

Newspapers in the Digital Age: Antecedent Factors of Information Media Use

Track: Consumer Behavior

Abstract: The present study seeks to shed light on the future of Newspapers, given the changes in consumer behavior and the advent of new media. The objective of the study is to propose and test a model that allows us to understand the factors that impact the use of information media. A survey was conducted with 1,000 Brazilian consumers of information and the results indicate that Convenience, Entertainment, Accessibility and Content are the key variables driving information media use. The model explains more than 91% of Satisfaction's variance, 87% of current Use and 67% of intentions to use in the Future.

Key words: Media, Information, Consumer behavior

Introduction

The newspaper industry faces the most significant transformation process since its inception in the sixteenth century. Emerging new media compete for both people's attention and advertisers' budgets, creating an increasingly challenging environment. Above all, the emergence of new business models and the profound changes in the way information is produced, distributed and consumed compel to revisit the paradigms that for centuries held true (Bradley & Bartlett, 2010).

As for news production, the consumer, once passive, assumes a participating role by creating and disseminating information and news in real time (Donaton, 2004; Jarvis, 2008, Jenkins, 2009).

The content distribution, in turn, gained many new possibilities with the widespread of media such as the Internet and cellphones. The newspaper industry had already assimilated the impact of several new medium such as radio, TV and pay TV (Nyilasy, King, Reid & McDonald, 2011). However, this time, the setting gets a more dramatic contour, because of the intense competition for consumers and advertisers and the unique characteristics of the Internet, which effectively transforms the current business model and allows more control for consumers (Bradley & Bartlett, 2010; Collis, Olson, & Furey, 2010).

The last and perhaps the most impacted subject constitutes the main object of this article: the consumption of information. As the control over what is consumed, and when it is consumed, has gradually migrated from the hands of the editors of newspapers to consumers, the consumption of information changed radically. On the internet, there is no grid or

agenda, but rather a nearly limitless wealth of content that can be accessed anytime, from anywhere and at any depth level desired by reader (Court, Gordon, & Perrey, 2005; Shapiro & Varian, 2003).

The emergence of new media also creates new information possibilities for consumers, transforming their habits. Recent research emphasized that people use on average 4 to 6 media everyday and that newspaper circulation has been falling, along with advertising revenue (Pew, 2010). The reality is different in Brazil, and it requires a more detailed analysis.

The Brazilian newspaper advertising revenue is growing. Actually, it grew at a compound annual rate (CAGR) of 5.5% since 2004, reaching US\$2 billion in 2011. From 2010 to 2011, it grew 3.8%. However, those numbers can be misleading if they are not put into perspective. The Brazilian advertising industry reached almost US\$18 billion in revenues in 2011 alone. Since 2004, it grew at a CAGR of 10.8%, and from 2010 to 2011 it grew 8.5%. The Brazilian newspapers are, in fact, losing ground: the industry constantly outgrew them, and the growth in absolute values disguises the real picture (Projeto Intermeios, 2012).

Circulation presents a similar puzzle. Total industry circulation grew at a CAGR of 4,1% since 2004, reaching 8.6 million copies per day. This growth is due mainly to some recent newspapers, created in the middle 2000s, focused on the emerging Brazilian middle class. One example is *Super Notícia*, which had a CAGR 16.8% since 2006 and reached the first place in circulation in Brazil with 300.000 copies per day in 2011. More traditional newspapers are either in decline or stable over the last years. *Folha de São Paulo*, for example, fell 1% in circulation since 2004, *O Globo* fell 0.1% and *O Estado de São Paulo* grew 1,7% (ANJ, 2012).

Even though the numbers aren't in favor of the Brazilian newspapers, they still enjoy some time to plan their actions. In the US, for example, several newspapers have already ceased their operations. The Brazilian newspapers can prepare for a future quite different from the current paradigm.

Given the complexity and particularities of the Brazilian market, and the lack of recent literature about the phenomenon, it urges to better understand which factors drive the consumer to use a certain information media. Within a scenario of many changes and uncertainties, this study seeks to shed light on the possible future of Newspapers in Brazil, given the changes in consumer behavior and the advent of new technologies that create new media. To this end, the research will answer the following question: Which factors influence information media use? The objective of the study is to propose and test a model that allows us to understand the factors that impact the use of information media in Brazil, focusing on newspapers and the transformation caused by the introduction of new media like the internet.

Theoretical Background

Distinct fields of literature deal with decision making about the use of technology. The media *Uses and Gratifications Theory* arise from the communications literature, as the related *Media Substitution Theory*. Marketing and MIS scholars have adopted *Diffusion Theory* to study how innovations can be successfully introduced to markets. Technology scholars explain technology choices and uses with theories adapted from psychology, like the *Technology Acceptance Model and the Unified Models*. In this section, we discuss the main theoretical lines of those different fields, seeking an integrative approach, which will allow the proposition of a robust and unified theoretical model.

The *Uses and Gratifications Theory* emerged during the late 50's as a communications research paradigm that determines motivations by focusing on what people do with mass media (Katz, 1959). The theory takes a user-level view in understanding media use, even though it is applied to the study of mass media innovations (Klapper, 1963). During the 70's and 80's, the theory was used by many media researches (Katz, Blumler, & Gurevitch, 1974) and it was conceptualized as the utilities that explain media choice by consumers (Picard, 1989).

Gratification opportunities constitute another dimension that can explain media choice. According to Dimmick & Wallschlaeger (1986) those are properties of a medium that amplify or attenuate the opportunities for deriving gratification from the medium. For example, traditional media have a limited array of content and rigid schedules. In contrast, new media offer greater choice and more control over content. In fact, with the advent of new media, many studies focused on the uses and gratifications of these media (Morris & Ogan, 1996; Sttaford & Sttaford, 1996). For Williams, Philips, & Lum (1985), the adoption of interactive technologies can be better understood as specific gratifications of these media are identified.

The studies about new uses and gratifications provided by the new media highlight some key aspects, which can influence the choice and the use of a specific media: content gratifications, including information or entertainment (D'Ambra & Rice, 2001; Hunter, 1996; Kaye, 1998; Kaye & Johnson, 2003; Lin, 2001b; Sttaford, & Sttaford, 1996; Stafford, Stafford & Schkade, 2004), process gratifications, including playing with the technology, browsing (Sttaford & Sttaford, 1996; Stafford, Stafford, & Schkade, 2004), affective needs, like aesthetic, pleasurable and emotional experiences (Hunter, 1996), personal integrative needs, including credibility, confidence, stability and the status of the individual (Hunter, 1996), social integrative needs, like contact with family, friends and the world (D'Ambra & Rice, 2001; Hunter, 1996; Kaye, 1998; Lin, 2001b; Stafford, Stafford, & Schkade, 2004), escapist needs, related to escape, tension release and desire for diversion (D'Ambra & Rice, 2001; Hunter, 1996; Kaye, 1998; Lin, 2001b) and convenience (Kaye & Johnson, 2001; Papacharissi & Rubin, 2000).

The Theory of the Niche is a branch of the Uses and Gratifications Theory dedicated to quantify competition among media industries. The niche of a medium is its position in the multidimensional resource space of the environment. The macrodimensions of the resource space include gratifications, gratification opportunities, advertising, consumer time

and consumer spending, and medium niche is the region of the resource space where it outcompetes similar media (Dimmick, Kline, & Stafford, 2000). The gratification niche of a medium defines the formal measures of niche breadth, overlap and competitive superiority (Dimmick, 1993). Studies addressed the gratification domains for news media (Dimmick, Dobos, & Lin, 1985), business news (Dobos, 1986), and electronic entertainment (Dimmick, 1993).

The new domain of interactive media has been studied by Dimmick, Kline, & Stafford (2000). The Sociability Gratification factor comprises: SHARE ideas and opinions, change PERSONal messages, give or receive ADVICE, keep in TOUCH with people, keep in contact with people who are FAR, FUN or pleasure of communication, feel or express CARE, give or receive INFOrmation, feeling of COMPANIONship, send or receive messages with those CLOSE to you, keep contact with people you don't have TIME to see. The Gratification Opportunities factor comprise: to get the most of your money (ECON), FIT peoples work schedules, SIMPLE or easy, ease in getting HOLD of someone, FAST communication, CONVENIENT communication, communication with people in different time ZONES.

Research examining social networking sites has greatly increased in the past years, identifying dimensions of uses and gratifications for users of friend networking sites, such as Information, Friendship and Connection (Bonds-Raacke & Raacke, 2010). A web survey conducted to examine Facebook Groups users' gratifications revealed four primary needs for participating in groups: socializing, entertainment, self-status seeking, and information. These gratifications vary depending on user demographics such as gender, hometown, and year in school (Park, Kee, & Valenzuela, 2009). Barton (2009) studied competition-based reality shows and identified personal utility as a new gratification dimension.

The *Media Substitution Theory* states that media sources compete for a finite amount of resources in terms of advertising dollars and consumer time, and that competition could drive weaker species toward extinction (Mc Combs, 1972). It assumes that people have the ability to evaluate, rank, order and select the medium that best gratifies their needs (Jeffres, 1978), and, in this sense, it follows the Uses and Gratification theoretical line of research.

Its scholars are interested in understanding the processes that follow the introduction of a new media. According to the Media Substitution Theory, when a new technology (computer, internet) is introduced, people must redistribute the time allocated and establish new patterns of behavior (Vitalari, Venkatesh, & Gronhaug, 1985) and, if a new technology is viewed as more desirable than a functionally similar old medium, people will reduce the time devoted to traditional media (Dimmick, Kline, & Stafford, 2000; Kang & Atkin, 1999; Lin, 2001a).

A new media perceived to be more convenient, less costly or to have superior content will displace functionally similar traditional media (Kaye & Medoff, 2001; Lin 2001b). On the other hand, if media are functionally dissimilar, new media might complement existing media (Lin, 2001a). In this sense, Tedesco (2000) pointed out that people surf the net while watching TV. Kink & Hess (2008) conducted a study to find out whether complementary or substitutional

dependencies predominate between search engines and traditional information sources. They found that the new media is gratifying a wider spread of users' needs and concluded that traditional media companies face increased competition, but do not necessarily have to be in an inferior competitive position.

Recent studies add a new concept to this field: the fragmentation (Webster & Ksiazek, 2012). The most fundamental question about fragmentation is how far the process can go. Some authors believe "winner-take-all" markets will continue to characterize cultural consumption (Eisenmann, 2007; Elberse, 2008) and offer arguments why audiences are likely to remain concentrated in the digital media marketplace: the differential quality of media products, the social desirability of media selections, and the media measures that inform user choices (Webster & Ksiazek, 2012).

Regarding *Technology Use Theories*, the Theory of Reasoned action (TRA) is one of the most influential theories about human behavior based on social psychology theory proposed by Fishbein and Ajzen (1975) and Ajzen & Fishbein (1980). Soon after its establishment, the TRA began to be used to explain various types of behavior, but Davis et al (1989) were the first to apply the TRA in the modeling of individual acceptance of technology. In the model, Subjective Norm refers to the individual's perception of other people's opinion about how he should act or behave. Attitude relates to positive or negative feelings of the individual with respect to the behavior studied. These two constructs influence the Intention that designates the individual's predisposition to behave in a certain way, the future behavior being a consequence of this intention.

TRA was Davis (1989) basis to build the Technology Acceptance Model (TAM). The objective of this model was to understand the factors that led the employees of a company to accept and use the computer and other new technologies introduced in a related company. The author developed his model so that the attitude of an individual with respect to the use of a technology and perceived usefulness are the independent variables that influence the intention to use a technology, which in turn influences the adoption and actual use of technology.

Most research using the TAM concerns the application of information systems in business environments. Legris et al. (2003) conducted a review of work applying the model of Davis (1989). According to TAM, external variables influence Perceived Usefulness and Perceived Ease of Use. Those two variables influence Attitude, which influences Behavioral Intention to Use, which, finally, influences Actual System Use. Venkatesh, Morris, Davis & Davis (2003) formulated the Unified Theory of Acceptance and Use of Technology (UTAUT), a broader and more comprehensive model that into a unified model aspects of the TAM, diffusion theory, motivation theory and self efficacy to explain the perceptions and attitudes that lead to usage intentions. According to the model, four key constructs (performance expectancy, effort expectancy, social influence and facilitating conditions) are direct determinants of usage intention and behavior. Gender, age, experience, and voluntariness of use are posited to mediate the impact of the constructs on usage intention and

behavior.

Rogers (1995) studied the process by which an innovation is communicated through certain channels over time among the members of a social system. The Diffusion Theory describes five characteristics of innovations that influence an individual's decision to adopt or reject it: Relative Advantage, Compatibility, Complexity, Triability and Observability.

Social psychologists' interest in attitudes and attitude change (Albarracin, Johnson, & Zanna, 2005) has been derived to a large extent from the supposition that attitudes predict behavior (Petty & Cacioppo, 1986). Recent studies point out that the relationship between attitude and behavior might be weaker than previous researches suggested (Foxall, Oliveira-Castro, James, & Schrezenmaier, 2011). The Behavioural Perspective Model locates consumer behavior at the intersection of the consumer's learning history and the current behavior setting, providing an environmental perspective to consumer behavior. In behavioral terms, consumer behavior, the dependent variable, is a function of the individual's learning history related to a given type of consumption, the behavior setting and the consequences the behavior produces (Foxall et al, 2011). Also, studies have argued that the attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior, and greater resistance to counterpersuasion than attitude changes that result mostly from peripheral cues (Petty & Cacioppo, 1986, p. 175). Pijpers & Montfort (2005) study results provide support for the core TAM model as an adequate and parsimonious conceptualization of acceptance behavior and the salience of usefulness and ease of use beliefs. However, this research also found variables that directly influence attitude and use. Perhaps the most significant finding is the key role perceived that fun/enjoyment plays as an external variable in influencing beliefs, attitude, and usage. The research corroborates the general tendency to focus on a system's fun component, which the rapid growth of the Internet appears to have encouraged (Pijpers & Montfort, 2005).

Stafford, Stafford, & Schkade (2004) argue that Uses and Gratifications and TAM are theoretically similar. The difference between TAM-based models and U&G is the scenario, because TAM and UTAUT focus on on-the-job technology use, while U&G focus on consumer media use. Lin (2006) proposes as a test a model to predict webcasting adoption. The model integrates dimensions from Diffusion Theory and Technology Use Models with U&G Theory. Uses and Gratifications are used to help understand webcasting perceived utilities. Two factors emerge from this analysis: Diversion/ Escape and News/Information. More recent studies in the financial industry (Hernandez & Mazzon, 2007; Puschel, Mazzon, & Hernandez, 2010) propose integrative models. However, due to the researches industries and phenomenon, those models do not specifically address the Use and media related constructs.

Besides the tradition of the field, the literature review exposed that there are not many integrative models. Moreover, there aren't any models trying to explain the continuous use of information media based on its characteristics.

Hence, the present study is relevant because it aims to address a gap in the literature, proposing and testing an integrative model for information media choice and use.

The Research Model

The present study aims to be an integrative study about information media choice and use. In this sense, we are integrating different perspectives into a comprehensive model, which tries to explain why people use information media. Most of the independent constructs are addressed by the communication literature but their relationship with Use is mediated by Attitude, according to technology and marketing studies.

To clarify the hypotheses of this study, it is important to describe the constructs addressed, which are the result of a consolidation of the literature on the subject. There are many constructs addressed in the literature dealing with the same set of variables that were grouped into a smaller number of constructs, preserving, however, the integrity of the original information. It was possible to considerably reduce a quite extensive list of dimensions, allowing the research, and contributing to the parsimony of the final model. Also, because the model addresses specifically information media, some variables that deal with the communication and sociability aspects of use were not considered. The final constructs are the following:

Content considers people's perceptions about the quality and quantity of content offered by each medium investigated. The dimension was adapted from Content Gratification (D'Ambra & Rice, 2001; Hunter, 1996; Kaye, 1998; Lin, 2001; Kaye & Johnson, 2003; Lin, 2006; Sttaford & Sttaford, 1996; Stafford, Stafford, & Schkade, 2004). Attitude scholars have studied the direct relation between Content and Attitude (Fishbein & Ajzen, 1975, Johnson & Eagly, 1989; Johnson et al., 2004; Maio & Olson, 1995; Petty & Cacioppo, 1986; Wood, Kallgren, & Preisler, 1985).

The *Entertainment* construct relates to people's perceptions of how each media provides fun, entertainment and fulfills escapist needs (D'Ambra & Rice, 2001; Dimmick, Kline, & Stafford, 2000; Hunter, 1996; Kaye, 1998; Kaye & Johnson, 2003; Lin, 2001; Lin, 2006). In the Uses and Gratification tradition, it can be an antecedent of Attention towards a media. Pijpers & Montfort (2005) studies based upon the TAM model suggest that Entertainment directly influences Attitude and Use. Elliot & Speck (2005) found that Entertainment was also significant in explaining Attitude towards a retail website.

Convenience relates to the ability of a medium to deliver a complete solution to customers. This variable was studied by Papacharissi & Rubin (2000), Ruggiero (2000), Lin (2001a), et al Dimmick (2004), Nguyen et al (2005), Chan and Leung (2005) and Leckner (2007). In this study, the construct was adapted to incorporate elements from the Total Costumer Solution perspective, derived from The Delta Model (Hax & Wilde, 1999). Dealing with the emerging need of

solutions that integrate services and information, helping the consumer to not only find the information, but also complete the transaction. Nguyen et al (2005) study the link between Convenience and Attitude, Use and Satisfaction. Leckner (2007) and Papacharissi & Rubin (2000) analyze the relationship between Convenience and Satisfaction and Use.

The *Accessibility* construct comes from the Diffusion Theory (Rogers, 1995) and refers to consumer perceptions of how media is accessible both financially and technically. This construct refers to both accessibility issues of cost, studied by Shapiro & Varian (2003) and technical accessibility, studied by Tornatzky & Klein (1982), Rogers (1995), Chyi and Lasorsa (1999), Lin (2001a), Bouwman & Wijngaert (2002), Waal, Schonbach & Lauf (2004), Nguyen (2004), Nguyen et al (2005), Chan & Leung (2005), Kolbitsch and Maurer (2006), Leckner (2007). Bouwman & Wijngaert (2002) studied the link between Accessibility and Use and Future Use.

Attitude is a set of evaluative judgments measured via categorization on a continuum involving several attribute dimensions, however, their formation may stem from qualitatively different processes (Argyriou & Melewar, 2011). Technology Use scholars consider it as a mediated construct (Ajzen & Fishbein, 1980; Davis, 1989; Fishbein & Ajzen, 1975). In this study, it places a central role between media characteristics and media satisfaction and use. It refers to the to the positive or negative predisposition that one has in relation to an object, product, brand or else (Ajzen & Fishbein, 1980; Davis, 1989; Fishbein & Ajzen, 1975).

Based on the presented literature review, the following hypotheses are proposed:

H1a: *The Content provided by a media influences the Attitude towards that media.*

H1b: *The Entertainment that a media transfers to its users influences the Attitude towards that media.*

H1c: *The Convenience provided by a media influences the Attitude towards that media.*

H1d: *The Accessibility provided by a media influences the Attitude towards that media.*

According to *Niche Theory* studies, the broadest the niche of a media on the gratification opportunities dimension, the biggest its users *Satisfaction* is (Dimmick et al, 2000; Dimmick et al, 2004). In the proposed model, we considered Attitude as an integrative construct and thus propose the following hypothesis:

H2: *The Attitude towards a media influences the Satisfaction with that media.*

Media Use is the dependent variable of most Uses and Gratification or Media Substitution studies (Dimmick et al, 2004; Kaye & Johnson, 2003; Lin, 2006; Yoon & Kim, 2001). Many scholars describe relations between Use and Attitude (Mackie & Worth, 1989; Neuberg & Fiske, 1987; Wegener & Carlston, 2005). People can deliberately choose to “expose themselves to information consistent rather than inconsistent with their attitudes” (Wegener & Carlston, 2005, p.521). Thus, one is likely to think of use as relating to concepts such as motivation and ability to think about attitude-relevant information. Based on that, the following hypotheses are proposed:

H3a: *The Attitude towards a media influences the Use of that media.*

H3b: *The Satisfaction provided by a media influences the Use of that media.*

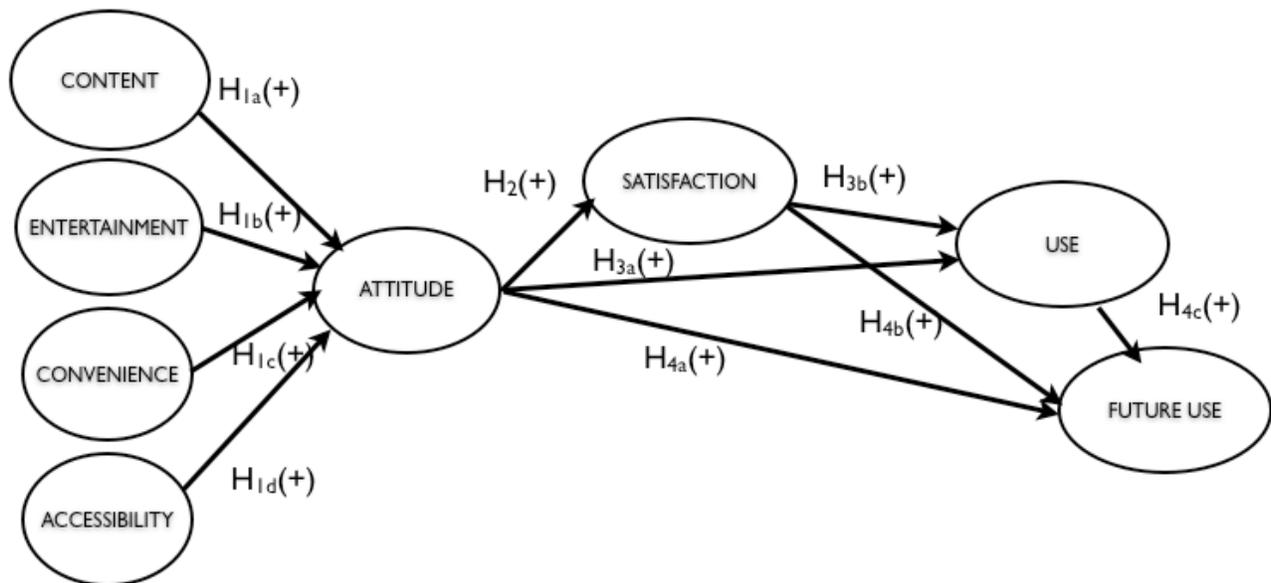
Several authors have studied the possible drivers of Future Use (Ajzen, 2002; Bouwman & Wijngaert, 2002; Chung et al, 2010; Nguyen, 2005; Nordenson, 2008). Future Use can be estimated based on the actual Use, Attitudes and Consumer Satisfaction. The analysis of the literature allowed the development of the following hypotheses:

H4a: *The Attitude towards a media influences the Future Use of that media.*

H4b: *The Satisfaction provided by a media influences the Future Use of that media.*

H4c: *The Use of a media influences the Future Use of that media.*

Figure 1 – Research Model



The research model can be visualized in figure 1. It's main theoretical contribution is the integration of constructs whose origins relate to distinct branches of research and different knowledge areas, such as Uses and Gratifications Theory, Technology Acceptance Models and Diffusion Theory. It also contributes with the study of Use into integrative models, incorporating a continuum metric measure as a procedure that can mitigate common method bias problems (Podsakoff, Mackenzie, Lee, & Podsakoff, 2003), considering that the results found in the research are close to those provided by secondary data collected directly from TV and internet measure devices, thus meeting the criterion of cross-validation.

Method

This study aims to test a model that can explain the use and intention of future use of news and information media

by means of its characteristics, the Attitude towards the media and the User's satisfaction with the media. Therefore, it has some characteristics of both descriptive and causal studies (Babbie, 2001; Malhotra, 2011). The research can be characterized as descriptive because it raises the factors that influence Attitude, Satisfaction and Use of media. It also has causal elements, since the model assumes cause and effect relationships between theoretical constructs. Although the concept of causality has caused much controversy over the years (Bagozzi, Yi, & Linn, 1991), authors such as Jöreskog and Sörbom (1989) and Byrne (2001) advocate the use of non-experimental data for causal models in social science, given the difficulties to achieve the accuracy required to conduct experiments in this area.

The population of this study consists of Brazilian news and information consumers. The chosen mode of observation was the survey, with a structured questionnaire (Babbie, 2001) capturing their perceptions about five media – Newspapers, Newspaper sites in the Internet, Other Internet Sites and Social Networks. A statistical sample of 1,000 cases was drawn and the data was collected by personal interviews within households of four of the biggest Brazilian cities (São Paulo, Rio de Janeiro, Porto Alegre and Recife), producing 980 valid cases. Most of the items in the questionnaire are measured by a 6 point scale in a bi-etapical process (Albaum, 1997): the respondent agrees or disagrees with a statement and then specify the correspondent intensity level – slight, moderate or complete. Ordinal scales like these can be used as an interval, according to Aaker, Kumar, & Day (1995) and Hair, Black, Babin, & Anderson (2009), allowing Structural Equation Model (SEM) analysis. The Use is a ratio variable measured by the declared usage (in hours, both in weekdays and weekends). The research instrument was developed and tested for validity and reliability in compliance with Aaker, Kumar, & Day (1995), Churchill (1979) and Hair et al. (2009). Content validity was achieved by pretests with four specialists in the field, allowing the identification of potential problems and the improvement of the questionnaire. The final version of the instrument measures eight constructs through 42 items. Construct, convergent, discriminant and nomologic validity (Bagozzi et al. 1991; DeVellis, 1991; Garver and Mentzer, 1999; Hair et al., 2009) were assessed using CFA (Byrne, 2001; Kline, 1998). Constructs' reliability was also estimated. All statistics presented adequate values, indicating the constructs as valid and reliable (Table 1), thus enabling the complete structural model. The analysis was performed using SPSS and Amos.

Table 1 – Constructs Validity and Reliability

Construct	Items	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Content	8	.676	.943	.932
Entertainment	4	.768	.929	.897
Convenience	6	.663	.932	.915
Accessibility	3	.767	.908	.849
Attitude	3	.813	.929	.884
Satisfaction	5	.788	.949	.932

Use	8	.617	.924	.902
Future Use	4	.785	.936	.908

Results

Fit was examined by means of absolute, incremental and parsimonious fit measures. The results are shown in Table 2. The absolute fit measure chi-square is 11.20, higher than the usual accepted level. According to Hair *et al.* (2009) and Byrne (2001) this coefficient is inflated when there are more than 200 cases (we have almost 1,000) and because of that the Goodness of Fit Index (GFI) and the Root Mean Square Error of Approximation (RMSEA) should provide a better assessment of absolute fit. In fact both measures for this model are in compliance with the standard levels. The incremental fit measures AGFI and NFI also indicate the statistical consistency of the predicted model with the actual model. The same holds true for the parsimonious fit measure CFI. Based upon these values the model is acceptable.

Table 2 - Model Fit Indices

Measures	Proposed Model
Root Mean Square Error of Approximation (RMSEA)	.045
Goodness of Fit Index (GFI)	.914
Adjusted Goodness of Fit Index (AGFI)	.897
Normed Fit Index (NFI)	.956
Comparative Fit Index (CFI)	.960

The path coefficients obtained by Maximum Likelihood Estimation and bootstrapping with 500 sub-samples were used to estimate the errors and two-tailed bias corrected confidence intervals. There were no significant statistical differences between the estimates of the proposed model and the mean estimates of the bootstrapping.

Most hypotheses were supported, with the exception of H_{4a} at p<.01 level. The acceptance of these hypotheses indicates that Attitude towards an information medium is influenced mainly by Convenience, Entertainment and Accessibility, followed by Content. These results could mean that Attitude is formed by what the media actually brings in terms of benefits and services and how easy it is to be used, with Content having a lower magnitude. The model explained more than 86% of Attitude's variance. Attitude is a strong predictor of Satisfaction (0.954, significant at p<.010) mediating the influence of Convenience, Entertainment, Accessibility and Content upon Satisfaction and Use. With this single variable was possible to explain more than 91% of Satisfaction's variance. Current Use's variance is explained mostly by Attitude (0.699 significant at p<.003), followed by a Satisfaction (0.24 significant at p<.007). Future Use of a media depends in first place on Satisfaction (0.594 significant at p<.002) and on current pattern of Use (0.141 significant at p<.008). The model explains 87% of current Use and 67% of intentions to use in the Future.

Table 3 - Hypotheses Testing

H _i	Path	Standardized Estimate	Error	P	Result
H _{1a}	Content -> Attitude	.069	.017	p < .006	Supported
H _{1b}	Entertainment -> Attitude	.355	.019	p < .007	Supported
H _{1c}	Convenience -> Attitude	.418	.020	p < .002	Supported
H _{1d}	Accessibility -> Attitude	.195	.013	p < .004	Supported
H ₂	Attitude -> Satisfaction	.953	.004	p < .003	Supported
H _{3a}	Attitude -> Use	.693	.052	p < .003	Supported
H _{3b}	Satisfaction -> Use	.251	.053	p < .007	Supported
H _{4a}	Attitude -> Future Use	.102	.072	p < .172	Not Supported
H _{4b}	Satisfaction -> Future Use	.594	.059	p < .004	Supported
H _{4c}	Use -> Future Use	.141	.050	p < .008	Supported

Conclusion and Implications

The main contribution of the present study is the proposition of an integrative model for media Satisfaction and Use. It is based upon three main theories: Uses and Gratification, Media Substitution and the Technology Acceptance Models. Attitude becomes the mediator between media characteristics (Convenience, Accessibility, Content and Entertainment) and Satisfaction, which is predictor of current and future Use.

People seem to respond to two distinct media stimuli in media consumption: The first addresses the richness and relevance of the content presented by the media and how entertaining it is perceived to be. The second, which is an important and new finding of the present study, is the Convenience, meaning how a media is perceived as something that delivers a complete solution to the customer, helping them to solve problems and to get what they want in an easy and valuable way.

The analysis revealed that Content, although important, is not the main attribute of a media, as postulated by some authors (Eveland, 2003). Convenience, less used in this field, is the most important variable to the Attitude of a person towards an information medium. Entertainment is an important influencer of Attitude. These results suggest that, despite of all other features, people mostly look for a media to forget or to solve their problems.

From an academic standpoint, this study expands the understanding of Satisfaction and Use of information media, contributing to the research in the field. The major contributions are:

1. The development and validation of a media characteristics scale.
2. The proposition and test of a model that explains Satisfaction, Use and Future Use of information media (TV, Newspapers, Websites in general, Newspapers websites and Social Media) by its characteristics.

From a managerial standpoint, this research helps the strategic positioning of media companies operating in the

Brazilian business ecosystem. They should develop competences that levers Attitude, Satisfaction and Use. The most relevant recommendations are:

1. To deliver Total Customer Solution, changing the focus from a content-based to a customer-based company.
2. To consider that content might be an important base, but is not the most important. Customers are increasingly interested in the benefits originated from the content, including entertainment and solutions.
3. To focus on the last mile, the bonding connection with customers and the active management of client's information (Customer Relationship Management).
4. To deliver quality content and greater variety in TV and IP based platforms.
5. To monitor attention in addition to the audience, in order to compare circulation-based metrics with Internet-based ones. The advertising industry do their pricing based upon audience, but this could change in the near future in favor of action-based metrics (cost per click and cost per action).

Considering the media ecosystem and the possible future scenarios, the results of the present research raises a warning sign for newspapers. If Use is the key for the advertising budget, the media perceived with better convenience and entertainment would get the higher share. Even in a future scenario in which the traditional business model is maintained, newspapers lose ground to new media with greater interaction capacity and content richness. In a future where there may be an increase in the distribution of content over the Internet (Bradley & Bartlett, 2010), newspapers need to expand its ability to serve the public in a customized manner, by knowing the public better and segmenting accordingly. They could also extend content distribution and business models beyond the boundaries of paper.

The research suggests that newspapers need to reconfigure themselves to improve the perception people have of their content, their ability to deliver solutions and the entertainment of those who use it. One of the strategic possibilities is content production in a transmedia model, being able to deliver in each and every available platform, not necessarily those under their direct control. However, such an approach would weaken it's nodal position in the business ecosystem as it loses control over the last mile, where direct contact with the consumer takes place and the correspondent data about their habits are gathered via CRM tools. This would keep newspapers from identifying new business opportunities.

The future and the technological innovations bring not only threats to the incumbent newspapers. There are opportunities like, for instance, specific advertising to each home. With this technology, a media company could charge more for their service to advertisers. As this is a two-sided market, with cross-sided effects, segmented advertising could enhance user experience and reduce dispersion. Both opportunities need strong CRM support and will not be possible if the incumbents decide to focus exclusively on production. The problem is that while all these changes begin to happen, newspapers are struggling to keep their control over the advertising market without upgrading their offers to advertisers and

consumers, or in other words, without changing their business model. This would require the incumbents to change their strategic focus from product to customers and advertisers, as this is a two-sided platform (Hax & Wilde, 1999).

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