



An Analysis of the Trends that Influence the Buyers to Purchase Online Magazines

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Md. Hasan Maksud Chowdhury
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Subject: Submission of Internship Report

Dear Sir,

With your proper guidance and support, I am about to complete the course of BUS-400. I have finished conducting my research and prepared the Internship Report on ‘An analysis of the trends that influence the buyers to purchase Online Magazines’. I hope my work will be best evaluated by your sharp knowledge and analytical skills.

I have tried to follow the rules you encouraged, while making the report. I hope that you will find this report, a well-researched and detailed information, and a trademark of my effort. I want to thank you for giving me proper direction and guidance throughout the Internship as well as my undergraduate life. I would really appreciate if you make any kind of further recommendation.

Sincerely yours,

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Date: December 10, 2019

Acknowledgement

I would like to thank my respected faculty and internship supervisor, Md. Hasan Maksud Chowdhury, who assisted me in every way possible during my major courses and during my internship program. I am also grateful to Md. Adib Kamal (Business Development Executive, Tryonyx) for giving me the opportunity to work at Tryonyx for my internship. Lastly, I would like to thank everyone who may come across this report and be benefitted in any way.

Abstract

Purpose: To find out the analysis of the trends that influence the buyers to purchase Online Magazines

Methodology: This report incorporates Primary data assortment and acquiring a few information from other secondary sources for better understanding. A survey was conducted to collect information and get the results. The secondary data helps to find the dependent and independent factors to analyze the primary objective. Some of the secondary Data Sources are Online Magazines and articles, previous journals, reports and some Social Media of Popular Magazines.

Findings: This finding reveals that, all three components individually influence the buyers to make their purchasing decision of Online Magazines. Since, the beta value for the ‘Cost Effectiveness’ is the highest, buyers are highly influenced by the cost factors while purchasing online magazines.

Paper Type: Research Paper

Keywords: Online; Magazines; Publications; Cost Effectiveness; Articles; Contents

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Chapter 1: Introduction

The introduction of world's first magazine occurred three century prior, in 1663, some place in Germany. From that point forward, billions of printed distribution around the globe had been made and offered to the pursuers. In mid-1980, 'teletext magazines' were presented and circled with the assistance of e-messages. Web, being one of the best advancement in innovation bolsters printed production to have a computerized stream. Since every individual possesses a smart phone or other smart gadgets, they can go through newspaper or magazines in a helpful manner in their device. Hence, E-magazine and other advanced content platforms are generally mainstream over the world. A report published in Marketing Chart shows that, there is a 15% expansion of digital magazine pursuers among the number of inhabitants in United States (Marketing Charts, 2018).

Nowadays, the huge measure of free substances accessible on the web diverts most magazine buyers from collecting a printed edition. Nevertheless, the rising number of advanced contents does not influence the closeout of the printed form of magazines yet. Magazines let individuals know about the most recent changes in lifestyle, fashion and entertainment drifts. At the point when another smartphone leap forward the old styles, when tech specialists re-imagine and showcase some old patterns, when there are new changes in aesthetics, magazines convey all these to reader's doorstep. As individuals around the globe become increasingly effective with their smart gadgets, publishers believe on the web productions to be the passageway to the corridor of advertisement revenues. The author of an online journal published in 'Business Today' determines that the fate of magazines will rely upon the creation and course of digital mediums (Benedict, 2018).

This report will talk about the patterns that influence buyers to buy Online Magazine. To make this report, I have constructed various research questions. The first one is, "Does the cost effectiveness of Online Magazines influence the buyers?" the second one will find the answer to this question "Does easy to 'Read and Share on Social Platforms' feature influence the buyers to purchase Online Magazine?" and the third question is "Does the faster distribution of Images, videos and articles influence the buyers?" These questions will help find the answer to the prime question, "To which degree does the Versatility of Digital Contents influence

consumers to purchase Online Magazine?” It is to my belief that the study appeared in this report will discover the trends that influence consumers to purchase Online Magazine.

1.1 Literature Review

The world moves forward to technological advancement each year, the informative and entertaining content industry have also taken the route to digitalization. Online magazines can be best described when editors publish their contents (e.g. Infographics, Articles, and Videos) electronically and distribute them through the Internet. As the audience for digital contents grows rapidly, publishers are getting more interested in developing and following the major trends that pull strings with them. Jue, (2009) stated that the innovation and application of audio excerpt and motion graphic into magazines has changed the game for the audience, making them able to connect to the contents in a heartfelt way and thus make a significant progress into the modernization of the publication (Jue, 2009). Moses, (2007) (as cited in Jue, 2009) confirmed, “Digital editions enable magazines to provide multimedia enhancements such as embedded video and sound to provide subscribers with additional value-added features.” One very popular argument imparts that e-magazines can be a replacement for the traditional printed ones. However, Srisuwan and Barnes (2008) disregarded the feud and proposed that business organizations having numerous mechanism for promotion and sales often gifted them favorable outcomes (Srisuwan & Barnes, 2008). The authors presented an illustration that portrayed how giving out two different mediums (traditional and digital) for the buyers helped Time magazine to achieve user oriented satisfactory results. In addition to that, Deleersnyder et al. (as cited in Srisuwan and Barnes, 2008) remarked that his study on the digitalization of a newspaper did not out-turn elimination of the printed edition. On the other hand, e-magazines let us enter into the futuristic arena of storytelling through assorted mediums (e.g. Motion Graphic Content, Graphics Interchange Format Images, Pictures, Augmented Reality, Android or iOS Applications etc.) and also interchange human reactions and feedback on social media.

According to Silva, (2011), the opportunities for creating interactive atmosphere for the readers of digital magazines are still at large, because e-magazines present innumerable features that uplift the knowledge and aesthetics of the readers (Santos Silva, 2011).

1.2 Objective

The principal objective of Internship program is to upgrade and expand academic learning while making business decisions in an organization. Internship also helps building relationship with business professionals and develop communication skills. The objective of this internship report is to summarize and analyze the practical knowledge I gathered while working at ‘The Prestige Magazine’, so that the company can use the findings of the report for their betterment.

Main Objective:

Evaluate how the Versatility of Digital Content influence consumers to buy Online Magazine

Research Questions:

- Does the cost effectiveness of Online Magazines influence the buyers?
- Does easy to ‘Read and Share on Social Platforms’ feature influence the buyers to purchase Online Magazine?
- Does the faster distribution of Images, videos and articles influence the buyers to purchase them?

1.3 Methodology

This report incorporates Primary data assortment and acquiring a few information from other secondary sources for better understanding. The secondary data helps to find the dependent and independent factors to analyze the primary objective. Some of the secondary Data Sources are Online Magazines and articles, previous journals, reports and some Social Media of Popular Magazines.

I have lead the primary research through the questionnaire made in Google form and uploaded in social media. Respondents were picked randomly. The absolute number of respondents is 100.

1.4 Importance of the Study

‘The Prestige Magazine’ is an online global magazine, currently available in two digital formats – Web version and Mobile App version. This study shown in this report will be beneficial for ‘The Prestige Magazine’, since the magazine is aiming to reach the consumers through the internet. In addition, this investigation decides the patterns that influence the buyers to settle on their purchasing choice. As a result, by looking at this study the sales team at ‘The Prestige Team’ can easily comprehend the phenomena and roll out fundamental improvements into their business advancement.. Furthermore, the readers can likewise see how consumer behavior affect the online magazine industry.

1.5 Research Model

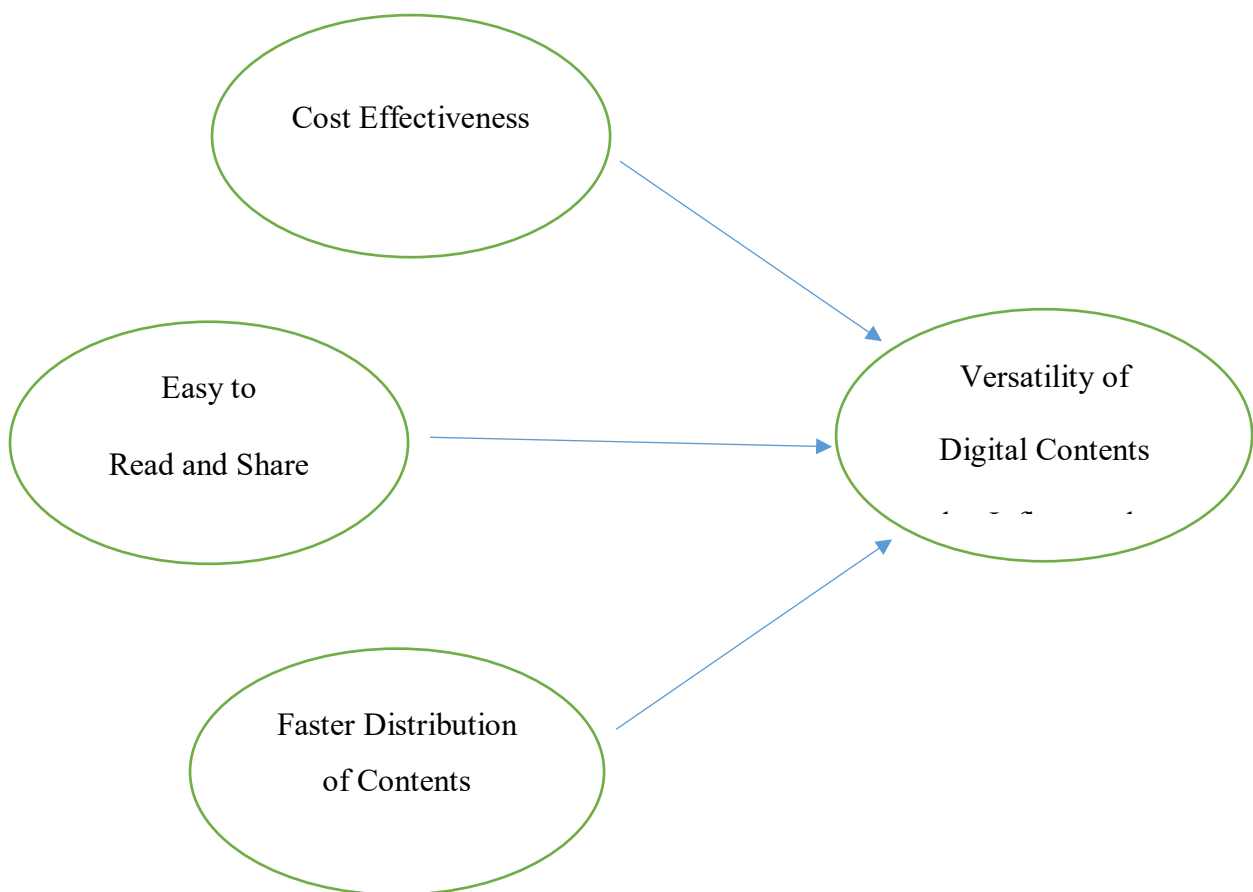


Figure 1: Model of ‘How the Versatility of Digital Content influence consumers to buy Online Magazine’

Chapter 2: Company Overview

2.1 Company Background

Tryonyx is a sister concern of Noman Group focusing on technology. The founding members launched the company in 2018 with a vision to contribute to the digitalization of the country. Tryonyx develops software and applications. Tryonyx likewise focuses on Enterprise Resource Planning (ERP), Advertising, and Marketing; Database Managing System, E-business and Entertainment. The organization plans to dispatch an online store to sell readymade fashion items by the first quarter of 2020.

2.2 Organization Structure

The Chief Executing Officer (CEO) controls the top management of the company. To run the operations smoothly and in an effective way, The Operation Specialists often assist the CEO. The Chairperson of the company makes the important decisions in any manner regarding the business. Managers take responsibility for specific departments inside the organization. Executive body individuals participate in executing various errands inside explicit divisions. Tryonyx has four major divisions.

- Department of Information Technology
- Department of Human Resources Management
- Operation's Department
- Department of Finance
- Department of Media and Graphic Design

2.3 The Prestige Magazine

'The Prestige Magazine' is the brainchild of Tryonyx, where some splendid minds originating from various institutions in Bangladesh gave birth to it. It is one of country's finest online magazines, serving the people of their thriving need of free digital contents. 'The Prestige

Magazine’ aims to serve its audience with the help of splendid visual aids like Infographics, Images, Videos, GIFs etc. ‘The Prestige Magazine’ has different beats that includes Fashion, Lifestyle, Arts & Entertainment, Food and Technology. The magazine preserves the right to each exclusive article published in its digital format.

2.3 Tasks Performed as an Intern

At Tryonyx, I had to perform several organizational tasks every day in order to complete my internship program. Being an intern, I had to make the content calendar for the month of October and November. Content Calendar is one of the most important factor when it comes to maintain the timeline of posts scheduled for publication. Moreover, I had to conduct the creative direction for the Social Media engagement posts of ‘The Prestige Magazine’. I also made business development ideas for the clients of Tryonyx. During my internship, I gathered many new skills including copywriting, creative direction and so on. In addition, the internship program helped myself to understand new concepts like Real Time Marketing, Product Posts, and Engagement Posts etc.

Chapter 3: Conceptual Framework and Hypothesis

3.1 Cost Effectiveness

These days, the entire market is turning out to be one single market because of the progression in innovation. Disruptive Innovations are taking away classic trends from the market. Individuals from any place on the planet can purchase any items they see on the web and online magazines are no different to that. The most fascinating element that dwells here is that when magazines are sold online, they are sold at the similar cost for each person. There may be price variations for Physical distributions in light of the fact that different cost factors (e.g.

distribution cost, paper cost, machine cost, storage cost, printing cost etc.) remain different in various countries.

We have asked our respondents whether they agree or disagree with the Cost Effectiveness of Online Magazines. The first question asked the respondents whether they agree or disagree to the statement that ‘The Price for Online Magazines are affordable’, the second question asks ‘There are many payment methods for Online Magazine, do you agree/disagree with this statement?’ The third question remained ‘The contents of online magazine is worth the money, do you agree/disagree with this statement?’ and the fourth question asked the respondents if they agree or disagree to the fact that ‘The money transaction process is quick and effective’.

H1: Cost Effectiveness accelerates the sales of Online Magazines

3.2 Easy to ‘Read and Share’

Jue, (2009) presented the idea that instead of waiting for an actual printed version of a magazine to be out, individuals are preferring the online content portals to get in touch with the information (Jue, 2009). According to Silva, online magazines can be perused from any place and individuals can look through online magazines with the help of search option more efficiently (Santos Silva, 2011).

In addition, Social Network remains as one of the major incentives of consumer’s shift towards digital streams. Online Magazine contents are very easy to share and get feedback on from different individuals when shared on Social media. Thus, when individuals like or comment on others posts, the social interaction begins to take place. They can exchange feedback and share their remarks while continuing this social communication.

We have asked our respondents whether they agree or disagree with the ‘Easy to Read and Share, feature of Online Magazine. The first question asked the respondents whether they agree or disagree to the statement that ‘Online Magazine contents are easily accessible’, the second

question asks ‘Online Magazine Contents can be easily shared on Social Media Platforms, do you agree/disagree with this statement?’ The third question remained ‘Archived Contents can be read without Internet Connection, do you agree/disagree with this statement?’ and the fourth question asked the respondents if they agree or disagree to the fact that ‘Social Sharing features can help to connect with more people and be interactive’.

H2: Online Magazines ensure accessibility and availability

3.3 Faster Distribution of ‘Images, Videos & Articles’

Any printed production may take a long time to reach its audience, whereas digital editions do not make that hazard. When distributors transfer their articles to the web, endorsers with the association of internet can grab a hold of it. Additionally, people around the world scroll through the social network timelines all the time except if something identified with their inclinations figures out how to catch their attention. However, this reason creates a very large void of entertaining substances in their daily life, resulting the demand of excessive circulation of Images and videos to address this need. Hence, digital publishers are keeping up the pace with the faster distribution of Images, Articles, and Videos etc.

We have asked our respondents whether they agree or disagree with the ‘Faster Distribution of Images, Videos and Articles’ of Online Magazines. The first question asked the respondents whether they agree or disagree to the statement that ‘There are new Article/Image/Video Contents gets published every day’; the second question asks ‘The Contents of Online Magazines are trendy and up to date, do you agree/disagree with this statement?’ The third question remained ‘Articles, Image and Video Contents are knowledgeable and entertaining, do you agree/disagree with this statement?’ and the fourth question asked the respondents if they agree or disagree to the fact that ‘Readers can understand the content better with the help of visuals’.

H3: Online Magazine facilitates faster distribution of Images, videos and articles.

Chapter 4: Research Method

4.1 Research Design

Descriptive Research Method has been used to collect the necessary information and conduct the survey. Questionnaires has been made with 'Google Forms', most of the respondents had been reached through Social Networking Platforms. The survey was critical to decide the significant patterns affecting the purchasers of Online Magazines. Furthermore, questionnaire and the responses were examined on SPSS to decide the outcomes.

4.2 Measurement

Descriptive Research Method was utilized in creation of the questionnaire. This is a logical method includes observing and portraying the conduct of a subject without influencing it in any capacity. The questionnaire included inquiries to assess the 'versatility of digital contents' to its influential items. In specific questions, respondents were told to address nominal inquiries. In addition, 5-point Likert scale has been used to determine the trends influencing the buyers. Items were demonstrated at numerical '1' with the verbal statement 'Strongly disagree' to numerical '5' with 'Strongly agree'.

4.3 Sampling

I shared the questionnaire among random people with the help of social media. The target respondents were minimum 100. The sample size for this research was 100 people. After evaluating the responds, I have found the demographic statistics and diagram of different attributes also.

Chapter 5: Analysis

5.1 Demographic Analysis

For the demographic analysis of the gathered response of the survey, six factors had been considered, which are:

- i. Gender
- ii. Age
- iii. Education
- iv. Employment Status
- v. Income Group
- vi. Frequency of Reading

The following Table shows the summary of the demographic analysis of the findings for this report.

	Frequency	Percentage
Gender:		
Male	52	64
Female	29.3	36
Age:		
10 – 20	15.4	19
20 – 30	43.9	54
30 – 40	10.6	13
40 – 50	4.9	6
Above 50	6.5	8
Employment Status:		
Student	27.6	34
Businessman	9.8	12
Service	24.4	30
Self-employed	10.6	13
Others	8.9	11
Income Level:		
10,000 - 20,000	20.3	25

20,000 - 30,000	18.7	23
30,000 - 40,000	13.8	17
40,000 - 50,000	13	16
Above 50,000	15.4	19
Frequency of Reading:		
Very Rarely	5.7	7
Rarely	11.4	14
Neutral	2.4	3
Often	31.7	9
Very Often	30.1	37

Table – 1 (Demographic Analysis)

The table shows that among the 100 respondents, 64% of the respondents for this survey was male and 36% was female. In the Age Group, it had been detected that the maximum respondents (54%) belong to age group between 20 to 30 years. 13% of the respondents belong to the age group of 30 to 40 years. According to the finding of the survey, 34% of the respondents are Students, 30% of the respondents are Service Holders, and 13% of them are Self-employed. For Income Range, maximum percentage (25%) of the respondents belong to the income group of BDT 10,000 to BDT 20,000 and 23% of the respondents are in income group of BDT 20,000 to BDT 30,000. Lastly, in the frequency of reading part, it had been found that 37% of the respondents frequently read magazines online and only 7% of the respondents hardly read online magazines.

5.2 Data Analysis

The survey questionnaire was prepared on Google Form and all the responses were collected online through this form. All the questions were made mandated for the respondents to successfully submit the response. As a result, there had not been found any missing data or response. Additionally, there are no outlier found in the study. Values of all probability were less than .001

Result Variables						
Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function	
		First	Last			
1	Demo1_1	23	1	123	123	SMEAN (Demo1)
2	Demo2_1	23	1	123	123	SMEAN (Demo2)
3	Demo3_1	23	1	123	123	SMEAN (Demo3)
4	Demo4_1	23	1	123	123	SMEAN (Demo4)
5	Demo5_1	23	1	123	123	SMEAN (Demo5)
6	CE1_1	23	1	123	123	SMEAN(CE1)
7	CE2_1	23	1	123	123	SMEAN(CE2)
8	CE3_1	23	1	123	123	SMEAN(CE3)
9	CE4_1	23	1	123	123	SMEAN(CE4)
10	RS1_1	23	1	123	123	SMEAN(RS1)
11	RS2_1	23	1	123	123	SMEAN(RS2)
12	RS3_1	23	1	123	123	SMEAN(RS3)
13	RS4_1	23	1	123	123	SMEAN(RS4)
14	FD1_1	23	1	123	123	SMEAN(FD1)
15	FD2_1	23	1	123	123	SMEAN(FD2)
16	FD3_1	23	1	123	123	SMEAN(FD3)
17	FD4_1	23	1	123	123	SMEAN(FD4)
18	DV1_1	23	1	123	123	SMEAN(DV1)
19	DV2_1	22	1	123	123	SMEAN(DV2)
20	DV3_1	23	1	123	123	SMEAN(DV3)

Figure 2: Missing Data Analysis

5.3 Significance

For determining the significance of responses, Bartlett's Sphericity test had been conducted.

It shows that the Sphericity is less than 0.05; hence, the survey is statistically significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	1020.683
	df	120
	Sig.	.000

Figure 3: Bartlett's Sphericity Test

5.4 Analysis

The variables of the research was determined, hence I can say that all the variables of this research are “known” variables. There were four factors consider in this survey. In total variance, the eigenvalue should be more than 1 and here it is 1.073, the cumulative percentage is 65%, which is greater than 60%.

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.179	51.122	51.122	8.179	51.122	51.122	3.538	22.110	22.110
2	1.116	6.974	58.096	1.116	6.974	58.096	3.484	21.773	43.882
3	1.073	6.709	64.805	1.073	6.709	64.805	3.348	20.923	64.805
4	.914	5.713	70.517						
5	.756	4.728	75.245						
6	.727	4.543	79.788						
7	.596	3.723	83.511						
8	.509	3.182	86.693						
9	.460	2.873	89.567						
10	.385	2.406	91.973						
11	.337	2.104	94.077						
12	.257	1.607	95.683						
13	.230	1.435	97.119						
14	.215	1.343	98.462						
15	.140	.872	99.334						
16	.107	.666	100.000						

Extraction Method: Principal Component Analysis.

Figure 4: Total Variance

	Communalities	
	Initial	Extraction
The price of Online Magazine are affordable	1.000	.750
There are many payment methods for Online Magazine	1.000	.820
The content of Online Magazine is worth the money	1.000	.523
The transaction process is quick and effective	1.000	.666
Online Magazine contents are easily accessible	1.000	.429
Online Magazine contents can be easily shared on Social Media Platforms	1.000	.662
Archived contents can be read without internet Connection	1.000	.694
Social sharing features can help to connect with more people and be interactive	1.000	.625
New articles, images and videos get published everyday	1.000	.682
The contents of Online Magazine are trendy and up to date	1.000	.610
Articles, images and video contents are knowledgeable and entertaining	1.000	.630

Readers can understand the content better with the help of visuals	1.000	.694
Online Magazine contents are satisfying to read and watch	1.000	.531
Consumers can choose specific contents easily	1.000	.661
I am satisfied with the up to date articles of Online Magazine	1.000	.646
I often purchase Online Magazine and recommend others	1.000	.745
Extraction Method: Principal Component Analysis.		

Figure 4: Communalities

Moreover, all the values in the communalities are greater than 0.5. As both the considered value fulfilled its considered standard, hence the survey is statistically accepted.

5.5 Reliability

Cronbach's Alpha was used for weighing the consistency of each variable of the research. This reliability test suggested that both the dependent and independent variables are highly consistent as all the alpha values are greater than 0.6. The following illustrations are found from the analysis of the survey:

Reliability Statistics	
Cronbach's Alpha	N of Items
.836	4

Table 2: Reliability Analysis for Cost Effectiveness (found reliable)

Reliability Statistics	
Cronbach's Alpha	N of Items
.781	4

Table 3: Reliability Analysis for 'Easy to read and share' (found reliable)

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

Table 4: Reliability Analysis for 'Faster Distribution' (found reliable)

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Table 5: Reliability Analysis for 'Versatility of Contents' (found reliable)

Reliability Statistics

Cronbach's Alpha	N of Items
.935	16

Table 5: Reliability Analysis for all 'Dependent' and 'Independent' Variables (found reliable)

5.6 Validity

		Correlations															
	SMEAN(C E1)	SMEAN(C E2)	SMEAN(C E3)	SMEAN(C E4)	SMEAN(R S1)	SMEAN(R S2)	SMEAN(R S3)	SMEAN(R S4)	SMEAN(F D1)	SMEAN(F D2)	SMEAN(F D3)	SMEAN(F D4)	SMEAN(D V1)	SMEAN(D V2)	SMEAN(D V3)	SMEAN(D V4)	
SMEAN(C E1)	1																
SMEAN(C E2)	.753**	1															
SMEAN(C E3)	.649**	.467**	1														
SMEAN(C E4)	.475**	.525**	.466**	1													
SMEAN(R S1)	.437**	.364**	.514**	.401**	1												
SMEAN(R S2)	.384**	.481**	.406**	.562**	.476**	1											
SMEAN(R S3)	.334**	.457**	.493**	.692**	.294**	.621**	1										
SMEAN(R S4)	.336**	.441**	.478**	.513**	.433**	.440**	.561**	1									
SMEAN(F D1)	.530**	.671**	.509**	.442**	.376**	.317**	.469**	.588**	1								
SMEAN(F D2)	.460**	.439**	.384**	.553**	.476**	.498**	.427**	.479**	.343**	1							
SMEAN(F D3)	.488**	.677**	.423**	.491**	.397**	.576**	.449**	.511**	.602**	.543**	1						
SMEAN(F D4)	.568**	.607**	.474**	.477**	.372**	.462**	.493**	.420**	.405**	.569**	.552**	1					
SMEAN(D V1)	.499**	.508**	.429**	.487**	.425**	.493**	.369**	.443**	.352**	.403**	.509**	.521**	1				
SMEAN(D V2)	.473**	.547**	.474**	.449**	.316**	.320**	.472**	.315**	.314**	.416**	.446**	.663**	.513**	1			
SMEAN(D V3)	.526**	.623**	.569**	.566**	.372**	.553**	.569**	.475**	.438**	.443**	.560**	.538**	.558**	.491**	1		
SMEAN(D V4)	.441**	.640**	.410**	.382**	.285**	.416**	.469**	.459**	.522**	.273**	.586**	.393**	.394**	.299**	.701**	1	

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

For determining the validity of the research, convergent validity test was conducted and the technique used for this test is Bivariate Technique. This test proposes the relationship among things from the indistinguishable variables.

5.7 Regression

The conduction of regression analysis helps us understand the correlation between dependent and independent variables. The findings of regression analysis is discussed below:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.657	.648	1.64207

a. Predictors: (Constant), FD, RS, CE
b. Dependent Variable: DV

The value of 'R square' determines how the dependent variables is influenced by the versatility of the independent variables. The value of 'R square' is .657

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	614.848	3	204.949	76.008	.000 ^b
	Residual	320.872	119	2.696		
	Total	935.720	122			

a. Dependent Variable: DV
b. Predictors: (Constant), FD, RS, CE

Anova shows whether the whole model is significant. To identify this, F-statistic is checked is see whether it is significant at 95% interval level. If significance is less than .05, the whole model becomes significant. Our significance value is .000 it may be expressed that the entire model is significant at 95% interval.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.520	1.060		2.378	.019
	CE	.451	.098	.416	4.618	.000
	RS	.244	.086	.231	2.827	.006
	FD	.264	.108	.242	2.443	.016

a. Dependent Variable: DV

The beta value suggests a positive relationship between the dependent and independent variables.

Chapter 6: Conclusion

6.1 Results

Among the four factors, three independent variables were utilized to direct regression analysis several times, in order to determine what trends influence consumers to buy Online Magazines. The adjusted R square value described the regression model to have 65% variation in the dependent variable. There has been a positive influence of all the independent variables with the dependent variable, which means all the factors positively influence buyers to purchase Online Magazine. The beta value for CE ($b = .416$, $sig = .000$) shows the strongest relationship to the dependent variable. The beta value for FD ($b = .242$, $sig = .016$) comes second to show the strengths with the dependent variable and beta value for RS ($b = .231$, $sig = .006$) remains at the third place.

6.2 Discussion

The topic of this report is 'An analysis of the trends that influence the buyers to purchase Online Magazines'. The main objective of this report is to find out how the 'Versatility of digital contents influence the consumers to buy Online Magazine'. To find the results of our prime

objective, we figured out three Independent Variables (Cost Effectiveness, Easy to Read and Share, Faster Distribution) and one Dependent Variable (The Versatility of Digital Contents) which indicates the main objective. Our goal was to find out the degree to which ‘Cost effectiveness, easy to Read & Share features and Faster Distribution’ influence the Versatility of Digital Contents determining buyer’s decision of purchasing Online Magazine. From the results of this report, we can see that all the independent variables has a positive relation with the dependent variable. This finding reveals that, all three components individually influence the buyers to make their purchasing decision of Online Magazines. Since, the beta value for the ‘Cost Effectiveness’ is the highest, buyers are highly influenced by the cost factors while purchasing online magazines. Payment methods, lower costs, money transaction process and the affordability of online magazines are the main important trends behind customer’s perception of online magazines. In addition, ‘Faster distribution of contents’ also play major role influencing the consumers. Up-to-date contents, knowledgeable videos & articles and faster distribution help consumers to get accustomed with the latest trends in Social media. Finally, ‘Easy to read and share’ features also influence consumers to become more interactive on the web and thus create an online community of like-minded people. This study also supports the entire Hypothesis. For example, when we say Cost effectiveness accelerates the sales of online magazine, the consumers keep in mind that digital publications are lower priced than the physical one. The subscription fee shall be lowered; the distribution cost shall be eliminated. In addition, this study supports our second hypothesis as well which is ‘online magazines ensures accessibility and availability’. Consumers want to access online magazines from anywhere and contents should be available to archive as per buyer’s wish. This study also supports our third hypothesis, ‘Online magazine facilitates faster distribution of Image, articles and Videos’.

6.3 Further Research and Limitations

This report opens up the possibilities to conduct further research in this topic. Online magazines have become a very popular trend around the world and more publishers are considering their publication to have a digital fabrication. Moreover, the growth of e-publication industry is remaining constant. This report indicates that more factors can be considered to determine the trends that influence the buyers. For instance, factors such as geographic elements, visual aids, augmented reality and machine learning can influence the future of e-magazines. In spite of the fact that the report has been arranged cautiously, there were several restraints. The first one was time constraint. There were only a limited time given for conducting this research. In addition, the sample size could be better. A portion of the respondents comes from the Prestige Magazine, which may influence the study findings to be a little bias.

6.4 Conclusion

According to Jones, digital publications has yet gained access to its audience like the printed publication does and certain controlling components constrain itself from reaching the group of targeted individuals (Jones, 2018). However, the future of online magazines will depend on how the publishers manage to keep the advertisement money coming their way. It is too early to anticipate whether online publications represent a threat to printed distributions, although prints are undoubtedly upset with the rise of e-magazines.

During my internship program at Tryonyx, I learned about several marketing agendas of online magazine distribution. I have demonstrated some of my gathered knowledge in this report. Furthermore, this report demonstrates the trends that influence the buyers to purchase online magazines. According to this study, cost adequacy should get the topmost priority when distributors intend to go online with their publication.

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Appendix A.

Information related to ‘Cost Effectiveness’

1. The Price for Online Magazines are affordable
2. There are many payment methods for Online Magazine
3. The contents of online magazine is worth the money
4. The transaction process is quick and effective

Information related to ‘Read and Share’

1. Online Magazine contents are easily accessible
2. Online Magazine Contents can be easily shared on Social Media Platforms
3. Archived Contents can be read without Internet Connection
4. Social Sharing features can help to connect with more people and be interactive

Information related to ‘Faster Distribution’

1. There are new Article/Image/Video Contents gets published every day
2. The Contents of Online Magazines are trendy and up to date
3. Articles, Image and Video Contents are knowledgeable and entertaining
4. Readers can understand the content better with the help of visuals

Information related to ‘Versatility of Contents’

1. Online Magazine Contents are Satisfying to read and watch
2. Consumer can choose specific contents easily
3. I am satisfied with the up to date articles of Online Magazines
4. I often purchase Online Magazine and recommend others

Personal Information

1. Gender
2. Age
3. Employment Level
4. Income Level
5. How often do you read magazines