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The Disappearing Shelf Space Versus the Flourishing Virtual Newsstands in the Philippine Publishing Industry: The Case of Abs-Cbn Publishing, Inc.

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ABSTRACT

This study aimed to determine and analyze the characteristics of ABS-CBN Publishing, Inc.'s target market and how several factors affect its target market's media platform choice. This study used the mixed method of research to determine the profile of the respondents, their choice and use of publication platform, the significant relationship between the respondents' personal profile and the factors affecting their platform choice, and the implications in terms of issues or concerns and opportunities to ABS-CBN Publishing, Inc. Data were gathered through the administration of a researcher-made questionnaire and conduct of personal interviews. Moreover, means and standard deviation were used to interpret the extent of the factors affecting the platform choice of customers (accessibility, pricing, payment scheme, innovation, audience engagement, value-added features, and user-friendly) relevant for data analysis. Inferential statistics such as T-Test and Tukey Post Hoc were utilized for independent samples used to determine the significant factors of the respondents when they were grouped in terms of the dichotomous variable, and one-way ANOVA for the variables with more than two categories. Results revealed that the respondents belong to Generation Y or digital natives and are earning decently enough to sustain their leisure, needs, and interests, in both traditional media and digital platforms. The study furthers that there are no specific criteria for platform choice due to the various requirements and needs of individual respondents. Hence, it is proposed that the company's digital presence must be strengthened and the presence of print media in regulated operations be enhanced.

Keywords: *Digital natives, digital platform, target market, traditional media*

INTRODUCTION

The publishing industry is in an era of global tumult marred by several uncertainties. Established publishers are sticking to timeworn but broken and ruined business models, while startups are seen as the primary legatees of the swift pace of technological change and the internet. The unfolding of the Internet in the 1990s signaled the beginning of the Digital Age, causing significant disruptions that have significantly impacted the information ecosystem. Although magazines have been relatively less affected than other forms of media, this provides only limited consolation to professionals in the magazine industry (Abrahamson, 2015).

The printed world is under the increasing pressure from the digital (online) publishing as readers turn to e-books and online resources over the print materials. Other industries in the publishing industry include mailing lists, directories, information services and journals.

Digitization has become a practical necessity and reality with technology interventions to provide improved access to information sources, preservation, and dissemination as required, at any time; anywhere, and any place as it were. Digitization has been recognized as a potent driver toward platform ecosystems (Parker et al., 2017; Yoo et al., 2012).

In the study, this refers to an object, image, sound, document, or, signal that centers on the representation of things with information. The result is called digital representation, or a more specifically digital image for the object and digital form for the signal.

The disappearing shelf space refers to a symbolic representation of diminishing bookshelves that carry out or house traditional printed materials, especially in public libraries and major bookstores. With the emergence and growing popularity of digital publishing, the general perception was that print media was a dying industry.

In the Philippines, National Bookstore, the country's largest and longest operating bookstore chain with more than five hundred (500) physical store branches in the 1980s – 1990s, also owns Powerbooks, Metrobooks and National Book Express, is now down to two hundred thirty (230) physical stores (nationalbookstore.com).

It cannot be denied that currently, there are these flourishing virtual newsstands that can be accessed through online publishing hubs, and these digital representations can be saved in electronic devices. As the number of devices and publishing platforms continues to multiply, publishers face many choices. They must determine which devices provide the most significant potential to reach their target audience, what content is suitable for each platform, and, crucially, how to monetize content production across multiple platforms.

With the strong presence of online publishing and with the current trend of decreasing revenues from both advertising and newsstand sales, the question that this paper seeks to answer is whether the company should retain its current status as a print media company or migrate to an online platform completely.

Traditionally a print media company, ABS-CBN Publishing, Inc. (API) was one of the companies that have struggled to survive in an age where content is widely consumed through online platforms. According to its constitutions and by-laws, the company was founded in 2000, and was tasked to be the publishing arm of the multi-media conglomerate, ABS-CBN Corporation. The company has published a range of titles that covers various magazines and it has also produced special publications such as coffee table books, company portfolios, and advertising-driven supplements.

Given this background, the focus of the research centers on how the publishing business model as the traditional product-oriented approach transitions into a digital paradigm.

This paper examines fundamental aspects of the redefinition of the publishing sector, specifically the emergence of new business models within a digital convergence context. By utilizing the data and frameworks available, the researcher was able to analyze the position of these publishing stakeholders and groups as they attempt to define the current sector and to face changes in the digital era.

Theoretical Framework

Porter's Five Forces

Porter (1985) introduced a framework that emphasizes the importance of five fundamental competitive forces in an industry: industry competitors, suppliers, buyers, potential entrants, and substitutes. These forces collectively shape the level of competition and profitability within the industry. Analyzing the behavior of these forces is crucial in identifying strategies for promoting growth and enhancing the industry's overall competitiveness.

Similar to other industries, the printing and publishing sector is significantly influenced by the actions of various players. These include:

(a) The firms operating within the industry itself.

(b) The customers or buyers of the industry's products and services.

(c) The suppliers of inputs utilized by printing and publishing companies.

Conceptual and Analytical Framework

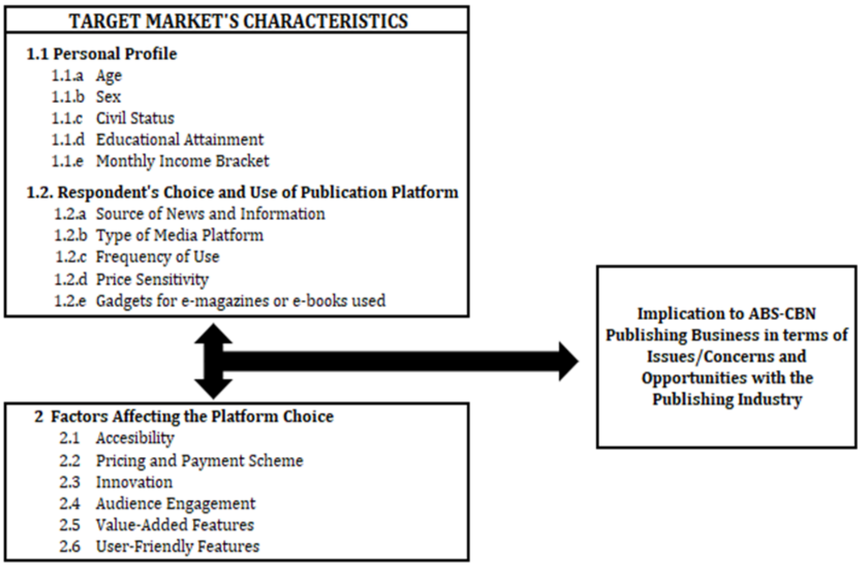

Figure 2. *Research Paradigm*

Based on the preceding frameworks, the researcher presented this conceptual framework, which was used as guide in conducting the study. The customers are broken down into groups of customers based on age, gender, educational attainment and income bracket. A representative group of customer profiles or 'personas' are then used to make key design decisions with, e.g. "Which of the platform will help ABS-CBN achieve the highest revenue most easily?"

Statement of the Problem

The general purpose of the study was to determine and analyze the characteristics of ABS-CBN Publishing's target market and how several factors affect the target market's media platform choice. The results can serve as bases for managing issues and highlighting opportunities for the publishing company.

Specifically, the study aimed to answer the following questions:

1. What are the characteristics of the publishing business's target market in terms of:

1.1 Respondent's personal profile

1.1.a Age

1.1.b Sex

1.1.c Civil Status

1.1.d Educational attainment

1.1.e Monthly Income bracket

1.2 Respondents' choice and use of publication platform

1.2.a Source of news and information

1.2.b Type of media platform

1.2.c Frequency of use

1.2.d Price sensitivity

1.2.e Gadgets for e-magazines or e-books applications

2. To what extent do the following factors affect the platform choice of consumers?

2.1 Accessibility

2.2 Pricing and Payment scheme

2.3 Innovation

2.4 Audience engagement

2.5 Value-added features

2.6 User-friendly features

3. Is there a significant relationship between the respondent's personal profile and the factors affecting their choice of platform?
4. What are the implications in terms of issues or concerns and opportunities to ABS-CBN's publishing business that may be drawn from the result of the study that serve as bases for creating value for its customers?

METHODOLOGY

This report draws on a combination of sources and methodologies to help the researcher reach conclusions about current and future trends in the publishing industry.

Research Design

This study utilized a mixed-method research approach, integrating quantitative and qualitative methods to gain a deeper insight into the factors influencing platform choice in the publishing industry.

Research Environment

The study was conducted primarily at the ABS-CBN Publishing, Inc. office located at 8F CCPMG Offices, Eugenio Lopez Jr. Communications Center, Quezon City. The office, with 861.39 square meters in width, is leased from the mother company, ABS-CBN Corporation. Regular office hours are between 9:00 am to 6:00 pm, Monday to Fridays. The print arm of the multi-media conglomerate is headed by Ernesto Lao Lopez and Mark Jardiel Yambot, President and Managing Director, respectively.

Figure 3. *ABS-CBN Corporation Locational Map*

https://google.com

Figure 4. *ABS-CBN Corporation Corporate Offices*

https://www.abs-cbn.com

According to news organization rappler.com, wrote:

"media giant ABS-CBN is now focusing on its digital and cable businesses following its shutdown. In a disclosure to the Philippine Stock Exchange, the company said it will continue operating in businesses that do not require a legislative franchise. These include international licensing and distribution, digital and cable businesses, and content syndication via different streaming services".

With the foregoing, clearly, it was still viable and relevant to proceed with the study amid the shutdown of the mother company.

Research Respondents

This research employed a purposive sampling technique and to uphold the quality and accuracy of the research, the researcher had at least ninety-five (95%) of the total respondents or one hundred thirty-four (134) samples. The total manpower population was one hundred forty-one (141) composed of fifty-four (54) regular employees and eighty-seven retainers (87). Aside from the questionnaires floated, in-depth conversation and interviews, with a range working within the company was also administered. The interviews were typically 8-10 minutes in length.

Research Instrument

In addition to desk research during data collection, the following primary research methodologies were pivotal during the research process. Survey questionnaires were distributed to a hybrid of respondents. The survey questionnaire is divided into three parts, as follows: Part I determines the profile of respondents that included age, sex, civil status, educational attainment, and monthly income. The first part also underlines the respondents' choice and use of publication platform that will aid in relating to the factors affecting the platform choice of consumers. Part II covers the respondents' assessment of their platform choice in relation to the following factors: accessibility, pricing and payment scheme, innovation, audience engagement, value-added features and user-friendly features. Part III was an open-ended question.

Data Gathering Procedure

The data-gathering phase was administered between October 25 and November 16, 2016 with a reasonable sample size. Formulation of conclusions and recommendations followed after.

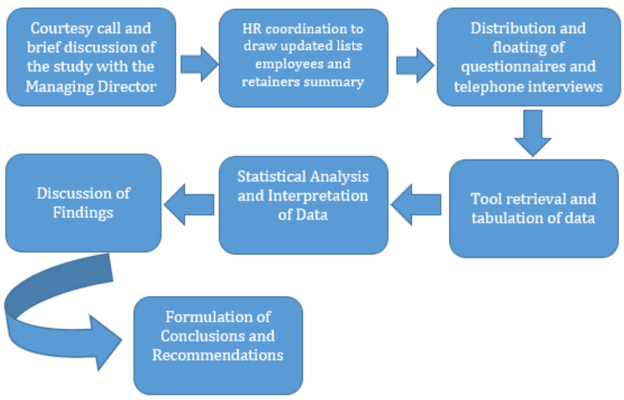

Figure 5. *Data Gathering Procedure*

Treatment of Data

Inferential statistics such T-Test was utilized for independent samples used to determine the significant factors of the respondents when they are grouped in terms of the dichotomous variable (sex) and one-way ANOVA for the variables with more than two categories (age, civil status, educational attainment and income bracket). Descriptive analysis was used in interpreting the data on a Likert scale and ratio analysis.

Ethical Consideration

The finalization of the research was in accordance to the existing guidelines in place. The study was assessed and approved by the Saint Mary's University Research Ethics Board (SMU-REB), Bayombong, Nueva Vizcaya. The study was conducted in a timely manner that was comfortable and convenient for the respondents. Random coding was used to ensure the confidentiality of the respondents' identity during the data gathering process. Survey participants were asked for consent before engaging in the survey. Employees and contracted retainers were verbally oriented on the responsibilities and commitment of accepting as respondents. This study has no conflict of interest with anyone or any organization. APA style citation was used in the study in referring to or writing ideas from different authors.

RESULTS AND DISCUSSIONS

Section 1. Characteristics of Target Market

Table 3. Respondents' Personal Profile

Variable	Categories	F	%
Age	21 to 25 years old	36	27
	26 to 30 years old	28	21
	31 to 35 years old	31	23
	36 to 40 years old	23	17
	More than 40 years old	16	12
	Total	**134**	**100**
Sex	Male	51	38
	Female	83	62
	Total	**134**	**100**
Civil Status	Single	55	41
	Married	69	51
	Separated/Annulled	4	3
	Widowed	6	4
	Total	**134**	**100**
Educational Attainment	Vocational	5	4
	College Undergraduate	2	1
	Bachelor's Degree	118	88
	Post Graduate	9	7
	Total	**134**	**100**
Monthly Income Bracket	Php 15,000-20,000	11	8
	Php 20,001-25,000	16	12
	Php 25,001-30,000	33	25
	Php 35,001-40,000	43	32
	More than Php 40,000	31	23
	Total	**134**	**100**

The completion rate of the survey was 95.03% (n=134). Table 3 provides the basic profile characteristics of the respondents. Interestingly, the company employs young individuals (aged 21 – 35 years old) which represents 27% of the respondents. In terms of sex, the survey participants have a distribution ratio of 4:6, with the female respondents (n=83) being the dominant group compared to male (n=38). Majority of the respondents are "digital natives" or the generation born between 1980 and 2000. Additionally, more than 50% are married individuals (f=69; %=51) followed by single respondents while bachelor degree holders comprise the 88% of the participants categorized as young professionals most of whom have average monthly salary between Php 25,000.00 to Php 40,000.00.

Section 1.2. Factors Affecting Consumer's Platform Choice

1.2. A. Respondent's Choice and Use of Publication Platform

Table 4. Source of News and Information

Variable	Categories	F	%
On Air	Television (Free TV/Cable)	121	90
	Radio	13	10
	Total	**134**	**100**
On Print	Magazines	113	84
	Books	18	13
	Journals	0	0
	Newspapers	3	2
	Total	**134**	**100**
Online	Social Networking Sites	97	72
	Online News	29	22
	Digital Reading Apps	8	6
	Total	**134**	**100**

In Table 4, the sources of news and information are summarized based on on-air, print, and online categories. The findings reveal that 90% of respondents are more engaged in television viewing than listening to the radio. This suggests that radio does not influence the platform choice of the respondents. However, a study conducted in four European countries identified alternative technological options for digital audio delivery (Jauert et al., 2017).

Regarding print media, respondents show a preference for magazine reading compared to books. This is likely due to the availability and accessibility of magazines within the organization, indicating that printed glossy magazines drive the platform choice for publication. Additionally, customers prefer online newspapers more than their offline counterparts (Broekhuizen & Hoffman, 2021). However, research studies have produced conflicting results on whether digital media displaces or complements older legacy media (Twenge et al., 2019).

Lastly, survey participants prefer social networking sites for online information, citing convenience and accessibility as critical factors. This implies that social networking sites strongly influence the respondents' platform choice. Online newspaper success relies on interactivity, achieved through digital communication channels like news feeds, blogs, and online versions of traditional newspapers (Chyi & Sylvie, 1998; Flavián & Gurrea, 2009).

Table 5. Type of Media Platform

Variable	f	%
Printed Materials	18	13
Digitized Materials	114	85
Unanswered	2	2
Total	**134**	**100**

In Table 5, the results indicate that digitized materials are the preferred media platform among the respondents, followed by printed materials which are significantly less preferred. Most respondents express the benefits of having data and files readily available in digitized form, particularly in their work contexts. This suggests that the demands of their professional roles influence the preference for digitized materials over printed materials.

Regarding the nature of digital information, Kannappanavar et al. (2010) argue that one of its significant characteristics is its non-fixed nature, unlike written texts on paper. Digital texts are dynamic, without fixed meaning or form. This flexibility contributes to the preference for digital information.

The media displacement theory posits that new media offering similar functions or gratifications emerge, replacing older media (Wurff, 2011). This theory underlies the understanding of how media preferences and usage patterns evolve.

Platform	Usage	F	%
Television	7x or more a week	116	87
	4-6 times a week	3	3
	1-3 times a week	6	4
	Not at all	8	5
	Unanswered	1	1
	Total	**134**	**100**
Radio	7x or more a week	11	8
	4-6 times a week	5	4
	1-3 times a week	77	57
	Not at all	32	24
	Unanswered	9	7
	Total	**134**	**100**
Newspaper	7x or more a week	3	2
	4-6 times a week	4	3

	1-3 times a week	83	62
	Not at all	41	31
	Unanswered	3	2
	Total	**134**	**100**
Magazine/Journals	7x or more a week	131	97
	4-6 times a week	1	1
	1-3 times a week	1	1
	Not at all	0	0
	Unanswered	1	1
	Total	**134**	**100**
Smartphones	7x or more a week	134	100
	4-6 times a week	0	0
	1-3 times a week	0	0
	Not at all	0	0
	Unanswered	0	0
	Total	**134**	**100**
Tablets/Ipads	7x or more a week	27	20
	4-6 times a week	4	3
	1-3 times a week	8	6
	Not at all	89	66
	Unanswered	6	5
	Total	**134**	**100**
Desktops/laptops	7x or more a week	131	98
	4-6 times a week	0	0
	1-3 times a week	0	0
	Not at all	0	0
	Unanswered	3	2
	Total	**134**	**100**

In table 6, the study reveals the significance of television in daily life and its role in content generation. Radio usage is not popular among respondents, but its resilience is noted. Print newspapers face challenges from the internet's real-time updates. Magazine reading is favored for its relaxed experience. Smartphone usage is pervasive, but it may lead to increased dependence and anxiety. Tablets and iPads have limited usage due to availability issues, while desktops and laptops remain crucial for work tasks.

Table 7. Frequency of Use of Leisure Reading

Leisure Reading Source	**Duration of Use**	**F**	**%**
Printed Materials	More than 4 hrs	0	0
	3 - 4 hrs	7	5
	1 -2 hrs	18	14
	Less than 1 hr	109	81
	Total	**134**	**100**
Television	More than 4 hrs	0	0
	3 - 4 hrs	0	0
	1 -2 hrs	6	5
	Less than 1 hr	128	95
	Total	**134**	**100**
Radio	More than 4 hrs	0	0
	3 - 4 hrs	0	0
	1 -2 hrs	0	0
	Less than 1 hr	134	100
	Total	**134**	**100**
Social Networking Sites	More than 4 hrs	0	0
	3 - 4 hrs	9	7
	1 -2 hrs	12	9
	Less than 1 hr	113	84
	Total	**134**	**100**
Online News	More than 4 hrs	0	0
	3 - 4 hrs	0	0
	1 -2 hrs	9	7

	Less than 1 hr	125	93
	Total	**134**	**100**
Blogs	More than 4 hrs	0	0
	3 - 4 hrs	0	0
	1 -2 hrs	0	0
	Less than 1 hr	134	100
	Total	**134**	**100**

Table 7 reveals that most respondents engage in leisure reading through printed materials, with 81% reading for less than an hour and 14% reading for 1-2 hours. Online news follows, with 93% reading for less than an hour and 7% reading for 1-2 hours. Blogs are typically read for less than an hour by all respondents. Television and radio are not familiar sources of leisure reading, with the majority reading for less than an hour. However, social networking sites are a more prevalent source, with 84% reading for less than an hour, 9% reading for 1-2 hours, and 7% reading for 3-4 hours.

These findings suggest that individuals still value physical books and magazines for leisure reading despite the rise of digital media. Shorter-form reading materials like online news and blogs are preferred due to limited leisure time. Educators and policymakers interested in promoting leisure reading and literacy rates can consider promoting physical books and magazines in schools and libraries. Media outlets can focus on producing shorter-form content that can be consumed during short periods of leisure time.

Table 8. Price Sensitivity

Platform	**Spending**	**F**	**%**
Magazines	More than Php 400	43	32
	Php 300 – 399	19	14
	Php 200 – 299	57	43
	Less than Php 200	15	11
	Unanswered	0	0
	Total	**134**	**100**
Journals/Books	More than Php 400	124	93
	Php 300 – 399	7	5
	Php 200 – 299	0	0
	Less than Php 200 Unanswered	0	0
	Total	3	2
		134	**100**
Social Networking Sites	More than Php 400	132	99
	Php 300 – 399	0	0
	Php 200 – 299	0	0
	Less than Php 200 Unanswered	0	0
	Total	2	1
		134	**100**
Smartphones / Mobile phones	More than Php 400	133	99
	Php 300 – 399	0	0
	Php 200 – 299	0	0
	Less than Php 200 Unanswered	0	0
	Total	1	1
		134	**100**

Table 8 provides insights into the spending preferences of the respondents. A significant proportion of the respondents, 42.54%, spend between Php200-299, while 32.09% spend more than Php400. A discussion with one of the Brand Managers revealed that spending more than Php400 on magazines is considered reasonable, as glossy lifestyle magazines can cost between Php200-250 each.

Furthermore, most respondents allocate more than Php400 for spending on journals/books, social networking sites, and smartphones. The study by Natarajan et al. (2017) suggests that highly innovative users with a higher intention to use mobile shopping applications are less sensitive to price. This has managerial implications, such as differential pricing, improving adoption pace, and segmenting consumers to design effective marketing strategies.

Section 2. Factors Affecting the Platform Choice

Boczkowski (2004) has conducted a longitudinal study of three online newspapers and concluded that three factors have shaped their innovation paths and media artifacts: relationship between the print and online newsrooms, user views and news production.

Table 11. Accessibility

ACCESSIBILITY CRITERIA	Mean (N=134)	SD	Interpretation
Highly Accessible	1.01	.086	Not a Factor
Free Flowing	1.04	.226	Not a Factor
Zero Downtime	1.05	.255	Not a Factor
Real-time Information	1.00	.000	Not A Factor
OVERALL	**1.0243**	**.0913**	**Not a Factor**

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

Table 11 analyzes the accessibility criterion as a factor in platform choice among respondents. The sub-criteria with the highest mean is zero downtime (mean=1.05, SD=0.255), while real-time information has the lowest mean (mean=1.00, SD=0.000).

The overall mean of the accessibility criterion is 1.0243 (SD=0.0913), indicating that accessibility is not considered a significant factor in choosing a platform among the respondents. This finding contradicts the viewpoint of Arnold (2020), who emphasizes the importance of information availability and uninterrupted access to data, applications, and systems. Downtime can lead to delays in various processes, hinder decision-making, and impede customer and business partner interactions. Although accessibility is not a significant consideration in this study, it still holds relevance in other domains, such as business and technology.

Table 12. Pricing and Payment Scheme

PRICING AND PAYMENT SCHEME CRITERIA	Mean (N=34)	SD	Interpretation
Affordability	1.82	1.089	Moderate Factor
Getting your money's worth	1.28	.630	Not a Factor
Convenient and reliable	1.02	.287	Not a Factor
Worry-free transaction	1.54	.515	Moderate Factor
OVERALL	**1.4142**	**.09130**	**Not a Factor**

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

The table presented above displays the pricing and payment scheme results as a criterion for choosing a platform. Affordability obtains the highest mean of 1.82 (SD=1.089), indicating that it is a moderately influential factor in platform choice. On the other hand, convenience and reliability have the lowest mean of 1.02 (SD=0.287), suggesting that they are not significant factors in platform selection.

The overall result for the pricing and payment scheme criteria is a mean of 1.4142 (SD=0.09130), indicating that it is not a significant consideration in platform choice.

These findings contrast with a study by Vasić et al. (2019), which revealed that consumers pay significant attention to prices when purchasing. The study emphasized that pricing is a crucial factor influencing customer satisfaction. Additionally, a study by Arango et al. (2015) examined consumer payment preferences at the Point-of-Sale (POS) and found that consumers opt for cash due to its ease of use and widespread acceptance. These studies highlight the influence of price and payment schemes on customer behavior in specific contexts.

Table 13. Innovation

INNOVATION CRITERIA	Mean (N=134)	SD	Interpretation
Incremental Innovation (small changes in existing technologies and the business world)	1.52	.856	Moderate Factor
Breakthrough Innovation (significant changes to either technologies, and the business world)	1.10	.457	Not a Factor
Radical Innovation (combine technologies and business models to create new industry)	1.43	.770	Not a Factor
OVERALL	**1.3483**	**.40022**	**Not a Factor**

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

Table 13 shows that the respondents do not consider innovation as a factor in considering a platform choice based from the overall result (M=1.3483; SD=.40022). However, some respondents consider incremental innovation as a moderate factor with a mean of 1.52 (SD=.856) which implies that the respondents acknowledge the small changes brought about by existing technologies. In Souto's (2015) Tourism Management book, he narrated that "the keys to successful incremental and radical innovations lie in adopting a new contextual and conceptual framework through which innovations can occur and customer needs can be met, thereby giving rise to new competitive advantages."

Table 14. Audience Engagement

AUDIENCE ENGAGEMENT CRITERIA	Mean (N=134)	SD	Interpretation
Content Creation (attractive features and format)	1.03	.171	Not a Factor
Content Relevance (one for the books, remarkable)	1.04	.190	Not a Factor
Content Marketing (avenue for opportunities)	1.03	.210	Not a Factor
OVERALL	**1.0323**	**.14083**	**Not a Factor**

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

Table 14 indicates that the respondents are not keen on content creation (M=1.03; SD=.171), content relevance (M=1.04; SD=.190), and content marketing (M=1.03; SD=.210) in considering audience management as a factor for platform criteria. This implies that the respondents are not particular on the content created or marketed by the different platforms. A recent study made by Lee (2019) cements the presented contention because "managing audience strength predicts selective self-presentation behaviors (e.g., self-censorship, self-cleansing) which addresses specific social effectiveness abilities, mediates the relationship between audience strength and selective self-presentation."

Table 15. Value-Added Features

VALUE-ADDED FEATURES CRITERIA	Mean (N=134)	SD	Interpretation
Free product support or warranty coverage	1.16	.503	Not a Factor
Door-to-door product/service delivery	1.13	.487	Not a Factor
Enhanced pricing strategy	1.24	.806	Not a Factor
Customer feedback follow up	1.04	.257	Not a Factor
OVERALL	1.1418	.40024	Not a Factor

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

Table 15 presents the mean ratings on value-added features. Based on its overall results with a mean of 1.1418 (SD=.40024), the respondents do not consider this criterion a factor. However, Respondent AP2667, male, 32 years old, and works as a content editor considers the following sub-criteria as "must-be's" to satisfy its customers. "It is implicit that these services are automatically attached as after-purchase services," he added. Nonetheless, results imply that value-adding features do not appeal to the respondents because these, especially the provided sub-criteria, are relative to consumers' rights. Keeney (2019), indicated that minimizing product cost and maximizing product quality is to be regarded as major factors in the success of e-commerce. Value-adding features are likely compared as "icing to the cake" which gives the customers additional value or after-purchase services on top of the amount they have paid.

Table 16. User-Friendly Features

USER-FRIENDLY FEATURES CRITERIA	Mean (N=134)	SD	Interpretation
Easy-to-use system navigation	1.11	.316	Not a Factor
Visually appealing design	1.19	.467	Not a Factor
Quick (speed) and Efficient	1.04	.297	Not a Factor
Personalization (User's Ownership)	1.50	.891	Moderate Factor
OVERALL	1.2146	.4928	Not a Factor

*Legend: Not a Factor 1.00-1.49; Moderate Factor 1.50-2.49; A Factor 2.50-3.49; A Strong Factor 3.50-4.00

According to Table 16, the overall mean score of 1.2146 and standard deviation of 0.4928 suggests that the respondents do not consider user-friendly features a significant factor in their platform choice. These findings have implications for designing and developing electronic systems, particularly those intended for use by various users. The non-inclusion of factors such as ease of use, visually appealing design, and quick and efficient performance suggests that these aspects are given less priority in the design process. However, the importance of personalization implies that designers should consider incorporating features that allow users to customize their experience.

These findings contradict previous research on mobile application design and user preferences. Studies by Kujala et al. (2011) and Obrist et al. (2014) have shown that ease of use, efficiency, and personalization are essential to user satisfaction with mobile applications. Visual aesthetics and intuitive navigation have also been significant in user interface design.

The contrasting results have important implications for mobile application developers and designers. Developers must prioritize ease of use, efficiency, personalization, and visual design in order to enhance user satisfaction and usage. The findings also emphasize the significance of user-friendly features and efficient design in technology, supported by prior research on user satisfaction and the importance of ease of use (Davis, 1989; Venkatesh & Davis, 2000). Therefore, designers must consider these factors and balance user-friendly features and other criteria when designing electronic systems and platforms.

Section 3. Test of Significant Relationship between the Respondents' Personal Profile and the Factors Affecting their Choice of Platform

Table 18. Significant Relationship between Respondents' Personal Profile as to Age and the Factors Affecting Their Choice of Platform

AGE VARIABLE		N	Mean	Std. Dev	Interpret.	F (df=4, 129)	Sig (2-tailed)
Accessibility	21-25 yrs old	36	1.0139	.08333	Very Low	1.647	.166
	26-30 yrs old	28	1.0446	.09751	Very Low		
	31-35 yrs old	31	1.0081	.04490	Very Low		
	36-40 yrs old	23	1.0543	.14993	Very Low		
	More than 40	16	1.0000	.0000	Very Low		
	TOTAL	134	1.0243	.09130	Very Low		
Pricing and	21-25 yrs old	36	1.3333	.34330	Very Low	1.455	.220
Payment	26-30 yrs old	28	1.3571	.32934	Very Low		
Scheme	31-35 yrs old	31	1.4274	.40411	Very Low		
	36-40 yrs old	23	1.5543	.39136	Low		
	More than 40	16	1.4688	.45529	Very Low		
	TOTAL	134	1.4142	.38057	Very Low		
Innovation	21-25 yrs old	36	1.333	.43644	Very Low	2.712	.033
	26-30 yrs old	28	1.4048	.29197	Very Low		
	31-35 yrs old	31	1.2688	.42530	Very Low		
	36-40 yrs old	23	1.2319	.29189	Very Low		
	More than 40	16	1.6042	.47483	Low		
	TOTAL	134	1.3483	.40022	Very Low		
Audience	21-25 yrs old	36	1.0278	.12280	Very Low	.904	.464
Engagement	26-30 yrs old	28	1.0357	.18898	Very Low		
	31-35 yrs old	31	1.0000	.0000	Very Low		
	36-40 yrs old	23	1.0725	.19991	Very Low		
	More than 40	16	1.0417	.11386	Very Low		
	TOTAL	134	1.0323	.14083	Very Low		
Value	21-25 yrs old	36	1.0903	.24018	Very Low Very	.371	.829
Adding	26-30 yrs old	28	1.1518	.50157	Low Very Low		
Features	31-35 yrs old	31	1.1532	.43146	Very Low		
	36-40 yrs old	23	1.1304	.38339	Very Low		
	More than 40	16	1.2344	.47844	Very Low		
	TOTAL	134	1.1418	.40024			
User	21-25 yrs old	36	1.0972	.12360	Very Low	14.855	.000
Friendly	26-30 yrs old	28	1.3661	.15931	Very Low Very		
Features	31-35 yrs old	31	1.3065	.33360	Low		
	36-40 yrs old	23	1.0000	.00000	Very Low		
	More than 40	16	1.3438	.30104	Very Low		
	TOTAL	134	1.2146	.25494	Very Low		
Overall	21-25 yrs old	36	1.1597	.13769	Very Low	3.151	.017
Factors	26-30 yrs old	28	1.1988	.15482	Very Low Very		
	31-35 yrs old	31	1.1715	.17133	Low		
	36-40 yrs old	23	1.2087	.15066	Very Low		
	More than 40	16	1.2698	.17922	Very Low		
	TOTAL	134	1.1922	.15818	Very Low		

Note: If a significant difference exists ($p < .05$), a post-hoc test is run yielding a multi-comparison table.

Table 18 shows the significant relationship between respondents' personal profile and the factors affecting their choice of platform when grouped according to age. There is a significant relationship between the age of the respondents and their choice of platform as to innovation (M=1.3483; SD=.40022 and user – friendly (M1.2146; SD=.25494),

According to Czaja and Sharit (2014) and Baltes and Baltes (1990), research has shown that older adults are interested in technology and innovation, and that they can be receptive to new ideas. However, they may also be more cautious and prefer familiar products or services that they trust. Therefore, publishers and marketers need to strike a balance between innovation and familiarity to effectively engage older audiences.

Table 19. Significant Relationship between Respondents' Personal Profile as to Sex and the Factors Affecting Their Choice of Platform

SEX VARIABLE	Sex	N	Mean	Std Dev	Interpret.	T	df	Sig (2-tailed)
Accessibility	Female Male	83 51	1.0211 1.0294	.08907 .09549	Very Low Very Low	-.511	132	.610
Pricing and Payment Scheme	Female Male	83 51	1.4247 1.3971	.38796 .37140	Very Low Very Low	.407	132	.685
Innovation	Female Male	83 51	1.3534 1.3399	.40775 .39152	Very Low Very Low	.190	132	.850
Audience Engagement	Female Male	83 51	1.0241 1.0458	.12519 .16357	Very Low Very Low	-.863	132	.389
Value-Adding Features	Female Male	83 51	1.0783 1.2451	.32882 .48086	Very Low Very Low	-2.183	78.889	.032
User Friendly Features	Female Male	83 51	1.2078 1.2255	.25249 .26103	Very Low Very Low	-.388	132	.699
Overall Factor	Female Male	83 51	1.1849 1.2138	.12249 .16627	Very Low Very Low	-1.154	132	.251

Table 19 compares the respondents' perception of the factors affecting platform choice when grouped by sex. The table shows a significant relationship between sex and value-adding features. The findings from the study (Smith & Johnson, 2020) highlight a significant relationship between sex and the perceived value-adding features of publishing platforms. This means that there is evidence to suggest that the perception or assessment of value-adding features on the publishing platform differs significantly between males and females, nothing that sex has distinct preferences, needs, or expectations regarding the features offered by the platform publishing platform. A study by Roy and Banerjee (2018) found that the quality of content, ease of use, and cost-effectiveness are the three most important factors affecting platform choice in the e-publishing industry. Another study by García-Peñalvo and García-Holgado (2018) identified usability, content, and customization as critical factors in selecting digital publishing platforms. This result implies that organizations and marketers should consider gender differences when designing and promoting their platforms. By understanding the influence of gender on platform selection, businesses can tailor their strategies and offerings to meet better the specific needs, preferences, and behaviors of different genders.

This finding aligns with previous research highlighting the importance of considering gender as a critical variable in consumer behavior and decision-making processes (Smith et al., 2019; Lee et al., 2020). It reinforces the notion that gender-specific marketing strategies can enhance customer engagement, satisfaction, and business success.

Moreover, this research study provides valuable insights for platform developers and policymakers who aim to create inclusive and user-centric platforms. By acknowledging the influence of gender in platform selection, they can implement gender-responsive features, functionalities, and content to provide a more personalized and satisfying user experience for both male and female users. In conclusion, the significant relationship between the value-adding variable and the sex variable in platform selection emphasizes the need to consider gender as a relevant factor in designing and marketing platforms. Recognizing gender differences and tailoring strategies can enhance customer engagement and satisfaction.

Table 20. Significant Relationship between Respondents' Personal Profile as to Civil Status and the Factors Affecting Their Choice of Platform

CIVIL STATUS VARIABLE		N	Mean	Std. Dev	Interpret	F	Sig (2-tailed)
Accessibility	Single	55	1.0273	.09220	Very Low	.580	.561
	Married	69	1.0181	.07811	Very Low		
	Separated/Annulled/Widow	10	1.0500	.15811	Very Low		
	Total	134	1.0243	.09130	Very Low		
Pricing and Payment Scheme	Single	55	1.4182	.33352	Very Low	.063	.939
	Married	69	1.4058	.41147	Very Low		
	Separated/Annulled/Widow	10	1.4500	.43780	Very Low		
	Total	134	1.4142	.38057	Very Low		
Innovation	Single	55	1.3455	.44428	Very Low	.483	.618
	Married	69	1.3333	.36604	Very Low		
	Separated/Annulled/Widow	10	1.4667	.39126	Very Low		
	Total	134	1.3483	.40022	Very Low		
Audience Engagement	Single	55	1.0364	.16571	Very Low	.042	.959
	Married	69	1.0290	.12445	Very Low		
	Separated/Annulled/Widow	10	1.0333	.10541	Very Low		
	Total	134	1.0323	.14083	Very Low		
Value_Adding Features	Single	55	1.1364	.40488	Very Low	1.162	.316
	Married	69	1.1196	.37034	Very Low		
	Separated/Annulled/Widow	10	1.3250	.55340	Very Low		
	Total	134	1.1418	.40024	Very Low		
UserFriendly Features	Single	55	1.1636	.21092	Very Low	3.351	.038
	Married	69	1.2681	.27560	Very Low		
	Separated/Annulled/Widow	10	1.1250	.27003	Very Low		
	Total	134	1.2146	.25494	Very Low		
Overall Factor	Single	55	1.1879	.12927	Very Low	.614	.543
	Married	69	1.1957	.15036	Very Low		
	Separated/Annulled/Widow	10	1.2417	.13938	Very Low		
	Total	134	1.1959	.14086	Very Low		

Note: If a significant difference exists ($p < .05$)

Table 20 indicates that respondents' civil status (single, married,separated / annulled / widowed) does not significantly relate to the accessibility variable. Similarly, there is no

significant relationship between civil status and the variables of pricing and payment scheme, innovation, audience engagement, value-adding features, and user-friendly features as factors in platform choice.

The overall analysis shows that civil status has no significant relationship with any of the factors in platform choice, with a mean of 1.1922. This implies that civil status does not affect the platform selection criteria.

Contrary to these findings, previous studies have shown that demographic factors, including marital status, can influence social media use and platform choice. For example, married individuals may use social media for information-seeking purposes, while singles may use it to maintain social ties (Hargittai & Litt, 2011).

However, in the present study, the findings suggest that civil status does not contribute to the respondents' platform choice, as both single and married individuals shared similar perceptions across all factors. This emphasizes the importance of considering different user demographics' unique needs and preferences when designing and marketing digital publishing platforms.

In summary, civil status significantly influences the perception of user-friendliness, particularly when comparing single and married individuals. However, no significant differences were found when comparing single individuals with those who are separated, annulled, or widowed or married individuals with those who are separated, annulled, or widowed.

Table 21. Significant Relationship between Respondents' Personal Profile as to Educational Attainment and the Factors Affecting Their Choice of Platform

EDUCATIONAL ATTAINMENT VARIABLE		**N**	**Mean**	**Std. Dev**	**Interpret.**	**F**	**Sig (2-tailed)**
Accessibility	Vocational					.638	.530
	Undergraduate	7	1.0000	.00000	Very Low		
	College Graduate	118	1.0275	.09687	Very Low		
	Post Graduate	9	1.0000	.00000	Very Low		
	TOTAL	134	1.0243	.09130	Very Low		
Pricing and Payment Scheme	Vocational					3.893	.023
	Undergraduate	7	1.7500	.45644	Low		
	College Graduate	118	1.3835	.36351	Very Low		
	Post Graduate	9	1.5556	.42898	Low		
	TOTAL	134	1.4142	.38057	Very Low		
Innovation	Vocational					2.098	.127
	Undergraduate	7	1.6190	.52453	Low		
	College Graduate	118	1.3249	.38357	Very Low		
	Post Graduate	9	1.4444	.47140	Very Low		
	TOTAL	134	1.3483	.40022	Very Low		
Audience Engagement	Vocational					.475	.623
	Undergraduate	7	1.0000	.00000	Very Low		
	College Graduate	118	1.0367	.14960	Very Low		
	Post Graduate	9	1.0000	.00000	Very Low		
	TOTAL	134	1.0323	.14083	Very Low		
Value Adding Features	Vocational					.234	.792
	Undergraduate	7	1.1786	.31339	Very Low		
	College Graduate	118	1.1335	.40256	Very Low		
	Post Graduate	9	1.2222	.45833	Very Low		
	TOTAL	134	1.1418	.40024	Very Low		
User Friendly Features	Vocational					.092	.912
	Undergraduate	7	1.2143	.26726	Very Low		
	College Graduate	118	1.2119	.25450	Very Low		
	Post Graduate	9	1.2500	.27951	Very Low		
	TOTAL	134	1.2146	.25494	Very Low		
Overall Factors	Vocational					2.573	.080
	Undergraduate	7	1.2937	.17429	Very Low		
	College Graduate	118	1.1863	.13487	Very Low		
	Post Graduate	9	1.2454	.16911	Very Low		
	TOTAL	134	1.1959	.14086	Very Low		

The results in Table 21 show that there is no significant relationship in connection with the respondents' choice of platform as to accessibility, innovation, audience engagement and value adding when grouped according to educational attainment.

However, results also show that in terms of the pricing variable, a significant relationship exists (sig 2-tailed=.023) when grouped by educational attainment. This implies that the educational attainment is factored as a variable in choosing the platform. The implication supports the study of Lusardi (2015) that emphasizes the importance of financial literacy in making sound saving decisions. The study suggests that higher educational attainment could lead to better financial literacy and informed decisions about financial planning and wealth accumulation.

Another study by Lee and Watkins (2016) explored how viewer attitudes and behavioral intentions toward a vlogger and the advertised product are influenced by perceived authenticity and parasocial interaction. The study found that perceived authenticity and parasocial interaction are positively associated with favorable attitudes toward the vlogger and behavioral intentions toward the advertised product.

Table 22. Significant Relationship between Respondents' Personal Profile – Monthly Income Bracket and the Factors Affecting Their Choice of Platform

MONTHLY INCOME BRACKET VARIABLE		N	Mean	Std Dev	Interpret	F	Sig 2-tailed
Accessibility	15,000-25,000	27	1.0185	.09623	Very Low	.310	.818
	25,001-30,000	33	1.0227	.07298	Very Low		
	30,001-40,000	43	1.0349	.11677	Very Low		
	More than 40,000	31	1.0161	.06243	Very Low		
	TOTAL	134	1.0243	.09130	Very Low		
Pricing and Payment Scheme	15,000-25,000	27	1.5185	.42134	Low	3.168	.057
	25,001-30,000	33	1.2500	.36443	Very Low		
	30,001-40,000	43	1.4302	.32425	Very Low		
	More than 40,000	31	1.4758	.39452	Very Low		
	TOTAL	134	1.4142	.38057	Very Low		
Innovation	15,000-25,000	27	1.3827	.37784	Very Low	.227	.877
	25,001-30,000	33	1.3030	.30464	Very Low		
	30,001-40,000	43	1.3643	.48148	Very Low		
	More than 40,000	31	1.3441	.39892	Very Low		
	TOTAL	134	1.3483	.40022	Very Low		
Audience Engagement	15,000-25,000	27	1.0123	.06415	Very Low	1.781	.154
	25,001-30,000	33	1.0808	.23615	Very Low		
	30,001-40,000	43	1.0155	.10167	Very Low		
	More than 40,000	31	1.0215	.08324	Very Low		
	TOTAL	134	1.0323	.14083	Very Low		
Value Added *Feature*	15,000-25,000	27	1.1944	.35581	Very Low	1.219	.305
	25,001-30,000	33	1.1742	.48204	Very Low		
	30,001-40,000	43	1.0465	.12507	Very Low		
	More than 40,000	31	1.1935	.55793	Very Low		
	TOTAL	134	1.1418	.40024	Very Low		
User Friendly Features	15,000-25,000	27	1.0123	.06415	Very Low	1.643	.146
	25,001-30,000	33	1.0808	.23615	Very Low		
	30,001-40,000	43	1.0155	.10167	Very Low		
	More than 40,000	31	1.0215	.08324	Very Low		
	TOTAL	134	1.0323	.14083	Very Low		
Overall	15,000-25,000		1.2253	.15038	Very Low	.936	.425
	25,001-30,000		1.1662	.17278	Very Low		
	30,001-40,000		1.1783	.12570	Very Low		
	More than 40,000		1.2102	.18712	Very Low		
	TOTAL		1.1922	.15818	Very Low		

Table 22 shows the test of significant relationship between the respondents' profile as to monthly income brackets presented and the factors for the choice of platform.

As shown, there is no significant relationship between monthly income brackets Php 15,000 to more than Php 40,000 as to accessibility variable in platform of choice.

There is also no significant relationship with monthly income brackets between Php 15,000 to more than Php 40,000 when matched with pricing and payment scheme variable as a factor in platform choice.

No significant relationship is also noted with monthly income brackets between Php 15,000 to more than Php 40,000 between the variables innovation, audience engagement and value adding features as factors in the choice of platform.

In summary, there is no significant relationship of the respondents' profile as to monthly income bracket between all the factors in the choice of platform with m=1.1922 (f=.936, sig 2-tailed=.425). This implies that regardless of monthly income bracket, the respondents are delighted with any form of media platform. But in a study by Munir et al., (2015), they found that the middle-affluent class (MAC) population, those households with more than $400 income, are consumers with purchasing power buying a wide variety of consumer goods.

Section 4. Implications in Terms of Issues/Concerns and Opportunities to ABS-CBN Publishing's Business Drawn from the Results of the Study.

ABS-CBN Corporation has been through a lot of game-changing activities for the past couple of years. Diverging its business plans and interests has a trickle effect to the whole organization, including ABS-CBN Publishing, Inc. (API).

Though one of the pioneers in digital technology, API has still a lot to adapt. In relation to the results of the study, key critical factors shall challenge the determination of API to regain its top post. These factors include pricing and payment scheme, innovation and value-adding features.

Section 4.1 Implications in Terms of Issues/Concerns to ABS-CBN Publishing's Business Drawn from the Results of the Study

Pricing and Payment Scheme

Pricing is crucial for API's profitability and competitiveness. Management must carefully define pricing strategies. Factors like perceived value, price sensitivity, and competitor pricing should be considered. Affordable prices, especially for low-income customers, are important. Dynamic pricing based on market demand can maximize profits. Local studies suggest promotional pricing strategies like discounts and bundling are effective in increasing sales. API should consider these strategies to attract price-sensitive customers.

Innovation

Innovation is vital for traditional media companies to adapt to the changing landscape. Transitioning to virtual newsstands requires significant investment and experimentation. However, API's financial strain and recent losses make it challenging to invest in digital platforms. Yet, investing in digital innovation is crucial for long-term survival and success. International media companies provide examples of successful adaptation. Local studies show Filipino consumers increasingly consume news through digital platforms, emphasizing their importance for media companies in the Philippines.

Value-Adding Features

Value-added features are crucial for attracting and retaining customers. API, as part of a multimedia conglomerate, can leverage its resources to provide such features. Accessibility and audience management may not contribute significantly to platform choice, but API can capitalize on its large following to offer value-added services. Research shows that providing such services has a significant impact on the intention to use digital news platforms. Moreover, Filipino consumers value personalized content and experiences, allowing API to provide tailored value-added features for enhanced customer satisfaction and loyalty in the competitive digital media landscape.

Sec. 4.2 Implications in Terms of Opportunities to ABS-CBN Publishing's Business Drawn from the Results of the Study

Accessibility

API's accessibility to the resources of ABS-CBN Corporation, its mother company, gives it a significant advantage. This allows API to produce high-quality digital shows that attract a dedicated following. One successful example is the digital show "Kumu Star Ka!" in partnership with ABS-CBN Entertainment, which gained popularity on social media. Access to talents and content enables API to create engaging and unique content, giving them an edge over competitors. The focus on digital shows aligns with current trends in the Philippine media industry, where there is a growing preference for online and digital content, particularly among the younger generation. This trend has been further fueled by the COVID-19 pandemic, making quality digital content essential for attracting and retaining customers in this evolving market.

Audience Engagement

ABS-CBN Corporation possesses a strong presence in the media landscape with millions of followers on various social media platforms. However, it must exercise caution in utilizing its following due to potential privacy concerns associated with data monetization practices. It is crucial for ABS-CBN to prioritize user data protection and privacy while expanding its digital presence. Building trust and transparency with its audience is essential for maintaining customer loyalty and a positive brand reputation. Exploring alternative revenue models, such as subscription-based platforms, can generate income while safeguarding user privacy. Local studies emphasize the importance of trust and privacy in online transactions, further highlighting the need for ABS-CBN to prioritize these aspects in its digital strategies.

User-friendly Features

ABS-CBN Publishing, Inc. (API) recognizes the importance of a user-friendly publishing platform in the digital era. They have invested in creating a platform that caters to their readers' needs and preferences, incorporating personalized features and an attractive interface. Research suggests that Filipino users prefer user-friendly platforms, indicating potential for increased readership and engagement. Additionally, readers tend to be loyal to publications with excellent user experiences. By prioritizing elements that enhance the user experience, API aims to achieve greater reader loyalty, retention, and growth in the digital landscape.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings of the study, the following conclusions were formulated:

1. The majority of the respondents belong to the so-called Generation Y or digital natives where 6:4 is the ratio of female to male respondents. Most of the respondents are married, finished their bachelor's degree, and earn within the income bracket between Php35,000-Php40,000.

2. The respondents prefer the following media platforms: on air – television, on print – magazines, and online – social networking sites. This implies that most of the respondents engage in platforms that they are most comfortable with. Moreover, majority use digitized materials in their line of work for convenience and accessibility.
3. Televisions, magazines, smartphones, and desktops/laptops are used almost on a daily basis and most spend more than Php400.00 a month to keep abreast with all the platforms they subscribe to. This implies that the respondents are willing to pay for the information in utilizing these platforms altogether.
4. After further tests and computations, the results reveal that variables such as accessibility, and audience engagement are not factors as criterion for platform choice. This implies that there are no specific criteria for platform choice due to the various requirements and needs of individual respondents.
5. The test of significant relationship shows the significant relationship of the following: innovation is significantly related to age; user-friendly feature is significantly related to age and civil status; value-adding features is also significantly related to sex and pricing and payment scheme to educational attainment. Accessibility and audience engagement shows no significant relationship to the respondents' personal profile.

While ABS-CBN Corporation's game-changing activities have had a significant impact on API, the company can overcome these challenges by adapting to innovations, value-adding services, user-friendliness and carefully studying its pricing and payment scheme. API should capitalize on its competitive edge, audience engagement, and accessibility, while also upholding consistency in satisfying customers' wants and needs. With these strategies, API can regain its top position in the publishing industry and continue to be a pillar of publishing in the Philippines.

Recommendations

The following recommendations are hereby forwarded based on the conclusions and salient findings of the study:

1. That ABS-CBN Publishing, Inc. evaluate and adopt applicable pricing mechanisms, innovative initiatives, use-friendly strategies and value-added features for customers' pre- and post-purchase to expand its market reach and at the same time guarantee customer satisfaction;
2. That ABS-CBN Publishing, Inc. reinforce and maximize its digital presence by capitalizing on the available resources, capital, and financial assets, of the media giant. On the other hand, traditional print media should continue its operation but in controlled numbers to cater to the needs of those who prefer it;
3. That Saint Mary's University, having its own print and publication office, study the API business case for the feasibility of publishing possible academic content that shall generate additional revenue for the institution;
4. That future researchers may consider expanding the scope of the study to cover a wider parameter such as traditional and digital as well as broadcast and online media, in order to update and to examine the connection between traditional and digital media and broadcast and online media regarding behavioral practices across demographic.

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APPENDICES

Appendix A. Research Tool

SURVEY QUESTIONNAIRE

Dear Respondent,

I am currently engaged in a research study entitled8: THE DISAPPEARING SHELF SPACE VERSUS THE FLOURISHING VIRTUAL NEWSSTANDS IN THE PHILIPPINE PUBLISHING INDUSTRY: THE CASE OF ABS-CBN PUBLISHING, INC. The purpose of this study is to address what premier publishing industries like API, strategize to offer its customers in terms of value and how it is delivered; be it products, services or information or a combination of all three. The transactions may be in print publishing, digital platforms or both.

I would greatly appreciate your completing the questionnaire and returning it to me personally or thru email.

All individual replies will be kept in strictest confidentiality. If you do not wish to participate in this survey, simply discard the questionnaire, but I would appreciate your notice of non-participation to this survey via text or email. Completing and returning the questionnaire constitutes your consent to participate.

The success of this project will depend on your kind assistance and cooperation. If you have any inquiries, you may reach me thru phone 0956-409-6767 or via email sheryladducul@gmail.com.

Sincerely,

Sheryl A. Adducul

MBA Candidate

Saint Mary's University

Bayombong, Nueva Vizcaya

SURVEY FORM #: _________

I. RESPONDENT DETAILS

Age : _______________

Gender : _______________

Civil Status : _______________

Educational Attainment:

- ☐ Post Graduate
- ☐ Bachelor's Graduate
- ☐ College Undergraduate
- ☐ Vocational

Monthly Salary Bracket:

- ☐ Php 15,000 - 20,000
- ☐ Php 20,001 - 25,000
- ☐ Php 25,001 - 30,000
- ☐ Php 35,001 - 40,000
- ☐ More than Php 40,000

II. SURVEY PROPER: Please tick the box applicable of your choice. Kindly ensure that nothing is missed out.

A. <u>FACTORS AFFECTING CONSUMER'S PLATFORM CHOICE</u>

1. **SOURCE OF NEWS AND INFORMATION**. Where do you get your daily dose of information? You may tick many boxes as many as possible.

ON AIR	ON PRINT	ON LINE
☐ Television (Free TV/Cable)	☐ Magazine	☐ Social Networking Sites (*FB, Twitter, IG*)
☐ Radio	☐ Books	☐ Online News Organizations (*news.com, aksyon5*)
	☐ Journals	☐ Digital Reading Apps
	☐ Newspapers	

2. **TYPE OF MEDIA PLATFORM.** Please indicate the more frequently used type of media platforms, which serves as source of information. Please tick ONE box only.

☐ Printed Materials ☐ Digitized Materials

3. **FREQUENCY OF USE.** How often do you use the following platforms to explore publishing mediums?

PLATFORM	7x or more a week	4-6 times a week	1-3 times a week	Not at all
Television	☐	☐	☐	☐
Radio	☐	☐	☐	☐
Newspapers	☐	☐	☐	☐
Magazines/Journals	☐	☐	☐	☐
Smartphones	☐	☐	☐	☐
Tablets/Ipads	☐	☐	☐	☐
Desktops/laptops	☐	☐	☐	☐
Others, please specify	☐	☐	☐	☐

How Many hours **<u>(on a daily basis)</u>** do you devote in leisure reading with the following platforms?

PLATFORM	more than 4 hours	3 to 4 hours	1 to 2 hours	Less than an hour
Printed Materials	☐	☐	☐	☐
Television	☐	☐	☐	☐
Radio	☐	☐	☐	☐
Social Networking Sites	☐	☐	☐	☐
Online News	☐	☐	☐	☐
Blogs	☐	☐	☐	☐
Others, please specify	☐	☐	☐	☐

4. **PRICE SENSITIVITY.** How much are you willing to spend on your leisure reading on the following materials? Please tick one choice only for each item.

PLATFORM	more than Php 400	Php 300 - Php 399	Php 200 - Php 299	Less than Php 200
Magazines	☐	☐	☐	☐
Journals/Books	☐	☐	☐	☐
Social Networking Sites	☐	☐	☐	☐
Smartphones/Mobile Phones	☐	☐	☐	☐
Others, please specify	☐	☐	☐	☐

5. **GADGETS FOR E-MAGAZINE OR E-BOOKS USED.** Do you download e-magazines / e-books in your gadgets?

☐ if YES, where? ☐ NO

_____ Amazon
_____ Zinio
_____ NoInk
_____ iTunes
_____ i-Books
_____ Others, please specify

B. CRITERION FOR PLATFORM CHOICE . Please check the most appropriate column considered as a factor that affects your choice of media platform using the following choice.

4	3	2	1
A Strong Factor	**A Factor**	**Moderate Factor**	**Not a Factor**

ACCESSIBILITY	**4**	**3**	**2**	**1**
Highly Accessible				
Free Flowing				
Zero Downtime				
Real - time information				

PRICING AND PAYMENT SCHEME	**4**	**3**	**2**	**1**
Affordability				
Getting your money's worth				
Convenient and Reliable				
Worry Free transaction				

INNOVATION	**4**	**3**	**2**	**1**
Incremental Innovation *(small changes existing technologies and business model)*				
Breakthrough Innovation *(significant changes to either technology or business model)*				
Radical Innovation *(combine technology and business model and create new industry)*				

AUDIENCE ENGAGEMENT	**4**	**3**	**2**	**1**
Content Creation *(attractive features and format)*				
Content Relevance *(One for the books, remarkable)*				
Content Marketing *(Avenue for opportunities)*				

VALUE-ADDING FEATURES	**4**	**3**	**2**	**1**
Free Product support or Warranty Coverage				
Door-to-door product/service delivery				
Enhanced Pricing Strategy				
Customer Feedback follow up				

USER-FRIENDLY	**4**	**3**	**2**	**1**
Easy-to-use system navigation				
Visually appealing design				
Quick (speed) and Efficient				
Personalization (User's Ownership)				