READERS' EXPECTATIONS, PERCEPTIONS, PREFERENCES AND LOYALTY

TOWARDS ONLINE NEWSPAPERS

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READERS' EXPECTATIONS, PERCEPTIONS, PREFERENCES AND LOYALTY
TOWARDS ONLINE NEWSPAPERS

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Thesis Abstract

Deniz Utku, "Readers' Expectations, Perceptions, Preferences and Loyalty towards

Online Newspapers"

Online newspaper readership is the most popular activity among the fast growing Turkish Internet users population. Competition is high and every newspaper website has to deliver news every day, every second. On the other hand, loyalty of readers is very important since low switching costs make it hard to keep the audience coming back every other day. Not just other newspaper web pages but all other web sites are alternative destinations for web surfers. This competitive environment forces newspapers to better understand their readers. This study aimed to examine demographics of online newspaper readers, their content expectations, and also their awareness levels of and satisfaction levels from online newspapers. Data collected from 639 Internet users were analyzed by using descriptive, factor, correlation, cluster, and regression analyses. The results of analyses show that online newspaper readership is related to satisfaction of readers, familiarity of Internet users with online newspapers, reputation of newspapers, and usability of newspaper web sites. This study showed that Internet users regularly follow online newspapers but they don't prefer online newspapers over printed newspapers. Data showed that online news readers can be grouped under three groups based on their news type preferences: main-news, fancy-news, and topical-news readers. Also there are five factors that are important for readers: credibility & novelty, visuality & design, expertise & uniqueness, recentness & reliability, assortment & popularity factors. Three reader groups have significant differences on their evaluations of five factors.

Tez Özeti

Deniz Utku, "Online Gazete Okuyucularının Beklenti, Algı, Tercih ve Sadakatleri"

Online gazete okuma, hızla büyüyen Türk İnternet kullanıcısı kitlesinin en popüler online aktivitesidir. Rekabetin yoğun olduğu bu alandaki tüm gazete web siteleri her an erişilebilir ve güncel olmalıdır. Diğer yandan, düşük değiştirme maliyetleri ziyaretçilerin her gün tekrar siteye gelmelerini sağlamayı zorlaştırdığı için, okuyucuların sadakati büyük önem kazanmaktadır. Sadece diğer gazete siteleri değil, tüm siteler Internet kullanıcıları için birer alternatif oluşturmaktadır. Bu rekabet ortamı, gazetelerin okuyucularını daha iyi anlamaya zorlamaktadır. Bu çalışma, online gazete okuyucularının demografik özelliklerini, içerik beklentilerini, ve ayrıca online gazeteler hakkındaki bilinirlik düzeylerini ve online gazetelere olan sadakat düzeylerini incelemeyi hedeflemektedir. 639 İnternet kullanıcısından toplanan veriler, betimsel, faktörel, korelasyon, küme, ve regresyon analizleri kullanılarak analiz edilmiştir. Analiz sonuçları göstermektedir ki, online gazete okuyuculuğu ile okuyucuların memnuniyet, İnternet kullanıcılarının online gazetelere aşinalığı, gazetelerin itibarı, ve gazete sitelerinin kullanılabilirliği arasında anlamlı ilişkiler vardır. Bu çalışma göstermiştir ki, insanlar düzenli olarak online gazete okumaktadır ama online gazeteleri basılı gazetelere tercih etmemektedir. Online haber okuyucularının, ilgilendikleri haber türlerine göre üç gruba ayrılabileceği ortaya çıkmıştır: ana-haber, keyfi-haber, ve güncel-haber okuyucuları. Ayrıca okuyucular için bir online gazete sitesinde önemli olan beş faktör sıralanabilir: güvenilirlik ve yenilik, görsellik ve tasarım, uzmanlık ve eşsizlik, güncellik ve inanılabilirlik, çeşitlilik ve popülerlik. Bu beş faktöre, üç okuyucu grubunun farklı bakış açıları olduğu saptanmıştır.

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INTRODUCTION

ComScore, a company that specializes in measuring the digital world, announced that total number of Internet users worldwide reached 1 billion by 2009. In other words, 20% of people in the world are using Internet (ComScore, 2009). In developed countries like England, more than 60% of people are online. European online population is expected to reach 70% of total population by 2012 (Jupiter Research, 2008).

The use of Internet by customers for purchase and information gathering purposes has become widespread both worldwide and in Turkey. The emergence of the Internet has affected the way in which most organizations operate. Media industries, especially printed newspapers were affected drastically because of the availability of free news services on the Internet.

Digital media caused radical changes in the traditional media sector (Bush and Gilbert, 2002). Editorial mentality had to change because of the interactive nature of the Internet, but also the display of the information changed with the Internet (Greer and Mensing, 2003; Dans, 2000). In traditional newspapers there are just printed pages and all related information has to be in a limited area, whereas Internet has unlimited space to keep much more information. Also, there is hyper linking capability, which enables readers to navigate between any two web pages with a click of a mouse. Discovering the advantages of the new digital media caused a revolution in journalism (Flavian and Gurrea, 2008).

During the early years of the Internet, companies have stayed away from the Web because they were concerned that there are not enough people online to justify a presence. Now there is enough audience, the Internet is defined as a hyper-competitive area and it is becoming difficult to create and sustain a competitive advantage for companies (Verona and Prandelli, 2002).

Websites are the main medium on the Internet and online newspapers are one of the most prominent website types (Nielsen, 2003). It is not easy to attract readers to an online newspaper, since no website is closer to the Internet users than others. Technical resources of the Web are the same for everybody and every company, so it is very hard to create a competitive advantage.

There is a lack of academic interest on the growing area of online newspapers. This study aims supplying some valuable information on online newspaper readership and online loyalty towards newspaper websites.

The aim of this study is to analyze the key factors that affect online newspaper preference and loyalty, by investigating the association between familiarity with a web site, reputation (perception), usability, online satisfaction, loyalty towards online newspapers and online newspaper readership.

Main contributions of this study are proposed to be as:

1) Academic research on newspapers in Turkey is limited, so this research would be of importance for understanding the online newspaper arena better. Providing academic data on online newspaper readership in Turkey is very valuable because Turkey has a huge and growing online population and news websites are

very popular among that population. Also, printed media is a big business and media companies invest in their websites, they even compete publicly on the leadership of online reader numbers.

2) Expectations, perceptions, awareness levels, satisfaction levels and most importantly loyalty intentions of Internet users towards online newspapers will be revealed.

The Internet is seen as a big market and it's not just a new technology where organizations put up minimal information. Some online companies are bigger than their offline counterparts; for example even back in 1999, an online book selling company (Amazon.com) was already bigger than the biggest offline book companies (Barnes & Noble and Borders Books combined) (Godin, 1999).

Wind et al. (2002) observe that the Internet makes it possible for the customer, not the technology or the company, to be at the centre of all marketing and business strategy. That's why it is vital to fully understand readers' awareness and subjective perception of websites.

Internet Usage

Historical Development of the Internet

The Internet is defined as a massive worldwide network which physically links computers across the globe (Broadbent, 2000). The birth of the Internet roots back to 1960's with ARPANET (Advanced Research Projects Agency Network) project of United States government's Department of Defense. The Internet became commercially available by 1980's and grew dramatically connecting millions of computers and

networks. These connections eliminated physical boundaries on information exchange. Rapid growth in levels of Internet usage realized with the development of World Wide Web (WWW) in 1991 by Tim Berners-Lee (Chaffey et al., 2000). Davis (2000) defined World Wide Web as a complex system for publishing information and browsing through complex piles of various types of data.

<u>Historical Development of the Internet in Turkey</u>

The first Internet connection in Turkey was established in April 12th, 1993 in Middle East Technical University. After METU a number of other universities set up Internet connections up until 1996. After mid 1990's, similar to the global trend, Internet usage in Turkey grew quite rapidly, and it still is throughout the years.

<u>Worldwide Internet Usage</u>

Table 1. Worldwide Internet Usage by Regions in Year 2009

World Regions	Population (2008 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Pop.)	Users Growth 2000-2008	Users % of Table
Africa	975,330,899	4,514,400	54,171,500	5.6 %	1,100.0 %	3.4 %
Asia	3,780,819,792	114,304,000	657,170,816	17.4 %	474.9 %	41.2 %
Europe	803,903,540	105,096,093	393,373,398	48.9 %	274.3 %	24.6 %
Middle East	196,767,614	3,284,800	45,861,346	23.3 %	1,296.2 %	2.9 %
North America	337,572,949	108,096,800	251,290,489	74.4 %	132.5 %	15.7 %
Latin America /Caribbean	581,249,892	18,068,919	173,619,140	29.9 %	860.9 %	10.9 %
Oceania /Australia	34,384,384	7,620,480	20,783,419	60.4 %	172.7 %	1.3 %
World Total	6,710,029,070	360,985,492	1,596,270,108	23.8 %	342.2 %	100.0 %

(1) Internet Usage and World Population Statistics are for March 31, 2009.
(2) Source: internetworldstats.com, 2008

Table 2. European Union Candidates Internet Usage in Year 2009

European Union Candidates	Population (2008 Est.)	Internet Users, Latest Data	Penetration (% Population)	User Growth (2000-2008)	Users % Table
Croatia	4,491,543	1,984,800	44.2 %	892.4 %	6.8 %
Macedonia	2,061,315	906,979	44.0 %	2,923.3 %	3.1 %
Turkey	75,793,836	26,500,000	35.0 %	1,225.0 %	90.1 %
Total EU Candidate Countries	82,346,694	29,391,779	35.7 %	1,218.0 %	100.0 %

(1) The European Union Candidate States Internet Statistics were updated for March 31, 2009.

(2) Source: internetworldstats.com, 2008

Internet Usage in Turkey

Table 3. Internet Usage in Turkey by Years

Year	Users	Population	% Pop.
2000	2,000,000	70,140,900	2.9 %
2004	5,500,000	73,556,173	7.5 %
2006	10,220,000	74,709,412	13.9 %
2009	26,500,000	75,793,836	35.0 %

(1) Source: internetworldstats.com, 2008

The wide availability of broadband Internet and the decreasing connection prices accelerated the number of Internet users in Turkey. Among the EU candidates, Turkey is the country with lowest Internet penetration but the number of Internet users in Turkey composes more than 90% of the total users in EU candidates.

Demographic characteristics of Turkish people in terms of computer and Internet usage are listed in the Table according to the data taken from Turkish Statistical Institute (TUIK, 2008).

Table 4. Turkey Internet and Computer Usage by Age Groups and Gender

Age group	Computer Usage Percentages			Internet Usage Percentages		
	Total	Female	Male	Total	Female	Male
16 - 24	58.3	49.2	68.4	55.0	45.4	65.6
25 - 34	43.4	31.7	54.8	41.1	30.1	51.8
35 - 44	30.4	20.9	39.8	27.9	20.1	35.6
45 - 54	20.0	12.3	27.5	18.9	11.5	26.1
55 - 64	6.9	2.1	11.8	6.5	1.9	11.2
65 - 74	1.6	0.7	2.6	1.4	0.7	2.2

(1) Source: TUİK, 2008

It is clearly seen that there is a close correlation between the computer usage and Internet usage. For many years, it was argued by the statistics institute that the growth of Internet was restricted by the low computer usage rates, and that was related to low income levels.

Turkey has a young population and Internet usage among those young age groups is very high. The gap between the percentage of females using the Internet and males using the Internet is narrowing in the last years, although there is still a significant difference. Interestingly, Internet and computer usage among senior citizens does not increase in parallel with the average usage percentages.

Table 5. Turkey Internet and Computer Usage by Education Levels and Gender

Education level	Computer Usage Percentages			Internet Usage Percentages		
	Total	Female	Male	Total	Female	Male
Literate without a diploma	2.7	1.4	6.9	2.2	1.1	6.2
Primary school	11.6	7.0	16.4	9.6	5.9	13.6
Secondary and vocational secondary school	44.2	39.0	48.0	40.8	35.9	44.3
High and vocational high school	67.2	61.6	71.3	64.0	58.2	68.3
Higher education	87.9	86.9	88.5	87.2	86.2	87.9

(1) Source: TUİK, 2008

The percentage of computer and Internet usage increases as the education level goes up. Also, the ratio of female users catches up with the ratio of male users as the education level goes up.

Table 6. Turkey Internet and Computer Usage by Employment Situation and Gender

	Computer Usage Percentages			Internet Usage Percentages		
Employment situation	Total	Female	Male	Total	Female	Male
In labor force						
Regular employee	61.4	71.2	58.2	58.6	68.0	55.6
Casual employee	16.0	12.3	16.9	13.1	10.5	13.7
Employer	70.0	59.0	71.5	66.3	48.8	68.6
Self-employed	25.0	19.5	25.5	21.7	18.4	22.0
Unpaid family worker	13.7	6.9	30.1	12.3	5.8	28.0
Self-employed	49.9	59.6	43.5	47.8	57.1	41.7
Not in Labor Force						
Housework	11.0	11.0	15.8	10.0	9.9	13.9
Retired	13.5	18.0	12.2	12.6	16.7	11.4
Student	86.1	82.4	89.4	82.2	77.9	86.2
Not want to work	30.8	32.0	28.9	28.3	32.9	20.2
Disabled	4.4	2.1	6.7	5.4	3.2	7.6
Other	12.5	4.5	19.3	11.0	4.5	16.6

(1) Survey implementation period: April 17- 30, 2008
(2) Source: TUİK, 2008

In the report of TUIK (2008), it is stated that 24.47% of the households in Turkey have access to the Internet. 29.6% of the households claim that they don't feel the need to connect to the Internet. The most common type of Internet access is ADSL with 82.1% share. This ratio increased dramatically over the last 4 years.

TUIK (2008) reports that among 34.3% of people who accessed Internet in the last 3 months, 62.4% of them reach Internet every day. In the same period, 61.6% accessed Internet from home, 37.6% from work, and 21.8% of them from an Internet café.

Table 7. Turkey Internet Usage Purposes

Purposes	Turkey	Urban	Rural
Reading or downloading online newspapers / news magazines	76.0	76.9	72.1
Sending / receiving e-mails	74.0	75.1	69.4
Use of instant messaging	69.7	69.1	72.1
Downloading and/or listening to music (other than via web radio)	65.2	64.7	67.6
Video calls (via webcam) over the Internet	45.5	46.0	43.5
Seeking health-related information (e.g. injury, disease, nutrition, improving health, etc.)	45.1	46.3	39.9
Finding information about goods or services	43.9	45.7	35.8
Listening to web radios / watching web television	31.9	31.0	35.9
Consulting the Internet with the purpose of learning	31.0	31.0	30.9
Looking for information about education, training or course offers	25.5	25.5	25.5
Posting messages to chat sites, newsgroups or on-line discussion forum	24.4	25.4	19.9
Playing networked games with others	24.1	24.4	22.7
Downloading and/or watching movies, short films or video files (other than via web TV)	23.7	23.6	24.3
Downloading computer or video games or their updates	23.7	23.5	24.4
Using services related to travel and accommodation	23.6	25.7	14.2
Telephoning over the Internet	21.3	22.7	14.9
Downloading software (other than games software)	17.6	18.2	14.8
Internet Banking	15.4	17.0	8.4
Looking for a job or sending a job application	12.5	13.0	10.1
Uploading self-created content (text, images, photos, videos, music etc.) to any website to be shared	12.1	12.6	9.9
Uploading self-created content (text, images, photos, videos, music etc.) to any website to be shared	8.3	9.0	5.4
Using peer-to-peer file sharing for exchanging movies, music, video files	8.0	8.3	6.9
Reading weblogs or blogs	4.9	5.3	3.0
Downloading voice and image files by using podcast services	4.7	5.1	2.6
Selling goods or services (e.g. via auctions)	3.9	4.2	2.6
Creating or maintaining own weblog or blog	3.9	4.4	1.7
Using browser based news feeds (e.g. RSS) for reading new content on websites	3.7	4.1	2.1
Other information search and on-line services	1.8	1.6	2.6

(1) ICT Usage in Households and by Individuals January-March, 2008
(2) Source: TUİK

According to the 2008 data of TUIK, in Turkey the Internet is used mostly for reading online newspapers. 76% of Internet users use Internet to read online newspapers. This fact is true for both rural and urban Internet users.

The highest ratio of Internet usage is among 16-24 age groups. 25-34 age groups follow that. Among those who used Internet during January-March 2008, 76% used it for reading online newspapers or magazines, 74% for e-mailing, 69.75 for instant messaging, 65.2% for downloading music.

Table 8. Most Popular Printed and Online Newspapers

	Most Selling Printed Newspapers (1)	Most Visited Online Newspapers (2)
1	Zaman	Milliyet.com.tr
2	Posta	Hurriyet.com.tr
3	Hürriyet	Haberturk.com
4	Sabah	Sabah.com.tr
5	HaberTürk	Gazetevatan.com
6	Pas Fotomaç	Zaman.com.tr
7	Fanatik	Radikal.com.tr
8	Milliyet	Aksam.com.tr
9	Vatan	
10	Akşam	

(1) Source: Turkuvaz Dağıtım, Yay-Sat
(2) Source: Google Ad Planner Tool

The Purposes of the Thesis

1) Discovering the demographic profile of Turkish online newspaper readers.

2) Determining online newspaper reading frequency of Internet users.

3) Discovering the relation between frequency of online newspaper readership and Internet usage experience.

4) Determining the preference level of online newspapers over printed newspapers.

5) Measuring the awareness levels of online newspaper brands of Turkish Internet users.

6) Investigating the attributes that readers give importance in an online newspaper.

7) Segmenting Turkish newspaper readers based on their interest levels on different news types and analyzing demographic structure of those segments.

8) Investigating Turkish readers' satisfaction from and loyalty towards online newspapers.

9) Discovering the relation between online newspaper readership and familiarity with online newspapers, reader loyalty, usability of newspaper web site, reputation of newspaper, and satisfaction from online newspapers.

10) Examining the relation between satisfaction from and loyalty towards online newspapers.

11) Investigating the approach of Turkish online newspaper readers towards online promotions.

12) Discovering the attitude of Turkish online newspaper readers towards paid online newspaper subscription.

Research Questions

There is research questions used to comprehend the purposes of the thesis.

1) Is there a difference between males and females in regular online newspaper reading habits?

2) What is the level of online newspaper readership in Turkey?

3) Do aged readers prefer printed newspapers over online newspapers?

4) Do aged readers follow health news more than younger readers?

5) Is the order of preference on printed newspapers the same with order of preference of online newspapers?

6) Do regular newspaper readers prefer online newspapers over printed newspapers?

7) Does Internet experience of a user have an impact on online newspaper readership behavior?

8) Does Internet experience have an impact on preference of online newspapers over printed newspapers?

9) Does education level of readers have an impact on regularity of online newspapers reading?

10) What is the main content type sought in an online newspaper?

11) How sensitive are Internet users on ad-content separation in online newspapers?

12) Are satisfied readers more loyal than unsatisfied readers? Does it show in case of a promotion from competition?

13) Are promotions an effective way of increasing online reader numbers.

14) What is the attitude of Turkish newspaper readers towards paid content/subscription?

15) Are Internet users aware of online newspaper brands and what are the most popular online newspapers?

16) Does usability of newspaper web sites affect online newspaper readership and loyalty to online newspaper?

17) What are the main reader segments in terms of their news type preferences? How is their demographic profile?

18) What are the readers' expectations about attributes of online newspapers?

19) Are newspaper websites satisfactory in general? Does it affect loyalty towards online newspapers?

20) What are the main factors a visitor evaluates an online newspaper's web site on? Does it have any relation with the type of content they are interested with?

21) How does familiarity with online newspapers, reader loyalty, reputation of newspaper, satisfaction from online newspaper, and online newspaper readership are associated with each other?

Within the scope of this thesis, a literature survey is conducted, employing an extensive online and offline review of related books and industry journals. As well, data on Internet usage in Turkey and global newspaper readership are presented. Subsequently, an online questionnaire is prepared and conducted. Descriptive analyses, factor analyses, cluster analyses and regression analyses are conducted for empirically evaluating proposed theoretical framework by using the collected data.

The thesis is composed of the following chapters. Chapter 1 introduces the main concept behind this research, points out main purposes and main contributions we would like to generate. Chapter 2 reviews the literature on newspaper readership and online journalism. Chapter 3 introduces the hypotheses of the study and research questions. Chapter 4 presents the research methodology of this study, preparation, and conduction of the questionnaire, and data analysis approach. Chapter 5 includes descriptive, and

multivariate analyses, and the findings with the results of the analyses. Finally, Chapter

6 shares the conclusions, implications for researchers and practitioners, and also

limitations of the study.

CHAPTER 2

LITERATURE REVIEW

In this chapter the development of the use of online journalism is introduced following a

literature order of information on online journalism and online newspapers. Following

the literature on online newspapers important constructs effecting online newspaper

readership is introduced and literature review of content, technical differences, reach,

influence and recall. The differences between the printed newspapers and their online

versions will be stated. Additionally the business concerns on online newspapers and the

ethical problems related to online journalism is summarized.

Online Journalism

According to the Newspapers Industry Profile 2008 report for newspaper usage, the

revenue for European newspapers (i.e. Newspapers in European countries: Belgium, the

Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway,

Poland, Russia, Spain, Sweden and the UK) market was $28.3 billion in 2007. This data

revealed that compound annual growth rate (CAGR) was 0% between years 2003-2007,

suggesting that the industry didn't grow at all during that period of time.

It is foreseen that newspaper market growth rate will stay almost the same until

2012, consequently; the market value is projected to increase only $0.3 billion until the

end of 2012.

There are three main reasons why people follow news (Flavian and Guerra, 2006):

1) Search for specific information

2) Search for updated news

3) Leisure-entertainment

Boczkowski (2002), states that the most significant contribution of online newspapers to journalism is the increase in interactivity between the producers of the content and the readers. Although Boczkowski also states that there is not enough number of researches that proves the significance of the effect of online newspapers on interactivity, he argues that the technical improvements allow the readers to get more involved to the creation of the news that in some cases the readers can directly create the content themselves. Bardoel and Deuze (2001) support the idea that online journalism is different from the conventional methods of journalism. The authors argue that online journalism is different from the traditional way of making news due to the following effects of Internet on journalism:

1) Making the journalists more effective in establishing a more democratic environment,

2) Offering journalists new ways of communication and information gathering,

3) Creating a new way of journalism, online journalism (Bardoel & Deuze, 2001).

Bardoel and Deuze (2001) also count four technical functions of Internet that contributes to the new way of making journalism:

1) Interactivity,

2) Customization of content,

3) Hypertextuality,

4. Multimediality (Bardoel and Deuze, 2001).

Massey (2000) counts four aspects of interactivity that online newspapers offer to their readers:

1) Complexity of choice offered to users,

2) Responsiveness to the user,

3) Facilitation of interpersonal communication,

4) Ease of adding information to the system.

Interactivity is counted as a critical success factor for online newspapers by some authors. For instance, Trench and Quinn (2003) found that the online newspapers in Ireland that use the interactive features of online journalism are more successful in reaching more readers and making their content read more frequently. Schultz, T. (2000) argues that the lack of interactivity of the mass media is compensated in online journalism by the help of the interactive tools that the Internet offers. According to Schultz (2000) the most significant tools are online forums and e-mail to journalists.

Online Newspapers

Stagnation in market growth of printed newspapers might be argued to be due to a strong substitute that became available in another medium, namely, the Internet. This substitution, however, is not simply a result of a reader shift from printed newspapers to online newspapers. Conboy and Steel (2008) argues that online newspapers may seem to

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be rival for printed newspapers but they may also be necessary supplements for the continuation of the usage and popularity of printed newspapers.

The emergence of the Internet and wide usage of that new technology changed the way goods and services are distributed. The Internet even challenged some traditional business procedures and activities (Forrester Research, 2004; Cheong and Park, 2005).

The expansion of the Internet and e-commerce related to it, forced some changes in the business-customer relations. Newspaper publishers are one of the most infected industries. With the growing usage of the Internet, online newspapers and online news websites emerged and that changed the industry dramatically.

There are scholars who predict that an electronic medium will be a serious alternative to the conventional communication media. For instance, Cai (2003) claims that computer may replace printed media, while Ferguson and Perse (2000) posit that computer may replace TV. In the same manner, Tenopir and King (2002) suggest that e-journals will replace printed journals and finally, Dimmick et al. (2000) claim that e-mail is a viable alternative to conventional telephone in many ways.

In 2007, online newspapers attracted an average of 60 million unique visitors each month. Compared to 56.4 million in 2006, there is an increase in unique visitor numbers. 39% of all active Internet users visited websites run by newspapers with average of 4 minutes per visit during the last quarter of 2007. Monthly average page impressions reached 3 billion, up 7.3% with respect to the same period in 2006. (Nielsen Online & Newspaper Association of America, Published in Circulation Management, 2008)

According to a research in Australia, even back in 2004, newspaper websites were visited by 25 % of the online population once a week, while the best selling newspaper of Australia, The Telegraph was read by 14% of offline respondents. (Reed Business Information, 2004)

According to Jupiter Research, a research company focused on online medium, 42% of European Internet users reach news online. Nordic countries were high on this list, for example in Sweden 66% of citizens read online news, while in the UK it was 43% and in Italy the ratio is just 26%. (Jupiter Research, 2008)

Pew Research Center for the People and the Press announced back in 2000 that one of the three American citizens has visited an online newspaper. Harris Interactive stated that 80% of US Internet users followed news online in 2004. Among those news websites, 45% were owned and operated by print newspaper companies. In a survey by Online Publishers Association conducted in 2004, 88% of the attendants declared that they prefer to follow news online.

Sales volumes of printed newspapers are in decline and editors are trying to embrace the new technologies to survive. A prestigious English newspaper The Guardian is a successful example. The Guardian website served 153 million pages to 16 million unique users in January 2007. The Guardian was among the first newspapers to open a website and they have a steadily growing online reader base. Annual growth of that base was 15% during 2006. (MediaTel Insight, UK National Newspapers Executive Report, April 2007)

The Internet for sure brought a revolution to the hundreds years old print newspaper business. Readers reach information faster and easier. This change caused

boost in the number of newspapers. Presence of more than 4,200 digital newspapers worldwide in 2005 appears to be a good indicator of that boost. (Editor & Publisher, 2004; World Newspapers Online, 2005).

Online news sites and online newspapers are among the top content types in the Internet (Consoli, 1997; Levins, 1998; Newspaper Association of America, 2003; Nielsen, 2003). The statistical bureau of Turkey, TUIK (2008) announced that visiting online newspaper websites is the top online activity in Turkey. Turkey is leading in usage but the rest of the world is not much different. According to Kaye and Johnson (2004) the main purpose of people going online is to be able to follow up most recent news and also being able to reach information in a timelier manner. AIMC has a report indicating the same behavior (as cited in Flavian, 2008, p.33).

Lombardi (2006) declares that the Internet is the main news source for people at work. At home, the Internet is the second most popular news source. Similarly, Pew Internet (2006) announces that the Internet is the primary source of news for 50 million Americans. This increase may have caused a decrease in the printed newspaper circulations (Greenslade, 2006; Shin, 2005).

The emergence of the Internet also changed people's motivations for reading news and also their behavior (Dimmick et al., 2004; Hujanen and Pietikainen, 2004; Jansen et al., 2005). So it can be said that, it is an expected behavior for an information seeker to go online, rather than doing an offline research, since quick search is an attribute of the Internet (Brown, 2000). Kulviwat et al. (2004) foresee that in their article titled "Determinants of online information search"

Differences between Printed Newspapers and Online Versions

When a new genre, online journalism, became prevalent the academic interest discovered a duality of coexisting online and offline journalism. Scholars like Deleersnyder et al. (2002), Ghosh (1998), Frazier (1999), and Gilbert (2001) argued that this duality causes cannibalization, which means that online and offline journalism cause harm to each other. They also argued that the quality of print will have to compromise and that will be dangerous for the journalism. However, there is very limited literature on the views of readers (Black et al., 2002). Waal et al. (2005) suggest that online versions of printed newspapers are substitutes not compliments for the printed versions. Waal et al.'s study in Netherlands shows that there is a negative correlation between the use of online newspapers and reading the printed versions. Similarly, there is a negative correlation between the time spent on online newspapers and the time spent on reading the printed versions. There are some researches where attitudes and preferences of users on the cases where both online and offline mediums are used together were examined (Richard and Chandra, 2005; Chang et al., 2005; Weinberg and Diehl, 2004; Mattila et al., 2003; Dans, 2000). Some of these researches were on online and offline shopping usage, some were on online and offline bank branch usage.

Liu (2005) suggest that searching for specific information on the Internet is much easier than offline. Users who are eager to follow news real-time will also go online (Rathmann, 2002). Referring to Flavian and Guerra, (2008) first two reasons (i.e. search for specific information and search for updated news) for people following news are possible in online newspapers since searching for specific information is technically available and faster online.

Online newspapers share many characteristics of printed newspapers, however, they have certain advantages like having unlimited room for written and pictorial material, availability for news search and actualization of news consumption not on a daily basis but on demand basis. Newspapers Industry Profile: Europe, 2008 report also points out technical advantages of electronic content on printed content. For instance, Internet based systems make it possible to update presented information rapidly, and even supports real time updates for breaking news.

Other differences between online newspapers and printed newspapers are the reach, influence and recall features.

Some authors argue that the use of online newspapers increase the level of reach by the readers. For instance, Chyi and Sylvie (2001) point that the online versions of local newspapers allow locally printed media to extend their influence distance. The research made by the Chyi and Sylvie shows that one third of the readers of the online versions of local newspapers in the U.S. is from long distance. Chyi and Lasorsa's (2002) research made in Austin, Texas shows that the online readership of newspapers (both local and national) was weaker than the readership of printed versions even among the Internet users. However, there are studies that reject the claim that online newspapers increase the reach to the content significantly. Hoffman (2006) rejects the claim that the content of online newspapers is more mobilized comparing to the printed versions. The study of Hoffman which examines the content in the U.S. newspapers show that no significant difference is observed in the frequency of mobilized information in printed newspapers and the online versions of the newspapers.

Some authors claim that online newspapers increased the influence of the news for many readers and therefore, the impact of media on agenda-setting was also increased. Singer (2003) states that the first intensive use of online journalism in the political news was during the U.S. election of 2000; the printed newspapers recognized the importance of immediate and interactive information flow during the presidential campaigns and the journalists normalized their web usage. Schönbach and Waal (2005) found that the function of online newspapers on widening the perception of the political agenda is more effective on the highest educated group of the population while the printed newspapers are more effective on the lesser educated groups. This difference is associated by the authors to the correlation between Internet literacy and the level of education. Sparks (2003) found in her study covering the newspapers (both online and printed versions) in the UK that the effect of online newspapers is more significant for the 'quality' newspapers while the online versions of 'tabloid' newspapers have lesser effect on the perception of the readers.

However there are authors that claim that the effectiveness of printed media in terms of influencing the readers is still higher. For instance, Tezvksbury and Althaus (2000) found in their study examining the acknowledgement and recall of the readers of the New York Times that the readers of the online version read fewer news and articles than the readers of the printed newspaper and the online readers are less likely to recall what they have read. Eveland et al. (2002) states that their study which examines the reading habits of American readers shows that the recall ability of the readers of printed newspapers is higher than the readers of the online versions of the newspapers. The results of the study also indicate that TV has a higher recall rating comparing to online

newspapers too. However, the authors state that the highest recall ratings are observed when TV, printed newspapers and the online versions of the newspapers are used together. Althaus and Tewksbury (2002) also argues that there is a difference between the readers of the printed version of the newspaper and the online version in terms of perceiving the political issues covered in the newspaper. The main finding of the study is that the agenda setting function of printed newspapers is found to be higher in printed newspapers. Haenens, et al. (2004), on the other hand, found in their study in Netherlands that there is no significant evidence that the readers of online and printed newspapers consume the content in different ways.

<div align="center">Business Concerns</div>

While the market share of the online newspapers is increasing steadily against print newspapers, the financial structure of that new medium is not clear. There are no empirical findings that an online newspaper will be a financially viable investment (Sääksjärvi and Santonen, 2003). In the Internet, the biggest issue is revenue generating and it is hard to charge for the services, since online newspapers are a form of experience good, not tangible goods.

Despite the dramatic increase of the online newspapers, monetization of the content is still a serious problem. The literature on the role of business concerns on online newspapers and online journalism generally focuses on the revenue sources of online media.

The literature on revenue sources of online newspapers generally states that the revenue sources of online media do not provide enough money. For instance, Ihlström

and Palmer (2002) point the difficulty of monetizing the content and the multimedia services offered by online newspapers. The research of Ihlström and Palmer (2002) which examines the views of Swedish online newspaper editors shows that the revenue models for online newspapers can rely on personalized content, archives and advertisements embedded in the content; however it is also stated that the readers are not willing to pay more for personalized content or extra multimedia features. Kopper et al. (2000) states that the best revenue model for online newspapers can rely on advertisements. Kopper et al. (2000) states that the revenues derived from advertising grew 650 % in the first years of the use of online advertising (between 1998 and 1999). Ihlström et al. (2002) suggest that the current business model of the combination of printed and online newspapers lacks in providing revenue due to the fact that no significant revenue source exists for online newspapers. The study of Ihlström et al. which examines the revenue models of Swedish newspapers show that most of the editors see the online versions as tools for reaching new audience and promoting the printed versions; however the incapability of gaining significant revenue from online advertisement is still a problem.

Advertisements in online newspapers, the conventional revenue source of newspapers are not successful (Krueger et al., 2004). They support their case by indicating that despite the increasing number of online newspapers, no significant profit has been made in the industry. That is why, almost all of the online news sites are supported by offline mediums' revenues.

Krueger et al. (2004) state that online newspapers are not generating profit or revenue but they are kept alive and invested on as a branding or reputation element. In

the survey, newspaper managers reported that they don't believe that the Internet will be as big as TV nor radio but they work in generating offline sales of newspapers.

Ethical Problems

Since the rise of online newspapers and online journalism, new ethical problem have also occurred. Deuze and Yeshua (2001) argue that the existing ethical codes of journalism are created for traditional journalism and they do not fit the ethical issues of online journalism such as the use of interactive ads embedded in the content, the use of hyperlinks and the accuracy of online sources.

The dependency of online newspapers to the traditional conglomerates is stated as another problem by some authors. In terms of independency, the general approach is that despite online newspapers seem more independent than traditional media; studies generally show that there is no significant difference. For instance, Cohen (2002) argues that the traditional media conglomerates are still the dominant force behind the content of the news since most of the important online news sources are also owned by traditional media owners. According to Cohen, this is the reason why the content in the online newspapers is not different from the printed newspapers.

Another problem here is stated by some authors as the closed structure of online newspapers that belong to traditional media conglomerates. For example, Dimitrova et al. (2003) states that her study examining 15 U.S. newspapers shows that the newspapers use hyperlinks not to provide additional information on the subject by using external sources but as gate keeping tools since the newspapers do not want to direct the readers to external content. The study also argues that the newspapers do not use multimedia

tools effectively due to the same reason. Matheson (2004) examines the weblog of the Guardian and argues that newspapers use their online content as gate keeping tools as in the case of Guardian's weblog which generally does not give hyperlinks to external content.

In order to solve these ethical problems, some authors suggest changes in the education of journalists. Deuze, et al. (2004) and also state that their research made in Belgium, Germany and Netherlans shows that the education of online journalism approaches to the issue as if it is only a technological change but the authors argue that the practices of online journalism cannot be built on the theories on traditional journalism but it requires a new approach that can conceptualize the original aspects of online journalism in a theoretical framework. Deuze (2004) also supports that the focus in online journalism education should emphasize more on the content and ethics rather than technological issues.

CHAPTER 3

THEORETICAL MODEL AND HYPOTHESES

Theoretical model in this thesis was adapted from Technology Acceptance Model (TAM) (Bagozzi et al., 1992; Davis et al., 1989; Mathieson, 1991) and from the model suggested for Factors Affecting the Reading of Digital Newspapers (Flavia´n and Gurrea, 2007) with some minor modifications and some particular changes specifically based on the theoretical literature on electronic newspaper readership.

Technology Acceptance Model posits a general system of causal relationships which can be narrowed down depending on the specific subject that is being studied. It was usually revised and fit to different types of research by three main approaches. These approaches were to introduce factors from other models which are related to TAM, adding some other belief factors and adding alternative moderators for perceived usefulness and perceived ease of use factors (Wixom and Todd, 2005).

Technology Acceptance Model (TAM) has been used frequently in research involving consumer behavior and studies of adoption of new strategies (e.g. Shih, 2004; Vijayasarathy, 2004).
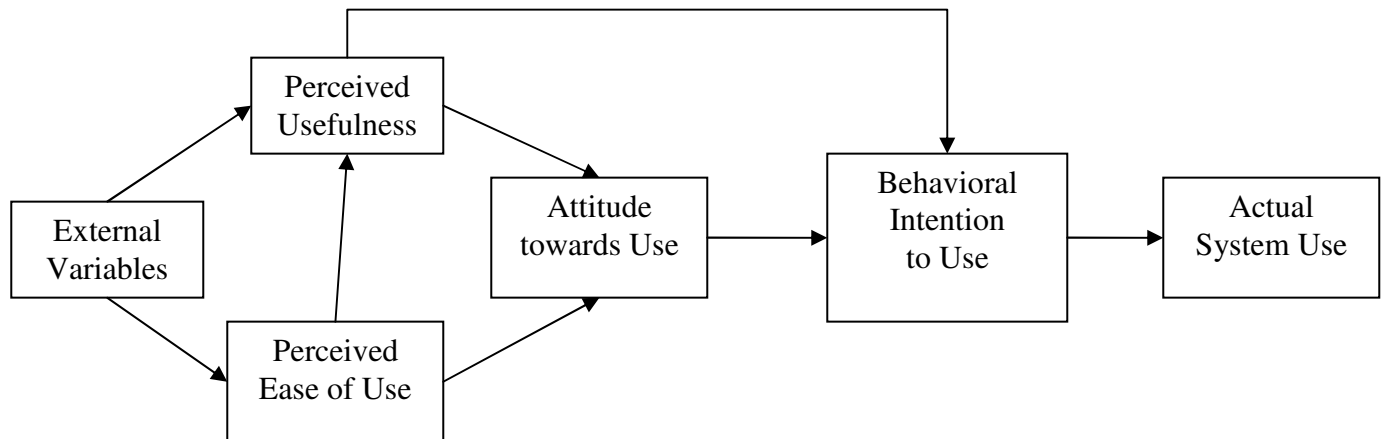
Figure 1. Technology Acceptance Model

       In TAM, Perceived Usefulness is "subjective probability that using a specific application system will increase his or her job performance within an organizational context". Perceived Usefulness is influenced by Perceived Ease of Use both of which effects Attitudes towards Use. "Perceived Usefulness" variable and "Attitudes towards Use" variable influence "Behavioral Intention to Use" variable, which is causally associated with Actual System Use (Mathieson, 1991).

       The model for Factors Affecting the Reading of Digital Newspapers is adapted from TAM and it included some valuable insights to online newspaper readership where the outcome that was investigated was the actual reading behavior. In that model, usability, reputation, trust, privacy and familiarity was determined to directly influence reading of digital newspapers (Flavia´n and Gurrea, 2007).

       The conceptual framework presented in this thesis posits that there are five antecedent factors that influence online newspaper readership. Those factors are usability, familiarity, reputation, satisfaction, and loyalty. In the proposed model loyalty

factor receives a mediating role between other factors and actual online newspaper readership where other factors (i.e. usability, familiarity, reputation, and satisfaction) are directly associated with loyalty. Furthermore, experience level of the online newspaper reader plays a moderating role in the relation between satisfaction and loyalty. In other words, the effect of satisfaction on loyalty is proposed to be dependent on how experienced the user is. It is proposed that there is a two way causal relation between loyalty and newspaper reading.

Theoretically, concern for privacy appears to be another issue relevant to online newspaper readership (Flavia´n and Gurrea, 2007). However, it is an irrelevant construct in the context of this research since almost none of the online newspapers presented in this research included features that would make the privacy characteristics important for the users. In other words, quality of privacy wouldn't be a concern of Turkish online newspaper users since the online newspaper websites do not own a system of mandatory membership that involves highly confidential data. That's why, although it might be a relevant influential factor for online newspaper readership, privacy construct was left out in this research.

Hypotheses

Hypothesis 1: Online newspaper reading is related to Internet usage experience.

Hypothesis 2: Online newspaper preference over printed newspapers is related to Internet usage experience.

Hypothesis 3: There is a difference between males and females in terms of reading online newspapers regularly.

Hypothesis 4: There is a difference between males and females in terms of preferring online newspapers over printed newspapers.

Hypothesis 5: Experienced Internet users prefer online newspapers over printed newspapers when compared to less experienced Internet users.

Hypothesis 6: Internet users with high education level follow online newspapers more than users with lower education level.

Hypothesis 7: There is a difference among age groups in terms of news type that they read.

Hypothesis 8: Aged readers follow health news closer than younger readers.

Hypothesis 9: Aged readers prefer printed newspapers over online newspapers.

Hypothesis 10: Turkish newspaper readers' attitudes toward paid content/subscription are not positive.

Hypothesis 11: Online newspaper readers can be segmented based on the level of importance they attach to various content types.

Hypothesis 12: Online newspaper readers can be segmented based on the level of importance they attach to various online newspaper attributes.

Hypothesis 13: There is a relationship between reputation of the most preferred online newspaper website and frequency to read online newspapers.

Hypothesis 14: There is a relationship between usability of the online newspaper website and frequency to read online newspapers.

Hypothesis 15: There is a relationship between usability of online newspaper website and loyalty to preferred online newspaper.

Hypothesis 16: There is a relationship between satisfaction from online newspapers in general and loyalty to online newspapers.

Hypothesis 17: There is a relationship between satisfaction from preferred online newspaper website and loyalty to online newspaper readership.

Hypothesis 18: There is a positive relationship between readers' satisfaction from and loyalty towards their most preferred online newspapers.

Hypothesis 19: There is a relationship between loyalty to online newspapers in general and actual online newspaper readership.

Hypothesis 20: There is a relationship between loyalty to the preferred online newspaper and online newspaper readership.

Hypothesis 21: There is a relationship between loyalty to an online newspaper and impact of promotions that online newspapers offer to its readers.

Hypothesis 22: Satisfaction from online newspaper is determined by web site credibility and web site ambience factors.

Hypothesis 23: There is a significant difference between three news type reader groups (main-news, fancy-news, and topical-news readers) in terms of the five factors (credibility & novelty, visuality & design, expertise & uniqueness, recentness & reliability, assortment & popularity) that they find important in an online newspaper.

Hypothesis 24: There is a significant difference between three news type reader groups (main-news, fancy-news, and topical-news readers) in terms of the two factors (Web Site Reliability & Practicality and Web Site Ambiance) that they use to evaluate their most preferred online newspaper web site.

CHAPTER 4

RESEARCH METHODOLOGY

This chapter describes the methodology followed during this study. In this part, preparation of the questionnaire, the data collection method, the scales, variables and constructs, and data analysis techniques will be covered.

Preparation of the Questionnaire

The subject is a niche one, so a new questionnaire for that purpose was constructed. However, established scales were also used while examining loyalty towards, commitment to, awareness about and satisfaction from online newspapers.

An online survey was conducted to collect primary data. Questionnaire on reputation, awareness and loyalty in online newspapers include various items measuring Internet usage behaviors, online newspaper familiarity, loyalty, reputation, usability, and satisfaction. Furthermore, there are some demographic questions. Upcoming paragraphs explain the questionnaire and its items in detail.

The Method and Procedure of Data Collection

This research area is not investigated in detail previously; therefore, there is no credible data source about online newspapers and online newspaper readership in Turkey. Therefore, collecting primary data for the sake of this research was necessary. Data type of this study is primary and it is collected via an online survey.

The subject and the purpose of the research have been stated at the introductory note in the opening page of the questionnaire. A structured questionnaire is used in this survey. It was a structured questionnaire because the same survey was applied to all respondents.

The survey was conducted online. In the past, the validity and reliability of online surveys was questioned due to the age, gender and education inequality among population and Internet users. Internet usage was associated with young males using the Internet. This gap has recently declined as females and males of all ages are using the Internet more intensely. (TUIK, 2008)

The questionnaire was distributed initially to online communities and online social networks like twitter, friendfeed, facebook and online mail groups by using author's personal network. A link to the online questionnaire was embedded to the e-mails and messages sent to the Internet. An invitation e-mail was sent to groups and individuals asking for their participation and sharing the link of the survey with the people who would like to contribute. Therefore, the sampling method for this questionnaire was "snowball sampling". Snowball sampling is a sampling technique where study subjects and researcher recruit potential subjects among their acquaintances. Thus the sample group grows like a rolling snowball. (Goodman, 1961)

The survey was created and distributed from an online survey site: freeonlinesurveys.com. Freeonlinesurveys.com was chosen out of three possible systems for online surveys: using Google Docs, using surveymonkey.com, and using freeonlinesurveys.com. Google Docs Forms is a free tool but it is not elastic enough to handle some question types in the survey. Surveymonkey.com is a fee based service and

it was not elastic enough with the template. Freeonlinesurveys.com is also a fee based service with a special price for education purposes and it is elastic enough to meet the requirements of the survey.

<div align="center">The Variables and Constructs</div>

The questions in the survey can be mainly grouped in four parts:

(1) Demographic characteristics of the participants.

(2) Online and offline newspaper readership patterns of the participants.

(3) Importance levels of newspaper elements and attributes, and news types.

(4) Participants' awareness, satisfaction, loyalty, reputation, and usability perceptions about the online newspapers.

<div align="center">Part 1: Demographic Questions</div>

A part of the survey questions aimed to gather demographic information about the participants. Items in that section asked the gender, education level, age, income level and Internet usage experience of the participant.

- Age range

- Gender

- Education level

- Income

- Internet usage experience

The main purpose of collecting demographic data is to analyze differences among demographic groups in terms of online newspaper readership.

Another aim of asking age, income, education and gender is to decide if the survey sample matches Turkish Internet user profile defined by TUIK.

An item about experience in Internet usage was developed which will be used in testing the moderating effect of experience on the causal relation between satisfaction and loyalty. Another aim of asking Internet usage history is to assess the familiarity and knowledge of the participant about the Internet.

<u>Part 2: Newspaper Readership Questions</u>

Second part of the questionnaire is composed of questions that are related to the online and offline newspaper readership of the participants. These questions provide data for the dependent variable(s). This part of the survey also seeks to collect data on sections of newspapers that attract attention the most.

Questions in this part of the survey are:

- I read online newspapers regularly.

- I would prefer reading online newspapers to reading printed newspapers.

- How much do you know about the stated newspaper websites?

- How often do you follow news on the following categories?

- Which printed newspaper brands do you usually read?

An item asking about the regular newspaper readership was generated for this survey which will be used to measure online newspaper readership (i.e. the dependent

variable in the proposed conceptual model). The responses for that item were rated on a 5-point Likert scale ranging from "1 - completely disagree" to "5 - completely agree".

Another item was generated that asked about the preference on printed versions of newspapers. In this item the participants are allowed to pick the names of printed newspapers. Pre-selected, top-selling newspapers are listed (Akşam, Cumhuriyet, Haber Türk, Hürriyet, Milliyet, Posta, Radikal, Sabah, Takvim, Vatan, Zaman) and also "other" option is available to write down any other newspaper name.

Another item for measuring online newspaper readership was created which asked respondents about their preference on online newspaper readership over printed newspapers. Responses were in 5-point Likert scale ranging from "1 - completely disagree" to "5 - completely agree".

A familiarity item was developed regarding how familiar the participants are to the websites of newspapers that are listed in the response options. The responses were rated on a 6-point scale:

1 - I've never heard the name of that website

2 - I've heard but never visited

3 - I've visited

4 - I visit rarely

5 - I visit often

6 - This website is my homepage

In order to understand the frequency of reading different types of news (e.g. astrology, economy, weather, sports, finance, lifestyle, city guide) and preference on different types of news, an item was developed for which the response choices were ranging from "1- never" to "5- always" on a 5-point scale.

Astrology	Columns	Health
Economics	Art & Culture	Sport
Current issues	Celebrities	City guide
Weather	Stock exchange	Technology
Yellow pages	Politics	TV guide

An item was developed to measure the preferences of online newspaper readers on what kinds of characteristics they would desire in an online newspaper. Questions in that item mostly measured reputation and trust and one item measured usability on a 5-point scale ranging from "not important at all" to "very important". To exemplify; some statements were: "that it has many syndicated columnists", "that it is unbiased", "that it has a printed version of the newspaper", "that the commercials are easily differentiated from content".

Part 4: Awareness, Satisfaction, Loyalty, Reputation, and Usability Questions

This part is composed of questions that deal with the online newspaper readers' awareness about online newspaper brands.

In the following parts, there are questions related to usability perceptions of respondents, reputation, familiarity with, satisfaction from, and loyalty towards online newspapers. These questions were not listed in a sequence; they are randomly distributed in the questionnaire. All answers were collected on a 5-point scale.

An item including various statements about online newspaper readership was developed. Questions in that items measured brand awareness, satisfaction, and loyalty. Some questions were: "I see myself as an experiences online newspaper reader", "I don't think that there is a serious quality difference between different newspaper websites", and "I like to surf between different online newspaper websites". The questions were rated on a 5-point Likert scale ranging from "1-completely disagree" to "5-completely agree."

In another item, a scenario was given to the participants and they were asked to rate on a 5-point Likert scale, how much they agree with possible responses to the scenario that was given. The scenario was about a campaign of an online newspaper giving its readers some kind of gift. This item aimed measuring loyalty behaviors of newspaper readers.

In order to understand online newspaper preferences of participants, a question including eight different online newspapers was developed and they were asked to choose the newspaper site they visited most frequently. The item following the online newspaper preference was particularly about the characteristics of that online newspaper. That item included numerous items about the perceptions of the reader as to the reputation/trust of the online newspaper, satisfaction from the online newspaper, usability of the newspaper and loyalty to the newspaper.

Items in this section were derived from previous studies. The items with source information are indicated in the following parts.

<u>Awareness and Familiarity</u>

Creating awareness and a positive image of the brand in the minds of consumers is one of the most important issues for online marketers because it is the first step for any interaction between a company and its customers.

Familiarity is a result of people's experiences with the products or services (Luhmann, 1988) and it has a significant impact on decision making processes (Bettman and Park, 1980; Park and Lessing, 1981; Ratneshwar et al., 1987; Gefen and Straub, 2004). Alba and Hutchinson (1987) define familiarity as the amount of previous experiences with a product or service.

Familiarity is claimed to decrease uncertainty (Gefen, 2000) by generating a simplified image and that image is not attained by just using a product, but also by seeking related information and exposure to some communication like ads (Gursoy, 2001)

The awareness scale is adapted from Machleit et al. (1993) Brand Familiarity study. The original study was conducted in 1993 and a following study by Kent and Allen in 1994 used the same three items with 7-point scales for each one. These three items were adapted to online newspapers in general and the responses were collected on 5-point Likert scale for consistency throughout the survey.

- Are you familiar with newspaper sites in general?

- Are you experienced with newspaper sites in general?

40

- Are you knowledgeable about newspaper sites in general?

Satisfaction

User satisfaction is among the main criterion used to evaluate any information systems success and therefore, there is sufficient literature on satisfaction. (DeLone & McLean, 1992)

The most common definition of online satisfaction is the definition of Oliver (1997); "emotional reaction to an online service experience."

The relationship between satisfaction and loyalty is also a common research interest and many researchers confirm that relationship with empirical data (Cronin and Taylor, 1992). As a result, it can be stated that online satisfaction has an impact on online loyalty (Anderson and Srinivasan, 2003).

There is also an asymmetric relationship between loyalty and satisfaction and it is still not clear, but results of many studies confirm that loyalty also implies satisfaction (Oliver 1999).

There are many studies where the link between satisfaction and loyalty was tested using different moderating factors. Anderson and Srinivasan, (2003) used inertia as a moderating factor and realized that high inertia weakens the relationship between loyalty and satisfaction. Yang and Peterson (2004) and also Aydın and Özer (2005), measured the impact of switching cost on the satisfaction-loyalty link and reported that higher switching costs enforce higher loyalty for a given level of satisfaction. One of the moderating factors measured in the questionnaire is the experience level of users, since

Rodgers et al. (2005) report that experienced users' level of satisfaction is positively related to their loyalty.

To measure satisfaction levels, many items from many different studies were implemented in the survey.

Two items out of five in Martin and Stewart (2001) study were adapted to online newspapers. The original scale was going from "1-not at all" to "5-very".

- How favorable are newspaper web pages?

- How pleasing are newspaper web pages?

The scale developed by Cho et al. (2001) contains three general statements to measure the attitude toward the brand and only one of them was used in this survey and adapted to web sites. The original 5-point scale was preserved since it is the same with other items' scales.

- This site is satisfactory.

A scale used to measure attitude toward the company was modified to measure attitude toward the web site. The original scale as employed by Goldsmith et al. (2000) was using 7-point scale between good/bad, favorable/unfavorable, and satisfactory/unsatisfactory. All three items were switched from 7-point to 5-point Likert scale.

- My overall impression of this site is good.

- My overall impression of this site is favorable.

- My overall impression of this site is satisfactory.

Four out of six items from the original study of Chen et al. (1999) are used to measure satisfaction from the web site. The items are used in their original 5-point Likert scales.

- I would like to visit this website again in the future

- I'm satisfied with the service provided by this website

- I feel surfing this website is a good way for me to spend my time

- Compared with other websites, I would rate this one as best

Three more items are used to measure satisfaction. These items are derived from Westbrook & Oliver's study on satisfaction (1981). Three out of 12 items are selected. The original 5-point Likert scale is preserved.

- This newspaper website hasn't worked out as well as I thought it would

- This website did a poor job for me

- This website is frustrating

Loyalty

Attracting visitors to a website is a challenge. Building a positive image in the minds of those visitors and creating long term visitors is a bigger challenge than attraction.

Marketing researchers pointed out that creating loyalty in customers is vital for a sustainable and profitable organization (Kotler, 1994; Rossiter and Percy, 1987; Reichheld, 1993). It is also suggested that profitability is directly related to how long do customers stay and how much they spend (Kapferer, 1992). Kapferer (1992) claims that

loyalty is a result of the brand experience and it is the sum of all relationships between a company and its customers.

Loyalty generates value in the means of reduced marketing costs and increased ability to attain new customers. It also acts as a buffer against competitors (Aaker, 1991; Oliver, 1999). Loyal customers believe in the future of the company, so when a competitor arises, loyal customers tend to stay with their old company. Cox and Dale (2002) claim that loyalty may be considered to be the greatest competitive advantage since it is providing a long-term view of the future both to companies and its customers.

Loyalty, as a marketing concept, was introduced as a significant source of brand equity. People become loyal to a brand if they know that it is suitable to their needs and once they develop a positive image for that brand, they will get used to it (Kotler, 1994).

Jacoby and Kyner described brand loyalty as a psychological process "A biased behavioral response expressed over time by some decision-making unit with respect to one or more brands out of a set of such brands, and is a function of psychological processes" in 1973. Similarly, Jones and Sasser (1995) posit that "consumer loyalty is the feeling of attachment or union to the people, products or services of a company. These feelings are revealed in the actions of clients towards an organization." Keller (1993) defined it in a behavioral way "The favorable beliefs and attitudes for the brand that are manifested in repeat buying behavior". Dick and Basu (1994) suggested that loyalty is a relationship; "A relationship between the consumer's relative attitude toward a brand and repeat purchase".

Oliver (1999) names it customer loyalty and defines it as "A deeply held commitment to re-purchase or repatronize a preferred product/service consistently in the

future, thereby causing repetitive same-brand or same brand-set purchasing, despite circumstantial influences and marketing efforts that have the potential to cause switching behavior". Kincaid (2003) defines loyalty as a behavior "A behavior, built on positive experiences and value. This behavior is buying products, even when that may not appear to be the most rational decision". Srinivasan et al. (2002) adapted the term to the Internet era and called it e-loyalty when defining it as a "Favorable attitude toward an electronic business resulting in repeat buying behavior".

Definitions presented above show that, there are two main approaches in conceptualizing the term "loyalty" and there is an agreement that brand loyalty is both a behavioral and also an attitudinal thing (Day, 1969; Jacoby and Kyner, 1973; Dick and Basu, 1994). In other words, when we talk about brand loyalty, it means both a favorable attitude and also proneness to repeat purchases.

Online Loyalty

The concept of loyalty is also applied to the online medium. Srinivasan et al. (2002) names the concept of loyalty in any online medium as e-loyalty and describes it specifically as the favorable attitude toward an electronic business resulting in repeated visiting behavior. Reichheld and Schefter (2000) claim that online businesses should pursuit loyal visitors since those visitors tend to be the most profitable sources of income.

The Internet is characterized by growing competition and under these circumstances it is necessary not only to win new customers, but also to keep the existing ones and motivate them to repeat their consumption behaviors (Kam et al., 2004). This condition proves the relevance of the concept of loyalty in the Internet.

There are many academic studies about that relevance between loyalty and the Internet, like Lynch et al., 2001; Reichheld et al., 2000; Srinivasan et al., 2002; Reichheld and Schefter, 2000.

Schultz (2000) states that there is an evolution from the traditional product driven, marketer controlled loyalty concept towards a distribution driven, consumer controlled, and technology-facilitated loyalty concept.

In the context of online newspapers, which is not transactional at all, online loyalty can be defined as the customers' favorable attitude toward a website and their intention to revisit the site.

To learn about the loyalty levels of respondents, many different items from previous researches are adopted. One item is taken from Passive Loyalty study of Ganesh et al., (2000). The original study was composed of three items and 5-point Likert scale was used to collect data.

- If a competing newspaper site were to offer a better promotion on their services, I would switch.

All of three items from the Product Loyalty study of Campo et al., (2000) are used in the survey. 5-point Likert scale is preserved.

- I think of myself as a loyal reader of online newspapers.

- I would rather stick with a brand of newspaper I usually read than try something I am not sure of.

- I like to switch between different brands of online newspapers.

Four out of five items in Loyalty study of Zeithaml et al. (1996) are used in the survey and their 7-point scale is modified to 5-point Likert scale.

- I say positive things about this newspaper site to others.

- I encourage my friends and relatives to follow this newspaper site.

- Recommend this site to someone who seeks your advice.

- I consider this site as my first choice to read news.

One more item is taken from Brand Loyalty study of Putrevu and Lord (1994). There are three, 7-point Likert items in the original study but only one of them are taken and transformed into 5-point Likert scale.

- My overall opinion of the brand of product I presently use is very good.

Finally, two more items are included to calculate loyalty. Two out of three items in Brand Commitment study of Yoo et al., (2000) are used in their original 5-point Likert scale.

- I consider myself to be loyal to this site.

- This site would be my first choice.

Brand Equity

Items from four different studies are bundled to access brand equity scores of the respondents. First study is Brand Parity study of Batra & Sinha (2000). Two out of four items are borrowed and transformed from 7-point to 5-point Likert scale.

- All newspaper sites are basically the same in quality.

- I don't think that there are any significant differences among different newspaper sites in terms of quality.

Second study is Brand Distinctiveness study done by Yoo et al., (2000). Only one out of six items is used and the original 5-point Likert scale is preserved.

- I can quickly recall the symbol or logo of this site.

Third study is another Brand Equity study by famous academician Aaker (1991). Six out of twelve items are adapted to the survey and they are transformed from 7-point to 5-point Likert scales.

- The image of this site is the same as the other online newspapers.

- This site is the most popular brand in the category.

- The quality of the brand is superior to other brands.

- This site is most suitable to my needs.

- I won't mind paying a higher price for this brand.

- This website is my first choice for reading news.

Last study is again a Brand Equity study. One of four items from Yoo et al., (2000) is used in the survey in its original 5-point Likert scale.

- Even if another online newspaper has the same features as this site, I would prefer to follow this site.

Reputation and Trust

Reputation

Reputation is essentially the level of fairness and honesty (Doney and Cannon, 1997). It is shaped by the intentions behind it, rather than the actions of the companies. Guinalıu (2005) suggest that reputation comes from acting fair, and doing so for just being the right thing to do, not for a hidden purpose.

The literature is very limited in the area of reputation, and there Kollock (1999) is one of the rare researchers to examine the relationship between reputation and consumer behaviors.

Flavian and Gurrea (2008) suggest that there are two ways to create reputation: 1) as a result of word of mouth (Yamagishi and Yamagishi, 1994); 2) as a result of experience on the web site. The Internet technology enables both ways to occur.

If an online newspaper reader assigns a high reputation to an online newspaper, the risk associated with usage will be reduced. This rules hold for both printed and online digital edition (Flavian and Gurrea, 2008). That is why reputation and online newspaper readership are linked in the framework.

Trust

Trust is a result of general knowledge about the companies, assuring people that the company is predictable and it will deliver its promises (Flavian and Gurrea, 2008). Trust is a belief that the company will be fulfilling their promises (Gundlach and Murphy, 1993) and it is essential for long term relations with a company (Hunt and Morgan, 1994). As a definition, it is hard to differentiate trust from reputation.

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Trust is an old interest for the scholars and there is a large literature on it but the essence of the definition and functionality is hard to differentiate. If we apply it to the online newspapers, trust is the belief in the readers, that the newspaper website has the resources to realize its promises. Therefore, trust effects consumer behavior directly (Roy et al., 2001; Pavlou, 2002).

Lack of trust is the most prominent obstacle for online transactions (Jarvenpaa et al., 2000), but in this research we will not deal with product delivery, nor financial issues, so we omit that part of trust definition.

In the arena of online newspapers, since companies would like to have a long term relationship with readers, they have to invest in perceived trust. Since trust is an indicator in the selection of long term online newspaper, it is placed in our framework, but because of the high similarity, it is considered under reputation.

To measure reputation, many different studies are utilized. Five items out of nine in Company Reputation study of Anderson & Robertson (1995) are used after transforming from 7-point to 5-point scale.

- This company is reputable.

- This company is trustworthy.

- This company is a leader.

- This company is knowledgeable.

- This company is reliable.

Again, one of six items is used from Company Reputation study of Brown (1995). Items are originally in 7-point semantic scale and it's transformed to 5-point Likert scale for the online newspapers survey.

- Compared to other newspaper sites, how would you rate this website?

Last study used as a source for reputation items is the "Attitude toward the website" study done by Lynch et al., (2001). All of three items in the study are used in their original 5-point Likert scale.

- The site has a good reputation.

- The website is trustworthy.

- This website will keep its promises and commitments.

Usability

A first impression and perception is vey important for all businesses. It is vital if it is an online newspaper. There is a very deep academic literature on the website characteristics, ranging from easiness of navigation to aesthetics of the pages. The concept covering all these attributes and processes is called "usability". Usability is not just the artistry in the design and website managers should be cautious about it since a firm's desire for artistry may surpass the users' needs (Heldal et al., 2004)

Many different aspects of websites are considered under usability. For example the layout of the general setup (Spangenberg et al., 1996), colors used in the website (Crowley, 1993) even the background music (Milliman, 1986; Dube´ and Morin, 2000). These are all attributes that are proved to influence visitors' decisions.

Navigation, presentation, convenience, and ease of use of a site cause trustworthiness (Belanger, Hiller, and Smith, 2002). Bart et al. (2005), state that usability is especially important for websites with information content and newspaper websites fall in this group. A website with a good usability, meaning that with a nice appearance and understandable layout create positive feelings in the minds of visitors and it creates satisfaction (Bart et al., 2005).

Nielsen, (2000) as a prominent usability researcher claims that user experience starts even before visiting the site, relating it with reputation or familiarity. According to Heldal et al. (2004), a good design should meet visitors' expectations and enable information finding. Update frequency (Albert, Goes, & Gupta, 2004) and continuous innovation (Reichheld, Markey Jr, & Hopton, 2000) are also important aspects of usability.

Website usability is not an under served area in academic literature (Kim et al., 2003; Teo et al., 2003). In literature, usability is defined as an important aspect of satisfaction (Kim and Eom, 2002; Ranganathan and Ganapathy, 2002). That relation is proved with empirical studies.

Lastly, usability is listed as one of the elements in TAM as a factor influencing Attitude towards use (Davis, 1989; Straub et al., 1995; Hu et al., 2001). Empirical works confirm the influence of perceived usability on technology adoption (Venkatesh and Davis, 1996).

To measure usability, some items from previous researches are used. Five of six items from Chen & Wells' Attitude toward the website study (1999) are used. Their original scale was 5-point Likert and it was used as is.

- This website is fun.

- This website is exciting.

- This website is imaginative.

- This website is entertaining.

- This website is flashy.

One item from another scale from the same research is used:

- I feel comfortable in surfing the website.

Five of six items from Chen and Wells (1999) study on attitude toward the website study are used in 5-point Likert scale as it is.

- This website is informative.

- This website is knowledgeable.

- This website is resourceful.

- This website is useful.

- This website is helpful.

From the same study, all four of "organized" dimension items are used in their original 5-point Likert scale.

- This website is messy.

- This website is cumbersome.

- This website is confusing.

- This website is irritating.

All three items from Attitude toward the website study of Mathwick et al., (2001) are used. Answers are transformed from 7-point to 5-point Likert scale.

- The way this site displays news is attractive.

- This website is aesthetically appealing.

- I like the way this site looks.

To learn about peoples intentions to use the Internet, two items in Internet Usage study out of three are used. 5-point scale is used as is.

- I read online newspapers to keep up with what's going on in the community.

- I read online newspapers to keep up with what's going on around the world.

<div align="center">Data Analysis Approach</div>

Data is composed of responses from 670 participants. Items in the survey were analyzed using SPSS software. Regression analyses, factor analyses, and cluster analyses were done in order to test the hypotheses. Descriptive statistics and correlational analyses were conducted in order to see the relationship between some demographical characteristics and preferences for online newspapers.

CHAPTER 5

ANALYSES AND FINDINGS

This chapter contains the results of the data analysis. The first section of the results

provides a brief overview of the general results and provides a profile of the respondents.

The second section focuses on the analyses about the online newspaper readership habits

of Turkish Internet users. Correlation, regression, factor and cluster analyses are

presented with the results of hypothesis testing.

Descriptive Analysis

Demographic Profile

Table 9. General Demographic Profile of the Respondents

Age	21 and below	22-28	29-34	35-40	41-50	51 and >
	46 (7%)	310 (49%)	115 (18%)	52 (8%)	69 (11%)	43 (7%)
Gender	Female	Male				
	248 (39%)	386 (61%)				
Education	Less than high school degree	High school graduate	University student	University graduate	Post Grad degree	
	10 (2%)	111 (17%)	42 (7%)	319 (50%)	153 (24%)	
Income (1$=1.50TL)	< 1500 TL	1501-3000 TL	3001-4500 TL	4501-9000 TL	> 9000 TL	
	201 (33%)	240 (40%)	83 (14%)	55 (9%)	22 (4%)	

Parallel to the demographic profile of Turkish Internet users, the questionnaire was

delivered to suitable groups of people. All demographic distributions in the survey have

similar related percentages to demographic characteristics of Turkish Internet users, announced by TUIK. Demographic profile of respondents is shown on Table 9.

According to the Statistical Institute of Turkey, 62.4% of Internet users were male and the 60.9% male attendance to the survey is almost an exact ratio representation.

More than half of the sample, 56.1% of cases are at age 28 or lower. 28 is the median age in the Turkish population according to the 2000 Census, meaning that half of the Turkish citizens are below 28; other half is above the age of 28. Internet users in Turkey are a young segment of the population, so 56.1% is a fair presentation for the online population.

Education level of the participants is high, reflecting the Internet user population in Turkey. There is a huge difference in terms of the ratio of undergrad and grad education levels among Turkish population and the survey respondents but there is no data on the education levels of Internet users in Turkey.

Income level distribution of the subjects analyzed is reasonable. 73.5% of the cases reported their income levels as lower than 3,000 Turkish Liras per month, which means 36,000 TL annual income. Just 3.6% of the cases reported an income above 9,000 TL/month, which is considered a very high level of income in Turkey.

It can be said that students compose a significant portion of the low income cases, and most of the cases are typical mid-income Internet users.

In sum, the demographics of online population in Turkey are reflected in the survey and therefore, the results of the analyses are representative.

Table 10. Internet Usage Experience

	Frequency	Percentage (%)
Less than 2 years	12	2%
2-3 years	16	2.5%
3-5 years	65	10%
5-10 years	255	40%
More than 10 years	290	45.5%
Total	638	100%

Table 10 summarizes the Internet experience of respondents. There is very little presence from newer than 3 years of Internet users. Even though the Internet connection in Turkey started 15 years ago in 1994 and first Internet Service Providers (ISP's) emerged in 1996, it seems that 45.6 percent of the respondents were among those first Turkish Internet users.

The high representation of experienced Internet users is a common thing in online surveys since they are more interested in online activities and they are more comfortable in filling out online surveys.

Awareness Levels of Newspapers' Web Sites

Table 11. Online Newspaper Brand Awareness

	Never heard of	Heard but never visited	Visited once	Visit rarely	Visit often	It's my homepage	Total
Akşam	12%	45%	26%	13%	4%	0	100%
Haber Türk	2%	22%	32%	22%	21%	1%	100%
Hürriyet	1%	3%	18%	31%	44%	3%	100%
Milliyet	1%	6%	21%	32%	38%	2%	100%
Radikal	3.5%	23%	28%	26%	19%	0.5%	100%
Sabah	3%	20%	34%	27%	16%	0	100%
Vatan	6%	35%	28%	19%	12%	0	100%
Zaman	9%	46%	23%	9%	11%	2%	100%

Awareness levels for the top 8 online newspapers are reported in Table 11. Akşam newspaper has by far the least known newspaper website where 11.9% of the respondents never heard of the website and 45.5% have heard but never visited. Other less known newspaper websites are Vatan and Zaman. A total of 40.6% of cases reported that they didn't ever heard of or heard but never visited Vatan newspapers' website. The same ratio for Zaman newspaper is 54.7%.

Most known and visited newspapers are Hürriyet and Milliyet websites. 43.9% of the respondents indicate that they visit Hürriyet newspaper website often. Often visitors of Milliyet website are 37.7%.

An extreme level of readership is assigning an online newspaper as default homepage. 19 of the valid cases (3%) report that Hürriyet newspaper is their default homepage. Milliyet newspaper is the homepage of 12 respondents which corresponds to 2% of the respondents. An interesting fact is that there are 14 valid cases (more than 2%) where Zaman newspaper is the default homepage. It can be argued that Zaman newspaper has a radical and niche reader population in an environment where 51.1% of the Internet users have never visited the newspapers website.

Overall, Internet users typically heard of but never visited Akşam, Vatan and Zaman websites; visited Haber Türk, Sabah and Radikal websites for just once or twice; and visit Hürriyet and Milliyet websites regularly. These findings are in line with the website traffic statistics provided in Chapter 2.

Printed Newspaper Readership Preference

Table 12. Preferred Printed Newspaper Brands*

Newspaper	Frequency	Percentage (%)	Adjusted Percentage (%)
Akşam	31	5%	2%
Cumhuriyet	162	25%	11%
Haber Türk	143	22%	10%
Hürriyet	326	51%	22%
Milliyet	200	31%	13%
Posta	67	11%	4%
Radikal	145	23%	10%
Sabah	115	18%	8%
Takvim	13	2%	1%
Taraf	41	6%	3%
Vatan	104	16%	7%
Zaman	83	13%	6%
NONE	66	10%	4%
Total	1496	245%*	100%

**More than one options were given by the participants.

Printed newspaper preferences of the respondents are listed in Table 12. Many options were selectable so the ratio does not sum up to 100% but much higher. Top newspapers are listed in the item, regardless of popularity of their websites.

More than half of the respondents (51.1%) stated that they read printed version of Hürriyet. This popularity is also reflected to its website. Also, 31.3% of the respondents indicated that they read printed version of Milliyet and therefore, Milliyet is the second most preferred printed newspaper, as it is the second most popular online newspaper.

Posta and Zaman have the highest selling copies in Turkey according to YAYSAT (2009), the printed magazines authority, but they are preferred by just 10.5% and 13.0% by the online population. This can mean that the most selling printed

newspapers are popular mainly among people that are not online. Another explanation would be that respondents don't fill the survey sincerely.

Cumhuriyet and Radikal newspapers are not in top 10 selling newspapers, but they have 25.4% and 22.7% preference scores among online population.

Online Newspaper Readership

Table 13. Online Newspaper Reading Habits

	Completely Agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Completely disagree (1)
I regularly read online newspapers.	45%	32%	10%	10%	3%
I prefer reading online newspapers over printed newspapers.	16%	25%	22%	27%	10%
I'm familiar with newspaper web sites.	32%	48%	10%	7%	3%
I'm an experienced online newspaper reader.	32%	40%	15%	9%	4%
I'm knowledgeable about online newspapers.	28%	44%	16%	9%	3%
In general, online newspapers attract my attention.	26%	48%	14%	8%	4%
I'm a loyal online newspaper reader.	23%	35%	21%	15%	6%
I like to switch between different brands of online newspapers.	17%	32%	29%	16%	6%

Most of the respondents stated that they regularly read online newspapers. 76.7% of the respondents marked "agree" or "completely agree" to the statement. Just 3.3% of the respondents selected "completely disagree", which is a reasonably low ratio.

Online vs. Printed Newspaper Readership

Preference of online newspaper readership over printed newspaper readership is almost even. 41.2% of participants agree or completely agree that they prefer online over printed newspapers, while 36.9% disagree or completely disagree. 21.9% is in the middle.

Compared to data in Table 13 where the online newspaper readership is presented, it can be argued that 76.7% of Internet users read news online regularly, but just 41.2% of them prefer online newspapers over printed newspapers. This can support the views that state online newspapers and printed newspapers are not essentially rivals.

Importance of Features in Online Newspapers

A question in the survey asked about 19 features a typical newspaper reader will be expected to look for. In the reliability analysis of 19 items, Cronbach's Alpha was found as .79. According to Allen & Yen (2002) this value is accepted as consistent and reliable since it is larger than .70.

"Having reliable news sources", "Having up-to-date flow of news", and "Being trustworthy" are the attributes with highest means, so these are the features with highest importance for online newspaper readers.

Interestingly, having a printed version is among the least important attribute, supporting the view that online and offline newspapers are not related in the minds of consumers.

Table 14. Importance of Online Newspaper Features

Feature	Mean (over 5)	Cronbach's Alpha if Item Deleted
Being objective	4.30	.784
Being trustworthy	4.69	.781
Being innovative	4.24	.776
Being consistent	4.43	.775
Including different viewpoints	4.23	.776
Having many columnists	3.57	.778
Having popular/trendy columnists	3.00	.786
Allowing readers to make comments	3.47	.780
Having up-to-date flow of news	4.68	.783
Having special interviews	3.78	.779
Including topical news	4.53	.782
Having reliable news sources	4.75	.783
Preparing special investigative news	4.06	.774
Displaying Turkish version of sensational foreign news	4.11	.777
Having a printed version	3.07	.783
Do not having a speculative background	3.97	.777
Having high-resolution photography features	3.91	.773
Having advanced video features	3.49	.778
Having clear ad-content separation	4.28	.786

Deleting none of the items in the item will result in Cronbach's Alpha value greater than

the initial value of .79, so all of them are used in the analyses.

News Types Followed

Online newspaper readers' interest towards different news types are gathered in a

separate item.

Table 15. News Types Followed

News type	Mean (over 5)	N
Current news	4.37	638
Politics news	3.80	638
Technology news	3.75	638
Columnists	3.59	638
Arts news	3.57	638
Economy news	3.48	638
Sports news	3.19	638
Health news	3.17	638
Weather forecasts	3.09	638
Financial news	3.03	638
City guide	2.77	638
Celebrity gossip	2.60	638
TV guide	2.27	638
Classified ads	2.23	638
Astrology news	1.91	638

Table 15 shows the means of news types' popularity. Most popular news type was "current news" by far. Other popular news types were politics, technology, economy, arts news and columns. Interestingly, technology is the third most followed news type, maybe because Internet users are more tech-savvy. Some news types attract very limited attention from online newspaper readers. These are astrology, classified ads, celebrity gossip, city guide and TV guide sections.

Initially Cronbach's Alpha was found as .72 for News Types item. Deleting "astrology news" item in the item will result in Cronbach's Alpha value greater than .72, but it is not necessary since it is a very little improvement. As a result, all of the items are used in the analysis.

Table 16. Most Preferred Online Newspaper Brand

Newspaper web site	Readers	Readership Percent
Akşam	1	0.2%
Haber Türk	96	15.0%
Hürriyet	216	33.9%
Milliyet	119	18.7%
Radikal	88	13.8%
Sabah	29	4.5%
Vatan	28	4.4%
Zaman	61	9.6%
Total	638	100.0%

Respondents are asked to choose the online newspaper they visit most often and

Hürriyet newspaper's web site is the most common answer with 33.9% of the responses.

Milliyet, Haber Türk and Radikal newspapers' web sites are following with close

percentages.

Just 8 top newspaper web sites with highest traffic were included in the item and

it is clearly a logical number, since the last one, Akşam newspaper, is just 0.2% of the

respondents' most frequent option and any other newspaper web site would be

redundant in the survey.

Familiarity with Online Newspapers

To measure the general awareness and familiarity levels of Internet users on online

newspapers, 8 items are asked. Overall, means are high, indicating that Internet users

define themselves generally as familiar with online newspapers.

Table 17. Newspaper Reading Habits

	Completely Agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Completely disagree (1)
I regularly read online newspapers.	45%	32%	10%	10%	3%
I prefer reading online newspapers over printed newspapers.	16%	25%	22%	27%	10%
I'm familiar with newspaper web sites.	32%	48%	10%	7%	3%
I'm an experienced online newspaper reader.	32%	40%	15%	9%	4%
I'm knowledgeable about online newspapers.	28%	44%	16%	9%	3%
In general, online newspapers attract my attention.	26%	48%	14%	8%	4%
I'm a loyal online newspaper reader.	23%	35%	21%	15%	6%
I like to switch between different brands of online newspapers.	17%	32%	29%	16%	6%

Consumers Attitude towards Promotion

To learn about the attitudes towards promotions from online newspapers, 2 questions are asked in the survey. Means for both of the questions are low, indicating that promotions from online newspapers are not desirable when asked to the users. This result doesn't mean that promotions are not a good way of attracting visitors because it doesn't look into real actions, but attitude towards promotions is not positive.

Table 18. Impact of Promotions

	Mean (over 5)	N
If an online newspaper is making a promotion, I would consider visiting it even if I haven't before	2.30	619
If an online newspaper other than the one I follow makes a tempting promotion, I would start using it	2.08	619

Some objective features of online newspapers are asked about in the survey. All of the 20 features have favorable means. Being known is the most important feature for Internet users, followed by being reputable, being trustworthy, being reliable, ease of navigation, being informative, being resourceful, and being useful. These features are calculated for the most preferred online newspaper, so the reliability for negative features came out to be low. Therefore, "being irritating" and "being confusing" are not used in analyses.

Table 19. Online Newspaper Attributes

	Mean (over 5)	N
Being reputable	3.93	573
Being trustworthy	3.89	573
Being leader	3.75	573
Being reliable	3.89	573
Being exciting	3.03	573
Being creative	3.09	573
Having entertaining features	3.10	573
Being flashy	2.92	573
Ease of navigation	3.93	573
Being informative	3.92	573
Having high quality	3.80	573
Being resourceful	3.90	573
Being useful	3.90	573
Being helpful	3.84	573
Attractive presentation	3.54	573
Being aesthetically appealing	3.43	573

Table 20. Opinions about Preferred Online Newspapers

Opinion	Mean (over 5)	N
My opinions about this site are positive	4.02	553
I say positive things about this newspaper site to others	3.84	553
I consider this site as my first choice to read news	3.96	553
I encourage my friends and relatives to follow this newspaper site	3.53	553
The image of this site is the same as the other online newspapers	3.12	553
I will pay a fee if some parts of this newspaper web site will become paid	2.31	553
The quality of this online newspaper is superior to others	3.66	553
This site is most suitable to my needs	3.87	553
This website is my first choice for reading news	3.95	553
This site is satisfactory	3.97	553
My overall impression of this site is good	3.96	553
My overall impression of this site is favorable	3.97	553
Using this website is fun	3.62	553
I'm satisfied with the service provided by this website	3.65	553
I feel surfing this website is a good way for me to spend my time	3.48	553
I can recognize this site among its competitors	4.01	553
I can quickly recall the symbol or logo of this site	3.97	553
Even if another online newspaper has the same features as this site, I would prefer to follow this site	3.07	553
If there is no difference among another online newspaper and this one, I would continue to follow this site	3.60	553
This newspaper website didn't meet my expectations	2.24	553
This website did a poor job for me	1.92	553

Some subjective features of online newspapers are asked about in the survey. Most of the means for 21 items are high. Internet users have favorable subjective views on their preferred online newspapers.

Usability

Usability of online newspapers is measured using 13 items.

Table 21. Usability Scale

	Mean (over 5)	N
Using this website is fun	3.61	590
This website is exciting	3.04	590
This website is imaginative and creative	3.10	590
This website is entertaining	3.11	590
This website is flashy	2.92	590
Surfing the website is easy	3.93	590
This website is informative	3.92	590
Information in this website is accurate	3.80	590
This website is resourceful	3.90	590
This website is useful	3.90	590
This website is helpful	3.83	590
The way this site displays news is attractive	3.54	590
This website is aesthetically appealing	3.43	590

Reputation

Reputation of online newspapers is measured by asking 5 items in the survey.

Cronbach's Alpha was found as .85. This value is accepted as reliable since it is larger than .70.

Table 22. Reputation Scale

	Mean (over 5)	N
Reputable	3.93	625
Trustworthy	3.89	625
Leader	3.76	625
Reliable	3.88	625
Known	4.42	625

<u>Familiarity</u>

Familiarity with Online Newspapers: 4-item scale was used. Cronbach's Alpha was found as .92. This value is accepted as reliable since it is larger than .70.

Table 23. Familiarity Scale

	Mean (over 5)	N
Online newspapers attract my attention	3.85	618
I'm knowledgeable about online newspapers	3.87	618
I'm an experienced online newspaper reader	3.87	618
I'm familiar with newspapers' web sites	4.00	618

<u>Satisfaction</u>

Satisfaction from Online Newspapers: 6-item scale was used. Cronbach's Alpha was found as .90. This value is accepted as reliable since it is larger than .70.

Table 24. Satisfaction from the Most Preferred Online Newspaper

	Mean (over 5)	N
Overall, this site is satisfactory.	3.97	622
My overall impression of this site is good.	3.95	622
My overall impression of this site is favorable	3.97	623
This online newspaper meets my expectations	3.75	619
This web site did a good job for me.	4.08	613
I'm satisfied with the services provided by this website	3.64	621

Loyalty

Loyalty to Preferred Online Newspapers: 5-item scale was used. Cronbach's Alpha was found as .89. This value is accepted as reliable since it is larger than .70.

Table 25. Loyalty towards the Most Preferred Online Newspaper

	Mean (over 5)	N
My opinions about this site are positive	4.02	618
I say positive things about this newspaper site to others	3.84	618
I consider this site as my first choice to read news	3.97	618
I encourage my friends and relatives to follow this newspaper site	3.54	618
Even if another online newspaper has the same features as this site, I would prefer to follow this site.	3.06	613

Loyalty to Online Newspapers in General: 5-item scale was used.

Table 26. Loyalty towards Online Newspapers in General

	Mean (over 5)	N
If an online newspaper is making a promotion, I would consider visiting it even if I haven't visited before.	2.30	627
If an online newspaper other than the one that I follow makes a tempting promotion, I would start reading it.	2.09	622
Overall, I'm a loyal online newspaper reader.	3.54	628
I would rather stick with a newspaper web site I usually read than. try something I am not sure of	3.30	626
I like to switch between different online newspaper brands.	3.38	627

Factor Analysis

In this study, there are many variables in the questionnaire. Measuring and evaluating all these variables is difficult. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables. Therefore, factor analyses with large questions on the questionnaire were made.

Factor Analysis of Online Newspaper Features

All of the items in the question have significant value for analysis according to the KMO and Bartlett's Test. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is .781, Bartlett's Test of Sphericity is 171 and its significance is .000.

Table 27. The Factors that Readers Find Important about Online Newspapers

Factor Name	Variables	Item-factor corr.
Factor 1: *Credibility & Novelty* Variance Explained: 13.39% Eigenvalue: 2.5	-Being objective -Being trustworthy -Being consistent -Do not having a speculative background -Being innovative	0.727 0.683 0.623 0.613 0.475
Factor 2: *Visuality & Design* Variance Explained: 11.12% Eigenvalue: 2.1	-Having advanced video features -Having high-resolution photography features -Allowing readers to make comments -Having clear ad-content separation	0.832 0.805 0.595 0.350
Factor 3: *Expertise & Uniqueness* Variance Explained: 10.00% Eigenvalue: 1.89	-Preparing special investigation cases -Having a printed version of the newspaper -Displaying Turkish version of popular foreign news -Having special interviews	0.701 0.654 0.606 0.528
Factor 4: *Recentness & Reliability* Variance Explained: 9.86% Eigenvalue: 1.87	-Including topical news -Having up-to-date flow of news -Having reliable news sources	0.727 0.682 0.643
Factor 5: *Assortment & Popularity* Variance Explained: 8. 97% Eigenvalue: 1.71	-Having many columnists -Having popular/trendy columnists -Including different viewpoints	0.732 0.633 0.556

(Cronbach's Alpha: 0.79; Total Variance Explained 53%)

For factor analysis of Online Newspaper Features, Principal Component Analysis is used as extraction method. Rotation Method is Varimax with Kaiser Normalization. Rotation converged in 11 iterations. Factors explain 53% of the variance.

5 factors emerged out of 19 items and each factor was given a name that represents the items in the factor.

Factor 1 is Credibility & Novelty, composed of "being objective", "being trustworthy", "being consistent", "not having a speculative background", and "being

innovative" items. Credibility & Novelty factor represents the readers' belief in the online newspaper for its solid neutrality and consistent self-development.

Factor 2 is Visuality & Design, composed of "Having advanced video features", "Having high-resolution photography features", "Allowing readers to make comments", and "Having clear ad-content separation" items. Visuality & Design factor contains readers aesthetical and interactivity expectations from online newspapers.

Factor 3 is Expertise & Uniqueness, composed of "Preparing special investigative cases", "Having a printed version", "Displaying Turkish version of popular foreign news", and "Having special interviews" items.

Factor 4 is Recentness & Reliability, composed of "Including topical news", "Having up-to-date flow of news", and "Having reliable news sources" items.

Factor 5 is Assortment & Popularity, composed of "Having many columnists", "Having popular/trendy columnists", and "Including different viewpoints" items. This factor is a reflection of expectations associated with printed newspapers.

Factor Analysis of Web Site Attributes

All of the items in the analysis have significant value for analysis according to the KMO and Bartlett's Test. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is .938, Bartlett's Test of Sphericity is 6,906 and its significance is .000.

For factor analysis of Web Site Attributes, Principal Component Analysis is used as extraction method. Rotation Method is Varimax with Kaiser Normalization. Rotation converged in 3 iterations. Factors explain 65% of the variance.

Table 28. Most Preferred Online Newspaper's Web Site Attributes

Factor Name	Variables	Item-factor corr.
Factor 1: *Web Site Credibility &* *Practicality* Variance Explained: 38% Eigenvalue: 6	-Being trustworthy -Being reputable -Being reliable -Being helpful -Being informative -Having high quality -Being leader -Being resourceful -Being useful -Ease of navigation	0.878 0.863 0.836 0.742 0.742 0.718 0.679 0.657 0.624 0.498
Factor 2: *Web Site Ambiance* Variance Explained: 27% Eigenvalue: 4.3	-Having entertaining features -Being flashy -Being exciting -Being creative -Being aesthetically appealing -Attractive presentation	0.851 0.831 0.824 0.782 0.571 0.549

(Total Variance Explained 65%)

2 factors emerged out of 16 items:

Factor 1 is Web Site Credibility & Practicality, composed of "Being trustworthy", "Being reputable", "Being reliable", "Being helpful", "Being informative", "Having high quality", "Being leader", "Being resourceful", "Being useful", and "Ease of navigation" items.

Factor 2 is Web Site Ambiance, composed of "Having entertaining features", "Being flashy", "Being exciting", "Being creative", "Being aesthetically appealing", and "Attractive presentation" items.

Hypothesis Testing

Hypothesis 1: Online newspaper reading is related to Internet usage experience.

Hypothesis 2: Online newspaper preference over printed newspapers is related to Internet usage experience.

Table 29. Internet Usage Experience and Online Newspaper Reading Habits

		I regularly read online newspapers	I prefer reading online newspapers over printed newspapers
Internet Usage Experience	Pearson Correlation	.113**	.063
	Sig. (2-tailed)	.004	.113
	N	632	633

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

In order to test these hypotheses, correlation analysis is conducted. The correlation is significant for "regularly reading online newspapers" and "Internet usage experience". That means Hypothesis 1 is confirmed; Internet usage experience and regular online newspaper readership are correlated.

On the other hand, correlation is not significant at the 0.01 level for "preferring online newspapers over printed newspapers" and "Internet usage experience". Therefore, Hypothesis 2 is not supported; Internet usage experience and preference of online newspaper reading over printed newspaper reading are not correlated.

Hypothesis 3: There is a difference between males and females in terms of reading online newspapers regularly.

Hypothesis 4: There is a difference between males and females in terms of preferring online newspapers over printed newspapers.

Table 30. The Impact of Gender on Online Newspaper Readership

		N	Mean	F	Sig
I regularly read online newspapers	Female Male	247 382	3.94 4.12	3.91	.048
I prefer reading online newspapers over printed newspapers.	Female Male	247 383	2.94 3.20	6.41	.012

In order to test these hypotheses, correlation analysis is conducted. The correlation is significant for "regularly reading online newspapers" and "gender". That means

Hypothesis 3 is confirmed; gender and regular online newspaper readership are correlated. Males are significantly more regular online readers, while both genders have high means for regular reading of online newspapers.

Similarly, correlation is also significant at the for "preferring online newspapers over printed newspapers" and "gender". Therefore, Hypothesis 4 is also confirmed; gender and preference of online newspaper reading over printed newspaper reading are correlated. Males significantly prefer reading online newspapers more than females, while both are not that positive towards preferring online newspapers over printed newspapers.

Hypothesis 5: Experienced Internet users prefer online newspapers over printed newspapers when compared to less experienced Internet users.

Table 31. The Impact of Internet Experience on Preference of Online Newspapers over Printed Newspapers

	Mean (over 5)	N
Less than 10 years	2.99	347
More than 10 years	3.26	286
Total	3.11	633

In order to test that hypothesis, correlation analysis is conducted. The correlation is significant (F 7.316; Sig .007), indicating that there is a significant difference between experienced Internet users (Internet users for more than 10 years) and less experiences users in terms of preferring online newspapers over offline newspapers. That means Hypothesis 5 is supported. Experienced Internet users are significantly more likely to prefer online newspapers over printed newspapers.

Hypothesis 6: Internet users with high education level follow online newspapers more than users with lower education level.

Table 32. The Impact of Education Level on Online Newspaper Readership

Online Newspaper Readership	Mean (over 5)	N
Graduate level	4.22	152
Less than graduate level	4.00	478
Total	4.05	630

In order to test that hypothesis, correlation analysis is conducted. The correlation is significant (F 4.502; Sig .034), indicating that there is a significant difference between Internet users with post-graduate level education and users with less education in terms of regular online newspaper reading. Hence, Hypothesis 6 is confirmed. Post-grad Internet users are significantly more likely to read online newspapers regularly.

Hypothesis 7: There is a difference among age groups in terms of news type that they read.

To test the hypothesis, correlation analysis is conducted. Results show that there are differences among age groups in most of the news types. News types other than astrology news, arts news, celebrity gossip, sports news, city guide, technology news, and TV guide have significant correlations with age groups.

Table 33. Age Groups' Interest on News Types

	Pearson Correlation	Sig. (2-tailed)	Age <22	Age 22-28	Age 28-34	Age 35-40	Age 41-50	Age >50
Astrology news	-.059	.144	1.94	1.98	1.78	2.00	2.00	1.59
Economy news	.243**	.000	2.85	3.40	3.48	3.90	3.74	3.95
Current news	.120**	.003	4.26	4.33	4.34	4.67	4.51	4.54
Weather forecasts	.099*	.013	2.93	3.00	3.29	3.47	3.28	3.00
Classified ads	.109**	.006	2.13	2.13	2.30	2.70	2.38	2.26
Columnists	.189**	.000	3.37	3.50	3.58	3.96	3.79	4.11
Arts news	.031	.438	3.54	3.56	3.59	3.58	3.63	3.67
Celebrity gossip	.034	.399	2.33	2.66	2.65	2.46	2.60	2.69
Financial news	.266**	.000	2.41	2.89	3.06	3.48	3.52	3.54
Politics news	.166**	.000	3.61	3.72	3.67	4.04	4.04	4.26
Health news	.235**	.000	3.00	3.05	3.09	3.48	3.80	3.63
Sports news	-.035	.385	3.44	3.18	3.00	3.25	3.37	2.95
City guide	.059	.141	2.57	2.71	2.94	2.96	2.94	2.62
Technology news	.055	.171	3.72	3.67	3.87	3.94	3.81	3.86
TV guide	.051	.201	2.67	2.12	2.24	2.50	2.51	2.54

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Hypothesis 8: Aged readers follow health news closer than younger readers.

In order to test that hypothesis, ANOVA analysis is conducted. The difference is significant, indicating that there is a significant difference between different age groups in terms of their interest on health news ($F(1, 626) = 5.822$, $p < .01$,). Later, readers older than 40 are grouped under "aged", and another ANOVA analysis is conducted. There is a significant main effect of age on health news readership ($F(1, 626) = 34.86$, $p < .01$,). Hence Hypothesis 8 is accepted. Aged users are significantly more likely to follow health news.

Hypothesis 9: Aged readers prefer printed newspapers over online newspapers.

In order to test this hypothesis, ANOVA analysis is conducted. The difference is not significant (Sig. =.94) at the 0.01 level ($F(1, 631) = 0.951$, p < .01,), meaning that there is no significant difference between aged readers and younger readers in terms of their preference of online versus printed newspapers. As a result, Hypothesis 9 cannot be supported.

Hypothesis 10: Turkish newspaper readers' attitudes toward paid content/subscription are not positive.

Table 34. Attitude towards Paid Content

I will pay a fee if some parts of this newspaper web site will become paid	Frequency	Percent
Completely disagree	202	32.4
Disagree	166	26.6
Undecided	140	22.4
Agree	82	13.1
Completely agree	34	5.4
Total	624	100.0
Mean 2.31 over 5, Std. Dev 1.2		

In order to test the hypothesis, descriptive analysis is conducted for a single item. Mean for the item is very low, indicating that readers are not positive towards paid content, confirming Hypothesis 10. The general view is not positive, but 18.5% of the sample agrees to the statement, indicating that real-life implication of paid-content will be a profitable option for online newspapers.

Hypothesis 11: Online newspaper readers can be segmented based on the level of importance they attach to various content types.

Table 35. Clustering Readers According to News Types They Read

	Final Cluster Centers			ANOVA	
	Cluster 1: *Main-news Readers* (n:297)	Cluster 2: *Fancy-news Readers* (n:49)	Cluster 3: *Topical-news Readers* (n:235)	F	Sig.
Astrology news	1.50	3.24	2.15	75.391	.000
Economy news	3.34	2.16	3.93	77.347	.000
Current news	4.44	2.27	4.73	300.186	.000
Weather forecasts	2.60	2.88	3.76	86.396	.000
Classified ads	1.74	3.10	2.65	94.780	.000
Columnists	3.51	2.10	4.01	77.342	.000
Arts news	3.44	2.33	4.01	76.606	.000
Celebrity gossip	2.35	2.86	2.86	15.866	.000
Financial news	2.64	2.27	3.67	74.302	.000
Politics news	3.77	1.92	4.23	135.598	.000
Health news	2.76	2.59	3.81	96.319	.000
Sports news	2.81	2.53	3.80	43.122	.000
City guide	2.30	2.82	3.37	81.927	.000
Technology news	3.65	2.41	4.16	67.782	.000
TV guide	1.78	3.14	2.70	69.988	.000

In order to test the hypothesis, cluster analysis is conducted on news type preferences. Cluster analysis on News Types Followed item revealed 3 clusters of readers. There were two large and one niche cluster.

First cluster is Main-news Readers. They strictly refuse reading entertainment sections like astrology, classifieds, celebrity gossip, city guide and TV guide. Main-news Readers don't skip any current news and they also follow politics news. What distinguishes this cluster from others is their interest to columns and technology news. This is the biggest cluster with 297 instances and 51% of the online population.

Second cluster is Fancy-news Readers. This is the only cluster where readers follow astrology news, classified ads, and TV guide. This cluster is also the only cluster where readers don't follow current news. This is a niche cluster and by far the smallest cluster with 49 instances in the whole survey data, making up just 8% of the population.

Third cluster is Topical-news Readers. They follow almost every news type except astrology and other entertainment sections. Current news is their top priority but they are the heaviest readers of all non-entertainment section. Topical-news Readers is the only cluster who is interested in sports news, weather forecasts, and health news. This cluster is composed of 235 instances and composes 40% of the population.

All of the items in News Types Followed item have significant impact on clusters. The most impact comes from current news and later from economy news, financial market news, and politics news. Celebrity gossip and sports news are not highly influential in determining clusters.

To better understand the three reader groups, demographic profile of each reader group is analyzed. There are some differences in terms of gender, age, income, and education levels of readers in three separate groups.

In the demographic profile of the survey respondents, there is a prominent male majority. This is also true for 22-28 age groups and 1500-3000 TL income level. Education level of the respondents is majorly university degree.

Main-news readers are mostly male, 22-28 years old and university graduate. Main-news readers are the biggest group in the sample and all of the demographic characteristics are close to the general survey demographics.

Table 36. Demographics of Reader Groups Based on News Type Preferences

		Cluster 1: *Main-news Readers* (n:297)	Cluster 2: *Fancy-news Readers* (n:49)	Cluster 3: *Topical-news Readers* (n:235)
Gender	Female	106 (%36)	25 (%51)	97 (%41)
	Male	188 (%64)	24 (%49)	137 (%59)
Age	21 and below	22 (7%)	7 (14%)	15 (6%)
	22-28	162 (55%)	25 (51%)	106 (45%)
	29-34	60 (20%)	9 (18%)	38 (16%)
	35-40	19 (6%)	2 (4%)	26 (11%)
	41-50	18 (6%)	5 (10%)	34 (15%)
	51 and >	14 (5%)	1 (2%)	15 (7%)
Income	< 1500 TL	87 (31%)	15 (41%)	80 (35%)
	1501-3000 TL	107 (38%)	17 (46%)	93 (40%)
	3001-4500 TL	51 (18%)	4 (11%)	22 (10%)
	4501-9000 TL	23 (8%)	1 (3%)	29 (13%)
	9001and > TL	14 (5%)	0 (0%)	7 (3%)
Education	Less than high school degree	4 (1%)	2 (4%)	1 (0%)
	High school graduate	42 (14%)	11 (22%)	42 (18%)
	University student	17 (6%)	2 (4%)	17 (7%)
	University graduate	154 (52%)	22 (45%)	120 (51%)
	Post Grad degree	78 (26%)	12 (25%)	54 (23%)

Fancy-news readers are the smallest group so radical conclusions would not be fair, but this is the only group where female ratio is higher than male's. This is in line with general belief that astrology and celebrity gossip sections are read by mostly females. Age and education level of the fancy-news readers are similar to the general sample. Income level is the lowest among other reader groups.

Topical-news readers are similar to the general sample characteristics but the age and education level is higher than average. Actually the mean age is the highest in

topical-readers group. Health news is followed by aged people according to Hypothesis 8, and this is also true for topical-readers where aged people are concentrated.

Hypothesis 12: Online newspaper readers can be segmented based on the level of importance they attach to various online newspaper attributes.

Table 37. Clustering Users Based on Importance of Online Newspaper Features

| Feature | Final Cluster Centers | | | | ANOVA | |
	Cluster 1: Leisure Readers (n:63)	Cluster 2: Mainstream Online Readers (n:191)	Cluster 3: Demanding Readers (n:180)	Cluster 4: News Readers with Limited Time (n:131)	F	Sig.
Being objective	2.57	4.49	4.65	4.37	117.689	.000
Being trustworthy	4.10	4.71	4.88	4.67	32.656	.000
Being innovative	3.92	4.20	4.66	3.88	29.876	.000
Being consistent	3.84	4.47	4.76	4.21	33.874	.000
Including different viewpoints	3.10	4.31	4.69	4.03	62.536	.000
Having many columnists	2.71	3.78	3.99	3.11	43.707	.000
Having popular/trendy columnists	2.97	3.29	3.27	2.22	37.245	.000
Allowing readers to make comments	3.38	3.42	4.21	2.59	68.391	.000
Having up-to-date flow of news	4.48	4.68	4.90	4.50	19.750	.000
Having special interviews	3.76	3.67	4.26	3.29	38.237	.000
Including topical news	4.27	4.54	4.75	4.35	19.012	.000
Having reliable news sources	4.33	4.76	4.92	4.70	26.188	.000
Preparing special investigative news	3.71	3.85	4.59	3.79	63.015	.000
Displaying Turkish version of sensational foreign news	3.78	4.10	4.57	3.65	38.373	.000
Having a printed version	2.49	2.65	3.92	2.77	42.786	.000
Do not having a speculative background	2.90	3.85	4.56	3.85	56.437	.000
Having high-resolution photography features	3.95	4.01	4.55	2.89	105.006	.000
Having advanced video features	3.70	3.59	4.19	2.28	130.991	.000
Having clear ad-content separation	4.22	4.28	4.58	3.92	12.585	.000

In order to test the hypothesis, cluster analysis is conducted on importance of online newspaper features. Cluster analysis revealed four clusters among online newspaper readers in terms of their importance attributions on online newspaper features.

First cluster is "Leisure Readers". Initially they are not interested a lot with online newspapers. They don't care much about printed versions or objectivity of the newspaper. They only have a little interest to news, but not columnists. They also have some interest to multimedia features. Leisure Readers are the smallest cluster with 63 cases, 11% of the population.

Second cluster is "Mainstream Online Readers". Their top concern is the trustworthiness, freshness, reliability and topical news. News Quality and Reputation factors are important for Mainstream Online readers. This is the biggest cluster with 191 cases and 34% presence.

Third cluster is "Demanding Readers". They assign high importance to almost all factors, but Columns. This cluster is similar to the Mainstream Online Readers cluster, but Demanding Readers state higher expectations in all attributes. Demanding Readers are the most demanding cluster among others and they represent 32% of online population with 180 cases in this analysis.

Forth cluster is "News Readers with Limited Time". They seek trustwhiness and reliable news sources as many others. Their only concern is keeping the flow of current news. This cluster is the least interested in columnists. Also having multimedia and interaction features is not important for Readers with Limited Time. They assign importance to Recentness & Quality factor and also a little to reputation.

All of the items in Importance of Online Newspaper Features item have significant impact on clusters. The most impact is coming from multimedia features and objectivity. Having up-to-date flow of news doesn't have high impact because mean of that item is very high among all clusters.

Correlation Analysis

Table 38. Correlations with Readership

	Usability	Reputation	Familiarity	General Loyalty	Loyalty
Online Newspaper Readership					
Pearson Correlation	.157**	.210**	.573**	.585**	.232**
Sig. (2-tailed)	.000	.000	.000	.000	.000

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

All correlations are significant at the 0.01 level (2-tailed).

Reputation and Readership

Hypothesis 13: There is a relationship between reputation of the most preferred online newspaper website and frequency to read online newspapers.

For testing this hypothesis, a correlation analysis has been done between the Readership and Reputation scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

The Table 38 shows that there is a significant positive correlation between Readership and Reputation, confirming Hypothesis 13.

An ANOVA analysis is done between Readership and Reputation items in order to determine which means differ and make differences among the others.

There is a significant readership difference between lower reputation newspapers and others. There is no significant difference between medium and higher reputation. That means an online newspaper should try to avoid being labeled as lower reputation. There will be no significant impact of increasing reputation to high status.

<div align="center">Usability and Readership</div>

Hypothesis 14: There is a relationship between usability of the online newspaper website and frequency to read online newspapers.

For testing this hypothesis, a correlation analysis has been done between the Readership and Usability scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

The Table 38 shows that there is a significant positive correlation between Readership and Usability, therefore, Hypothesis 14 is accepted.

An ANOVA analysis is done between Readership and Usability items in order to determine which means differ and make differences among the others.

There is a significant difference between regular online newspaper reading among users who assign high usability scores and low usability scores to their online newspaper. There is no significant difference between low and medium usability perception. That means an online newspaper should try to be highly usable in order to increase its readership online.

Usability and Loyalty

Hypothesis 15: There is a relationship between usability of online newspaper website and loyalty to preferred online newspaper.

Table 39. Correlation between Usability and Loyalty

		Usability
Loyalty	Pearson Correlation	.705**
	Sig. (2-tailed)	.000

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

For testing this hypothesis, a correlation analysis has been done between the Usability and Loyalty scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

The Table 39 shows that there is a significant positive correlation between usability perceptions of a newspaper website and loyalty to the online newspaper. Findings support Hypothesis 15.

An ANOVA analysis is done between Usability and Loyalty items in order to determine which means differ and make differences among the others.

There is a significant loyalty difference among lower, medium and higher usability perceptions. That means an online newspaper should try to increase its usability to gain a loyal reader base. There is a linear relationship between usability and loyalty and every improvement in usability pays out in loyalty.

General Loyalty and General Satisfaction

Hypothesis 16: There is a relationship between satisfaction from online newspapers in general and loyalty to online newspapers.

Table 40. Correlation between General Satisfaction, Satisfaction and General Loyalty

		General Satisfaction	Satisfaction
General Loyalty	Pearson Correlation	.485**	.255**
	Sig. (2-tailed)	.000	.000

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

For testing this hypothesis, a correlation analysis has been done between the General Satisfaction and General Loyalty scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

The Table 40 shows that there is a significant positive correlation between satisfaction from online newspapers as a category and loyalty to online newspapers. Hypothesis 16 is supported by these findings.

An ANOVA analysis is done between General Satisfaction and General Loyalty items in order to determine which items make differences among the others.

There is a significant General Loyalty difference among all levels of General Satisfaction. ANOVA analysis shows that there is a linear relationship between loyalty and satisfaction in the online newspapers category and every effort to increase satisfaction increases loyalty to online newspapers.

General Loyalty and Satisfaction

Hypothesis 17: There is a relationship between satisfaction from preferred online newspaper website and loyalty to online newspaper readership.

For testing this hypothesis, a correlation analysis has been done between the Satisfaction and General Loyalty scales. Correlation analysis using Pearson Correlation

Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

Table 40 shows that there is a significant positive correlation between satisfaction from preferred online newspaper and loyalty to online newspapers. Results confirm Hypothesis 17.

An ANOVA analysis is done between Satisfaction and General Loyalty items in order to determine which means differ and make differences among the others.

There is a significant General Loyalty difference among all levels of satisfaction. A linear relationship between General Loyalty and satisfaction in the online newspapers category is seen on ANOVA analysis and every effort to increase satisfaction from a newspaper, increases loyalty to online newspapers in general.

<u>Satisfaction and Loyalty</u>

Hypothesis 18: There is a positive relationship between readers' satisfaction from and loyalty towards their most preferred online newspapers.

For testing this hypothesis, a correlation analysis has been done between the Satisfaction and Loyalty scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

Table 41. Correlation between Satisfaction and Loyalty

		Satisfaction
Loyalty	Pearson Correlation	.788**
	Sig. (2-tailed)	.000

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

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Table 41 shows that there is a significant positive correlation between satisfaction from preferred online newspaper and loyalty to the preferred online newspaper. Hypothesis 18 is supported by the analysis.

General Loyalty and Readership

Hypothesis 19: There is a relationship between loyalty to online newspapers in general and actual online newspaper readership.

For testing this hypothesis, a correlation analysis has been done between the Readership and General Loyalty scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

The Table 39 shows that there is a significant positive correlation between Readership and General Loyalty, therefore, Hypothesis 19 is accepted.

Loyalty and Readership

Hypothesis 20: There is a relationship between loyalty to the preferred online newspaper and online newspaper readership.

For testing this hypothesis, a correlation analysis has been done between the Readership and Loyalty scales. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

Table 39 shows that there is a significant positive correlation between online newspaper readership and loyalty to the preferred online newspaper, so Hypothesis 20 is

confirmed. This is a reasonable expectation to see higher loyalty when the readership is high.

An ANOVA analysis is done between Readership and Loyalty items in order to determine which means differ and make differences among the others.

There is a significant readership difference between lower loyalty and medium loyalty readers. There is no significant mean difference between medium and higher familiarity readers, in terms of readership. This can be interpreted such that, medium loyalty is enough to gain a significant reader population. If a newspaper has low loyalty among its readers in general, it has to implement some tools to increase the loyalty to at least medium levels.

<div align="center">Loyalty and Promotions</div>

Hypothesis 21: There is a relationship between loyalty to an online newspaper and impact of promotions that online newspapers offer to its readers.

For testing this hypothesis, a correlation analysis has been done between a Promotion item and Loyalty scale. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

Table 42. Correlation between Promotion and Loyalty

		Loyalty
Impact of Promotions	Pearson Correlation	.030
	Sig. (2-tailed)	.464

The Table 42 shows that there is no significant positive or negative correlation between impact of promotions and loyalty to the preferred online newspaper, therefore, Hypothesis 21 is not supported by the analysis.

<div align="center">Satisfaction and Web Site Factors</div>

Hypothesis 22: Satisfaction from online newspaper is determined by web site credibility and web site ambience factors.

For testing this hypothesis, a regression analysis has been done between a Satisfaction scale and Web Site Factors. Correlation analysis using Pearson Correlation Coefficients was applied on the research data in order to discover the relationship between these constructs based on the research framework.

Table 43. Correlation between Satisfaction and Web Site Factors

Satisfaction	Web Site Credibility & Practicality	Web Site Ambiance
Pearson Correlation	.764**	.536**
Sig. (1-tailed)	.000	.000

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

Table 43 shows that there is a significant correlation between both of the web site factors and satisfaction, therefore, Hypothesis 22 is accepted.

The regression equation of Satisfaction is:

Satisfaction = .387 + .901 * Web Site Credibility & Practicality + .031 * Web Site Ambiance.

<u>Online Newspaper Factors Important for different Reader Groups</u>

Hypothesis 23: There is a significant difference between three news type reader groups (main-news, fancy-news, and topical-news readers) in terms of the five factors (credibility & novelty, visuality & design, expertise & uniqueness, recentness & reliability, assortment & popularity) that they find important in an online newspaper.

A descriptive analysis is conducted to see the importance levels of different factors in an online newspaper for three reader groups. Expertise & Uniqueness factor has the biggest, and Visuality & Design has the second most differentiating impact on reader groups with respective F values of 14.71 and 13.74.

Table 44. Online Newspaper Factors Important for Reader Groups

		N	Mean	F	Sig.
Credibility & Novelty	Main-news Readers	288	4.23	7.91	.000
	Fancy-news Readers	49	4.31		
	Topical-news Readers	232	4.42		
Visuality & Design	Main-news Readers	288	3.64	13.74	.000
	Fancy-news Readers	47	3.81		
	Topical-news Readers	230	3.98		
Expertise & Uniqueness	Main-news Readers	289	3.60	14.71	.000
	Fancy-news Readers	46	3.78		
	Topical-news Readers	228	3.91		
Recentness & Reliability	Main-news Readers	292	4.63	3.84	.022
	Fancy-news Readers	48	4.53		
	Topical-news Readers	231	4.70		
Assortment & Popularity	Main-news Readers	292	3.51	6.33	.002
	Fancy-news Readers	49	3.58		
	Topical-news Readers	232	3.73		

Recentness & Reliability factor is the least differentiating factor for reader groups with F value of 3.84 but it has the highest means from all three groups. That means Recentness & Reliability is the most important factor in an online newspaper for all three groups of readers, and there is no room for differentiation on that factor. Recentness & Reliability is important for every online newspaper reader, so the importance attributed to that factor does not define the reader group of a reader.

Second most important factor for readers is Credibility & Novelty and this factor doesn't help grouping readers much. Least important factor is Assortment & Popularity and this is intuitive since the components of that factor are not vital for an online newspaper.

Topical-news readers assign highest importance to all five factors and fancy-news readers assign the lowest importance to all of them.

Significance values for all five factors are smaller than .05, so Hypothesis 23 is supported: There is a significant difference between three news type reader groups in terms of the five factors that they find important in an online newspaper.

<u>Web Site Factors Important for different Reader Groups</u>

Hypothesis 24: There is a significant difference between three news type reader groups (main-news, fancy-news, and topical-news readers) in terms of the two factors (Web Site Reliability & Practicality and Web Site Ambiance) that they use to evaluate their most preferred online newspaper web site.

Table 45. Web Site Factors and Reader Groups

		N	Mean	F	Sig.
Web Site Reliability & Practicality	Main-news Readers	286	3.76	14.00	.000
	Fancy-news Readers	46	3.68		
	Topical-news Readers	220	4.04		
Web Site Ambiance	Main-news Readers	284	2.98	24.74	.000
	Fancy-news Readers	47	3.05		
	Topical-news Readers	225	3.45		

A descriptive analysis is conducted to see the importance levels of different factors in a web site for three reader groups. The means for web site factors are results of items about most preferred online newspapers, on completely agree (5) and completely disagree (1) scale. Web Site Reliability & Practicality has higher means, and it is deemed more important for all three of the reader groups. On the other hand, Web Site Ambiance factor has a bigger differentiating impact on reader groups, with an F value of 24.74.

Topical-news readers attribute highest importance to both Web Site Reliability & Practicality factor and Web Site Ambiance factor on their most preferred online newspaper. Main-news readers and Fancy-news readers have closer means for both factors but Main-news readers are more interested in Web Site Reliability & Practicality factor, while Fancy-news readers are more interested in Web Site Ambiance factor.

Significance values for both two factors are smaller than .05, so Hypothesis 24 is supported: There is a significant difference between three news type reader groups in terms of the two web site factors.

CHAPTER 6

CONCLUSION AND IMPLICATIONS

The purpose of this thesis is to explore the online newspaper readership behavior of Internet users.

Main contributions of this study are the sound academic data collected and the results of descriptive analyses on online newspaper readership in Turkey. Academic research on newspapers in Turkey is limited and there is no academic research on online newspapers according to our knowledge, so this research is important for understanding the online newspaper arena better. Providing academic data on online newspaper readership in Turkey is very valuable because Turkey has a huge and growing online population and news websites are very popular among that population. Also, printed media is a big business and media companies invest in their websites, they even compete publicly on the leadership of online reader numbers. So this academic study is important for both academicians and also practitioners.

In this thesis, an explanatory list of studies about journalism and online journalism is reviewed. Also statistics about the growth and importance of Internet usage in Turkey is presented. The survey part includes a comprehensive questionnaire on online newspapers in Turkey and it was filled out by 639 participants parallel to the Turkish Internet user demographics.

In this study, correlations between usability of online newspapers, reputation of online newspapers, familiarity levels with online newspapers, satisfaction from online newspapers, experience level of Internet users and online newspaper readership are studied. According to these proposed relations, a model parallel to the hypotheses was created that was supported by the analysis results.

At the end of the data-gathering period, descriptive, factor, correlation, regression, cluster and ANOVA analyses were studied by using SPSS. There are several implications for the findings of the analyses.

Findings reveal that online newspaper readership is related to satisfaction of readers, familiarity of Internet users with online newspapers, reputation of newspapers, and usability of newspaper web sites. An interesting finding of the study is the fact that Internet users regularly follow online newspapers but they don't prefer online newspapers over printed newspapers.

The results of the factor analyses showed that web site attributes for online newspapers can be grouped under 2 components: Factor 1: Web Site Credibility & Practicality; Factor 2: Web Site Ambiance. First factor is about the usefulness and trustworthiness, second factor is about the visual design and feel of the web site.

It is revealed from the results that there are five factors that readers use to evaluate online newspapers: Factor 1 is Credibility & Novelty, Factor 2 is Visuality & Design, Factor 3 is Expertise & Uniqueness, Factor 4 is Recentness & Reliability, and Factor 5 is Assortment & Popularity.

These five factors are evaluated somewhat differently by different reader groups. Readers are grouped in three clusters based on their content type preferences: main-news, fancy-news, and topical-news readers.

With this study, we have examined the current situation of online newspaper readership in Turkey. The area is an unexplored but rich research area and there is need for more academic interest on the online newspapers and online newspaper readership.

<div align="center">Limitations</div>

This study has some limitations. Since this was among the first academic studies on the area, many different aspects of the area were tried to be discovered. That's why some aspects couldn't be analyzed enough.

There was just one item on advertisements and this would not be enough to come up with important outcomes for this multi-million dollar business. Paid-content couldn't get enough attention either.

An important limitation of the study is the selected web sites for evaluation. We believe that there is no need to solely use news websites with printed newspaper versions because some of the survey respondents commented that they don't care if there is a printed version of their favorite online news site. Further studies on online news should not limit their scope with printed newspapers' brands only.

The number of variables in the questionnaire was quite high. Thus, we had to make factor analyses and this may have blurred some variables' single effects.

Finally, this study examined the consumer side of the issue and all the data is their own declarations. There may be differences in declarations and actions. Academics

interested in the area might conduct another study using the data from online newspapers'

side and cross-check the results with this study.

Online Survey (Turkish)

Online Gazete Okuyucularının Beklenti, Algı, Marka Tercihi ve Sadakati

Sayın katılımcı,

Bu anket Boğaziçi Üniversitesi, Yönetim Bilişim Sistemleri bölümünde yürütülmekte olan bir yüksek lisans tezinin parçası olarak hazırlanmıştır.
Anketin amacı, Türkiye'deki online gazeteler üzerinde algı, beklenti, marka tercihi ve marka sadakatini ölçmektir.

Tahminen 5 dakika sürecek olan ankette yer alan soruları içtenlikle cevaplamanızı rica ediyoruz. Soruların doğru ya da yanlış yanıtları yoktur.
Vereceğiniz tüm cevaplar sadece araştırma amacıyla kullanılacak ve araştırmacılar ve siz haricinde kimseye gösterilmeyecektir.
Araştırmanın değeri ve başarısı tümüyle sizin katılımınıza ve samimiyetinize bağlıdır.

Bu araştırmaya katıldığınız için teşekkür ederiz.

Araştırma sonuçlarını öğrenmek veya araştırma hakkında sorularınızı yöneltmek için bize mail yoluyla ulaşabilirsiniz: *deniz.utku@boun.edu.tr*

Yüksek Lisans öğrencisi Deniz Utku, Tez Danışmanı Doç. Dr. Aslıhan Nasır

1) Kaç yıldır İnternet kullanıyorsunuz?	
1 yıldan kısa süredir	
1-2 yıldır	
2-3 yıldır	
3-5 yıldır	
5-10 yıldır	
10 yıldan uzun süredir	

2) Aşağıda sıralanan gazetelerin web sitelerinden ne kadar haberdarsınız?

	1 Adını hiç duymadım	2 Adını duydum ama hiç ziyaret etmedim	3 Ziyaret etmiştim	4 Arada ziyaret ederim	5 Sık sık ziyaret ederim	6 Açılış sayfamdır
Akşam						
Haber Türk						
Hürriyet						
Milliyet						
Radikal						
Sabah						
Vatan						
Zaman						

3) Genellikle hangi basılı gazeteleri okumayı tercih ediyorsunuz?	
Akşam	
Cumhuriyet	
Haber Türk	
Hürriyet	
Milliyet	
Posta	
Radikal	
Sabah	
Takvim	
Vatan	
Zaman	
Basılı gazete okumuyorum	
Diğer:	

4) Düzenli olarak online gazete okurum.	
1-Kesinlikle katılmıyorum	
2-Katılmıyorum	
3-Kararsızım	
4-Katılıyorum	
5-Kesinlikle katılıyorum	

5) Online gazete okumayı, basılı gazete okumaya tercih ederim.	
1-Kesinlikle katılmıyorum	
2-Katılmıyorum	
3-Kararsızım	
4-Katılıyorum	
5-Kesinlike katılıyorum	

6) Bir online gazetenin aşağıdaki özellikleri taşıması sizin için ne kadar önemlidir?					
	1 Hiç önemli değil	2 Önemsiz	3 Ne önemli, ne değil	4 Önemli	5 Çok önemli
Tarafsız olması					
Güvenilir olması					
Yenilikçi olması					
Tutarlı bir duruşunun olması					
Farklı görüşlere yer vermesi					
Çok sayıda köşe yazarının olması					
Popüler yazarlarının olması					
Okuyucu yorum ve görüşlerine yer vermesi					
Sürekli güncel bilgi akışını sağlaması					
Özel röportajlar içermesi					
Gündemdeki konulara yer vermesi					
Kullanılan haber kaynaklarının güvenilir					

olması					
Özel araştırma dosyaları hazırlaması					
Yurtdışında ses getiren haber dosyalarının Türkçelerine yer vermesi					
Gazetenin basılı versiyonunun da çıkıyor olması					
Gazetenin spekülasyonlara karışmamış olması					
Fotoğraf özelliklerinin olması					
Video özelliklerinin olması					
Reklamların içerikten ayırt edilebilir olması					

7) Aşağıdaki haber türlerini ne sıklıkla takip edersiniz?					
	1 Hiçbir zaman	2 Nadiren	3 Ara sıra	4 Sıklıkla	5 Her zaman
Astroloji					
Ekonomi					
Gündem					
Hava durumu					
İlanlar					
Köşe yazarları					
Kültür-sanat					
Magazin					
Piyasalar					
Politika					
Sağlık					
Spor					
Şehir rehberi					
Teknoloji					
Televizyon rehberi					

8) Aşağıda sıralanan ifadelere ne derece katıldığınızı belirtiniz.					
	1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
Gazetelerin web sayfalarına aşinayımdır					
Tecrübeli bir online gazete okuyucusuyumdur					
Genel olarak online gazeteler konusunda bilgiliyimdir					
Genel olarak online gazeteler ilgimi çeker					
Genel olarak online gazeteleri doyurucu buluyorum					
Gazete web sayfaları arasında ciddi bir kalite farkı olduğunu düşünmüyorum					
Toplumda neler olup bittiğini takip etmek amacıyla gazete sitelerini kullanıyorum					
Dünyada neler olup bittiğini takip etmek amacıyla gazete sitelerini kullanıyorum					
Kendimi sadık bir online haber okuyucusu olarak düşünüyorum					
Yeni bir site denemektense, genelde okuduğum					

online gazeteye devam etmeyi tercih ederim				
Farklı online gazeteler arasında dolaşmayı severim				

9) Bir online gazete, okuyucularına yönelik kampanyalar düzenlemektedir. Örneğin okuyucularından bir haberin ne ile ilgili olduğunu bir kelime ile yazmalarını istemekte ve en çok katılım gösteren okuyucuya altın hediye etmektedir.				
	1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
Bu tip kampanyalar yapan bir online gazeteyi, daha önce hiç ziyaret etmediğim bir site olsa bile ziyaret etmeyi düşünürüm				
Takip ettiğim online gazete dışında bir online gazete daha cazip bir kampanya yaparsa onu kullanmaya başlayabilirim				

10) En sık ziyaret ettiğiniz gazete sitesi hangisidir?	
Akşam (aksam.com.tr)	
Haber Türk (haberturk.com)	
Hurriyet (hurriyet.com.tr)	
Milliyet (milliyet.com.tr)	
Radikal (radikal.com.tr)	
Sabah (sabah.com.tr)	
Vatan (gazetevatan.com)	
Zaman (zaman.com.tr)	

11) Aşağıdaki soruları en sık ziyaret ettiğiniz online gazeteyi göz önüne alarak cevaplayınız.					
	1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
Saygındır					
Güvenilirdir					
Öncüdür					
İnandırıcıdır					
Bilinen bir sitedir					
Bu site hakkındaki görüşüm olumludur					
Site hakkında başkalarına olumlu görüş bildirebilirim					
Haber okumak için ilk tercihimdir					
Çevremdekilere bu siteyi takip etmelerini tavsiye ederim					
İmajı diğer benzer sitelerin imajlarından farklı değildir					
Bazı kısımları paralı olsa da kullanmaya devam ederim					
Kalitesi diğerlerinden yüksektir					
Benim ihtiyaçlarıma uygundur					
Kendi kategorisindeki en popular sitedir					

Haber okumak istediğimde, aklıma hemen bu site gelir					
Genel olarak tatmin edicidir					
Site hakkındaki genel izlenimim olumludur					
Siteden genel olarak memnunum					
Siteyi kullanmak zevklidir					
Heyecan vericidir					
Yaratıcıdır					
Eğlendiricidir					
Gösterişlidir					
Sunduğu hizmetler memnun edicidir					
Sitede gezinmek kolaydır					
Bu sitede gezinmek, zamanımı geçirmek için güzel bir yol					
Bilgilendiricidir					
Sitede yer alan bilgiler doğrudur					
İçeriği zengindir					
Kullanışlıdır					
Yararlıdır					
Karmaşıktır					
Sitenin tasarımı rahatsız edicidir					
Haberleri sunuş şekli caziptir					

Estetik olarak hoştur					
Rakiplerinin arasında bu siteyi tanıyabilirim					
Bu sitenin logosu hemen aklıma gelir					
En az bu site kadar iyi başka bir gazete sitesi olsa, ben yine de bu siteyi tercih ederim					
Eğer başka bir gazete sitesinin bu siteden farkı yoksa, bu siteyi kullanmayı tercih ederim					
Beklentilerimi karşılamıyor					
Bu site benim işime yaramadı					

12) Cinsiyetiniz	
Kadın	
Erkek	

13) En son tamamladığınız eğitim düzeyi	
Doktora	
Yüksek lisans	
Üniversite	
Yüksek okul	
Lise	
İlköğretim	

14) Yaşınız

16'dan küçük	
16-18	
19-21	
22-24	
25-28	
29-34	
35-40	
41-50	
51-60	
60'tan büyük	

15) Aylık gelir aralığınız nedir?	
1.500 TL'den az	
1.500-3.000 TL	
3.000-4.500 TL	
4.500-6.000 TL	
6.000-9.000 TL	
9.000-12.000 TL	
12.000-15.000 TL	
15.000 TL'nin üzeri	

Araştırma sonuçlarını öğrenmek veya araştırma hakkında sorularınızı yöneltmek için bize mail yoluyla ulaşabilirsiniz: deniz.utku@boun.edu.tr

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