

The Influence of Online Newspaper Readership on Print Newspaper Purchases: A Study of Nigerian Universities in the South-East

Michael UKONU, *Ph.D*

University of Nigeria, Nsukka, Enugu State

&

Moses ANI

University of Nigeria, Nsukka, Enugu State

&

Chinyere NDUBISI,

University of Nigeria, Nsukka, Enugu State

Abstract

The advent of the Internet has introduced the posting of news and information on-line for people to read and make useful comments. This poses a great challenge to the circulation of print newspapers. It is against this backdrop that this study examines the influence of on-line newspaper readership on print newspaper purchases with a focus on staff and students of Nigerian universities in the South-East. Survey research design was adopted and the questionnaire was used to collect data from 399 respondents from three randomly selected universities in the South-East. The findings reveal that even though on-line newspapers have significant benefit over print newspapers, this does not in any way have direct impact on print newspaper purchase. In addition, the paper argues that social media use has influenced the level of print newspaper readership among youths in Nigeria. Hence, the

researchers recommend that newspaper proprietors should ensure that information contained in print media does not become stale at the time of publication to compete favourably with the social media as well as boost print newspaper purchase.

Keywords: On-line newspaper, Print newspaper, Readership, Social Media, South-East, Nigeria