

From Print to Digital Newspaper: Analysis of Consumers' Motivation to Buy Newspapers

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Abstract

The development of the digital world has an impact on the print media sector. Print newspapers are starting to compete with digital media that can be accessed online. This study aims to determine the effect of content on print media, namely general information, scientific information, entertainment information, job vacancies information, and advertising information, on the motivation to buy the Kedaulatan Rakyat, a printed newspaper. The research was conducted in the city of Yogyakarta with a quantitative research design. The method of determining the sample used is incidental sampling with purposive sampling. The sample in this study amounted to 102 respondents, i.e., buyers of the Kedaulatan Rakyat daily newspaper in the Special Region of Yogyakarta (DIY). Data collection techniques with survey methods through questionnaires. Hypothesis testing using the average difference test and multiple linear regression. The results of this study indicate that the motivation to obtain general information, knowledge, entertainment, job vacancies, and advertisements simultaneously affect the purchase decision of printed newspapers. The five categories of motivation all have significant differences, proving that consumers can distinguish various motivations in buying the newspaper's printed version.

Keywords: motivation, newspaper, kedaulatan rakyat, digital newspaper, buying behaviour.

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1. Introduction

Newspapers circulating in the market have their segmentation. Each newspaper has advantages and disadvantages so that consumers have various choices. In this case, the choice to meet consumer needs is information curiosity. Newspapers can be big data providers [1]. In developed countries such as Japan and the United States, printed newspapers are still in demand by the public, with tens of millions of copies sold every day [2]. Print newspapers are still prevalent in satisfying information needs. However, the emergence of digital media has caused printed versions of newspapers to face new challenges. There is a tendency to read the printed version of newspapers starting to be abandoned by the younger generation, thus demanding the management of traditional newspapers to be more progressive and effective in managing the company.

The presence of technology can create new media with the advantage of spreading news quickly through online systems and being more environmentally friendly by reducing paper use [3]. Print media should create a platform, display high-quality content, and offer more excellent value to its readers [4]. In addition, the reliability of the information offered must be maintained. If this is done, print media will not wholly replace online because it has benefits and convenience for its readers.

The effect of each media is different and can affect the consumer's subconscious [5]. Mass media can increase

literacy [6]. For developing countries, print newspapers are efficient [7]. Health information if distributed through newspapers will be more effective [8]. Traditional media needs to create a platform for digital businesses; convergence is necessary, i.e., distributing news through print and digital versions, with the internet as the driving force [9]. This study tries to assess whether the content in traditional (printed) newspapers, i.e., general information, scientific information, entertainment information, job vacancies information, and advertising information, will continue to influence the motivation of readers to buy newspapers in physical form.

It is suspected that newspaper consumers will be compelled to make purchasing decisions because of the general information in newspapers. General information is all information loaded to fulfill consumers' needs to find information about the surrounding environment. Newspapers also contain scientific information that can help readers obtain educational and technological information. Entertainment information published in newspapers aims to entertain the readers. Job vacancy information will help job seekers to get the desired job that matches their expertise. Advertising information offers products/services through newspaper media, influencing consumers to buy the products offered.

This study assesses consumer motivation in purchasing the daily printed newspaper Kedaulatan Rakyat (KR). The Kedaulatan Rakyat is centered in the Special Region of Yogyakarta and was established in 1945

[10]. Kedaulatan Rakyat is a daily print media that is widely known, especially for people who live in the Special Region of Yogyakarta (DIY) and Central Java. The Kedaulatan Rakyat contains information published in detail and actual news and is reviewed in depth. In addition, the Kedaulatan Rakyat daily newspaper does not only make news about politics and education [11] but also news on events in the local and national areas, writings on public opinion, economy, business/entrepreneurship, advertising, entertainment, socio-cultural. Currently, Kedaulatan Rakyat has printed and digital newspaper versions and a tabloidization model that carries local culture [12].

This study attempts to analyze individual motivations related to the context of physical products, namely printed newspapers. Each need is different, but the goal of meeting the needs is to feel satisfaction following the functional product. Online media is the primary source of information nowadays because of its easy access, attractive design, and concise. However, it falls short in terms of how many adverts there are on news pages [13]. For this reason, many readers are still comfortable with the physical experience of touching paper in printed newspapers. While some individuals like the Kedaulatan Rakyat printed newspaper because of the information it offers, others do not necessarily like it because of differences in their choice of print media. For example, differences in media formats (print or digital) or differences in media brands. So there is a difference in the needs of purchasing decision makers.

Therefore, this study aims to assess what drives/motivations influence consumers to buy the printed version of the Kedaulatan Rakyat daily newspaper. Identify consumer motivations in purchasing decisions for Kedaulatan Rakyat and identify the highest motivation in purchasing decisions for newspaper.

Literature Review

Motivation

Motivation can be known from observing individual behavior with a personalized approach, although not all can be explained by this theory [14]. For marketers, it is essential to study motivational variables to understand customer behavior. Motivation has a direct influence on the decision-making process [15]. When marketers understand customer motivation, they can design marketing campaigns more precisely [16].

Consumers are encouraged to get the benefits they need in the buying process. Of course, there are benefits to printed newspapers that encourage someone's motivation to buy. The benefits of newspapers include providing information to readers. There are three individual motivations related to news, i.e. information seeking, socialization, and entertainment [17].

Aspects of Motivation in Buying Newspapers

The mental drive to behave is motivation, which can move individuals to expend energy and sustain their behavior [18]. Motivation is an impulse that arises from within or outside (the environment) and becomes a driving factor toward achieving goals. A consumer is motivated because he feels the need for a product and hopes to obtain certain benefits from the product he gets [19]. A person reads the newspaper out of necessity and makes a purchase decision—motivation to work rationally and emotionally, which simultaneously affects purchasing decisions or product selection. The process of making purchasing decisions for everyone is the same; it is just that in the process, not everything is carried out by consumers [20].

A person knows information from the mass media and accepts issues that are the priority of the mass media so that the mass media can influence public opinion [21]. The function of this newspaper as a medium of mass communication, for example, is to broadcast information, educate the public, or provide entertainment. The purpose of consumers to use or obtain products is related to their buying interest during the buying process. The learning process and mental process shape the individual's perspective and become a source of buying interest [22]. When a customer finally has to fulfill his desire, this buying interest creates a motive that stays in his mind and develops into a desire so strong that they eventually realize what is on his mind. Advertisements in newspapers affect the consumer's desire to buy [23].

Consumers buy printed newspapers because they are driven to seek the necessary benefits. Traditional newspapers have several benefits/functions that drive consumers' motivation to make decisions in purchasing printed newspapers. In this study, the researcher offers five variables that are thought to influence the purchase decision of printed newspapers, namely, general information, scientific information, entertainment information, job vacancies information, and advertising information, so that the following hypothesis can be formulated. The formulation of the hypothesis in this study is:

Hypothesis 1: General information, scientific information, entertainment information, job vacancies information, and advertising information simultaneously affect the purchase decision of printed newspapers

Hypothesis 2: There is a difference in the intensity of consumer motivation in buying printed newspapers between general information motivation, scientific information motivation, entertainment motivation, job information motivation, and product advertising motivation.

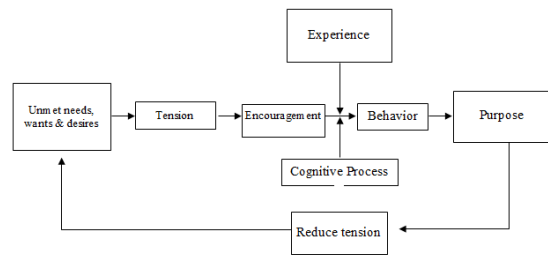


Figure 1. Motivation Process [14]

2. Research Method

Data and Sample Collection

The subjects in this study were the buyers of the Kedaulatan Rakyat daily newspaper who lived in DIY (Yogyakarta Special Region). The sampling technique used is purposive sampling, namely respondents who are domiciled in DIY and who have purchased Kedaulatan Rakyat.

The sample is 102 respondents. The data collection method used an online survey with questionnaire media. Respondents' responses were obtained by filling out questionnaires through Google Forms distributed online.

Operational Definition and Measurement of Variables

The independent variables in this study are general information, science, entertainment, job vacancies, and advertising. The dependent variable is the purchase decision. The operational definition in this study can be explained as general information is coverage related to general news that occurs in the community in the Kedaulatan Rakyat daily newspaper. Knowledge information is related to science and technology in the Kedaulatan Rakyat daily newspaper. Entertainment information is coverage related to the entertainment world in the Kedaulatan Rakyat daily newspaper.

Job vacancies information is job offer information in the Kedaulatan Rakyat daily newspaper. Advertising information is information about advertisements in the Kedaulatan Rakyat daily newspaper. The purchase decision is an individual's attitude to buying the Kedaulatan Rakyat daily newspaper. The motivation in this study is a stimulant in buying the daily newspaper Kedaulatan Rakyat.

3. Result and Discussion

Instrument Testing

Using Pearson correlation analysis, determine whether the research instrument is valid. Following testing using this technique, all of the research instrument's questions were deemed to be acceptable. The Cronbach's Alpha technique was used to assess the instrument's reliability. Based on the test results, it was determined that every question on the research

instrument was reliable. It is considered reliable if the instrument's Cronbach's Alpha value is more than 0.60.

Table 1. Validity Test

| Variabel | Items | Correlation |
|-----------------|-------|-------------|
| Buy (Y) | 1 | 0.799 |
| | 2 | 0.755 |
| | 3 | 0.812 |
| | 4 | 0.829 |
| | 5 | 0.760 |
| General (X1) | 1 | 0.499 |
| | 2 | 0.533 |
| | 3 | 0.819 |
| | 4 | 0.678 |
| | 5 | 0.696 |
| Science (X2) | 1 | 0.789 |
| | 2 | 0.923 |
| | 3 | 0.607 |
| | 4 | 0.788 |
| | 5 | 0.562 |
| Entertaint (X3) | 1 | 0.598 |
| | 2 | 0.863 |
| | 3 | 0.821 |
| | 4 | 0.870 |
| | 5 | 0.836 |
| Job (X4) | 1 | 0.812 |
| | 2 | 0.814 |
| | 3 | 0.861 |
| | 4 | 0.837 |
| | 5 | 0.880 |
| Ads (X5) | 1 | 0.770 |
| | 2 | 0.852 |
| | 3 | 0.797 |
| | 4 | 0.849 |

Table 2. Reliability Test

| Variable | Cronbach's | Description |
|------------|------------|-------------|
| General | 0,627 | Reliable |
| Science | 0,787 | Reliable |
| Entertaint | 0,858 | Reliable |
| Jobs | 0,897 | Reliable |
| Ads | 0,831 | Reliable |
| Buy | 0,846 | Reliable |

Table 3. Respondents Profile

| Respondents | Description | Total |
|-------------|------------------|-------|
| Sex | Men | 35 |
| | Women | 67 |
| Age | < 25 year | 68 |
| | 26-35 year | 26 |
| | 36-45 year | 3 |
| | 46-55 year | 1 |
| | >56 year | 4 |
| Education | High School | 41 |
| | Bachelor | 57 |
| | Master | 4 |
| Job | Employee | 17 |
| | Entrepreneu r | 16 |
| | Other | 69 |

Hypothesis Testing

Testing the first hypothesis using multiple linear regression analysis with the SPSS 23 program. The Adjusted R Square value of 0.736 proves that the five independent variables can explain their influence on purchasing decisions by 73.6%, and other variables outside the research model explain the remaining

26.4%. This. Based on the results of the calculation of the significant F value, it proves that the five independent variables simultaneously affect purchasing decisions.

From these results, it is evident that hypothesis 1 is supported. So, it can be concluded that General Event Information Motivation, Job Information Motivation, Science Information Motivation, Entertainment Motivation, and Product Advertising Motivation strongly influence purchasing decisions.

Table 4. Hypothesis Testing

| Constant | F-test | Adj R Square | |
|------------|-----------------------|--------------|----------------|
| -1,523 | 57,237 (Sig.0,000) | 0,736 | |
| Variable | Mean | T | Sig (2-tailed) |
| General | 4,19 | 81,9 | 0,000 |
| Science | 4,02 | 72,2 | 0,000 |
| Entertaint | 4,01 | 62,4 | 0,000 |
| Jobs | 4,05 | 59,5 | 0,000 |
| Ads | 3,88 | 58,4 | 0,000 |

The researcher used the mean analysis and one-way ANOVA to test the second hypothesis. This analysis is used to analyze the intensity of encouragement for consumers in seeking the benefits offered in the Kedauletan Rakyat daily newspaper. Based on the analysis of the data, it can be seen that the value of General Information Motivation obtained a value of 4.19020 from a maximum value of 5. Indicates that the consumer's urge to buy Kedauletan Rakyat newspaper to obtain information benefits about public events is included in the category close to very strong.

Based on the results of the analysis of the data, it can be seen that the value of motivation to obtain science information is 4.02941 from a maximum value of 5. It shows consumers' encouragement to buy the Kedauletan Rakyat newspaper to obtain additional benefits of knowledge of the Kedauletan Rakyat into the strong category. Based on the results of the analysis of the data, it can be seen that the value of Entertainment Motivation is 4.01373. Indicates that the consumer's urge to buy the Kedauletan Rakyat newspaper to obtain entertainment benefits is included in the strong category.

Based on the results of the analysis of the data, it can be seen that the value of Job Information Motivation is 4.05490. Shows that consumer urges to buy Kedauletan Rakyat newspaper to obtain information about job vacancies are in a strong category. Based on the results of the analysis of the data, it can be seen that the value of Product Advertising Motivation is 3.88971. Shows that consumer urges to buy Kedauletan Rakyat newspaper to obtain information about product offerings such as promotions and discounts are strong.

Based on the results of the different test analyses, it is known that between categories of motivation which include general event information motivation, science

information motivation, entertainment motivation, job vacancies information motivation, and product advertising motivation, all of these motivation categories have significant differences, which are indicated by the significance value below. 0.05. The various motivations can be distinguished by consumers' decision to buy Kedauletan Rakyat daily. Based on the average value, it can be found that the order of motivational intensity in the decision to buy the Kedauletan Rakyat daily newspaper is general information motivation, job information motivation, science information motivation, entertainment motivation, and product advertising motivation.

Conventional media must adopt a strategy that positions itself as a provider of information by using various digital formats rather than traditional media [24]. However, the solution can be overcome by publishing two editions in one day, the morning and evening [25]. In the newspaper industry, conventional media need to prioritize credibility and trust, good journalistic ethics, and changes in business strategy to survive [26].

One of the primary sources of income from print media is advertising. This study supports that the motivation to view advertisements in print newspapers positively influences purchasing decisions in line with the opinion from scholar, which states that primary retail displays will remain the main source of income from newspapers for the next few years (although it will not grow beyond the inflation rate) [27]. The shift to the digital world needs to be watched out for classified ads in printed newspapers that will experience a sharp decline in the future. Campaign paperless (reducing the use of paper) widely quoted for environmental preservation may influence consumers' buying behavior from the millennial generation, generation Z, and generation Alpha. They have been familiar with the digital world since birth and are deeply concerned about environmental and social issues.

4. Conclusion

The Internet can now be said to be in an established stage in community adoption, so print media should begin to be converted to digital format. Developments in the digital industry do not necessarily make all sectors change directly to digitization. Likewise, in the newspaper/print media industry. Although it is undeniable that currently, conventional print media have to fight harder in the face of the digital era because individual interest in buying the printed version is decreasing. Print newspapers are considered unable to outperform digital media because of the inability of print newspapers to update news quickly. This research still has many limitations. First, this study has not compared print and digital newspaper buyers. This theme is interesting to be studied further in further research. Second, suggestions for further research are that it would be interesting if researchers

began to predict how differences in behavior between generations would affect motivation and purchasing decisions for conventional print media.

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