

**IMPACT OF ONLINE MEDIA ON PRINT MEDIA NEWSPAPER
SALES: A CASE OF ZAMBIA DAILY MAIL LIMITED.**

By

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A dissertation submitted to the University of Zambia in partial fulfilment of the
requirements for the degree of Master of Business Administration

**THE UNIVERSITY OF ZAMBIA IN COLLABORATION WITH
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DECLARATION

I, Clement Mulenga Sinyangwe, do hereby declare that this dissertation represents my own work, has not previously been submitted for a degree at this or any other university and that it does not incorporate any published work or material from another dissertation.

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APPROVAL

This dissertation of CLEMENT MULENGA SINYANGWE has been approved as partial fulfilment of the requirements for the award of the degree of Master of BUSINESS ADMINISTRATION by the University of Zambia, in collaboration with Zimbabwe Open University.

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ABSTRACT

The main aim of the study was to establish the impact of online media (ePaper) on print media (hard copy) newspaper sales. The Zambia Daily Mail Limited Company was chosen as a case study. Descriptive research design was employed with a sample population of 76 participants consisting of 18 Zambia Daily Mail staff, 52 newspaper readers, 4 newspaper vendors and 2 advertising agents. Data were collected using questionnaires and in-depth interviews. Quantitative data were analyzed using a statistical application called SPSS while content and thematic techniques were applied to analyze qualitative data. The study findings revealed that online media had a relative positive though not very strong ($r = 0.78$) association or impact on print media newspaper sales as the two versions of the newspapers were still running side by side. The study further established that adoption of ICTs are gaining popularity in Zambia and the literacy levels are slowly increasing, thereby creating an enabling environment for the e-newspaper to thrive . However, high costs of internet remained a major challenge in the implementation of e-paper both from the company and newspaper readers. Based on the findings of the study, the following among many other recommendations emerged: 1. Zambia Daily Mail Limited should increase their ePaper sensitisation and utilise other forms of advertising media such as TV, Radio, Online, street shows, face to face and other available media. 2. Zambia Daily Mail Limited should form partnerships with internet service providers (ISP's) for possible special rates on online subscribers in order to increase the ePaper subscriptions. 3. The company should continue providing the hard copy version of the newspaper because both versions of the newspaper are still needed and command equal share of market.

DEDICATIONS

This work is dedicated to my wife Rachel and our children Wiza, and Wimula for the support, confidence and endurance they had suffered while I was busy with schoolwork at the University of Zambia at the expense of family time.

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ACRONYMS

DN	-	Daily Nation
CSO	-	Central Statistical Office
EPaper	-	Electronic Paper
ICT	-	Information and Communication Technology
MOU	-	Memorandum of Understanding
MTC	-	Ministry of Transport and Communications
SPSS	-	Statistical Package for Social Sciences
TOZ	-	Times of Zambia
UK	-	United Kingdom
USA	-	United States of America
ZDML	-	Zambia Daily Mail Limited
ZICTA	-	Zambia Information and Communication Technology Authority

CHAPTER ONE

INTRODUCTION

1.0. Introduction

This chapter presents background of the study, the statement of the problem, the objectives as well as the questions arising from those objectives. Other contents in this chapter are the significance and scope of the study and, finally, the limitations of the study.

1.1. Background of the study

The print media in Zambia has a history of doing street newspaper sales, with very little online concentration. For example, the printed copies of the newspapers at the ZDML which are distributed and sold across the country (number of printed copies) range from about 18,000 to 25,000 per day (ZDML, 2015). This is due to the high cost of production involved in the print media and other costs too such as newsprint prices, slumping advertising sales, the loss of much classified advertising and precipitous drops in circulation. Time and transportation costs are yet other problems the print media organisations face.

According to the Zambia-advisor (2016), Zambian media have undergone a lot of changes since colonial times. One of the biggest changes is the shift from private ownership to state ownership and finally to a liberalized media. Zambian print media came on the scene earlier than electronic media. Journalistic activities started thriving in colonial times and were initially privately owned. The Daily Mail established was introduced in the early 1950's when it was known as "The African mail." It was not until the early 1960's that it changed its name to the Central African Mail during the time when it was under the ownership of Dr. Alexander Scott. In 1965 this newspaper was bought by the government of Zambia. Then it was published weekly but by 1970 it became a daily edition, hence "The Daily Mail", and finally the Zambia Daily Mail Limited (ZDML) as it is presently called. The ZDML is currently being offered worldwide on a daily basis through the website. The

company also introduced an online version of the newspaper (ePaper). ZDML prides itself on the vision: “To be the preferred source of quality news for everyone, anywhere, everywhere” (ZDML 2015).

In line with the organisation’s vision, the company ensures that the online news feeds are uploaded on the website which is meant to inform readers with daily news feed on a free basis and does not guarantee the company of some revenue, hence the reason for introducing the ePaper version which has exactly similar content on a commercial basis based on user subscriptions.

This research will carried out an investigation and exploration on the significant differences of online and print media, what and how people consider when choosing the medium to publish in as well as whether to buy a printed or subscribe to an online version. The research also looked at the rapid widespread influence of the internet, specifically news website and social media and how these have left many in the country, including employees, shareholders and readers, pondering the answer to the print versus online media debate.

According to the National Assembly of Zambia (2016), the findings on information and broadcasting services indicated that the main reason why the media exists is to inform, educate, entertain and also being a catalyst for social change and cultural communication. It further referred to the media as a watchdog that oversees the extremes within the policymaking, legislature as well as the judiciary. The committee’s finding indicated that the public print media organisations in Zambia are self-sustaining and that they have been allowed to run their entities as business organisations by coming up with innovations and diversified business solutions.

The report pointed out newspaper sales and advertising as the major source of income in these organisations and that the print media in Zambia was facing a lot of problems due to the decreasing number of people buying the newspapers and advertising with them. It was stated that: “The Zambia Daily Mail Limited was owed K3,102,123.50 by various Government ministries and departments in terms of sales and advertising as at 12th

February, 2015". Ibid, (2015) stated that such huge amount of credit affected the operations of the company especially that it has to procure its raw materials for printing. The price of the major printing raw material, which is newsprint (paper), has kept on increasing, thus reducing the company's profit margin. Poor fleet of transport, which is one of the key operating tools in the newspaper business to distribute the product across the country, was cited. Equipment such as computers, pre-press machines and others are supposed to be changed regularly to suit the new and emerging technologies. Other issues mentioned were office space and storage which required a lot of attention in the organisation (op.cit).

It is due to the issued mentioned in the background why, the organisation decided to introduce the ePaper version of the newspaper as it does not require raw materials for production but rather takes advantage of the already existing ICT infrastructure.

1.2. Statement of the problem

The total population in Zambia is approximately 14.08 million people, and out of that, about 10.5 million are subscribed on at least one of the three mobile networks available in the country, which translates into approximately 77% owning mobile devices such as cellphones, tablets etc. Further, at least 2.6 out of the 14.08 million people in Zambia have access to the internet (ZICTA, 2015). The proportion of households using computers to access the internet in homes had risen from 46.7% of those owning computers and also using the internet in 2013 to 49.7% in 2015. This consumption of the information as shown by the statistics could be a confirmation that the Country might be experiencing a digital drifts such as the mobile revolution which cannot be ignored. The media hasn't been seen to be more active in sensitizing people on this issue despite having power to reach the masses and be able to provide, inform and educate them on technology. It can be argued from the above statistics that high rate of internet connectivity in Zambia has posed a problem for the print media like ZDML with regard to newspaper sales. In response to this challenge, the company decided to introduce an ePaper on 1st January 2015 after noticing the rising number of news consumers on the internet using computers and mobile phones and tablets (ZICTA, 2015). This development has a potential for job losses and posed a huge problem on the viability of the print newspaper business. The research therefore sought to establish the impact of the ePaper on the sales of print newspaper.

1.3. Purpose of the study

The purpose of the study was to establish the impact of ePaper on the print newspaper sales at Zambia Daily Mail Company Limited.

1.4. General objectives

To establish the impact which online media (ePaper) has on print media (hard copy).

1.4.1. Specific objectives

- To ascertain the information technology literacy levels amongst ZDML newspaper readers.
- To establish the readers preferred version of the ZDML newspaper (print or ePaper).
- To assess the effects of online media on the sales of print media (hard copy newspaper).

1.5. Research questions

1.5.1. Grand research question

What is the impact of the ZDML online newspaper on its printed version?

1.5.2. Specific research questions

- To what extent do ZDML newspaper readers know how to use computers, tablets, smartphones and the internet?
- What version of the ZDML newspaper is preferred by the readers?
- Are there any effects brought by online media on the sales of print media newspaper?

1.6. Significance of the study

This study had three-fold beneficiaries: respondents, the author and the body of knowledge. The respondents' were offered an opportunity to test their knowledge about the impact of online media on print media. With regard to career benefits, the study also enhanced understanding of the impact of online media on print media as well as sharpen the

researcher's critique and analytical skills. The body of knowledge will benefit from this study in that new information will be born out of this study as it is original. This study also provides useful data to ZDML management in making decisions in as far as online media are concerned.

1.7. Scope of the study

This study focused on the online media and its impacts on the print media. Some media organisations in Zambia such as the Zambia Daily Mail Limited, Times of Zambia and the Post newspapers (Defunct) have so far introduced the online versions of their newspaper. However, the study only took a case of the ZDML in trying to establish the possible effects that online media might have on print media. The author used available international and local literatures to gain an understanding of the impacts of online media on print media. Interviews and questionnaires were used to collect information from the ZDML readers.

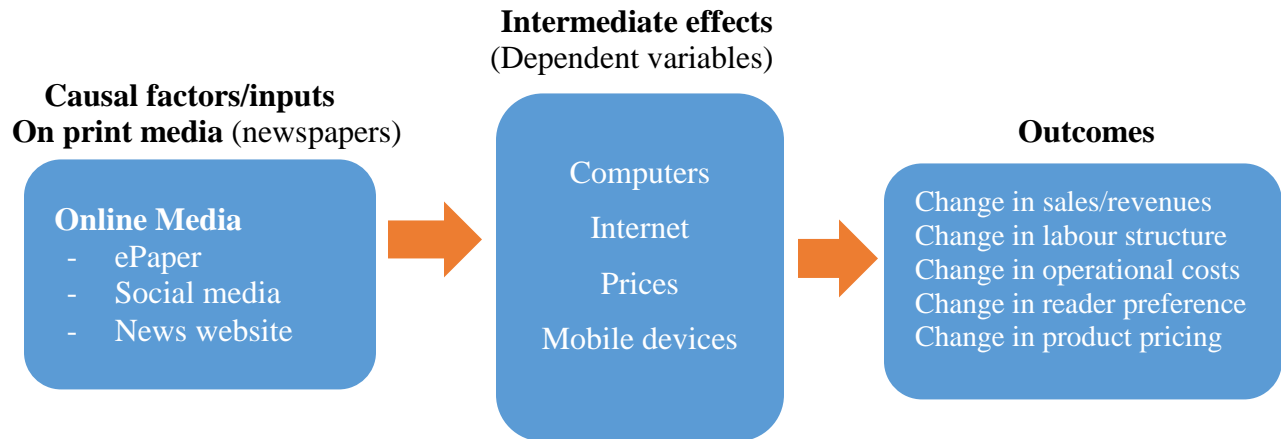
1.8. Limitations of the study

Although this research might reach its aims, there are some unavoidable limitations, some of which include: sample size and lack of literature. The small sample size used in this research produced results which could not be generalized. Non-availability of local literature was another limiting factor. The research made use of other regional literature assuming they would represent and be likened to the local scenarios. However, the research findings were based on a small sample hence the need to conduct related studies in future with a larger sample in order to ascertain the consistence of such outcomes.

1.9. Conceptual framework

A conceptual framework is an account of how variables relate or are interlinked with each other (simplyeducate.me, 2015). This study focused on the conceptualization of the impact of online media on print newspapers which were used as a measure by which online media affect sales of the printed newspapers or the extent to which readers would prefer online media to print media. Below is a figure depicting the impact of online media on print media (hard copy).

Figure 1: Conceptual framework



Source of concept: <http://simplyeducate.me/2015/01/05/conceptual-framework-guide/>

As the figure above shows, there is a direct relationship between online newspaper and print newspaper readership and sales, as it is not common for readers to have both versions of the newspapers at the same time. Even among those that can afford both at a go, time to read both becomes an inhibiting factor in a busy world with challenging social-economic issues. The impact of online media (outcomes as indicated above) is dependent on availability of computers, product pricing, mobile devices and internet connectivity.

1.10. Operational definition of terms

1.10.1. Newspaper

A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings, among others. It acts as a way of informing the public on everything that is happening in their local area and around the world. This is done even with the advancements in computer technology.

1.10.2. Online media

Online media refers to a condition of accessing a news through the use of internet. The term is often used to describe news accessed through devices connected to the internet.

1.10.3. Print media

Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters. Print media is given explicit freedom in the First Amendment of the Bill of Rights.

1.10.4. ePaper

Electronic newspaper (ePaper) refers to a self-contained, reusable, and refreshable version of a traditional newspaper that acquires and holds information electronically. It depicts or contains exactly contents of the printed version of the newspaper and should not be confused with websites.

1.10.5. Impact

This refers to the degree of the tangible and intangible consequences of something creating some effect on another.

1.11. Summary of chapter

This chapter gave an overview of the research. It outlined the background of the study, the statement of the problem, the purpose of undertaking this study, and the objectives as well as the questions arising from those objectives. The chapter also looked at the significance and scope of the study and, finally, the limitations that might affect and influence the results of this research. The next chapter (Literature Review) focuses on available literature, journals and other useful materials in this study.

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter reviews relevant literature derived from research objectives. It has been structured as follows: firstly, the chapter looks at different perspectives (global, regional and local perspectives), then it reviews some previous studies, comparative studies and, lastly, gives some critiques of the studies reviewed.

2.1. Global perspective

Barth (2005) in his research carried out in Germany titled A comparative study on the utilisation of the three forms of publication of the daily newspaper, gave a brief history of how newspapers evolved from print to online editions and finally had an addition of the digital version from the 17th century to the 21st century. He stated that the print media in Germany dominated for a long time until the 21st century when online publication was introduced (Barth, 2005). He established that both the print and online editions have been produced for some good number of years in the country. The study further indicated that it was only later when the newspaper industry saw another version of the newspaper called electronic (ePaper) being introduced, bringing the number to three in the industry. The research revealed that the ePaper had optimized functionalities that stimulate the printed pages by displaying them one-to-one on a smaller scale and enable users to navigate them and give them that experience they get from the print newspaper.

Barth (2005) also established the impacts that the different versions have on both the business economics and user aspects. Economically, the findings revealed that it makes sense to produce offerings mainly if there is the prospect of charging for them and thus generating profits, while on the readers or user point of view, the research established that

there are some advantages and disadvantages of each edition of the newspaper and that some readers prefer different versions due to various reasons (Lasica, 2003).

Although this research outlines some differences in the types of newspaper versions preferred by readers, it has been observed that it was not, however, based on the impacts that the online or digital media has created over the printed version, but rather just focused on how the media has evolved from print to digital. The paper also brought out some future expectations of the electronic version of the newspaper and how it will be beneficial to the readers and also its flexibility in terms of usage on different mobile devices. Also, it does not state how these expectations will create impacts on the traditional paper (Lasica, 2003).

Teng and Kit (2014) conducted a study, “The Print Newspaper versus Online News Media: A Quantitative Study on Young Generation Preference” in Malaysia. The research focused on the preferences between the two types of papers among the young generations. The researchers considered a lot of issues which determined the outcome of the research. One aspect that was taken into consideration was the domination of technological advancement in the media industry. The research indicated that there has been a lot of technology advancements in this industry. The paper also looked at the trend of readership for both online and printed newspapers. It referred to a number of media houses using both versions of the newspaper. The research also established some impacts that have been observed as a result of the introduction of the electronic newspaper version in Malaysia and gave out some figures in terms of statistics and percentages of readership accessibility of both versions of the newspaper in that country.

Finally, the research looked at the different roles both versions of the newspaper play in news dissemination in Malaysia, whether online newspaper, being the latest to be introduced, is meant to substitute the traditional newspaper (printed version), the differences as well as the advantages and disadvantages of both versions of the newspaper (ibid).

From this study conducted in Malaysia, this researcher observed that although Teng and Kit (2014) tried to look at the impacts that the introduction of online newspaper has, the

findings did not outline the future expectations of the two versions of the newspaper. On the other hand, the research brought out important issues such as the readership trend or preferences and also indicated the number of media organisations dealing in both versions.

2.2.Regional perspective

Kopano (2013) conducted a research on the effects of online newspapers on the printed version in South Africa. The research gave a brief history about when the printed newspapers were introduced in South Africa and indicated that they came into existence by the year 1800. He indicated that until then, all news-related issues were published through the Dutch newspapers, and by the year 1889, the print media became more prominent and brought about competition and introduced people to the newspaper world. The research took time to find out the important role that the print media has played in the past years. He mentioned how technology has impacted on the newspaper industry and how media houses of different sizes have behaved in adapting to the technological advancement experienced in the industry.

In spite of the fact that the above-mentioned study was conducted in South Africa and completed successfully, it has been observed that the findings left or created a very big gap in the body of knowledge despite the efforts the researcher put in attempting to fill the gap. Nonetheless, this researcher observed that the scope was limited in that it did not include the specific area that would be affected by the introduction of online newspapers. Its problem statement appeared to be brief and rather unjustified. It was also revealed that this study only focused on the local region (South Africa). The researcher never reviewed and compared the local studies with others at regional and global levels. It never gave a true reflection of the situation world over but rather just that of the local one. As a result, this researcher has reviewed the global, regional, local and other comparative studies in order to get a true reflection of the subject at hand.

2.3.Zambian perspective

Zambia has four (4) main print media publications, namely the Zambia Daily Mail Limited (ZDML), Times of Zambia (TOZ), the Post (defunct) and the Daily Nation (DN). They

deal in newspapers production plus many other emerging publications being introduced at present. Out of all these, two (2) of them are public organisations with three quarters of the shares owned by the government of the republic of Zambia, while the other two are private owned. Out of the four main newspapers named above, three, namely ZDML, TOZ and POST (defunct) newspapers, recently introduced the electronic version of the newspapers and were therefore publishing both versions of the papers.

Sandi (2014) reported on the introduction of the ePaper by the Times of Zambia. The report indicated that the introduction came as a result of the media institution's effort to adapt to the technological era, citing the organisation's managing director as having said one other reason behind the company's introduction of the ePaper was that it was part of their innovative activities of enhancing their product delivery amidst tight competition in the media industry. Sandi (2014) further indicated that the company had signed a memorandum of understanding (MoU) with one of the mobile service providers to enable the subscribers make payments through the Mobile Money system.

ZDML (2015) indicated that the Zambia Daily Mail developed and introduced its electronic version of the newspaper in the year 2015. It was further stated that the ePaper was introduced in order to meet all kinds of readership categories, i.e. students and the working class among others. This was revealed by the company's then managing director, Bryson Mumba, who also explained that the company was in the process of carrying out a readership survey across the country for them to understand and have more defined customer needs across gender, age and strata. "Zambia Daily Mail recognises that people in society, including students, researchers and entrepreneurs, have been wondering what the ZDML is all about and have not had an opportunity to see some of the innovations that the company was working on to make sure that it reaches all readers across the country" ZDM (2015). The firm was responding to the technological advancement and adapting to the changes that come with it (ZDM, 2015).

Despite having some local information about the media organisations that are currently producing both versions of the newspaper and also the reasons behind the introduction of the ePaper in their organisations, the information collected and reviewed seemed to be very

brief and limited, it was established that not much had been written, locally, about the electronic version of the newspaper's introduction in Zambia. This study, however, more data and information which has helped in bridging the information gap in the country as well as establishing the impacts that online media might have on the printed version of the newspaper.

2.4.Comparative studies

Academia (2016) in a study conducted in Sweden on the change from print to web to ePaper, presented some imminent scenarios of use and design of the ePaper, specifically over the traditional version. The study based its focus on the challenges and future of the electronic newspaper considering the components and ideas of the ePaper designs from the web and print versions.

The findings indicated that some media institutions had a lot of experience in designing the printed version of the newspaper, and also that they were lacking or had very limited knowledge and skill in designing the ePaper. The study outlined the need for newspaper designers to improve their skills and adopt some modern trends that would support the interactive age, stressing the fact that reading the digital and online versions is different from reading the printed version (Academia, 2016).

Academia (2016) indicated that two parallel methods were used in carrying out this study, which was done in order for the researchers to draw some empirical results. The first method was conducted through designing and evaluation of the ePaper prototypes. This was done in association with some media houses. The second method was conducted through the use of questionnaires which were distributed to the management and online newspaper designers (ibid).

The research used fourteen (14) Swedish-based newspaper organisations seen to be interested in the development of the ePaper technology. Academia (2016) stated that during the project meetings, two (2) diverse features of the ePaper were discussed, these were about the business models and design. It was also about understanding the evolution of the

media industry, that is, how the newspaper industry has changed from the traditional newspaper and how the change in technology has caused newspaper organisations to come up with some innovative introductions of other products, such as website news as well as ePaper. The study also looked at the future of the industry. It was more concerned with what version of the newspaper would prevail over others in future (Academia, 2016).

Although this study was conducted successfully, it has been observed that it did not state the effects that online media brought on the printed version of the newspaper. For example, when the newspapers evolved from print to web-based publication, what economic effects did they create on the printed version? And so is the case as to what effects would have been brought about when it eventually changed to the digital version.

2.5.Previous studies

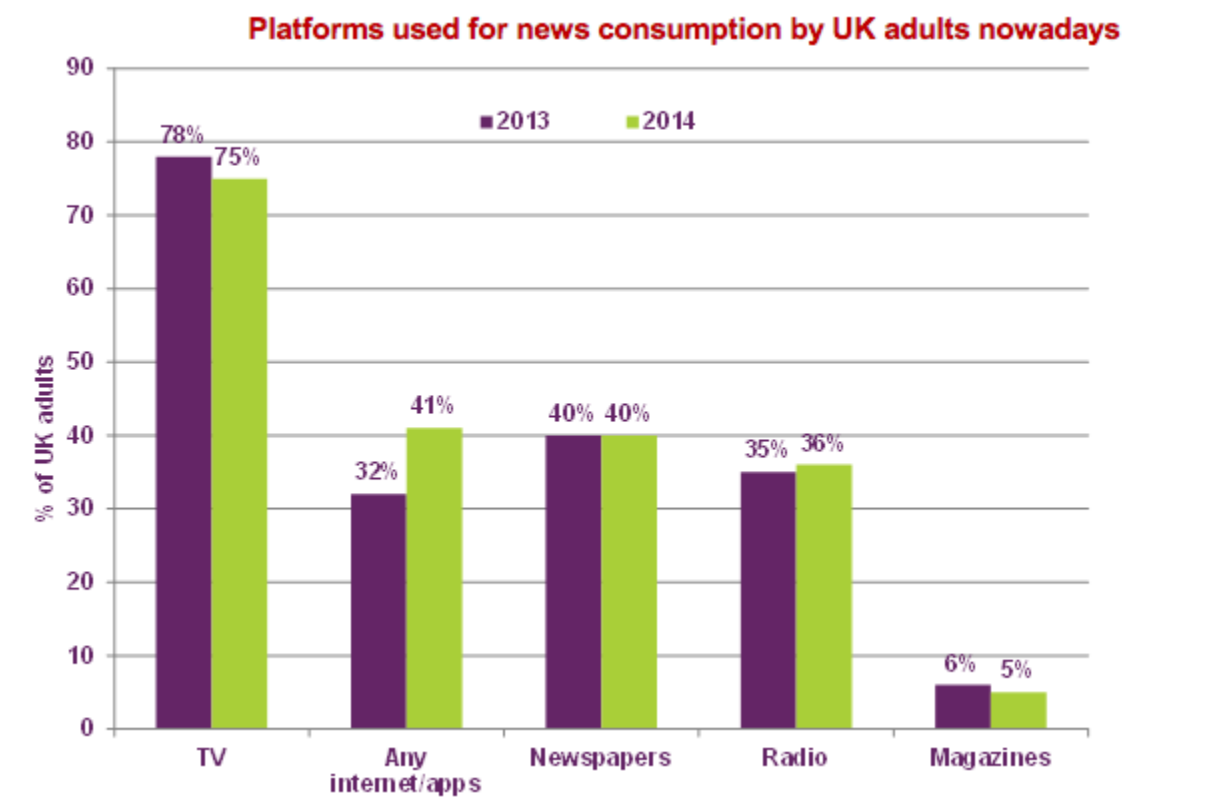
Some researchers across the world have done related studies before, though most of them have different perspectives. Tanner (2014) indicated that in the United States of America (USA), a similar study was conducted though it focused on the comparison between the digital and the print versions. It indicated that the sales of traditional books dropped drastically due to the introduction of digital reading tanner (2014) also stated that most of the libraries in the country invested into the e-reading technologies which supported smartphone reading. The coming of digital reading in the USA saw a lot of public libraries ordering mostly the digital versions of the books from publishers who signed some contracts and agreed with them to be publishing and supplying digital books (Tanner, 2014).

Another study conducted in the United Kingdom (UK) indicated that there have been a lot of debates about the future of the print media since the introduction of online media, on whether the print media would eventually be done away with. The Ofcom report indicated that online newspapers in the UK, as at 25th June 2014, had just attained a 50 percent readership share as compare to the traditional newspaper (Lomas, 2014). The statistics indicated that at least 41% of the readers were accessing the newspapers online as compared to the year 2013 when only 32% accessed online newspapers.

But, despite the steady rising in the number of online readers, the report indicated that traditional popularity in the UK remains steady overall year on year. Nevertheless, the Ofcom report also observed a decrease in the printed version “particularly on readers who were less than 35 years of age” in the year 2013 (ibid).

Furthermore, the Ofcom report revealed that both versions of the newspaper were still being accessed in the UK and regarded as the main sources of news. Below is the graph showing the performance of different types of media in the UK for the year 2014 (Lomas, 2014).

Figure 2: Performance of different types of media in the UK in 2014



Source: <https://techcrunch.com/2014/06/25/print-vs-digital/>

The report attributed the rising popularity of digital news to increased internet, computers and mobile gadget usage, especially amongst the younger Brits. According to the statistics and findings by Lomas (2014), 60% of younger Brits indicated that they were accessing

and reading online newspapers in the year 2014, indicating an increase from 44% last year. Statistics also showed that about 45% of that age group said online and mobile applications their most important sources of news. In addition, the study also stated that young Brits were 10 times more likely to use online media than those aged 55 and over, representing 40% to just 4% ratio (Lomas, 2014).

Although quite a number of similar studies in South Africa, Germany, Swede and the USA have been conducted in various places across the world, they have been based on different issues ranging from comparisons on the utilisation of the three forms of newspaper publications, namely print, online and digital. Some studies conducted focused only on how the media industry has evolved from print, website based to digital newspapers, while others focused only on the effects of online newspapers on the print version but with no specific context or area of focus. As research is ongoing, this study aims at providing more data that would bridge the gap especially with regard to the impacts this will bring on the printed newspaper sales which might result in loss of revenue in media organisations.

2.6.Summary

This chapter focused on reviewing different studies done by different scholars and professional researchers. The studies included those done at the global, regional as well as local levels. The reviewed researchers gave different views on how various newspaper readers access the two types of newspaper versions. In the next chapter, the researcher looks at on the research methodology and the research design selected for this study, other areas are the targeted population used, the sampling techniques, instruments and procedure of data collection, analysis of the data collected and, finally, the ethical considerations of the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction

This chapter outlines the research design, research instruments, target population, study sample, sampling techniques, instruments for data collection, procedure for data collection, data analysis, as well as ethical issues.

3.1. Research design

Both quantitative and qualitative methods were employed this research in a triangulated approach using a descriptive survey method. Creswell et al (2007) stated that descriptive research can be either quantitative or qualitative. He further stated that this method involves the collections, of quantitative information that can be presented together with other data in statistical form. This method of research involves data gathering, description of events, tabulations, depicting activities, and providing descriptions of the collected data.

3.2. Target population

This study drew its target population from the Zambia daily Mail staff who included the management, sales and ICT teams, the newspaper vendors, news readers and advertisers, and other key stakeholders as respondents to come up with the required sample size for the research. There were 125 respondents.

3.3. Study size

According to Fielding (2007), a sample size must be at least 30% of the total population under research. For this research, a total of 76 respondents, which constitutes 40% of the entire population, was used to represent the whole population as tabulated below.

Table 1: Population sample frame

Sample Frame	Sample Population	Sample Size
Zambia Daily Mail Management and Staff	45	18
News Readers	130	52
Newspaper Vendors	10	4
Advertisers/Advertising Agents	6	2
TOTALS	191	76

3.4. Sampling techniques

This study used data from Zambia Daily Mail to define a sample population of a purposive sampled constituency in Lusaka only as representative of the population for other parts of the country. The constituency sampled selected using a simple random sampling mode.

The study used simple random sampling method. Levy and Lemeshow (2013) indicates that simple random sampling refers to a sampling method where a group of subjects or a sample is selected for study from a larger population. They further indicated that the advantage of using the simple random sampling technique is that it gives every member of the population an equal chance of being included in the sample. Therefore, looking at many newspaper readers available, this technique provided equal chances of respondents to participate in the study.

3.5. Instruments for data collection

Data was collected through the use of questionnaires from the newspaper readers and in-depth interviews were used on the staff, as well as analysing content published in journals and other printed materials. Milne (1999) explained that questionnaires are one of the best methods of collecting data. He stated that a questionnaire's responses are gathered in a uniform way, are objective, and certainly more relatively quick to collect information. In this study, questionnaires were self-administered coupled with in-depth interviews and content analysis for the Zambia Daily Mail Limited and news readers.

3.6. Procedure for data collection

The author and his assistant employed two methods of collecting data. The questionnaires and interviews.

3.6.1. Questionnaire Distribution

This author used questionnaires as a means of collecting data from the newspaper readers, this was done with assistance of a research assistant who was oriented and equipped with some research techniques and language to use when administering the questionnaires. 52 questionnaires were given out and the retention was 100%.

3.6.2. Conducting interviews

In-depth interviews were conducted on the ZDML staff, newspaper vendors and advertising agencies. This was done through the use of interview guides and 18 staff, 4 newspaper vendors and 2 advertising agencies was successfully interviewed. The interviewed consisted both structured and unstructured. These allow respondents to give comprehensive answers without limitations.

3.7. Data analysis

The researcher employed the Statistical Package for Social Sciences (SPSS) to analyse quantitative data that was collected through questionnaires. Although data analysis can also be conducted using spreadsheet or MS Excel, the researcher decided to use SPSS simply because it makes data analysis faster as it is easy for one to cite cases and variables. Secondly, SPSS comes with functions that allow cleaning of data, it is capable of offering different data presentations and is also more suitable for in-depth data analysis. On the other hand, qualitative data collected was analysed thematically. The researcher used some specialized application software such as descriptive, frequencies, and cross tabulations to prepare the inferences for the data collected. Graphical illustrations such as graphs and tables were generated using SPSS. Qualitative data, i.e. data collected using interviews and printed documentation was analysed using narrative analysis technique where the researcher looked at the way in which responses were made and tried to understand more about the way people think.

3.8. Ethical considerations

As much as this study is expected to contribute to the body of knowledge, it is purely meant for academic purposes. As a result, participants were assured of confidentiality. They were also guaranteed that data collected was for academic purposes and not for any other use.

Furthermore, participants were assured protected protection. The author ensured total privacy and never disclosed personal information and adherence to professional code of conduct was done. The other ethical issues considered was non-violation of the laws of Zambia. To achieve accuracy of the research, the author ensured that it did not produce any deliberate errors that could disadvantage the researcher and the university.

3.9. Summary

This chapter gave an overview of the research methodology that was used in carrying out the study. It started by stating the research design, the target population and sample size that were employed. The chapter also explained the sampling techniques, the instruments used for data collection, as well as the data collecting procedures. Finally, the data analysis techniques and ethical issues were discussed. The next chapter is about presentation of results, i.e. the data collected and results obtained from the study.

CHAPTER FOUR

DATA PRESENTATION

4.0. Introduction

This chapter presents and interprets the research findings. The findings are presented according to themes and subthemes derived from the study's objectives.

4.1. Respondents' biographical data

Even if data findings was presented according to themes derived from the objectives of this study. The study first presented the biographical data because it was useful especially in cross tabulating the findings such as age against newspaper version preference. Others were those done on employment status and income against newspaper purchasing behaviors.

4.1.1. Distribution of participants by gender

Below is the presentation of the data collected and results obtained from the participants as regards to gender:

Table 2: Gender distribution of participants in the research

Gender		
	Frequency	Percent
Male	30	57.7
Female	21	39.6
Missing	1	2.7
Total	52	100

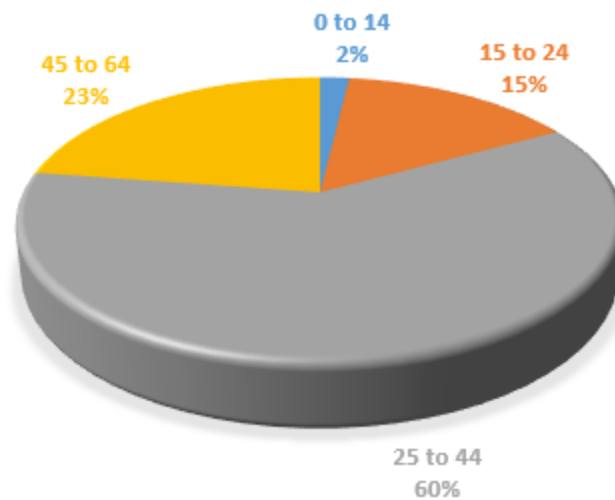
Source: Field data, 2016

The table above shows the total number of participants of whom out of a total number of 53 newspaper readers, 31 were male participants representing 58.5 % while 21 were females representing 39.6 %.

4.1.2. Distribution of participants by their age

The study included different age groups who were grouped in different age categories. This was done to establish what category of age group reads the newspaper and which one prefers a particular version of the newspaper. Below is a figure showing the age distribution of participants.

Figure 3: Age distribution of participants



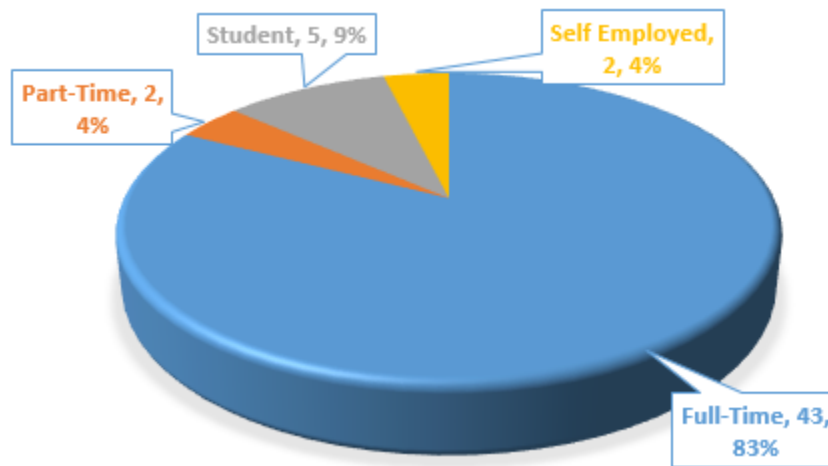
Source: Field data, 2016

Figure 4 shows the distribution of participants' age groups. The figure shows that the most participants were aged between 25 to 44 years, representing 60%, while the lowest was below 15, representing 2%. Others included those aged between 15 to 24 and 45 to 64 years, representing 15% and 23% respectively.

4.1.3. Distribution of participants by their employment status

The employment status of participants was very important to this study as it was used to help establish whether the newspaper was important to only those in formal, informal, retirement or students. It was also useful for finding out whether those in formal employment depended on office ICT's facilities and internet for ePaper access.

Figure 4: Employment status of respondents



Source: Field data, 2016

The above figure shows different employment status of the participants. Out of a total of 52, the highest were those in full time employment with 43 participants representing 83%. The second was 5 students representing 9%. Others were those working on part-time and self-employed with 2 participants representing 2% respectively.

4.1.4. Distribution of participants by their income

The participants’ income brackets was used to establish whether they consider their income to purchase a newspaper, ICT devices and the internet.

Table 3: Income brackets distribution of respondents

Participants’ income		
Income range (ZMW)	Frequency	Percent
0 to 1000	5	9.4
1001 to 5000	10	18.9
5001 to 10000	13	24.5
10001 to 15000	12	22.6
Above 15000	10	18.9
Missing	2	3.8

Source: Field data, 2016

Table 6 shows participants' income grouped in 5 categories. All the income brackets were represented with only two participants missing. The table shows that out of a total number of 52 participants, those who indicated that they were able to purchase the ICT equipment and the newspaper were 13 representing 24.5% were those in the K5, 001 to K10, 000 followed by 12 participants representing 22.6%. Others were 10 representing 18.9% for both the above K15, 000 and 1001 to K5000 while the lowest number were 2 representing 9.4% were those in the K0 to K1000 category. Two (02) participants did not indicate their income bracket category.

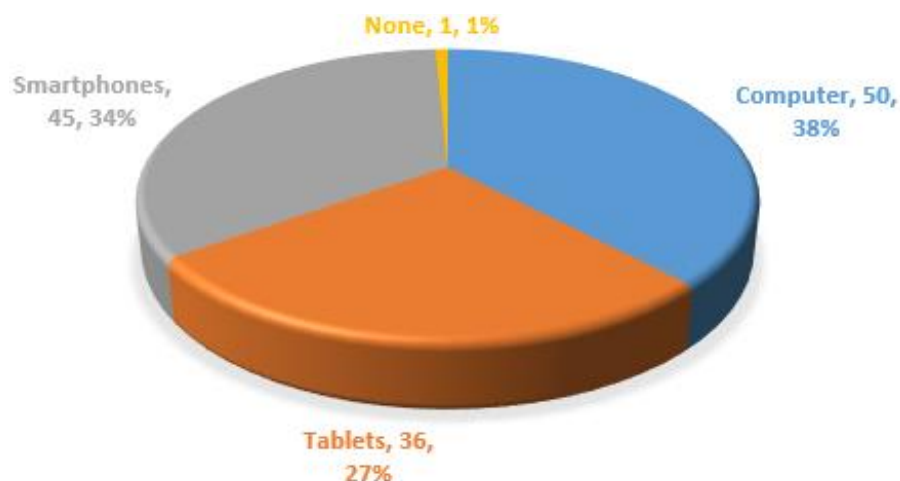
4.2. Respondents' ICT literacy knowledge

The ICT literacy knowledge was included in the study to help in establishing one of the objectives which was based on finding out how many readers were able to operate the ICT devices and how proficient they were in the same. This was further broken down in two parts i.e. the ICT device knowledge and their usage proficiency as shown below:

4.2.1. ICT device knowledge

The ICT device knowledge was used to establish what devices the participants' were conversant with, these included; computers, smartphones and tablets. It was used based on the facts that access to the ePaper was done through these devices.

Figure 5: Participants who know how to use computers, tablets and smartphones



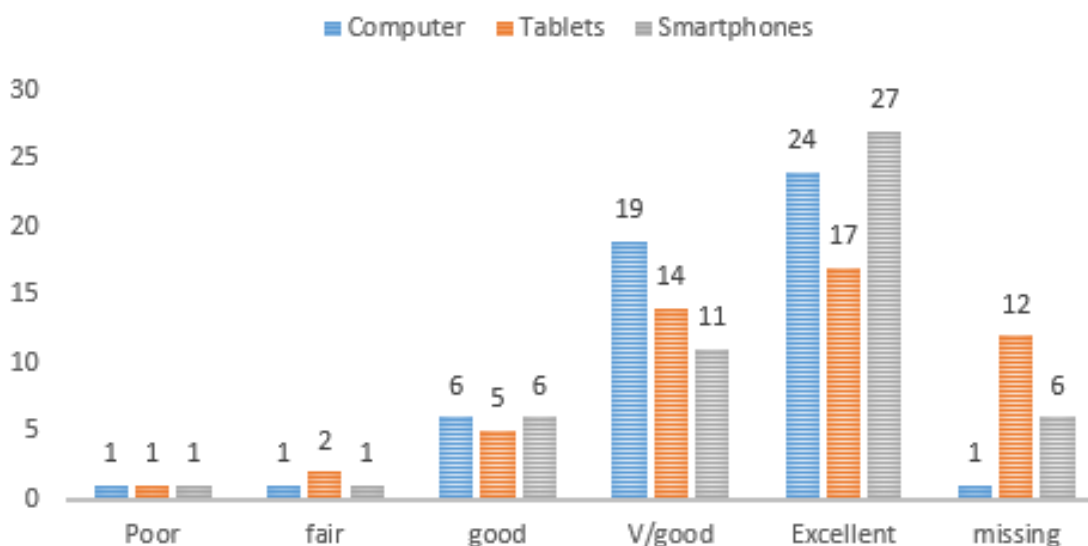
Source: Field data, 2016

The figure above shows the ICT device usage knowledge. Participants were asked whether they were able to use one or more devices. The devices included computers, tablets, and smartphones. (50) 38%, (36) 27% and (45) 34% said they were able to use computers, tablets and smartphones respectively. Only (1) 1% said they were not able to operate any of the devices.

4.2.2. Respondents' ICT device usage proficiency

The ICT device usage proficiency was used as a factor that might cause a reader to prefer ePaper over the hard copy or vice-versa. I.e. given a reader who is able to purchase and use any of the ICT devices very well, the chance of them choosing the electronic version over the traditional one are very high, the opposite is a case of those who are not too good in their usage.

Figure 6: ICT device usage proficiency



Source: Field data, 2016

The figure above shows the respondents' proficiency in the use of ICT devices explained in figure 8. According to the graph, those with excellent skills in computers, smartphones and tablets were 35.3% (24), 39.7% (27) and 25% (17) respectively. Those who said they

were very good were 43.2% (19), 25% (11) and 31.8% (14) respectively. Those who said were good were 35.3% (6), 35.3% (6) and 29.4% (5) respectively, while those that said they were poor at usage was 1% (1) in each device and the rest did not respond.

4.2.3. Respondents' with internet access

This variable was included in the study to find out the number of participants who had internet access.

Figure 7: Number of participants with access to the internet.



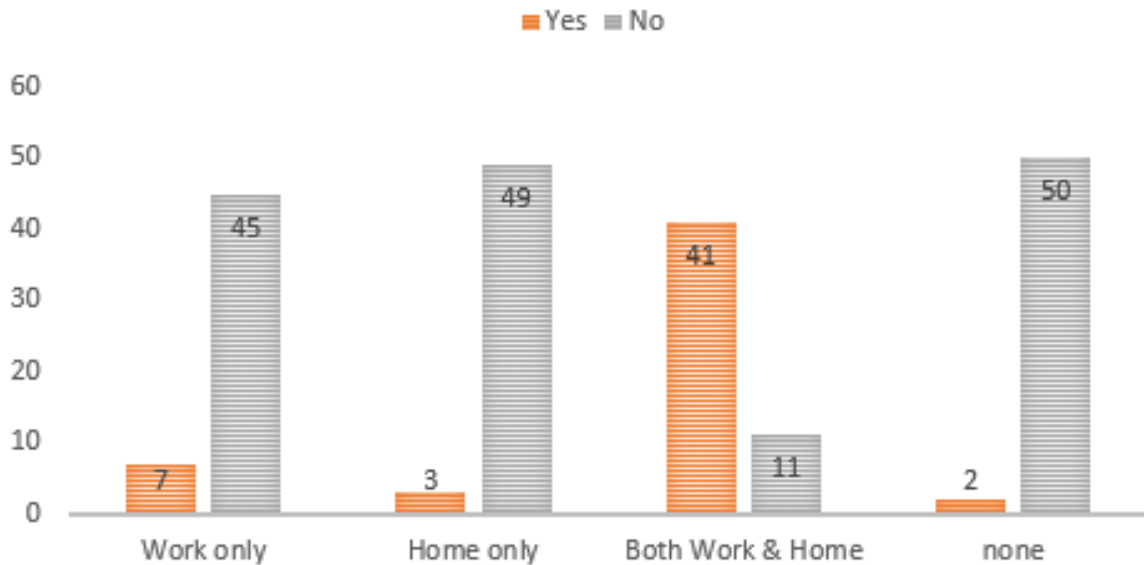
Source: Field data, 2016

The above figure shows the number of participants who had access to the internet on their devices. Out of 52 participants, 51 representing 98% indicated that they had access to the internet, while only 1 representing 2% indicated he/she had no access to the internet

4.2.4. Respondents' internet access places

The internet access place was used to establish whether participants' access internet from their work place, home or both. This variable together with the employment status was very useful in determining whether participants who are not in formal employment were able to access internet.

Figure 8: Distribution of internet access places for participants



Source: Field data, 2016

The above figure gives indications of places where the participants usually access the internet from. From the indications, the biggest number of participants shows that 41 (77.4%) out of the 52 access internet both from their workplaces and home, 2 (3.8%) of the participants said they neither access internet from their workplaces nor home. 7 (13.2%) access internet from work only while 3 (5.7%) participants indicated that they only access the internet at home.

4.2.5. Respondents' internet access frequency

Apart from just having access to the internet and regardless of the places of access, participants were asked on how frequent they were able to access the internet. This was considered as one of the possible factors that might affect one's decision in what newspaper version to buy.

Table 4: Participant’s internet usage frequency

Internet Access Frequency	
	Frequency
Not often	1
Often	20
Very Often	31

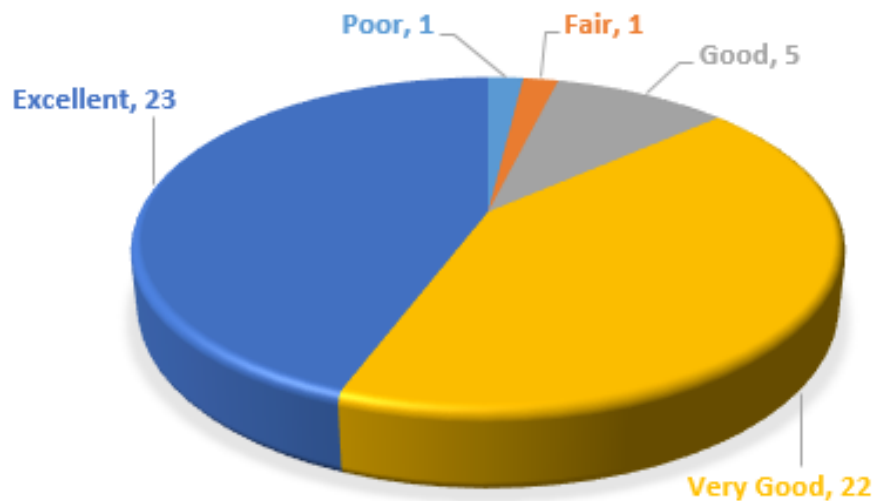
Source: Field data, 2016

On the internet access frequency, 31 out of 52 participants representing 59.6% indicated that they access the internet very often, 20 of them representing 38.5% said they often access the internet while 1 representing 1.9% stated that he/she rarely accesses the internet.

4.2.6. Respondents’ internet usage frequency

Internet usage proficiency was used to find out whether one’s level of internet skills can influence their choice of newspaper version.

Figure 9: Participants’ internet usage proficiency



Source: Field data, 2016

Figure 12 shows how proficient the participants are in using the internet. 23 (44.2%) participants out of 52 indicated that they are excellent in internet usage, 22 (42.3%) of them

are very good, 5 (9.6%) indicated that they are good, 1 (1.9%) fair and the other 1 (1.9%) indicated they are poor.

4.3. Respondents' newspaper version preference

The newspaper version preference was used based on objective number two (02) which was to establish the readers' newspaper preference between the ePaper and the hard copy. This was done by first, asking the participants' to state what they feel about the internet costs in Zambia.

4.3.1. Respondents' responses on internet costs in Zambia

Below are the responses from the participants concerning the internet charges in Zambia

Figure 10: Respondents' responses on the internet costs in Zambia



Source: Field data, 2016

The figure above shows participants' responses on the internet costs in Zambia. The biggest number with 22 (42.3%) participants stated that the internet in Zambia is very expensive, 20 (38.5%) of them indicated that it is expensive, 9 (17.3%) said it is fair priced while 1 (1.9%) of them did not respond.

4.3.2. Respondents' knowledge of ePaper

To further establish what version of the newspaper was most preferred by the readers, participants were asked whether they were aware of the ePaper existence as a product.

Table 5: Respondents who are aware of the ePaper

ePaper knowledge	
Frequency	
Yes	38
No	14

Source: Field data, 2016

The table above shows participants who are aware of the electronic version (ePaper) of the Zambia Daily Mail newspaper. 38 participants indicated that they are very much aware of it while 14 said they have no idea of the ePaper.

4.3.3. Respondents who reads the Zambia Daily Mail newspaper

The participants were asked on whether they read the Zambia Daily Mail newspaper or not. This was done to find out how many readers of any of the two versions of the newspaper were.

Table 6: Zambia Daily Mail newspaper readers

Reading of Newspaper	
Frequency	
Yes	44
No	8

Source: Field data, 2016

Table 6. Shows the number of participants who indicated that they read the Zambia Daily Mail newspaper against those who do not read. 44 representing 84.6% of participants indicated that they read the newspaper while the other 8 representing 15.4% of participants said they do not read it.

4.3.4. Newspaper reading frequency

The newspaper reading frequency was one of the factors that was considered as one that could influence readers purchasing habit.

Table 7: Shows the participants newspaper reading frequency

Newspaper Reading Frequency				
	Daily	2 to 3 times/ week	Once a week	weekends only
Yes	13	18	10	1
No	29	24	32	41
Missing	2	1	1	2
N/A	9	9	9	8

Source: Field data, 2016

In line with Table 16 above, participants were tested on their newspaper reading frequency. Only 13 participants out of a total of 52 indicated that they read the newspaper daily. 18 of them indicated that they read it 2 to 3 times a week, 10 said they only read once a week, while 1 participant indicated that only on weekends. Few of them did not respond.

When asked further about reasons why they were not reading the Zambia Daily mail newspaper, some of the submissions were as follows:

4.3.5. Reasons not reading the newspaper

As a result of responses in table 8. Participants who indicated that there were not reading any of the newspaper version were asked to give reasons behind their decision. Below are some of the responses.

Table 8: Reasons by those who don't read the newspaper

Reason	No of participants
Political	2
Expensive	1
Busy	1
No access	1
Unbalanced coverage	2
Missing	3
N/A	42

Source: Field data, 2016

When asked about how important the newspaper was to the participants, 14 (26.9%) of them indicated that the newspaper was very important to them, 30 (57.7%) said it was important while the remaining 8 (15.4%) indicated that the newspaper was not important to them at all.

4.3.6. Respondents' preferred newspaper version

The newspaper preference was used to establish those Zambia Daily Mail newspaper readers who prefer a particular version of the newspaper over the other.

Figure 11: Number of participants' who prefer ePaper to the hard copy



Source: Field data, 2016

Figure 18 above shows the number of participants who prefer the e-paper against those who prefer the hard copy versions of the newspaper. 26 participants, representing 50%,

indicated that they prefer ePaper to the hard copy while 25 of them, representing 48%, prefer the hard copy to ePaper. One (01) participant representing 2% did not respond. And when further asked to give reasons behind their choice. They gave different reasons to as why they prefer a particular version of the newspaper.

4.3.7. Reasons for respondents' choice of newspaper version

Below is a summary of the reasons given by participants

Table 9: Newspaper version preference factors

Reason	Number of participants
Health/green campaign support	2
Availability	10
User friendly	4
Portability	3
Lack of knowledge	1
Easy access	18
Convenient	5
Cheaper	1
Missing	8

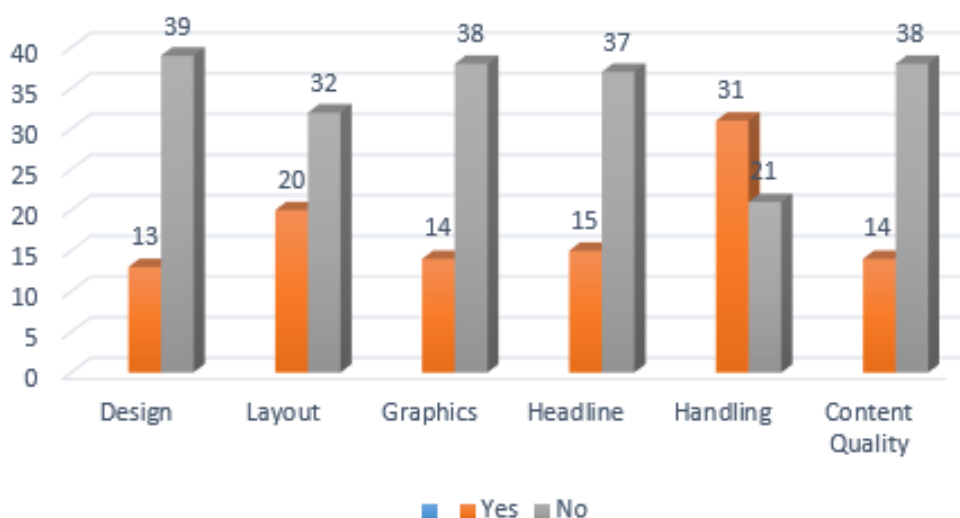
Source: Field data, 2016

Table 9 shows a summary of reasons given as factor behind readers' choice of newspaper version. Out of a total of 52 participants 2 (3.8%) indicated the health/green campaign support factor, 10 (19.2%) gave the availability factor, 4 (7.7%) said it was user friendly, 3 (5.8%) said it was portable, 1 (1.9%) said they never knew that the ePaper existed, 18 (34.6) said that the ePaper newspaper was easy access, 5 (9.6%) gave convenience as a factor while, 1 (1.9%) said it was cheaper, and 8 (15.4%) did not respond.

4.3.8. Factors that affect respondents' choice of newspaper version

To further establish more factors behind the readers' choice of newspaper version, participants' were asked to indicate other factors which were pre-defined for them and below are the responses:

Figure 12: Factors that affect the choice of readers' preference



Source: Field data, 2016

Apart from factors given in figure 12 above, participants were also tested on whether other factors such as the design, layout, news headlines, the handling or portability and quality of contents of the two. Types of newspapers also affect their choice of the version of newspaper to buy. Their responses are shown in figure 4.10.

4.3.9. Age against ICT device usage cross tabulation

The age and ICT device usage was done to find out whether the age of an individual determined or influenced their choice of decision in as far as ICT usage was concerned. This was done by cross examining the two variables as shown below:

Table 10: Age and ICT device usage cross tabulation

Age and ICT device usage cross tabulation								
Age Group	Computer		Tablets		Smart phones		None	
	Yes	No	Yes	No	Yes	No	Yes	No
Below 15	0	0	0	0	0	0	0	0
15 to 24	8	0	6	2	8	0	0	8
25 to 44	30	2	22	10	29	3	0	32
45 to 64	12	0	8	4	8	4	0	12
Above 65	0	0	0	0	0	0	0	0

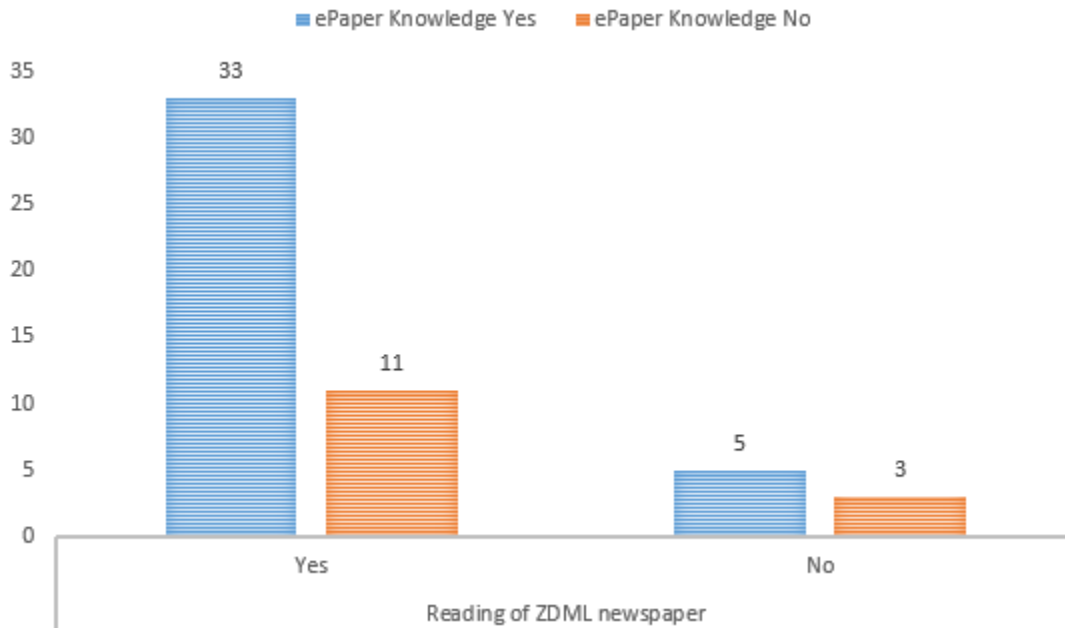
Source: Field data, 2016

Figure 21 shows a cross tabulation of age against ICT device usage. Different age groups were tested on the type of ICT devices they are conversant with and the biggest number of participants conversant with the three (3) devices namely computer, tablets and smartphones, some respondents were in the 25 to 44 years age group. There were none below 15 and above 65 age groups. Others were from the 15 to 24 and 45 to 64 age groups.

4.3.10. Newspaper reading and ePaper knowledge cross tabulation

A cross tabulation of those who indicated that they read the newspaper against those who said they were aware of the ePaper existence was done and below are the findings obtained:

Figure 13: A cross tabulation of participants who read the Zambia Daily Mail newspaper and those who are aware of the ePaper.



		Reading of ZDML newspaper	
		Yes	No
ePaper knowledge	Yes	33	5
	No	11	3

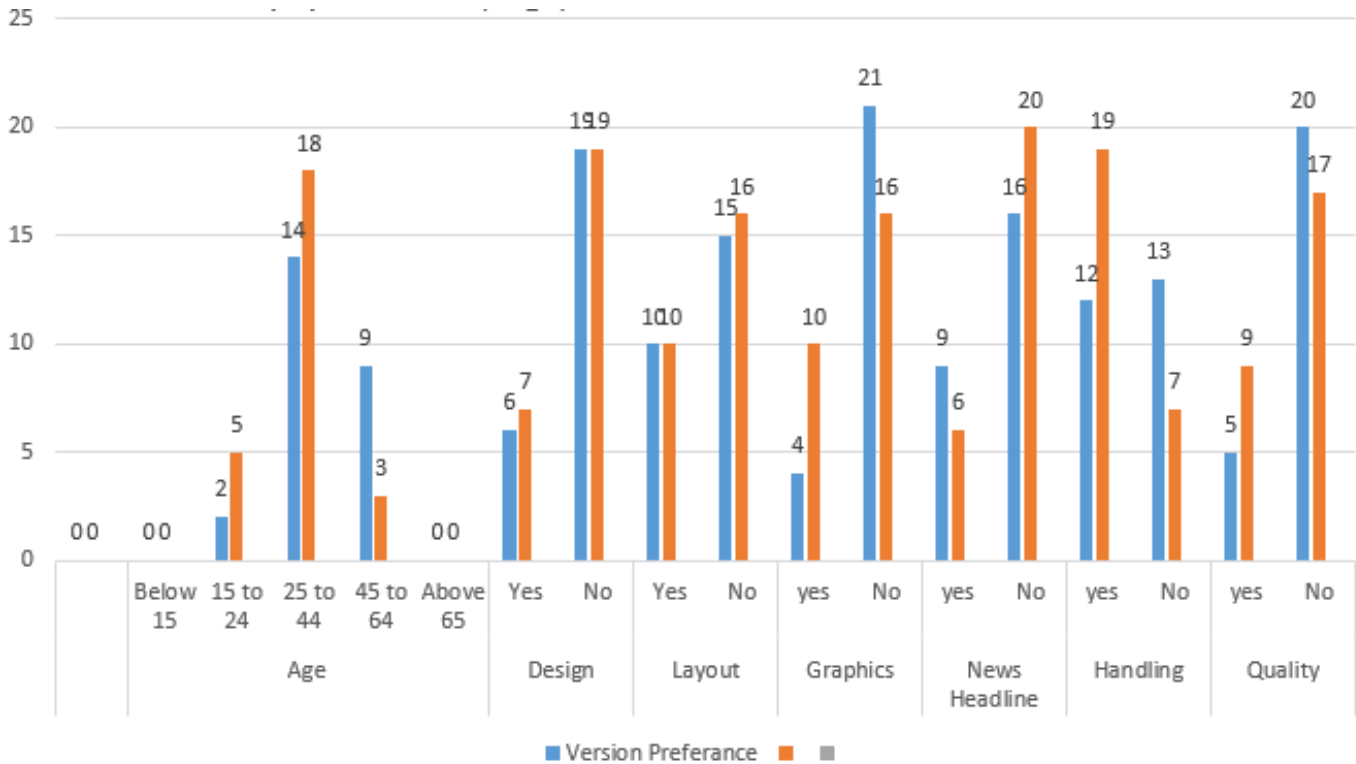
Source: Field data, 2016

A cross tabulation above was done to establish the number of participants who read the Zambia Daily Mail newspaper as well as those among them who know about the ePaper as a product. Out of 52 participants, 33 indicated that they both read the newspaper and are aware of the ePaper. 3 of them said they neither read nor are they aware of the ePaper. 11 participants stated that they read the newspaper but are not aware of the ePaper while 5 of them said they don't read the newspaper though they were aware of the e-paper.

4.3.11. Newspaper version, age and preference factors cross tabulation

The figure below shows a three (03) variable cross tabulation done to further establish whether the readers' age, their choice of preference factors really affected their version preference.

Figure 14: Shows a cross tabulation of the newspaper version, age and factors that affects participants' choice



Source: Field data, 2016

The above cross tabulation was done to show the possible relationship of the newspaper version against the age and preference factors of the participants who read the Zambia daily Mail newspaper. The graph shows the 18 (34.6%) participants as being the highest who are between the ages of 25 to 44 preferring the ePaper to the hard copy and gave handling or portability as the factor which mostly affects choice. 14 (26.9%) of them within the same age group who showed their preference to the hard copy indicated that they choose that version because of easy handling, as well as the layout.

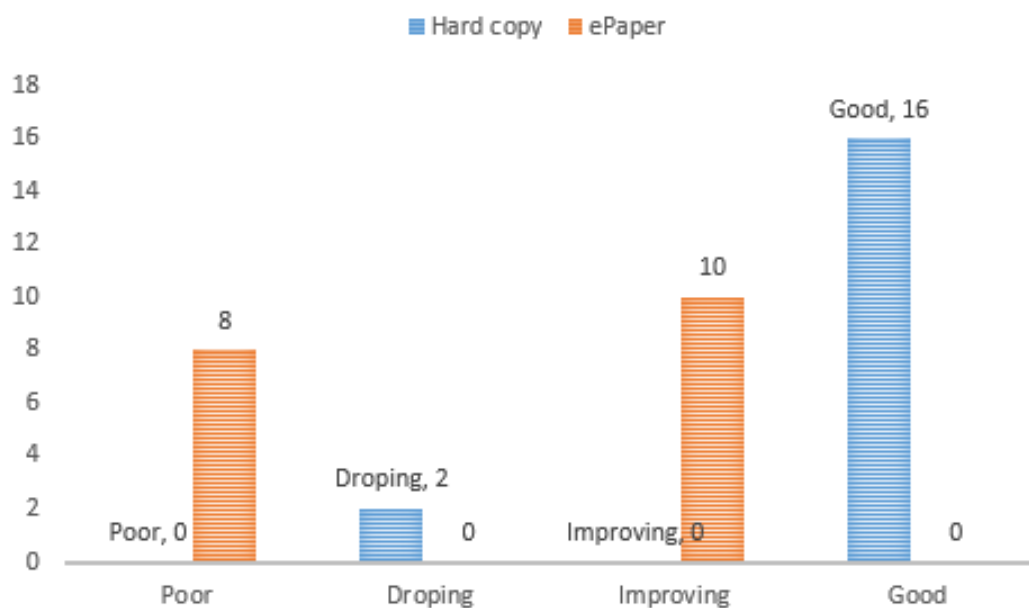
4.4. Effects on the hardcopy newspaper sales

The Zambia Daily Mail staff were also interviewed in trying to establish the current performance of the two versions of the newspaper, whether they had noticed any change or effects on the hard copy version of the newspaper, and whether they think the company has done a lot of sensitizations to make the new product (ePaper) known to the readers. The newspaper vendors were also interviewed to establish whether their businesses had been affected by the introduction of the ePaper. Lastly, interviews with some advertising agents were also conducted. This was done after realizing that there is a direct linkage between newspaper sales and advertising.

Below are some of the responses from 18 Zambia Daily Mail staff. The results were analyzed and presented in summary form for easy presentation.

4.4.1. Respondents' responses on current newspaper sales performance

Figure 15: Newspaper sales performance



Source: Field data, 2016

Note: figure 15 above is representative of two questions:

- i. Whether the sales of the hard-copy newspaper are good or dropping since the introduction of the ePaper (Total 18 respondents).

- ii. Whether the ePaper sales has improved or poor since its inception (Total 18 respondents).

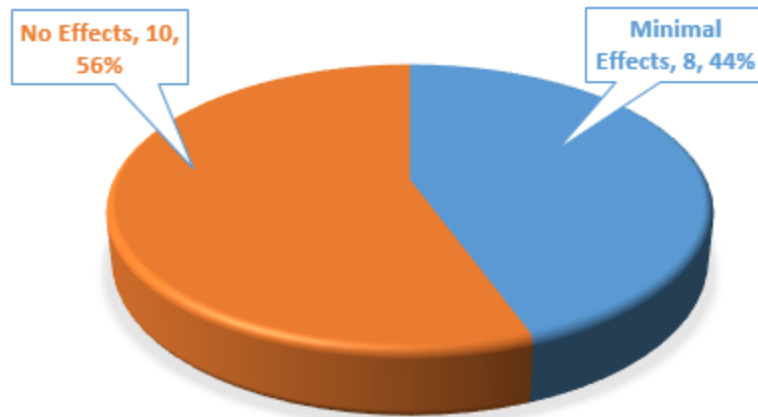
The figure shows the performance of the two versions of the newspaper. This was reached at after interviewing the Zambia Daily Mail staff who included management, sales executive, technical and finance staff. The total number of respondents interviewed was 18, and out of this number, 10 (55.6%) indicated that they hadn't seen any change on the sales performance of the hardcopy newspaper and 7 (38.9%) stated that a minimal change had been noticed since the introduction of the ePaper and pointed out that this was a negative change in the number of copies sold per day. One (01) member representing 5.6%, however, said he/she observed some change in performance of the newspaper sales.

And when further questioned on the possible effects the online newspaper (ePaper) has brought on the hard copy, out of 18 people interviewed, 9 indicated that the introduction of the ePaper has affected the performance of the hardcopy newspaper sales while the other 9 said they didn't notice any effects on the hardcopy sales. The staff also indicated the level of effects the ePaper has brought on the hard copy. Ten of them, representing 56%, said there are no effects while 8, representing 44%, indicated that there were minimal effects noticed on the hardcopy sales as shown in figure 4.14 below.

4.4.2. Respondent's responses on the level of effects on the hard copy

Participants were asked to state whether they had noticed any effects and subsequently, the level of effect that the ePaper could have brought on the hard copy newspaper sales. This was in line with the last objective of this study.

Figure 16: Level of effects on hardcopy newspaper sales



Source: Field data, 2016

The staff were also asked based on the current trend in newspaper sales with regards to the media industry’s adoption of technology in relation to ICT literacy levels in the country. Below are the responses for both tests summarized in graphical form for easy presentation.

4.4.3. Determining the effects of ePaper on sales of hard copy news paper

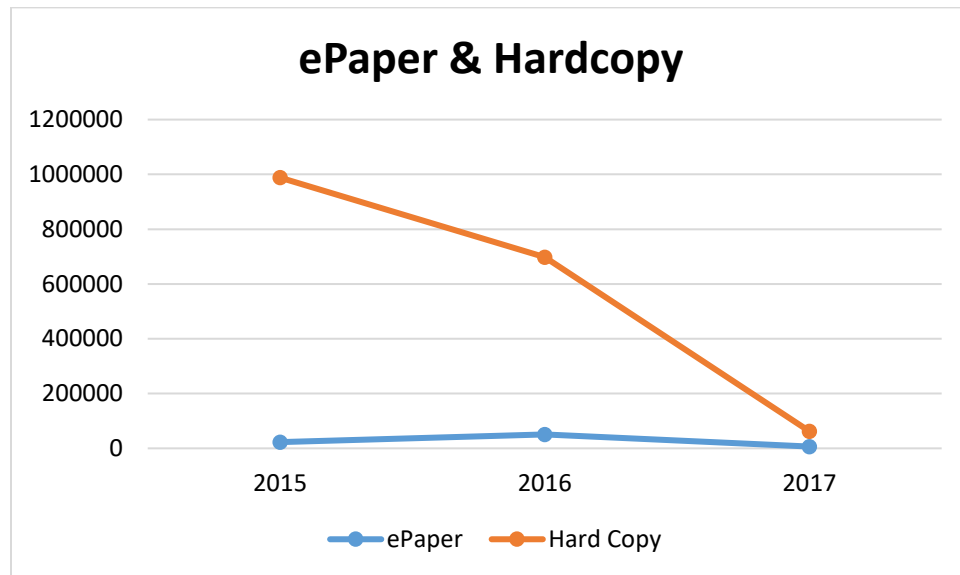
The regression model was used to further establish the effects of ePaper on sales of hard copy newspaper. In determining the effects (Y), four variables were considered as follows number of hard copies sold (X₁), number of soft copy (ePaper) sold (X₂), period within which both versions of newspaper copies were sold (X₃) and advertisement of both versions (X₄). The summary of the model is given below:

Table 11: Regression analysis model

R	R Square	Adjusted R square	Std. Error of the Estimate	Change Statistics					DW
				R Square Change	F Change	df1	df2	Sig. F Change	
0.9	0.80	0.78	154.0	0.80	34.3	3	26	.000	1.80

The implication of $R^2 = 0.78$ entails the model is relatively of good fit as about 78% of total variation in the effects of ePaper on the sales of hard copy newspaper is explained by the model. The summary of the analysis is further illustrated by the graph in the figure below:

Figure 17: Regression analysis model:

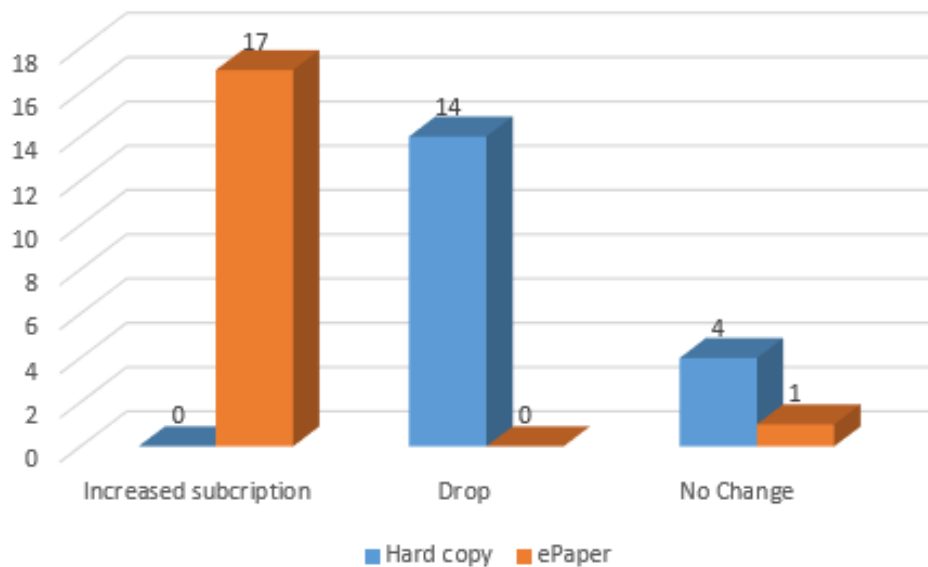


Source: Field Data 2016

4.4.4. Future expectation of ePaper & hardcopy sales

The Zambia Daily Mail staff participants were also asked to indicate their future expectations of the two versions of the newspaper based on their experiences and opinion and findings were as shown below:

Figure 18: Future performance expectation of ePaper & hardcopy sales



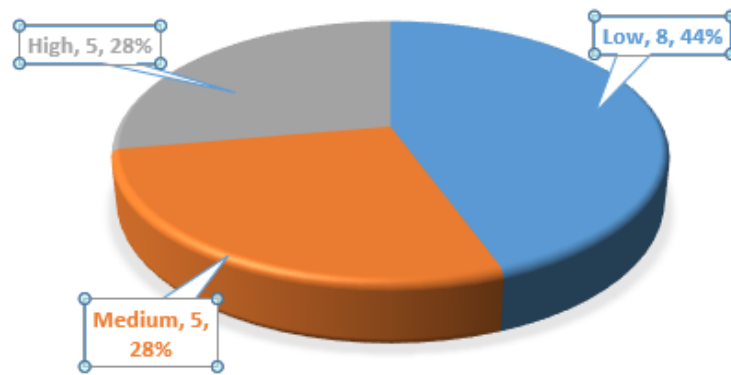
Source: Field data, 2016

The graph above shows a future extrapolation of the two versions of the newspaper. The Zambia Daily Mail staff gave their responses considering the level of ICT literacy levels and the rate of technology adoption in the country. Out of a total of 18 staff interviewed, 17 (94.4%) of them stated that there would be a very huge increase in the ePaper subscriptions, and out of the same 17 (94.4%) staff who expect a rise in ePaper subscriptions, 14 (77.8%) felt that the increase shall force hardcopy sales to drop while 4 (22.2%) of them said despite the increase in ePaper sales, no change will be brought on the hardcopy sales. Only 1(5.5%) respondent said there will be no change expected in the ePaper.

4.4.5. Respondents' views on ICT literacy levels in Zambia

Participants were also asked to give their views on the ICT literacy levels generally in Zambia

Figure 19: Views on ICT Literacy levels in Zambia



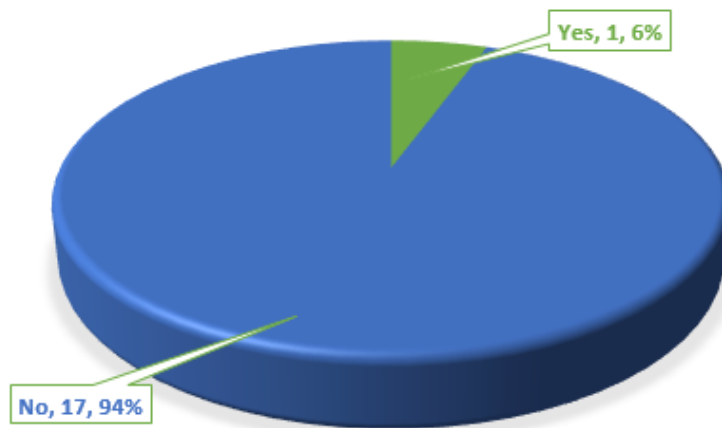
Source: Field data, 2016

The figure above shows the ICT levels, according to the interview tests carried out and based on the Zambia Daily Mail staff interactions with various newspaper readers during their sales activities. The results show that out of the 18 staff interviewed, 8 of them, representing 44%, stated that the ICT appreciation and literacy levels are currently low, 5, representing 28%, said it is medium, while the other 5, also representing 28%, stated that it is very high and appreciated. When interviewed on whether the Zambia Daily Mail has done enough advertising to sensitize the ePaper as a product to the people, the results received were as shown in figure 4.16 below.

4.4.6. Respondents' views on ePaper sensitization

The staff participants were asked to state whether in their opinion, they thought the company had done in as far as selling or marketing the ePaper as a product.

Figure 20: ePaper sensitization



Source: Field data, 2016

The results displayed in the figure above indicate that 17 representing (94.4%) out of the 18 staff interviewed stated that the company hasn't done enough advertising while 1 of them said advertising has been done effectively. When further interviewed to give the reasons as to why they feel the company has not done enough, 13 representing 72.2% of the staff interviewed stated that the company had only been focusing on its had newspaper alone as the only advertising media. Five (05) representing 27.8% stated that they felt there was some resistance on the part of workers for fear of losing employment should the ePaper start dominating while only 1 representing 5.5% said the company had done enough advertising.

4.5. Summary

This chapter gave some data presentations of this study. The presentations were given in various graphical and tabular forms to summarise the findings as obtained from respondents. The chapter also gave some brief description about each presentations both in numbers and percentage form and according to each objective and research questions. The next chapter is will discuss the findings and outcomes as obtained from the previous chapter.

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.0. Introduction

This chapter discusses research findings as presented in the previous chapter. In discussing the findings, the author was informed by the objectives of this research as well as its literature review. Enough evidence has been generated to answer the question as to whether there is correspondence between online media and print media in terms of effects on newspaper sales. This research sought to find out whether the advent of online media (ePaper) has had any impacts on print media (hard copy) newspaper sales.

5.1. Impact of online media (e-Paper) on print media

This research has established that online media do have an impact on print media. In establishing the impact of online media (ePaper) on print media, the study first solicited respondent's ICT literacy levels, usage, internet costs and the market. The findings revealed a discrepancy between the above identified variables. Although literacy levels were appreciably high (from the findings and quantitative survey, it is very possible that most of the readers can comfortably use information and communication technologies (ICT)), the cost was the principal impediment. For instance, of the 52 respondents of the survey questionnaire, 42, representing 80.8%, said the internet costs in Zambia have made internet usage, including ePaper, access difficult. This agrees with ZICTA (2015) that at least 2.6 million out of the approximately 14.08 million people in Zambia have access to the internet.

The researcher also agreed to this effect. The 2.6 with access to the internet is a good number of which, if the internet costs in Zambia were accommodative, we would have a situation where at least a good number would manage subscribing to one or more internet service providers. After carrying out the research, this study also established that people highly depend on their workplace internet. This also makes it difficult for organisations in as far as cost control is concerned. As a result, they usually introduce policies that restrict usage of the

internet for personal activities. This definitely prevents people from using the eVersion of the newspaper.

Furthermore the joint survey conducted by ZICTA, Central statistical Office (CSO) and the Ministry of Transport and communications (2015) on the number of households owning and using computers and the internet indicated an improvement in the ICT segment, showing a movement from 4.9% recorded in the 2013 to 7.1% in 2015. The proportion of households using their computers to access the internet in homes had risen from 46.7% of those owning computers and also using the internet in 2013 to 49.7 % in 2015. The statistics given means that the digital drifts such as the mobile revolution cannot be ignored because the consumption of information is fast changing. The media hasn't been seen to be more active in sensitizing people on this issue despite having power to reach the masses and be able to inform and educate.

In order to establish the impacts that the online newspaper had brought on the hard copy newspaper sales, the author borrowed a concept from (simplyeducate.me, 2015) where a framework was drawn. The conceptual framework developed highlighted some independent as causal factors, dependent variables as well as expected outcomes. The framework showed a direct relationship between the ePaper and the hard copy newspapers. In a case where readers shifts their interest from the hard copy to the electronic version, could cause the hard copy sales to drop therefore, affecting the expected income and other things such as labour force, newspaper pricing, production costs.

However, it was realised that for the independent variables to create an impact on the hard copy sales, it is dependent on the intermediate variables such as ICT devices and the internet. This is simply because the electronic version of the newspaper can only be accessed with availability of the ICT devices and the internet. And even if all those intermediate variables are present, there are still other factors, these includes the following;

- i. The availability of infrastructure in the country, this is highly dependent on the Government which business organisations has not control over.
- ii. Support and deliberate policies for ICT literacy programs such as the introduction of ICT's in primary schools and the smart Zambia campaign.

- iii. Household income which has a very huge influence on what people buy, usually when the income is low, people resort to buying only basic necessities.
- iv. The costs of ICT devices such as computers, tablets, smart phones and internet. The lack of local manufacturers of these items makes them expensive due to importation costs which eventually makes them expensive to the local people and since access of the ePaper is dependent on them.

According to this concept, the ePaper could have different impacts on the organisation, in as far as the most obvious being loss of employment, it could also work to the advantage of the organisation. In chapter 1, it was learnt that currently the company was spending a lot of funds in terms of operation costs such as vehicle maintenance, huge workforce, high costs of raw materials etc. therefore, if the introduction of the ePaper could help in controlling such expenses. It is not a must that automation leads to laying off of employees, but there are other ways an organisation can handle such developments such as re-assigning employees to other duties. The company can also diversify into other activities that can create more employment and remain profitable at the same time.

5.2. ICT literacy levels amongst newspaper readers

This research achieved its first objective, which was to ascertain the information technology literacy levels amongst Zambia Daily Mail Limited newspaper readers. The level of information & communication technology knowledge amongst participants was tested. This also included their proficiency in terms of usage. The ICT literacy level and proficiency was tested based on some common devices used in accessing the ePaper such as computers, tablets, smartphones as well as the internet. Ninety nine percent of the respondents said they were at least comfortable with the usage of these devices with only a percent not giving a response.

Out of the total percentage who indicated that they are good at using ICT's, the results obtained indicated varied levels with regard to knowledge. It was discovered that an individual is able to operate all the three devices tested though the usage proficiency showed some variation. Those who said they are comfortable with computers, tablets and smartphones were 38.27% and 34% respectively. And according to the findings on the proficiency of use, results

indicated that at least a good number of participants are excellent users of all the three types of devices while the lowest number indicated those who are poor in the use of the devices.

To further establish the ICT's usage and literacy levels amongst the participants, the researcher carried out the age and ICT's usage cross tabulation. This was done using the different age group and the three devices used to access the ePaper. Findings showed that participants from the 24 to 44 age group category use more ICT's than any other age groups, the second were those from 45 to 64 age group category, the third best use of ICT's were those in the 15 to 24 age group category, while the age groups from the categories below 15 and above 65 years had not responded

5.2.1. Does age affects ICT usage?

In modern and technological world we live in, it is expected that the young generation is more inclined to ICT gadgets. However, this study established that this does not only apply to the younger generation but to different age groups including the young, middle and older aged ones. Although the study learnt that that there is a correlation between the ICT's usage and the ages. It was further revealed that as people grow out of their teen age, they develop an interest in using ICT's, and when they grow older, their interest in using these devices tends to decrease. This meant that all the age at least used ICT's but what differed was the number of users at each age group. Therefore, the findings revealed that in as far as the age do affect the ICT usage, what matters most is the extent to which it affects different age groups.

It can be argued that the difference in ICT usage patterns can be attributed to many factors, which include the employment status. It was established that most people who buy newspapers have what can be referred to as a descent salary. This study's findings further revealed that participants from the middle-aged group who were in formal employment were able to purchase ICT devices as compared to those below 24 years of age who in most cases are students and dependents.

This study reviewed a research conducted in Sweden which was based on the change from print to web and finally the ePaper. Although the study might have appeared similar to the current one, its focus was more on the challenges and future of electronic newspaper designing

considering the fact that the components and ideas of the ePaper were from the web and print versions (Academia 2016)

5.3. What is the readers' preferred version of newspaper (hard copy or ePaper).

As regards respondents' preferred version of the Zambia Daily Mail newspaper, the research established that the online (ePaper) version is the most preferred paper. Although this was a case, it was not obvious that it had been interpreted into increase in ePaper sales. Preference alone can never guarantee high sales unless it is supported by the intermediate variables which are in this case; the cost of ICTs, internet and also being proficient in using them. However, with the current ICT infrastructure support receiving from the Government such as the smart Zambia aimed at providing a linkage to all parts of the country as well as equipping the younger generation at grass root with ICT skill by making it compulsory in primary schools will prepare them to grow with ICTs and there is no doubt that soon or later, the preference of ePaper shall increase as the country start experiencing a technological drift. For now, the findings showed almost equal preferences in the two versions of the newspaper although preference doesn't interpret into usage as earlier. A person can prefer a particular version, yet they decide to go for a different type. This is caused by several factors that hinder a person from using their preferred version. This study established some of these factors from the participants. Below are some of the reasons given by respondents to why they prefer a particular version of the newspaper over the other.

5.3.1. Health/Green campaign support

Some participants said they were in support of the green campaign which works to reforest our planet, raise the living standards of the rural poor, and combat global climate change. Some business organisations in Zambia, together with various non-governmental organisations, have intensified up this campaign and they have since automated their office environments to paperless offices, hence they Prefer ePaper over hard copy. Newspaper printing major raw material is the newsprint (paper) which is manufactured using trees. Looking at the important role trees play society and the rate at which they are cut possess a very big risk to the human kind. Hence, the birth of this campaign which aims at discouraging deforestation and encourages planting of more trees.

5.3.2. Availability

Availability simply refers to the quality or state of being available. People might prefer a certain version of the newspaper over the other due to its availability at the time it is needed. For instance, the ePaper depends directly on the availability of the internet, yet Zambia Daily Mail has no control over the internet. This might force readers to go against the ePaper and, instead, buy hard copies. In this case, hard-copy newspapers are circulated across the country using road transport and usually take time to reach places far away from Lusaka. This makes the product unavailable at the time when they are needed.

This study was impelled by media organisations' introduction of the ePaper version, specifically the Zambia Daily Mail. The company decided to introduce this version of the newspaper as a way to adapt to the fast-changing technology as well as making the product available to all sections of the society, i.e. those in support of the green campaign and also in recognising the youths who have need for electronic media with immediate information attention (ZDML 2016). The author also reviewed the research carried by the Zambia Daily Mail where, after carrying out a PESTEL analysis, the findings under technological factors established the following:

- The adoption rate of mobile technology is generally high;
- The convergence of mobile and computer-based technology;
- Adoption rate of the internet is still low but the convergence reported in 2 above is an important development;
- Cost of ICT is still high, limiting access for the majority of Zambians;
- Investment in research and development is still low in Zambia.

The above findings by ZDML is an indication that the company is ready for a digital drift. This is despite the high cost of ICTs as well as the low ICT consumption rate. This is evidenced by the company's strategic plan for the period of 2016 - 2020 indicates some areas that have been set as strategic focus areas of which the first one is financial sustainability. Under this component, the company stated that

during this period, they have to ensure growth of the market share, promote product diversification and also enhance nationwide circulation of the newspaper (ibid).

If the company was to manage all its planned strategies as per the plan, there would be need to reach out to the readers and establish a gap which might be there between those who read the newspaper and those who want to but don't due to lack of access to their preferred version (ePaper).

5.3.3. User Friendliness of both versions

Another reason given by the participants was one regarding user friendliness. This refers to either the ePaper or hard copy being compatible with a particular user's ability to use them easily and successfully. Those who are ICT competent prefer the ePaper, while those who are not and regard ICT's as being expensive prefer the hard copy.

The conceptual framework gave variables as well as the causal factors involved in accessing the ePaper. It also showed a direct linkage between ICT and ePaper access. Therefore, for any reader to choose a particular version of the newspaper, they have to consider that which will make their usage very easy. For instance, for a reader to choose ePaper, they need to have a sound knowledge of ICTs, otherwise, they have to go for the hard-copy version.

User-friendliness comes with skill, and the findings of this study, which revealed that most middle-aged participants prefer the ePaper version over the hard copy, are in agreement with a study done in Malaysia by Teng and Kit (2014) titled, "The print newspaper versus online news media: A quantitative study on young generation preference" in Malaysia. The research focused on the preferences between the two types of papers among the young generations. It put into consideration that young people mostly use technology and are very good in terms of usage as compared to the older generations.

5.3.4. Portability of ePaper

Some participants indicated that the hard-copy version of the newspaper is rather very big to use, especially in public, such as in buses, restaurants and other

communal places. On the other hand, some said they prefer the ePaper due to its portability as one does not need to physically carry the paper.

Newspaper portability has for a long time been an issue for the Zambia Daily Mail Limited. Readers used to write and complain to the company, requesting them to change the size of the newspaper possibly from the broadsheet (A1) size to tabloid (A3) size. On 1st October, 2014, the company responded to the readers' calls and changed the format from broadsheet to Berliner, which is a semi-tabloid-sized newspaper. Speaking at the launch, then Zambia daily Mail Managing Director Bryson Mumba said that the reason for changing the format was to give the valued reader a compact, portable and re-freshened media product, full of new features and a trendier design (ZDM, 2014).

Furthermore, it was also indicated that the company did not have a choice but to take the bold decision to rebrand its product in response to the challenges that had come with advancements in technology, hence the birth of the ePaper. This study therefore was meant to establish how readers are responding to the newly introduced product (ePaper) in as far as portability is concerned.

5.3.5. Lack of knowledge

Other participants said that they preferred the hard-copy version over the ePaper because they were just learning of its existence during this research. However, some of those who were aware of it indicated that they were lacking more information concerning the ePaper usage, costs and accessibility.

Although no previous studies have explored the issues of ePaper sensitisation to the readers, this research found out that, despite the introduction of the product and the launch plus advertising done in the hard copy newspaper, the company (Zambia Daily Mail) had not done enough in sensitizing readers to its new product (e Paper) as shown in figure 4.16). although the company had been running an advert in their own newspaper and also exhibiting the product at some shows, it was established advertising the product on a cross platform such as television, magazines, radio stations, street (billboards) and other advertising media would help the product known. The company can also introduce a door to door campaign and offer training on how to access the ePaper. They can also create synergies with other

organisations specialised in product image building to speed up the product sensitisation which in turn increase the knowledge about the product.

5.3.6. Easy access

Most of the respondents who said they preferred the ePaper to the hard-copy newspaper cited easy access as one of the reasons behind their choice. The study revealed that readers found it easy and possible to access the ePaper from anywhere as long as there was internet connection available. However, depending on ones' ICT skills, the ePaper might seem easy to access while on the other hand, those without ICT skills might also find the hard copy newspaper easy to navigate and access. For example, if an ICT and internet skilled person subscribes to the ePaper, the chances are high that they would easily find ePaper access easier especially in navigating than a non-skilled ICT user. On the other hand people with vision impairment readers might find the ePaper difficult to use and prefer the hard copy because, it tend to be ease access to them

5.3.7. Convenience

This issue of convenience was mentioned on both versions of the newspaper. For those who prefer the ePaper, it was established that they found it more convenient browsing through pages electronically than it is done manually. They also indicated that one can easily magnify the text when accessing electronically, especially for those with vision impairment. For those who prefer the hard copy, it was established that they found it convenient to read the newspaper even when there is no internet. The ePaper may be convenient to some people due to its portability i.e. one does not need to physically carry it but can be stored on a hand held device which can be kept even in a pocket or hand bag. One device can store a million publications but only take very few seconds to refer to any older publication as compared to the hustle in the hard copy newspapers which need piles of old copies be physically stored and could even create some fire risks. On the other hand the hard copy create that convenience to some readers in the sense that it is not subjected to risks such as system crashes virus attacks and non-availability of internet network to hinder someone from accessing it whenever they need it.

5.3.8. Cheaper

The cost of the newspaper was another. Though it is a known factor that the ePaper eliminates a lot of production costs for the Zambia Daily Mail and that is cheaper than the hard-copy version, it was established that most readers found the internet costs in Zambia very expensive however, since access to the ePaper is directly linked to having internet access, it proves to be expensive due to the fact that a reader needs to purchase ICT devices and also subscribe to an internet provider on a monthly basis unlike the hard copy, which is bought from the street.

Other preference factors cited by different respondents included the age group of the readers. It was discovered that various ages had different preferences (as shown in figure 5.1). It was established that participants from the 25 to 44 age group, which is the middle-aged group, are the ones who mostly use ICTs. The design and layout of the newspaper is another factor. Although the ePaper design depicts exactly the design of the hard copy, it differs on some features and functionality. Other factors revealed were the graphics, news content and the general quality or appearance of the two versions of the newspaper.

In chapter 2, the literature review brought out a research conducted in the United Kingdom. The study was conducted by Lomas (2014). His findings showed that despite the steady rise in the number of online newspaper (ePaper) readers, the traditional newspapers' (hard copy) popularity in the country remains steady overall year on year. Nevertheless, the findings showed that ePaper preference was common to the age group below 35 years of age, as it is the case in the current research. Further findings of this research indicated that both versions of the newspaper enjoyed almost an equal percentage of the market share.

5.4. Effects of online media on print media

This research achieved its final specific objective: establishing the effects of online media on print media. Although the findings shows that the hard-copy version of the newspaper was still enjoying its good market share over the ePaper version, it has been established that the introduction of the ePaper version has created some minimal effects on the hard-

copy newspaper sales as presented in figure 4.14. The findings showed a very slight reduction in the newspaper sales and this has also affected the newspaper vendors, who said some of their biggest clients who are in support of the green initiative have resorted to buying the ePaper version. This development has caused them to lose part of the daily income generated from sales as a commission.

In agreeing with the findings, this research successfully achieved its objective which was to establish whether there were any effects on the hard-copy. Considering the fact that the ePaper was first introduced on the market in January 2015, as stated in chapter 1, the findings show that since that time, the ePaper has been improving in terms of sales as evidenced by the number of participants who referred to this factor, shown in figure 4.13 in the previous chapter. Nevertheless, the findings revealed that the hard copy was still leading the other version in terms of sales and was steadily improving. Participants were also tested on the possible effects that online media could have brought on print media. The results showed some negative effects on the hard-copy sales, though very negligible.

Furthermore, the findings of this research indicate that part of the reasons for the failure of the ePaper to make a huge impact on the hard copy, according to most respondents, could be limited, if not lack of, access to the internet on their devices. One is able to deduce that though readers can manage to purchase computers, smartphones and tablets, higher costs of internet services in the country inhibit them from fully enjoying ICTs. This is in agreement with the other findings of this research that most of the readers who have access to the internet do access it at their workplaces more than homes. Therefore, some organisations might limit the internet threshold to their employees, which leaves the readers with no choice but to go against their preferred newspaper (ePaper) and, instead, access the hard copy.

Lastly, the research findings are in agreement with the research conducted in Germany by Barth (2005) in which he states that, despite having three different versions of the newspapers in Germany, each version continued to triumph in areas where others could not. His research also indicated that all the versions were being produced for some good number of years in the country. Barth (2005) established some economical and business impacts on both the print and online media. The findings revealed that it was making sense

to produce offerings mainly if there was the prospect of charging for them and thus generating profits, while from the readers or users' point of view, the research established that there are some advantages and disadvantages of each type of newspaper, and that some readers prefer different versions for to various reasons (Lasica, 2003).

5.5. Establishing the effects of online media on print media

To establish the effects of ePaper on the hard copy, the researcher compared the sales of the hard copy to those of the ePaper for the years 2015 up to date. The outcome of the exercise agreed with the findings as presented in figure 4.13 and 4.14 which indicated that yes, effects have been created on the hard copy newspaper sales though they are very minimal and negligible as shown in figure 26. This research established that Zambia Daily Mail has for the past years experienced a slump in hard copy newspaper sales especially from the year 2015 which is the same year the ePaper was introduced. On the other hand the findings showed that the ePaper increased slightly in number of subscription in the year 2016 comparing with the previous year.

Although the increase of the ePaper sales could be attributed to as the factor behind the continuous drop in hard copy newspaper sales, it could be however be further associated with many other factors that might have caused to the loss of sales even though the ePaper effects cannot be ignored. Below are some of the possible factors to these effects.

5.5.1. Economic factors

Economic factors might be one of the causal factors of slumping newspaper hard copy sales. Figure 6 in chapter four (04) outlined the income brackets for the respondents. From the findings one is able to conclude that those people who consider themselves as earning little income were unable to manage more than 1 newspaper publication. As a result, those who indicated that they buy the newspaper said they go for the price (cheapest) considering the facts that the Zambia Daily Mail Newspaper is pegged at ZMW10, it could be possible that some readers would prefer other cheaper newspapers on the market. Others indicated that due to the costs of newspapers, they prefer reading news on free news websites, social media as well as electronic news such as radio as well as television.

Although the current newspaper costs don't seem to be very high, the researcher feel it is difficult for a reader to continuously purchase newspaper throughout the month considering their income. The cost of living in the country are relatively high such that members of the public would prefer buying the basic needs and pay house rentals and other related things than buying the newspaper. It is very possible that this factor has the capacity to affect the newspaper sales negatively.

5.5.2. Social Media factors

Social media is one possible factor that can be attributed to as one of the effects of print media in Zambia. This agrees with the facts obtained from the Zambia Information and communications Technology Authority website (ZICTA, 2015). Which indicated that at least 10.5 million out of the 4.08 million people population in Zambia are subscribed on at least one of our three mobile networks available in the country and they use mobile devices such as cellphones and tablets.

Although internet in Zambia seem to be high in costs, the mobile service providers have created different packages to accommodate subscribers, these comes in various price ranges, promotions and freebies. Considering this development, the researcher strongly believe that mobile users can utilise this to access social media platforms known for news circulations such as Facebook, Twitter, WhatsApp and other related applications. Looking at the current situation or status, almost three quarters of ICT users are subscribed to any of the social media highlighted and obvious access local and international news from these sites with no costs at all with the only charge incurred by the user is that of internet subscription. Therefore, there are very high possibilities that users might shift to social media from hard copy newspapers and subsequently create and effect on its sales. This practice could be one of the major factors which could make people shift their attention from the hard copy newspapers. Newspapers are known to publish news which occurred a previous day whilst the trend with social media is that of breaking news, within a snap of a second, a million social media users can receive news thereby making the newspaper content stale.

5.5.3. Content

The Zambia Daily Mail being a public institution is owned by the Government and its content is obviously inclined towards the state. This is in line with its mission statement “*Committed to sustainable provision of quality news and services to meet various stakeholder expectations*” (ZDML, 2015). In as much as the company tries to satisfy its various stakeholders in terms of news content who are in this case, the Government, Employees and the Public. According to most of the respondents, it was established that readers feel the company is biased or pro government and does not pay much attention to covering most readers’ interest or issues that much affects them but rather focus on politics and the Government of the day. It was further established that some respondents interviewed preferred private owned newspapers over the Zambia Daily Mail due to the reasons explained above. These findings gave the researcher some indications that indeed newspaper content could be yet another affecting factor of hard copy newspaper sales.

5.5.4. Innovations

Innovation is key to continuous business improvement and can be used in gaining a competitive advantage over similar products. After evaluating a good number of hard copy newspapers, it was established that there isn’t much efforts put in place in terms of innovations to attract various target groups. This is supported by the research findings in chapter 4, figures 21 and 23 where different age groups where assessed concerning buying of the newspaper. According to the outcomes of the findings, it was established that, out of the 52 respondents with different age groups assessed, none, below the age of 15 and very few respondents from the 16 to 24 years age groups buy the newspaper. This could be attributed to lack of innovations on the part of the company to attract readers from those age groups. And even those few readers might have stopped buying the newspaper due to lack of innovations from the newspaper. This too was established as a possible factor of hard copy newspaper sales.

This innovation aspect is in agreement with Tanner, (2014) who conducted a study in the United States of America (USA). The study focused on the comparison between the digital and the print. It was revealed that sales of traditional books dropped drastically due to the introduction of digital reading in libraries in the country. A lot of investments

were made into the e-reading technologies as a new innovation which supported smartphones and other ICT device reading. The coming of digital reading in the USA saw a lot of public libraries order mostly the digital versions of the books from publishers who signed some contracts and agreed with them to be publishing and supplying digital books.

5.5.5. The Green Initiative campaign

In a bid to prevent deforestation, some business organisations together with some non-profit organisations has embarked on the green initiative campaign. This campaign is aimed and discouraging people from cutting down tree and planting more of it. Those business involved in this exercise have stopped buying newspaper so as not to encourage more newsprint (paper) to be manufactured using trees. When asked the respondents to state some of the factors behind their choice of newspaper preference, few of them indicated green initiative support as shown in chapter (figure 19). This is also in agreement with the responses obtained from the newspaper vendors who were part of the respondents. The vendors' interviews indicated that they had lost some clients who were in support of this campaign and had since withdrawn their daily subscriptions with them. Newspaper vendors earn their daily income through commissions based on the number of newspapers sold. Therefore, losing a client is interpreted into direct income loss. If the ePaper was to gain more subscriptions due to green initiative support, vendors risk being affected very much. However, with the smart Zambia campaign in progress, they can also jump on the band wagon and join the company in sensitizing and selling of the newspaper. This can also be done on the same agreement as the hard copy whereby vendors negotiate a commission to be given per each copy sold.

5.6. Summary

This chapter gave some discussions derived from the presentations in the previous chapter, it linked the authors personal opinions based on the outcomes of the findings and also likened them to various literature reviews and the conceptual framework. The next chapter will give a conclusion and recommendations.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

This chapter gives a conclusion, recommendations of this study.

6.1. Conclusion

The study was aimed at establishing the impacts of online (ePaper) on the print (hard copy) sales of the Zambia Daily Mail newspaper. The study included establishing the ICT and internet usage and literacy level.

Based on the research findings, the study concluded that ePaper posted positive growth in terms of sales, despite several factors affecting its market penetration. It also evident from the research results access to the ePaper was directly linked to the knowledge of ICT devices and internet among readers, and despite being the most preferred version of the newspaper. The ePaper had been gaining slowly in terms of subscriptions although its impacts on the hard copy in almost negligible. The study equally provided a trend of most readers, despite knowing how to use the devices as well as being good at internet usage, their interest to subscribe ePaper version of the newspaper is greatly hindered by the high costs of internet services in the country.

The study successfully managed to answer to all the research questions which were derived from the three objectives. First, the ICT levels amongst newspaper readers. This included usage of ICTs such as the internet and various devices, how proficient they are, as well as the costs involved. Secondly, this study also shows us different age groups that prefer accessing the ePaper to the hard copy. It has been established that participants below the age of 15 years of age rarely read any form of newspaper and those between 15 to 44 years prefer the ePaper. And lastly, the study established the though the hard cop version was still leading in terms of sales, the ePaper had created minimal impacts on its sales. The conclusion to this trend is that some of the people in this age group are either students or are

in full-time employment and access the internet from institutions of learning and places of work, respectively.

6.2. Recommendations

Based on the findings of the study, the following recommendations emerged:

- i. Zambia Daily Mail Limited should increase their ePaper sensitisation and utilise other forms of advertising media such as TV, radio, online, street shows, face-to-face and other available media. In addition it might be good if the company considered at re-engineering ZDML strategic plan, vision and business policy issues to include those of the ePaper.
- ii. Zambia Daily Mail Limited should form partnerships with some internet service providers (ISP's) for possible special rates regarding online subscribers in order to increase ePaper subscriptions. This can be justified by the high costs of internet services as cited by the participants (see figure 4.8).
- iii. The company should continue providing the hard-copy version of the newspaper because both versions are still needed and, if well managed, the organisation will enjoy some equal share of market.

6.2.1. Future Research Recommendations

This research is not conclusive and comprehensive, as it only concentrated on one institution (Zambia Daily Mail Limited) and only one province which is Lusaka. Thus, it is recommended that future research should attempt to capture other print media organisations in Zambia and extend the scope to other provinces.

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APPENDICES

Appendix 1 – Research time schedule: Activity plan

Sn	TASK	START DATE	END DATE	DURATION
1	Research proposal	15/08/2016	30/09/2016	45
2	Literature review	01/10/2016	15/10/2016	14
3	Hypotheses formulation	16/10/2016	22/10/2016	6
4	Research design preparation	23/10/2016	01/11/2016	9
5	Data collection	02/11/2016	30/11/2016	28
6	Data analysis	01/12/2016	07/12/2016	6
7	Discussion of findings	08/12/2016	15/12/2016	7
8	Conclusion & recommendations	16/12/2016	25/12/2016	9
9	Completion & Editing	26/12/2016	26/01/2017	30
10	Preparation of presentation	27/01/2017	01/02/2017	5
11	Presentation/Defending	02/02/2017	03/02/2017	2
12	Corrections and Binding	04/02/2017	23/02/2017	19
13	Submission	20/02/2017	20/02/2017	1
TOTAL RESEARCH PERIOD		15/08/2016	20/02/2017	181 Days

Appendix 2 – Research budget/expenses

Sn	Description	Qty	Unit Cost	
			(ZMW)	(ZMW)
1	Transport	2	400	800
2	Contingent	1	200	200
3	Binding	6	150	900
4	Printing	6	150	900
5	Research Assistant Allowance	1	500	500
TOTAL ESTIMATED COSTS				3,300



The University of Zambia

(Institute of Distance Education)

QUESTIONNAIRE FOR ZAMBIA DAILY MAIL

NEWSPAPER READERS

Research topic:

EFFECTS OF ONLINE MEDIA ON THE PRINT MEDIA NEWSPAPER SALES: A CASE OF ZAMBIA DAILY MAIL LIMITED (ZDML).

Dear Respondent,

My name is Clement Sinyangwe, currently studying for a Master of Business Administration (MBA) at the University of Zambia under the Institute of Distance Education. The aim of this questionnaire is to establish the impact of online media on print media. Take note that the researcher and the university adheres to ethics and, therefore, guarantee maximum confidentiality and non-disclosure of information. All the data and information you will provide shall be used for the intended purpose only. Please complete all the sections and return it to the researcher.

For any clarifications, you can contact the researcher on +260976126775 or 0955774031 or simply send an email using the address: clementsinyangwe1@yahoo.com

SECTION A: PERSONAL DETAILS

Instruction

Please tick in the box next to you preferred answer

1. Gender:

Male Female

2. Age Group

Below 14 15 – 24 25 – 44 45 – 64 65 and Above

3. What class do you fall under?

- i. Full-Time Employment
- ii. Part-Time Employment
- iii. Student
- iv. Self-Employed
- v. Retired

4. What is your income or pay worth?

0- 1000 1001 - 5000 5001 – 1000 10001 – 15000 15000 and Above

SECTION B

5. What devices are you conversant with? Please tick all suitable options.

- i. Computers
- ii. Tablets
- iii. Smart phones
- iv. None of the Above

6. How proficient are you in using the ICT devices mentioned in point 5? (*Please rate your proficiency below by ticking on options 1 – 5 where 1 is the least and 5 the highest*).

- | | 1 | 2 | 3 | 4 | 5 |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| i. Computers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ii. Tablets/Ipads | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| iii. Smartphones | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7. Based on your income, are you able to manage purchasing any ICT device specified above?

- i. Yes
- ii. No

8. Do you have access to the internet on any of your device mentioned in number 5?

- i. Yes
- ii. No

9. Where do you access your internet?

- i. Workplace only
- ii. Home only
- iii. Both workplace & Home
- iv. None of the above

10. How often do you access the internet?

- i. Not often
- ii. Often
- iii. Very often

11. How do you rate your internet usage knowledge or proficiency? (*Please rate your proficiency below by ticking on options 1 – 5 where 1 is the least and 5 the highest*).

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

12. How do you rate the internet costs in Zambia?

- i. Fair
- ii. Expensive
- iii. Very Expensive

13. Are you aware of the ePaper version of the Zambia Daily Mail newspaper?

- i. Yes
- ii. No

SECTION C

14. Do you read the Zambia Daily Mail newspaper?

- i. Yes

ii. No

a. If the answer to the above is **YES**, how often do you read the Zambia Daily Mail newspaper?

i. Daily

ii. Two to three times a week

iii. Once a week

iv. Weekends only

15. And if your answer is **NO**, Please state why. _____

16. How important is the newspaper to you?

i. Not important

ii. Important

iii. Very Important

17. What newspaper version do you prefer?

i. Printed Version

ii. ePaper (digital) version

Please explain your choice _____

18. Do the prices of the two versions of the newspaper affect your decision to which version of the paper to buy?

i. Yes

ii. No

19. Would you subscribe to the Zambia Daily Mail newspaper if it were to become online exclusively (but maintaining its content, publication schedules and price)?

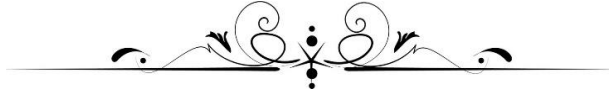
i. Yes

ii. No

20. Explain why you would choose either the online or printed version of the newspaper?

21. Which of the following factors motivate you to go for your preferred version of the newspaper selected in number 16?

- i. Design
- ii. Layout
- iii. Graphics and Pictures
- iv. Headline
- v. Easy disposal/handling
- vi. Quality of Content



Thank you for your time taken in completing this questionnaire.



The University of Zambia

(Institute of Distance Education)

INTERVIEW GUIDE FOR ZAMBIA DAILY MAIL STAFF

Research topic:

**EFFECTS OF ONLINE MEDIA ON THE PRINT MEDIA
NEWSPAPER SALES: A CASE OF ZAMBIA DAILY MAIL
LIMITED (ZDML).**

Dear Respondent,

My name is Clement Sinyangwe, currently studying for a Masters of Business Administration (MBA) at the University of Zambia under the Institute of Distance Education. The aim of this questionnaire is to establish the impact of online media on print media. Take note that the researcher and the university adheres to ethics and, therefore, guarantees maximum confidentiality and non-disclosure of information. All the data and information you will provide shall be used for the intended purpose only. Please complete all the sections and return it to the researcher.

For any clarifications, you can contact the researcher on +260976126775 or 0955774031 or simply send an email using the address: clementsinyangwe1@yahoo.com

22. What is your position at Zambia Daily Mail? _____

23. How is the current performance of the two versions of the newspaper? _____

24. Have you noticed any change in terms of printed newspaper sales since the introduction of the e-Paper? _____

25. Do you think the introduction of online media has any effects on the print media?

a. Yes

b. No

Explain your answer _____

26. What are some of effects on the print newspaper that have been brought about by the introduction of online media to the company.

27. In your view, how do you see the performance of online and print media in the next five years in the following areas?

a. Advertising _____

b. Newspaper sales _____

28. What has been the performance of the newspaper following the introduction and high usage of technologies in the media industry and society at large?

29. Access to the online media is directly linked to ICT devices as well as internet usage. Explain whether and how Zambia's literacy levels in the two areas mentioned might affect the dominance of the online media

30. According to your observation, do you think the Zambia Daily Mail has done a lot in advertising the ePaper?

i. Yes

ii. No

Please explain your answer _____



I would like to appreciate you for sparing your busy time to respond to this interview, I really appreciate.



The University of Zambia

(Institute of Distance Education)

INTERVIEW GUIDE FOR NEWSPAPER VENDORS

Research topic:

**EFFECTS OF ONLINE MEDIA ON THE PRINT MEDIA
NEWSPAPER SALES: A CASE OF ZAMBIA DAILY MAIL
LIMITED (ZDML).**

Dear Respondent,

My name is Clement Sinyangwe, currently studying for a Masters of Business Administration (MBA) at the University of Zambia under the Institute of Distance Education. The aim of this questionnaire is to establish the impact of online media on print media. Take note that the researcher and the university adheres to ethics and, therefore, guarantees maximum confidentiality and non-disclosure of information. All the data and information you will provide shall be used for the intended purpose only. Please complete all the sections and return it to the researcher.

For any clarifications, you can contact the researcher on +260976126775 or 0955774031 or simply send an email using the address: clementsinyangwe1@yahoo.com

31. For how long have you been selling newspapers? _____

32. How many copies do you sell each day? _____

33. What is your daily commission (income) on newspaper sales?

1- 200 201 – 500 501 – 1000 1001 – 1200 1500 and Above

34. Have you observed any difference in the number of copies sold per day since January 2015 to date? (*January 2015 was the date for ePaper launch*)

a. Yes

b. No

35. If the answer is Yes to the question above, please state the difference _____

36. Do you think the introduction of online media has any effect on business as a newspaper vendor?

c. Yes

d. No

Explain your answer _____

37. Amongst the following ICT devices, which ones are you competent with? (*Choose all that applies and rate your competent on a scale 1 to 5 where 1 is the lowest and 5 the highest*).

	1	2	3	4	5
a. Computers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Tablets/Ipads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Smartphones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. Given a chance to do online sales, are you willing to be engaged as an ePaper/Online newspaper sales agent or vendor?

a. Yes

b. No

Please support the answer you have given above _____

39. If the ePaper sales increase more than the way it is currently, do you think it will have any effects to the printed version of the newspaper?

a. Yes

b. No

Please give reasons to your response above_____



The University of Zambia

(Institute of Distance Education)

INTERVIEW GUIDE FOR ZAMBIA DAILY MAIL ADVERTISING AGENCIES

Research topic:

**EFFECTS OF ONLINE MEDIA ON THE PRINT MEDIA
NEWSPAPER SALES: A CASE OF ZAMBIA DAILY MAIL LIMITED
(ZDML).**

Dear Respondent,

My name is Clement Sinyangwe, currently studying for a Masters of Business Administration (MBA) at the University of Zambia under the Institute of Distance Education. The aim of this questionnaire is to establish the impact of online media on print media. Take note that the researcher and the university adheres to ethics and, therefore, guarantees maximum confidentiality and non-disclosure of information. All the data and information you will provide shall be used for the intended purpose only. Please complete all the sections and return it to the researcher.

For any clarifications, you can contact the researcher on +260976126775 or 0955774031 or simply send an email using the address: clementsinyangwe1@yahoo.com

40. For how long have you been an advertising agency with the Zambia Daily Mail?

41. How many adverts do you get per month on average? _____

42. What is your monthly commission (income) on advertising sales with the Zambia Daily Mail in ZMW?

Below 1000 1001 – 5000 5001 – 10000 10001 – 15000

Above 15000

43. Have you observed any difference in the number of adverts you get every month since January 2015 to date? (*January 2015 was the date for ePaper launch*)

c. Yes

d. No

44. If the answer is Yes to the question above, please state the difference _____

45. Do you think the introduction of the ePaper has any effects on your business as an advertising agency?

e. Yes

f. No

Explain your answer _____

46. If the ePaper prevalence increases more than the way it is currently, do you think it will create any effects to the printed version of the newspaper?

c. Yes

d. No

Please give reasons to your response above _____



I would like to appreciate you for sparing your busy time to respond to this interview, I really appreciate.