THE RELATIONSHIP BETWEEN PRODUCT ATTRIBUTES AND DEMAND: THE CASE OF NEWSPAPERS IN KISUMU

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DECLARATION:

I declare that the all the contents of this project are my original works and all the information is true to the best of my knowledge.

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DATE

This research project has been submitted with my approval as the Supervisor.

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DATE

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ABSTRACT

This study examined how the newspaper’s product attributes affected the demand for newspapers in Kisumu. The study was prompted by claims of fluctuating newspaper sales figures in Kisumu.

Since a newspaper is made up of various attributes, the study sought to see if changes in these attribute could have some change in the independent variable i.e. demand for newspapers.

Product attributes for newspapers were represented by headlines, editorial commentaries, photographs, advertisements, news stories and photographs. On the other hand, demand was represented by the numbers of each newspaper copies that were sold everyday in Kisumu. This was also known as circulation.

Although there are many newspapers in the market, this study concentrated on the Daily Nation Newspaper and the Standard Newspaper. These two were printed and sold everyday and therefore provided the most accurate information about the newspaper market.

The study used the randomly selected consumers of newspapers in Kisumu to see if any changes in product attribute made them buy more or less of newspapers.
The study was able to confirm that certain attributes were highly regarded as important whenever consumers wanted to buy a newspaper. 'Headline', 'news story', 'sports', 'inserts' and 'entertainment news' were the six most important attribute to the consumer when purchasing a newspaper. The study therefore recommended that these attributes be given greater consideration by media owners whenever they were publishing their newspapers if they intended to sustain or increase their sales levels.

On the other hand, 'death & memorial' and 'photographs' were clearly identified as the two least important features by most respondents. Hence, the study recommended that any efforts directed at these two attributes would not yield any improvement in sales/demand. Media managers would therefore not be encouraged to concentrate any marketing efforts in these two features.

The impact of 'features' and 'editorial commentaries' were not clearly observed. These two always seemed to lie between the first six and the last two attributes. The study therefore found their significance to improving demand of newspaper as being low.
DEDICATION

I dedicate this proposal to my wife Jacky. I would like to commend her for her patience and encouragement during the long periods of preparing this document. Her positive criticisms and assistance in compiling a good document has no doubt enabled me fulfil this lifelong dream of completing my MBA.

I am also greatly indebted to my supervisor Catherine Mulwa for being very professional and resourceful. Her advice and guidance helped me a great deal in building to fruition this topic to its conclusion.

I also want to remember many other friends and relatives including Owalla, Ken Okoth, Julius Bosire, Meshack Odhiambo, Eliud Aseka and my father, all of whom played various roles in ensuring I succeeded with this project.

Finally, I like to thank almighty God for giving me the health and resources that have brought me thus far.

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LIST OF ABBREVIATIONS

1. USIA – United States Information Agency
2. NMG – Nation Media Group
3. KCC – Kisumu City Council
4. SIDA - Swedish International Development Agency
5. USA – United States of America
6. CDC - Centre for Disease Control
7. UN – United Nations
8. MSU – Mississippi State University
9. DN – Daily Nation
DEFINITION OF TERMS USED

A number of terms were be frequently used in the study. The following were the definitions of those terms as well as what the study adopted as its definition for each term.

1. Advertisement
   Macmillan (2002) defined advertisement as: an arrangement of pictures, words etc, put in a public place or in a newspaper, on the internet etc, intended to persuade people to buy something.
   Whereas Chambers (1994) defines advertisement as: a public notice, usually with the purpose of informing and/or changing public attitudes and behavior.

   This study adopted Chambers' definition of advertisement.

2. Circulation
   Compton (1959) defines circulation as the copies of newspapers sold.
   Whereas Collins (1995) defines it as: a. the distribution of newspapers, magazines etc. b. the number of copies of an issue of such a publication that are distributed.

   For this study circulation refered to the number of newspapers copies that was sold per day (or per week), in Kisumu.

3. Demand
   According to Rosenberg (1993) is: the willingness and capability to purchase goods and services.
Chambers dictionary (1994) defines *demand* as: desire shown by consumers; the amount of articles, commodity etc that consumers will buy.

This study defined *Demand* as *the desire amongst consumers for purchasing a newspaper*.

In the study, demand was characterized by *numbers of newspaper copies sold per day (circulation)*

4. **Editorial**

According to Collins (1995), *editorial* is: of or relating to the content of a publication rather than its commercial aspects.

Cobuild (2001) on the other hand defines editorial as: an article in a newspaper which gives the opinion of the editor or owner on a topic or item of news.

This study adopted Collins’ definition.

5. **Editorial commentary**

Macmillan (2002) defined editorial commentary as: a discussion of something such as an event or theory, especially giving an opinion

This study adopted Macmillan’s definition.

6. **Headline**.

Cobuild (2001) defined headline as: the title of a newspaper story printed in large letters at the top of the story, especially on the front page.

Whereas Collins (1995) defined it as: a phrase at the top of an article, usually in larger and heavier type.

Cobuild’s definition was adopted for this study.
7. News Story
Macmillan (2002) defined News Story as: an account of events in a newspaper report or news programme

This study adopted Macmillan definition of News Story.

The Collins (1995) defined news as: 1. current events; important or interesting recent happenings 2. information about such events, as in the mass media

Whereas Morrison (1978) defined news as: what is new, true and interesting.
In this study, we defined news as information about events and happenings that occur in an area.

8. Feature
Macmillan (2002) defined a feature as: a newspaper or magazine article that concentrates on a particular subject.

Whereas Chambers (1994) defines feature as: a non-news article in a newspaper.
This study adopted Macmillan’s definition.

9. Insert
Macmillan (2002) defined an insert as: An advertisement or information sheet put inside a newspaper, magazine or book.

Whereas Chambers (1994) defined an insert as: a loose sheet placed within the folds of a newspaper or periodical, as a supplement or containing advertising material.

This study adopted Chamber’s definition with the addition: these will
include all the magazines/inserts that are published in all the daily publications of the Daily Nation and The Standard.

10. *photograph.*

Cobuild (2001) defined *photograph* as: a picture that is made using a camera.

Collins (1995) defined a *photograph* as: an image of an object, person, scene, etc, in the form of a print or slide recorded by a camera on photosensitive material.

This study defined a *local photograph* as an image of an object, person or scene taken at a setting familiar to the reader and reprinted on a newspaper.


According to Rosenberg (1993) a *product* is: goods and services made available to consumers; the total of benefits offered.

Chambers dictionary (1994) defined *Product* as: things produced.

This study adopted Rosenberg’s definition for product.

*Attribute.*

Chambers dictionary defines *attribute* as: a property, quality, or feature belonging to or representative of a person or thing.

This study defined product attributes as those newspaper - features that appeal most to the consumers.
12. **Obituary or death & memorial announcement**

Chambers (1994) defined obituary as: an announcement of someone’s death; a collection of death notices.

Whereas Macmillan (2002) defined that same term as: a report in a newspaper that announces someone’s death and gives a short description of their life and achievements.

This study adopted Chambers’ definition of obituary.

In the study, *product attributes* was characterized by *news story*, *photographs*, *headline*, *editorial commentary*, *advertisements*, *inserts*, *obituary*, *feature*, *sports news*. 
CHAPTER ONE

1.1 INTRODUCTION & BACKGROUND

Newspapers together with television, films, magazines and advertisements play a big part in our lives as media of mass communications. These media together determine how we spend, how we behave, how we live and how we think (Curry, 1974). Newspapers therefore form a very important part of our lives.

Thomas (1965) describes newspapers as very crucial in political and daily life. He emphasises however that newspapers are, more importantly, a business. Like any other business therefore newspapers are in the business of making profit for their owners (USIA, 1992).

The first newspaper in Kenya was believed to be Taita Chronicles. This newspaper was first published in 1895 (Mwakisha, 1991). In Mwakisha’s article, ‘a peep into the past: how the first newspaper in Kenya was published’, she writes about this paper which used to sell a modest number of 50 copies.

Back then, just as happens today, the contents of a newspaper mattered to its readers. The Taita Chronicle, Mwakisha reports, had the following product attributes: supplements in local languages, a column called ‘fragments of the local language’, children’s stories, advertisements and features. It covered news touching on the local communities - Taveta, the Chagga, the Taita and the
Maasai - and how these people related to their local Mahoo Church Missionary.

Ever since that time, many newspapers have come up; of these, two are worth mentioning: they are the Daily Nation and the Standard newspaper. These are the two oldest newspapers in Kenya with histories spanning 45 and 105 years respectively. They are not only the leading brands of the two biggest media houses in Kenya today but are also the best examples of successful newspapers in the Kenyan market.

However, there are also other players operating today in this newspaper market. They include, Weekly Citizen (a weekly), Kenya Times (a daily), The People Daily (a daily), The dispatch (a weekly), the Independent (a weekly), The Link, The Leader (weekly), amongst others.

Besides these surviving newspapers, there have also been those that entered the market but only lasted a short while. They include, The guardian, The Patriot, The Confidential amongst others. Their reasons for failure are not clear. However, Evans, 1992) says that 80% of new products fail. Newspapers, as products, are not immune to this possibility.

John Mukela contributing in the preface of The art of publishing a newspaper' (Fra, Nganue, 2001) offers some insight on the causes of newspaper failure in Africa, “it has never been easy to run newspapers in Africa mainly due to the
question of ownership”, he says. “The ruling governments determine what goes in the media. The government’s appointees make the editors and broadcasters of those media. Sometimes, those governments support politicians to run newspapers even though the politicians lack the capacity and the talent required to manage publication companies”, he adds.

Among Kenya’s surviving newspapers, many are deemed to be struggling to stay afloat; others employ underhand tactics to remain in business. Fra et al makes this point clear: “Some of the surviving papers have only managed by compromising, moving away from the press ideals in its early years. It is safe to say that this survival hardly tends in the direction of a general improvement in the quality of the newspapers. And it is a vicious circle: the readers are moving even further away from yesterday’s idols”.

Interestingly, this foregoing pessimism isn’t shared by. Kilman (2005) writing in the World Association of Newspapers website says that newspaper circulation and advertising increased by 2.1 percent in 2004. The writer has great confidence about the prospect for newspapers. He says: ‘........newspapers remain the world’s second largest advertising medium, after television, and are expected to retain this position for many years. This observation asserts the undisputed position of newspaper in the media market and the potential and prospects of it worldwide.’
Global optimism aside, a *NMG (2005)* document shows that circulation for newspapers in Kisumu had generally going down in the last six years. For instance, the circulation figures for 1999 compared to 2005 shows a drop of 9 percent. One newspaper vendor in Kisumu, Robert Ouko, confirms that the daily sales figures for the Daily Nation and The Standard newspapers, were generally dropped through the years. This trend was no doubt, an indication of some problem within the newspaper marketplace in Kisumu.

Evidence of reducing sales and the cases of failed newspapers in the Kenyan market clearly point to some problem either in the product or the marketplace or both. A newspaper must strive to understand and meet the expectations of news of its readers. If it fails then it will not be successful (Fra et al, 2001; Thomas, 1965; Bunnett, 1974). Clearly, this means that newspapers that do not meet their consumers’ interest will more likely head for failure.

Similarly, Scuphan (1970) offered further insight on how a newspaper can succeed: ‘The mark of the quality paper are still sobriety of layout and presentation, full and objective reporting, the reasoned expression of editorial opinion, consistency of policy and a concern with causes, not stunts’ (p.169)

From a marketing point of view, if a customer finds a product suitable or even exceeding his/her expectation then he/she will be greatly satisfied and vice versa (Kotler, 1989).
Furthermore, within Kenya’s two leading media houses, it is generally agreed that the choice of headline story strongly sways the readership from one newspaper to the other. This means that there are specific newspaper’s product attributes, that the customer considers important in order to make a buying decision.

Fra et al corroborates the above observation; “In a highly competitive market, some newspapers tend to get into the habit of making the headline as ‘striking’ and bold as possible, in an effort to attract the customer.”

Photographs that readers can easily relate to are another attribute that appeals to newspaper consumers. A picture says a thousand words, is common phrase in our society. And just as important as headlines and the right photograph is the newspaper content. “By genuinely tailoring the content to the potential readership, it would probably be possible to begin to reach it”, says Fra et al.

This study intends to use Kisumu as the focus of this study. For the Nation Media Group and the Standard Group, Kisumu generates the third largest volumes of newspaper sales revenues after Nairobi and Mombasa (NMG, 2005). Being the third largest city in Kenya, Kisumu is considered a major business hub for trade, commerce, industrial, communication and administrative centre in Western Kenya (KCC, 2002)
In addition, Kisumu’s economic fortunes seem designed to get better in the years to come. In fact, the Lake Victoria region (whose capital city is Kisumu) has been designated an Economic Growth Zone by East Africa Community on the basis of a study financed by SIDA (SIDA, 2003).

Many donor countries and organizations consider Kisumu and the adjacent Lake Victoria region a special area of interest. SIDA’s document thus says: “The main objective of Swedish development co-operation with Kenya will be to contribute to Kenyan efforts to reduce poverty. .... Sweden will have a geographical focus on the Lake Victoria region in order to address severe regional inequalities. Whenever appropriate and in line with Kenyan priorities, programmes will be directed (“tilted”) to the region. .... With regard to planned programmes....... roughly 70% of the resources provided to health are tilted..... the Water programme is nation-wide, but maybe 20-30% of the support will be tilted towards the lake region. Within the Urban Programme, Kisumu along with Nairobi will be the main partner towns (p. 6).

Furthermore, a number of international donors have earmarked Kisumu for development. The UN in early 2006 declared Kisumu the First Millenium city in the world. This means that Kisumu would be supported to work towards achieving the eight millennium goals set by the United Nations. These goals are aimed at improving living standards by 2015 (Ochieng, Suchia, 2006)
Another significant multi-million project going on in Kisumu is the USA-owned CDC project that has been going on for over 5 years now.

This background clearly points to a city that has great business potential and as such any business concern – newspaper publishers and marketers included - must find the best ways possible to tap into that prospective business future. This means that anyone doing business in Kenya cannot ignore Kisumu’s consumers if their business is to prosper.

The study therefore sort to understand the relationship between the various product-attributes of newspapers and the demand of those newspapers in Kisumu.

1.2 RESEARCH PROBLEM

The demand of newspapers in Kisumu has been showing noticeable fluctuations in the past few years in spite of continuous improvement of general outlay of these newspapers.

Burnet (1973) argues that: “whatever the conditions under which a medium operates, its first practical aim is by definition to get and hold an audience. If it fails to do this, it will cease to be a medium. Whatever else they may want to do, this must be a constant concern of all who write, compose, produce or select material it presents. Failure to please means eventual bankruptcy in the
case of a private concern. If the enterprise is controlled by the state, those who have failed may well find themselves transferred to less congenial jobs.”

The Kenya newspaper history is full of tales of newspapers that did not take sentiments such as Burnet’s, seriously: The guardian, The Patriot, The Confidential, are a few examples of failed newspapers in Kenya.

Mbaria (2003) while researching on ‘Factors influencing the choice of product/service: a case study of Radio audiences in Nairobi’ found that 97.3 percent of radio consumers confirmed that they frequently switch radio stations. She reports that one reason for switching stations was in order to capture the best presented news, to listen to news, and to hear different variations of news in other stations.

This study sort to understand if newspaper consumers behaved in similar ways: Do they switch to those newspapers that offer them what they need. The study therefore set out to establish whether the more relevant the newspaper’s attributes, the more the readers switched to that paper and vice versa.
1.3 PURPOSE OF THE STUDY

The purpose of the study was to understand the relationship between the various newspaper attributes and demand for newspapers from day to day. It therefore sort to identify if a product-attribute-demand-relationship existed.

1.4 OBJECTIVE OF THE STUDY

The broad objective of this study was to understand the relationship between product attributes and demand of newspaper consumers in Kisumu using questionnaires, interviews and data analysis techniques with the view of increasing sales of newspaper publications.

In the study, product attributes was characterized by headline, editorial commentaries, advertisement, news stories, inserts, features, sports, death & memorial and photographs.

Demand was characterized by circulation.

The specific objectives were

1. To determine the influence of the headline on demand of newspapers in Kisumu.

2. To find out the effect of news stories on the demand of newspapers in Kisumu.
3. To establish the relationship between the photographs and demand of newspapers in Kisumu.

4. To find the effect of sports news on demand of newspapers in Kisumu.

5. To establish the relationship between inserts and newspaper demand in Kisumu.

1.5 RESEARCH QUESTIONS

1. What is the influence of headline story on demand of newspapers in Kisumu?

2. What is the effect of news stories on the demand of newspapers in Kisumu?

3. What is the relationship between the photographs and the demand of newspapers in Kisumu.

4. What is the effect of sports news on the demand of newspapers in Kisumu.

5. What is the relationship between inserts and newspapers in Kisumu.
1.6 JUSTIFICATION OF STUDY

In this information age, media seem to be playing a very important and required role. It has been shown that people require today more information and hence the continuing importance of media (Kilman, 2005). Therefore wherever the numbers of newspaper copies being sold fluctuates, against expectation, the cause of this occurrence need to be identified and addressed.

This study was therefore an attempt to seek answers on how newspaper attributes affected demand. Since like any other product, newspapers are made and sold in order to make a profit by its owners (USIA, 1992), this study was intended to provide either reasons why newspapers sales were dropping or would help rule out product attributes as the causes of the problem of fluctuating sales.

1.7 SIGNIFICANCE OF STUDY

It was hoped that the study would be useful to extension of marketing knowledge on how consumers in Kisumu demonstrated preference for newspapers that captured their news needs and left out those newspapers that failed to do so.

The study was also expected to improve practice because the leading media managers would understand the attributes that consumers considered important in making their decisions to buy newspapers.
It would also be significant to the consumer as its finding would prompt media managers to give better attention to the needs of their consumers. The consumers would therefore benefit as they would get better news and better rates for their advertisements.

The researcher hoped that the study would form a basis for further research by business organizations to understand the unique consumption habits of different consumers in different parts of Kenya.

It would also generate interest amongst potential newspaper investors on the prospects of setting up regional newspapers to target the unique needs of the various segments of readers spread all over Kenya.

THE SCOPE

This study was basically concerned with “relationship between newspaper-product attributes and demand in Kisumu”. It was conducted in Kisumu between October to November 2006 using causal studies design and a sample of 475 newspaper readers and advertisers selected from over 5,300 consumers, data being collected through questionnaires, interviews, and data analysis techniques.
1.8 LIMITATIONS

a. Some respondents may have given subjective responses or lies
b. There might have been some secrecy and hostility from media sources that might have been suspicious that the study may expose their weaknesses or the information given out may jeopardize their jobs.
c. Some respondents may not have believed the assurance of confidentiality and hence may have deliberately hidden vital information.

1.9 ASSUMPTIONS

i) The study assumed that media sources, vendors and consumers freely participated.

ii) That the findings of the study were a true reflection of Kisumu and other parts of Kenya.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter discussed the literature related to product attributes and demand of newspapers. It particularly focussed on how the variables, news story, photographs, editorial commentaries, headline, sports news, death & memorial and advertisement related to the variable circulation of newspapers with the focus being on Kisumu.

These variables were considered the pillars of this study.

Mbaria (2003) in her project’s conclusion, recommended that a study be undertaken, ‘to determine factors influencing choice of other media like TV and newspaper’. (p. 41). Her suggestion reinforced the need for this study.

2.2 Circulation

As defined earlier, circulation is the number of copies of a newspaper or magazine sold per issue. Editors can increase the circulation of their newspapers by including reader-attracting products such as fiction, series, stories on money, sex and other controversial issues (Davis, 1979).

For readers to consume a newspaper they must feel pleased by it. That paper would have understood what they would want to read about and then provide
for it. Media managers who do not understand this end up folding their newspaper because few or nobody buys their newspapers (Burnet, 1973).

The sales of units of newspapers alone cannot sustain a newspaper business, because the cost of a newspaper is usually far less than what it costs to produce it (Compton, 1959). In order to break-even and even make profits, newspapers have to get advertiser to place their advertisements that usually are charged much higher. For advertisers to place their advertisement in a newspaper, they have to be assured that that paper's circulation is high. When the circulation is high, it means that more people will be able to see their advertisement and therefore their message will both reach a big audience.

Newspaper managers will do anything to ensure their circulation does up. As that circulation goes up, they are then at liberty to raise their advertisement charges. For big newspapers, advertisers usually determine the actual cost of advertising by estimating how many thousands of people they will be reaching with their advertisement for every unit of money spend on advertising (Thomas, 1965).

2.3 News

Cobuild (2001) defines news as: information that is published in newspapers and broadcast on radio and television about recent events in the country or world or in a particular area of activity.
Rudick (1992) writing in the an unfettered press, quotes how an editor with the Washington post describes American newspapers as being more and more locally based. The editor says that each paper has a local personality relevant only to its local audience.

Fra et al (2001) widens the local scope of news by arguing that even those readers based in big towns will buy a newspaper that covers local news about their rural homes. Rural home therefore qualifies as a source of local news.

In Kenya however, little work as been done to ascertain the impact of local news on the demand of newspapers. Mr. Abdul Dayah, the distributor of Nation Newspapers since 1970 confirms that whenever there was adequate local news stories in the newspapers he sold much more copies of newspapers to his vendors than other days.

2.4 **Photographs**

As defined earlier, *photograph* in this study describes those pictures about people and events occurring in the same area where the newspapers are being sold. Fra et al (2001) confirms that an appropriate picture not only will say more than one thousand words but it will also enliven the story and draw up readers’ interest.

A story accompanied by a photograph makes even more interesting reading. In an endeavor to encourage the reader to read further inside a newspaper, most
newspapers will usually use a photo in the front page (fra et al, 2001). This therefore encourages more readers and hence more purchase (circulation) of that newspaper.

A good photograph is a snapshot of an occurring event representing a period when some action has taken place and others take place as soon as the photo is done (Ponthiew, Barrot, 2002). If the event was known to the readers, many are bound to buy the newspaper that publishes it.

2.5 **Headline**

Many newspapers are in the habit of making their headline bold and attractive in order to lure readers (Fra et al, 2001). The front page acts as the window that at a glance enables a reader to feel the need to go inside that paper and read some more. The headline plays a very cruel role in this regard.

Thomas (1965) concurs with this, he says: “from a glance at the front page, it becomes clear that a newspaper has more than one function. It has to inform, certainly, but it also has to catch the interest of the reader as well.”

Therefore, headlines are intended to do many things: tell the story; get attention; buttonhole the readers’ interest so that he doesn’t do anything else until he has read this story (Davis, 1979).
2.6 Editorial Commentaries

As earlier defined, this means an article in a newspaper which gives the opinion of the editor or owner on a topic or item of news (Cobuild, 2001).

The editorial is therefore the tone of the newspaper. Looked at politically, the editorial will give its readers a sense of the political leaning of that newspaper. In Kenya's example this may be either leaning towards the government or leaning to the opposition side. The editorial may also tell the paper's side regarding a social issue. The editorial is therefore the 'soul' of the newspaper.

2.7 Advertisement

Advertisements make newspapers interesting and useful. Many people learn about good bargains, events and new things in the marketplace through advertisements (Compton, 1959). It follows from this argument that the more a reader can relate to an advert the more useful it will be to him. Hence a local advertisement is more likely to interest more readers within the locality where the newspaper is being sold.

2.8 Theoretical Framework

The study was modeled on the product-attributes-demand theory, which was a self-formulated theory – formulated by the study’s researcher. The theory stated that 'product attributes determined the demand of newspapers.'
The product-attributes-demand theory had been chosen as an alternative to the theory of Dissonance. The dissonance theory was advanced by Runyon. Peter et al in Marketing Management highlighted this theory. It stated that there is often a lack of consistency or harmony among an individual's various cognitions, or attitudes and beliefs, after decision has been made – that is, the individual has doubts and second thoughts about the choice made (p.62).

Henry Assael (1992) in 'Consumer behavior and marketing action' also expounded further on this theory. He said that marketing people should seek to reduce dissonance by giving customer the correct information about their product after they have bought them. He further said that there were five recommended ways for reducing dissonance amongst consumers: Provision of product information materials; provision of after-sales services i.e. warranties and guarantees; prompt addressing of customer complaints; placement of adverts that highlight the product's quality and performance to reassure recent purchasers of product satisfaction; and follow up of customers who have recently purchased to confirm and assist them to know how to use the product.

Another theory, which was also not found suitable for this study, was the 'theory of perceived risk'. This theory stated that consumers tend to make risk-minimizing decisions on their perceived definition of the particular purchase. Berkowitz et al in 'Marketing' said the perceived risk represents the worries that a customer feels because he/she cannot anticipate the outcomes of a
purchase. This customer usually believes that there are many unfavorable consequences anticipated from such a purchase decision (p.149).

Peter et al also had an input on to the theory of perceived risk. They said that: ‘the amount of risk a consumer perceives in a particular product depends on such things as the price of the product and whether other people will see the individual using the product.’ They further say that perceived risk may be related to financial, performance or whether the product will further one’s self or reference group image (p.61).

Clearly both the theory of dissonance and the theory of perceived risk seemed to address mainly consumer behaviors directed at purchase of expensive consumer products. These two theories therefore were not used in this study because newspapers are not classified as expensive items.

Therefore the product-attributes-demand theory was the one adopted for this study because the study sort to understand the relationship between product attributes and demand amongst consumers of newspapers.

However in adopting this theory the researcher was not ignorant of its shortcomings. Other than product attributes, consumer purchase behavior is also determined by other factors such as day of the week, time of the month, marketing activities and traditional buying habits. This study however held these extraneous variables constant because of the following reasons:
i) Marketing activities: although in recent years the two leading media in Kenya have spent considerable time and money marketing themselves, the impact of these efforts has not been sustained in Kisumu if the statistics on the daily sales are anything to go by. The statistics clearly indicate that sales have generally been fluctuating.

ii) Day of the Week & time of the Month: Just like any other product, the purchase habits of consumers depends on availability of certain favourable situations. In the case of newspapers, more newspaper reading occurs during the weekends, when most readers are at home and hence have all the time to read newspapers. As well, days that are at the end of the month also record higher sales because most consumers have at that time been paid their salaries and can therefore afford to buy a newspaper.

iii) Just like with other products, buying habits of newspapers is sometimes based on tradition. Such consumers either due to loyalty to a product/service or due to acquired habits that have been sustained for a long time will traditionally buy the same product over and over again.
2.9 CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLE

- Local news
- Local photograph
- Headline
- Editorial Commentaries
- Advertisement
- Inserts/Magazines
- Sports
- Obituaries
- Features

EXTRANEOUS VARIABLE

- Marketing Activities
- Day of the Week/Month
- Tradition / Habits

DEPENDENT VARIABLE

Circulation
2.10 **Summary gaps to be filled by the Study**

Clearly, the above variables, headline, editorial, photographs, advertisement, sports, death & memorial, features and photographs have been demonstrated by various writers to have relationship with the circulation or the number of newspaper copies sold.

Because no one has previously undertaken such a study in Kenya to investigate this relationship, the literature review above indicates that there is sufficient belief that these variables have a relationship with the demand of a newspaper. The Study is therefore necessary to confirm or disapprove the relationships between product attributes and demand of newspapers.

It is the expectation of this study that its findings will go a long way in shedding some light on this issue that had before this study never been investigated.
3.0 **METHODOLOGY**

3.1 **Study scope and Location**

This study was undertaken within Kisumu city municipality. It covered a radius of 10 km, around the Central Business District. The target group of the study were all the residents living in this area who purchased newspapers every day.

3.2 **Study Design**

The causal research design was employed for the study. This was chosen because the study aimed at finding the cause-effect relationship of various newspaper-attributes and demand for that paper. Because the study did not have any power to manipulate any of the newspapers to be studied, EX POST FACTO Research was applied. MSU (2006) defined EX POST FACTO as “after the fact’...studying the influence of independent variables after variation has occurred; no control over variables”.

Personal interviews using schedule-structured interview and non-directive interview were used to collect the data.

3.3 **Study Population**

The population of study comprised the newspaper readers in Kisumu and its environs.
The average daily sales figures for the Nation Newspaper and the Standard Newspapers for the period Oct 2005 – Feb 2006 were used to work out the approximate population of newspaper readers in Kisumu. There from, an average of 3,500 people purchase the *Daily Nation* newspaper and 1800 buy *The Standard* Newspaper every day in Kisumu.

This study adopted the figure, 5,300 as the population of newspaper consumers in Kisumu.

3.4 **Sampling Procedures**

The probability sampling procedure was used in this study. Nachmias *et al* says that in probability sampling every respondent or item has an equal change of being selected.

Of the four common probability sample designs (*i.e.* simple random sampling, systematic sampling, stratified sampling and cluster sampling) the study adopted the Multi-stage sampling technique. This was the most appropriate sampling design for the study.

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The research area was divided into regions. A map of Kisumu was used to divide the city into fifteen regions, after which five regions were selected using simple random sampling from the total. Thereafter within each of the selected area, random sampling was again used to select three estates/activity areas
from each of these giving a total of fifteen samples. Then every 3rd newspaper consumers was picked randomly and interviewed in those selected areas.

**Sample Size:**

The formula below was been used to calculate the appropriate sample size.

Thus:

The formulae: \[ n = \frac{sd}{\sqrt{S.E}} \]

This study used a sample size of 542 newspaper consumers.

3.5 **Data Collection activity and data collection instruments**

This study collected data in the following ways:

i) Personal interviews through Questionnaires was used to interview consumers on their reasons for buying or not buying the various newspapers during the duration of the research.

According to Evans (1992) a questionnaire is “a list of questions to be asked at the interview”

ii) The study analyzed the two leading daily newspapers, every day for a period of 14 days, counting the numbers of each variable under study in each day’s newspaper.
Five selected vendor, with one coming from each of the five selected region were also employed in the study. Since these vendors sell newspapers everyday, they were found a useful source of primary data. Because the study was aware that some vendors usually sell fewer newspapers because they could not afford to buy more, the project bought each of the selected vendors 20 more newspaper copies – both Daily Nation and The Standard combined - above their usual capacity. These extra copies helped the study to determine the real demand patterns within those regions in each of the 14 days of the study.

The outcome of (i) and (ii) were analysed and compared where necessary with the data results (iii) to see if any relationships existed.

Reliability and Validity

Nachmias et al says that validity is about whether the researcher is actually measuring what he/she really intends. They say, “This problem arises because measurement in social sciences is, with few exceptions, indirect. Under such circumstances, researchers are never completely certain that they are measuring the variable for which they designed their measurement procedure.”

About ‘reliability’, Nachmias et al says: “Reliability is of central concern to social scientists because the measuring instruments they employ are rarely
completely valid. In many cases, evidence of validity is almost entirely lacking; instead, the researcher has to evaluate the measuring instrument with respect to other characteristics and assume its validity. .... Reliability refers to the extent to which a measuring instrument contains variable errors, that is, error that appear inconsistently from observation to observation during any one measurement attempt or that vary each time a given unit is measured by the same instrument.”

In this study, reliability will be considered more important than validity. Therefore the measuring instruments were designed with utmost care to ensure that they measured only the required variables.

**Pre-testing of instruments**

The questionnaire was pre-tested in Kisumu, in a section of the city that would not be used during the main survey. This ensured that the respondents who would have to answer to the pre-test would be different from those who would be targeted during the main survey but similar in every relevant characteristic.

Pre-testing enabled the researcher to find out if the questionnaire asked the right questions, was clear, understandable and measured exactly what it was intended to measure.

The results of the pre-test were used to fine-tune the questionnaire ending up an instrument whose reliability had been ascertained.
3.6 Data Analysis

Data analysis was performed using descriptive statistical methods. These included: frequencies, percentages and averages. Regression analysis techniques were also applied. Computer programmes such as Excel and Access will be used to manipulate the data collected.
4.0 DATA ANALYSIS AND PRESENTATION OF RESULTS

4.1 INTRODUCTION TO DATA ANALYSIS

This study investigated the relationship between newspaper demand and various newspaper attributes in Kisumu. This was in light of fluctuating sales figures that were being reported in Kisumu by the sales personnel of the two leading newspapers, the *Daily Nation* and *The Standard*. The data collected was analyzed using descriptive statistical methods, particularly frequency, averages and percentages. This chapter presents the results of the analysis.

The main objectives pursued by this study were:

1. To determine the influence of the headline on demand of newspapers in Kisumu.
2. To find out the effect of news stories on the demand of newspapers in Kisumu.
3. To establish the relationship between the photographs and demand of newspapers in Kisumu.
4. To find the effect of sports news on demand of newspapers in Kisumu.
5. To establish the relationship between inserts and newspaper demand in Kisumu.
4.2 QUANTITATIVE ANALYSIS

Out of 542 questionnaires given out a total of 475 were received back: this being a response rate of 88%. The results / outcomes of the study are hereby presented in the subsequent sections.

4.2.1. Factors that made the respondents to buy a newspaper

The respondents were asked to state in their own words, their reasons for buying a newspaper on the day of the interview. The question was intended to find if their reasons would corroborate the features/attributes earlier identified by the study. Their responses to this question were as follows:

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>FEMALE</th>
<th>MALE</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Advertisements</td>
<td>61</td>
<td>14</td>
<td>65</td>
</tr>
<tr>
<td>Death &amp; Memorial</td>
<td>20</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>Editorial Comment</td>
<td>6</td>
<td>1</td>
<td>21</td>
</tr>
<tr>
<td>Entertainment</td>
<td>65</td>
<td>15</td>
<td>67</td>
</tr>
<tr>
<td>Inform</td>
<td>23</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Features</td>
<td>31</td>
<td>7</td>
<td>38</td>
</tr>
<tr>
<td>Headline</td>
<td>67</td>
<td>16</td>
<td>37</td>
</tr>
<tr>
<td>Inserts</td>
<td>109</td>
<td>25</td>
<td>247</td>
</tr>
<tr>
<td>None of the Above</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Photograph</td>
<td>3</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Sports</td>
<td>44</td>
<td>10</td>
<td>166</td>
</tr>
</tbody>
</table>

*Table 4.1: Factors that made the respondents considered when buying a newspaper*

Based on their own words, the respondents identified with all the features that had been identified by the study as being possible reasons for purchasing.
However, one third (75%) said they bought a newspaper because of a desire to read about 'news stories'. This group was followed by another group who wanted to read mainly about 'Sports' (44%). Another 28% of respondent bought a newspaper to look for 'entertainment news'. The fourth group were those who wanted to read 'advertisements' (26%) while 22% chose 'inserts'.

When the same responses were stratified on the basis of gender, it was clear that the biggest proportions of both males and females (36% and 25%) still bought newspapers because of 'new story'. However, the second most important reason for buying newspaper differed by gender; 24% of males bought because of 'sports news' while 16% of females bought because of 'inserts'. Both groups however shared their third preferred reason for buying: 10% of males and 15% of females chose 'entertainment' as their third most preferred reason for buying a newspaper.

### 4.2.2 Other considerations when making a decision to buy a newspaper

The respondents were next asked to state, again in their own words, what their other reasons would be for buying a newspaper. Their responses are stated below:


Table 4.2: Other factors (considerations) when making a decision to buy a newspaper

Even with further probing, an equal number of respondents, (36%) chose 'headlines' and 35% chose 'news story' as their most important other reasons for buying a newspaper. Sports (14%) was the next most common reason that was highlighted, followed by 'entertainment', 'inserts' and 'advertisement'; these later three tied at 9%. Except for the introduction of 'headline' at this stage, the rest of this outcome was similar to those of the previous question (4.2.1).

When this question was stratified by gender basis, more females than males (10% : 5%) preferred inserts; this was the third choice for females, while males chose ‘sports’ (15%) as their third preference.
This outcome further supported the study’s assumption that there were specific features / attributes that come into consideration when a consumer was making a decision to buy a newspaper.

4.2.3 Which of the provided features/attributes are important when buying newspaper

The respondents were next given specific choices of features/attributes and were asked which ones were important to them when they were buying a newspaper. These choices/features were the variables that the study had proposed as being important cause of demand of newspapers.

The results of responses for this question are contained in the table below:

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>FREQUENCY</th>
<th>%</th>
<th>FREQUENCY</th>
<th>%</th>
<th>FREQUENCY</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisements</td>
<td>113</td>
<td>13</td>
<td>182</td>
<td>11</td>
<td>295</td>
<td>62</td>
</tr>
<tr>
<td>Death &amp; Memorial</td>
<td>35</td>
<td>4</td>
<td>57</td>
<td>4</td>
<td>92</td>
<td>19</td>
</tr>
<tr>
<td>Editorial Comment</td>
<td>34</td>
<td>4</td>
<td>112</td>
<td>7</td>
<td>146</td>
<td>31</td>
</tr>
<tr>
<td>Entertainm Inform</td>
<td>92</td>
<td>11</td>
<td>143</td>
<td>9</td>
<td>235</td>
<td>49</td>
</tr>
<tr>
<td>Features</td>
<td>62</td>
<td>7</td>
<td>125</td>
<td>8</td>
<td>187</td>
<td>39</td>
</tr>
<tr>
<td>Headline</td>
<td>165</td>
<td>19</td>
<td>279</td>
<td>17</td>
<td>444</td>
<td>93</td>
</tr>
<tr>
<td>Inserts</td>
<td>100</td>
<td>11</td>
<td>115</td>
<td>7</td>
<td>215</td>
<td>45</td>
</tr>
<tr>
<td>News Story</td>
<td>140</td>
<td>16</td>
<td>248</td>
<td>15</td>
<td>388</td>
<td>82</td>
</tr>
<tr>
<td>None of the Above</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Photograph</td>
<td>55</td>
<td>6</td>
<td>100</td>
<td>6</td>
<td>155</td>
<td>33</td>
</tr>
<tr>
<td>Sports</td>
<td>75</td>
<td>9</td>
<td>241</td>
<td>15</td>
<td>316</td>
<td>67</td>
</tr>
</tbody>
</table>

*Table 4.3: The features that are important when buying a newspaper*

When presented with options of features/attributes, respondents’ choices remained similar to their responses when they hadn’t been given any choices (see table 4.1 & table 4.2). They chose ‘headline’ (93%) first, followed by ‘news
story' (82%), then 'sports' (67%), followed by 'advertisements' (62%) and 'entertainment' (49%) and 'inserts' at 45%.

When their responses were stratified on gender basis, the only differences seen were that more females (11%) chose 'inserts' compared to males; whereas more males (15%) preferred 'sports' compared to females. This also reflected the outcomes in 4.2.1 and 4.2.2 above.

**4.2.4 Rank the given features/attributes in order of importance as a newspaper buyer**

Next the respondents were asked to rank in order of importance the features / attributes they had been provided with in 4.2.3 above. This question was intended to see the order of importance of these features/attributes in the minds of the respondents so as to understand if some were more important than other. The outcome of this question are as follows:

<table>
<thead>
<tr>
<th>RANKING</th>
<th>FEMALE</th>
<th>MALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Headline &amp; Inserts</td>
<td>Headline</td>
<td>Headline</td>
</tr>
<tr>
<td>2</td>
<td>News Stories &amp; Advertisements</td>
<td>News Story</td>
<td>News Story</td>
</tr>
<tr>
<td>3</td>
<td>Nil</td>
<td>Sports &amp; Advertisements</td>
<td>Advertisements</td>
</tr>
<tr>
<td>4</td>
<td>Sports</td>
<td>Editorial Commentaries</td>
<td>Sports</td>
</tr>
<tr>
<td>5</td>
<td>Entertainment &amp; Features</td>
<td>Nil</td>
<td>Entertainment news &amp; Inserts</td>
</tr>
<tr>
<td>6</td>
<td>Editorial Commentaries</td>
<td>Entertainment news &amp; Features</td>
<td>Editorial Commentaries &amp; Features</td>
</tr>
<tr>
<td>7</td>
<td>Nil</td>
<td>Inserts</td>
<td>Nil</td>
</tr>
<tr>
<td>8</td>
<td>Nil</td>
<td>Nil</td>
<td>Nil</td>
</tr>
<tr>
<td>9</td>
<td>Death &amp; Memorial</td>
<td>Nil</td>
<td>Nil</td>
</tr>
<tr>
<td>10</td>
<td>Photography</td>
<td>Photography</td>
<td>Photography</td>
</tr>
</tbody>
</table>

**Table 4.4: Ranking of importance of the features/attributes that determine newspaper purchase decision**
Again the order of choice in this question closely resembled those in the preceding questions. The rankings from first to the sixth choice were exactly similar to those obtained in the previous questions. *Headline, News story, advertisements, sports, entertainment news* and *inserts* were ranked as the first six most important features during the purchase of a newspaper.

The rest of the attributes i.e. *features, death & memorial, photography* and *editorial commentaries*, were much less regarded. It appeared that these were not so important during the purchase of newspaper by the respondents interviewed.

### 4.2.5 Three most important features/attributes for a newspaper buyer

In an endeavor to probe further for the features/attributes that the respondents regarded as the most important, the next question asked them to state their *three* most important attributes when buying a newspaper.

The objective of this question was another attempt to confirm if the rankings in 4.2.4 would be repeated. The table below presents the outcome of this question.
Predictably, the respondents chose first ‘headline’ (52%), then ‘news stories’ (20%) followed by both ‘sports’ (7%) and ‘inserts’ (7%) tying in the third spot, as the three most important attributes. With the exception ‘advertisement’ appearing prominently in the earlier question (4.2.4), these other attributes were similar to the rankings earlier recorded.

When the same responses were stratified by gender, males preferred more ‘sports’ (11%) whereas more females chose ‘inserts’ (13%) as their third preference; both genders had similar first two choices – headline & news story.

### 4.2.6 The one most important attribute/features for a newspaper buyer

The next question sort to get the one most important attribute that the respondents had about newspaper purchase. The answers from this question were meant to wipe out any doubt that may exist about the attribute that was ranked highest in a newspaper purchase decision.
<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>18 - 25</th>
<th>26 - 35</th>
<th>35 &amp; ABOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>6</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Death &amp; Memorial</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Editorial Content</td>
<td>4</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Entertainment information</td>
<td>6</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Features</td>
<td>6</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Headlines</td>
<td>109</td>
<td>95</td>
<td>39</td>
</tr>
<tr>
<td>Inserts</td>
<td>19</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>News Story</td>
<td>29</td>
<td>48</td>
<td>19</td>
</tr>
<tr>
<td>None of the above</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Photographs</td>
<td>6</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Sports</td>
<td>15</td>
<td>14</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 4.7: MOST important attribute when buying a newspaper to various age groups

‘Headline’ was still the most important attribute for all age categories with the highest frequencies 109, 95 & 39 (18-25:26-35:35 & above) once more followed by ‘news story’ (20:48:19). Clearly therefore it didn’t matter what ages the respondents were, their first two reasons for buying a newspaper were all similar.

Therefore the demand for newspapers on any day highly depended on the ‘headline’ and ‘news story’ that that newspaper carried.

4.2.7 The least important attribute for a newspaper buyer

The following question sort to find which attribute was regarded as being of least importance. The objective of this question was to bring out those features that were not highly regarded when a decision to buy a newspaper was being made. The responses from this question were also meant to provide some idea on the likely order of the least important attributes of the study.
Table 4.8: LEAST important attribute when buying a newspaper

The outcome identified ‘death & Memorial’ as the least important attribute for the highest percentage of respondents (26%). This was followed by ‘photographs’ (16%) as the next least important attribute.

These observations did not change when the responses were stratified by gender.

When the same responses were stratified by age groups of the respondents, the outcomes were as follows:

Table 4.9: LEAST important attribute when buying a newspaper for different age groups
When observed from the age groups pedestal, a slight difference arose in the outcomes: ‘death & memorial’ was now only least important for age groups ‘18-25’ (a frequency of 62) and ‘26-35’ (a frequency of 52). However, age group ‘35 & above’ considered ‘entertainment information’ as their least important attribute at a frequency of 21: this group rated ‘death & memorial’ much more highly, being their second last attribute at a frequency of 10.

Nevertheless, this outcome confirms that ‘death & memorial’ was an attribute that wouldn’t be relied on to increase the demand for a newspaper and as such any marketing activities directed on this attributes wouldn’t bring any increase in the sales of that newspaper.

4.2.8 Why would a buyer opt to buy one newspaper instead of the other one

The respondents were thereafter asked to state the reasons that would make them buy one newspaper and not the other (Daily Nation instead of The Standard and vice versa). Their responses were are recorded in the table below:

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>FEMALE</th>
<th></th>
<th>MALE</th>
<th></th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Advertisements</td>
<td>10</td>
<td>4</td>
<td>15</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>Death &amp; Memorial</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Editorial Comment</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Entertainment Inform</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Features</td>
<td>9</td>
<td>4</td>
<td>17</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td>Headline</td>
<td>14</td>
<td>6</td>
<td>34</td>
<td>8</td>
<td>48</td>
</tr>
<tr>
<td>Inserts</td>
<td>27</td>
<td>11</td>
<td>19</td>
<td>4</td>
<td>46</td>
</tr>
<tr>
<td>News Story</td>
<td>19</td>
<td>8</td>
<td>59</td>
<td>14</td>
<td>78</td>
</tr>
<tr>
<td>None of the Above</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Photograph</td>
<td>15</td>
<td>6</td>
<td>31</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Sports</td>
<td>3</td>
<td>1</td>
<td>21</td>
<td>5</td>
<td>34</td>
</tr>
</tbody>
</table>

Table 4.10: The reasons for choosing one newspaper over the other
Most respondents said they would choose one paper over the other based mainly on the newspaper's 'news story' (16%) 'headline' (10%), 'inserts' (10%) and 'sports' (7%), in that order.

These attributes are up until this point, highly regarded reasons for the purchase of newspapers by most of those polled by this study. Therefore anyone intend on selling newspapers has to put these attributes in high regard if they want to increase or sustain their sales/demand figures.

When the responses in table 4.10 were stratified by age groups the responses obtained were as follows:

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>18 - 25</th>
<th>26 - 35</th>
<th>35 &amp; above</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>12</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Death &amp; Memorial</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Editorial Content</td>
<td>7</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Entertainment</td>
<td>18</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td>7</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Headlines</td>
<td>21</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Inserts</td>
<td>28</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>News Story</td>
<td>41</td>
<td>64</td>
<td>22</td>
</tr>
<tr>
<td>None of the above</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Others</td>
<td>98</td>
<td>88</td>
<td>31</td>
</tr>
<tr>
<td>Photographs</td>
<td>11</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Sports</td>
<td>19</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>265</strong></td>
<td><strong>261</strong></td>
<td><strong>75</strong></td>
</tr>
</tbody>
</table>

*Table 4.11: The reasons for choosing one newspaper over the other by gender basis*

Just as in Table 4.10, the choice of 'news story' (a frequency of 22) was the same across the age groups as the number one reason for choosing one
newspaper over the other. However the 2nd choice differed with '18-25' choosing 'inserts' (a frequency of 28) while '25-35' and '35 & above' chose 'headline' (a frequency of 6). All groups had the same 3rd choice 'sports'. Once more 'news story' and 'headline' are the two leading with the exception of the change in the order of preferences. 'inserts' and 'sports' appear again as they did in Table 4.10.

These then, are the four most important attributes for increasing the demand of a newspaper.

4.3 SUMMARY OF DATA ANALYSIS

This data analysis has clearly confirmed that indeed there are certain attributes/features that are important to newspaper buyers when they want to make a decision to buy a newspaper. Clearly 'headline', 'news stories', 'sports', 'inserts', 'entertainment news' and 'advertisements' are important considerations for newspaper buyers.

Other attributes such as 'death & memorial', 'photographs', 'editorial commentaries' and 'features' are much less regarded by newspaper buyers.
CHAPTER FIVE

5.0 SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY OF MAJOR FINDINGS

Clearly, respondents attributed their decisions to buy newspapers as being directed by specific newspaper attributes / features. The outcome of this research showed the following:

1. Headline – was the most important determinant of the decision to purchase a particular newspaper. 51% of all respondents rated ‘headline’ as the most important attribute whenever they were buying a newspaper.

2. News Story – the main story or stories of the day also seem to push buyers into buying particular newspapers. If an event had occurred the previous day, its significance would drive buyers to purchase a particular newspaper to fill up their curiosity. 210 chose news story as their second choice.

3. Sports and Inserts – were the third most important reasons at 7% for most respondents buying a newspaper. Males had a bigger preference for sports than females and more Females preferring Inserts than Males.

4. Advertisements was the fourth reasons for buying a newspaper. Advertisement was equally highly regarded across gender.

Death & funeral announcement was generally the least preferred attribute by most buyers at 27%. However, the older readers (35 & above) did rate this
attribute much highly perhaps given their advanced age and hence their relative closeness to death of such people.

Photograph was surprisingly of little importance to most respondents going at 17% as the second least preferred attribute. It was rated quite low by most respondents; in fact for ages 18-25 (33%) and 25-35 (35%), this attribute was considered the second least important attribute. This was a very surprising outcome of this research.

These findings suggest that media owners and manager would need to lay more emphasis on improving these identified attributes (headline, news stories, sports, entertainment news and inserts) if they are to arrest the fluctuating sales figures. As well, this study suggests that the media managers would have to develop and accommodate the different preferences amongst the genders and the age groups as evidenced by the outcomes.

For instance because more males preferred ‘sports news’ they would therefore most probably buy newspapers that elaborately covered sports news. As well, more females seemed to prefer ‘inserts’, hence magazines (inserts) within the newspapers needed to be developed and targeted better at the female readers.
5.2 CONCLUSION

This study investigated the relationship between newspaper demand and various newspaper attributes amongst newspaper consumers in Kisumu. It was intended to understand the relationship between the various product attributes and the demand of newspapers. This study was prompted by fluctuating sales figures experienced in Kisumu.

The study specifically sought to: determine the influence of the headline story on demand of newspapers in Kisumu; establish the relationship between the editorial commentaries and demand of newspapers in Kisumu; determine the relationship between the advertisements and demand of newspapers in Kisumu; find out the effect of news stories on the demand of newspapers in Kisumu; establish the relationship between the photographs and demand of newspapers in Kisumu; to find the effect of sports news on demand of newspapers in Kisumu; establish the relationship between inserts and newspaper demand in Kisumu; establish the influence of obituaries on the demand of newspapers in Kisumu; find the effect of editorial commentaries on the demand of newspapers in Kisumu.

The study established that: *headlines*, *news stories*, *sports*, *inserts*, *entertainment news* and *advertisements* were the six most important attributes that affected demand, in that order. The other attributes i.e. *editorial commentaries*, *photographs*, death & funeral announcements* and
'features' were not rated very highly by respondents. Infact, the respondents rated death & memorial and photographs as being the two lowest attributes in importance.

In view of this findings the study concludes that indeed 'headlines', 'news stories', 'sports', 'inserts', 'entertainment news' and 'advertisements' are attributes that a consumer uses to decide on whether or not to buy a newspaper.

5.3 RECOMMENDATIONS

Media managers and any prospective media owners need to understand consumers needs regarding the attributes of 'headlines', 'news stories', 'sports', 'inserts', 'entertainment news' and 'advertisements' if their newspapers are to sell in big numbers. These people need to come up with marketing activities aimed at improving how these attributes / features are presented to the readers so that sales figures can either grow or be sustained.

5.4 SUGGESTIONS FOR FURTHER STUDY

1. This research wasn't able to establish the specific nature of each attribute (what kind of 'headline news' or 'news stories') that guaranteed continued consumers' purchasing. It would be good to find out if any particular type of headlines (political, developmental, general, personal, ethical etc) would improve the purchase habits or not.
2. It would be interesting to compare the outcomes of attributes developed and used by this study and another different kind of classification of attributes (e.g. contents of front page, earlier pages, middle pages, back pages, back pages) and gauge if consumer buying preferences would differ if the classification was changed.

3. As well, it would be good to investigate if the scope of news and information (local, regional, international, ethical etc) determined the buying habits of newspaper consumers.
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ANNEXES

ANNEX 1: NEWSPAPERS’ CONSUMERS’ SURVEY

This survey is being conducted by the researcher (Tom Odhiambo) as per his Masters in Business Administration (MBA) requirement at Kenyatta University. It is meant to help him understand if there is any relationship between various newspaper attributes and the number of newspaper copies sold every day in Kisumu.

The information you provide will contribute to an important study and will be used only for academic research and analysis. We promise you absolute confidentiality under the academic ethics standards of Kenyatta University. You are therefore requested to kindly cooperate and participate in filling this questionnaire accurately and as completely as possible.

Please answer the following questions either by ticking the box that corresponds to the answer that you agree with or by filling in the blank space provided.

1. Have you bought a newspaper today? (If ‘No’ terminate interview)
   - [ ] Yes
   - [ ] No

2. Who will read the newspaper that you bought today? (if response is “Someone else” terminate interview)
   - [ ] Myself
   - [ ] Someone else
   - [ ] Myself & Others

3. What is your name (optional): ..............................................................................................

4. Please indicate gender: Male [ ] Female [ ]

5. Please indicate your age group:
   - [ ] 18 – 25
   - [ ] 26 – 35
   - [ ] 35 & above

6. Please give us your contact (box number or telephone/mobile)
   ........................................................................................................................................

7. Which newspaper or newspapers did you buy?
   - [ ] Daily Nation
   - [ ] The Standard
   - [ ] Both DN & TS

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8. How often do you buy a newspaper in a week?
   - [ ] 1-2 day
   - [ ] 3-4 days
   - [ ] 5-6 days
   - [ ] 7 days

9. What things would you say made you buy the newspaper that you bought today?
   - ...........................................................................................................................
   - ...........................................................................................................................
   - ...........................................................................................................................
   - ...........................................................................................................................
   - ...........................................................................................................................

10. What else did you consider very important to you when you wanted to buy the newspaper today?
    - ...........................................................................................................................
    - ...........................................................................................................................

11. Please indicate if any of these features/attributes of a newspaper are important to you when you want to make a decision to buy a newspaper? *(by ticking in the boxes)*
    - [ ] Advertisements
    - [ ] Death & Memorial notices
    - [ ] Editorial commentaries
    - [ ] Entertainment Information
    - [ ] Features
    - [ ] Headline
    - [ ] Inserts
    - [ ] News story
    - [ ] Photographs
    - [ ] Sports
    - [ ] None of the above
12. Please rank in order of importance (what you have chosen in No. 11) with the most important feature being number 1, to the least important feature to you when buying a newspaper. Number your choice in the boxes provided from number 1-11. ?

- Editorial commentaries
- Advertisements
- Death & Memorial notices
- Headline
- Features
- News story
- Entertainment Information
- Inserts
- Photographs
- Sports
- None of the above

13. Which THREE of these features would you say were the most important to you when you were buying a newspaper today?

- Sports
- Photographs
- News story
- Inserts
- Headline
- Features
- Entertainment Information
- Editorial commentaries
- Death & Memorial notices
- Advertisements
- None of the above
14. Which three of these features would you say were the most important to you when you were buying a newspaper today?

☐ Sports
☐ Photographs
☐ News story
☐ Inserts
☐ Headline
☐ Features
☐ Entertainment Information
☐ Editorial commentaries
☐ Death & Memorial notices
☐ Advertisements
☐ None of the above

15. Which One attribute/feature of a newspaper is the MOST important to you when you want to buy a newspaper

☐ Features
☐ Entertainment Information
☐ Editorial commentaries
☐ Death & Memorial notices
☐ Advertisements
☐ Sports
☐ Photographs
☐ News story
☐ Inserts
☐ Headline
☐ None of the above
16. Which One attribute/feature of a newspaper is the LEAST important to you when you want to buy a newspaper?

- [ ] Photographs
- [ ] News story
- [ ] Headline
- [ ] Features
- [ ] Editorial commentaries
- [ ] Death & Memorial notices
- [ ] Advertisements
- [ ] Sports
- [ ] Inserts
- [ ] Entertainment Information
- [ ] None of the above

17. Give the reasons why you would choose one newspaper type (Daily Nation or The Standard) over the other in any one particular day?

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) .........................................................................................................................................

iv) .........................................................................................................................................

v) .........................................................................................................................................

18. If you were a manager in one of the media houses (i.e. Daily Nation or The Standard), what would you do to ensure that a customer like yourself will always buy your newspaper?

i) ........................................................................................................................................

ii) ........................................................................................................................................

iii) .........................................................................................................................................

iv) .........................................................................................................................................

v) .........................................................................................................................................
19. Did you prefer today the .......... (interviewer uses the respondents answer in Q. 7) over .............. (interviewer uses the other newspaper that wasn’t bought) because of any of the following features? (If respondent reply in Q. 7 is both DN & TS, do not ask this question)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial Commentaries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News Story</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photograph</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports News</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inserts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Death &amp; Memorial notice</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Not Applicable</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for your participation in this survey

**Thomas Odhiambo**  
Kenyatta University

Date: .......................
1. **HEADLINE** is: the title of a newspaper story printed in large letters at the top of the story, especially on the front page.

2. **EDITORIAL COMMENTARIES** is: an article in a newspaper which gives the opinion of the editor or owner on a topic or item of news.

3. **ADVERTISEMENTS** are: an arrangement of pictures, words etc, put in a public place or in a newspaper, on the internet etc, which is intended to persuade people to buy something.  
   
   *Examples include: Job vacancies, Tender adverts, Classified adverts, Promotional adverts etc*

4. **NEWS STORY** is: 1. current events; important or interesting recent happenings 2. information about such events, as in the mass media

5. **PHOTOGRAPH** is: an image of an object, person, scene, etc, in the form of a print or slide recorded by a camera on photosensitive material.

6. **DEATH & MEMORIAL NOTICES** are: a report in a newspaper that announces someone's death or their memory and gives a short description of their life and achievements.

7. **FEATURES** are: a newspaper or magazine article that concentrates on a particular subject or a non-news article in a newspaper.

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8. **SPORTS NEWS** is: news about sports activities covered in a newspaper

9. **INSERTS**: are a loose sheet placed within the folds of a newspaper or periodical, as a supplement or containing advertising material.

Examples are:

<table>
<thead>
<tr>
<th>WEEK DAY</th>
<th>DAILY NATION</th>
<th>THE STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>-The Football</td>
<td>-The Big Issue</td>
</tr>
<tr>
<td>Tuesday</td>
<td>The Smart Company</td>
<td>-Financial Standard (FS)</td>
</tr>
<tr>
<td></td>
<td>(information on business &amp; finance)</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>-The Living Magazine (family magazine)</td>
<td>-Education (information on education sector in Kenya)</td>
</tr>
<tr>
<td></td>
<td>-Motor Bazaar</td>
<td>-Careers (information about jobs)</td>
</tr>
<tr>
<td>Thursday</td>
<td>-The Horizon</td>
<td>-Inspiration</td>
</tr>
<tr>
<td></td>
<td>-Money</td>
<td>-Transport (Maritime news)</td>
</tr>
<tr>
<td></td>
<td>-Property Guide</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>-Weekend</td>
<td>-Pulse (entertainment news &amp; Gossip information)</td>
</tr>
<tr>
<td>Sat</td>
<td>-Saturday Magazine</td>
<td>-Instinct</td>
</tr>
<tr>
<td></td>
<td>-Saturday review (Entertainment guide)</td>
<td>-Moments</td>
</tr>
<tr>
<td>Sun</td>
<td>-The Buzz</td>
<td>-Bizbytes</td>
</tr>
<tr>
<td></td>
<td>-Lifestyles</td>
<td>-Fever Pitch</td>
</tr>
<tr>
<td></td>
<td>-Business Sunday</td>
<td>-Society</td>
</tr>
<tr>
<td></td>
<td>-Young Nation</td>
<td>-Teen Talk</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Twinkle</td>
</tr>
</tbody>
</table>
### ANNEX III: TIME SCHEDULE FOR DATA COLLECTION

<table>
<thead>
<tr>
<th>TIME</th>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
</thead>
</table>
| Nov 06 | 2 days | - Development & refinement of questionnaire  
                    - Recruitment or research assistant |
|        | 2 days | - Pre-testing of questionnaire  
                    - Identification of vendors to supply secondary data  
                    - Liaison with Media sources to confirm secondary data source arrangement for the 28 days of data collection |
|        | 1 day  | - Fine tuning of questionnaire  
                    - Data collection commences |
|        | 14 days| - Data collection |
|        | 5 days | - Data Analysis & Report compilation |