Factors affecting consumers purchase intentions for digital news:

A quantitative study of Resumé

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“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else”

- Sam Walton, Founder of Walmart
Abstract
Companies providing digital news are today struggling with low purchase intentions among their consumers. Over the years, the Internet has become a vital part of how people consume news, and the growth in online consumption has led to a decline in printed circulation. Newspapers all around the world are earning only the minor share of their total revenue from digital operations. The main purpose of this study is to investigate the effects of perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize on consumer’s purchase intentions for digital news. This study aims to answer to the following research question:

What kind of effects do perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize have on consumers purchase intentions for digital news?

In order to answer our research question, we have conducted a quantitative survey that was directed towards the subscribers of Resumé, the leading Scandinavian business magazine in the area of marketing and advertising. Currently, Resumé is struggling with earning money from their digital content and their practical problem provided us with a great opportunity to contribute to the field of research about digital purchase intentions.

Purchase intentions are an indicator of a consumer’s approach towards a purchase and prior studies demonstrates that perceived ease-of-use and perceived usefulness, which constitute the Technology Acceptance Model (Davis, 1989), are cornerstones in order to predict online consumer behavior. In our study, we also consider willingness-to-customize, which has been found to be an important decision-making factor regarding digital purchase intentions. People’s perceptions of the trust and reputation of a company are also proven to be relevant factors when predicting online consumer behavior, which in turn can be influenced by the word-of-mouth from other consumers, friends and family. Based on our literature review, we can conclude that there is a research gap related to the examination of the effects of these specific factors on consumer’s purchase intentions for digital news.

The findings of our regression analyses, based on 234 responses we received through the survey, demonstrate that perceived ease-of-use, perceived usefulness, and word-of-mouth have positive significant effects on consumer’s purchase intentions for digital news. Based on these results, we have developed a revised conceptual model that includes the three factors that were proven to affect digital purchase intentions. Our study makes a theoretical contribution to the research field about digital purchase intentions and online consumer behavior. The study also provides managerial implications concerning how companies can enhance the digital purchase intentions among their consumers. We suggest the practical recommendations directed towards managers in the digital news business in general, and for the managers of Resumé in particularly.
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1. Introduction

Since the public introduction of the World Wide Web in the nineties, companies in the digital news industry has struggled with low purchase intentions among their readers. Resumé was facing the same problem and turned to academia to get help from two researchers at Umeå School of Business. In this chapter, which acts as an introduction to the study, we will provide you with information about our chosen subject, problem background as well as theoretical background and knowledge gaps. Further on we will present the research question and the purpose of this study.

1.1 Choice of subject

We are two students that currently are studying Business Administration at Umeå School of Business. We both were interested in writing on commission for a company in order to maximize the practical implications of this study, and therefore we reached out to Bonnier Business Media, where one of us previously did an internship for three months. Bonnier Business Media consist of a number of journals, and we got the opportunity to work in collaboration with the marketing and advertising journal Resumé. Since we both are interested in business and marketing and find the rapidly changing environment for digital journals as appealing, we believe that writing on commission for Resumé would deepen our knowledge in the area. We further believe that it is interesting to address the issues of a whole industry, namely to identify the factors that make people want to pay for digital content, or in this specific case; digital news.

We have chosen essential concepts in the research field about consumer behavior and digital purchase intentions, namely perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize. The thesis is built on these concepts and they are discussed in depth further in this study. Due to our collaboration with Resumé, we early on decided to focus on the concept of purchase intentions and by scrutinizing literature in the area, we identified the above mentioned six factors that earlier has been proven to affect consumers purchase intentions. Therefore, we wanted to investigate if those factors also will affect consumers purchase intentions for digital news. Through this study we hope to contribute with more knowledge about what factors that makes people want to pay for digital news.

The first two factors, perceived ease-of-use and perceived usefulness, are parts of the well-used Technology Acceptance Model (Davis, 1989). These factors can be used to predict consumer behavior in e-commerce and based on prior research (Davis, 1989), we believe it could be relevant to also use the two factors when conducting a research about purchase intentions for digital news. Willingness to customize was another chosen factor for this thesis, as it is concerned with how consumers perceive the digital platform of the company and if the company is willing to situate the service to match the desires of the consumer (Koufaris & Hampton-Sosa, 2004). Word-of-mouth was also used in this thesis since previous studies found it to be of highest relevance when individuals are making their buying decisions (Arndt, 1967; Richins, 1983). Trust and reputation were also addressed as we wanted to investigate how the two factors are related to consumers purchase intentions for digital news. Trust and reputation has been extensively researched
and proven to affect consumers purchase intentions (Jarvenpaa, 2000; Mui et al., 2002; Pavlou, 2003).

1.2 Problem background

During recent years, companies in the news industry have struggled with a significant decline in printed circulation (Thurman & Herbert, 2007, p. 208). According to Thurman and Herbert (2007, p.208), Internet has become a vital part of how people consume news and the growth of online consumption have led to this decline in printed news. The main reason of this decline is because of the increased number of digital news provided (Pew Research Center, 2013). The transformation has gone so far, that there are now more online readers than readers of printed newspapers and the gap is still growing (Bell, 2005, p.41). Despite this fact, companies are facing problems with earning money from their digital content (Chyi, 2005, p.131). To give an example, American newspapers only acquire in average 17% of their total revenue from their digital operations (Levitz, 2013). Earlier studies regarding consumers digital purchase intentions conclude that people are not yet ready to pay for online content (Chyi, 2005, p.131; Tarkiainen et al., 2014, p.283). Another study, made by the market researcher Borrell & Associates (2001, covered in Chyi, 2005, p.131) demonstrated that 71% of news site users would turn to another site if fees were implemented, since there are many alternative sites available that offer its content for free. This could indicate a negative approach from consumers towards paying for digital news, but Douglas Arthur who is an analyst at Evercore Partners says in an article in The Wall Street Journal:

"The market is starting to reassess the death of newspapers based on the success and aggressiveness with which some of the major newspaper brands are implementing digital paywalls. So there is a kind of recalibration of maybe this is going to work, and maybe this is going to give the industry new life, and maybe people are willing to pay for this" (Hagey, 2012)

The above mentioned problems are widely known in the whole media industry and there are many big companies in the media industry that has seen a big decline in circulation and one of the world’s largest media imperium, News Corporation, reported a loss in the UK in the year of 2013. One important factor behind the loss was the decline in newspaper circulation for The Sun (Greenslade, 2014). The traditional news industry, which during a long time has been a very powerful industry has been passed in popularity by digital news at the same time as the printed circulation decreases (Thurman & Herbert, 2007). The characteristics of the Internet, which are freedom from censorship, high speed, interactivity, global reach and low distribution cost can help to explain this change (Dimmick et al., 2004, p.19). It is a common perception among researchers that digital news would draw attention from traditional newspapers (Dimmick et al., 2004, p.20). One researcher suggested that the great switch from traditional news to digital news forced newspapers to publish, what they called breaking stories, on their web sites which was much faster than they would appear in the printed paper (Noack, 1998, covered in Dimmick et al., 2004, p.20). There exist studies that have compared the new digital media with the traditional media, based on the usage, functions and the roles of the media (Dimmick et al., 2004, p.20). One of this studies was conducted by Singer (2001) who analysed six versions of printed and digital newspapers and the findings from the study revealed that digital news have a much stronger local connection. Flanagin and Metzger
(2000) investigated the credibility of online news and found out that people perceived digital news as credible as the ones from television, radio and magazines but not as credible as information from printed newspapers. Despite this advantage of higher credibility, the traditional news industry is struggling with lower circulations at the same time as their news provided on the Internet is not generating enough money. The problem for the news industry in general are also applicable for the leading Scandinavian business magazine in advertising and marketing; Resumé, who reached out to two master students at Umeå School of Business. Resumé is a subsidiary company to Bonnier Business Media, a company that beyond Resumé also possess, among other, the business magazine Veckans Affärer, the medical journal Dagens Medicin and the newsletter Svenska Nyhetsbrev (Bonnier Business Press, 2015). The CEO of Bonnier Business Media is Mikael Nestius and the deputy CEO and HR-manager is Helené Liljefors (My News Desk, 2015) who is the main person behind our collaboration with Bonnier in this thesis. Bonnier Business Media itself is a part of Bonnier AB’s Business to Business operation and is included within Bonnier Business Press.

Bonnier have been dealing with a decline in newspaper circulation and revenue (Bonnier, 2013). One of many actions was to change the CEO of the company in 2014, from Jonas Bonnier to Thomas Franzén (Resumé, 2014). In an interview with Resumé, Thomas Franzén talked about the challenges that the company is facing. He explained that he believes that Bonnier has enough knowledge about the content, but that they have to learn how to get the content to the customer and to get the customer to pay, among other with help of new technology (Resumé, 2014). During his first year as the head of the firm, he started to refine the corporation in order to increase the profitability (Resumé, 2014).

As we mentioned before, one of the journals in the hands of Bonnier Business Media is the business magazine Veckans Affärer. It was, as almost every other papers in the industry, challenged with a decline in printed circulation (Veckans Affärer, 2015). To deal with this problem, Veckans Affärer chose to change the direction of their reporting and started to target “the new business world” instead (Veckans Affärer, 2015). After this transformation, Veckans Affärer has reported a clear improvement in both revenue and circulation (Veckans Affärer, 2015). This was probably the only way to go for the magazine and Resumé is also facing a similar problem. Because of the rapid evolution of the news industry, where consumers have moved from consuming printed news to digital news, the researchers of this study where asked to investigate what factors that affect consumers purchase intentions for digital news and to get this scientifically supported. By doing so, Resumé hopes to receive valuable information about what factors their consumers perceive as important when buying digital news.

1.3 Theoretical background & knowledge gaps

All people on earth are consumers, which means that they can be seen as the most powerful people in the business world, since they possess the power of choosing to buy a product or not (Blythe, 2013, p.7). Hence, it is important to understand what factors that affect the decisions of the consumer. John Dewey (1910) initiated a model called the decision-making process. It has been extended to include consumer behavior in a broader sense with the intention to explain how consumers act prior a purchase and it constitutes of five stages of the problem-solving process (Engel et al., 1978). The model constitutes of problem recognition, information search, evaluation of alternatives, product choice and
outcomes and is accepted and used in a plurality of the literature regarding consumer behavior (Blackwell et al., 2005; Hawkins et al., 2003; Solomon et al., 2013). Though, So et al. (2005) argues that what is known for traditional consumer behavior cannot be applied to online consumer behavior. The characteristics of the Internet, which includes aspect as high speed, interactivity, global reach and low distribution cost can help to explain why there is a difference between traditional an online consumer behavior (Dimmick et al., 2004, p.19). Therefore the traditional model of the decision-making process may not be usable in the digital context. Darley et al. (2010, p.96) have modified the traditional model of consumer behavior and decision-making with the purpose to make it work in an online environment and therefore added external factors that affect the decision-making process and digital purchase intentions. The first of the four external factors that Darley et al. (2010) added to the model of decision-making was individual characteristics, which included motives, values, life style, and personality. The second one was social influence, which contains culture, reference group and family (Darley et al., 2010, p.96). The third factor was situational and economic factors, which contains employment and salary, and the last factor was online environment, which constitutes of the quality of the web site, web site interface, web site satisfaction, and web site experience (Darley et al., 2010, p.96). In this thesis we will emphasize on the extended and revised model of the decision-making process by Darley et al. (2010), since the aim is to investigate what factors affect consumers purchase intentions for digital news. We believe that using the model of Darley et al. (2010) as a framework can be useful since it will provide us with a broad perspective of the whole process involved when a consumer makes a digital decision. Though, we interpret that the model lacks some important cornerstones regarding online decision-making and we will therefore also use the well-known work by Chen and Barnes (2007). The authors did an extensive research about online initial trust and digital purchase intentions and tested how factors as perceived usefulness, perceived ease-of-use, enjoyment of technology, perceived security, perceived privacy, company size, reputation, willingness to customize, and interaction affected consumers online initial trust and hence their purchase intentions (Chen & Barnes, 2007).

Perceived usefulness and perceived ease-of-use are the fundamental factors of the Technology Acceptance Model, which is a model that is widely known and used in order to predict consumer behavior (Chen & Barnes, 2007; Mathieson, 1991; Pavlou, 2003; Venkatesh & Davis, 2000). The main idea with the Technology Acceptance Model is that it predicts that a person’s intention to use a system is determined by the two factors, perceived ease-of-use and perceived usefulness (Venkatesh & Davis, 2000, p.187). The model is a great measure to predict online behavior and we interpret that perceived ease-of-use and perceived usefulness could be important factors for a consumer regarding purchase intentions for digital news. Perceived usefulness is defined as “the degree to which a person believes that using a technology would enhance his or her performance” and perceived ease-of-use is defined as “the design and functionality of the web site which determine how easy the web site is to use” (Davis, 1989, p.320).

Previous research has combined the two features from the Technology Acceptance Model with trust (Pavlou, 2003). By combining the Technology Acceptance Model with literature on trust and risk, Pavlou (2003) concluded that trust and risk are direct antecedents of people’s intention to transact online, but also that perceived usefulness and perceived ease-of-use have a significant effect on transaction intentions. In this thesis we will also investigate the effect from trust on consumers purchase intention for digital
news, since trust is explained as the solution if consumer perceive that risk is involved in a transaction (Kim et al., 2008, p.547; Pavlou, 2003, p.112). Trust is proven to increase the consumer’s belief about the web site and to decrease the feeling of perceived risk involved in the transaction with the web site (Pavlou, 2003, p.112). Trust is defined as “a trustor’s expectations about the motives and behaviors of a trustee” (Doney & Cannon, 1997, p.36). Furthermore, trust is closely linked to reputation which is described as “what is generally said or believed about a person’s or thing’s character or standing” (Josang et al., 2007, p.620). Pavlou (2003, p.113) argues that the reputation of a web retailer is an important antecedent of purchase intentions since when a person is making a digital purchase, he or she will not meet a physical person and therefore has to rely on the reputation of the web site.

Word-of-mouth is found to be an important factor of online consumer behavior during many stages of the decision-making process that forms the consumers purchase intentions (Kotler, 2003; Strebel, 2004). Word-of-mouth is defined as “messages about the organization, the trustiness and reliability of the organization, the product and services and so on, which are transmitted from one person to another” (Grönroos, 2008, p.294). Word-of-mouth is important for a company because it will influence how consumers perceive the products or services provided by a company (Grönroos, 2008, p.294). Word-of-mouth is proven to be a specifically good tool to use for promoting firms products or services and is found to be important in any purchase decision (Gremler et al., 2001, p.44).

As we have argued above, digital purchase intentions can be affected by many different factors and the extended model of the decision-making process by Darley et al. (2010) explain the whole process from problem recognition to outcome. One of the factors that are found to affect digital purchase intentions is willingness to customize. Koufaris and Hampton-Sosa (2004, p.382) defines it as “the customer’s perceptions regarding the readiness of a company to provide customized products or services to its customers”. Thirumalai and Sinha (2011) argues that a web site that has a customized purchase process that is situated for each individual consumer, is likely to lead to more satisfaction and purchases. We interpret that willingness to customize is an important factor in the case for digital news, since this can increase the possibility for a consumer to choose specific topics he or she finds interesting and situate the site to match the desires of the specific consumers and that this will lead to higher digital purchase intentions.

This study investigates the effect of perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize on consumers purchase intentions for digital news. We believe that those factors are important and can be essential for providers of digital news in order to build purchase intentions among their consumers.

By scrutinizing literature about consumer behavior and purchase intentions we draw the conclusion that it is a well studied area. Digital purchase intentions has been discussed a lot by a great deal of researchers, since it is an important antecedent of a consumers buying behavior (Brown et al., 2003; Darley et al., 2010). Many scholarly articles have been written about purchase intentions and factors that affect it and this is also the case for digital purchase intentions since e-commerce has shown an extensive growth over the
last years (Chyi, 2005). But the number of scholarly articles about purchase intentions for digital news is surprisingly low, especially considering the topicality of the subject. There are some authors that have researched the area, but the main focus of those articles are on discussing if consumers have purchase intentions or not when it comes to digital news (Chyi, 2005; Tarkiainen et al., 2014). The ambition with this thesis is to fill in the gap of articles about purchase intentions for digital news and analyse what factors that can increase consumers purchase intentions for digital news. We will address the gap by combining factors that has not been investigated together before, directly towards digital purchase intentions. We will also investigate the factors in an industry that lacks research about digital purchase intentions. We believe that this is both important and interesting to investigate further, mainly because Resumé as well as other companies that operate in the same industry can gain from this knowledge. By performing this study we will make both practical and theoretical contributions as well as recommendations to managers in the industry of digital news.

1.4 Research question

“What effects do perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize have on consumers purchase intentions for digital news?”

1.5 Purpose

The purpose of this study is to investigate what effects perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth and willingness to customize have on consumers purchase intentions for digital news. We will analyse and discuss factors that previous studies in the field of research about consumer behavior have proven to be important regarding consumers purchase intentions in the digital industry. In order to accomplish our purpose, a quantitative study will be conducted with the subscribers of Resumé. Through this study we aim to identify key factors that can be seen as vital for firms that are offering digital news and with the findings from this study we will give practical recommendations to managers of Resumé and other firms providing digital news. From a practical perspective, our ambition is that this thesis can work as a guiding tool for managers of digital newspapers in order to increase consumers purchase intentions. By doing a quantitative study we will test a conceptual model consisting of factors proven to affect purchase intentions, to investigate the relationship between the chosen factors and the dependent variable. This study will contribute to the research field about consumers purchase intentions for digital news by testing factors that, up to our knowledge, have not been analysed together in this field of research.
2. Scientific methodology

This chapter introduces the reader to our philosophical positions, in order for the reader to understand how we perceive and view the world. We will discuss our ontological and epistemological positions, our research approach and our chosen research design. We will also discuss the literature search and our pre-understandings within the research field. The chapter ends with source criticism and a description of our chosen theories.

2.1 Ontology

Ontology is the study about what exists and concerns the social entities art or nature (Bryman & Bell, 2011; Saunders et al., 2012). It refers to how we as researchers view the world and the fundamental question is whether social entities should be perceived as objective units with an external reality to social actors or not (Bryman & Bell, 2011, p. 20; Saunders et al., 2012, p.130). There exist two kinds of ontological approaches, namely objectivism and constructionism (Bryman & Bell, 2011, p. 20). Objectivism refer to that social phenomena’s exist independently from social actors, which means that entities are formed without any influence from social interactions (Bryman & Bell, 2011, p.21; Patel & Davidson, 2011, p.16), while constructionism refer to that social entities are being created through social interactions and that they are constantly changing (Bryman & Bell, 2011, p.21; Morgan & Smircich, 1980, p.494; Patel & Davidson, 2011, p.16). In other words, the objective viewpoint sees the social actors as an existing reality while constructionism sees it as a developing reality that constantly changes (Bryman & Bell, 2011, p.21). A researcher’s ontological assumption will affect the formulation of the research question and the implementation of the study (Bryman, 2008, p.39). Dependent on which ontological view a researcher has, the study may take different directions (Bell, 2008, p.39).

The purpose of this study is to investigate what factors that affect consumers purchase intentions for digital news. Our ontological approach is objectivism, because the studied population is the subscribers of Resumé, which we believe have pre-understandings and knowledge about the task to consume news online. We perceive that the subscribers of Resumé knows what can be expected from them in order to consume the news, which means that the consumers of digital news are formed without any influence from other social actors. The way consumers are acting may differ, but their function as readers and consumers are the same, independent of social actors. As our view of the reality is that social phenomenas exists independently of social actors, we are having an objectivistic view throughout this thesis. The population studied for this thesis are the subscribers to Resumé, which we argue have habits regarding their news reading that are not created through social interactions. Furthermore, we argue that despite the technological development, news consumers have the same function today as before, namely to read the news provided by the company. We also want to be as objective as possible when we collect the data and not take any personal standpoints. Our view is therefore the ontological approach objectivism as we will investigate what factors are affecting digital purchase intentions, rather than why it affects consumers digital purchase intentions.
2.2 Epistemology

Epistemology refers to what we as researchers should regard as acceptable knowledge (Bryman & Bell, 2011, p.15; Saunders et al., 2012, p.132). For this study, the epistemology refers to what should be regarded as acceptable knowledge in the field of marketing and consumer behavior. Epistemology alludes to if we as researchers are part of the knowledge and whether or not the reality should be studied based on principles and methods as in natural sciences (Bryman & Bell, 2011, p.15). Epistemology comprises of four approaches, positivism, realism, interpretivism and pragmatism (Saunders et al., 2012, p.134-137). Positivism is an objective approach that applies laws from natural sciences and refers to that knowledge can only be received by studying phenomena’s (Bryman & Bell, 2011, p.15; Saunders et al., 2012, p.134). In other words this means that researchers with the philosophy of positivism tries not to involve any personal values in the research, instead they see themselves as external observers of the phenomena (Bryman & Bell, 2011, p.15). The approach realism has attributes similar to positivism, namely that they both have the opinion that there is an external and objective reality (Saunders et al., 2012, p. 136). A difference between the approaches is that in realism, laws from natural sciences cannot completely be applied because we all understand the objective reality differently (Saunders et al., 2012, p. 136). Interpretativism differ from the above two approaches, because it tries to interpret differences between human beings and natural science objects and require that researchers find the subjective meaning of the social action (Bryman & Bell, 2011, p.16; Saunders et al., 2012, p.137). A pragmatic approach refers to that there are many ways of how we understand the world and that multiple views are needed to recognize the whole picture and to answer a research question (Saunders et al., 2012, p.130). When a research question cannot be answered by either a qualitative or quantitative study, the pragmatic approaches let the researcher use multiple philosophical standpoints (Saunders et al., 2012, p.130).

Researchers using a positivistic approach prefer to collect their data about the observed reality, which they later can make generalisations from (Saunders et al., 2012, p.134). This is what we will do for this study, where we observe phenomenas to investigate what factors affect consumers purchase intentions for digital news and from those findings draw conclusions to the whole population. This study will investigate what factors are affecting consumers digital purchase intentions rather than how they are affecting consumers digital purchase intentions. Furthermore, we see ourselves as observers that will receive knowledge by studying our chosen phenomenas, therefore a positivistic approach have been chosen for this study. By having a positivistic approach, we will receive knowledge by conducting a quantitative study where we do not take any personal standpoints. For this study, we will observe phenomenas in order to receive credible data. This leads in turn to that hypotheses are generated, in order to point out the direction of the data collection (Saunders et al., 2012, p.134). Our hypotheses are tested in this study and they are either confirmed or rejected. We argue that we will receive appropriate knowledge by observing phenomenas and that those phenomenas need to be observed without any personal standpoints, in order for us to be able to confirm or reject our hypotheses.
2.3 Research approach

There are three different ways for researchers to relate theory and empirical data, namely deduction, induction and abduction (Patel & Davidson, 2011, p.23). The first is deduction, which is an approach where researchers make conclusions from existing theories (Patel & Davidson, 2011, p.23). A deductive research is based on theories from which the research question and hypotheses are developed from (Bryman & Bell, 2011, p.11; Ticehurst & Veal, 1999, p.10). Furthermore, Patel and Davidson (2011, p.23) argue that a deductive study leads to a more objective study, because the starting point in a deductive study is in already existing theory. The second approach, induction, is where the researcher is studying objectives without having anchored it in previous theories (Patel & Davidson, 2011, p.23). From the received information, the researcher can formulate a theory (Patel & Davidson, 2011, p.23). By using this approach, it can be difficult to generalize the results to other populations, as the result may be specific to the studied sample (Patel & Davidson, 2011, p.23). Abduction is the third approach to relate theory and empirical data and this is a combination of deduction and induction (Patel & Davidson, 2011, p.24). In the first phase, a theory is formulated and in the second phase this theory is developed further (Patel & Davidson, 2011, p.24). The advantages of abduction is that the researcher do not get stuck in either deduction or induction, but one disadvantage is that the object of study may be chosen because of the researcher’s experiences and previous studies (Patel & Davidson, 2011, p.24).

Our study is built upon theories about factors that are proven to affect consumers digital purchase intentions. If we chose an inductive approach for our study it would have been difficult for us to generalize our findings to the whole population and by using an abductive approach it would have been hard for us to come up with appropriate factors affecting consumers digital purchase intention. Instead we wanted to draw conclusions from existing theories, which indicates that we have a deductive approach for this thesis. Furthermore, our research question is divided into six hypotheses that states that we believe all our chosen factors are affecting consumers purchase intentions for digital news. We will observe our data collection in relation to our chosen theories and in the last step of our deductive study, we will confirm or reject our hypotheses.

Figure 1. Deductive research approach (Adapted from Ticehurst & Veal, 1999, pp.22-23)
2.4 Research design

There are two types of research designs that can be applied in research; qualitative and quantitative design (Bryman & Bell, 2011, p.27; Saunders et al., 2012, pp.159-161). Qualitative and quantitative research designs are different in their relationship between theory and research, epistemological considerations and ontological conditions (Bryman & Bell, 2011, p.26). Qualitative research is often used to generate new theory with an inductive research approach (Bryman & Bell, 2011, p.387) while a quantitative research use a deductive research approach and draws hypotheses from existing theories (Saunders et al., 2012, p.162). According to Patel and Davidson (2011, p.13), the designations quantitative and qualitative refers to how researchers choose to generate, process and analyse the collected information. The two research designs often describes as incompatible, but Patel and Davidson (2011, p.14) argue that they should be seen as two endpoints on a continuum as research today often is somewhere in between these two endpoints.

Our first thought with this research was to conduct a qualitative study with the companies who subscribe to Resumé's digital news. By doing so, our aim was to understand how much customers would be willing to pay for the news online and what attributes were considered as most important. But after considerations about practical implications, which Bryman and Bell (2011, p.35) argue is important, we decided to conduct a quantitative study to investigate what factors are affecting consumers purchase intentions for digital news. Because we see ourselves as observers that will receive knowledge by studying social phenomenas, we argue that a quantitative study is preferred, as we do not take any personal standpoints. We also argue that a quantitative study is preferable because we investigate the relationship between our chosen factors and consumers purchase intentions for digital news, which is one attribute that according to Patel and Davidson (2011, p.14) is usually investigated by a quantitative design.

By doing a quantitative study, where the theory is our starting point, we aim to investigate what factors the readers of Resumé think is important when buying the news online on Resumé's web site. When conducting a qualitative study, researchers missing out on the possibility to generalize the results on bigger populations (Holme & Solvang, 1996, pp. 81-83). Qualitative studies are used to gain deeper understanding about the studied objects (Holme & Solvang, 1996, p.83), but as we will investigate what factors that affect consumers digital purchase intentions rather than how they are affecting digital purchase intentions, we argue that a quantitative study is more appropriate for this purpose. As we want to conduct our study with all of Resumé's subscribers and our aim is to generalize our findings, we argue that a quantitative study is preferred. Our findings will contribute with useful knowledge to the digital news industry as an entirety, but in particular for Resumé. With these arguments mentioned above, we believe that a quantitative study is most appropriate for this study.
2.5 Pre-understandings

As researchers, we cannot interpret the world without pre-understandings, but at the same time our pre-understandings makes us understand things in different ways (Gilje & Grimn, 2007, p.179). Our pre-understandings may have affected our choice to study consumers digital purchase intentions. Those pre-understandings have been shaped both from our education in Business Administration and also from our personal experiences, which Gilje & Gremen (2007, p.183) argue is important. Both of us have experiences from internships within the media industry, which most definitely have influenced our choice of subject, as purchase intentions for digital news are one of the biggest challenges within the industry. Also, both of us have as consumers been part of recent years development of the media industry. We consume news, movies, and music in a new way compared with how we did a few years ago. We have gone from reading physical newspapers to reading digital news and we are streaming movies online instead of renting them in a physical store. Because we have experienced this change we have gained personal experiences about purchase intentions for digital news and these experiences have probably influenced our choice of subject as well as our pre-understandings. By being aware of our pre-understandings throughout our study and by having discussions with each other when needed, we argue that our pre-understandings have not affected our study in a way that damage our approach to be open-minded and to not take any personal standpoints. Since one of us did an internship at Bonnier Business Media within the news industry and the other of us was an intern within the movie and sports broadcasting industry, we started this study with different pre-understandings. This will likely impact how we perceive our research and topic, but since we have been aware of this throughout the whole study, we argue that this instead can be seen as a strength, because it gives our research two different perspectives on the same topic.

As mentioned above, we are aware that our pre-understandings have affected the research topic, research question and hypotheses. Saunders et al. (2009, pp.116–118) states that it is necessary that the researchers of the study finds the topic interesting in order to be motivated throughout the whole research process. This is a topic we have experiences from and that we also find interesting which Saunders et al. (2009, pp.116-118) points out is important.

2.6 Literature search

The literature search made it possible for us to find articles and books that were relevant for our study. By conducting a literature search we familiarized ourselves with theories and earlier studies within the research field and found that there was a research gap that we could focus on and thereby contribute to the field of research. According to Patel and Davidson (2011, p.69) it is important to think about the objectivity and validity of the literature used because this will affect the quality of the study. Having high validity means that the study investigates what is meant to be investigated (Patel & Davidson, 2011, p.103). Objectivity is important because it will decrease the risk of biased data and can be reached by using tools as coding manuals and the right definitions of concepts and objects (Madill et al., 2000, p.1). We had this in mind throughout the whole process of the literature search, where we used search functions and databases such as EBSCO and...
Our intention was to use primary sources to ensure the quality of our research and when we found specific sources cited multiple times, we used these sources as they are important in the field of research, which is supported by Ejvegård (2003, p.45). Our intention to only use primary sources is supported by Ejvegård (2003, p.63) who argue that the original meaning may be lost when taken from secondary sources. We have as often as possible used peer-reviewed scientific articles in this thesis to secure the quality of our work. As mentioned above, our intention was to use primary sources, but for a few references, that we argue are important for this thesis, it was not possible because of high monetary cost. Therefore a few secondary sources are used in this study. All scientific articles used for this thesis are written in English, which reduces the risk of translation errors in our study. There is always a risk of translation errors for researchers and for this thesis we have used some course literature written in Swedish, which means that we are exposed to that risk. The fact that we as researchers have knowledge about this risk, together with our knowledge of the English language have minimized the negative impact that translation error can bring. As we conducted our research on commission for Resumé and since their subscribers were our population, we had to translate our survey into Swedish. This could have led to translation errors, but with help from employees and our contact person at Resumé this was minimized.

When searching for sources in databases from the library of Umeå University and Google Scholar, we searched for specific key words which is a useful technique in order to find relevant articles (Bryman & Bell, 2011, p.116; Ejvegård, 2003, p.84; Saunders et al., 2009, p.76). In our search we used key words as: purchase intentions, digital purchase intentions, buying behavior, willingness to pay, perceived ease-of-use, perceived usefulness, reputation, trust, willingness to customize and word-of-mouth.
3. Theoretical framework

This chapter introduces the reader to consumer behavior and its transformation to online consumer behavior. Furthermore, the process of individual decision-making and factors that affect consumers purchase intentions for digital news are described. The chapter is summarized by a conceptual model, which serves as the basis for the study.

3.1 Online consumer behavior

As mentioned in the theoretical background, consumers are powerful people in the business world, since they possess the power of choosing to buy a product or not (Blythe, 2013, p.7). This means that it is important for companies to understand what factors that affect the decisions of the consumer. Consumer behavior is a complex and a multidisciplinary field of research that consists of several social sciences (Alvensleben & Padberg, 1997, p.209). It is a well-studied field of research and is often described in literature as the processes involved when an individual or a group is buying or choosing a product or a service to satisfy needs and desires (Solomon et al., 2013, p.35). Blackwell et al. (2005, p.5) defines it as” the activities people undertake when obtaining, consuming and disposing products and services”. The research field consumer behavior is, as mentioned earlier, a wide field of research about consumer’s behavior in different environments and it differs from online consumer behavior (Mazaheri et al., 2011, p.958). Consumers online have wider access to information, they can compare prices, details and other features of products and services (Mazaheri et al., 2011, p.958). Consumers uses web sites if they are perceived as informative and useful, which means that the design and its features are important in order to increase consumers purchase intentions (Mazaheri et al., 2011, p.958).

Internet has changed consumer behavior during the last two decades, which has led to research of the concept online behavior (Brown et al., 2003, p.1667; Tarkiainen et al., 2014, p. 284). Internet has enabled people from geographically distant countries to take part of the evolving supply of products, services and information (Jarvenpaa et al., 1999). Further, Hamel and Samper (1998, p.88) stated that the introduction of Internet is the beginning of a “world where customers no longer are hostages to geography”. Internet has a great competitive advantage through the possible reach of more consumers and companies offering products online can therefore lower the prices (Jarvenpaa et al., 1999). Even though lower prices may be important to win orders to overseas consumers, it may not be adequate (Jarvenpaa et al., 1999). Research about online consumer behavior is a necessity because the behavior of purchasing online, differ from traditional consumer behavior, which leads to new challenges for companies (So et al., 2005, p.1225). Furthermore, what is known by traditional consumer behavior cannot be used for consumers purchasing products and services online (So et al., 2005, p.1225). The availability of Internet has led to a new way for consumers to purchase goods and services, which enables them to search, evaluate and make the purchase directly from the web site (Brown et al., 2003, p.1667). According to Brown et al. (2003, p.1667) this has led to a transformation in consumer behavior, from traditional consumer behavior to online consumer behavior and many industries have been affected by the Internet. Therefore it is important to understand the transformation from traditional consumer behavior to online consumer behavior. An example of how online consumer behavior differ from
traditional consumer behavior is that visitors of e-stores are found to be less loyal than traditional consumers, which indicates that it is important to turn visitors into buyers (Moe & Fader, 2004, p.326). The conversion rate, which indicates how many visitors of a site that also makes a purchase at the site, are often low for e-stores, as it is common for consumers to search information through different web sites and compare products and services, without purchasing (Moe & Fader, 2004, p.326). We believe this is the case due to the low time cost of using the Internet, making it possible to find relevant information about products and services without spending time in physical stores. Sismeiro & Bucklin (2003) found in their study that around 75% of the Internet users are searching for products and services online, but 65% of the visitors never bought anything at the sites. Instead, the Internet is often used as a tool for information search about products and services (Van den Poel & Leunis, 1999, p.249). There is also a difference between the consumers level of trust towards a traditional store, compared with an internet retailer (Doney & Cannon, 1997, p.36). Results has shown that consumers trust are affected by the sellers investments in facilities, the physical store and personnel, which are things that a consumer cannot find when making an online purchase (Doney & Cannon, 1997). This indicates that online consumer behavior differs from traditional consumer behavior and further research is needed in order to understand what factors that are important for web sites to increase their consumers digital purchase intentions.

As mentioned above, different products and service categories are affected differently by the Internet and according to Flavián & Guerra, (2006, p.325) the newspaper industry is one of the industries that has been most affected by the development of the Internet. Flavián & Guerra (2006, p.325) did a research with the purpose to gain deeper understanding about why readers choose to read digital newspapers instead of the traditional printed newspapers and many researcher has investigated what factors that affect online consumer behavior (Chen et al., 2010; Poddar et al., 2008; Schlosser et al., 2006; So et al., 2005). Further on, we will discuss factors that have, in previous research, been proven to affect consumer purchase intentions in an online context. Despite those studies, the literature investigating online consumer behavior and digital purchase intentions still are in its beginning and further research is needed in order to understand consumer’s online behavior and what factors that increases their digital purchase intentions (Darley et al., 2010, p.111).

As mentioned earlier, consumer behavior is a complex field of research, which consists of a wide number of different areas. In the next section, we will explain the concept purchase intentions in the online context, which considers the fact that a purchase decision is depending on a number of stages that eventually results in choosing one product over another (Solomon et al., 2013, p.331).

### 3.2 Purchase intentions in the online context

To make an active decision to buy a product or a service is in most cases not a simple matter, there often exists many personal factors that will influence our choice (Darley et al., 2010, p.95). To give some examples, we can be affected by by time restraints, by our mood or the actual situation for which we need the product (Solomon et al., 2013, p.390). To be able to handle all those situations and deal with all available choices, people are collecting information about quality, price and other features of a service or a product online before they even see a warehouse (Senecal et al., 2005, p.1599). The reason for the
action to purchase a product or a service is to solve a problem and consumers are often performing a number of steps before they take the decision to purchase (Darley et al., 2010, p.96).

3.2.1 The traditional model of the decision-making process

A model regarding the decision-making steps was first initiated by John Dewey (1910) and it constitutes of five stages of the problem-solving process. The model was later extended by Engel et al. (1978) who applied it to consumer behavior. The model constitutes of problem recognition, information search, evaluation of alternatives, product choice and outcomes or post-purchase and is accepted and used in a plurality of the literature regarding consumer behavior (Blackwell et al., 2005; Hawkins et al., 2003; Solomon et al., 2013).

Stage 1: Problem recognition

The first stage is described as the cornerstone of the consumer decision process (Bruner & Pomazal, 1988, p.51). It is based on two factors, the desired state and the actual state (Arndt, 1967, p.213). The desired state is best explained by how the person would like a need to be fulfilled and the actual state is how a need is perceived to be met (Bruner & Pomazal, 1988, p.44). Opportunity recognition is a component that can increase the ideal state and this can happen when a person desires a journal with stories of the highest quality or other desired products or services. On the other hand, need recognition can decrease the actual state, for example if a person buys a magazine where the quality of the articles do not match the consumer's expectations (Bruner & Pomazal, 1988, p.44). Further, Kotler (2003, p.122) describes the stage of problem recognition as the starting point of the buying process, where the buyer is recognizing a need or a problem. This problem can often be caused by a trigger, called either internal or external stimuli (Kotler, 2003, p.122). Internal stimuli can be a feeling such as hunger or thirst (Marcelino et al., 2001, pp.9-10) or in the environment of this study the curiosity about reading news. External stimuli can be caused by seeing a campaign or advertisement, which then causes a feeling of need or a problem (Marcelino et al., 2001, p.10). Out of the company’s point of view, this stage can be used to identify the most frequent stimuli that causes some interest in a product, by gathering information from different consumers and then develop strategies to trigger this first interest and make it lead to stage two in the process of buying (Kotler, 2003, p.122).

Stage 2: Information search

The second stage in the process is information search and it starts when a person has recognized a problem. This phase is explained as the process that occurs when the consumer is looking for suitable data by evaluating their surroundings to make a sensible choice (Solomon et al., 2013, p.342). If the recognized problem is that a reader is dissatisfied with the quality of the information or news that is provided online through that person's usual used websites, this person will start searching for information that can help to solve this problem. In this stage, there exist two levels of intensity in the search, where the first is a milder state, heightened attention, where the consumer gets more receptive towards information about a service or a product (De Dreu & Van Kleef, 2004, 304). The second level in the information search is called active information search and
this is when the consumer is active in the search for information by talking to friends, searching the web, and visiting stores (Kotler, 2003, p.122).

The information stage constitutes of four main information sources, where the first one is called personal sources, which includes family, friends, and neighbors (Kotler, 2003, p.122). The second one is commercial sources that constitutes of advertising, the web, and salespersons, the third one is public sources as mass media and consumer-rating organizations or sites and the fourth and last is experiential sources, which constitutes of experiences, such as using the product (Kotler, 2003, p.122). According to Kotler (2003, p.122) personal sources is the most influential sources that affect consumers decisions, but consumers usually receives most information from the commercial sources. By using either the heightened attention or active information search and collection information through the four different sources, the consumer will learn about different brands that are offering products or services that can solve the problem for the consumer. The consumer will then be aware of a limited number of sets, which can be companies, products or services, even though there exist many more than the consumer are aware of (Narayana & Markin, 1975, p.1). This is shown in figure two, which illustrates the five different sets that are involved in consumer decision making.

The first set is the total set, which includes all existing offers in the area (Narayana & Markin, 1975, p.1). After the total set, the awareness set arrives and as the name implies this is the set of brands that the consumer is aware of and is therefore consisting of less brands than the total set (Narayana & Markin, 1975, p.1). It is from the awareness set that the consumer makes the decision to purchase a product or a service, but it is common that the consumer will try to make the decision easier by narrowing down the alternatives (Narayana & Markin, 1975, p.1). This leads to the next set, called the consideration set, or evoked set, which constitutes of brands that have met the consumers initial buying criteria (Howard & Sheth, 1969, p.329). A brand that is considered as an alternative if the consumer were to buy the product right now is belonging in the consideration set (Howard & Sheth, 1969, p.329). From the brands in the consideration set, the consumer will gather more information and try to form an opinion about the product or service and after this there will only exist a few brands to choose between, called the choice set (Kotler, 2003, p.122). After evaluating the alternatives in the choice set, the consumer will make the purchase decision (Desarbo & Jedidi, 1995, p.326). It is important for brands to be recognized by the consumer, or in other words, to belong in the consumers awareness set (Kotler, 2003, p.122). This also points out the relevance for companies to be aware of the information sources of the consumers, to be able to communicate effective with the consumers (Kotler, 2003, p.122). Narayana and Markin (1975, p.2) points out some reasons for why the consumer might not consider buying some brands and the first one is that the consumer is lacking sufficient information, another is if the consumer has a bad earlier experience with the brand. Narayana and Markin (1975, p.2) also explains that one reason can be that the consumer is satisfied with the brand he or she is currently using and therefore do not have a reason to try a new one. Negative word-of-mouth is also mentioned as an important reason for why the consumer might not consider a brand or consider buying a product or a service (Narayana & Markin, 1975, p.1).
Strebel et al. (2004, p.102) also stresses the importance of word-of-mouth sources during the information search, mostly because many consumers feel pressured by time limits. The higher quality of the information from word-of-mouth, the higher the possibility is that a consumer will visit a retail store channel (Strebel et al., 2004, p.101). In the area of high technological products and services, which are rapidly evolving, the effect of word-of-mouth can be even more important, since it can help the consumer with a summary of trustable information about a specific brand (Strebel et al., 2004, p.101). One of this product channels, in which we can count the digital news industry, is “articles in computer-specific sources, including magazines and books” (Strebel et al., 2004, p.97). This makes it interesting to study if word-of-mouth is affecting consumers purchase intentions for digital news.

In the second stage of the decision-making process, a consumer can use either internal or external search and the first of them can be described as that a consumer is evaluating the product based on earlier memories and knowledge about the brand (Senecal et al., 2005, p.1599). The external search arises when a consumer is searching for information externally, which could be by looking at web sites, reading papers and talking with relatives (Senecal et al., 2005, p.1600). One of the assumptions that is made during this stage is that people are rational in their search behavior, but that may not always be the case. One study argue that people with little money make less research prior to a purchase than wealthier people do, even though they probably can be worse affected by a bad purchase (Cobb & Hoyer, 1985, p.164). Furthermore in the second stage, researchers often make a distinction between two decision strategies, the maximizing solution and the satisficing solution (Solomon et al., 2013, p.345). A consumer that search for the
maximizing solution wants to find the best possible value or results, in contrast to the satisficing solution where the consumer search to minor the cost of the process and is settling with a sufficient solution (Carrillat et al., 2010, p.283). This leads to that maximizers are spending much more time and energy in their search process than the satisficers, since they want to achieve something more than just an adequate solution (Carrillat et al., 2010, p.284).

**Stage 3: Evaluation of alternatives**

The third stage in the model of the decision-making process, evaluation of alternatives, is where the consumer is valuing different alternatives and uses an evaluating criterion to compare brands, products and services (Kim & Lennon, 2000, p.306). According to Bettman (1980, p.92) many of the choices we make in this stage are based on earlier experiences, routines and habits. Kotler (2003, p.123) states that there exist multiple evaluation models and that the most current views the process as cognitively oriented. This means that the consumer is forming the opinions on a rational and conscious manner (Kotler, 2003, p.123). As we have explained earlier, the consumer is performing the decision-making process in order to satisfy a need or solve a problem. A consumer sees a product or a service as a combination of different attributes, which for a magazine can be the price and the depth and quality of the articles. By combining these attributes, the consumer develop a specific attitude towards different brands, which makes it possible for the consumer to choose the most preferable items (Mcalister, 1997, p.213). Furthermore, attitudes, beliefs and intentions are also often mentioned as factors that can influence on the alternative evaluation (Darley et al., 2010; Solomon et al., 2013). In this stage, as mentioned before, the consumer is choosing between different products and services and the supply can often be enormous, particularly in today’s developed economies where consumption is almost like an ideology and there is every year a substantial increase of the supply of new products, services and brands (Mick et al., 2004, p.2007).

**Stage 4: Product choice**

The fourth step in the decision-making process is to make a product choice or a purchase. In this stage the consumer is choosing between the items from the choice set and forms an intention to buy the most preferable alternative (Putts Junior & Srinivasan, 1994, p.395). When the consumer has collected and evaluated different alternatives of brands, services and products, it is time to make the best possible choice (Putts Junior & Srinivasan, 1994, p.395). There exist two factors that can interfere between the consumer’s intention to purchase and the actual purchase decision (Howard & Sheth, 1969, p.329). The factors are the attitudes of others and unanticipated situational factors (Fishbein, 1967, p.214). The first factor, attitudes of others, can also be divided into two parts, namely how negative other people are toward the consumer’s preferred item and how likely the consumer is to abide to other people’s attitudes (Fishbein, 1967, p.214). It is rarely that people prefer the same brands and this contradiction between peoples mindset can make it even harder for the consumer to choose, since people close to the buyer have different opinions (Fishbein, 1967, p.214). Furthermore, infomediaries, which is platforms where consumers can gather information and read opinions about products prior to a purchase, is also included in the first factor, attitudes of others (Kotler, 2003, p.124). We perceive that this is a kind of word-of-mouth, since the definition of word-of-mouth according to Grönroos (2008, p.294) is messages that are transmitted from a
communicator to a receiver. Once again, this elucidates the importance of researching how word-of-mouth affects purchase intentions for digital news. The second factor that can intervene between one's purchase intentions and the actual purchase decision is unanticipated situational factors and this includes things as unexpectedly losing a job, having other purchases to do that are more urgent or if a salesperson make the consumer not interested in the product anymore (Kotler, 2003, p.124). These are incidents that are hard for companies to predict and handle, since they happen by accident.

The fourth step in the decision-making process is, as written above, to make a choice to buy a product or not. According to Crane and Clarke (1988, p.54), the choice to purchase a product or a service is made by a comparison between how well the products or services that a consumer is considering are meeting the evaluative criteria. The evaluative criteria is the dimensions that are important for the consumer when he or she is evaluating the product offering, which constitutes of brands that have passed the consideration set and survived all the way to the consumers choice set (Crane & Clarke, 1988, p.54). The dimensions that are evaluated in the criteria are varying depending on the type of product or service (Crane & Clarke, 1988; Solomon et al., 2013).

Stage 5: Outcomes

The last stage in the traditional decision-making process is outcome or post purchase behavior, which regards the post-evaluation of the purchase, where the consumer is evaluating how satisfied he or she is with the purchase and the use of the product (Kotler, 2003, p.124; Solomon et al., 2013, p.332). Since the purpose with this thesis is to investigate what factors that affect consumers purchase intentions for digital news, prior to the purchase, we will not emphasize on this stage in our thesis, but we still perceive it is worth to describe, since we are using the model of the decision-making process as a basis for our study.

How tightly linked the consumers expectations is with the perceived performance of the product determines the consumers satisfaction with the purchase (Labarbera & Mazursky, 1983, p.394). In other words, if the consumer’s expectation is matched by the perceived performance of the product, it is likely that the consumer will be satisfied. A purchase can result in three different outcomes; the consumer is either disappointed, satisfied or delighted (Kotler, 2003, p.124). If a consumer is disappointed, the performance of the product was worse than the expectations, if a consumer is satisfied the performance met expectations and if a consumer is delighted, the products performance exceeded the expectations (Kotler, 2003, p.124). Satisfaction plays an important role in the post purchase behavior, since it is a condition for the consumer to repeat the purchase but it will also affect if a consumer spread negative or positive word-of-mouth (Kotler, 2003, p.124; Labarbera & Mazursky, 1983, p.402). For digital news, this can be interpreted as if the content, layout or the amount of articles in a magazine is meeting the expectations of the consumer and if the consumer is satisfied, it is likely that the consumer will repeat the purchase. A satisfied consumer is more likely to spread positive word-of-mouth and since information received through word-of-mouth are more credible than commercial advertisement it tend to have a greater impact on consumer decision (Brown et al., 2007, p.4). If the consumer would turn out to be dissatisfied with the purchase, research has shown that they are likely to reduce their purchases from the company, that they engage in negative word-of-mouth and also that they may take legal actions towards the company (Gilly & Hansen, 1992, p.6). This highlights the importance for companies to monitor the
level of satisfaction for their consumers. Though, as we explained earlier, in this thesis we aim to investigate what factors that affects purchase intentions for digital news and we will emphasize on the stages prior the purchase. This is the reason for why we will not investigate what effect satisfaction has on repurchase.

Figure 3. A model of the decision-making process. (Adapted from Engel et al., 1978)

We perceive the model of the decision-making process to be an appropriate model to use in our study and it is well known and used in a number of studies (Blackwell et al., 2005; Darley et al., 2010; Hawkins et al., 2003; Solomon et al., 2013). Despite this, there still exist some criticism against the model. Suzanne Beckmann, who is a professor at Copenhagen Business School, means that the decision-making process is based on the idea of that a consumer is an information processing machine and that this is not always the case for real life consumer decisions (Beckmann, 2012, covered in Solomon et al., 2013, p.337). Her main criticism is that none of the choices during the five stages, problem recognition, information search, evaluation of alternatives, product choice or outcome takes place without impact from external influences, as family or friends (Beckmann, 2012, covered in Solomon et al., 2013, p.337). We argue that Beckmann has a good point in her criticism, but the extended model of the decision-making process by Darley et al. (2010) has taken external factors into account, which makes us think it is suitable to use.

3.2.2 The extended model of the decision-making process

What is known by traditional consumer behavior cannot be used for consumers purchasing products and services online (So et al., 2005, p.1225). The supply from the Internet in form of paid content, like dating services, music and online newspapers, differs from traditional physical products, (Wolk & Theysohn, 2007, p.771). Besides this, the unique characteristic of the Internet, which is high speed, interactivity, global reach and
low distribution cost can help to explain why traditional consumer behavior differs from
online consumer behavior. With this in mind, the traditional model of the decision-

making process may not be able to apply to an online environment. Darley et al. (2010)
added external factors to the traditional model of the decision-making process to make it
work in an online environment. Darley et al. (2010) modified the model by adding four
external factors that affect consumers digital purchase intentions, which expanded the
model and made it applicable in a new context. Digital purchase intentions is explained
as the “likelihood that a user makes a purchase from a website” (Poddar et al., 2008,
p.444), while Chen et al. (2008, p.1008) defines digital purchase intentions as “the
consumers purpose to buy a product or a service through a website”.

The extended model by Darley et al. (2010, p.96) also considers the central role of the
five stages in the traditional model of decision-making but is extended to deal with the
complexity of online consumer behavior. The first of the four external factors that Darley
et al. (2010, p.96) added to the model of the decision-making process was individual
characteristics, which includes motives, values, lifestyle and personality. This can be
interpreted as that personal preference affects a consumer’s behavior online, which we
believe is the case for traditional consumer behavior as well. The second factor was social
influence, which contains culture, reference group and family (Darley et al., 2010, p.96).
In the second factor, social influence, word-of-mouth is a key point since people tend to
be more recipient towards messages that are transmitted from friends and family than
from marketing campaigns (Brown et al., 2007, p.4). The third factor was situational and
economic factors (Darley et al., 2010, p.96). This is in line with what Fishbein (1967,
p.214) explain as unanticipated situational factors and can include things that happen
occasionally, as losing a job or that other purchases become more urgent. The last factor
that was added to make the model of decision-making process to work in the digital
context was online environment which constitutes of the quality of the web site, web site
interface, web site satisfaction and web site experience (Darley et al., 2010, p.96). These
technical aspects are of high importance when it comes to online behavior since the design
and the features of the site are important in order to increase consumers purchase
intentions (Mazaheri et al., 2011).

In the extended model of the decision-making process that is modified to work in online
environment is perceived risk a factor that can affect consumers purchase intentions
(Flavián & Guerra, 2008, p.26). Perceived risk is a widely studied concept in the research
field of online consumer behavior and is described as the contingency involved in a
purchase situation (Dash & Saji, 2000, p.37; Im et al., 2007, p.2). Perceived risk has been
evaluated as an important concept when it comes to online shopping, since consumers do
not meet a physical person and has to rely on the technology to work. If something does
not work out as planned, the consumer can face financial, psychological, social or
physical losses (Im et al., 2007, p.2). In the case when a consumer is buying products
online, trust is the solution for the problems initiated by perceived risk (Kim et al., 2008,
p.547). Gefen and Straub (2004) integrated trust with perceived ease-of-use and perceived
usefulness in the context of e-services. The authors found that trust is shown to be
important in the online environment, mainly because consumers will gain their perceived
usefulness from the interface of the web site, which depends on the people behind it
(Gefen & Straub, 2004).

According to a study by Kim et al. (2008, p.556), trust has a positive effect on consumers
digital purchase intentions. Josang et al. (2007) argue that trustworthiness is closely
linked to reputation, which is described as “what is generally said or believed about a person’s or thing’s character or standing” (Josang et al., 2007, p.620). Even though the two factors are closely linked to each other, there still exist important differences (Josang et al., 2007; Mui et al., 2002), which we will define in the next section. We perceive that if a consumer trust the magazine and perceive the reputation of the magazine to be positive, this could erase the fear of perceived risk. Therefore we argue that it is interesting to study if trust and reputation are positively affecting on consumers purchase intentions for digital news.

When a consumer is evaluating the different alternatives from the consideration set in a traditional context it is hard due to the big supply of brands, products and services. This supply is even more substantial on the Internet, which has developed to be more than a place for just amusement and communication, to be a place for commerce of services and goods (Wolk & Theysohn, 2007, pp.769-770). Menon & Kahn (2002, pp.38-39) found in their study that customers exposed to a web site which they appreciate, are more likely to purchase from the web site. This highlights the importance of the external factor that Darley et al. (2010) called the online environment, which is the place where the firm interacts with their customers (Hopkins et al., 2009, p.28). Hopkins et al. (2009) found that the online environment is affecting consumer’s attitudes towards the company and thereby also affecting consumers purchase intentions. Earlier mentioned ease-of-use is an important factor in the online environment that will influence consumers digital purchase intentions (O’Cass & Fenech, 2003, p.89; Pavlou, 2003). Ease-of-use is defined as the design and functionality of the web site which determine how easy the web site is to use (Davis, 1989, p.320). This term is often measured together with perceived usefulness through the Technology Acceptance Model and Davis (1989, p.320) defines perceived usefulness as “the degree to which a person believes that using a technology would enhance his or her performance” and both of the terms are well researched in the field of online environment (Chen & Barnes, 2007; Davis, 1989; Hausman & Siekpe, 2009; Lais, 2002; Nielsen, 2000).

Another factor that is becoming more and more important for companies and their digital environment, and that also is closely linked to earlier mentioned trust and reputation, is customization or perceived willingness to customize (Chen & Barnes, 2007). Koufaris and Hampton-Sosa (2004, p.382) defines it as “the readiness of a company to provide customized products or services to its customers” and Chen and Barnes (2007) revealed in their study that willingness to customize is an important element in order to build initial online trust and create purchase intentions among consumers. We therefore argue that it is interesting to study how the elements perceived ease-of-use, perceived usefulness and perceived willingness to customize in the online environment affects consumers purchase intentions for digital news.
It is important to highlight that either a consumer’s preference or digital purchase intention are completely accurate or reliable predictors of purchase behavior or purchase decisions (Kotler, 2003, p.124). There is a difference between the intention to buy and the actual behavior of buying and a consumer’s decision to either postpone or avoid a purchase is intemperately affected by perceived risk (Taylor, 1974). In this study, we will not be able to study people’s actual buying behavior and will therefore focus on the digital purchase intentions among the consumers. Recently mentioned perceived risk is closely linked with trust, which is stated as the solution to perceived risk (Kim et al., 2008, p.547; Pavlou, 2003, p.112), and we will explain the terms further in the next part of this thesis.

Up to date, there exist few studies about purchase intentions for digital news, but Chyi (2005, p.131) concluded that people are not yet ready to pay for digital content, which can indicate a low purchase intention for digital news. Another study demonstrated that 71% of news site users would turn to another web site if fees were implemented, since there are many optional sites available that offer its content for free (Borrell & Associates, 2001, covered in Chyi, 2005, p.131). With this in mind we believe that it is of high importance to contribute with further research about which factors that can positively affect consumers purchase intentions for digital news.

By scrutinizing literature and scholarly articles in the field of consumer behavior we have identified a model by Chen and Barnes (2007), where purchase intentions are affected by nine external factors, that primary influence online initial trust and hence purchase intentions. By adding up the work by Darley et al. (2010) who extended the model regarding a consumer’s decision-making process to an online environment, we have chosen to investigate six factors that we argue will affect consumers purchase intentions for digital news. Therefore, we have decided to study what affect perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize have on consumers purchase intentions for digital news.
3.3 Perceived ease-of-use & Perceived usefulness

Perceived usefulness is defined as “the degree to which a person believes that using a technology would enhance his or her performance” (Davis, 1989, p.320). This term is sometimes mixed up with perceived ease-of-use or usability. To clarify the difference; perceived usefulness is more focused on the word useful, which is defined as “capable of being used advantageously” and perceived ease-of-use is about how easy it is to use, which is defined as “freedom from difficulty or great effort” (Davis, 1989, p.320). Though, Davis (1989) and Gefen and Straub (2004) states that perceived ease-of-use might have some impact on perceived usefulness. The reason for this is the idea about if all other things are equal, a system can be more useful if it is easy to use (Venkatesh & Davis, 2000, p.187). Perceived ease-of-use and perceived usefulness are included in the Technology Acceptance Model (Davis, 1986). The purpose with the Technology Acceptance Model is to explain how different elements can affect computer acceptance (Davis et al., 1989, p.985). The model was first created to predict technology acceptance in companies or workplaces but has now been extended to also enable predictions of consumer behavior in e-commerce (Pavlou, 2003, p.108). The model is widely used in research about online behavior (Chen & Barnes, 2007; Mathieson, 1991; Pavlou, 2003; Venkatesh & Davis, 2000). The main idea with the Technology Acceptance Model is that the model predicts that a person’s intentions to use a system is determined by the two factors, perceived ease-of-use and perceived usefulness (Venkatesh & Davis, 2000, p.187). According to Venkatesh and Davis (2000, p.187), the model has during the last 10 year been established as a powerful and robust model for predicting user acceptance and the extended model by Pavlou (2003) is also an acceptable model to use to predict consumer behavior. The Technology Acceptance Model in the online context meets the expectations of the consumers if the web interface is perceived as making the transaction process easier (Pavlou, 2003, p.108).

Social influences was also found to intercept on people’s perception of usefulness, which could be explained by that people may use a system to gain status and power to improve their performance (Venkatesh & Davis, 2000, p.198). We perceive that these findings make it interesting to combine and investigate the impact from the factors of the Technology Acceptance Model with social influences, as word-of-mouth and review their combined effect on purchase intentions for digital news. Pavlou (2003) did a research with the intention to reach a comprehensive model that could describe the factors that make consumers accept e-commerce and online transactions. The aim was to better understand online consumer behavior and the evolving environment of business to consumer e-commerce (Pavlou, 2003, p.101). By combining the Technology Acceptance Model with literature on trust and risk Pavlou (2003) concluded that trust and risk are direct antecedents of people’s intention to transact online, but also that perceived usefulness and perceived ease-of-use have a significant effect on transaction intentions.

According to Lais (2002, p.44), e-commerce sites are missing millions of dollars in potential sales by not reaching as much as 70% of the visitors of the site. The reason for this is poor web site usability (Lais, 2002, p.44). Earlier research about usability and ease-of-use explains the terms with the same meaning and defines it as the design and functionality of the web site which determine how easy the web site is to use (Chen et al., 2010, p. 1008; Davis, 1989, p.320). Nah and Davis (2002, p.99) have a similar definition, which state ease-of-use as “the ability to find one’s way around the web, to locate desired
information, to know what to do next, and, very importantly, to do so with minimal effort”. To make it clear for the reader, we will use the term ease-of-use for this thesis and refer to the first definition. Furthermore, a well-renowned work by Nielsen (2000) focuses on ease-of-use in the context of web sites. The author argues that a company will not likely generate traffic to its web site if they do not pay attention to ease-of-use, since the web site will not include the attribute of “stickiness”, which is an attribute that makes consumers stay at the web site (Nielsen, 2000, p.143). Ease-of-use is seen as a key factor for organizations that are providing services online (Fogg et al., 2001, p.62) and according to Constantinides (2014, p.117) the web sites ease-of-use is often the reason why users choose a particular web site. Reason for this can be that perceived ease-of-use of a web site can increase the possibility that a consumer use the web site more often, since it encourage the consumer’s familiarity with the web site (Corritore et al., 2003, p.751). Further advantages with ease-of-use of a web site is that it can make the transaction process more easy, but also it can make it easier for the users to find what they are looking for on the web site (Corritore et al., 2003, p.751).

As mentioned before, perceived ease-of-use and perceived usefulness are well studied in the context of online behavior. To strengthen the importance of the two terms, findings from previous research shows that perceived ease-of-use and perceived usefulness often are affecting digital purchase intentions (O’Cass & Fenech, 2003; Shim & Drake, 1990). A contradiction to these findings is the result from the study by Heijden et al. (2003), which resulted in a lack of effect from perceived ease-of-use and perceived usability on attitudes towards digital purchasing. Despite this and with the result from earlier mentioned researchers as a basis, we argue that a consumer will be more willing to purchase if the consumer perceive ease-of-use and usefulness and this makes us hypothesize that:

**H1** Perceived ease-of-use has a positive effect on digital purchase intentions

**H2** Perceived usefulness has a positive effect on digital purchase intentions

### 3.4 Trust & Reputation

Trust is a critical factor in the relationship between consumers and firms, since the consumer lack control over the actions of the firm (Deutch, 1958; Mayer et al., 1995). Trust is defined as “a trustor’s expectations about the motives and behaviors of a trustee” (Doney & Cannon, 1997, p.37; Jarvenpaa et al., 2000, p.45). Schurr and Ozanne (1985) found in their study that trust is affecting consumer’s attitude and thereby also consumer’s behavior towards the firm. Furthermore, the authors argue that high trust leads to a more favorable attitude towards the firm than low trust does (Schurr & Ozanne, 1985, p.950).

Trust is studied in two ways in the literature, both in terms of trust in the salesperson and in terms of trust in the organization (Morgan & Hunt, 1994). In web sites where digital news are consumed, there is no physical salespersons present in the buying process and this means that the organization itself becomes target of consumers trust (Chow &
Holden, 1997, p.278). This means that organizations providing services online will not be supported by consumers if they cannot create a sense of trustworthiness (Jarvenpaa et al., 2000, p.47). Jarvenpaa et al. (2000, p.47) states that “for trust to exist, the consumer must believe that the seller has both the ability and the motivation to reliably deliver goods and services of the quality expected by the consumer”. This can be more difficult when providing products and services online where no physical salesperson is present and as mentioned earlier this instead means that consumers trust are directed toward the organization itself (Jarvenpaa, 2000, p.47). Chircu et al. (2000, p.710) argues that trust has a positive effect on perceived usefulness, since trust allows the consumer to get the expected useful interaction by becoming vulnerable towards the web retailer. Further, trust has shown to have an important role in establishing relationship by decreasing the involved risk in a digital transaction (Chircu et al., 2000, p.710). Pavlou (2003, p.111) states that trust would decrease the consumer’s need for control and making transactions effortless. Low trust would instead mean that the consumer would have to monitor every step of the purchase process very carefully, which would increase the effort and time needed from the consumer (Pavlou, 2003, p.111). We believe this to indicate that trust is important for making the consumer feel safe when making an online purchase and that trust is an important factor for digital purchase intentions. As we explained earlier trust is crucial regarding digital transactions (Pavlou, 2003, p.111) and Jarvenpaa et al. (1999) revealed that trust in an Internet store reduces the risk involved when making a purchase from that store. Trust in e-commerce web sites make consumers feel more comfortable with that the web site will behave as expected and that it can decrease the complexity involved when making the transaction (Pavlou, 2003, p.111). This is in line with the findings from a study by Doney and Cannon (1997), which stated that trust works as an order qualifier for a consumer’s decision to purchase a product, since the consumer must trust the retailer before placing an order.

As mentioned earlier in this study, perceived risk is affecting consumer purchase intentions (Flavian & Guerra, 2008, p.26; Hunter et al., 2004, p.147). Perceived risk is an important factor in online shopping because consumers do not meet any physical salespersons and have to rely on the technology to work (Jarvenpaa et al., 2000, p.46). There is a risk associated with digital purchases because if anything in the online purchase process goes wrong, the consumer can face financial, psychological, social or physical losses (Im et al., 2007, p.2). When a consumer is buying products online, trust is the solution for the problems that are initiated by perceived risk (Kim et al., 2008, p.547; Pavlou, 2003, 112). Trust is said to increase the consumers beliefs about the web site and to decrease the feeling of perceived risk involved in the transaction with the web site (Pavlou, 2003, p.112). Hoffman et al. (1999) found that the amount of trust the consumer have in a web site, mainly through how the company will deliver goods and use the personal information, will influence how likely it is that the consumer will purchase a product from that site. Trust have also been found to impact both purchase intentions online and offline (Jarvenpaa et al., 1999; Jarvenpaa, 2000) and Chen and Barnes (2007, p.31) argue that it is essential for organizations providing services online to build trust as it affects consumers purchase intentions. We believe that perceived risk will be diminished by trust and we argue that these findings demonstrates that trust will affect consumers digital purchase intentions and therefore hypothesize:

**H3** Trust has a positive effect on digital purchase intentions
Josang et al. (2007) argue that trust is closely linked to reputation, which is described as “what is generally said or believed about a person’s or thing’s character or standing” (Josang et al., 2007, p.620). Similarly, Doney and Cannon (1997, p.37) defines reputation as “the extent to which buyers believe a selling organization is honest and concerned about its customers”. Even though the two factor are closely linked, it is an important difference between them (Josang et al., 2007, p.620). Trust is private knowledge about the trustee, for example gained through an earlier relationship, while reputation can be seen as a “collective measure of trustworthiness based on the referrals or ratings from members in a community” (Josang et al., 2007, pp.620-621). Fombrun (1996, p.72) defines reputation as “a snapshot that reconciles the multiple images of a company held by all its constituencies”, which also agree to that it is a collective measure.

A firm’s reputation is important because it affect consumers attitudes towards the firm and a negative reputation can be damaging for the organization and lead to a decline in sales (Gray & Balmer, 1998, p.697). Reputation is changing over time, due to the firm’s performance (Gray & Balmer, 1998, p.697). A damaged reputation is difficult to recover and if it is possible it will take long time (Firestein, 2006, p.25). The importance of reputation is also stated by Money and Gardiner (2005, p.43) who argue that what an organization do is not the most important, but instead how the organization is perceived. Organizations are perceived in different ways among stakeholders, which means that stakeholders of an organization may perceive various reputations of the same organization (Abratt & Klein, 2012, p.1050; Money & Gardiner, p.43). For example, consumers and employees may perceive different reputations about the same organization (Walsh et al., 2009, p.189). Even though there are multiple stakeholders who perceive the reputation differently, consumers are seen as the most important stakeholders, because they generate money to the firm (Walsh et al., 2009, p.189). As we in this study aim to investigate what factors that affect consumers digital purchase intentions, we will from now on refer to consumer’s perception of an organizations reputation when we are writing about reputation.

The reputation of a web retailer or a web site is found to be an important antecedent of trust, perceived risk and purchase intentions (Pavlou, 2003, p.113). Mui et al. (2002, p.1) states that a big weakness with e-commerce is the raised level of risk that arises with the loss of the impressions of reputation and trust. When making an online purchase, the consumer has limited information about the product quality or the reliability of the retailer (Mui et al., 2002, p.1). A seller and buyer can at best try to collect information about each other, such as trust and reputation (Mui et al., 2002, p.1). In order to solve the problem with the lack of information, traders use each other’s reputation to facilitate trust in a trading relationship (Mui et al., 2002, p.1). Pavlou (2003) found that reputation is a significant antecedent of purchase intention and suggested that the reputation of a web retailer is important for consumer’s intention to transact. Reputation is not solely build by an organizations communication, which makes it difficult to manage (Money & Gardiner, 2005, p.43). One factor that impact reputation and are beyond the organizations control is word-of-mouth (Walsh et al., 2009, p.189). This has a great impact on organizations reputation because it is communication from a third-party, which is more reliable to customers than an organizations communication are (Walsh et al., 2009, p.189).

As described above, there are several factors determining an organizations reputation and research have shown the importance of organizations reputation (Walsh et al., 2009; Money & Gardiner, 2005). Lafferty and Goldsmith (1999) stated that reputation can
make consumers more confident about that a product or a service consists of good quality and that this can lead to an increase in consumer’s willingness to purchase the brand. We argue for that a good reputation will positively affect consumers digital purchase intentions and therefore hypothesize:

H4 Reputation has a positive effect on digital purchase intentions

3.5 Word-of-mouth

Word-of-mouth is an important factor for a company because it will influence how consumers perceive the products or services provided by a company (Litvin et al., 2008, p.458). One of the first researchers that focused on the impact of word-of-mouth on consumer behavior was Arndt (1967), who described the term as oral communication from a communicator to a receiver, where the receiver perceives the message as non-commercial, regarding a service, brand or product. Grönroos (2008, p.294) defines word-of-mouth as “messages about the organization, the trustiness and reliability of the organization, the product and services and so on, that is transmitted from one person to another”. Both these definitions of word-of-mouth are similar to the assertion that word-of-mouth are information received by the consumers which helps them to decide whether they should support the firm or not (Lundeen et al., 1995; Zeithaml et al., 1993). Word-of-mouth can be both positive and negative for a company (Söderlund, 1998, p.172) and Hart et al. (1990, p.153) argue that consumers with bad experiences spread negative word-of-mouth in a wider extent than customers with positive experiences. Negative word-of-mouth is also mentioned as an important reason for why the consumer might not consider a brand or consider to buying a product or a service (Narayana & Markin, 1975, p.1). This means that word-of-mouth is important for gaining new consumers, both through the non-commercial advertising by positively affected consumers, but also to avoid negative messages about the company.

Word-of-mouth are spread both face-to-face and online (Hennig-Thurau et al., 2004) and Buttle (1998, p.243) argues that word-of-mouth through electronic sources can function equivalent to word-of-mouth that is spread face-to-face. Gwinner et al. (2004, p.39) argue that Internet have given consumers the opportunity to communicate through electronic word-of-mouth, which give consumers the opportunity to read other consumers perceived experiences but also to share their own experiences. In this study we investigate the relationship between how communication from one person to another is affecting that persons purchase intentions for digital news or not. Therefore we will make no difference between word-of-mouth and electronic word-of-mouth. Though, when it comes to high technological products and services, which are rapidly evolving, the effect of word-of-mouth can be even more important, since it can help the consumer with a summary of trustable information about a specific brand (Strebel et al., 2004). The higher the quality of the word-of-mouth information, the higher is the possibility that consumers will visit a web site or a retail store channel, which in turn leads to higher purchase intentions from the consumers towards the products of the company (Strebel et al., 2004, p.101).

Word-of-mouth is proven to be a specifically good tool to use for promoting a firm’s products or services and it is said to be very important in any purchase decision (Gremler
et al., 2001, p.44). Early studies in this field of research revealed that word-of-mouth could be the only source of information a consumer needed in order to try a specific service provider (Price & Frick, 1984). The reason behind this can be that the information received through word-of-mouth are more credible than commercial advertisement and therefore word-of-mouth tend to have a greater impact on consumer decision (Brown et al., 2007, p.4). This is in line with the findings from Kotler (2003, p.122) who stated that personal sources, as word-of-mouth, are the most influential on the consumer’s decision. Researchers have found that word-of-mouth are affecting consumer buying decisions by influencing consumer choice (Arndt, 1967; Richins 1983), but also that word-of-mouth play a key role at the moment of the purchase and that it is the most important source of information when consumers are deciding whether to purchase or not (Grönroos, 2008, p.187; Litvin et al., 2008, p.458). We argue that word-of-mouth will have an important effect on consumers when making a decision to purchase and therefore we hypothesize:

H5 Word-of-mouth has a positive effect on digital purchase intentions

3.6 Willingness to customize

Yahoo, Google and other innovative online companies has enabled a new way to customize information for each specific consumer in order to meet that persons specific needs and desires (Koufaris & Hampton-Sosa, 2004, p.382). Customization or perceived willingness to customize is defined as “the customer’s perceptions regarding the readiness of a company to provide customized products or services to its customers” (Koufaris & Hampton-Sosa, 2004, p.382). According to Koufaris and Hampton-Sosa (2004) willingness to customize is a way for companies to demonstrate that they have their consumer’s best interest in mind and that companies are willing to put extra energy and effort in providing the best possible service for their consumers. Choi and Whinston (1999) was early in predicting that the future of e-commerce was going to lean on two mainstays, integration and customization and the authors argued for that the technology would enable agents to modify and personalize products in real time to match consumer’s preferences. New consumers that are visiting a company’s web site for the first time and perceive that the company is willing to customize its products and services to match their specific needs and desires, are more likely to build trust and purchase intentions towards the product and services from the company (Koufaris & Hampton-Sosa, 2004,p.382). One thing that can explain why willingness to customize can positively affect digital purchase intentions is that the consumer may feel invited to transmit their demands and requirements directly to the company and also perceive that the company is providing them with more detailed information about the products and services (Koufaris & Hampton-Sosa, 2004, p.382). In a study by Chen & Barnes (2007), they concluded that earlier mentioned reputation and willingness to customize are the most important factors for consumers when building initial online trust in a company, which in turn affects consumers digital purchase intentions. Willingness to customize is from the perspective of a consumer seen as an indicator of the capabilities, resources and generousness of a company towards the consumers (Koufaris & Hampton-Sosa, 2004, p.382). Furthermore, a web site that has a customized purchase process that is situated for each individual consumer, is likely to lead to higher satisfaction and purchases since this can provide the consumer with the “right content in the right format at the right time” (Thirumalai &
A well customized site can recommend specific products or services that are interesting for the specific consumer as well as it stores the purchase information in order to make the purchase process as flexible as possible (Thirumalai & Sinha, 2011, p.478). Though, there also exist studies that contradict these findings. Nunes and Kambil (2001, p.32) reported that consumers does not care about customization on web sites and that companies that spend a lot of money on evolving and improving their sites to become more personalized do not get value for their invested money. Zeithaml et al. (2002) also questions the importance of customization when it comes to e-commerce and conclude that customization of physical goods is proven to be important but customization in the digital context must be further researched.

According to a research by Purcell et al. (2010), 28% of the American Internet users have customized their web site to include news from specific sources that interest them. We argue for that this can highlight the importance of giving consumers the possibility to customize and personalize the news on a web site. Further, as much as 40% of the American Internet users states that the ability to customize the news they get from the web site is an important feature of a news web site (Purcell et al., 2010). Moreover, willingness to customize may be a determinant that attracts the consumer to be involved in a transaction with the company (Chen & Barnes, 2007, p.30). A customized online purchase process in e-commerce is closely linked with how satisfied the consumer are with the process and affects the consumer’s intention to purchase (Thirumalai & Sinha, 2011, p.478). Overall, we recognize that consumers that perceive that the company is willing to customize its content, in our case their news, will be more likely to purchase from the web site. We therefore hypothesize that:

H6  Willingness to customize has a positive effect on digital purchase intentions

### 3.7 Conceptual model

By scrutinizing literature and creating our theoretical framework, we have identified that it is important for companies to have consumers with high purchase intentions, since it is a critical stage where the consumer decides if he or she will buy a product or not (Darley et al., 2010, p.96). In the model by Chen & Barnes (2007) purchase intentions are affected by nine external factors, that primary affect online initial trust and hence purchase intentions. By adding up the work by Darley et al. (2010), who extended the model regarding a consumer’s decision-making process to an online environment, we have created a conceptual model with six factors that we believe digital purchase intentions are reliant on. Our hypotheses are developed from our conceptual model and we will examine these factors further in this study. We perceive the conceptual model is a good tool to use to illustrate the factors that affect consumers purchase intentions for digital news. We also perceive that it can work as a basis for provider of digital news in general and Resumé in particular when implementing new features in a web site, in order to possess the features that the consumers find as most important for having digital purchase intentions. After the analyses of the collected data from the survey, we will perform a regression analyses to confirm or reject our six hypotheses. Afterwards, we will adapt the conceptual model based on the findings from our analyses and Resumé and other digital news providers can use the result to implement the features that consumers believe are most important for having purchase intentions for digital news.
Figure 5. Factors affecting digital purchase intentions. (Own Model)
4. Practical method

This chapter introduces the reader to our data collection method. The aim is to make our way of conducting this study clear and understandable for the reader. The chapter ends with an ethical discussion of different aspects of conducting a quantitative research.

4.1 Data collection approach

When collecting data for a study, it is possible to use either secondary data or primary data (Saunders et al., 2012, p.304). Data collected by other researchers in earlier studies used for further analyses in new studies are called secondary data, while primary data means that new data are collected for a unique purpose (Bryman & Bell, 2011, p. 312; Saunders et al., 2012, p.304). By using secondary data, researchers can analyse it further to gain additional or divergent knowledge from the primary research (Bulmer et al., 2009). Secondary data are both cheaper and faster to collect than primary data (Ghauri & Gronhaug, 2010; Saunders et al., 2012, p.312) but such data are often collected for another purpose which makes it unusable for the actual research question (Bryman & Bell, 2011, p.320; Saunders et al., 2012, pp.319-320). For example, it is possible to use secondary data from earlier questionnaires (Saunders et al., 2012, p.310) and for this study we could have chosen to use secondary data from studies about consumers purchase intentions for online content in general. Secondary data may be cheaper and faster to collect than primary data, but this is not always the case, as gaining access to secondary data can be both difficult and costly (Saunders et al., 2012, p.320). If researchers choose to use secondary data, they can use either raw data, which is not processed, or compiled data that have been processed earlier (Saunders et al., 2012, p.307). When thinking about using secondary data, it is important to understand that the data does not always suit the study in question, as the data are primarily collected and used for another research (Saunders et al., 2012, p.320). An advantage by using secondary data is that more time can be spent on analysing the data, instead of collecting it (Saunders et al., 2012, p.318). To secure the quality of our study and to answer our research question, we chose to only use primary data as we are studying consumers purchase intentions for digital news, which have not been studied before. By using only primary data collected through our own questionnaire, the risk of using data suited for another study is reduced. As explained earlier, we will collect data by conducting a survey that we will send to the subscribers of Resumé. As our research question is concerned with consumers digital purchase intentions and how it is affected by our independent variables, we argue that a questionnaire is most suitable for collecting data. Collecting primary data through a questionnaire is cheap and it is easy to deal with the collected data (Bryman & Bell, 2011, p.232).

4.2 Data collection

Before selecting data collection methods for a study, it is important to compare all different types of methods in order to choose the most suitable method for the study (Saunders et al., 2012, p.419). One method for collecting data is by observations, where people’s behavior are observed and analysed (Saunders et al., 2012, p.340). This is a preferable method to use if the aim is to investigate what people are doing and how they behave (Saunders et al., 2012, p.340), but as we investigate people’s attitudes rather than
their actual behavior, we will not use observations in our study. Another method that can be used to collect primary data is interviews (Bryman & Bell, 2011, p.467; Saunders et al., 2012, p.372). Interviews can be divided into different types, but all of them are methods where the researchers are collecting data by asking questions to their respondents (Saunders et al., 2012, p.372). As we conducted a quantitative study with a large sample, interviews were not used in this study. After have going through different methods for collecting data, we decided to use questionnaires. A questionnaire is a way of collecting data and it is a set of questions, which are asked to all respondents in a predetermined order (Saunders et al., 2012, p.416). Because our sample is relatively large, we argue that using questionnaire for this study is the most appropriate way to collect data. Using questionnaires are cheap and fast to administrate (Bryman, 2008, p.228), which is preferable when having a large sample as we do. We sent our questionnaire to Resumé's subscribers via e-mail and all respondents are anonymous. With our questionnaire we are able to investigate the consumers purchase intentions for digital news, but using only a questionnaire also means that we will not be able to further study these attitudes (Saunders et al., 2012, p.419). This study aims to investigate what effects our chosen factors have on consumers purchase intentions for digital news, therefore we argue that we will be able to answer our research question by using a questionnaire in our study.

Recent studies investigating consumers purchase intentions for digital content have mainly conducted quantitative studies in form of questionnaires. As mentioned above, we will also use questionnaires, as our aim is to investigate what affects perceived ease-of-use, perceived usefulness, reputation, trust, willingness to customize and word-of-mouth has on consumer’s digital purchase intentions. These factors have been proven to affect consumers purchase intentions in previous studies and for our quantitative study, we argue that collecting data through a questionnaire are the most suitable way to investigate how these factors are affecting our dependent variable, digital purchase intentions. Furthermore, a questionnaire was chosen for our study because we are conducting a quantitative research where we have a large sample in the study. Furthermore, as our research questions purpose is to answer “what” effects our six factors have on consumers digital purchase intentions, we believe that using a questionnaire is the most appropriate way of collecting data. We designed the questionnaire with the aim that the respondents should perceive the questions in the same way and this is a factor needed for questionnaires to work (Robson, 2011).

Questionnaires can be developed in various forms (Bryman, 2008, p.227; Saunders et al., 2012, p.416) and they differ due to how they are delivered, collected and how much time the researcher spends with the respondents (Saunders et al., 2012, p 419). Questionnaires can be divided into self-completed and interviewer-completed questionnaires, where the former are completed by the respondents and the latter are completed by the interviewer who records the respondents answers (Saunders et al., 2012, p.420). Examples of self-completed questionnaires are questionnaires distributed online or by mail, while telephone questionnaires are an example of interviewer-completed questionnaires (Saunders et al., 2012, p.420). For this study we have chosen self-completed questionnaires, which means that it is the respondents who completes it (Saunders et al., 2012, p.419). As described earlier in this chapter, there are several types of questionnaires to choose between (Saunders et al., 2012, p.420) but for this study we have chosen to use self-completed questionnaires. Since our sample is large and unwilling to answer questionnaires (according to earlier studies conducted by Resumé, on the same population), we had to think about how we designed the questions and the number of
questions. These factors affected our questionnaire but also our choice to send our questionnaire to our respondents by e-mail.

As described in the model above, there are different types of self-completed questionnaires. The most common used is the postal questionnaire, where the researcher sends the questionnaire by mail and when the respondent have answered the questionnaire, he or she sends it back to the researcher (Bryman, 2008, p.227; Saunders et al., 2012, p.419). Using postal questionnaire has its disadvantages though. For this study, postal questionnaires were not possible to use, as we did not have the residence addresses to our respondents, neither did we have the time that postal questionnaires requires (Saunders et al., 2012, p.421). Using postal questionnaires also means less likelihood that the right person responds the questionnaire sent out (Saunders et al., p.421). Another type of self-completed questionnaire is delivery and collection questionnaires (Bryman, 2008, p.227; Saunders et al., 2012, p.419). This is a method where the researcher deliver the questionnaire by hand and collect them later (Saunders et al., 2012, p.421), but as we had a predetermined population it would be impossible and unnecessary complicated for us to use this method. Instead we chose to collect data through e-mail surveys, which is the third alternative of self-completed questionnaires (Saunders et al., 2012, p.421).

E-mail surveys are defined as e-mail sent to respondents attached with the questionnaire (Bryman, 2008, p.598; Saunders et al., 2012, p.419). We chose this method for its advantages, such as that it is likely that the right person answer the questionnaire, it is an appropriate method to use when having a large sample and because it is time efficient (Saunders et al., 2012, p.421). There exist two types of e-mail surveys that are important to distinguish between, namely where the questionnaire is written directly in the e-mail and where the questionnaire is attached as an appendix (Bryman, 2008, p.598). In the former case, where the questionnaire is attached in the e-mail, it is easier for respondents to answer as they do not have to return the questionnaire (Bryman, 2008, p.598). We chose the latter alternative, instead of writing the questionnaire in the e-mail, we sent a link to our survey. By clicking at that link, respondents were moved to a web site where they could answer our questions. After completed the survey, all answers was automatically saved and we argue that this way of collecting data from respondents are efficient, as it is less work and time required from the respondents. When using the Internet for collecting data through a questionnaire, it is important to realize advantages
and disadvantages (Bryman, 2008, p.609). Some disadvantages discussed by Bryman (2008, pp.609-610) regarding online surveys is that the researchers cannot be sure about who is answering the questions and that there is a risk for multiple responses from the same person. We have taken this into account when analysing our data, but we find the possibility that another person than the actual respondent did answer our questions are low, which also is argued by Saunders et al. (2012, p.421). As mentioned, there are some disadvantages associated with online surveys, but according to Bryman (2008, p.609), the advantages are predominantly. By using online surveys the data collection process are fast and there are no geographical boundaries (Bryman, 2008, p.609; Saunders et al., 2012, p.421). As we have a limited time for this research and our sample are scattered throughout Sweden, online surveys was an obvious choice for us. Online surveys are also shown to lead to less unanswered questions (Bryman, 2008, p.609), which makes it easier for us to answer our research question.

4.3 Survey construction

The validity and reliability of the study are affected by how the questions are asked and how the questionnaire is constructed (Saunders et al., 2012, p.428). Therefore, it is of high importance that the questions in a questionnaire are well formulated in order to enable us to answer the research question, as it is difficult to collect additional data from respondents (Patel & Davidson, 2011, p.78; Saunders et al., 2012, p.423). We are investigating how our dependent variable, digital purchase intention, is affected by our independent variables, perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize. Our chosen questions regarding our different concepts are derived from previous studies and changed to suit our context. The statements from these studies were measured by using the Likert scale, which measures attitudes related to a specific area where the respondents are filling in the scale dependent on their agreement with these statements (Bryman, 2008, p.157). Our questionnaire consists of 40 questions and 31 of the questions were measured by a 1 to 5 Likert scale, where 1= strongly disagree, 3= do not know and 5= strongly agree, because respondents may find it difficult to separate the difference between values when selecting between more than five alternatives (Saunders et al., 2012, p.437). According to Patel & Davidson (2011, p.90), background information can be necessary to include in a questionnaire. We decided to add questions about gender, age, subscription length, how the respondent prefer to read Resumés news, if they had paid for the online newspaper and if they are paying for any other digital content, as we argue that this can give Resumé important knowledge about their consumers. Besides this, we added these questions to gain a deeper understanding about the consumers digital purchase intentions and to be able to investigate the relationship between our independent and dependent variables. These questions also enable us to make stronger analyses as we can divide our respondents into subgroups and these questions also provides us with better understanding about how the population is divided.

In order to assess reliability, researchers can use previously tested items since this can enable the researcher to compare the results with previous findings (Saunders et al., 2012, p.431). Seven factors where used in this study in the questionnaire, with a total number of 31 items. All those items originates from previous studies, but were sometimes slightly changed to fit our specific context. The first factor was perceived ease-of-use and it included four items from the study by Van der Heijden et al. (2003). The next used factor
was perceived usefulness and for this factor we used five items from the studies by Van der Heijden et al. (2003) and Koufaris (2002). Reputation was measured by using items from Doney and Cannon (1997) and Jarvenpaa et al. (2000). Trust was the next used factor in our questionnaire and in order to measure that factor, we used items from the previous study by Jarvenpaa et al. (2000) and Doney and Cannon (1997). For the next factor, willingness to customize, items from the study by Doney and Cannon (1997) as well as Chen and Barnes (2007) where used. Word-of-mouth was also measured by using items from the research by Chen and Barnes (2007), but also from Maxham (2001). The last factor used was digital purchase intention and to be able to measure this factor, we used six items from Gefen and Straub (2004) and Maxham (2001).

4.4 Sampling technique

Sometimes researchers collect data from every single person in their population, but when this is not possible, samples are used to collect data from which the result is applied to the whole population (Saunders et al., 2012, pp.258-260). When deciding which sample to collect and analyse data from, there are two techniques that can be used; probability sampling and non-probability sampling (Bryman & Bell, 2011, p.176; Saunders et al., 2012, p.261). When using a probability sampling technique, every person within the population has equal chance of being selected as a part of the sample (Bryman & Bell, 2011, p.176; Churchill & Iacobuddi, 2005, p.324; Saunders et al., 2012, p.261). When using a non-probability sampling, individuals are not selected randomly, which means that some individuals have a greater possibility than others to be selected to the sample (Bryman, 2008, p.179; Saunders et al., 2012, p.281). According to Saunders et al., (2012, p.258) time limitations, high costs and the lack of accessibility are common factors making it difficult to collect data from the whole population. For this study, we had the opportunity to collect data from all individuals in the population, as we got a list with contact information to all of Resumés subscribers. In this way we got accessibility to the whole population and because the population was not too large, we had enough time to collect data from the entire population. Even though it can be hard to collect data from the entire population (Saunders et al., 2012, p.258), we have had the opportunity to do so in this study. As mentioned above, we received a document with all of Resumés subscribers, which we could collect and analyse data from. This gave us the opportunity to use census data, instead of probability sampling and non-probability sampling techniques, in this study. According to Bryman & Bell (2011, p.176), this means that the questionnaire is sent to all individuals in the population and that data can be collected from all of them. As described above, samples are used due to time limitations, high costs and lack of accessibility (Saunders et al., 2012, p.258). For this study, we had enough time and a small population size that we could collect data from using e-mail surveys, which made it possible to collect data from the entire population instead of using samples.

Before sending the questionnaire to our population we chose to pre-test it, which according to Saunders et al. (2012, p.451) are important in order for the researchers to improve their questionnaire before sending it to the population. The questionnaire was pre-tested by two employees, the Vice CEO and the marketing manager at Resumé. After the questionnaire was pre-tested by the employees at Resumé, we received valuable feedback. The test persons thought that some questions were unclear and some other questions were redundant. This lead to that some questions were deleted while others were rephrased.
We sent our questionnaire on April 1, 2015 to the whole population, consisting of 1834 individuals. About one week later, on April 9, 2015, we sent a reminder to all individuals in our population to receive a few more responses before closing the questionnaire on April 15, 2015. Of our 1834 respondents, 367 individuals did not receive the questionnaire due to invalid e-mail addresses. From our 1467 successful sent questionnaires, we received answers from 234 respondents. When contacting the participants by e-mail only, there can be a disappearance due to e-mail filters that prevent the delivery (Pavlou, 2012, p.120). A research should include the response rate, which can be calculated both as total response rate and active response rate (Neumann, 2005). The total response rate measures the percentage of answers excluded by those who could not be reached due to invalid e-mails, while the active response rate measures the percentage of answers excluded by those who could not be reached due to invalid e-mails and individuals who received our questionnaire but who were not part of our population anymore (Saunders et al., 2012, p.268). It is impossible for us as researchers to know how many participants who did not receive the questionnaire due to filters, therefore we have chosen not to include this loss when we calculated the response rate of our study. One can argue that the response rate would have been even higher if the researchers knew this number of participants. In our case, some individuals were not part of our population because they had ended their subscription, but were still on the contact list. Our total response rate was measured by dividing total number of responses by the total number of individuals in our population, minus those who could not be reached (Saunders et al., 2012, p.268). This led to a total response rate of 234/(1834-367)*100= 16%. The active response rate where we also include those who were reached but not a part of our population was 234/ (1834-(367+51))*100= 16,5%. The fact that Saunders et al. (2012, p.421) states that a likely response rate when using internet are around 11% and that earlier studies directed at Resumés consumers have shown to give low response rate, make us satisfied with our active response rate at 16,5%. We believe this response rate can be analysed and that we can draw conclusions from our collected data.

4.5 Quantitative data analysis

After we had collected the data through our questionnaire, we had to prepare for the analysis of the data. First off, we exported the data from the program we used to conduct the survey, namely Forms.google.com, to an Excel spreadsheet. The next step was to export the data further to a statistical analysis software packages called SPSS Statistics. In this part of the thesis we will introduce the reader to the tools we used in order to analyse our collected data. To collect data in the form of a questionnaire is just the first step in the process, but quantitative data in a raw form is often contributing with very little meaning to a majority of the people (Saunders et al., 2012, p.473). It is therefore very important to know how to handle the data and know how to transform the collected data into information (Saunders et al., 2012, p.473). By using different quantitative analysis techniques, it can help the researcher to explore, describe and present different relationships by using graphs, charts and statistics (Saunders et al., 2012, p.473). Therefore, we will present Cronbach’s Alpha, descriptive statistics and regression analyses, which have been used to examine the correlation between perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, willingness to customize, and consumers digital purchase intentions.
4.5.1 Cronbach´s alpha

By correlating the answers to the items in the questionnaire with each other, the researcher can understand the internal consistency (Saunders et al., 2012, p.430). Internal consistency is a part of the reliability of a study, which is a necessity for measures to be valid (Saunders et al., 2012, p.430). Internal consistency measures the consistency of the answers of the questions from the questionnaire and one of the most used methods to calculate the internal consistency is Cronbach´s Alpha (Saunders et al., 2012, p.430). The Cronbach’s Alpha consist of an alpha coefficient that has a value between 0 and 1, and if the value are 0,7 or above it can be interpreted as that the questions combined in the scale are measuring equal things (Saunders et al., 2012, p.430). This means that we in this study would like the alpha coefficient to be at least 0,7 or above to be able to determine that the combined scales are measuring the same things.

4.5.2 Descriptive statistics

Descriptive statistics makes it possible for the researcher to define and compare variables numerically (Saunders et al., 2012, p.502). One section of the descriptive statistics is the central tendency, which can be measured in three different ways (Saunders et al., 2012, p.503). The first way is by measuring the value that eventuates the most times, the second way is by measuring the middle value which also is called median and the third way to measure the central tendency is by measuring the average value (Saunders et al., 2012, p.503). The most used measure of these earlier mentioned central tendencies are the mean (Saunders et al., 2012, p.504), which also is the measure that we will use in this study. When using the mean, the researcher includes all data values in the numeration (Saunders et al., 2012, p.503). By adding up the values of a distribution of answers and divide them with the number of usable answers, the mean can be computed (Shiu et al., 2009, p.259). Though, the mean value is sometimes affected by extreme data values in skewed distributions and this can lead to that the data gets less representative of the central tendency (Saunders et al., 2012, p.506). Despite this, the mean is often seen as the keystone when doing a statistical test to explore relationships, which makes it relevant to use as at least one of the computations of central tendency in the study (Saunders et al., 2012, p.506). Furthermore, beyond the central tendency it is also important to describe the dispersion, which Saunders et al., (2012, p.506) describes as “how the data values are dispersed around the central tendency”. In order to describe the dispersion from the mean, or how the collected data are spread around the mean, it is common to compute the standard deviation (Saunders et al., 2012, p.506). To strengthen this section of the thesis, we will also perform a Pearson’s product moment correlation coefficient to define how strong the relationship between two data variables are (Saunders et al., 2012, p.521). This correlation coefficient can take a value between -1,00 and 1,00, where -1,00 represents a perfect negative relationship between the two variables, 0,00 is perfect independence where the variables has no connection to each other and 1,00 is a perfectly positive relationship (Saunders, 2012, p.521). To clarify, the value of 1,00 is a perfect positive correlation, meaning that the variables are equally related and if the value of one variable increase, the other variables value will also increase (Saunders et al., 2012, p.521).
4.5.3 Multiple regression analyses

In our study we used six independent variables, namely perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize. We placed these factors against our dependent variable, digital purchase intentions. In order to measure and analyse the relationship between the independent variables and the dependent variable, we will perform a multiple regression analyses. A multiple regression analyses are used when the researcher uses two or more independent variables (Saunders et al., 2012, p.523), which makes it relevant to use in our study. The regression coefficient, which is deputized by R-square, can represent any value between 0 and 1 (Saunders et al., 2012, p.523). In our case, we want the regression coefficient to be as high as possible, since that would mean that our independent variables could fully explain the variation in the dependent variable. In other words, if all the variation in consumers digital purchase intentions, our dependent variable, can be explained by our earlier mentioned independent variables, the regression coefficient will be 1. By performing this multiple regression analyses we will be able to analyse and conclude if perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize do affect consumers purchase intentions for digital news.

4.6 Ethical considerations

During our work with this study, one of our most important standpoints has been to always consider the ethical aspect carefully. It is highly important to consider ethics in scientific research, which refers to how the researchers should treat individuals being part of the study (Bryman, 2008, p.127). According to Bryman & Bell (2011, p.128), it is the researchers responsibility that the respondents of the study does not get harmed and Patel and Davidson (2011, p.62) argue that respondents should not be exposed to physical or psychological injury, humiliation or violation. This has made us treat every step of the process in this research with respect to ethical manner and this is of highest importance in order to build trust and respect among participants that are involved in the research (Saunders et al., 2012, p.231). For this study we have taken Brymans (2008, pp.131-132) four ethical aspects into account. The first aspect is to always inform the respondents about the purpose of the research. We did this by informing our respondents through an introductory letter about the purpose of the study, before collecting our data. This is also important according to Saunders et al. (2012, p.231) who argue that it is necessary to provide the respondents with enough information to enable respondents to understand why they are asked to be included in the survey. Through our introductory letter we wanted to establish trust among the participants in the study. This is also in line with the view by Saunders et al. (2012, p.222) who states that the introductory letter should constitute of a short summary of the purpose with the research, but also that it should explain in which way participation adds value to the study. We also chose to be very clear with the fact that we who conducted this survey are students, since the respondents may have acted and responded differently if it was Resumé who conducted the survey.

The second ethical aspect is that participation should be voluntary (Bryman, 2008, p.132; Saunders et al., 2012, p.231). This was also described in the introductory letter and according to Diener and Crandal (1978, p.34) it is important to describe the purpose of the study to let the respondents decide by themselves if they want to participate or not.
Even though the respondents chose to voluntarily participate in this study, they have the right to a private life (Bryman, 2008, p.132). We had this in mind when we developed our questionnaire and none of the questions were therefore obligatory. As some of the questions may be perceived as personal or intrude on the respondents private life, such as the question about what digital content the respondent are paying for, we respected that respondents could choose not to answer questions they did not want to answer.

The third ethical aspect is to ensure confidentiality of data and information collected from the respondents (Bryman, 2008, p.132; Saunders et al., 2012, p.231). It is highly important that data and information received do not fall into the wrong hands (Bryman, 2008, p.132; Saunders et al., 2012, p.231) and to avoid this, we deleted our contact list that we had received from Resumé after we had closed our questionnaire. The fourth ethical aspect is to use data received by the respondents only for the study that it is collected for (Bryman, 2008, p.132). The data we have collected will be analysed and the findings will be reported fully and accurately, only for this study, which is important in scientific research (Saunders et al., 2012, p.232).

According to Bryman (2008, p.131), researchers must follow these earlier mentioned ethical requirements. We have followed these four aspects and as far as possible, tried not to cause any harm to any respondents during our study. Furthermore, we have also aimed at acting ethical towards Resumé. Since this thesis is written on commission for Resumé, we got access to their subscribers and was acting in the name of Resumé. With this in mind, we sent the questionnaire to Resumé at first, to get their approval of the questions, before we sent it to the subscribers. As mentioned earlier, we also deleted the contact list we received from Resumé as soon as we were done with it. We also aimed at working with high transparency towards Resumé to keep them updated during the whole process with this study.
5. Quantitative empirical findings and analysis

In this chapter we will present the empirical findings we have gathered by conducting a quantitative study. We will start by presenting the basic demographics of the participants in the study, as age and gender. Later, the results we received by using the statistical analysis software SPSS will be presented and this includes Cronbach’s Alpha, descriptive statistics and the multiple regression analyses. The chapter ends up with a discussion and analyse of our empirical data and we will also confirm or reject our hypotheses.

5.1 Demographics

The first seven questions in the questionnaire were focused on background information about the respondents and it included demographics as gender and age, but also questions about how the respondents prefer to read magazines and if they are paying for any kind of digital subscription as of this moment.

Regarding gender, it was an even distribution between men and women in the survey. Of all the 234 respondents, 43% or in absolute numbers, 100 respondents were women and 57% men. We chose to illustrate this proportion in a pie chart to clarify the difference. By looking at the list of all subscribers to Resumé, we note that this proportion is quite equal to the total distribution of subscribers. Therefore we can conclude that this population is representative of the census.

The next item in our questionnaire was about age and we included this because we wanted to gain more extensive knowledge of the population that the respondents represented and the result is illustrated below in the form of a bar graph. A clear majority of the respondents were between 40-49 years old, almost 41%, followed by respondents between the ages of 50-59 that constituted of 28% of the total respondents. This is very natural, as this is how the whole population is distributed and the respondents of our study is representative of that population. Further, Resumé is mostly seen as a business-to-
business magazine and this can also be one of the reasons why the age group of 40-49 was the largest. Our perception of the high number of attendants in the ages of 40-49 is that people in this age group have come further in their professional working life and therefore have come up to a position where they are their company's responsible person for the subscription. Even if these persons are the subscribers, it does not have to mean that it is only they who reads the magazine at their company. We also believe that since a subscription at Resumé is expensive compared with magazines that are more livable it is also possible that this can be the reason for that people between the ages of 40-49, which probably earn more money, feel that they can afford the magazine. It is also possible that the number of young subscribers will increase if Resumé launch a new web site where articles are locked behind paywalls, but with prices that are lower then for a subscription of the printed magazine.

![Age distribution](image-url)

*Figure 8. Age distribution*

When asking questions about the background of our respondents, we also wanted them to answer a question about if they were paying for any kind of digital subscription at the moment. If they answered yes, we wanted the respondents to explain which kind of subscription they were using. We divided the answers into three different categories, namely TV, Music and Magazines. This is illustrated below in the form of a pie chart and it reveals that as many as 84% of the respondents were paying for a digital subscription as of this moment. This can indicate that this group of respondents has purchase intentions for digital offers in general. Further, as explained earlier, we divided their answers in three categories to be able to conclude if magazines are one of the subscriptions these people were willing to pay for.
Are you paying for any digital subscription?

![Proportion of active subscribers](image)

**Figure 9. Proportion of active subscribers**

By looking at figure 10, we can conclude that as many as 71% of the respondents are paying for a music subscription (e.g., Spotify), 65% for a TV-subscription (example; Viaplay & HBO) and 28% for a digital magazine (example; Aftonbladet & DN). We perceive this information to be interesting, since digital TV-subscriptions can be expensive and despite this, almost 7 out of 10 people from our sample are using this kind of subscription. This result could either indicate that this is a sample with great purchasing power or that people are willing to pay for subscriptions if they perceive the content to be of sufficient quality. We also want to clarify that many magazines are writing similar articles that does not differ from each other, but TV streaming services as Viaplay and HBO offers unique content as sports, TV-shows and other content that cannot be found on other channels.

<table>
<thead>
<tr>
<th>Digital TV subscribers</th>
<th>Digital music subscribers</th>
<th>Digital magazine subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV-subscribers</td>
<td>Non TV subscribers</td>
<td>Music subscribers</td>
</tr>
<tr>
<td>35%</td>
<td>65%</td>
<td>29%</td>
</tr>
</tbody>
</table>

**Figure 10. Subscription distribution**

We also chose to look at how different groups were differing in intentions to purchase from Resumé in the future. Figure 11 reveals that the digital purchase intentions from the site seems to increase with the age of the consumer, which means that people in the age group of >70 had the highest digital purchase intentions, wherever people between 18-29 and 30-39 had the lowest digital purchase intentions. We interpret that the explanation to this can be that older people may care less about the price for a subscription and instead focus on the quality of the content. We believe that it is important for Resumé and other digital news providers to know their consumers in order to offer subscriptions that are situated to match the desires of a specific target group, which in this case can be to offer
a cheaper price to the target group of people between the ages of 18-29 and then increase the price for older people, that are not as price sensitive. These results can be affected by the age distribution in our study, which is shown in figure 8. As not all age groups consists of equal amount of respondents, the results can be hard to draw conclusions from. Despite this, we still interpret that the correlation between age and digital purchase intention can indicate an interesting relationship.

Furthermore, we also asked a question about how long time respondents had been subscribing to the magazine Resumé. We looked at how the respondents digital purchase intentions in general differed between how long the consumers has been subscribing to the magazine and could see that the intention to purchase increased with the number of years the consumer had subscribed to Resumé. By looking at figure 12, the difference seems to be quite small, but there is still a clear and positive correlation between digital purchase intentions and number of years as a subscriber. We believe that this indicates that people with positive experiences from earlier subscriptions are more likely to purchase other subscriptions as well.
5.2 Cronbach’s alpha

We tested Cronbach’s alpha in order to assure that our measures was reliable, which is important for it to be valid (Bryman & Bell, 2011, p.159; Saunders et al., 2012, p.430). When testing Cronbach’s alpha, it is possible to find out if the questions for each concept are measuring the same thing or not (Saunders et al., 2012, p.430). When the Alpha coefficient has a value of 0.7 or above, it signals that the questions formulated to measure the same factor are measuring the same factor (Saunders et al., 2012, p.430). In our study, all concepts except perceived usefulness (0.62) had a value above 0.7. This lead to that we had to remove question 14 in our questionnaire: “It is easy to become a subscriber at Resumés web site”. When this question was removed, perceived usefulness got a value above 0.7, indicating that all questions measuring this concept measured the same thing. All our concepts have a value above 0.7 and the results from our Cronbach’s alpha tests can be seen in table 1.
After we had tested the reliability of our concepts through the Cronbach’s alpha test, we calculated the descriptive statistics for our seven key concepts. Descriptive statistics makes it possible for us to retrieve information about mean values, standard deviations and Pearson correlations (Saunders et al., 2012, p.504). By calculating mean values we will retrieve information about the average degree of agreement for each concept, and the standard deviations tell us the spread of answers around the means (Saunders et al., 2012, pp.504-506). In this study we have used a 5-point Likert scale and our means are shown in table 2. Digital purchase intentions revealed to be the concept with lowest mean, with a value of almost 2.73, while perceived ease-of-use was the concept with the highest mean, with a value of 3.46. By looking at our standard deviations, which are low, we can see that the answers received in our questionnaire were close to each other. This means that the answers to the questions in our questionnaire were close to the mean and that it did not include any extreme data values.

### Table 1. Cronbach’s alpha

<table>
<thead>
<tr>
<th>Factors</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived ease-of-use</td>
<td>0.93</td>
</tr>
<tr>
<td>Perceived usefulness</td>
<td>0.75</td>
</tr>
<tr>
<td>Trust</td>
<td>0.80</td>
</tr>
<tr>
<td>Reputation</td>
<td>0.72</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>0.81</td>
</tr>
<tr>
<td>Willingness to customize</td>
<td>0.78</td>
</tr>
<tr>
<td>Digital purchase intentions</td>
<td>0.77</td>
</tr>
</tbody>
</table>

### 5.3 Descriptive statistics

After we had tested the reliability of our concepts through the Cronbach’s alpha test, we calculated the descriptive statistics for our seven key concepts. Descriptive statistics makes it possible for us to retrieve information about mean values, standard deviations and Pearson correlations (Saunders et al., 2012, p.504). By calculating mean values we will retrieve information about the average degree of agreement for each concept, and the standard deviations tell us the spread of answers around the means (Saunders et al., 2012, pp.504-506). In this study we have used a 5-point Likert scale and our means are shown in table 2. Digital purchase intentions revealed to be the concept with lowest mean, with a value of almost 2.73, while perceived ease-of-use was the concept with the highest mean, with a value of 3.46. By looking at our standard deviations, which are low, we can see that the answers received in our questionnaire were close to each other. This means that the answers to the questions in our questionnaire were close to the mean and that it did not include any extreme data values.
Table 2. Descriptive statistics

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived ease-of-use</td>
<td>3,46</td>
<td>0,78</td>
</tr>
<tr>
<td>Perceived usefulness</td>
<td>3,20</td>
<td>0,65</td>
</tr>
<tr>
<td>Trust</td>
<td>3,22</td>
<td>0,65</td>
</tr>
<tr>
<td>Reputation</td>
<td>3,37</td>
<td>0,62</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>2,80</td>
<td>0,68</td>
</tr>
<tr>
<td>Willingness to customize</td>
<td>2,87</td>
<td>0,66</td>
</tr>
<tr>
<td>Digital purchase intentions</td>
<td>2,72</td>
<td>0,69</td>
</tr>
</tbody>
</table>

By calculating the means from the questionnaire we can understand the respondent’s perception about our seven factors: perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, willingness to customize, and digital purchase intentions. Perceived ease-of-use was found to have the highest mean value, indicating that respondents had the most positive approach towards this concept, while word-of-mouth was found to have the lowest mean value, indicating that the respondents had least positive approach towards it. To clarify, concepts with high mean values indicate that the respondents agree with our statements in the questions within that concept. By looking at the mean values from the descriptive statistics, we argue that the respondents had positive approaches towards four of the seven concepts while the three concepts with a mean value below three can be regarded as not as positive. These concepts, namely willingness to customize, word-of-mouth and digital purchase intentions have mean values lower than the middle point of our Likert scale, indicating that respondents does not find these concepts as favorable as the other four concepts.

By looking at our Pearson correlation it is possible to retrieve information about how strong the relationships between different variables are (Saunders et al., 2012, p.521). If the Pearson correlation coefficient are 0,2 or above, the relationship is positive (Saunders et al., 2012, p.521) and as seen in table 3, all of our concepts are positively related to each other. Our concepts are also statistically significant at a p <0,01 significance level, which means that there is less than 1% chance that the result was accidental (Saunders, et al., 2012, p.512). The strongest correlation was between trust and reputation (0,70) and the weakest correlation was between willingness to customize and perceived ease-of-use (0,29), which is low but still positive. Five out of the six factors had high correlation with our dependent variable, digital purchase intentions, with a correlation >0,45. The only factor with less correlation was willingness to customize, at 0,32. By looking at the Pearson correlation we also believe that it could be favorable for companies providing digital news to put focus in improving either reputation or trust, since trust was so high correlated with our dependent variable digital purchase intentions.
5.4 Regression analysis: Digital purchase intentions and its predictors

The next step as part of our analysis was to perform one multiple regression analyses. It is called multiple when one includes two or more independent variables (Saunders et al., 2012, p.523). In this study we will perform one regression analysis since we chose to only use one dependent variable, digital purchase intentions. The regression analyses is performed in order to be able to confirm or reject our six hypotheses and to measure the effects of our chosen factors, namely perceived ease-of-use, perceived usefulness, reputation, word-of-mouth, and willingness to customize on the dependent variable, digital purchase intentions. Overall, the regression was significant which is shown by an F-value of 28.512 and p <0.05. The value of p, or in other words the significance value had to be less than 0.05 in our study. This has by tradition become the most used number for the significance value (Saunders et al., 2012, p.512). The significance value explains the chance for the hypotheses to be wrong and if it is less than 0.05 it can be said to have a significant effect (Saunders et al., 2012, p.523) explains that a low significance value suggest that it is unlikely that the chosen factors have occurred by accident. We can also conclude that our conceptual model was relatively strong since it had an adjusted R-square value of 41.5%. This number can be explained by that the independent variables can explain 41.5% of the variance in the dependent variable, digital purchase intentions. By also reviewing the value of the unstandardized beta-coefficient, which explains the extent to which our chosen dependent variable digital purchase intentions is affected by the independent variables (Shiu et al., 2009, p.584), we have been able to confirm or reject our hypotheses. This means that the higher value of the beta-coefficient, the higher affect the independent variable has on the dependent variable. To clarify, Saunders et al. (2009, p.463) explains that the dependent variable will change with the value of beta if the independent variable changes by one unit. With this information in mind, we can conclude that three independent variables had significant

<table>
<thead>
<tr>
<th>Factors</th>
<th>Perceived ease-of-use</th>
<th>Perceived usefulness</th>
<th>Reputation</th>
<th>Trust</th>
<th>Willingness to customize</th>
<th>Word-of-mouth</th>
<th>Digital purchase intentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease-of-use</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usefulness</td>
<td>.58**</td>
<td>1</td>
<td>.37**</td>
<td>.54**</td>
<td>.29**</td>
<td>.48**</td>
<td>.55**</td>
</tr>
<tr>
<td>Reputation</td>
<td>.37**</td>
<td>.39**</td>
<td>1</td>
<td>.70**</td>
<td>.34**</td>
<td>.46**</td>
<td>.49**</td>
</tr>
<tr>
<td>Trust</td>
<td>.54**</td>
<td>.50**</td>
<td>.49**</td>
<td>.44**</td>
<td>.49**</td>
<td>.60**</td>
<td>.54**</td>
</tr>
<tr>
<td>Willingness to customize</td>
<td>.29**</td>
<td>.34**</td>
<td>.44**</td>
<td>.44**</td>
<td>.49**</td>
<td>.68**</td>
<td>.46**</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>.48**</td>
<td>.46**</td>
<td>.49**</td>
<td>.49**</td>
<td>.49**</td>
<td>.46**</td>
<td>.32**</td>
</tr>
<tr>
<td>Digital purchase intentions</td>
<td>.55**</td>
<td>.49**</td>
<td>.54**</td>
<td>.54**</td>
<td>.53**</td>
<td>.53**</td>
<td>1</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
positive effects on digital purchase intentions. Those were perceived ease-of-use ($\beta = 0.50$, $p < 0.05$), usefulness ($\beta = 0.50$, $p < 0.05$) and word-of-mouth ($\beta = 0.24$, $p < 0.05$). Also the significance level that is $<0.05$ for these three concepts, indicates the positive effect on digital purchase intention. Since perceived ease-of-use and usefulness had the highest beta-value, this indicates that these were the factors that mostly affected the dependent variable, followed by word-of-mouth.

Table 4. Regression analyses

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.12</td>
<td>1.79</td>
<td></td>
</tr>
<tr>
<td>Perceived ease-of-use</td>
<td>.50</td>
<td>.12</td>
<td>.28</td>
</tr>
<tr>
<td>Perceived usefulness</td>
<td>.50</td>
<td>.24</td>
<td>.14</td>
</tr>
<tr>
<td>Reputation</td>
<td>.22</td>
<td>.17</td>
<td>.10</td>
</tr>
<tr>
<td>Trust</td>
<td>.24</td>
<td>.17</td>
<td>.12</td>
</tr>
<tr>
<td>Willingness to Customize</td>
<td>.01</td>
<td>.25</td>
<td>.01</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>.24</td>
<td>.10</td>
<td>.18</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Digital purchase intention

5.5 Revised conceptual model

We presented our conceptual model in the end of our theoretical framework. The reason for why we chose to create a conceptual model was that we wanted to illustrate our hypotheses in a structured way. After performing the multiple regression analysis, which was conducted to find out if perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize had any significant effects on digital purchase intentions. We rejected three of those hypothesis while the other three was confirmed. These findings make it necessary for us to revise our conceptual model and to include the findings from the regression analysis.

As mentioned earlier, perceived ease-of-use, perceived usefulness and word-of-mouth showed all significance levels at $<0.05$ as well as positive levels of beta. The other factors, namely reputation, trust and willingness to customize also showed positive beta-values, but had significance levels at $>0.1$. These findings makes it possible for us to conclude that three of our six hypotheses can be confirmed as supported and the other three are not supported. In the next chapter we will discuss the outcome from our survey and make practical recommendations as well as provide examples of how researchers can contribute with further research in this area.
With help from the regression analyses we received empirical evidence about our anticipated hypotheses. The result from this can be found in table 5.

Table 5. Results of hypotheses testing

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Hypothesis</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Perceived ease-of-use has a positive effect on digital purchase intentions</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>Perceived usefulness has a positive effect on digital purchase intentions</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>Trust has a positive effect on digital purchase intentions</td>
<td>Not supported</td>
</tr>
<tr>
<td>H4</td>
<td>Reputation has a positive effect on digital purchase intentions</td>
<td>Not supported</td>
</tr>
<tr>
<td>H5</td>
<td>Word-of-mouth has a positive effect on digital purchase intention</td>
<td>Supported</td>
</tr>
<tr>
<td>H6</td>
<td>Willingness to customize has a positive effect on digital purchase intention</td>
<td>Not supported</td>
</tr>
</tbody>
</table>
Next figure illustrates our revised conceptual model, based on the findings from the regression analyses. The conceptual model demonstrates the effect from perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize on digital purchase intentions.

![Revised conceptual model](image)

**Figure 13. Revised conceptual model. (Own model)**

### 5.6 Discussion

It is important to not only look at the findings from the regression analysis, the means of the factors can also give us relevant information about the approach from consumers about purchase intentions for digital news. The factors with the highest mean was perceived ease-of-use at 3.46 and the factors with the lowest mean was digital purchase intentions at 2.73. This could be a sign of that the respondents have negative perceptions about digital purchase intentions for digital news, which is in line with the findings from earlier research by Chyi (2005) and Tarkiainen et al. (2014). Despite this, as many as 84% of the respondents in our study are paying for some kind of digital subscription at the moment, either a subscription of music, TV or magazines. We believe that this indicates that the respondents have purchase intentions for digital content and therefore it enables an interesting discussion of the factors that the respondents prove to have the most positive approach towards.

The factors with the lowest mean, after digital purchase intentions, was word-of-mouth at 2.80. We believe that this is interesting, since word-of-mouth, together with perceived ease-of-use and perceived usefulness, was found through the multiple regression analyses.
to have the most significant effect on digital purchase intentions. Despite the fact that word-of-mouth had the second lowest mean value, it still will affect consumers purchase intentions for digital news according to the regression analyses. We interpret this to give Resumé incitament to focus on the impact of word-of-mouth when delivering news online, since opinions from other readers may affect the intention to buy a subscription at the web site. This is also in line with the extended model about consumer behavior by Engel et al. (1978) where word-of-mouth is said to have a great impact during the stage of the information search. Since digital news is so easy to access and there exist so many different providers, the impact from word-of-mouth can be essential and be the decision-making factor for consumers when looking for a provider of digital news. According to Brown et al. (2007, p.4) information that the consumer receives through word-of-mouth is more credible than through advertisement and word-of-mouth therefore tend to have a greater impact on consumer decision. Furthermore, word-of-mouth has been found to play a key role at the moment of the purchase and that it is the most important source of information when customers are deciding whether to purchase or not (Grönroos, 2008, p.187; Litvin et al., 2008, p.458). This is in line with the findings from our study and we therefore want to stress the importance for Resumé and other providers of digital news to focus on comments from readers on their web sites and on social media. Further, almost 57% of the respondents of our questionnaire answered that they prefer the printed paper and only 19% that they prefer the digital paper. We believe that this could explain why the respondents did not have such a positive approach to Resumé’s willingness to customize its content, since it is hard to customize the content in the printed paper to situate each consumer.

In general, all factors had means that were close to the middle point, three on a scale from one to five, which is a neutral opinion where the respondent is unsure if he or she agrees with the question or not. This could indicate that the respondents have neutral attitudes toward perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, willingness to customize, and digital purchase intentions.

The findings from our multiple regression analyses revealed that perceived ease-of-use, perceived usefulness and word-of-mouth were the factors that had significant positive effects on the dependent variable, digital purchase intentions. Perceived ease-of-use showed the strongest effect on digital purchase intentions, which can imply that the readers of Resumé believe that this is the factor that is the most important decision-making factor for if they have digital purchase intentions or not. Two of the three factors, namely perceived ease-of-use and perceived usefulness are included in the Technology Acceptance Model. As we explained earlier, the purpose with the Technology Acceptance Model is to explain how various elements can affect the computer acceptance among consumers and the model is used to enable predictions of consumer behavior in e-commerce (Pavlou, 2003, p.108). We included the Technology Acceptance Model in our research because we wanted to predict consumers purchase intentions for digital news and according to our findings the factors included in the Technology Acceptance Model also help to explain digital purchase intentions in this area. Our findings are supporting the results from earlier research, as the one from Pavlou (2003, p.123) that concluded that perceived ease-of-use and perceived usefulness have a significant effect on consumers transaction intentions.

Perceived ease-of-use regards perceptions about the design and functionality of a web site, which determine how easy the web site is to use (Davis, 1989, p.320). According to
Nielsen (2000, p.143) a web site needs an attribute, which he calls “stickiness” in order for consumers to find, use and stay at the web site. For web sites providing digital news, the stickiness can be the specific branch news that Resumé is providing. Since stickiness is linked to perceived ease-of-use we interpret the readers of Resumé to have a positive approach to the ease-of-use at the web site, which is shown at the means (3,46), where perceived ease-of-use scored the highest. This can be interpreted as that the respondents in our survey had the most positive approach to this factor and it was also the factor that according to the regression analyses were most likely to affect digital purchase intentions. Therefore we can support the findings from Fogg et al. (2001) which stated that ease-of-use is a key factor for organizations that are providing services online.

The second factor, as part of the Technology Acceptance Model, perceived usefulness is highly correlated with perceived ease-of-use (0,583). The main difference between the concepts is that perceived ease-of-use regards the aspect of how easy the web site is to use while perceived usefulness regards how a person can improve his or hers performance by using that specific technology (Davis, 1989, p.320), in this case the web site of Resumé. Venkatesh and Davis (2000, p.187) stated that if all other things are equal, a system could be more useful if it is easy to use and therefore perceived ease-of-use might have some impact on perceived usefulness. We support this, but we also believe that if a consumer perceive that the web site is not useful, it does not matter how easy it is to use and therefore we believe it to be important for Resumé and other providers of digital news to focus on both of those factors.

It is common among researchers to also include trust as a component when using Technology Acceptance Model variables since it has theoretical and empirical support from earlier studies (Pavlou, 2003, p.110). The results from earlier studies found out that trust is directly correlating with consumer’s transactions intention (Gefen & Straub, 2004; Pavlou, 2003). With this in mind, we also included trust in our model to see if it is an antecedent of purchase intentions for digital news. Since trust is highly correlated with reputation, we also wanted to investigate the effect of reputation on digital purchase intentions. The regression analyses showed that both trust and reputation had positive beta-values, meaning that they probably will effect the dependent variable digital purchase intentions, but since the significance value were higher than 0,05 it is impossible to reject the possibility that the factors has occured by accident. Trust, reputation and their relationship with purchase intention are broadly discussed in the theoretical framework and according to the findings from Jarvenpaa (2000) and Jarvenpaa et al. (1999) trust are affecting purchase intentions both online and offline. Through our study, we cannot support this statement, but neither reject it. Trust is also said to be the solution to consumer’s perceived risk when making an online transaction (Kim et al., 2008). Therefore we think it is good, out of Resumés point of view, that the mean value of the factors trust was 3,2, which means that the respondents in general had positive approaches towards trusting Resumé, but we believe that this alone will not lead to the consumer making a purchase on the web site. Trust got a high correlation with reputation (0,70) which indicates that if one of the concepts are changing, the other concept are changing as well. This means that if a consumer’s trust toward a company is changing, the firm’s reputation to that customer are changing as well and vice versa. Josang et al. (2007) also argues that trustworthiness is closely linked to reputation. Reputation is defined by Doney and Cannon (1997, p.37) as “the extent to which buyers believe a selling organization is honest and concerned about its customers”. We interpret the factors to be closely linked, but still different since trust is based on private knowledge about the trustee, while
reputation is a collective measure of the trust of a company (Josang et al., 2007, pp.620-621). Lafferty and Goldsmith (1999) stated that reputation could make consumers more confident about that a product or a service consists of good quality and that this can lead to an increase in consumer’s willingness to purchase the brand. Through our study, we cannot confirm the statement from Lafferty and Goldsmith (1999) since reputation got to high significance value.

The factor in our regression analyses that got the least positive connection with digital purchase intention was willingness to customize. Willingness to customize had a weak, but still positive, beta-value but a high significance value at almost 0.98, which means that it is likely that our hypothesis about that willingness to customize positively effects consumers digital purchase intentions is wrong. This would suggest that willingness to customize does not positively effect consumers purchase intentions for digital news. Willingness to customize is explained as the perception a consumer has about the company’s ability to provide customized services or products to the consumer (Koufaris & Hampton-Sosa, 2004, p.382). One thing that can explain why this contract not got supported when we tested our hypotheses is that Resumé at the moment has not integrated the news from their printed magazine on the web site, instead they offer that content in the form of a PDF. We interpret that consumers therefore not perceive Resumé to be able to provide customized products and that this has influenced the results. We still believe that it is important to provide customized products and that Resumé makes it possible for their readers to situate the content at the web site to match their specific desires. Willingness to customize, together with reputation, was found in a study by Chen & Barnes (2007) to be the most important factors for consumers that indirect effects purchase intentions for products and services online. By the results from our study we cannot support the findings from Chen & Barnes (2007) but we still believe that it can be relevant for Resumé to focus on willingness to customize. To strengthen the relevance of the factor willingness to customize when providing digital news, statistics from America revealed that as many as 40% of the American Internet users states that the ability to customize the news they get from the web site is an important feature of a news web site (Purcell et al., 2010).

To conclude this chapter, the results from our study confirm that the factors from the Technology Acceptance Model, perceived ease-of-use and perceived usefulness, together with word-of-mouth affects consumers purchase intentions for digital news. We believe that Resumé and other companies providing digital news by focusing and improving these factors can increase the digital purchase intentions among their consumers, and we argue that this will in turn lead to increased sales and profitability.
6. Conclusions and recommendations

In this chapter we will answer our research question, which our study is based upon. This chapter also discusses if we fullfilled the purpose of the study and explains the theoretical contribution of the study. Furthermore, recommendations for how companies providing digital news in general, but in particular Resumé, can increase consumers digital purchase intentions, will be provided. The chapter ends with addressing limitations of our study as well as recommendations for future research within the area.

6.1 General conclusions

The purpose of this study was to investigate what affect perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize have on consumers purchase intentions for digital news. In order to investigate how these concepts are affecting purchase intentions for digital news, we have conducted a quantitative study with the subscribers of Resumé. By the data collected through our survey, we have been able to answer our research question:

“What effects do perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize have on consumers purchase intentions for digital news”?

By scrutinizing studies about purchase intentions we found six different factors that seemed appropriate to investigate in our study. These factors has been shown to affect consumers purchase intentions, which made us want to investigate what effects the factors has on consumers purchase intentions for digital news. The six factors perceived ease-of-use, perceived usefulness, trust, reputation, word-of-mouth, and willingness to customize were combined into a conceptual model, together with the dependent variable digital purchase intentions. Through the conceptual model we could illustrate the factors that most positively affected digital purchase intentions. By analysing the data collected from our questionnaire, we can conclude that perceived ease-of-use, perceived usefulness and word-of-mouth are the factors that showed significant positive effects on consumers digital purchase intentions and therefore those are the factors in our study that most strongly affect consumer’s intention to purchase digital news. Our findings about the factors perceived-ease-of-use and perceived usefulness, confirm the findings from earlier studies about the factors from the Technology Acceptance Model. Even when predicting purchase intentions for digital news, the model is suitable to use. We could also see a high correlation between the two factors, which mean that it is important to deal with both of perceived ease-of-use and perceived usefulness, since it is likely that they affect each other as well. Word-of-mouth was also found to positively affect purchase intentions for digital news, which is in line with the findings from a number of earlier studies about purchase intentions and strengthen the fact that messages that a consumer receives from another consumer or a friend or family is more credible than advertisements from the company. We argue that providers of digital news must deal with word-of-mouth and enable the possibility to comment on articles, both on a web site and on social media, but at the same time monitor the factor.
The remaining factors, trust, reputation and willingness to customize did not show a significant positive affect on consumers purchase intentions for digital news. Those factors had positive beta-values, but their significance values were too high. The high beta value makes it hard to conclude that those factors do not have any effect on consumers digital purchase intentions, but despite this we cannot confirm that they do due to their high significance levels.

As mentioned above, all factors used in this study are found in previous research where they are proven to affect consumers purchase intentions. By testing these factors in the context of purchase intentions for digital news, three of them were found to have a significant positive affect on consumers digital purchase intentions. We argue that the factors associated with functional features such as perceived ease-of-use and perceived usefulness are more important than reputation and trust, as people nowadays feel safer on the Internet than they did in the beginning of the Internets existence. People today have a better understanding about Internet and instead of being afraid of being fooled when making a purchase online, people are valuing technological functions and the usability of the Internet. We believe that this change of attitude towards the Internet is one reason for why our findings differ from previous research about factors affecting digital purchase intentions.

We could also detect that there were a majority of the respondents in our study that as of this moment is paying for a digital subscription, either music, television or news. We believe that this indicates that there exist purchase intentions for digital content and that Resumé needs to emphasize on ease-of-use, usefulness and the effect from word-of-mouth to also create purchase intentions among their consumers for digital news.

6.2 Theoretical contributions

Recent studies have shown that consumers purchase intentions are affected by different factors. Some researchers state that perceived ease-of-use and perceived usefulness are affecting digital purchase intentions (O’Cass & Fenech, 2003; Shim & Drake 1990), but other researchers argue that it does not have any effect (Heijden et al., 2003). Trust have also been found to impact consumer’s purchase intentions (Chen & Barnes, 2007; Jarvenpaa et al., 1999; Jarvenpaa, 2000) as well as reputation (Lafferty & Goldsmith, 1999). Furthermore, willingness to customize has been found to affect consumers purchase intentions (Chen & Barnes, 2007) as well as word-of-mouth (Arndt, 1967; Richins 1983). All these factors are proven to affect consumers purchase intentions, but they have never been tested together before. We have collected these factors from various studies in order to test them together in a new context. As we know that all of these six factors are affecting consumers purchase intentions, we argue that it is important to test them together with each other, not only to investigate their effect on consumers purchase intentions for digital news, but in order to investigate if all of them have the stated effect. If so, our aim was to investigate which factors that had the strongest effect on consumers purchase intentions for digital news.

Furthermore, we contributed to the theory by testing how our chosen factors are affecting consumers digital purchase intentions in the news industry, an area that we perceive to lack research. By conducting a quantitative study, we have contributed with advanced knowledge about consumers digital purchase intentions in the news industry and
demonstrated various factors affect on digital purchase intentions. Ultimately, we found what factors that are a necessity for firms in the news industry to focus at, in order to increase consumers digital purchase intentions. We found that perceived ease-of-use, perceived usefulness and word-of-mouth have significant effects on consumers purchase intention for digital news. As mentioned above, previous studies state that trust (Chen & Barnes, 2007, p.31; Jarvenpaa et al., 1999; Jarvenpaa, 2000), reputation (Lafferty & Goldsmith, 1999) and willingness to customize (Chen & Barnes, 2007) have significant effect on consumers purchase intentions. In our study, we did not receive the same significant results from this factors and we therefore argue that these three factors do not affect consumers purchase intentions for digital news as much as perceived ease-of-use, perceived usefulness and word-of-mouth. The insignificant result from trust, reputation and willingness to customize contradicts previous research and may be due to that we are measuring digital purchase intentions in a specific industry while previous research have focused on consumers purchase intentions in general. We argue that our study contributes to the theory by providing knowledge of a specific industry and by testing our new conceptual model. Furthermore, we have tested the effect of six factors directly towards digital purchase intentions that together never have been tested before. By doing so, we have addressed and closed the gap and contributed with more knowledge to an industry and subject in whom we earlier perceived lacked research.

6.3 Managerial implications

In addition to the theoretical contributions described above, we are able to give practical recommendations to managers and firms in the digital news industry. As this thesis is written on commission for Resumé, our recommendations will be directed towards them, but all companies providing digital news will benefit from our recommendations.

Based on the findings from our research, we suggest that managers in companies providing digital news, focuses on the ease-of-use, usefulness and word-of-mouth as these were the three factors with significant positive effects on purchase intentions for digital news. Managers need to implement a user-friendly solution where it is easy for the consumers to take part of the news provided. Because much news can be found in various places, consumers will prefer the one that is most easy to use, or free from difficulty. Managers also need to consider the usefulness of their news provided. We found usefulness to have great impact on consumers digital purchase intentions, which states that it should be advantageous for consumers to use a specific news provider. One way for news providers to become useful is to provide content that cannot be found elsewhere. If the consumers do not receive any advantageous from a particular news provider, the digital purchase intentions will decrease for that particular provider. The last factors that had significant positive effect on purchase intentions for digital news, was word-of-mouth. Consumers sees word-of-mouth as a reliable source of information when thinking about purchasing products or services online. We argue that word-of-mouth are connected to our two factors, perceived ease-of-use and perceived usefulness, since if the consumers are having positive perceptions about those factors, the word-of-mouth will become more positive as well, which in turn leads to positive effects on digital purchase intentions. We argue that it is highly important for digital news providers to encourage consumers to spread word-of-mouth as it affects other consumers digital purchase intentions. One way of doing this can be to allow consumers to write comments about the news provided. This would lead to that managers could gain a better understanding about their consumers,
which could be used to improve the perceived ease-of-use and perceived usefulness of the website. By constantly monitor these factors and adapt those to consumers, managers can take advantage of the positive cycle created.

We also detected a positive correlation between the age and intention to purchase from Resumé in the future. We perceive that this indicates that people’s intention to purchase digital news increases with the ages. Though, we detected that the age groups was not equal in size, which makes it hard to draw conclusions from these findings based on this study. Furthermore, by looking at the correlation between peoples digital purchase intention in general with the number of years they have been subscribing at Resumé. This correlation was positive, which indicates that people that have been subscribing for longer time are satisfied with the website and therefore tend to be more willing to purchase from the site. Therefore, we recommend that managers of companies providing digital news investigates this correlations further in order to be able to offer their consumers subscriptions in the right price levels.

6.4 Practical recommendations for Resumé

This study is written on commission for Resumé and in this part we will, based on the findings from our quantitative study, give practical recommendations for how Resumé can increase their consumers digital purchase intentions. We have previously discussed what factors that are important for digital news providers in general, but in this part of the study we will give recommendations directed to Resumé only. The three factors that were found to affect consumers digital purchase intentions were perceived ease-of-use, perceived usefulness, and word-of-mouth.

Resumé’s consumers digital purchase intentions are affected by how easy the digital news is to use. Therefore, our first recommendation to Resumé is to develop an easy-to-use platform for their news. This can be done in several ways and there are probably several successful solutions, but it is important to understand what their existing consumers and prospective consumers are demanding and valuing, regarding the structure of the digital platform. It is relevant for Resumé to develop a platform that is quick for consumers to learn and to offer a platform that is clear to interact with. Again, this can only be done by gaining in depth knowledge about Resumé’s consumers, as there probably do not exist a universal design that works in all contexts.

Consumers digital purchase intentions are also shown to be affected by perceived usefulness. Our recommendation to Resumé is therefore to provide news that cannot be found elsewhere. As discussed earlier, most of the news provided online can be found in various places and for every additional provider with the same content, the usefulness of each individual provider will decrease. Resumé’s digital news platform need to be perceived as advantageous by their consumers and except providing exclusive news, this can be reached by making their consumers news reading effective, which we have seen is important through the data from our questionnaire. Therefore we recommend Resumé to develop their digital news platform in a way that enable their readers to in an effective way read articles. One recommendation is to offer further readings about subjects that a particular individual seems to be interested in, but also to offer other functions that leads to a more effective experience, such as using a function where readers can save interesting articles until later.
The last factor that is affecting Resumés consumers digital purchase intentions is word-of-mouth. Our recommendation to Resumé is that they actively read consumer’s comments to understand what they are satisfied and dissatisfied with, regarding the provided news. This is a good opportunity to gain knowledge about their consumers and by listening at these comments and considering them, the whole consumer experience can be improved. Furthermore, we suggest that Resumé actively manage consumer’s comments and remarks, as this creates a feeling about that Resumé cares about their readers, which in turn leads to positive word-of-mouth. It is important that Resumé continue to invite their readers to share articles, comments et cetera on social media. For their own web site, it is highly important for Resumé to follow what is happening in social media and that these social medias are managed actively as well. We also believe that by fulfilling our two first explained factors, perceived ease-of-use and perceived usefulness, will by itself lead to positive word-of-mouth, which in turn leads to increased digital purchase intentions.

6.5 Limitations and future research

Conducting a quantitative study on commission for Resumé, has led to both advantages and disadvantages. At the same time, we had a time limit of four months for this thesis, which has led to some limitations of our research. The first limitation of our study is that our population contained exclusively of Resumés subscribers, meaning that a similar study conducted on other subscribers could have led to different findings. To substantiate our findings further, we suggest future research in this area, where the researchers conduct our quantitative study for other news sites or a study where the researchers are mixing subscribers from several news providers. These future studies could be conducted both in Sweden and in an international context, in order to distinguish any differences in factors affecting purchase intentions for digital news. Except finding out about the differences within the news industry, we suggest that future researchers should examine our conceptual model not only in the news industry, but also for other products and services provided online. By doing so, it would be possible to analyse if the factors proven to affect consumers purchase intentions for digital news in this study, also affect digital purchase intentions in general.

Another limitation in our study is that we did not gain any deeper understandings about the factors affecting digital purchase intentions. We conducted a quantitative study that enabled us to investigate the respondent’s attitudes, but by conducting qualitative interviews it would be possible to understand not only attitudes but also why some factors are perceived to be more important than others. It could also be interesting to conduct a qualitative study, because it would contribute with deeper knowledge about why and how the factors are affecting digital purchase intentions. For future research, we suggest to not only examining our conceptual model through a quantitative study, but to combine it with a qualitative study in order to gain deeper understandings about the six factors.
7. Truth criteria

This chapter includes a discussion of the truth criteria and the purpose is to evaluate the quality of our quantitative research. We will discuss internal and external reliability and internal and external validity.

It is impossible for researchers to be truly sure about that their findings are one hundred percent correct (Saunders et al., 2012, p.192). Instead, researchers need to reduce the possibility of receiving wrong answers (Saunders et al., 2012, p.192). Therefore, the research design of a study is important and researchers need to estimate their research quality. We have chosen to assess our research quality by discussing the main approaches that according to Saunders et al. (2012, p.192) are used by positivistic researchers. To be able to evaluate the consistency of the findings from a quantitative study it is common to use reliability as a measure (Saunders et al., 2012, p.192). A research with good reliability indicates that the data collection methods and analytic methods would produce equal findings if they were used again by another researcher (Saunders et al., 2012, p.192). The purpose with this is to enable the findings to be used again by another researcher or in another context (Saunders et al., 2012, p.192). Reliability can be divided into two different types, internal reliability and external reliability (Bryman, 2008, p.161). Internal reliability refers to that all questions combined in the scale are measuring equal things and external reliability refer to that the result should be the same if the study are repeated (Bryman, 2008, p.161).

Most researchers are using Cronbach’s Alpha to test their study’s internal reliability (Bryman, 2008, p.162). By using the Cronbach’s Alpha test, it is possible to determine the reliability of the measures that were used in the questionnaire and in this study the coefficient was set to be >0,7 in order for the factors to be internally reliable. The Cronbach’s Alpha consist of an alpha coefficient that has a value between 0 and 1, and if the value are 0,7 or above it can be interpreted as that the questions combined in the scale are measuring equal things (Saunders et al., 2012, p.430). The factor with the highest coefficient was perceived ease-of-use (0,928) and the factor with lowest coefficient was reputation (0,716). Furthermore, we only used previously tested items and factors that had been proven to impact purchase intentions and therefore we argue for that the reliability of our study is high. Before sending out the questionnaire to the respondents, we pre-tested it on a few key persons that were relevant for this study in order to additionally increase the reliability of the study. The scales used in the questionnaire were also taken from earlier studies and in order to reduce the possibility of researcher bias we have constructed this study in a way so it will be possible for other researchers to replicate it. In addition to this, we minimized the possibility of involving subjectivity in our research by analysing the data collected from the questionnaire through statistical measures. To further strengthen the quality of our research and increase the possibility for it to be replicable, we have thoroughly described every part of the research process and argued for the chosen methods and factors.

High reliability is very important for the quality of a research, but it is not the only key characteristic that affects the quality (Saunders et al., 2012, p.193). Also the validity of a research affects the quality of the research, which indicates that we are measuring what is intended to measure (Patel & Davidson, 2008, p.102). Validity can be divided into internal validity and external validity (Bryman, 2008, p.50). When a research is showing a causal relationship between two factors, internal validity is reached (Saunders et al.,
The internal validity refers to how sure we can be about that our independent variables are affecting our dependent variable, digital purchase intentions, alone. As previous researchers also have shown that perceived ease-of-use, perceived usefulness and word-of-mouth are affecting consumers purchase intentions, we argue that it is those factors that are affecting our dependent variable alone.

The external validity refers to if a researcher can generalize the findings to populations other than the studied population (Bryman, 2008, pp.50-51). If it is possible to generalize the results from a study, this means that one can apply the results from the study outside of the boundaries of the cohesion of that specific study (Bryman & Bell, 2011, p.163). By using census, we have eliminated the chances of biases, which can occur when the researcher picks the sample (Saunders et al., 2012, p.291). Researchers should be careful with generalizations to other populations than the studied population, even if generalization is possible (Bryman & Bell, 2011, p.165). We believe that our results can be generalized for the whole population of Resumé, but not to other populations. With this in mind, it is important that a researcher do not translate the findings from ones study beyond the population from which the sample was taken from (Bryman & Bell, 2011, p.165). Despite this, we still believe that our given recommendation can be adapted to all companies providing news online, even if we cannot state that the findings from our questionnaire is representative for the whole industry.
List of references


Appendix, Survey questions

Undersökning om betalningsvilja för digitala nyheter


Om du har några frågor angående undersökningen, kan du självklart kontakta oss. Tack på förhand!

Christoffer Pettersson & Björn Söderström,

chpe0041@student.umu.se, 073 046 89 78.
bjsa0005@student.umu.se, 076 110 09 00.

Bakgrund

Kön

Man
Kvinna

Ålder

< 18 år
18-29 år
30-39 år
40-49 år
50-59
60-69
> 70 år
Hur länge har du prenumererat på tidningen Resumé?

- < 1 år
- 1-3 år
- 4-6 år
- 7-9 år
- > 10 år

Hur föredrar du att läsa Resumé?

- Den tryckta tidningen
- Den digitala tidningen
- Alternativen är likvärdiga
- Inget av alternativen

Har du betalat för innehåll på Resumés hemsida? (Köpt den digitala tidningen online)

- Ja
- Nej
- Vet inte

Betalar du för någon typ av digitalt abonnemang i dagsläget? (Ex. Netflix, Viaplay, Spotify, Aftonbladet Plus)

- Ja
- Nej
- Vet inte

Om du svarade "Ja" i föregående fråga, vilket eller vilka abonnemang betalar du för i dagsläget?

Var vänlig och indikera hur du förhåller dig till följande påståenden på en skala från 1-5, där 1=Stämmer inte alls, 3=Vet inte och 5=Instämmer helt.

**Upplevd användarvänlighet**

Resumés hemsida är enkel att lära sig att använda.

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Mina interaktioner med Resumés hemsida är tydliga och lättförståeliga.

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Resumés hemsida är lätt att använda.

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**Upplevd användbarhet**

Resumés hemsida kan göra min nyhetsläsning mer effektiv.

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Det är enkelt att teckna en prenumeration på Resumés hemsida.

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**Rykten**

Resumé är en välkänd tidning.

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Resumé har ett gott rykte inom digitala nyheter.

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Resumé är kända för att bry sig om sina läsare.

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Resumé har ett rykte om att vara ärliga.

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Förtroende

Nyheterna på Resumés hemsida är trovärdiga.

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Resumés hemsida har mitt intresse i åtanke.

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Resumés hemsida möter mina förväntningar.

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Resumés hemsida håller sina löften.

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Var vänlig och indikera hur du förhåller dig till följande påståenden på en skala från 1-5, där 1=Stämmer inte alls, 3=Vet inte och 5=Instämmer helt.
Vilja att anpassa

Resumé är villiga att anpassa sitt innehåll på hemsidan.

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Resumés hemsida är anpassningsbar utefter mina behov och önskemål.

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Word-of-mouth

Word-of-mouth innebär budskap som förmedlas från en person till en annan.

Åsikter från andra läsare på Resumés hemsida är användbara.

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Åsikter från andra läsare på Resumés hemsida är trovärdiga.

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Resumés hemsida har en miljö som är vänlig och tillhörande.

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Jag sprider positiv word-of-mouth om Resumés hemsida.

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Det är troligt att jag rekommenderar Resumés hemsida till vänner.

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Om mina vänner söker efter digitala media-nyheter skulle jag rekommendera Resumés hemsida.

1 2 3 4 5
Stämmer inte alls Instämmer helt

Digital köpavsikt
Föreställ dig att alla företag som tillhandahåller digitala media-nyheter erbjuder deras innehåll gratis.

Jag har för avsikt att använda Resumés hemsida.

1 2 3 4 5
Stämmer inte alls Instämmer helt

Nästa gång jag använder en digital leverantör av media-nyheter, har jag för avsikt att använda mig av Resumés hemsida.

1 2 3 4 5
Stämmer inte alls Instämmer helt

Jag vill fortsätta använda mig av Resumés hemsida för att läsa digitala nyheter om mediabranschen.

1 2 3 4 5
Stämmer inte alls Instämmer helt

Föreställ dig att alla företag som tillhandahåller digitala media-nyheter tar betalt för sitt innehåll.

Det är troligt att jag köper från Resumés hemsida nästa gång jag vill läsa nyheter om mediabranschen.

1 2 3 4 5
Stämmer inte alls Instämmer helt

Nästa gång jag köper digitala nyheter om mediabranschen kommer jag inte använda mig av Resumés hemsida.

1 2 3 4 5
Stämmer inte alls Instämmer helt
Det är troligt att jag kommer att betala för Resumés digitala innehåll om de tar betalt för det.

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Föreställ dig att Resumé tillhandahåller allt innehåll (samma nyheter och artiklar som från den tryckta tidningen) på hemsidan.

Hur mycket är du villig att betala för full tillgång till innehållet på Resumés hemsida?

- < 1
- 1-39 SEK per månad
- 40-79 SEK per månad
- 80-119 SEK per månad
- 120-159 SEK per månad
- 160-199 SEK per månad
- > 200 SEK per månad

Hur mycket är du villig att betala per artikel på Resumés hemsida?

- < 1 SEK
- 1-3 SEK
- 4-6 SEK
- 7-9 SEK
- > 10 SEK

Tack för din medverkan!
Survey Questions

We are Christoffer Pettersson (a former Bonnier Business Media intern) and Björn Söderström, two candidates for Master of Business Administration degrees from the University of Umeå. We are writing our master thesis in collaboration with Bonnier Business Media and Resumé. The purpose with the thesis is to investigate factors that influence consumers purchase intentions for digital news. Through our collaboration with Resumé, we have gained access to their subscribers and therefore we would appreciate if you could take 6 minutes to answer our questionnaire. The questionnaire is divided into 8 categories: Background information, perceived ease-of-use, perceived usefulness, reputation, trust, willingness-to-customize, word-of-mouth and online purchase intentions. Your answers will be kept anonymous. You are free to contact us if you have any questions regarding the questionnaire.

Thank you for your time and participation.
Best regards,
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Background information:

Gender:
Male
Female

Age:
< 18
18-29
30-39
40-49
50-59
60-69
> 70

How long have you been a subscriber to the magazine Resumé?

< 1 year
1-3 years
4-6 years
7-9 years
> 10 years
How do you prefer to read Reumé?

The printed newspaper
The digital newspaper
The alternatives are equal
None of the alternatives

Have you paid for any content at Resumé’s website? (Purchased the digital magazine online?)

Yes
No
Do not know

Are you paying for any digital subscription at the moment? (Ex. Netflix, Viaplay, Spotify, Aftonbladet Plus)

Yes
No
Do not know

If you answered “Yes” in the previous question, which subscription are you paying for at the moment?

Please indicate how much you agree with the following statements on a scale from 1-5, where 1 = strongly disagree, 3 = do not know and 5 = strongly agree.

**Perceived ease-of-use**

Resumés website is easy to learn to use.
It is easy to get Resumés website to do what I want.
My interactions with Resumés website are clear and understandable.
Resumés website is easy to use.

**Perceived usefulness**

It is easy to purchase online on Resumés website.
Resumés website can increase my newsreading effectiveness.
I find Resumés website useful.

**Reputation**

Resumé is a well-known magazine.
Resumé has a good reputation in the e-marketplace.
Resumé is known to be concerned about their consumers.
Resumé has a reputation of being honest.
**Trust**
The news provided at Resumés website is trustworthy.
Resumés website keep my best interest in mind.
It is important that Resumés website meets my expectations.
It is important that Resumés website keeps promises it makes.

**Willingness-to-customize**
Resumé is willing to customize its content.
It is important that Resumés website is willing to respond to my individual needs and desires.

**Word-of-Mouth**
Word-of-mouth are messages transmitted from one person to another

The opinions from other users on Resumés website are useful.
Messages and opinions from other users on Resumés website are believable and considerable.
Resumés website has a belonging environment.
I spread positive word-of-mouth about Resumés website.
I would recommend Resumés website to my friends.
If my friends were looking for an online news provider within the media industry, i would recommend Resumés website.

**Online Purchase intentions**
Imagine that all companies providing digital media news offer their content for free.

I intend to use Resumés website,
The next time I desire an online media news provider, i intend to use Resumés website.
I will continue using Resumés website for reading online news about media.

**Imagine that all media news providers charge for their content**
The next time I am on the market for online media news, I am likely to purchase from Resumés website.
The next time I purchase online media news, I will not use Resumés website as my provider.
It is likely that I would transact with Resumés website if they charged for their content.
Imagine that Resume provides all content (the same news and articles as in the printed paper) on their website

How much are you willing to pay for full access to the content on Resumés website?

< 1
1-39 SEK per month
40-79 SEK per month
80-119 SEK per month
120-159 SEK per month
160-199 SEK per month
> 200 SEK per month

How much are you willing to pay for each article on Resumés website?

< 1 SEK
1-3 SEK
4-6 SEK
7-9 SEK
> 10 SEK

Thank you for your participation!