CONSUMER OPINIONS ABOUT PRINT AND ON-LINE PAY CONTENTS ACCORDING TO PRIMARY RESEARCH RESULTS

Katalin Jäckel Dr. Ph.D.
Budapest Business School, Faculty of International Management and Business College Senior Lecturer
jaeckel.katalin@kkfk.bgf.hu

Mónika Fodor Dr.Ph.D.
Budapest Business School, Faculty of International Management and Business College Senior Lecturer
fodor.monika@kkfk.bgf.hu

Ágnes Csiszárik-Kocsir Dr.Ph.D.
Óbuda University – Keleti Faculty of Business and Management,
Associate Professor
kocsir.agnes@kgk.uni-obuda.hu

András Medve Dr.Ph.D.
Óbuda University – Keleti Faculty of Business and Management,
Dean, Professor
medve@uni-obuda.hu

— Abstract —

In this paper we present the sub results of a primer research project process. The main objective of survey was to explore the effect of the digitalization onto the media consumption habits, with a strange look onto the print and the on-line pay contents. During the research we applied qualitative and quantitative methods. We analysed the most important changes of the media consumption preferences with the help of expert interviews and consumers surveys taking the influencing role of the international trends onto consideration. Based on the results of the research can be characterised the main target groups of on-line pay contents and the print mediums.

Keywords: *digitalization, media consumption habits, qualitative, quantitative research*

JEL Classification: L 82

1. INTRODUCTION

The media market is continuously shifting towards digital markets and the total revenues from digital markets have been increasing with a speed high above the average. In parallel, by 2014 two thirds of all revenues from the global media market will constitute of traditional non-digital markets, therefore companies and firms should endeavour to be present on both markets with appropriate measures. (http://www.emarketer.com/RecentArticles.aspx Worlnewspaperweek.org: 2011.10.19.)
However, the loser of the media market is the press market as this segment was most affected by the crisis and also the lowest growth is expected at this segment by 2014. After a significant setback in 2009 both outdoor and radio segment have slower growth prospects by 2014. http://www.ejc.net/media_landscape/article/germany/
News feed on the internet is one of the "products " that substitutes newspaper. The internet also has its technological and business advantages over print media with its continuous content refresh and spontaneous breaking news without having the publishing costs of printed media. This threat is partly offset by the online availability of the publishers' publications in part or as a whole. Consumers feel free and comfortable to move in this rapidly changing dynamic media environment. The boundaries between categories of the media market are becoming increasingly blurred, thus consumers can easily switch to new channels or media sources more easily, in most cases consumers are unaware of what competition they actually generate between media products. (http://www.nationmaster.com/country/ks-korea-south/med-media Nationmaster.com: 2011.10.23. 14:30)

The aims of our research were to analyse these changes and the expected market trends and tendencies. A comprehensive nationwide research had been conducted in December 2011 in co-ordination with the experts of Magyar Posta (Hungarian Post), CMS Ltd., RadarResearch Ltd. and BGF-KKK (Budapest Business School, College of International Management and Business). The methods of research had been complied according to global trends. Apart from the opinion of the most renowned experts in the Hungarian media market, our research focused on the preferences and expectations of the media consumers with a special emphasis on the changes caused by digitalization. Based on the results of the research we observed that media consumption differs significantly by age and regional disparities. A great number of consumer characteristics had been analysed in the research that may provide a guideline for media market experts in strategic planning.

2. MATERIAL AND METHOD

The main objective of our research was to analyse how consumer habits in print media had changed as a consequence of economic events of the past few years and also the influence of the continuous spread of digitalization.
Our research contains 3 steps:

- Secondary data analysis
- In-depths interviews with experts
- Consumer surveys, within the framework of which qualitative and quantitative research was made.

In this study we would like to show the main findings of the qualitative and quantitative consumer surveys, carried out in the last stage of our research project. During the qualitative step we used semi-structured guide. Seven focus groups interviews were made, mixed male and female responders, who were between 15-60 years. We processed 729 assessable questionnaires during the quantitative research, with the help of conscious sample taking with quota. The quota frame was compiled on the basis of the data of the Central Office of Statistics' at a regional level according to gender and age.

3. FINDINGS

3.1. The results of the qualitative research of the focus group

3.1.1. Media consumption habits

The fundamental goal of the focus groups was to ground the follow-up consumer quantitative research phase for the future and also to outline the topics of the standardised survey.

During the course of focus group research the group members were asked to let us know what media they were using and were also asked about their media preferences in general. According to the results by age distribution there have been substantial differences between the various age groups observed.
The internet turned out overwhelmingly to be the winner as for the youngest respondent age group concerned and also among the 20-30-year-olds, accompanied by print media and television. The media consumption of the 40+ age group is more colourful: their focus and concentration on the internet is not as strong as that of the younger age group. The print media, radio and television were mentioned by more respondents in this age group when compared to the younger age group. At the same time the internet tops as for the majority of the older generation concerned..
The next question of our research concentrated on the respondents' reaction to our question how their media consumption habits would change, in a spontaneous way and how they could foresee it, in the forthcoming five years. For respondents under 30 years of age the usage of technical appliances was characteristic in a greater extent and also the expansion of them. The majority of the interviewed 40+ segment forecast the spread of the internet in their own future media consumption as well. According to the opinion of the interviewed group aged between 30 – 40 and also over 40, the media preference is very unlikely to change, unless there is a technical innovation or a new device or gadget that make the flow of information even faster than today.

3.1.2. The appreciation of print media: advantages versus disadvantages

After analysing the advantages and disadvantages of print media by age groups it can be concluded that the answers demonstrate some differences, overall the following advantages and disadvantages have been mentioned:

Advantages:

- one can touch, paper
- traditional,
- more prestigious
- more credible and verified information
- eye-friendly, offers more aesthetic sensation
- more transparent than the on-lone surface on monitor

- no need for personal computer or access to the internet, easy access. „Print media can be read anywhere."

Disadvantages:
- costly
- environmentally unfriendly: more deforestation
- slower flow of information
- paper may tear to pieces, can get crumpled, content may become unreadable
- more difficult to archive content.

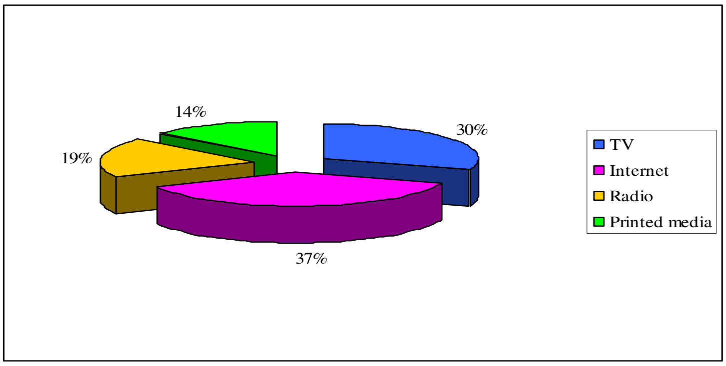
We asked the respondents if they had to pay for on-line information how would it change their current on-line habits in obtaining information. In this issue almost overwhelmingly consistent answers were given: if media consumers had to pay for on-line information they would rather opt for print media. There was a small number of respondents, mainly between 20 – 40 years of age, who would even under these circumstances prefer obtaining on-line information.

3.2. Findings of quantitative research

3.2.1. Media consumption habits

During the quantitative research we asked the interviewees to describe their present media consumption; how much time they allocate to which medium. (see diagram 1) The Internet has taken the first place over television, which shows that the role of the worldwide net has significantly strengthened within the media mix. Printed press, however, has been put as last, preceded even by listening to the radio.

Figure-1.: The consumption ratio of each medium (average value in %).



Source: Own survey, 2011.N=729 people

3.2.2. Interest in certain online content tailor-made for the individual's needs

We asked the interviewees to assess how their media consumption habits would change in the near future. The subjects found that they would read the same amount of printed magazines and daily newspapers, and predicted the same with respect to payed online content. It was only assumed in the case of free online content by the majority that they would read more of it in the future than presently. We studied the willingness to pay for online content tailor-made for the individual's needs in a separate question. In this case the following topics would be the most sought (see table 1):

Table-1.: Interest in certain online content tailor-made for the individual's needs (in % of references)

Contens	Chosen by
Politics	34,3
Economy	47,3
Lifestyle, health, wellness, medicine	50,7
Sport	35,3
Auto- motive	26,8
Gastronomy	32,5
Travel and tourism	45,0
TV, radio, cinema, theatre programmes	36,3
Horoscope, ezoterics	14,1

Gardening	20,6
Home design, DIY, hobby	33,1
Weather forecast	46,1
Fishing, hunting, weapons	9,6
Technology, IT	22,2
Psychology, child care	25,1
Sciences, environmental protection	27,7
Culture, theatre, literature, books, films	43,5
Home, household practices	30,1
Tax and new legal regulations	25,0
Tabloid	15,5
Fashion	28,7
Tales, children's content	17,2
Erotic content	16,2

Source: own research, 2011. N=729 people (*relative occurrence, several answers possible)

If they had to pay for these contents; similarly to the Slovak Piano model; being involved in each content significantly decreased. Most people would pay for contents relating to lifestyle, which was followed by economics and culture, but in a smaller degree of being mentioned than in the previous questions. Low willingness to pay was supported by the following finding from which it is evident that the majority (65%) of people would not pay for tailor-made, individual online content. Those who would still pay for this kind of service would give as an average a sum under 1831 HUF. 51.9% of the sample would pay under 1000 HUF; 81.3% would find it possible that they would pay under 2500 HUF. Only 4.9% of the respondents would be willing to pay over 5000 HUF for such a package of content. We also examined the location of purchases of print press. We discovered that most buy their printed products at shopping centres and street newsstands. The least buy their papers in the traditional way, at post offices.

4. CONCLUSION

We can see that a significant part of readers consume both media simultaneously. People are most interested in cultural and lifestyle contents, weather and economy, and travel, according to preferences of topics. If they had to pay for these contents; similarly to the Slovak Piano model; being involved in all contents would decrease significantly. Most would pay for information related to lifestyle, which is followed by economy and culture, but each is mentioned far much less than with previous questions. We could also find out from the study that it was mainly citizens of towns and the capital city having secondary and tertiary educational degrees who were more open to payed online contents.

BIBLIOGRAPHY

[1.] http://www.ejc.net/media_landscape/article/germany/
[2.] http://www.emarketer.com/RecentArticles.aspx Worlnewspaperweek.org: 2011.10.19.
[3.] http://www.nationmaster.com/country/ks-korea-south/med-media Nationmaster.com: 2011.10.23. 14:30