

**ASSESSING THE EFFECTS OF ELECTRONIC MEDIA USAGE ON THE SALE
OF PRINT MEDIA IN GHANA: A CASE STUDY OF GRAPHIC
COMMUNICATIONS GROUP LTD., KUMASI**

KNUST

By

Asare Yaw Afrifa (Bed Management)

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requirement for the degree of**

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DECLARATION

I hereby declare that this thesis is my own work towards the award Master of Business Administration in Marketing and that, to the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree in any university except where due acknowledgement has been made in the text.

Asare Yaw Afrifa

(PG 7597912)

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Signature

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Date

Certified by:

Ms Mariama Zakari

(Supervisor)

.....

Signature

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Date

Certified by:

Dr. Ahmed Agyapong

(Head of Department)

.....

Signature

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Date

ABSTRACT

The media landscape has witnessed rapid transformation over the past couple of years as result of most customers adopting alternative ways of getting information thereby reducing sales among print media. It is undeniable fact that the print media in Ghana provides the public with the needed information. The print media has been trusted as source for credible news for the educational, political, sports, entertainment and business sectors among others. However, there has been fall in sales over the years as a result of the up-spring of the internet, radio stations and the use of internet among the Ghanaian populace hence reducing profit of Ghana Communication Group Limited. The study focused on investigating into the effect of electronic media accessibility on sales of print media in Ghana. The survey was conducted on a total of 300 customers who purchase print media and management of Graphic communication Group within Kumasi metropolis in Ghana out of which 251 responses were received representing 86.67% response rate. The study collected data using questionnaires and interview guide. The study adopted purposive and convenience sampling technique in selecting management and customers respectively. The study shows that accessibility to the internet, radio and television reduce purchase of news paper. Citizens are educated and hence can effectively use internet to access any information available hence decrease demand for print media. Most customers also possess advance mobile phones which help them to access information any place and anytime. Customers consider lower cost in using the radio, television and the internet to access information, hence will prefer to use the electronic media. The study also found other factors such as pushing up cover price, sophisticated cell phones and changing lifestyle as some factors contributing to low sales of newspapers in Ghana. The study recommended reduction in price of newspapers, inclusion of more interesting news that will make the paper unique, increase commission for vendors, adoption of aggressive personal selling, appealing to radio and television stations as strategies to improve sales of print media.

DEDICATION

I dedicate this thesis to my entire family especially my father Lawrence Agyenim Boateng, and my lovely wife Mrs. Bernice Asare and my sister Mrs. Gloria Crentsil.



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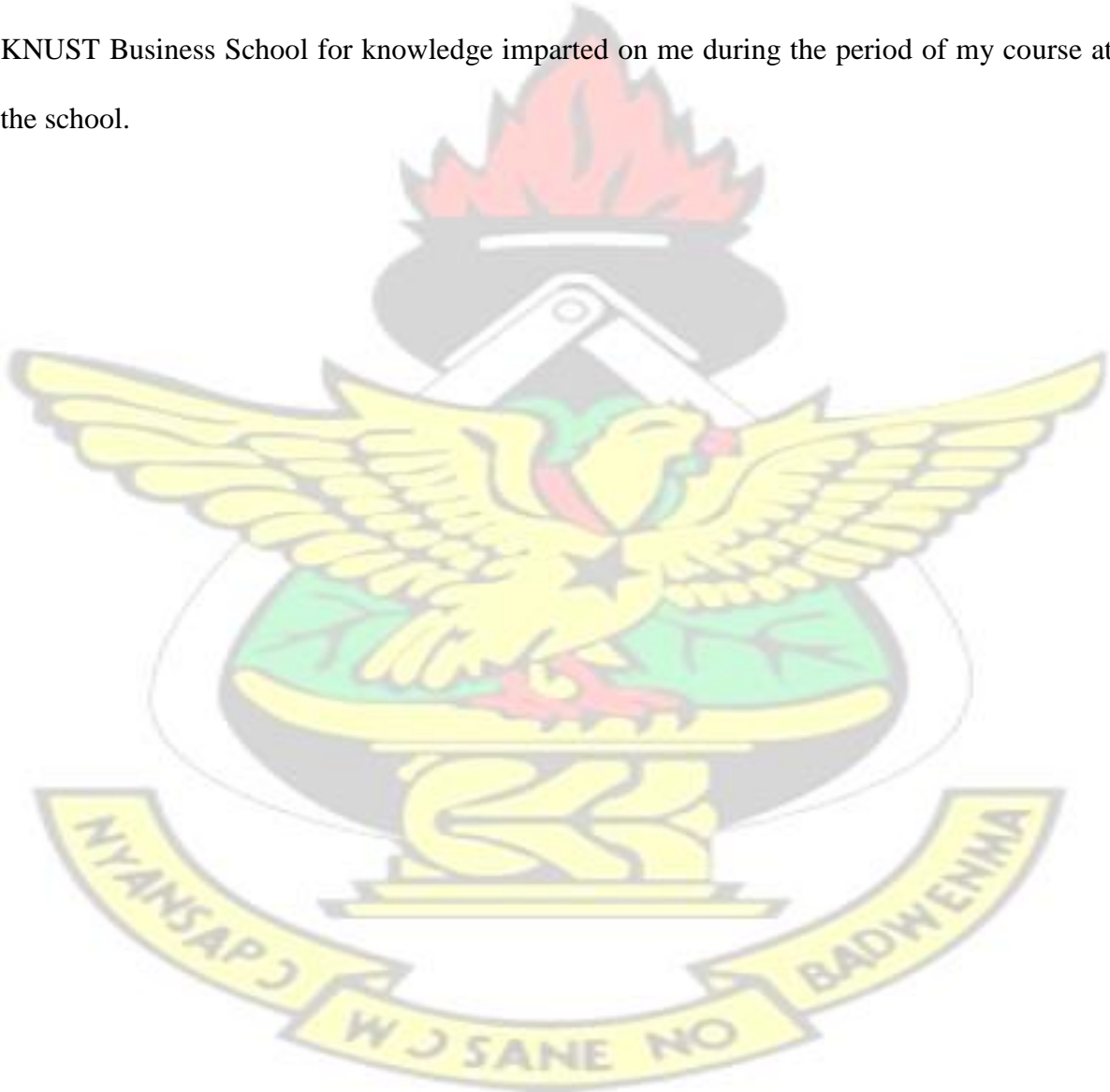


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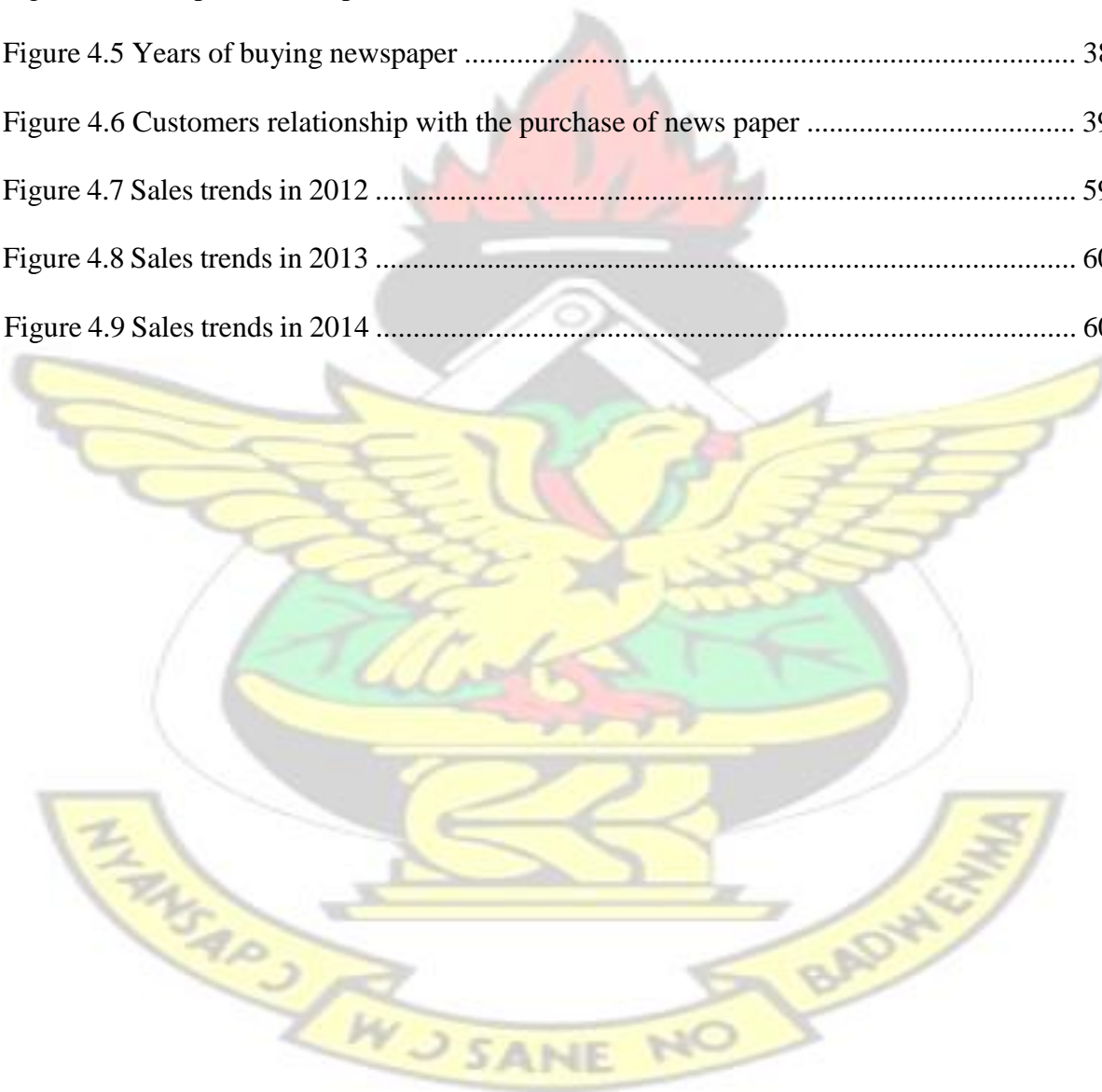


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CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of the Study

In recent times, the media as an information delivery system has experienced tremendous changes and transformation. This was achieved through the emergence of information and communication technology (ICT), and systems are been develop in distributing content are being widely used. Changing from print media to electronic media is a step in a right direction with a possibility in achieving sustainability. For instance, in dematerialising media products in the form of newspapers, books and magazines through the electronic mode, then the quest for forest resources and energy are not needed for paper production and its environmental impacts associated with the distribution of print media (Fenez et.al, 2009). Both the print media and the electronic media are the major forms of media used throughout the world in recent times.

The print media consist of available information and materials that are at our disposal in hard copy and are portable. The print media consist of books, magazines, newspapers, newsletters, posters, brochures, press releases etc. Electronic media refers to the form of media in which electronic devices are used to access any available information and the most recent electronic media used include television, radio and the internet. The media played a useful role in providing timely and useful information that has been significant in building and maintaining our young democracy (Wan, 2010). In reality, the journalistic functions and activities was abled and achieved through the freedom of the press media was guaranteed by our

constitutions and exemplified by the early newspapers. Nevertheless, as the most popular forms of the printed media emerged and became more acceptable, for instance printed fiction in the 19th century and wide-circulation photographic magazines in the 1930s, coupled with the development of radio and television in the 20th century, the entertainment function of the media grew significantly. In spite of the valued informational and entertainment role played by the media, it equally performs business related function as well through its advertising functions.

Electronic media grew rapidly in numbers and they render more and services, some of which are partially replacing conventional media. The overgrowing competition that emerged from TV, the Internet and Radio pose a serious challenge for the Print Media to survive and operate effectively on the market. Abramson, Arterton, and Orren (1988) offered that the coming of the new media has been a catalyst for dissemination of information to every part of the world. Herbst (1995) also posited that talk shows and TV discussions for example are providing the populace with the needed daily information. Many books are bought, free internet related news and information are distributed through the internet and the society becomes more attracted to television programs that are not psychologically boring as books.

The wider perspective in comparing the performance of electronic media with the traditional print media has hardly been taken. The electronic media which consist of radio, television, and movies, and are actually performing a vital role as compare to the print media and the audience being passionate and simply accepts what is put in front of them, but the present view approaches the audience as active. The electronic media is growing, threatening and over

shadowing the printed media that is facing a serious challenge across the globe. With the improvement and effectiveness of the electronic media and its daily reports on achievements, electronic media's performance has outweighed the print media that are the oldest form of Mass Media.

Meanwhile, the print media still remained and formed an important component of the Media Industry. As it is usually said, words in any printed form with ink on paper that is attached in different ways, provides and served different kinds of information, education and entertainment. These words consist of covers, chapters or themes, pictures, advertising and so on and mostly big emphasis is made on make-up. There is the likelihood of the print media eventually going into the mode of creative destruction or may act as disruptive technology to its successor, the digital media (Schumpeter 1942). Nevertheless, efforts have been made to slowly replace the conventional printed media with the modern and the 21st century electronic media with no clear or specific guidelines on the transition to E-business models for this conventional industry. And this has provided an insight on the effects of electronic media over the printed media and the eventual challenges facing the print media industries in today's competitive business environment.

1.2 Statement of the Problem

In reality, the society is now faced with a very fast growing and globalizing world and every development now is due to real improvement on old ways of doing things, eventual modernization and new technology. Through the introduction of technology based

communication, has gone through serious scrutiny base on the fear that there might be some challenges with the technology (Grasha and Yangarber-Hicks, 2007).

It can be said that print and electronic media contributed massively in information delivery and they both have their respective advantages as well as disadvantages. But to neglect or ignore one for another would not be the ideal way because each form has its own significance. The books, for example, cannot be replaced by television, while the attraction of internet and web cannot fully overtake the charm of newspapers and magazines. Meanwhile, there is the tendency of the conventional media facing difficulties to survive in the new electronic system of communication. Hence it is prudent for the printed media to embark on serious upgrading strategies in order to meet the modern system of operating rendering value services. However, another significant challenge facing the print media is the emergence of the electronic media especially the internet which has taken over the print media in diverse ways. This has led to high patronage of the electronic media to the detriment of the print media.

Majority of the populace now resort to reading and accessing information online instead of buying the print media and the print media in most cases now run at a loss and finding it difficult to cover their cost of production and subsequently making profit. It is however justify that both the print media and the electronic media has continue to increase the dissemination of information throughout the world but the electronic media has tremendously affected the growth of the print media. This is because the electronic media provides visual system comprising video with animation. Realistic approach and assessments contend that the infrastructure for mass media to promote greater civic involvement is in the right direction;

meanwhile the communications environment has been left to its fate and develops (Owen, 1999). The populace and the stakeholders ought to carefully consider the chances and opportunities electronic media renders in order to foster democratic ideals, and take steps, including legislative efforts, to make sure that the set goals and objectives are achieved (Grossman, 1995). It is obvious that the "new media" environment has performed poorly and could not provide the entire citizenry and the public with quality information delivery, to accommodate meaningful discourse, or to encourage engagement.

It could be said with confidence that this particular media landscape has diverse ways to reach its target audience than print media industry. As the electronic media has the potential to provide different level of information in diverse means as the audience is becoming more and more. Moreover, the electronic media especially the internet has overshadowed all other. There exist digital and electronic services such, online TV, Radio, encyclopedia etc. This has brought very intensive rivalry among the print media and the electronic media and gradually affecting companies in the print industry. Even though there have been many studies on the electronic and the print media in developed countries, but a lot has not been achieved in Ghana. This study seeks to assess the effect of the electronic media accessibility on print media in Ghana.

1.3 Objectives of the Study

The following objectives are set in order to accomplish the aims of the study

1. To assess preference for electronic accessibility usage among customers who purchase print media
2. To evaluate factors that contribute to decrease in the purchase of print media in Ghana
3. To evaluate sales trend of print media for the past three (3) years (2012-2014) of Graphic communication group limited
4. To examine challenges facing Graphic Communication Group Limited in the sales of print media in Ghana
5. To ascertain the effect of electronic media accessibility on sales of print media

1.4 Research Questions

In line with the purpose, the study seeks to address the following research questions:

1. What factors accounted for preference for use of electronic media in Ghana?
2. What factors contributed to decrease in the purchase of print media in Ghana?
3. What is the level of sales trend of print media for the past three (3) years (2012-2014) of Graphic communication group?
4. What are the challenges facing Graphic Communication Group Limited in the sales of print media in Ghana?
5. What effect does electronic media accessibility have on sales of print media?

1.5 Significance of the Study

The study is designed with the hope of providing insight into the effect of electronic media accessibility on print media. This study is of value to the print media industry in Ghana as

different recommendations are made to assist in their long term development and growth. It would further revealed that the problems encountered by the print industry for purposes of enforcing policies to address the specific hurdle facing the industry in Ghana.

The study also serves as reference point for researchers interested in electronic and print media and related issues. This study may aid researchers and policy-makers by providing a more precise understanding of print media trend. Future researchers who want to work in this area would also know what has been done in the Ghanaian context and the areas where there are gaps to fill.

Furthermore, since the print media remain a vibrant sector of the economy and factors that affect the performance of the print media must be identify and established. The establishment of these factors will result in half way solutions and strategies being adopted to decrease the rate of failure of the print media companies in Ghana which is necessary to increase the levels of employment and economic growth in the country. The study will be of benefit as the Ghanaian government has committed a large amount of resources towards the development of the media industry. Hence, the study will make recommendations to the improvement of the print media industry.

1.6 Scope of the Study

The study was limited to the Daily Graphic regional office, Kumasi Metropolis in Ashanti Region, Ghana. The study targeted managers and customers who patronize dailies. Although the study is restricted to employees in the regional office in the Ashanti region, its finding is

expected to reflect some of the common features of other companies in the print media in other parts of the country.

However, this study did not incorporate print media companies and those in the other regions because of time and financial constraints. Also, newspaper vendors, distributors and other stakeholders are not included in the study.

1.7 Limitations of the Study

The study had financial constraints which forced the study to a certain limit the study to only one public print media company industry excluding private print media companies in Ghana. Another limitation the study encountered was inadequate references about the electronic and print media in the Ghanaian context. The reason being that, there has not been enough study on electronic media and print media because it's a new thing in Ghana and the print media in Ghana are now gradually embracing the change from print media to the electronic media. The use of designed questionnaire has sometimes makes respondents hide their opinions, in the alternative, the respondent may fill reluctant in revealing some necessary information or they might believe that they will not benefit from responding or perhaps even be penalized by giving their real opinion. In this regard, it was explained to the respondents why the information was being collected and how the results will help to inform policies in the country. The respondents of the questionnaire were therefore unknown. The study has not recorded 100% response rate, however about 86% response rate is enough a good representation of the population.

1.8 Organization of the Study

Research was conducted and organized into five chapters. The Chapter one of the study is the introductory chapter of the study which contains general introduction of the study, the statement of the problem, objective of the study, research questions, and significance of the study, scope of the study, limitations of the study and the organization of the study. The chapter two consists of the thorough discussion on the existing studies conducted by various researchers on electronic media and print media. This is to enable a synthesis of available literature and identify gaps. The next chapter focused on study's methodology. It entails the research design, sampling design, population for the study, sources of data and data analysis. The analysis and interpretation of data are presented in the chapter four. The concluding chapter of this study consists of summary results, conclusion of the study, recommendations to the print media companies and any other interesting party such as policy makers and any other groups. Finally, areas for further research in relation to electronic and print media are highlighted



CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

The section does a synthesis of available literature on the subject matter. It reviews scholarly articles on media in general, the print media and how the electronic media has affected its accessibility. The literature is based on themes developed from the objectives set for the study.

2.1 The Media in General

Media could be explain as way that messages are encoded and communicated to the public by means of radio, televisions, newspaper among others (Phelan,1987). Media can again be defined as the single means of encoding messages for a mass public consumption; hence the platform through which this message are delivered to the public include the television, radio, internet and the newspapers and bringing together both the radio and the television in all forms provides us with the electronic media and putting together newspapers and magazines has resulted in the print media. The various forms of both the print and electronic media constitute the media tout court. And as a vast means of communication and delivery of information, newspapers can be factory predictable results which include the use of ink, hands, and other relevant materials needed to achieve the needed result. The media can further be seen from the perspective of computer language as the system of hardware in handling information that are in a software forms of information and entertainment (Pheln, 1980).

In general sense, media include the physical system and how information and messages are delivered and this is actually refer to in electronic point of view as the programming and the text or content of the program processed through a system because of the internal needs. The fast and rapid changes in communication technology have made it difficult to remember clearly the differences between the systems of media (Barry, 1991). Moreover, majority of the

print media have been prepared and processed through electronic means and words, images, music and other format displays. And this usually shown and the system of ownership, companies of the same kind, such as Sony, where both producers and manufactures recording and hardware are been displayed and the final product are owned by the producers of the music.

Entities that own newspapers most often than not include both the television stations and system of satellite that can in reality assist in distributing the television, radio and even inclusively the newspapers that are digitally encoded newspapers, which involves both layout and typeface in order to receive printing plant throughout the world. And in order to have a stock of software, operators that deals in cable system purchase films studios. According to Phelan (1991), the vast system of communication are capital intensive especially in terms of maintenance and repair and it is therefore prudent to either engage the state support or private inclusive or even if possible the combination of both the state and the private. Regardless of the means of support, the size and operation can only be justified through its efficacy; profit generated on investments or the actual effect on the general public. The sufficient trends geared towards single system of administration and similarity still give room to individual art works, critical documentary of television stations, discoveries of journalist on high corruption cases in critical areas and other individual separate thinking but the audience for such duties are scare (Wan, 2010).

There exists a very important but indeed relatively small emerging trend to those mainstreams. The increasing technologies coupled with the emergence of powerful computers

are assisting individual businesses owners and other stakeholders and individual groups to publish and produce videos, compact disc and newsletters of all kinds. Individual minority groups such as the green, feminist, and the some small religious groups has gained from the use of “alternative media” in the western end of the world as political oppositionist movement in South Africa. By been comfortable with use and operation of the system and depending on computers for communication, mechanisms and techniques has made the processes easy and assist non- professionals as well. Meanwhile, the media system involves both the production and distribution as well and the distribution controls the large companies, religions and nations (Phelan, 1987).

Bringing ownerships together and technologies that are fastened together and related large consumption has join the different media into one great media system. Such is seen and observed and has increase the true legitimacy of the “media” as a singular noun which bring up the of a TV station of different screen showing similar images simultaneously with sound systems playing the same songs and music and all projecting a film which is showing in over ten of thousands of identical theaters worldwide on the same time and the same day (Oladele, 2006). Therefore the media is simply the medium through which information are been challenge to the audience.

2.2 The Print Media and the Challenges

In recent decades, the application of mass media most especially the print media has resulted in heightening the level of public knowledge in different fields (Nazari et al., 2009). And the fast growing of the print media in recent time throughout the major and recognize part of the world will create in all the areas some changes in the real life of many people since majority

was exposed to ideas and the introduction of churches in almost every part of the Europe and America in manipulating life after centuries. The role of the media has sparked a tremendous and unexpected changes in the life of a greater number of people in the society since the massive change in how communication is been carried out and delivered especially at point in time where industrial revolution brought about a massive change in the way people think and behave in their respective areas (Nazari et al., 2009).

2.2.1 Language

There is no denial of the fact that the very first personality or entities to gain from the printed words was actually the language itself through the content it carries. Because of the issue of distance and majority of the people are staying a far, only a few individual getting the content of the literature and the people find it difficult to know the required and standard language of their land. Hence in order to achieve a standardized language to enhance the delivery of effective information and communication, books and letters are printed in simple language by setting the meaning of some words, symbols, signs and phrases. And through print impression, some of the signs of language get the needed international recognition. One major challenge that faces the print media in recent time is the kind of language that the audience can easily comprehend. Mgbakor, (2013) pointed out that unlike the print media the electronic media provides the avenue for the general masses to understand the programs and information run on the radio stations and other electronic means thereby posing a serious challenge to the print media.

2.2.2 Economic ideas

Through the break down churches has experienced over the written communications and information, and more people are also involved in the printing communication by the earlier newspapers and journals, the trade has seen a major increase with a common subject with methods and means of generating money as well. Moreover, the forces of religion in the western society are weaken due to the overgrowing economies partially based on ever increasing understanding of both fiscal and monetary policies by the majority of the people as the society continue to geared towards worlds of materiality. Again in economical point of view, the print media is crucial in disseminating information on production and improving marketing and distribution strategies of any available product to the consuming public (Oladele, 2006).

2.2.3 Knowing of science and technology

Both the newspapers and the various manuals provides a tremendous success in promoting scientist's work and developing fresh ideas and techniques on technology development. And the scientific ideas are been rapidly spread across the continent of Europe as the print media also aided the idea towards industrialization which was technically based on scientific technologies in the 18th centuries. Social media are the emerging digital communication channels which create a user oriented information sharing ground where any people can generate or subscribe information content as both information provider and consumer (Kim, Kim and Kim, 2010). Through the introduction of steam in engine in turn has boosted the print media landscape by means of getting the printed ideas in the word form to people in far places

especially in towns and villages in order to have them fully take part in decision making with scientific ideas in promoting industrialization (Nazari et al., 2009).

2.2.4 Politics

Democracy has experienced its infancy around the 16th century and the world at large had little knowledge about democracy and some basic right of the people as well. Nevertheless as the world gradually experiencing the civil right and spreading fast as voices were raised by some sociologies, political ideas has witness a overgrowing strength even to the extent that, majority of countries has wage war against dictatorship and monarchs system of government. Unstable political environment is always major challenges that usually confront the print media (Rosenstiel, 2005). People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control. Meanwhile the establishment of parliament with report of deliberation on salient issues affecting the masses has served the interest of the teaming majority of people. And it is interesting to note that most political ideologies are been aired on both the printed and the electronic media which is regarded as the fourth arm of government.

2.2.5 Education

In reality both the electronic and the print media play a significant role in promoting and fostering education among the general public. Not only does the media run educational campaign or schools, colleges and institution but equally provide series of tuition, provision of educational materials both electronically and manually to enhance teaching and learning among populace. Effective teaching and learning has witness a tremendous increase through

the emergence of both electronic and the print media. And as it was previously known, major newspapers have declared bankruptcy as several big city papers shut down, lay off reporters and editors, impose pay reductions, cut the size of the physical newspaper, or turn to Web-only publication as the greater percentage of the students or educational institutions have now adopted the digital or the electronic system of accessing information and other reading materials. (Kirchhoff, 2009).

2.2.6 Entertainment through sporting activities

The media in its quest to effectively promote and enhance education and politics also steadfastly remained focus on promoting sporting activities as well through both indoor and outdoor games. This was greatly achieved through publication of articles on sport and games, introduction of recreational centers in schools and colleges among others. However, the electronic media pose a severe threat to the print media as most of entertainment and sporting activities are now available online for the masses to browse and use freely, hence has significantly reduce the patronage of the print media in recent time (Yap, 2009).

2.2.7 History

The media in recent time provide the world of possibility where the world has turn to a global village and gives similarities between the individual people in one geographical region to another and the differences that exist between the said individuals (Garrison, 1996). Especially in travelling to another terrain for any business transaction, or in a quest of people pursuing education elsewhere needs to abreast yourself with the history of the new terrain. The history enable us to appreciate the historical heritage that shows interesting places, discoveries of

historical heritage of other countries where individuals of different jurisdiction to visit those places for tourist attraction (Graber, 1997).

The way information are disseminated especially in Europe was based on the discoveries and real establishment of printing of books coupled with mobility of some printed media and the effect of printing is comparable to the growth of a particular language and the development of computers as the impact on the society is concern. The media again through its effort has established communities which constitute societies of scientist which can assist them to provide and communicate the discoveries made in their fields (Fenez et.al, 2009). The print media most often than not offered the opportunity to keep information and keep vital issues in newspapers and other forms of the print media for any future use but with the introduction of other digital devices such information are now kept electronic devices (Garrison, 1996).

Even though majority of text were previously written in Latin, discoveries has made it possible to translate and produce in different common language across boards which has led to the decline of the Latin language. As in the case of Korea and China, text are not similar to the bible which can enable printing shops to have high profit on the investment made hence the use of wood block printing which was more convenience to short texts which cannot ascertain its return. Through the emergence of printing press, provision of authorship was more realistic and meaningful. Eventually, who and what has been discuss turns to be a major issue and what the actual content of what is been discusses was (Daud, 2008). This phenomenon has what led to giving or providing references to texts used or quoted from various literatures. In the days where less important was place on the author, a particular copy of the Aristotle published in

Paris is obviously different to a particular one published in Bologna and the names of most authors were lost largely prior to the printing press during those era (Graber, 1997).

The issue of numbering pages, drawing the table of contents and indices became more important as because the printing press provides similar text and information on the same pages. It is further observed and noted that the system or the form of reading has also witnessed a significant facelift from the usual means of reading allowed to silent, individual private reading. Educational system has significantly record a high level since literacy rate is on the ascendancy due to modern system of printing and arranging of text. And with the printing of both text and script has also changed the ways and perception of Europeans as previously they emphasized on the manuscripts but now the trend has changed to the images and its beauty it portray on the page and arguably the early printed has lay more emphasis on the text and the line (Barthelemy, 2011).

Through the introduction of printing press started the move from language of metaphors to the introduction of the scientific ways of doing things. Generally, knowledge is made available to the people since books and reading materials are made available to the masses at any point in time and more of these books are made available for public discussion and absorption. Spreading of printing works also enhance provision of more copies by different parties other than the original author themselves which give birth to introduction of copyright laws. Moreover, as the printed copies reach the ordinary people, the original language such as Latin changed by the national languages of the indigence (Graber, 1997).

The obvious developments were the brain child of creating nations with modern society.

2.3 Factors Affecting the Print Media

Print media in recent time has experienced a massive change and there are certain existing factors that drive the change and this include; abundance of the media, fragmentation, product portfolio developments strength of media companies and shift in communication powers. One can evidently assert that factors media abundance, audience, and power shift in the communications process are place on internet for a successful running of advert (Gilbert, 2009).

Truly due to ever increasing of media availability participant in the media has drastically eroded the prices of various media players. Moreover, it evidently clear that advertising cycle is expanding rapidly as compare to its consumption pattern and as in usual economic sense as supply increases relative to increase in demand and prices will eventually be reduced (Aura, 2006).

2.4 Sale of Print Media

Sales that firms make from their production are very important for the sustainability of business in the long. Whiles increase sales will make firms to achieve economies of scale; decline in sales will hinder grown and sustainability of businesses. According to Fenez et al. (2009) improved industrial performance is achieved by consumer purchasing a copy, which is dependent on the readability, stimulated by the content of the newspaper, plus its availability, navigability and visibility. The global publishing industry is going through a period of turmoil as a broadband penetration rises and new devices for delivering news/content arrive on the scene. For instance, devices such as internet have taken over information/news

dissemination to the extent that media industry hard copy production and circulation vibrancy has been threatened (Fenez et.al, 2009).

In line with print media, purchase of a hard copy has been affected because consumers are increasingly becoming sensitive on what they buy on daily or weekly basis, this has forced some to switch from buying hard copies to internet usage, radio listening and television watching (Wan, 2010). Therefore, newspaper copy sales growth can be achieved through increasing copies or revenues, the reason some newspapers have reduced cover price to attract more frequent purchases and others have raised prices to get more revenues and profits though none of them has accurately predicted the extent of price elasticity on copy sales. Linde (2009) argues that cost leadership is a key in obtaining low variable costs and increased copy sales volume, but then managers know that an increase or reduction in price alone does not drive sales. Glynn (2007) states that consumer purchasing behavior is not merely about price, but it is a combination of such other ingredients like quality, the nearness and awareness of the product that brings a customer closer to making a purchase. To this effect, Bontis et al. (2008) pointed out that dissemination of market intelligence must be done horizontally and vertically so that a company`s competence is developed and felt by the public. It is therefore true that for a copy to be sold, an organization has to create a business model for its customers such that they ascribe to the firm`s qualities that distinguishes it from competitors to foster performance (Bontis et al. 2008).

Newspapers cover price is the monetary value indicated on the masthead of a newspaper as a symbol of its value (Aura, 2006). According to Sternquist et al. (2004), price rather than being

a uni-dimensional construct, has a variety of underlying dimensions that can be categorized as positive or negative. Some consumers may positively interpret price as an indicator of product quality or prestige, causing higher purchases for highly priced goods while others may view price negatively and seek to reduce the price they pay. Hinterhuber (2008) summed it all that price increases are associated with increase in product value offers. In line with this, Chisholm (2006) observed that some newspapers have reduced their cover price to increase copy sales while others have increased cover price to maximize profits but few have been able to predict the impact of price elasticity on either sales or market share. This justifies Duke (1994) assertion that there are no established guidelines in pricing to help managers to quickly and confidently choose the appropriate pricing tactics for a specific set of customer characteristics.

Quality is not an end in itself, but a means to an end and its improvement attracts new customers; enhances retention and loyalty of existing customers, and lure customers away from a competitor whose product quality is perceived to be low (Babakus, 2004). Also, consistency in providing products and services that satisfy customers' needs can increase the financial performance by reducing failure costs thus, a larger number of customers lead to greater profitability the company will make (Anderson 1994).

2.5 New Media Landscape

Abramson, Artenon and Orren (1988) offered that the coming of the new media has been a catalyst for dissemination of information to every part of the world. Herbst (1995) also posited that talk shows and TV discussions for example are providing the populace with the needed

daily information. The interference that could be drawn from these two writers is that the most popular means to arouse the passion of the general populace. Interestingly, individuals in the society are able to situate themselves with guidelines in areas which were initially regarded as the operation zone for only the qualified and educated ones but that trend has eventually changed. All sort of news be it political, education, health, sports and entertainment etc are spread to the people through various means as compare to the olden days. In Ghana, there now abound several radio and television stations discussing emerging issues.

The print media are also providing visuals as much as texts to the public. Nevertheless, both television and radio programs that allow the listeners or the audience to have the courage to either send text messages or call the host of the programs to share ideas and opinion on the platform, and this assist the general public to socialize themselves with other political ideologies. A prominent feature that characterized the modern system of information delivery is the various shows and programs that allow the audience to interact effectively concerning some prominent issues bordering them during televised and radio programs.

In Ghana, several people in power and institutions get vital information about themselves and the organizations they represent largely through either television and radio programs. According to Schudson (1998) the involvement of the public in such discussions was successful through the availability of the media platforms which allow the people to air their grievances or contribute to the development of the nation. Nowadays, the emergence of computerized networks has gained public support through it relentless effort in deepening the democratic credentials of the continents. And it is obvious that the more computer is forming

the integral part of the society, a time will come and any gap between the elite and the masses will be bridge and this will enhance equality and uniformity among the citizenry (Neuman, 1991). Moreover, the press can freely publish the ideas and contribution of the public without fear or favor which will go beyond what actually is happening. And it is generally known that journalist go online to gather information and opinions put across by the citizenry concerning a particular issue in the public domain. It was critically examined that logistics needed to incorporate the available human resource and knowledge into vital proposals are already available but the terrain has been left rough and haphazardly (Owen, 1999).

Therefore both the individuals and stakeholders at large needs to appreciate the opportunity offered by the media to promote democratic ideologies and take measures to make legislative that can safeguard this proposals in order to have our goals and aspirations realized (Grossman, 1995). Judging from instances, the “new media” landscape could not provide the populace with the right information it deserves and therefore failed to provide meaningful discourse. There is no denial of the fact that any service in a form of communication render to the society by the press is solely backed by profit motive in mind neglecting the services which needs to be offered to the society at least cost (Schudson, 1978). Hence the actual contents of news and information offered for public consumption are largely for entertaining and lack vital and educational directions sometimes and the major sources of news are no more credible whiles journalist now report issue that are tailored towards political vendetta or character assassination. And citizens are now tuned to how politicians dress, malfeasance and issues that are not relevant in promoting the public (Bennett, 1996).

Further, reportage that involves the public figures in engaging various forms as act has rather dominated the terrain at the expense of salient issues affecting the society (Sabato, 1991). A number of Ghanaians more often than not seek the source of information that come in. They do not trust many of information because many of such outlets do not validate their information before letting it out. One particular problem confronting the media landscape in recent time is too much influence from the so called powerful politicians and businessmen who in one reason or the other exert influence on the media thereby preventing it from playing its expected role.

Again, there is a general perception that the press is going beyond its boundaries and delving into private issues of the individuals in the society thereby invading their privacy. Again, concern was raised about the accuracy of reportage as all the media men fight for any breaking news (Pew Research Center, 1998). Honestly, the journalist previous interest in dealing with the fact is gradually fading as news reporting is on the ascendancy whiles the credibility of the news have been questioned extensively as questionable means of sourcing has seriously emerged. Further, the language and the content of the audience participating in decision making through the introduction of citizen calling –in during lives programs to offer suggestions and criticism that aid in promoting democracy has also been abused extensively (Davis, 1997; Owen, 1995).

Meanwhile some prominent scholars especially some political theorist Benjamin Barber further explain extensively that there is the likelihood of growing disaffection and its discontent that are likely to emerge if serious and urgent steps are not taken (Starobin, 1996,

Reeves 1999). The current platform or the electronic media is perceived to be the most designed platform for the more privilege people in the society and very little is done to encourage local and traditional participation. And the communication models in the form of internet and radio programs attract people from the higher economic and social status and academia and usually tend to be politically active and motivated in one way or the other (Graber, 1997; Davies and Owen, 1998). Yet still majority of the audience could not have access based on the needed skills and resources to actively take part in decision making process in the society and this has deepened the gap between the haves and the have not in the society. In the quest of targeting a particular audience in the current political environment for an added advantage, other school of thought rather consider its segmentation to be challenging and problematic. In an attempt to segment the audience, communities with divergence views are created with a special interest but in turn divert attention from the societal interest and progress. Suggestion are been put across to separate the media from the hands of self- minded people who oppressed a multitude of audience to voice out and heard in the society (Thelen, 1996).

To summarize it all, the digital terrain provides opportunities and create room for democratic dispensation and influence the ability of citizens, embark on educational campaign in order to increase awareness in the society and participate actively in both political and public affairs. Nowadays significant number of people had shown interest in political information online and actively involved in decision making. Hence in the quest of democratizing the existing media was not achieved and realized. And in encouraging the audience and the general public, the media may actually deter involvement. Whiles the presentation of most happenings and news

push the public to political world and hence retard the progress of fruitful and self-promoting issues .And due to media politics, where character assassination and name calling turns to be the order of the day, majority of the citizens therefore fill reluctant in participating fully in politics of the day (Hart, 1994). And Robert Putnam is of the view that participating in media politic consumes time and prevents individuals from attending to equally important issues and community programs (Putnam, 1995).

2.6 Democratization and Electronic Access to Information in Africa

The question one may obviously wish to find answers to in today's emerging trend in the media landscape is the how the access to electronic media and its relation to formation of political groups especially in Africa(1995). And this has established a case for democracy as given the masses to contribute immensely to the progress and development of among the citizens in the African continent With available statistics and analysis, the author is of the view that there is a relationship that exist among inter dependence on democracy and this cordial relation among the African continent has also significantly promote the interconnectivity and vibrant economy. Meanwhile, some vies and objections to this analysis are rightfully in order and can effectively enhance progress and growth. Various ideologies are of the view that some interconnectivity has greater influence and usually it has a greater influence on the democratic lifestyle of the citizens. While electronic media has aid positively in connecting people from one geographical boundary to another through the internet and assisting in building strong and vibrant relationship among different people (Kedzie, 1996).

Meanwhile there are a lot of countries which are deeply rooted in democracy and do everything possible to maintain its democratic credentials but actually lacks the true interconnectivity.

And it is evidently clear that countries with either excellence, medium or high interconnectivity are not many and are small and could not allow for thorough search and verification especially in the African context. In a more pragmatic sense, there is no country existing on the African context whether democratic or undemocratic are fully achieve the interconnectivity .Hence it is not clear as to whether if there is a high interconnectivity will automatically result in high democratic lifestyle in Africa.

Again, little attempt has been made to critically examine the other categories of electronic media which could be of relevant to the African context and this include either radio or television stations extensively. In examining the ever increasing rate of high illiteracy rate in Africa, there is the doubt of majority of the citizenry using the internet and other electronic media in communication to the public. But there is other available alternatives of information which African in general can use extensively which include radio stations for both private and nationals and has the ability to disseminate information obtain from the internet to the general public. Hence, part of this, analysis include a quantitative analysis was undertaken to critically examine the relationships. Ott (1998) revealed largely in Africa, in accessing the electronic media, and how it significantly improve the democracy in the present era of information dispensation to assist in deepening the democratic dispensation in the African continent.

Again, in measuring the civil right and liberties of the citizenry in African continent, it was revealed that the result actually was not significantly related to promoting freedom for some period of time. And the potentials of the independence radio stations ability to perform extensively in promoting democracy within its context. In measuring the access to the media

and in knowing the actual number of available internet and how this monthly fees are charged for the internet and this cannot ascertain its democracy. And it is obvious that the monthly charges for the internet use and internet service providers is a major challenge to them and hindering the safety and progress of the internet service providers in the sub regions, hence there is urgent steps and mechanisms that need to be put in place in order to avert unnecessary cost so as to provide the essential services to the general public (Ott, 1998). The nature and effect of the electronic media and its impact on the political environment and active participation but care must be taken especially how to relate to media and its political benefit. But this is not to say that both the internet and the electronic media are shifting the major role away in the quest to achieve developmental goals and objectives. Meanwhile, at this point in time it is somehow not possible to a substantive role and link between the various components of electronic media in Africa and its political side effect on the populace especially the democracy. But in a more pragmatic sense, it does not mean that those particular links does not exist since the introduction of some electronic media especially the internet is new to the African sub region and its political effect cannot be ascertain in a short run but eventually in the long run.

2.7 Effect of Electronic Media on the Print Media

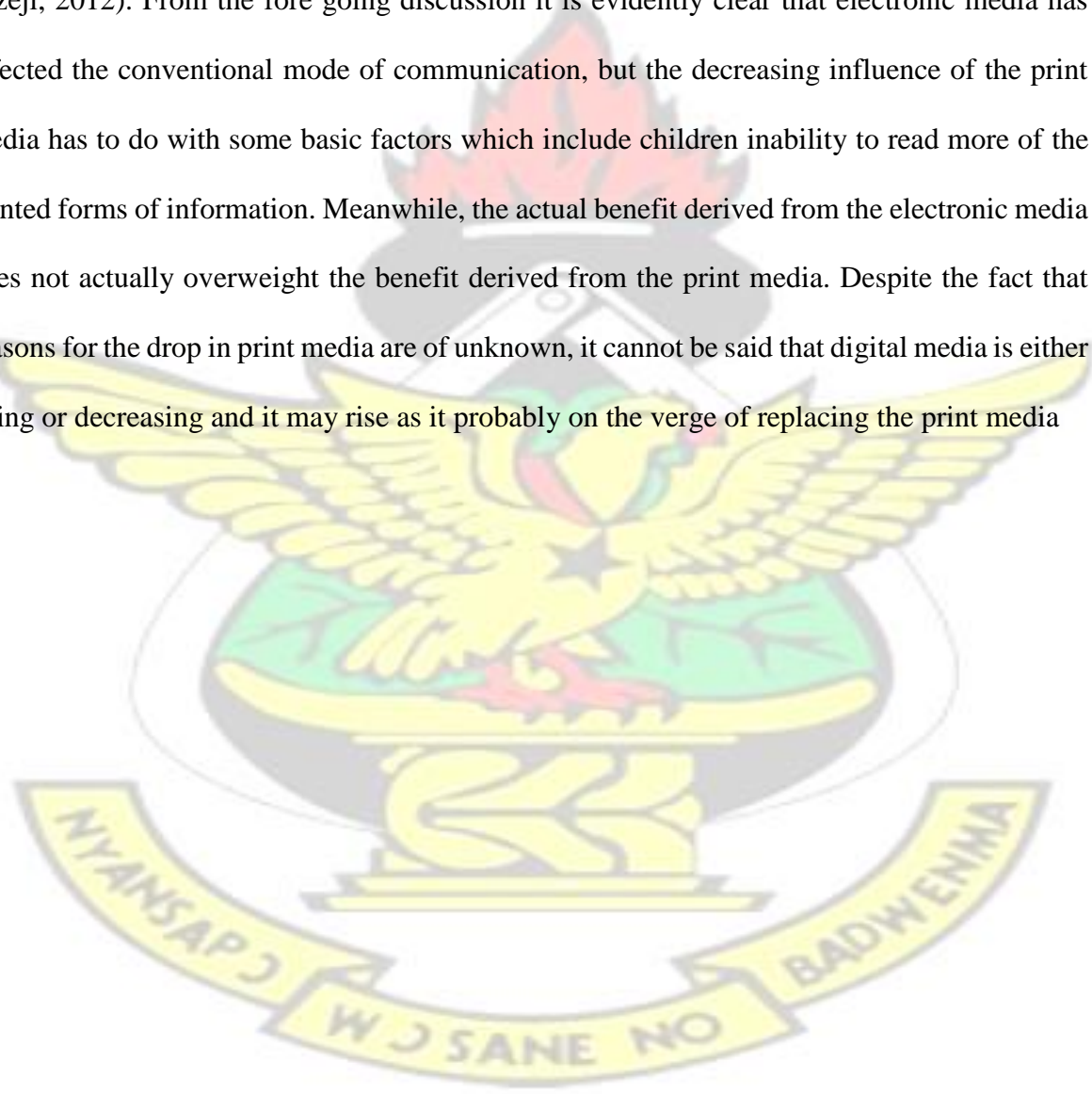
Internet related objects such as the electronic media has impose a tremendous effect on the print media since browsing and other internet related activities can be done on tablet, mobile phones, and this bring the viability of the print media to a slow pace of development. The digital media also provide a great impact on the modern world as it has effect on the majority of online related activities all over the world and this has seriously affected the print media as

well (G5lo, 2013). Lightcap and Peek (2012) analyzed that whether the electronic media which form part of the major medium which enhance communication and information delivery is destructing a viable trend and influencing the print media. Their findings revealed that indeed the presence of the internet is posing a threat to the print media since it is easier to send a message across to the consumer at a cheaper cost.

Newton (2000) argue that the supply and demand of possible marketing and advertising expenses has outweighs the demand in actual sense. There is obvious believe that there is a drop in demand and this is partially due to the emergence of the internet on the terrain of business coupled with its uninterrupted supply of what actually is been put in the public domain and its increase accountability of advertising performance that has reduce the pricing liberties that the conventional media has benefited all over the years. It is evidently clear that the quantity of materials that are been printed for the recreational purposes has decrease drastically, but the use of television set and other related electronic devices has also witness a drastic increase and this has underscored the fact that the electronic media actually pose a direct and significant effect on the conventional printed media (Wala, 2009). And recently patronize of digital media by both children and the adult because it is abundantly in a existence and usually it is convenient for people when using them for entertainments purposes especially for children.

This obviously implies that this group of children will grow with so much love and interest for digital media whiles rejecting the traditional print media. Withers (2012) offered that the conventional media is very convenient to use in terms of reading and its portability and this

may explain the reasons why it has not fade out in the system but still in existence, but the dominance of the digital media implies that the print media may no longer be in the system in some time to come. Nevertheless, the move from the print media to digital is very slow most especially in the academia and yet research has indicated that the print media in the nearby future will be replace by the electronic media with more convenient android phones and tablets (Ezeji, 2012). From the fore going discussion it is evidently clear that electronic media has affected the conventional mode of communication, but the decreasing influence of the print media has to do with some basic factors which include children inability to read more of the printed forms of information. Meanwhile, the actual benefit derived from the electronic media does not actually overweight the benefit derived from the print media. Despite the fact that reasons for the drop in print media are of unknown, it cannot be said that digital media is either rising or decreasing and it may rise as it probably on the verge of replacing the print media



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the research area, the research design, nature and the composition of the population, the sample size selected, sampling technique adopted, data collection sources employed and data analysis techniques used.

3.2 The Design of Research

Research design refers to general map of how the study questions were answered. Saunders et al, (2008), propose three types of research design; exploratory, explanatory and descriptive. The researcher used exploratory as well descriptive study to have an in-depth knowledge as well as explanatory study to assess the relationship between the electronic media usage and the sale of graphic. The survey approach was also used in order to collect information from respondents the topic under discussion. This study intends to assess the effects of electronic media usage on the sale of print media in Ghana. . Further survey approach was also used in order to collect quantitative data which was analyzed quantitatively generating data which are used in the analysis. Using a survey strategy gives more control over the research process and, when sampling is used, it is possible to generate findings that are representative of the whole population at a lower cost than collecting the data for the whole population (Saunders et al 2009).

3.3 Study population

A population refers to the total number of all units of the issue or phenomenon to be investigated into which all the possible observations of the same kind are made (Kumekpor, 2002). The entire populations of this study comprised of the entire customers who purchase print media and management of Graphic communication Group Limited, Kumasi. The population of these customers and management is estimated to be over ten (10) thousand.

3.4 Sample Size

A sample represents the number of respondents in the population that will serve as a representative of the entire group. For the purpose of this study, samples of 300 respondents were selected. Stutely (2003) believed that, effective statistical study required a minimum of 30 samples hence a sample of 300 is enough to be a representative of the population made up of the zonal manager and 250 customers who purchase the print media for a statistical analysis. Martin (1996) is of the opinion that, if the information needed to answer the research question can be answered, the researcher can select by own judgment, the most productive sample to answer the research question hence a sample size of 300 is a representative of the population. The management of Graphic communication group is made up of 15 employees. Selecting Zonal manger serves as a representation of the management of graphic communication group.

3.5 Sampling Technique

For the purpose of the study, purposive sampling techniques were used in selecting management and judgment convenience sampling method were used to select customers who purchase print media. Convenience sampling involves selecting haphazardly those

respondents that are easiest to obtain for your sample, as the sample selection process is continued until your required sample size has been reached (Saunders et al 2009).

3.6 Method of data collection

Data used were both primary and secondary. Sources of primary data comprised of questionnaires to elicit information from customers while interviewed guide was used to collect data from management. The researcher used questionnaires as it was considered as effective data collection means when it comes to field survey. Journals, publications, articles and books were consulted for the secondary data. The reason for using questionnaire was that it is the most effective instrument for data collection as far as field survey is concerned. Also, due to time constraints, the questionnaires were regarded as best suited for the research in order to elicit the necessary information from the respondents.

3.7 Data Analysis

Data collected was subjected to critical analysis and examinations that help the study to make appropriate recommendations. The responses were coded into the Statistical Package for Social Sciences (SPSS) software for analysis purpose. Frequency distribution, graphs as well as tables were used to present the data. Cronbach alpha was used in assessing reliability of data used. Meanings and interpretations were given through the use of means and standard deviation, correlation and regression analysis tools. The interview was analysed using Nvivo software to classify interviews and give meanings to information gathered

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

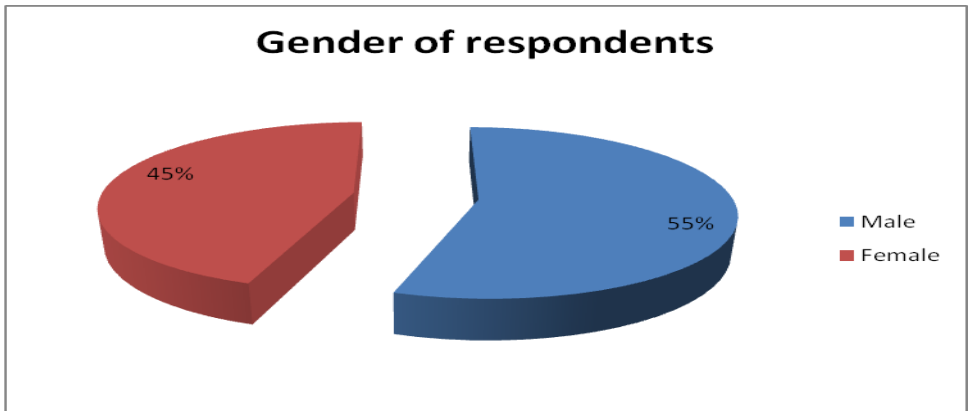
4.1 Introduction

This chapter presents the results on data collected from customers who purchase print media in Ghana and management of Graphic communication group on the effect of electronic media accessibility on the sale of print media in Ghana. The findings were organized based on the objectives set for the study. The study first look at the background of the respondents, preference for electronic media, rational for decline in sales of print media, challenges facing Graphic communication group in the sale of print media, sales trend over the past three year and the effect of electronic media accessibility on sales of print media in Ghana. The survey was conducted on a total of 300 customers who purchase print media and management of Graphic communication Group within Kumasi metropolis in Ghana out of which 251 responses were received representing 86.67% response rate.

4.2 Demography of Respondents

The study evaluate the gender, age, highest educational level, occupation of respondents, how long the respondents have been purchasing newspaper, and respondents relationship with purchase of newspaper.

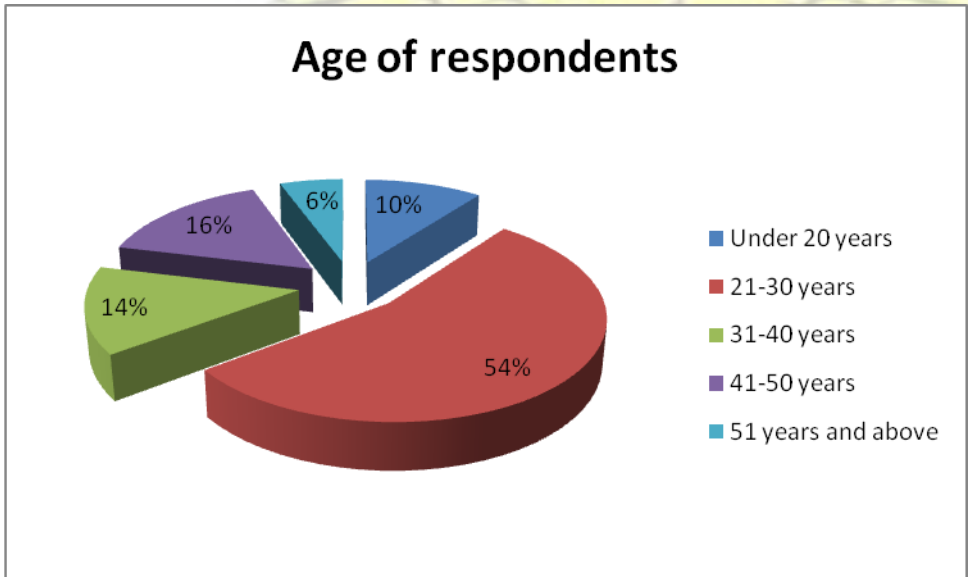
Figure 4.1 Gender of respondent



Source: Researcher’s Field work, 2015

The study is conducted on a total of 250 respondents out of which 138 were males representing 55.2% and 112 of them were females representing 44.8%. This information is presented in figure 4.2.1 above.

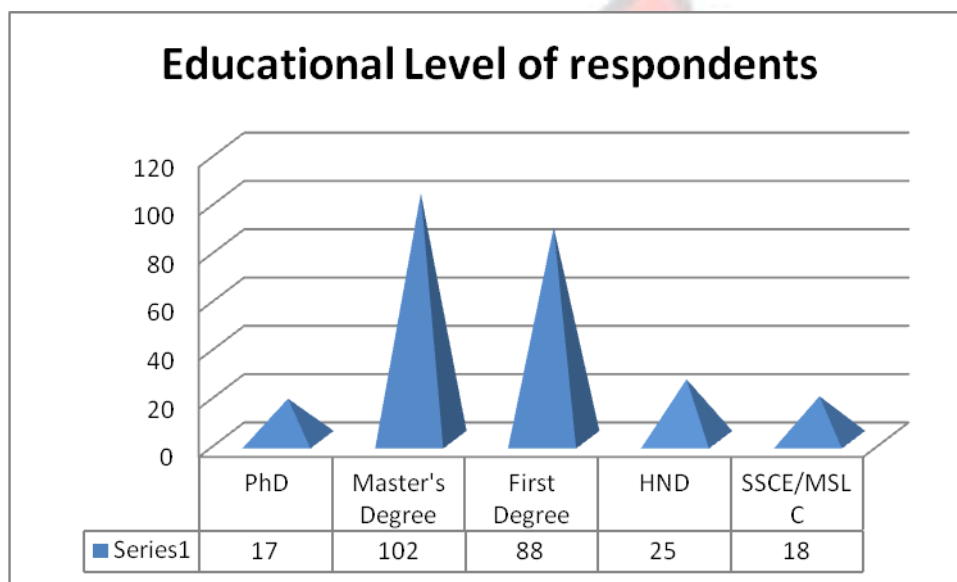
Figure 4.2 Age of respondents



Source: Researcher’s Field work, 2015

The age distribution reveals distributed respondents; 26 of the respondents are under 20 years of age, 136 of them are between 21-30 years of age, 35 of the respondents are between 31-40 years, 39 of the respondents are also between the ages of 41-50years whiles the remaining 14 of them are from 51 years and above.

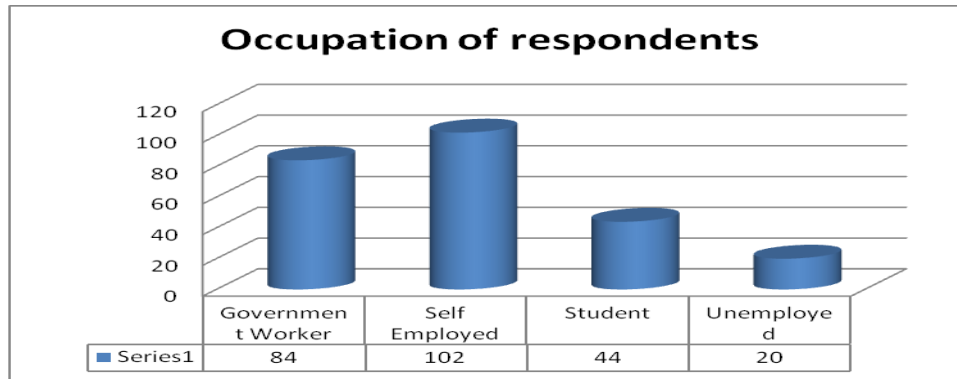
Figure 4.3 Educational Level of respondents



Source: Researcher’s Field work, 2015

The study also wants to assess the educational qualification of respondents who purchase news papers at Kumasi metropolis. Findings revealed 17 of the respondents has PhD, 102 of them representing the highest figure and the highest percentage rate of 40.8% have Masters, 88 of the also have first degree, 25 of them have higher National Diploma (HND) and the remaining 18 of the respondents have SSCE/MSLC.

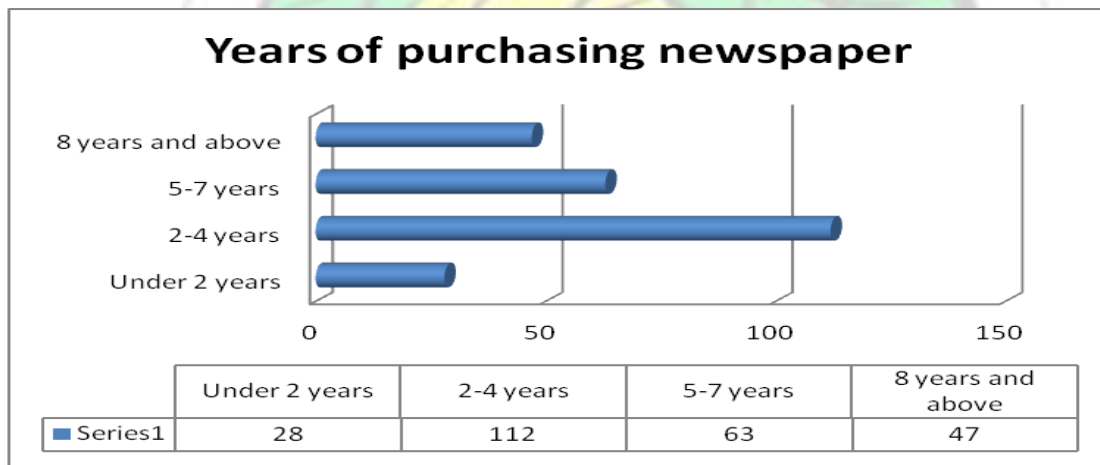
Figure 4.4 Occupation of respondents



Source: Researcher’s Field work, 2015

Occupation information reveals varies occupation of respondents. 84 of the respondents are government workers, 102 of the respondent with the highest figure and the highest percentage rate of 40.8% are self Employed, 44 of them are students, while 20 of them are unemployed and the remaining 20 of the respondents are private sector workers.

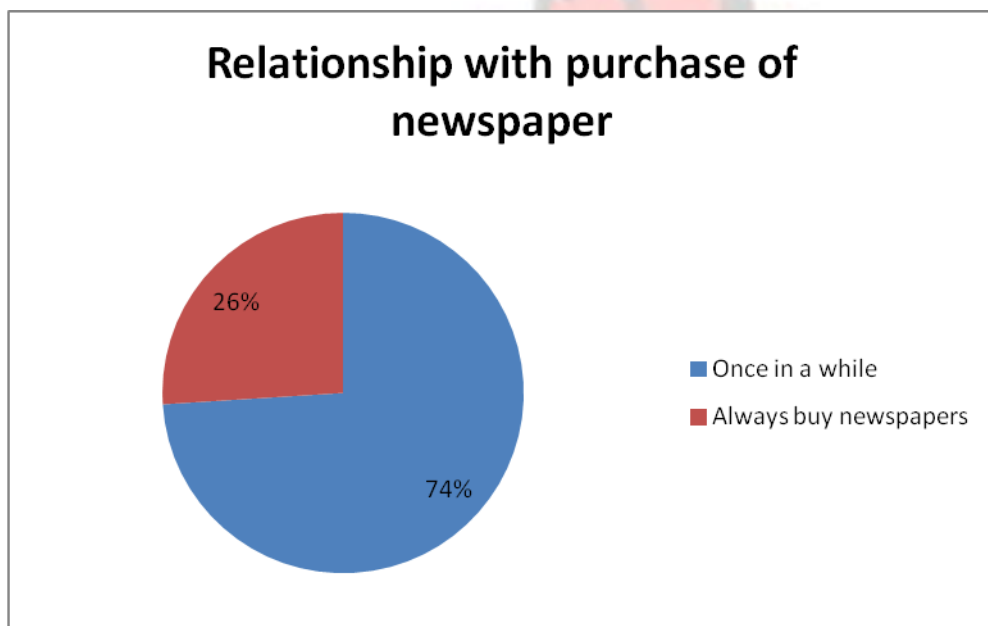
Figure 4.5 Years of buying newspaper



Source: Researcher’s Field work, 2015

The distribution revealed that 28 of the respondents have been purchasing newspaper barely under 2 years, 112 of the respondents which constitute the highest figure with the highest percentage rate of 44.8% have been purchasing newspaper for between 2-4 years, 63 of them between 5-7 years, while the remaining 47 of the respondents also purchase newspaper from 8 years and above.

Figure 4.6 Customers relationship with the purchase of news paper



Source: Researcher's Field work, 2015

In relation to newspaper purchase, 185 of the respondents with a total percentage rate of 74.0% purchase newspaper once in a while and the remaining 65 of the respondents with a percentage of 26.0% always buy newspapers.

4.3 Preference for electronic accessibility usage among customers who purchase print media.

The study assesses how accessibility to electronic usage affects purchase of news paper in Ghana. The study evaluates how accessibility to the internet, radio and television affect purchase of news paper. The study tested reliability of data using the cronbach alpha. The reliability test reveals an alpha value of .712 showing that, the data is acceptable. Table 4.1 and 4.2 shows reliability and variables used to measure electronic media accessibility respectively

Table 4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.712	.700	10

Source: Researcher's Field work, 2015

Table 4.2 Accessibility to the internet, Radio and Television usage among customers of newspaper

Variables	Mean	Std. Deviation	Frequency (N)
Internet accessibility			
I know how to use the internet to get information	4.61	.930	250
I have access to my internet always	4.12	.858	250
It is cheap to use internet so I always use it	4.37	.893	250

What the newspapers will report can be found on the internet	4.15	.851	250
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Radio Usage

I am ok when I listen to radio	4.06	1.030	250
It is easy to tune to radio station at any time	4.34	.865	250
I save money when I listen to radio than to buy newspaper	4.41	.623	250

Television Usage

It is easy to tune to any TV you want	4.33	.593	250
The TV are exciting so I prefer to listen to them	4.49	.870	250
TV stations give latest news compared to news papers	4.37	.1.087	250

Source: Researcher’s Field work, 2015

4.3.1 Internet accessibility

With respect to customer’s accessibility of internet and its effect on the sale of print media in Kumasi metropolis, a mean of 4.6 of the respondents with a percentage rate of 92.2% attest to the fact that they have access to internet and know how to use internet to get information. It is evidently clear that majority of the respondents are educated and hence can effectively use internet to access any information available on the internet hence the decrease in demand for print media. Again, most of the respondents possess mobile phones, and internet usage on mobile phones is very easy even to less educated individuals thereby increasing the usage of internet as compare to the print media. Moreover, free internet tuition is offered to majority of the populace and this has helped the respondents to know how to use internet to get any

information. But the remaining 7.2% of the respondents hold a different view and believed that most of the respondents in the metropolis do not know how to access information on the internet hence prefer to patronize the print media as compare to the internet usage.

To ascertain customer's accessibility to internet, a mean of 4.12 of the respondents with a percentage rate of 82.4% of the respondents believed that they have access to internet always. Paramount among the reason given is the fact that internet connectivity has been extended to almost every area in the metropolis and this has increased internet accessibility rate to majority of the respondents in the metropolis. Again, the respondents are of the view that due to technological increase, internet accessibility has increased especially on mobile phones, offices, and even homes. Moreover, networks service providers as part of marketing strategies in winning customers often provides subscribers with free internet bundles or packages and this enable internet accessibility very affordable to the customers hence do not see the need for patronizing the print media. But the remaining 17.6% of the respondents believes that accessing information on internet is tedious as compare to the print media. This they believed was due to unavailability of network and internet accessibility in most part of the metropolis. Again, the costs involved in accessing internet and its packages is very high hence may prefer the print media.

With regard to respondent's ability to use internet, a mean of 4.37 of the respondents with a percentage of 87.4% of the respondents in the metropolis is of the view that it is always cheap for them to use internet. This according to the respondents is the fact that internet usage is as simple as operating mobile phones and it is just a matter of issuing command to the device.

Again, the respondents believe internet usage is cheap as compare to the print media because just with internet bundle one can access information on the internet at anywhere and anytime without any difficulties. The respondents also believe that it is easy and cheap to access more information on the internet with just a limited bundle than to buy just a copy of any print media. Meanwhile, the remaining 12.4% of the respondents in the metropolis are of the view that internet usage is not as cheap as the greater percentage of the respondents considered it to be. This is because the cost involve in acquiring the facilities needed for the internet connectivity is high coupled with challenges with accessibility.

To examine electronic media accessibility among customers at Kumasi metropolis, a mean of 4.15 of the respondents which constitute a percentage rate of 83.0% believed that what the newspaper can report can be found on the internet as well hence do not see any difference between the radio and the print media. Reasons attributed to this are that, the respondents are of the view that the print media usually copy what have been posted on the internet and produce them in their various papers. But the remaining 17.0% of the respondents also think otherwise, and believe that having access to internet assist the respondents to get thorough knowledge and understanding of any piece of information reported by the print media. Usually the print media do not provide the source of information published but with the help of the internet, the source and the publisher of the information can be identify.

4.3.2 Accessibility to Radio

With the respect of to accessibility to electronic media through radio, a mean of 4.06 of the respondents with a percentage rate of 81.2% maintained that they are usually satisfied when

listen to radio stations. This respondent believed that issues or information are well explained to the satisfaction of the respondents as compare to reading from the print media or the internet. Hence the respondents resort to and prefer listening to radio station than the print media and this has led to the low patronage of the print media. Again, the respondents at Kumasi metropolis are ok and prefer listening to radio station because majority of the information are published in the local language and this is easy for the respondents and the majority of the people in the metropolis to the understand. Meanwhile, the remaining 18.8% of the respondents do not prefer listening to radio because the perception remain that information carry out are usually misleading and most of them are not corrected.

With regard to respondents accessibility to electronic media, a mean of 4.34 of the respondents with a percentage rate of 86.8% believe that it is easy for them to tune in to radio station at any time and get the necessary information quit better than the print media thereby decrease the patronage of the print media. This is because; most of the respondents can easily tune in to or operate radio stations more easily as compare to buying and reading print media. Again, radio stations allow listeners to call in and offer any suggestions and contributions to live programs on any radio stations. Moreover, the respondents in the metropolis enjoy various forms of educative programs on radio stations. Whiles the remaining 13.2% of the respondents also hold a different view and think that programs offered by the electronic media can equally be channel to the respondents on the print media.

With accessibility to electronic media in relation to how it helps respondents saves money, a mean of 4.41 of the respondents with a percentage of 88.2% of the respondents is the of the

view that listening to radio helps them saves money than buying newspapers every day. This was attributed to the fact that both radio stations and television stations usually conduct newspaper review programs most especially in the morning and this has seriously impacted negatively on the patronage of the print media. Again, aside the morning programs, the respondents believe that they can still have accesses to the play back of those programs even online hence do not see the need for purchasing newspapers. But the remaining 11.2% of the respondents also believed that the contents of those programs are usually altered and do not conveyed the exact information to the public. Moreover, in a bid to saves money through listening to radio stations, some vital information are not discuss into detail thereby due to time constrain and this has the tendency to truncate the actual message

4.3.2 Television usage

Again, with respect to accessibility to television station, a mean of 4.33 of the respondents with a percentage rate of 86.6% of the respondents is of the view that it is easy to tune in to any television set you want in order to get any necessary information the respondents want. Due to technological development on the media landscape, new television stations has emerged and respondents in the metropolis can easily tune in to any of them hence making accessibility of information less cumbersome to the respondents. Again, most of the television stations offer different set of programs thereby making it easy and accessible to the respondents in the metropolis to listen to any stations of their choice. Hence the easy accessibility and availability of TV stations put the print media at a disadvantage. Meanwhile, the remaining 13.4% of the respondents are of the view that respondents tuning to any television station can lead to lack of concentration and complacency

Again, with respect to accessibility to television station, a mean of 4.49 of the respondents which constitute a percentage rate of 89.8% of the respondents in the metropolis in relation to accessibility to television stations are of the view that the television programs are exciting so prefer to listen to them. The respondents in the metropolis believe that the exciting programs on the television serves as source of entertainment to them during the time of boredom thereby prefer to listen and watch television instead of reading from newspapers. Again, television programs are usually accompanied by videos and pictures hence the respondents in the metropolis in Kumasi will automatically prefer listening to the television programs. In view of the above assertion, it is therefore evidently clear that the sale of newspapers will drastically reduce. But the remaining 10.2% of the respondents also hold the view that most of the television programs are just for entertainments but not educative enough as compare to the print media.

With accessibility to electronic media in relation to how television stations give latest news compare to newspapers a mean of 4.37 of the respondents with the overall percentage of 87.4% obviously believe that news from television are current as compare to the newspapers. This is because televisions stations are constantly update its news contents but newspapers once printed cannot be reproduce. Again, television stations give live programs and news for the respondents in the metropolis to watch hence increase the patronage of television as compare to the print media. Meanwhile the remaining 12.6 % of the respondents also believe that newspapers are preferable since it is according to the respondents, newspapers to a large extent are reliable and cannot be altered.

4.4 Decline in the Purchase of News Papers in Ghana

The survival of every business depends to a greater extent on the revenue generated from sales. The study evaluates reasons why there is a decrease in sale of the print media in Ghana. The study tested reliability of data using the cronbach alpha. The reliability test reveals an alpha value of .783 showing that, the data is acceptable. Table 4.3 and 4.4 shows reliability and variables used to accessed fall in purchase of news papers

Table 4.3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.792	6

Source: Researcher's Field work, 2015

Table 4.4 Evaluating decline in purchase of news papers

Variables	Mean	Std. Deviation	N
I don't buy newspapers because I have access to the internet	3.71	1.650	250
I don't buy newspapers because I listen to radio for news	3.82	1.170	250
I don't purchase newspapers anymore because I get all information from TV	3.80	1.241	250
The prices of newspapers are too high so I don't purchase anymore	4.18	1.121	250
I purchase newspapers for record sake	3.82	1.274	250

I buy newspapers when I need get an information example job advert etc	4.09	1.291	250
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Source: Researcher's Field work, 2015

4.4.1 Access to internet

The study with respect to purchase of newspaper, a mean of 3.71 of the respondents which constitute 74.2% of the respondents do not buy newspaper because the respondents have access to the internet and will prefer to use internet in receiving and dissemination of information. According to the respondents, receiving and dissemination of information is done at quickest rate on the internet as compare to the print media. Whiles the remaining 25.8% of the respondents believes that newspaper is the best way in receiving information from the public. This is because accessibility to internet become a major challenge to most of the respondents in the metropolis, also the cost involve in running the internet facilities deter majority of respondents from using internet but rather resort to using the print media.

4.4.2 Listening to radio

Again, with respect to purchase of newspapers, a mean of 3.82 of the respondents with a total percentage rate of 76.4% of the respondents in the metropolis is of the view that they don't buy newspaper because they usually listen to radio for any information that is vital to them. Reasons attributed to this are that radio station are common in the metropolis and most of the respondents prefer listening to radio stations for news updates. Again, most of the programs on the radio stations are conducted in the local language thereby making it easy for the respondents to easily understand and hence drastically affect the purchase of newspapers in the metropolis. Meanwhile the 23.6% of the respondents also believes that the newspapers are

in a printed form and can serve as a record for any future reference, even majority of the respondents having access to radio stations in some point in time is a challenge to them, and again there is a general belief that most of the stations make too much noise in the midst of important programs.

4.4.3 Information from TV

With respect to purchase of newspapers, a mean of 3.80 of the respondents which constitute 76.0% of the respondents is of the view that they do not purchase newspaper anymore because they get all information from television set. Paramount among the reasons attributed to this is that both the newspaper and the television stations carry the same message but television stations carry out message with video coverage, that make it so preferential. The effect of this is a low patronage of the purchase of the newspapers in the metropolis. But the remaining 24.0% of the respondents also think that information from the print media or newspapers are official documents and are good for public consumption.

4.4.4 Prices of newspapers

Again, with respect to purchase of newspapers, a mean of 4.18 of the respondents which constitute 83.6% percentage rate of the respondents are of the view that the prices of newspapers are too high so do not purchase newspapers anymore but rather resort to getting information from internet and radio stations. This is because the prices of most of the graphics are too high for the respondents to afford there by making it difficult for majority of the respondents to do repeat purchases. In all, the price increases on the various newspapers in the metropolis has affected the sales and purchase of newspapers. Again, the respondents consider the cost they will incur when using the other alternatives such as radio, television and the

internet to access information, hence will prefer to use the media with cost effective. Meanwhile the remaining 16.4% of the respondents still believe that regardless of the price of newspapers, still it is still the effective means of communication and information delivery.

4.4.5 Record sake

Again, with respect to purchase of newspapers, a mean of 3.82 of the respondents with a percentage rate of 76.4% is of the view that, their primary motive for buying newspapers is for record keeping and that vital information in the newspapers can be kept for a very longtime. It is undoubtedly true that some vital information published in the papers is what actually motivate majority of the respondents to buy new papers. Hence the purchase of newspapers turns to be occasional and highly patronize if only there is important or vital educative information published in the papers. These adversely affect the sales and purchase of newspapers in the metropolis. But the remaining 23.6% of the respondents in the metropolis disagree and argue that vital information in any form can be obtain from both internet, television set and radio as well, thereby crippling the growth of the print media.

4.4.6 Job advert

In view of the purchase of the newspapers in the Kumasi metropolis, a mean of 4.09 of the respondents which constitute an overall percentage of 81.8% of the respondents has admitted that they buy newspapers only when they need information on job advertisements. This implies that the above percentage of respondents does not buy newspapers regularly and this will adversely affect the sale and growth of the print media in Ghana. This shows that the above percentage of respondents can listen and access other information needed on either

radio, television, or on the internet. And due to the price increase on the newspapers, the respondents will only buy any print media if the need arise, and this will reduce the purchases drastically. Meanwhile, the remaining 18.2% percentage of the respondents, also argue that job advertisement and other related programs can equally be shown on the electronic media.

4.5 Challenges facing Graphic Communication Group Limited in the sales of print media in Ghana

There is no denial of the fact that in today's technological world, the print media has encountered a tremendous challenge in its quest to achieve its desire objectives. Some years back, the demand for the print media was on the increase until the emergence of other modern technological devices such as the television set, radio and the internet.

One major challenge facing the print media is the cost of production and distribution of newspapers and periodicals is increasing, pushing up the cover price. In recent times, all major newspapers and magazines have increased their cover price and reduced the number of pages. This implies that a slight increase in cover price affects the circulation, which in turn affects the advertisement tariffs and thus advertisement revenue. Management therefore lamented on much in producing the paper and yet there has always been drastic decline in sales. Over the years, there is an increase in how much sales is made but recently, we don't know why sales has fallen drastically.

Again, the inability of the people to develop reading habit is another serious challenge facing the print media in recent times. The inability of both students and the general public to develop

interest in reading couple with their reluctant to buy magazines and newspapers instead of browsing from the internet pose a serious challenge to the print media.

Another serious challenge facing the print media in Ghana nowadays is the emergence of internet and cell phones, the majority especially the youth developed so much interest in these devices to the detriment of the print media. Any information published in the print media can equally be seen on the internet and other social media, thereby crippling the print media industry in the country. Recently, most people use a mobile phone with internet access which they can use to read any newspaper as long as the newspapers have a website and an online edition and all information is accessible. Also, web application like Blogs, Facebook and Twitter which have high traffic provides their users with real time information and content which are provided by the users themselves.

One other challenge worth mentioning is changing lifestyle of people facing print media leading to a fall in sales. . People are working longer hours and the demands of today's lifestyles are causing people to get what they need quickly, whether it is food or news. People will look up to anything they need and will get what they want having gotten closer to the computer. This has accounted for a fall in news papers as those with information technology skills will prefer using the inter to buying news paper

4.6 Evaluating Sales trend between 2012 to 2014

For effective evaluation of sales trend, the quantity of dailies supplied, quantity sold, net sale made and the value ascertain is very important so as to determine the variances that occur over

a period of time. The tables below show sales trend between 2012 to 2014 of Graphic Communication Group Limited.

Table 4.5 Graphic Communication Group Limited, Ashanti/Brong Ahafo Zone, Yearly Report, 2012

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	415,510	222,290	193,220	147,813.34	46.5	53.5
February	408,320	238,844	169,476	128,234.22	41.5	58.5
March	450,465	264,490	185,975	141,305.72	41.3	58.7
April	350,235	187,861	162,374	124,744.52	56.4	53.6
May	374,350	197,359	176,991	135,502.86	57.3	52.7
June	388,560	215,515	173,045	128,930.24	44.5	55.5
July	386,540	205,982	180,558	135,391.04	56.5	53.5
August	282,505	101,582	180,923	137,974.40	64	36
September	268,075	93,268	174,807	132,672.68	65.2	34.8
October	278,240	91,202	187,038	141,584.86	67.2	32.8
November	269,816	99,957	169,859	130,063.86	63	37
December	241,435	100,847	140,588	107,981.14	58.2	41.8
TOTAL	4,114,051	2,019,197	2,094,854	1,592,198.88		

Source: Yearly Report, GCG LTD, ASHANTI/B. AHAFO ZONE

Graphic Communication Group Limited has experience variances in sales trend over the past couples of years. In the year 2012, 415,510 quantities of news papers were supplied in January out of which 222,290 quantities were returned representing 46.5% sales rate. In February 2012, sale falls to 41.5% where a total of 408,320 quantities were supplied to the market out of which 238,844 quantities where returned unsold. This constitute a percentage rate of 58.5%

Net sales records GHc 193,220 in January 2012, but keeps falling throught the year. By July 2012, net sales fell to 180,558 and by December 2013, net sale fell to GHc 140,588 a drastic reduction in revenue by GHC 52632 (193220-140588).

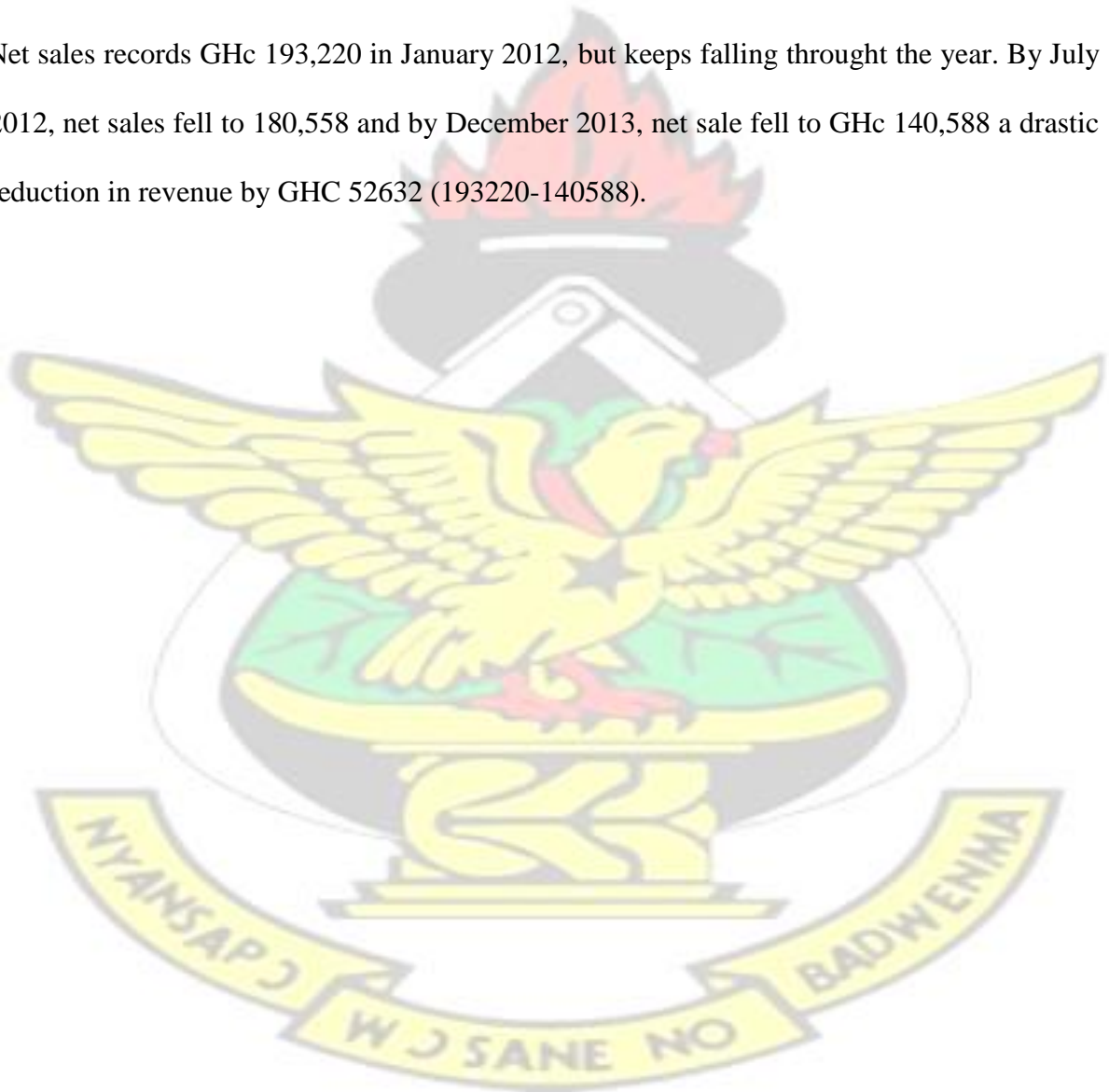


Table 4.6 Graphic Communication Group Limited, Ashanti/Brong Ahafo Zone,

Yearly Report, 2013

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	253,301	90,708	162,593	125,539.76	64.2	35.8
February	221,855	88,154	133,701	150,981.70	60.3	39.7
March	236,815	90,678	146,137	164,262.80	61.7	38.3
April	243,805	117,235	26,570	45,809.90	50.5	49.5
May	252,395	113,665	138,730	157,589.30	55	45
June	242,555	05,235	137,320	153,321.40	56.6	43.4
July	228,630	95,903	132,727	48,538.00	58	42
August	230,375	101,429	128,946	46,672.50	56	44
September	218,165	96,531	121,634	137,757.20	55.8	44.2
October	223,065	103,404	119,661	134,808.00	53.7	46.3
November	228,270	104,613	123,657	37,104.40	42.2	45.8
December	234,440	113,823	120,617	136,585.60	51.4	48.6
TOTAL	2,813,671	1,130,670	1,592,293	1,738,970.56		

Source: Yearly Report, GCG LTD, ASHANTI/B. AHAFO ZONE

Graphic Communication Group Limited has experience variances in sales trend over the past couples of years. In the year 2013, 253,301 quantities of news papers were supplied in January

out of which 222,290 quantities were returned representing 64.2% sales rate. In February 2013, sale falls to 60.3% where a total of 221,855 quantities were supplied to the market out of which 88,154 quantities were returned unsold. This constitute a percentage rate of 39.7% Net sales records GHc 162,593 in January 2012, but keeps falling through the year. By July 2013, net sales fell to 132, 727 and by December 2013, net sale fell to GHc 120,617 a drastic reduction in revenue by GHC 41,976 (162593-120617).



Table 4.7 Graphic Communication Group Limited, Ashanti/Brong Ahafo Zone, Yearly Report, 2014

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	134,655	101,730	39,325	152,031.28	24.5	75.5
February	193,184	55,450	137,734	154,829.60	71.3	28.7
March	199,755	54,226	145,529	160,983.60	72.9	27.1
April	168,475	52,461	116,014	33,431.84	68.7	31.3
May	202,185	57,267	144,918	160,762.00	71.7	28.3
June	208,195	61,872	146,323	158,060.64	70.3	29.7
July	201,545	66,994	134,551	207,290.80	66.8	33.2
August	210,721	69,486	141,235	219,586.80	67	33
September	185,255	69,169	116,086	178,919.60	62.7	37.3
October	492,410	225,126	267,284	166,340.80	54.3	45.7
November	203,173	71,641	147,113	159,174.06	64.74	35.26
December	252,395	113,665	138,730	157,589.30	55	45
TOTAL	2,651,948	999,087	1,674,842	2,009,000.32		

Source: Yearly Report, GCG LTD, ASHANTI/B. AHAFO ZONE

Graphic Communication Group Limited has experience variances in sales trend over the past couples of years. In the year 2013, 134,655 quantities of news papers were supplied in January out of which 55,450 quantities were returned representing 28.7% sales rate.

In February 2014, sale increase to 71.3% where a total of 193,184 quantities were supplied to the market out of which 88,154 quantities where returned unsold.

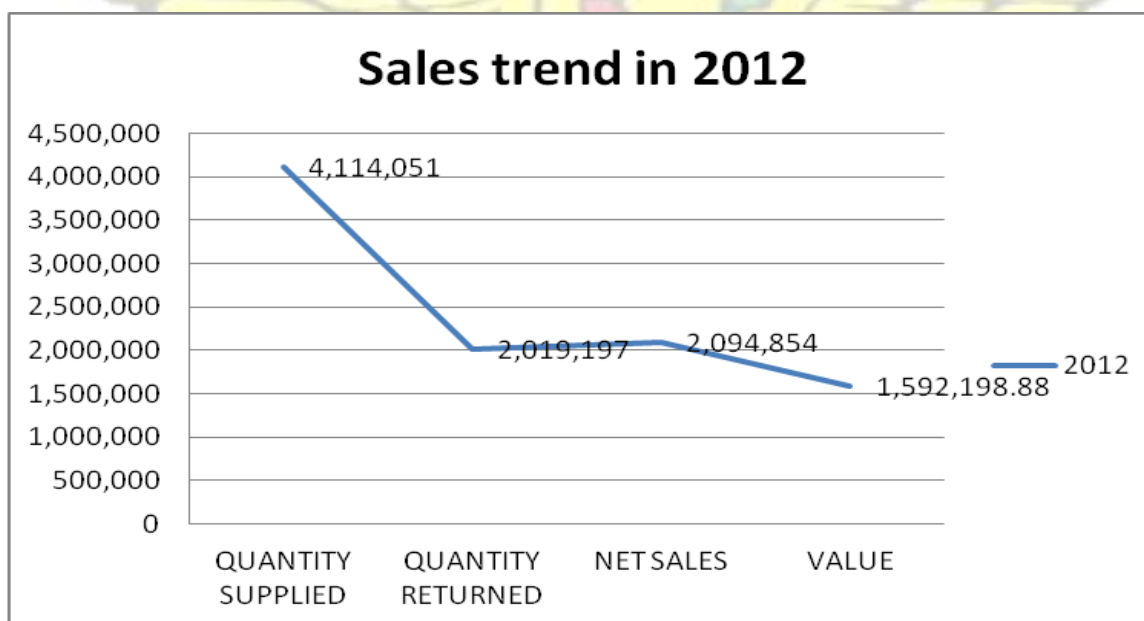
Net sales records GHc 39,325 in January 2014, and keeps increasing throught the year. By July 2014, net sales increase to 134,551 and by December 2012, net sale increase to GHc 138,730.

Total quantity supplied in 2012 was 4,114,051, 2,813.671 in 2013 and reduced to 2,651,948 in 2014. The total number returned amount to 2,019,197, 1,130,670 and 999,087 respectively.

Net sales were 2,094,854 in 2012 fell to 1592,293 in 2013 and increase to 1674842 in 2014.

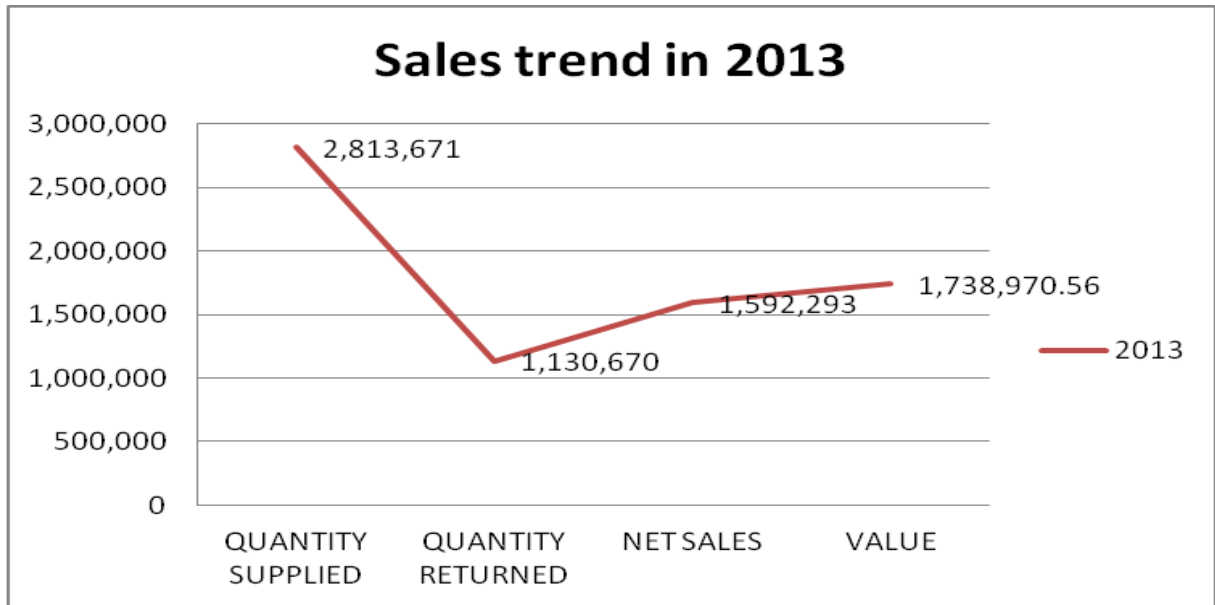
Figure 4.7, 4.8 and 4.9 below shows the trend in quantity supplied, quantity returned, net sales and value in 2012, 2013 and 2014 fiscal year.

Figure 4.7 Sales trends in 2012



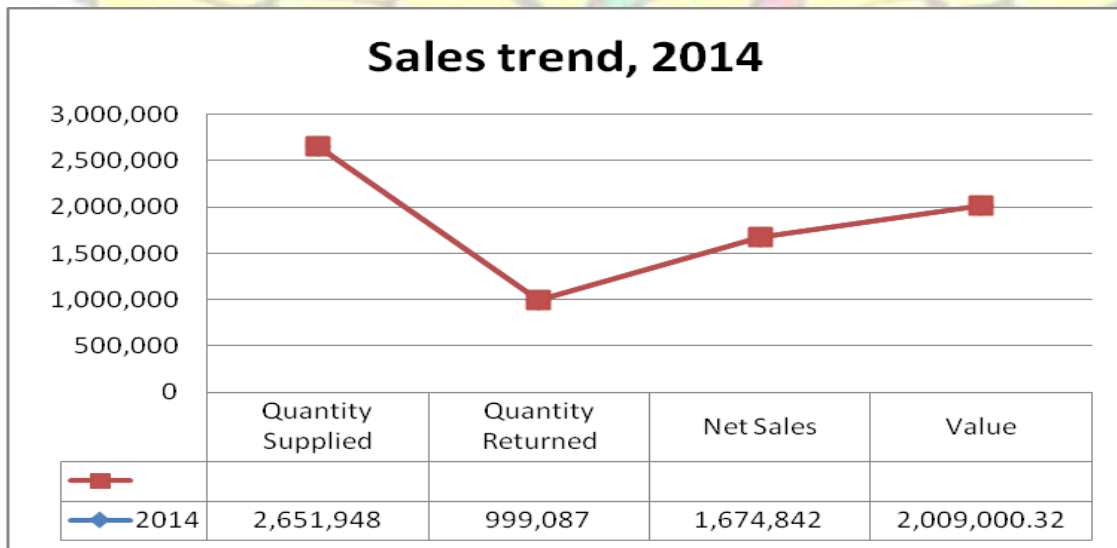
Source: Researchers Field work, 2015

Figure 4.8 Sales trends in 2013



Source: Researchers Field work, 2015

Figure 4.9 Sales trends in 2014



Source: Researchers Field work, 2015

4.7 Effect of electronic media accessibility on sales of print media

The primary objectives of every business organization for that matter Graphic Communication Group Limited is to make profit from the sales of its products. However, the use of the internet, radio stations and television stations have served as alternatives for customers to get information hence resulting in low sale of the print media. The use of the internet, radio station and television usage and its effects on sale of print media was discussed below using correlation and regression analysis.

Table 4.8 and 4.9 shows Regression results showing the effect internet accessibility, radio station and television usage on sale of newspaper

4.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.262 ^a	.069	.057	.87547

a. Predictors: (Constant), Internet accessibility, Radio Station, Television Usage

Table 4.9 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.056	.391	7.816	.000	
	Internet accessibility	.145	.060	.150	2.437	.016
	Radio Station	.176	.056	.202	3.140	.002
	Television Usage	-.123	.053	-.148	-2.310	.022

a. Dependent Variable: Sale of Newspaper

From the regression output, it was realized that electronic media had a weak relationship with sales of new paper with a value .262. The R^2 value indicates that 6.9% (.069) of sales of newspapers could be explained using electronic media.

The results indicated that, the coefficient value for internet accessibility on sales was .145 showing a positive relationship the sales of news paper. There is a strong indication that, peoples will still buy news paper for the sake of particular information they need hence internet will not totally collapse the purchase of newspapers. One can say that, all things being equal when radio station usage and television is held constant, sales will increase by about 14.5% if there is 100% customers use the internet in place of news papers. Internet accessibility is statistically significant and the variable is making a unique contribution to predicting sales of newspaper with a significant value of .016.

The regression result shows that, the coefficient value for radio usage on sales was .176 showing a positive relationship the sales of news paper. People will still want to keep news records for reference sake and authenticity of the information from a particular source. All things being equal when internet usage and television is held constant, sales will increase by about 17.6% if there is 100% customers who prefer to listen to radio in place of news papers. Listening to radio is statistically significant and the variable is making a unique contribution to predicting sales of newspaper with a significant value of .002.

The result shows that, the coefficient value watching television in place of buying news paper was -0.123 showing an inverse relationship on the sales of news paper. There is a strong

indication that, peoples will believe when they view news with their naked eyes hence the inverse relationship. All things being equal when internet usage and radio usage is held constant, sales will decrease by about 12.3% if there is 100% increase in television usage in place of purchasing news paper. However, television usage is statistically significant and the variable is making a unique contribution to predicting sales of newspaper with a significant value of .022.

In comparing the input of internet usage, radio usage and television usage on sales of news papers the beta values explains the contribution. Internet usage, radio usage and television usage have beta values of .150, .202, .148, respectively. The largest beta value is .150, which is internet accessibility meaning that, this variable makes the biggest input to explaining sales of news when the variance in the model is control for.

Table 4.10 Correlation Results showing relationship between sale of news paper, internet accessibility, radio usage and television usage

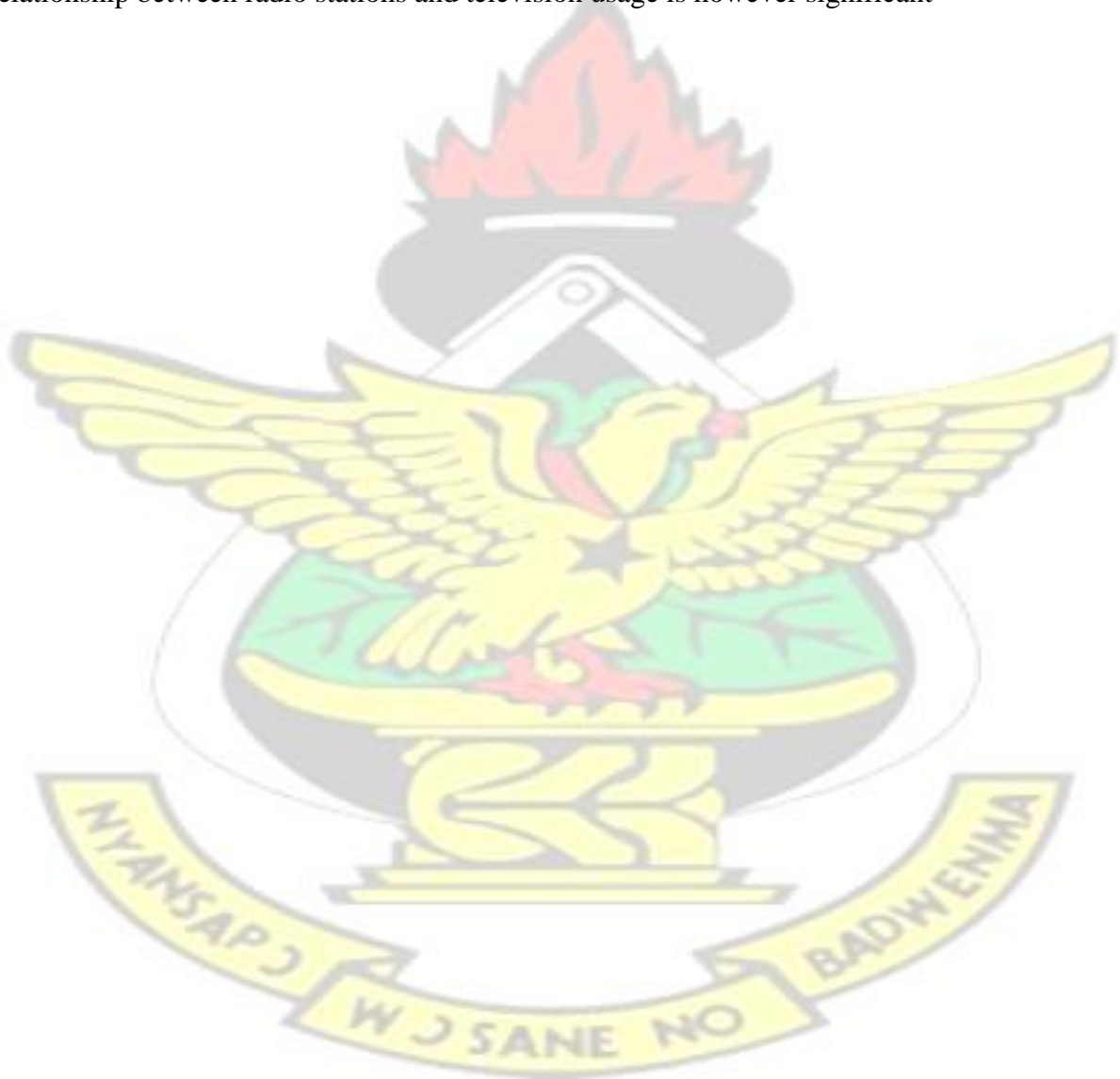
	Sale of Newspaper	Internet Usage	Radio Usage	Television Usage
Internet Usage	.152*			
Radio Usage	.161*	.849		
Television Usage	-.090*	.928	.285**	

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

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

The results from the correlation show that, there is a positive relationship between sales of news papers and internet accessibility to get information. This records a correlation value of

.152 and was statistically significant. It can be ascertained that, the correlation between sale of news and radio usage has a positive relationship with a value of .161 and statistically significant. The relationship between sale of newspaper and television usage has an inverse relationship and significant. There is also a positive relationship between internet accessibility with radio usage and television usage but both having strong relationship among them. The relationship between radio stations and television usage is however significant



CHAPTER FIVE

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.1 Introduction

The chapter presents the summary of findings, recommendations that are stated based on the study and conclusion of the study. The summary of findings is captured under the objectives which are stated below.

5.1.1 Preference for electronic accessibility usage among customers who purchase print media.

The study assesses how accessibility to electronic usage affects purchase of news paper in Ghana. The study evaluates how accessibility to the internet, radio and television affect purchase of news paper. Citizens are educated and hence can effectively use internet to access any information available on the internet hence the decrease in demand for print media. Most customers also possess advance mobile phones, and internet usage on mobile phones is very easy even to less educated individuals thereby increasing the usage of internet as compare to the print media. Moreover, free internet tuition is offered to majority of the populace and this has helped the respondents to know how to use internet to get any information. A particular issues or information are well explained to the satisfaction of the customer as compare to reading from the print media or the internet. Hence the customers resort to and prefer listening to radio station than the print media. Also customers prefer listening to radio station because majority of the information are discussed in the local language and this is easy for the respondents and the majority of the people in the metropolis to understand and also give room

for people to comment during programmes. Accessibility to television usage also play a key role in the sale of news papers. Customers are of the view that it is easy to tune in to any television set you want in order to get any necessary information the respondents want. Due to technological development on the media landscape, new television stations has emerged and respondents in the metropolis can easily tune in to any of them hence making accessibility of information less cumbersome to the respondent

5.1.2 Decline in the purchase of print media in Ghana

The survival of every business depends to a greater extent on the revenue generated from sales. The study evaluates reasons why there is a decrease in sale of the print media in Ghana. According to customers, receiving and dissemination of information is done at quickest rate on the internet as compare to the print media. The primary motive for buying newspapers is for record keeping and that vital information in the newspapers can be kept for a very longtime. It is undoubtedly true that some vital information published in the papers is what actually motivate majority of the respondents to buy new papers. Hence the purchase of newspapers turns to be occasional and highly patronize if only there is important or vital educative information published in the paper such as funeral announcement or a job advertisement. It worth mentioning that, prices of newspapers are too high hence customers do not purchase newspapers anymore but rather resort to getting information from internet and radio stations. In all, the price increases on the various newspapers in the metropolis has affected the sales and purchase of newspapers. Again, the respondents consider the cost they will incur when using the other alternatives such as radio, television and the internet to access information, hence will prefer to use the media with cost effective

5.1.3 Challenges facing Graphic Communication Group Limited in the sales of print media in Ghana

Cost of production and distribution of newspapers and periodicals is increasing; pushing up the cover price has been a major problem facing Graphic Communication Group Limited in their sales efforts. In recent times, all major newspapers and magazines have increased their cover price and reduced the number of pages. This implies that a slight increase in cover price affects the circulation, which in turn affects the advertisement tariffs and thus advertisement revenue. The inability of the citizens to develop reading habit is another serious challenge facing the print media in recent times. The inability of both students and the general public to develop interest in reading couple with their reluctant to buy magazines and newspapers instead of browsing from the internet pose a serious challenge to the print media. The emergence of internet and cell phones, the majority especially the youth developed so much interest in these devices to the detriment of the print media. Any information published in the print media can equally be seen on the internet and other social media, thereby crippling the print media industry in the country. Recently, most people use a mobile phone with internet access which they can use to read any newspaper as long as the newspapers have a website and an online edition and all information is accessible. Also, web application like Blogs, Facebook and Twitter which have high traffic provides their users with real time information and content which are provided by the users themselves.

Changing lifestyle of people is also a challenge facing print media leading to a fall in sales. People are working longer hours and the demands of today's lifestyles are causing people to get what they need quickly, whether it is food or news.

5.1.4 Effect of electronic media accessibility on sales of print media

The study assessed the effect of internet usage, radio usage and television on the sale of news papers. The coefficient value for internet usage shows a positive relationship on sales of news paper but not significant. Radio usage shows a positive relationship on sale of print media but was not significant. Television usage shows an inverse relationship on sale of news paper but was also not statistically significant. There is also a positive relationship between internet accessibility ,radio usage ,and television usage but are all having weak relationship and significant

5.2 Recommendations

The following recommendations are worth considering

5.2.1 Reduction in Price of Newspapers

There should be a drastic reduction in prices of newspaper to make it affordable. Graphic communication Group Limited should improve on production efficiency and cut down other cost so that prices can come down.

5.2.2 Inclusion of more interesting news that will make the paper unique

Attention of citizenry is now directed towards sports, jobs and political stories engineering more interest in purchase of print media. Newspapers should contain more of sports, jobs and political news other unique captions and promotions that will steer customer to improve purchase.

5.2.3 Increase commission for vendors

The commission that vendors get out of sales of the newspapers should be attractive to motivate them to sell more through personal selling rather than the normal sales joint.

5.2.4. Adoption of aggressive personal selling

The vendors should be trained to move to offices and sometimes homes instead of concentrating solely in their stands and in traffic.

5.2.5 Appealing to radio and television stations

Findings reveal that most people prefer radio and television discussion on the newspaper. Graphic communication group should appeal to radio and television stations to minimize detailed discussion so that people can buy these newspapers.

5.3 Conclusion

The media landscape has witnessed rapid transformation over the past couple of years as result of most customers adopting alternative ways of getting information reducing sales among print media. It is undeniably clear that the print media in Ghana are providing the public with the needed information they need. The print media has been trusted a source for credible news for the educational, political, sports, entertainment and business sectors.

Although the print media has been very vibrant in history, the study has revealed that the accessibility to electronic media is having a telling effect on print media in Ghana. Sales of print media in Ghana are taking a nose dive and there is the urgent need to critically look at

Ghanaian Print Media to come at par with electronic media. The survival of every business depends to a greater extent on the revenue generated from sales. The study evaluates reasons why there is a decrease in sale of the print media in Ghana. It is evident that, the emergences of the internet, the up-springing of radio and television stations have provided easy access to information resulting in the neglect of news papers. Customers prefer these alternative sources which has reduced the sales of news papers reducing profitability. There is therefore the need for print media houses to critically adopt efficient sales strategies to improve and wet customer's appetite for the news paper helping them to compete favourably with internet, radio and television stations.



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APPENDIX 1

QUESTIONNAIRE FOR CUSTOMERS WHO BUY NEWSPAPERS

This research is being undertaken as part of the requirement for the award of an MBA in Marketing. The study seeks to the impact of electronic media accessibility on sale of print

media in Ghana. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions.

Please tick (✓) the appropriate response that best answers each question

PART A Personal Data

1. Gender: Male [] Female []

2. Age: Under 20 years [] 21-30 years [] 31-40 years []
 41-50 years [] 51years and above []

3. Highest Educational Level: PhD [] Master’s Degree [] First Degree []
 HND [] SSCE/MSLC [] No formal Education []

4. What is your occupation?
 Government worker [] Self Employed [] Student [] Unemployed []
 Private Sector worker [] other, please specify.....

5. How long have you been purchasing newspaper?
 Under 2 years [] 2-4 years [] 5-7 years 8 years and above []

6. What is your relationship with purchase of newspapers?
 Once in a while [] always buy newspapers []

PART B Assessing electronic media accessibility among customers

From the statement below, please indicate your level of agreement or disagreement to the following statements. Please use the scale below

1=Strongly disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly agree

	Accessibility to electronic media	1	2	3	4	5
A	Accessibility to internet					
7	I know how to use the internet to get information					
8	I have access to my internet always					
9	It is cheap to use internet so I always use it					
10	What the newspapers will report can be found on the internet					
B	Radio Stations					
11	I am ok when I listen to radio					
12	It is easy to tune to radio station at any time					
13	I save money when I listen to radio than to buy newspaper					
C	Accessibility to Television stations					
14	It is easy to tune to any TV you want					
15	The TV are exciting so I prefer to listen to them					
16	TV stations give latest news compared to news papers					

PART C Purchase of newspapers

From the statement below, please indicate your level of agreement or disagreement to the following statements. Please use the scale below

1=Strongly disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly agree

	Purchase of news papers	1	2	3	4	5
17	I don't buy newspapers because I have access to the internet					
18	I don't buy newspapers because I listen to radio for news					

19	I don't purchase newspapers anymore because I get all information from TV					
20	The prices of newspapers are too high so I don't purchase anymore					
21	I purchase newspapers for record sake					
22	I buy newspapers when I need get an information e.g job advert etc					

What recommendations will you give to graphic communication group to motivate you to purchase youth paper.

.....

.....

.....

APPENDIX 2

INTERVIEW GUIDE

This research is being undertaken as part of the requirement for the award of an MBA in Marketing. The study seeks to the impact of electronic media accessibility on sale of print media in Ghana. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions

Please answer the following questions by filling the spaces provided against the questions below.

PART A Personal Data

1. Gender Male [] Female []

2. Highest Educational Level Diploma/HND [] First Degree [] Masters' Degree [] Doctorate [] Others, please specify.....

3. Which department do you work and your position?
.....

4. What problems are hindering sales efforts
.....

5. What in your opinion accounted for decrease in sales trends?
.....

6. What recommendations would you give for improving sales of your product
.....

APPENDIX 3

GRAPHIC COMMUNICATION GROUP LIMITED, ASHANTI/BRONG AHAFO

ZONE, YEARLY REPORT, 2012

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	415,510	222,290	193,220	47,813.34	46.5	53.5
February	408,320	238,844	169,476	128,234.22	41.5	58.5
March	450,465	264,490	185,975	141,305.72	41.3	58.7
April	350,235	187,861	162,374	124,744.52	56.4	53.6
May	374,350	197,359	176,991	135,502.86	57.3	52.7
June	388,560	215,515	173,045	128,930.24	44.5	55.5
July	386,540	205,982	180,558	135,391.04	56.5	53.5

August	282,505	101,582	180,923	137,974.40	64	36
September	268,075	93,268	174,807	132,672.68	65.2	34.8
October	278,240	91,202	187,038	141,584.86	67.2	32.8
November	269,816	99,957	169,859	130,063.86	63	37
December	241,435	100,847	140,588	107,981.14	58.2	41.8
TOTAL	4,114,051	2,019,197	2,094,854	1,592,198.88		

2013 YEARLY REPORT

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	253,301	90,708	162,593	125,539.76	64.2	35.8
February	221,855	88,154	133,701	150,981.70	60.3	39.7
March	236,815	90,678	146,137	164,262.80	61.7	38.3
April	243,805	117,235	126,570	145,809.90	50.5	49.5
May	252,395	113,665	138,730	157,589.30	55	45
June	242,555	105,235	137,320	153,321.40	56.6	43.4
July	228,630	95,903	132,727	148,538.00	58	42
August	230,375	101,429	128,946	146,672.50	56	44
September	218,165	96,531	121,634	137,757.20	55.8	44.2
October	223,065	103,404	119,661	134,808.00	53.7	46.3

November	228,270	104,613	123,657	137,104.40	42.2	45.8
December	234,440	113,823	120,617	136,585.60	51.4	48.6
TOTAL	2,813,671	1,130,670	1,592,293	1,738,970.56		

KNUST

2014 YEARLY REPORT

Month	QUANTITY SUPPLIED	QUANTITY RETURNED	NET SALES	VALUE	% SOLD	% UNSOLD
January	134,655	101,730	39,325	152,031.28	24.5	75.5
February	193,184	55,450	137,734	154,829.60	71.3	28.7
March	199,755	54,226	145,529	160,983.60	72.9	27.1
April	168,475	52,461	116,014	133,431.84	68.7	31.3
May	202,185	57,267	144,918	160,762.00	71.7	28.3
June	208,195	61,872	146,323	158,060.64	70.3	29.7
July	201,545	66,994	134,551	207,290.80	66.8	33.2
August	210,721	69,486	141,235	219,586.80	67	33
September	185,255	69,169	116,086	178,919.60	62.7	37.3
October	492,410	225,126	267,284	166,340.80	54.3	45.7

November	203,173	71641	147113	159,174.06	64.74	35.26
December	252,395	113,665	138,730	157,589.30	55	45
TOTAL	2,651,948	999,087	1,674,842	2,009,000.32		

KNUST

