the demographic characteristics of their readership which can be achieved by conducting surveys among their readers. Newspaper can also increase the exclusive content that they cover in their newspaper and this can increase their readership.

The correlation matrix ranks the independent variables in terms of their importance in explaining the dependent variables such that cost has the highest explanatory power followed by content, technology then accessibility. The study recommends for media houses to consider the cost of newspapers in their strategy to improve newspaper readership in the country. The second variable to consider is technology, then content even before considering accessibility. In that regard, the larger media houses that pride on their distribution network that offers accessibility may be beaten by those who offer free newspapers in town and also those who have got it right in their digital strategy of newspaper distribution. This simply corroborates the five Ps of marketing. Price being one of the five Ps rules the market.

5.4.2. Theoretical Implications

This study aimed to determine the determinants of newspaper readership in Kenya. The study is limited to Nairobi County, which is one of the 47 counties in Kenya. There is a need to conduct such a study in all the 47 counties. The study also recommends for further research on the effects of citizen journalism and user generated content (UGC) on newspaper readership, which is one of the trends that are currently disrupting the journalism sector that this study was not able to test.

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APPENDICES

APPENDIX 1: LETTER OF INTRODUCTION

Andrew Kipkemboi
P. O. Box 30080 - 00100
Nairobi.

Dear Respondent,

REF: COLLECTION OF SURVEY DATA

I am a postgraduate student at the Strathmore Business School. In partial fulfilment of the requirements for MBA degree, I am undertaking a research project entitled; ***DETERMINANTS OF NEWSPAPER READERSHIP IN KENYA.***

You have been selected to form part of the study. I therefore kindly request you to assist me in filling out the attached questionnaire. The information provided will be used exclusively for the purpose of this research and will be treated in strict confidence. A copy of the final report will be availed to you on request.

Your co-operation will be highly appreciated. Please contact the researcher in case of any query.

Yours sincerely,

Andrew Kipkemboi
Email: akipkemboi@standardmedia.co.ke
Phone No: 0724364600

APPENDIX 2: QUESTIONNAIRE

Section 1: Demographic Information

1. What is your gender?
 - Male
 - Female

2. What is your education level?
 - Certificate
 - Diploma
 - Undergraduate
 - Postgraduate
 - Other (*Specify*)

3. What age group do you belong to?
 - 18-24 years old ()
 - 25-34 years old ()
 - 35-44 years old ()
 - 45-54 years old ()
 - Above 55 years old ()

Section 2: Cost and newspaper readership

Please indicate to what extent you agree or disagree with the following statements on price and newspaper readership.

		Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)
4	The price of newspapers has been increasing over the years					
5	The price of newspapers does not meet the information provided in the paper					
6	The cost of subscribing for print newspapers is not affordable to me					
7	The delivery costs of newspapers is not affordable for me					
8	I can get the information from newspapers at a cheaper price					

Section 3: Content and newspaper readership

Please indicate to what extent you agree or disagree with the following statements on content and newspaper readership.

		Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)
9	There is more content in print newspaper than there is on online versions					
10	I am interested in the editorial features of print newspapers					
11	I am interested in the political opinions of print newspapers					
12	I am interested in the news columns of print newspapers					
13	I am interested in the special sections such as lifestyle, sports, entertainment sections of print newspapers					

Section 4: Technology and newspaper readership

Please indicate to what extent you agree or disagree with the following statements on technology and newspaper readership.

		Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)
14	New media is more convenient in dissemination of information					
15	New media is more efficient in dissemination of information					
16	I read less print copy of newspapers because they have access to the free online versions					
17	Technology allows for the creation of new alternative (substitute) print newspapers					
18	The lower cost of technology reduces barriers to entry of online newspaper versions					

Section 5: Accessibility and newspaper readership

Please indicate to what extent you agree or disagree with the following statements on accessibility and newspaper readership.

		Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)
19	I have access to print newspaper through their kin, peers and work group					
20	Print newspapers are available to me in public spaces					
21	I am able to access print newspaper for the present day					
22	Print newspapers are circulated in convenient locations for me					
23	Print newspapers are distributed on time					

Section 6: Newspaper readership

Please indicate to what extent you agree or disagree with the following statements on your habits newspaper readership.

24. How much time do you spend on an average weekday (Monday–Friday) reading or looking into the newspaper?

- 1–15 min ()
- 16–30 min ()
- 31–45 min, 46–60 min ()
- 61 min or more ()

25. How much time, if any, do you spend reading or looking into any part of the newspaper on an average weekend plus any time during the week?

- Less than 1/2 hr ()
- 1/2 hr to less than 1 hr ()
- 1 hr to less than 1 1/2 hr ()
- 1 1/2 hr to less than 2 hr ()
- 2 hr to less than 2 1/2 hr ()

2 1/2 hr to less than 3 hr ()

More than 3 hr ()

26. How much of the newspaper do you read or look into on an average weekday and an average weekend?

None ()

Almost none ()

1/4 ()

1/2 ()

3/4 ()

Almost all ()

All ()



APPENDIX 3: RESEARCH LICENSE


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