

A Study on the Readers' Motivation and Satisfaction on Sports Newspaper in Vietnam

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Abstract : The objectives of this paper were to determine demographics of readers at Hochiminh city (HCMC), study reading motivation which affected citizens to read sports newspapers and measure readers' satisfaction on issues related sports newspapers. Subjects of this survey were HCMC's citizens. After collecting data, there were 568 useful feedbacks (the rate of response was 94.7%). The data analysis in the study included descriptive statistics and inferred statistics by SPSS 16.0 program for the research questions. The majority of respondents were male, from 24 to 32 years old, got the first degree and earned monthly from \$US 150 to 300. Moreover, they were government officials and read newspaper from 11 to 20 times per month, bought newspapers by themselves. Finding information to predict results of sports matches was the highest motive affected readers; and the diversity information was the most pleasure that readers felt about sports newspapers. According to research findings, the board of editors could use the worthy information to make a strategic plan for newspaper on contents as well as design to meet the increasing demands of readers.

Keywords : motivation, satisfaction, readers, sports newspapers

Conference Title : ICJMC 2016 : International Conference on Journalism and Mass Communication

Conference Location : New York, United States

Conference Dates : June 06-07, 2016