

# The Daily Star

**A Critical Analysis on Consumption Behavior and Future  
Projection of Print Media: A Business Case of  
“The Daily Star BD”**

# *Internship Report*



Inspiring Excellence

## A Critical Analysis on Consumption Behavior and Future Projection of Print Media: A Business Case of **The Daily Star BD**

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**Date of Submission: 14<sup>th</sup> December, 2016**

## Letter of Transmittal

14<sup>th</sup> December,2016

Md. Tamzidul Islam

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

This report is presenting to you my research analysis on “Consumption Behavior and Future Projection of Printed Newspaper” to complete therequirement in the internship stage of BBA program.I started working with “The Daily Star” from 1<sup>st</sup> August to 31<sup>st</sup> October in Business Development Dept. In this report I tried to portray my work experience and also did a research to understand the current consumption behavior of printed newspaper.

I would like to convey my gratitude to my supervisor of the organization who helped me to gather all the necessary information in this period of time. I hope this research project will fulfill the purpose of my research work and also uphold the standards of a well organized and informative report and perfectly visualize the scenario of printed newspaper.

I would like to thank you for your all time support to complete this report also would like to request you to accept my internship report for further procession.

Sincerely Yours,

Shamima Tajrian

ID: 13304051

BRAC Business School

BRAC University

## Acknowledgement

This internship report is the joint effort of many individuals. As for such, I want to thank each of them with my sincere gratitude.

Beginning with the gratitude of Almighty who gave me strength and patience enough to complete this research based report. Then I want to convey my heartfelt thanks to Mr. Tamzidul Islam, my internship supervisor. Without his guidance and extreme moral support the completion of this report would not be done. I am very much thankful to him for his kind help and supervision.

I am very much thankful to the supervisor of my workplace, Mr. Tajdin Hassan, Head of Marking, “The Daily Star” for his enormous support and helpful hand from his busy schedule during my internship period. I want to thank “The Daily Star” for providing me the opportunity to work as a part of this organization. The learning and handful experience I have got here during my internship period allowed me to get more refined knowledge about the real life working experience.

Finally, I would like to thank my family members and friends for supporting me from behind while preparing this report.

## Executive Summary

The following report is the reflection of my work and experience at “The Daily Star”. This report mainly focused on my descriptive research work on consumption behavior and future projection on print newspaper.

In this report I provided a thorough organizational introduction of “The Daily Star” and provided a detailed analysis of my research work on consumption behavior of printed newspaper and a future projection of it. The methodologies for the research have also been discussed in which I had prepared a questionnaire and took the survey from different ranges of people; along with academicians and professionals. For an in-depth knowledge I also went to the hawkers place to understand the real scenario of print newspaper. I tried to do a critical analysis of the current and future state of newspaper based mainly on the primary data i.e. the surveys. Since this is a business case of “The Daily Star”, I tried to relate all my findings with the current state of this newspaper agency.

The key findings of the research have been highlighted in the paper. These include the importance of customer satisfaction and expectation in determining future consumption patterns. There are other findings highlighted in the paper such as the direction where the newspaper industry is headed towards and the minute factors that are causing it.

To my knowledge, a research of this type has never been conducted by anyone yet. I firmly believe this report will be able to justify its importance and can portray the current and future state of the newspaper industry profoundly.

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## **Chapter 2: Organization Part**

### **2.1 Introduction**

Newspaper has become a part of our life. Due to digitalization the form of newspaper may change, but the basics are still the same. We are now living in such an era where we get all the news in our hand palm through different electronic devices. The soft copy version of newspaper is now overlapping on hardcopy version. So the newspaper industry is also changing over it. Previously, they were only focused on printed version, whereas now they have separate “Digital Marketing Department”. The revenue stream has also changed due to digitalization. The marketing skim of a newspaper industry had a revolutionary change after the digitalization.

### **2.2 Company Profile**

The Daily Star is a subsidiary of Mediaworld Ltd., an associate of Transcom Group and a sister concern of Mediastar Ltd. Other Mediastar Ltd. Subsidiaries include The Daily ProthomAlo and ABC Radio, making the Daily Star their sister concern. The Daily Star started its official publication on January 14, 1991, as a small business with a few hundred circulations around the country. Over the course of 25 years, The Daily Star has become the highest circulated, most respected and most credible English daily in Bangladesh. Currently, the circulation of The Daily Star is 40,000 copies on weekdays and 60,000 copies on weekends. Considering the number of people capable of reading English in majority Bangla speaking community, the number is significantly high. Mahfuz Anam is the Editor and the publisher of The Daily Star. He is also the publisher of Bengali fortnightly Anandadhara, Saptahik 2000 & The Daily Prothom-Alo.

Anandadhara & Saptahik 2000 are two different subsidiaries of the Mediaworld Ltd that were previously separate and independent entities. In order to reduce administrative cost these two were brought under The Daily Star administration. The Daily Star Finance and Accounts department is in charge of the Finance and Accounts of the Saptahik 2000 as well as Anandadhara.

Saptahik 2000 is a political and current affairs magazine that is published weekly. The magazine was once widely accepted and was the most circulated magazine of Bangladesh. Currently the

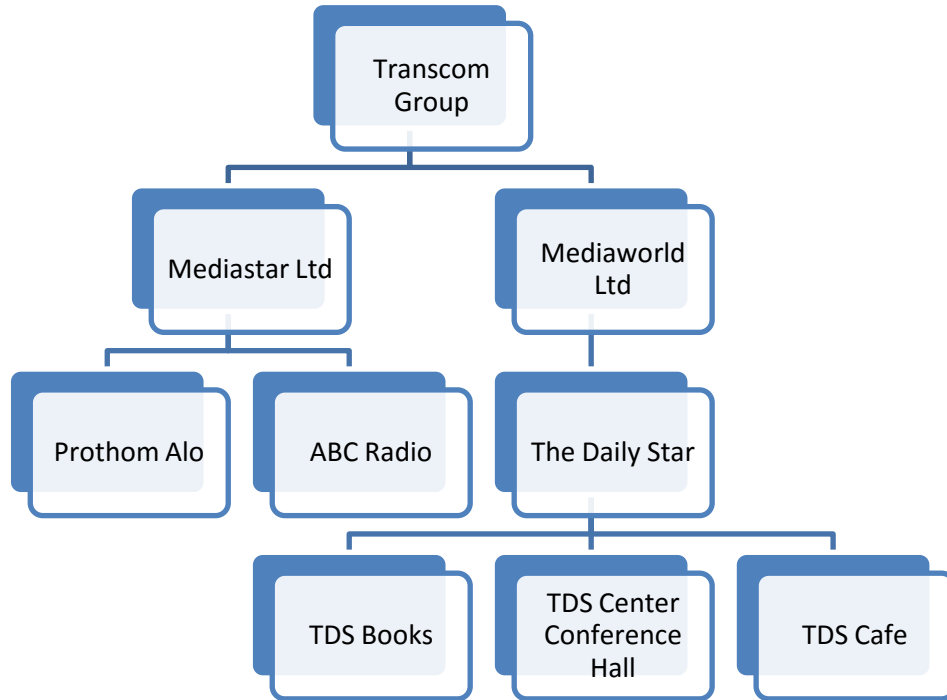
magazine is facing loss and is on the verge of divesting. Anandadhara is a magazine that focuses mostly on the entertainment sector of Bangladesh that includes television, film celebrities and lifestyle.

The Daily Star has another business venture, which is its book publication, The Daily Star Books. The Daily Star Books started its journey in December, 2014, and as of 2016, it has published 40 books. The Daily Star Books publishes books written in English language only. This venture is yet to reach to breakeven point.

Apart from that, The Daily Star rents its three hall rooms situated at The Daily Centre, to various clients for programs including roundtable meetings, training programs etc. These hall rooms are fully equipped and well furnished with proper food facilities from their in house cafeteria, DS Café.

The Daily Star also organizes many events solely or in partnership with other organization many for social development and entertainment purpose. It has launched many educational competitions, including business case competitions such as Strategy Master. The Daily Star also organizes award giving ceremonies such as Achievements Award for Future Leaders, for great results by students in their A and O level. The Daily Star runs a project called English in School (EIS) in association with Robi that provides the newspaper in different schools for creating the habit of reading English newspaper.

The Daily Stars joins as a media partner in many national and international events, which is a part of its business development program. It offers media coverage, which has also become a part of its business development program.

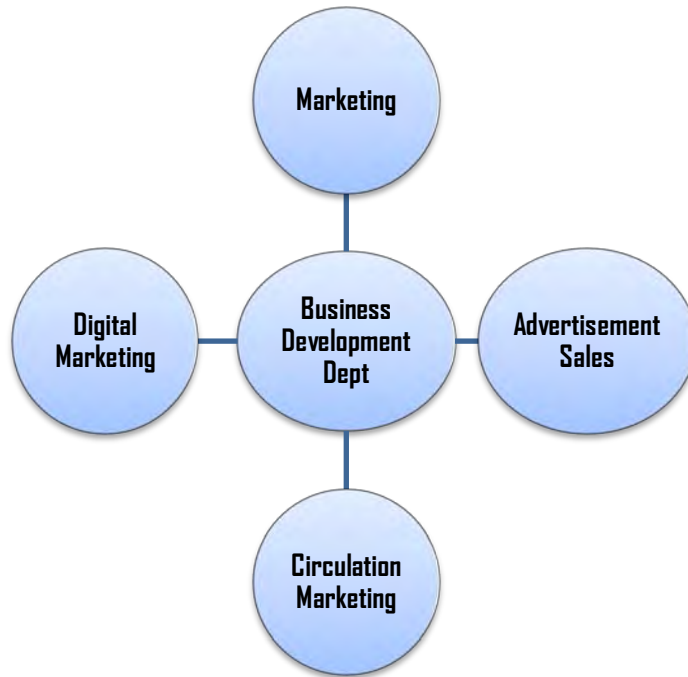


**Figure 01: Structure of the subsidiaries of Transcom Group**

Apart from these “The Daily Star” also organizes many events and joins as partner as well. It also encourages the youth by organizing different business competitions like strategy master. Daily star joins in many events as media partner and youth engagement partner.

## 2.3 An Overview of the Business Development Dept of “The Daily Star”

Among many other departments, Business Development is the most prominent and successful department running by some brilliant people in Daily Star. Under Business Development Department there are some other wings that are being maintained under a line of command.



**Figure 02: Business Development Department**

## 2.4 My Job and My Experiences:

My job in “The Daily Star” in short was the strategic partner maintenance. This is a wing under Business Development dept and was being supervised by marketing dept. I was working under a senior executive and was regularly monitored by the head of Marketing.

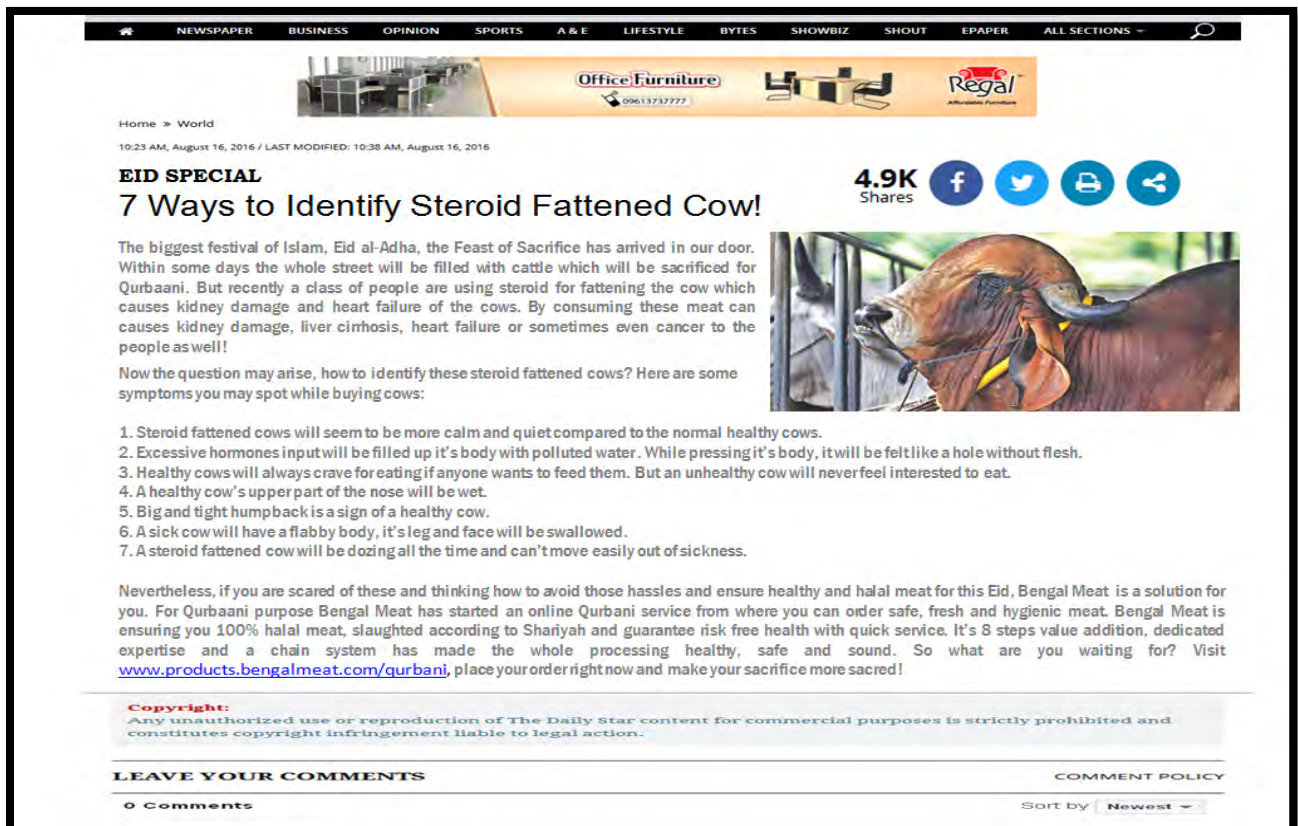
Daily Star maintains the strategic partnership or youth engagement partnership with different events and organizations as a part of increasing their brand value. I mainly handled all the projects related to these partnerships.

For strategic partnership maintenance I had to follow a certain process:



**Figure 03: Process of Partnership Maintenance**

To maintain the revenue stream, The Daily Star continuously goes through all its previous consumers and maintains them regularly. In this process many of the time I had to look through all its previous consumers and had to come up with ideas to divert them towards “The Daily Star” again. For some projects we prepared some advertisements and promotional ideas, made draft of how it would look like and presented them in front of our clients. Here are some of the demo promotional activities that I made for the projects that I handled:



**Figure 04: Demo Draft of Online Advertisement for “Bengal Meats”**



**Figure 05: Demo on Content Marketing of Kazi Tareq Shams, Managing Director, Lakeshore Hotel**

After the presentation of our demo work we generally show them our pricing booklet for advertisements. If they liked our proposal then after 2 to 3 business days we expected to get an answer from them. So according to their given measurement and price, we sent them a work order to finalize the agreement. Here is one of the work orders that I made for another project of “Sports International”:

**Sports International**

---

Date: 20/08/2016 W/O Ref:

To

The Daily Star  
 64-65, Kazi Nazrul Islam Avenue  
 Dhaka-1215, Bangladesh

Sub: Work order for dailystar.net Online Advertisement

Options	Details	Amount for 3 months
1	Name: TDS Sports Online ( <a href="http://www.thedailystar.net/sports">www.thedailystar.net/sports</a> ) Position: Top Banner	BDT 60,000/=

In Words: Sixty Thousand Taka Only

**Terms:**

1. Work order will be effective from 26<sup>th</sup> August, 2016 till 25<sup>th</sup> November, 2016.
2. Payment will be made in advance.
3. VAT is included.

With thanks and regards

**Jonas Christopher Mendez**  
 Manager  
 Sports International

**Figure 06: Work Order for Online Advertisement of Sports International**

## 2.5 My Overall Experiences

My three and a half months of experiences in “The Daily Star” is a memorable one indeed. I worked in the Business Development Dept of “The Daily Star” from August 1, 2016 to October 31, 2016. During these three months I was always treated as a full-time employee rather than an internee. By working in a newspaper agency, I am also privileged to get in touch with some of the renowned personalities of the country which added more value in my learning phase.

Their flexible working condition and super-friendly environment made the whole official workload a bit easy. Though I could not relate my academic studies much with my official

responsibilities, I could take advantage from my clubbing experiences of university. Coming up with new and innovative ideas, making proposal letters, presenting them in front of clients and pursue them to choose us for their promotional activities were some of the activities that I did before as a co-curricular activities of my undergrad time. It worked as an incentive for me.

## **Chapter 3: Project Part**

### **3.1 Introduction of the Project**

In this research paper I wanted to project the future scenario of printed newspaper. Since the era of printed paper is diminishing day by day, what are the factors that are working behind it; I will find it out through our research.

Moreover, I tried to find out the general preferences and purposes of reading newspaper. It helped us to identify their needs and demands of a specific version of a newspaper which gradually will help us to know the consumption behavior of newspaper in future.

This paper is structured into five sections. After the generalities to the study (introduction), a literature review with proposed theoretical model presented in section two. The ensuing section details the methodology used to collect data in study while empirical findings are elaborated in Section 3 and discussion of findings in Section 4. The last section, Section 5 contains the conclusion, study implications and direction for future research.

### **3.2 Research Objectives**

Our primary objective is to know the consumption behavior of the printed newspaper and to relate the case with one of the leading newspaper of Bangladesh “The Daily Star”.

### **3.3 Scope of Research**

The study focused on the assessment of the current consumption behavior of printed newspaper of mass people. The respondents of this study consisted of 100 students and professionals from different year levels, age range and gender. There were 25 questions in the survey questionnaire



and included variables which are related consumption behavior of mass people, such as sources of daily newspaper, the section that attracts most to read newspaper, role of advertisement, purpose of reading newspaper etc.

### **3.4 Significance of the study**

The result and findings of the study will be beneficial and can be used by the administrator, students and future researcher. The administrator, since it will get an idea on the current scenario and future consumption behavior of printed newspaper, can take necessary measures according to the study.

To the students, they will know about the diversification of newspaper industry because of digitalization and can take a lesson from it.

Result of the study could also be a basis for further research in the same topic, as such will be a source of additional information.

## **Chapter 4: Research Methodology**

### **4.1 Research Method Used**

This chapter presents the methods of research undertaken, the subjects of the study, the method of gathering data and statistical treatment.

### **4.2 Research design**

Descriptive research does not fall under any specific methodologies such as, qualitative or quantitative research; instead it utilizes the elements of both, often within the same study. If descriptive research design is used properly it can help an organization better define and measure the significance of something about a group of respondents and the population they represent.

When it comes to online surveying, descriptive is by far the most commonly used form of research. Most often, organizations will use it as a method to reveal and measure the strength of a target group's opinion, attitude, or behavior with regards to a given subject. But another common use of descriptive research would be the surveying of demographical traits in a certain group (age, income, marital status, gender, etc.).

Here I used descriptive research design to conduct our survey, as we are trying to find out the general peoples' consumption behavior of newspaper. To know the current state of newspaper industry, we required some qualitative information, so we set our survey questionnaire questions accordingly. This will help us to interpret the outcome of the survey easily. Moreover, we conducted our survey online. Using online methods for conducting a survey is very popular now-a-days, as it is very inexpensive, flexible and faster way to conduct a survey. Moreover, it gives an accurate result and keeps the privacy of the respondent as well.

### **4.3 Respondents and sampling procedures**

#### **Population:**

In statistics, survey sampling describes the process of selecting a sample of the elements of a target population to conduct a survey. In this research the population is the both from the academicians and professionals.

## Sample:

Sample involves the selection of a number of study units from the defining study population.

Before choosing my sample I had some questions and those are:

- From whom should we seek data?
- Where and when?
- How large should our sample be?

After I got all the answers I decided to conduct the sample.

## Sample Size:

As I had time constraints, so I kept our sample size short. I only chose 100 respondents from different arena. However, larger sample size can give accuracy in the research.

## Sampling procedure:

In choosing the respondents of the research, the following groups of respondents were considered such as students, faculty members and corporate.

Moreover, I did *non-probability* sampling which is related to my survey design, as I select our sample from people of different professions. So here I am selecting my sample by judging the respondent and we followed non-probability sampling procedure.

## 4.4 Research instruments/Questionnaire

I asked 25 questions in the survey questionnaire to conduct the survey, and I fixed variables which are related to consumption behavior of printed newspaper.

However, I kept all the questions Close-ended, so that the respondents can easily answer those questions. Moreover, I use some scale to prepare the questions, those are:

- Nominal scale
- Ordinal scale
- Likert scale (5 points)

## 4.5 Collections of Data/ Gather procedures

The study primarily used the Descriptive Research Design to gather the needed data. The questionnaire used was on the actual experience of general people. As I did an online survey, I distributed the questionnaire to the different pages or sites of my institution that I studied and worked for. I also personally knocked people to fill up the survey. Objectives of the study were written with the entire survey questionnaire so that respondents can understand why they are doing this survey. Here I collected the primary data, as I conducted the survey and collected the information of the consumption behavior.

## Chapter 5: Presentation of Data and Critical Discuss of Result

The Daily Star is one of the prominent newspaper agencies in the newspaper sector in Bangladesh and this study focuses on the general consumption behavior of people. For the survey, I found 100 respondents from different range who were helped to continue.

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Variance</b>
Mobile	33	0	1	.97	.174	.030
Laptop	24	0	1	.67	.482	.232
Desktop	10	0	1	.40	.516	.267
Tablet	13	0	1	.46	.519	.269
Other	8	0	0	.00	.000	.000
Valid N (listwise)	8					

Table 1: Preferred digital platforms to read newspaper

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Get the idea of the current scenario	39	0	1	.97	.160
World news	32	0	1	.91	.296
Know about the media personalities	15	0	1	.67	.488
Know today's horoscope	8	0	1	.25	.463
Solve puzzle games	7	0	1	.14	.378
Other	6	0	0	.00	.000
Valid N (listwise)	6				

**Table 2: Main purpose to read the newspaper**

There are three major characteristics of the single variable;

- 1) The distribution
- 2) The central Tendency
- 3) The dispersion

### **5.1 The distribution:**

The distribution is a summary of the frequency of individual values or ranges of values for a variable. For instance, this survey I selected some questions based on newspaper reading behavior and the numbers of respondents were 100. So I took some of the variables and based on that I made a pie chart which gave a clear image of the survey.

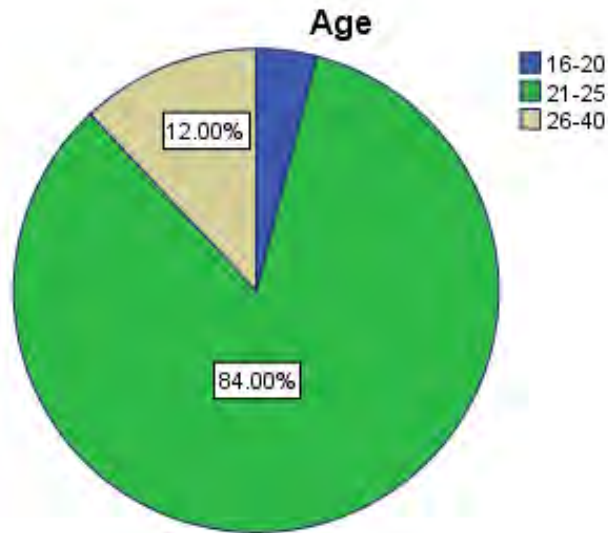


Figure 07: Age Distribution

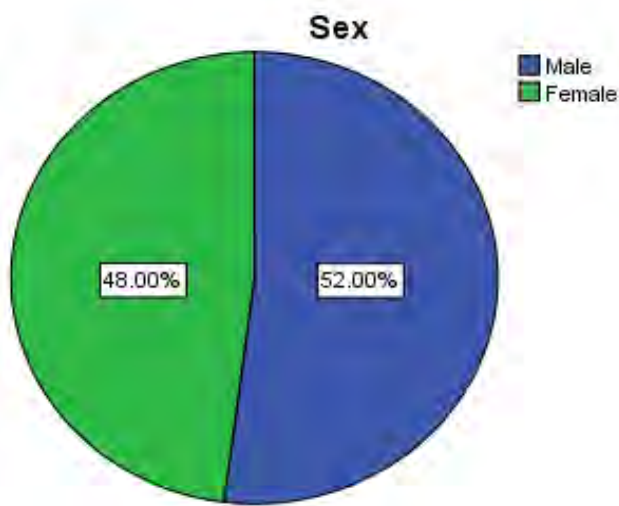
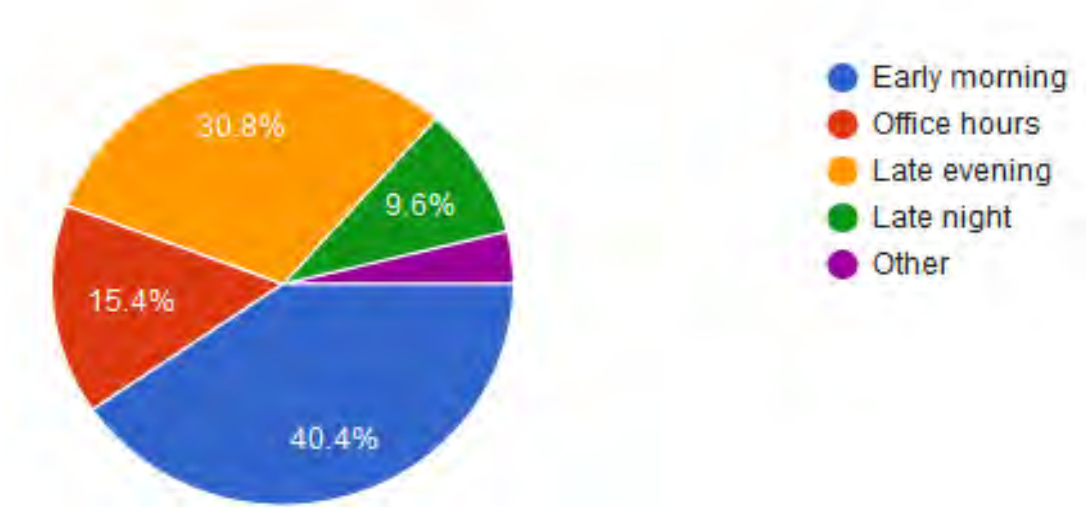
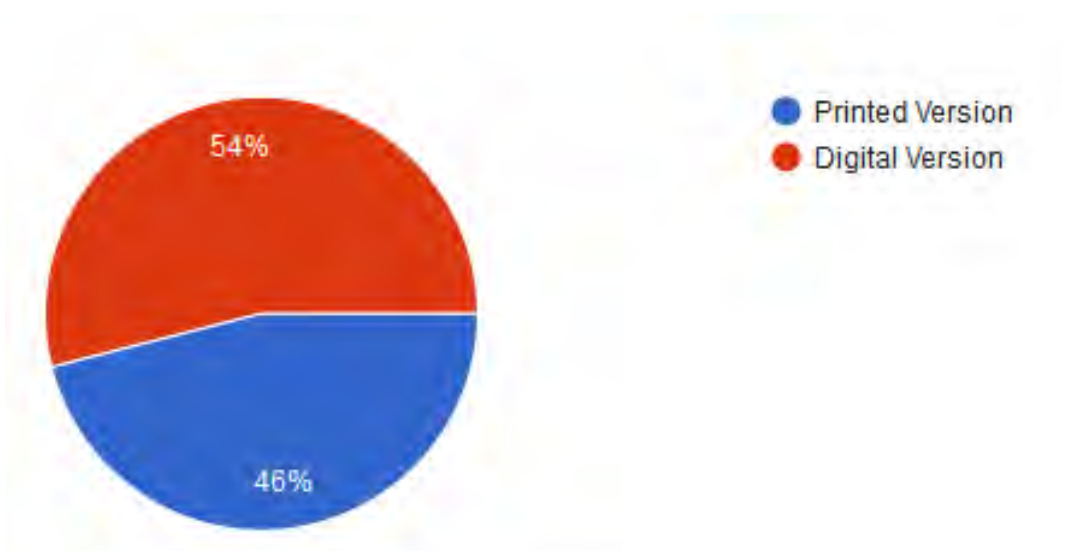


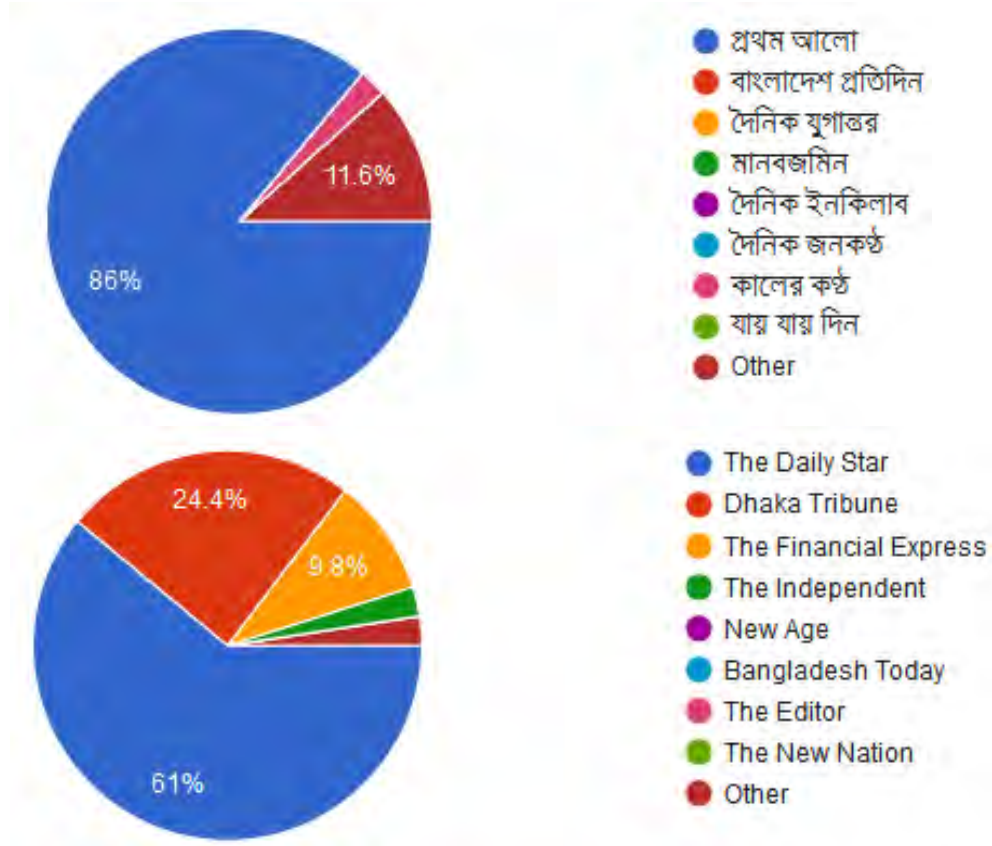
Figure 08 : Gender Distribution



**Figure 09: General time for reading newspaper**



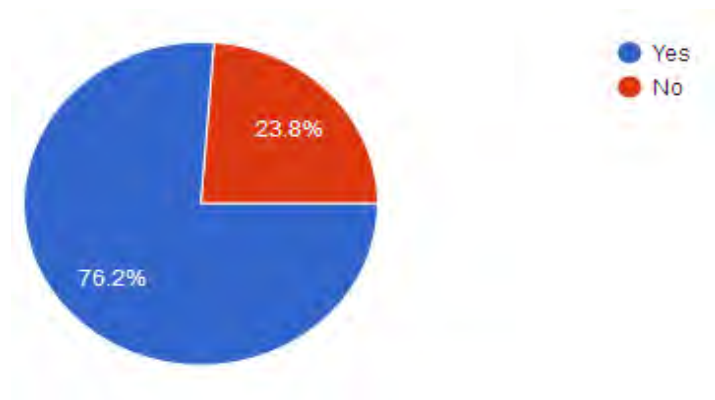
**Figure 10: Preferred medium for reading newspaper**



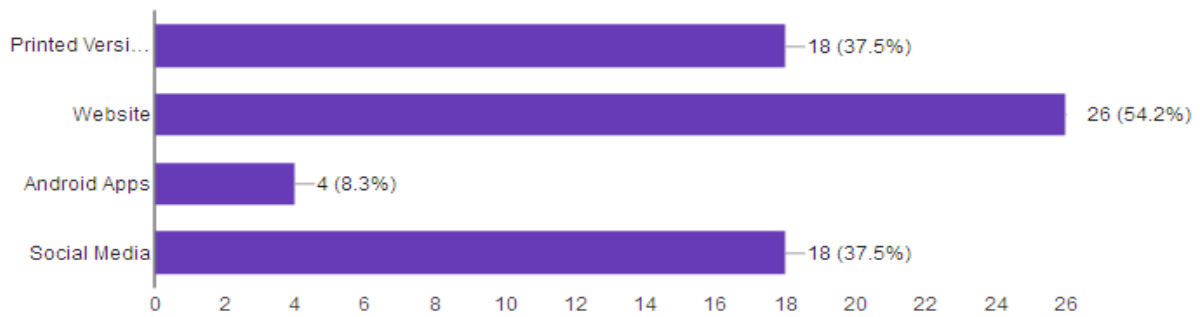
**Figure 11: Bangla & English Newspaper Readers Ratio**

Through this research I also tried to find out the current state of “The Daily Star” according to consumers perspective. Some of the output summaries from the questionnaire have been given below:

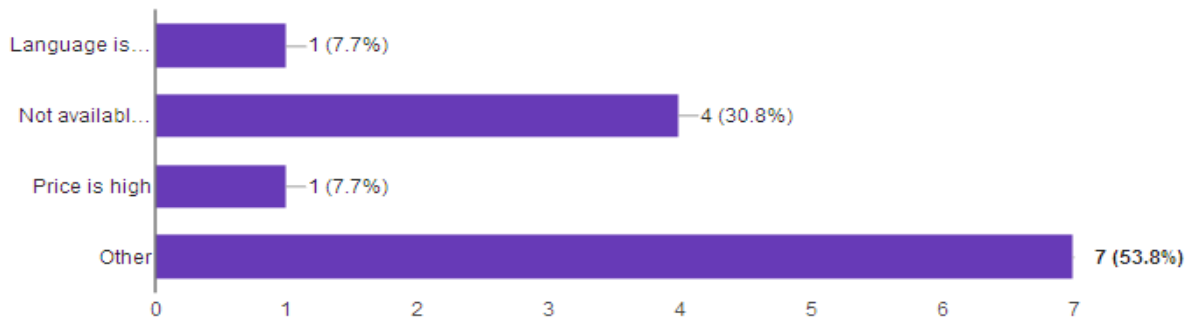




**Figure 12: “The Daily Star” Readers Ratio**

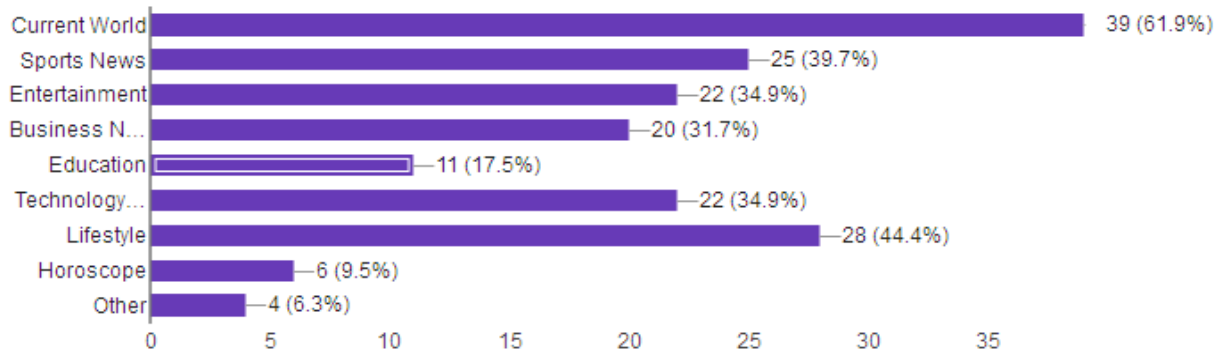


**Figure 13: Medium from where people read “The Daily Star” usually**

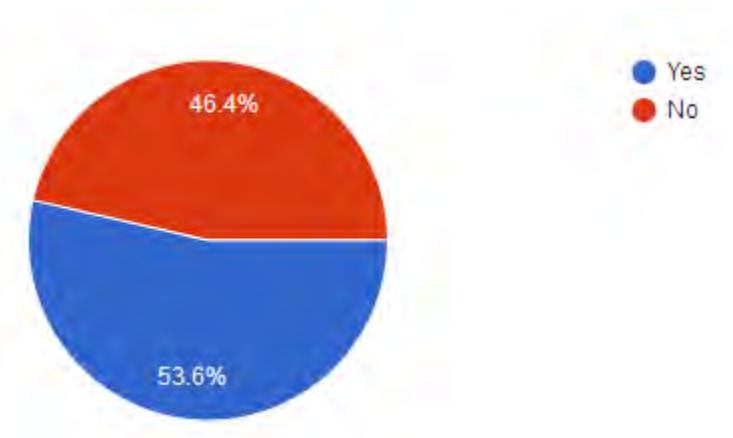


**Figure 14: Reason behind not choosing “The Daily Star”**

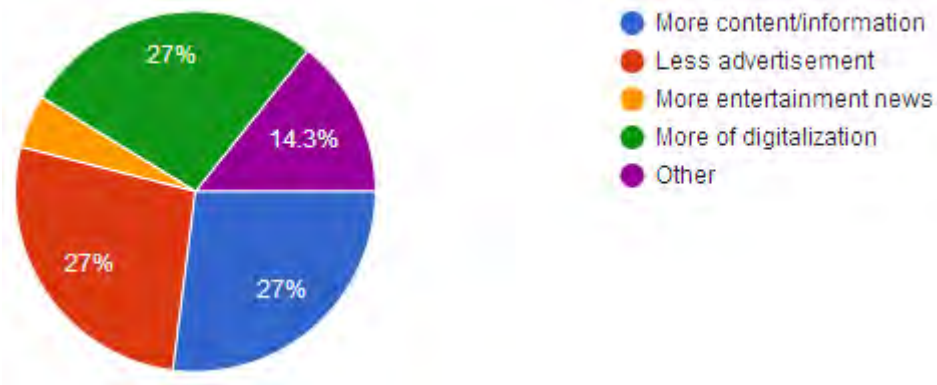
I also tried to measure people's general consumption of newspaper and their view about the current and future state of printed newspaper.



**Figure 15: Section of a newspaper that attracts people more to read it**



**Figure 16: Do you think advertisement plays a role in choosing newspaper?**



**Figure 17: Type of change that people want to see in print media**

## 5.2 Central tendency

The central tendency of a distribution is an estimate of the center of a distribution of values.

There are three types:

- 1) **Mean:** The average is probably the most commonly used method of describing central tendency.
- 2) **Median:** This is the score found at excel middle of the set values.
- 3) **Mode:** The most frequently occurring value in the set of scores.

Each question means and median is different.

		Inconvenient to carry	Era of digitalization	People find problem to turn the page	Not easily found	Price is high	Other
N	Valid	24	29	15	9	11	11
	Missing	26	21	35	41	39	39
	Mean	.83	.93	.67	.11	.45	.45
	Median	1.00	1.00	1.00	.00	.00	.00
	Std. Deviation	.381	.258	.488	.333	.522	.522
	Variance	.145	.067	.238	.111	.273	.273

**Table 3: Possible reasons for not choosing printed newspaper (Statistics)**

## Chapter 6: Findings and Conclusions

In the present business scenario customer satisfaction has become the prime concern of each and every kind of industry. Companies/ industries can win customers and surge ahead of competitors by meeting and satisfying the needs of the customers. The measurement of customer satisfaction has become very important for the print media sector also. It has become extremely important to know about the trend of the customer expectation. This trend will let the print media assume the future consumption. Therefore, I come up with the research project. The board of this project is being soothed by the findings of the result of the research.

There are many newspapers in the country and many are on the way to bring to light. The newspapers have different aim and published from different genre. These newspapers are satisfying the needs of different people. Some local papers consist of only local news. This kind of news papers are also used in order to understand the specific area.

This research was done in order to know the consumption behavior of the news reader and understand the future trend regarding the printing media.

### **6.1 Findings:**

- **Consumption Behavior:** The research developed the understanding of the consumption behavior of the newspaper readers. It was found that, the consumption of newspaper is going towards the internet. Already 54% of the respondents consume news from their digital devices. 58.7% of the respondents' made "Digitalization" as the reason for not choosing printed version of newspaper.
- **Current State of Print Newspaper:** Now a day, people are more comfortable to read the online news paper rather having the printed one. Through this research I have found that 77.8% of people consume daily news from online; more specifically from the social media where only 52.84% of them read newspaper.
- **Future of Print Newspaper:** Dependency on digital device leads to the assumption that the use of printing media will be slow down and the online based news paper will be thrive more.

It will make a total derivation of printed newspaper to digital newspaper and that will eventually demolish the print version in the near future.

- **Suggestions by Respondents:** To avoid the deviation of printed newspaper, I asked an open-ended question where the respondents were being told to suggest something to bring readers toward print newspaper. Here people from different arena put their valuable suggestions.
- ✓ **Price and Measurement:** Most of them suggested to give more emphasize on lessening the paper size and number of advertisements. Minimizing the price is another demand of the newspaper readers. According to their perspective, people are diverting to the online newspaper since it is handy, free of cost and attractive. Printed newspaper is not easy to carry, not lucrative enough compared to the other digital platform and most importantly, not free of cost.
- ✓ **Lucrative Presentation:** Some of our respondents suggested some ideas for this. Change in font size, concrete news and introducing a new format of newspaper: table of content as cover page, where online headlines and page numbers will be included.
- ✓ **Offerings:** Some suggested offering something in exchange of old newspaper. More illustration works, diversified distribution channel, increased supplements, unbiased and authentic news, attractive presentation are some of the row of demands.
- ✓ **Referencing “The Daily Star”:** A number of valuable respondents also referred “The Daily Star” as the reference of attractive pictorial presentation of the newspaper.
- ✓ **Educating the Readers:** One suggested educating the readers more about harmful effects of EMF radiation emitting from devices, then they will be more concerned about their health and will go for printed newspaper.

Again some said, nothing can be done since the advancement of technology and digitalization itself will overlap the printed version of newspaper.

## 6.2 Recommendation:

- **Online Circulation:** According to the response of the research, no matter what, at the end of the day the consumer would like to have online news paper. Therefore, the newspaper media would depend more on the online based circulation. Online circulation would provide more customers along with more profit.
- **Modification in Presentation and Price:** There will be always some people who would prefer printed version of newspaper rather than the digital one. To maintain those ranges of customers, the newspaper agencies should work on the price, paper measurement, content, presentation and more added supplements for printed newspaper.
- **Offering on Old Paper:** The newspaper agency can come up with some offerings on old newspapers. This will help a lot more to keep the printed version of newspaper alive.

This research used internet in order to get customers responses. Therefore, the findings are more emphasized on the internet users which may have an effect on the unbiasedness of the research. Along with that, limited number of respondents may not represent the whole consumer behavior which may limit the research. Further research is needed in order to get qualitative and more accurate data about the changing trend towards the conventional way to reading newspaper.

## Chapter 7: Supplementary Part

### 7.1 Appendix:

# Questionnaire for the Students & Professionals

---

1. Name \*
2. E-mail Address \*
3. Age \*
  - Below 16
  - 16-20
  - 21-25
  - 26-40
  - Above 40
4. Sex \*
  - Male
  - Female
5. Occupation (you can choose more than one option) \*
  - Student
  - Job-holder
  - Businessman
  - Housewife
  - Other:
6. Are you dependent on your family? \*
  - Yes
  - No

7. If "No" then what is your monthly Income?

- 1,000-5,000
- 6,000-10,000
- 10,000-30,000
- 30,000-50,000
- Above 50,000

8. From where do you get daily news? (You can choose more than one option) \*

- Newspaper
- TV
- Radio
- Magazine
- Online Portal
- Social media
- Other:

9. How often do you read newspaper? \*

- Everyday
- Sometimes, not regularly
- Not at all

10. If you chose "Not at all" then why?

11. In which time do you generally read the newspaper?

- Early morning
- Office hours
- Late evening
- Late night
- Other :

12. In which medium do you prefer reading newspaper? \*

- Printed Version
- Digital Version
- Other :



13. If you chose "Digital Version" in your previous question, then what device do you use more to read newspaper? (You can choose more than one option)

- Mobile
- Laptop
- Desktop
- Tablet
- Other

14. What are the indicators you think can be the possible reasons for not choosing printed newspaper? (You can choose more than one option) \*

- Inconvenient to carry
- Era of digitalization
- People find problem to turn the page
- Not easily found
- Price is high
- Other:

15. According to your view, rate the current situation of print newspaper. \*

- Very good
- Good
- Average
- Bad
- Worst

16. What type of newspaper do you use to read regularly? \*

- Bangla newspaper
- English newspaper
- Both
- Other :

17. If your answer was "Bangla Newspaper", then which one?

- প্রথমআলো
- বাংলাদেশপ্রতিদিন
- দৈনিকযুগান্তর
- মানবজমিন
- দৈনিকইনকিলাব
- দৈনিকজনকণ্ঠ

- কালেরকণ্ঠ
- যায়যায়দিন
- Other :

18. If your answer was "English Newspaper" then which one?

- The Daily Star
- Dhaka Tribune
- The Financial Express
- The Independent
- New Age
- Bangladesh Today
- The Editor
- The New Nation
- Other :

19. Do you read "The Daily Star"? \*

- Yes
- No

20. If your answer is "No" then why? (You can choose more than one option)

- Language is a barrier
- Not available everywhere
- Price is high
- Other:

21. If your answer is "Yes" then from where do you read "The Daily Star" usually?

- Printed Version
- Website
- Android Apps
- Social Media

22. Which section of a newspaper attracts you more to read it? ( You can choose more than one option) \*

- Current World
- Sports News
- Entertainment
- Business News

- Education
- Technology News
- Lifestyle
- Horoscope
- Other:

23. Do you think advertisement plays a role in choosing newspaper? \*

- Yes
- No
- Other :

24. What's your main purpose to read the newspaper? (You can choose more than one option) \*

- Get the idea of the current scenario of country
- World news
- Know about the media personalities
- Know today's horoscope
- Solve puzzle games
- Other:

25. In future what type of change do you want to see in print media? Please specify. \*

- More content/information
- Less advertisement
- More entertainment news
- More of digitalization
- Other :

26. From your perspective, what can bring readers toward print newspaper? Give your valuable suggestions. \*

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## **7.2 References:**

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