Content Validity, Face Validity and Reliability of the Consumers' Motivations and Online Newspapers Consumption Measurement Scales

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ABSTRACT

Online newspapers are important source of news consumption among others media sources like, TV, Radio, traditional newspapers. Therefore, there are certain motivating factors for online newspapers consumption in Pakistan. These factors frequently have been studies with conventional media and in developed economies but less been explored in developing countries.

However, researchers are yet to consider delving on the differential functions of these consumers' motivations factors for online newspapers consumption. This paper reports the findings of content and face validity and internal consistency of the consumers' motivations scales for information motivation, entertainment motivation, social utility motivation, personal utility motivation, escapism motivation and online newspapers consumption. Hence, the content validity and face validity of the items and the scale which are developed from past studies are examined by calculating the Content Validity Index (CVI) of both the items-level and the scale-level CVIs from the ratings of seven experts. These experts also provide an assessment of the wordings of the scales' items for face validity. Furthermore, to scrutinize the internal consistency of the scale, a survey was conducted among a sample of 148 respondents. The results of this study present that, the consumers' motivation factors and online newspapers consumption scales have suitable content and face validity and standard level of internal consistencies of five consumers' motivation factors; information motivation, entertainment motivation, social utility motivation, personal utility motivation, escapism motivation and online newspapers consumption.

KEYWORDS: Online Newspapers Consumption, Consumers' Motivations, Contents Validity Index for Item and Scale, Face Validity, Reliability.

INTRODUCTION

There is no doubt that the pervasiveness of the Internet in recent years has impacted virtually all aspects of human endeavors including communication, business and education. Most especially, the increasing accessibility of the Internet has transformed the process and mode of information distribution (Pew Internet Research, 2013). One practical area where this is evident is the trend of news consumption. As a result of the Internet penetration, there are currently over 4200 digital newspapers worldwide (Editors & Publishers, 2006) and 1422 U.S online newspapers were hosted in 2009 (Chyi & Lewis, 2009). Similarly, in China alone, 150 newspapers were accessible online and the numbers are increasing (He & Zhu, 2002; Xin, 2010). Pakistan even though a developing nation, has tagged along in this new trend with a considerable number of newspapers currently hosted online (Memon & Pahore, 2015; Yusuf, 2013). However, the advent of online newspapers in Pakistan is in tandem with myriad of challenges which include low consumption, circulation and readership.

The issue of online newspapers consumption has caught the attention of previous researchers focusing on various mediums and factors such as the Internet (Chyi & Lee, 2013; Lee & Chyi 2014), mobile (Chan, 2015; Wei, 2008), online news browsing and sharing motivations (O'Brien, Freund, & Westman, 2014), attitude towards online press (Flavian & Gurria, 2006, 2008, 2009) and online news consumption (Boczkowski & Peer, 2011; Hermansson 2013; Mitchelstein & Boczkowski, 2010; Nguyen, 2007). However, these past studies have not focused much on online newspapers consumption from the audience perspectives. Additionally, the previous studies on online newspapers consumption mainly emerged from western cultures and developed economies. Hence, less attention has been exerted to determine the motivating factors to online newspapers consumption from developing economies among Asia, Africa and Pacific countries (Mitchelstein & Boczkowski, 2010; Xin, 2010). Subsequently, it is hard to get a validated measurement scales for measuring consumers' motivations and online newspapers consumption in the context of developing countries like Pakistan. Therefore, this research study aims at assessing the validity and reliability of the Consumers' Motivations and Online Newspapers Consumption measurement

scales from the perspectives of Pakistani respondents.

Meanwhile, Polit and Beck (2006) have argued that, many scale development studies do not reveal how the content and face validity of measurement scales are calculated. Most especially, the calculation of the Content Validity Index (CVI) and scale validity index (CVIs) are often not presented. Therefore, this study attempts to present the calculation both item and scale levels CVIs for the Consumers' Motivations and Online Newspapers Consumption measurement scales.

LITERATURE REVIEW

Consumers' Motivations

Further, in line with news motivations current studies have explored that individual consume to news and media to escape, to become beware about society, and keep up date about current happenings and events (Flavian & Gurrea, 2009; Marshall, 2007; Lee, 2013) to maintain daily routine (Diddi & LaRose, 2006; Mitchelstein & Boczkowski, 2010). Likewise, Lee (2015) confirms that consumers' motivations can play different roles for making and shaping different ways of online news usage and consumption. Moreover, online newspapers use influences on consumers' motivations by having different patterns of online media.Due to rapidly increasing access to online news media, online news and specially newspapers consumers' can avail many opportunities to engage with new media technology like, online news channels and online newspapers better than those who flatly rely on traditional media (Bennett et al., 2011; Lee, 2015). On the whole, online news consumption is rapidly increasing through use of digital tools which facilitate consumers in various means such as communication and also helps them to participate in public communication. There are different motivating factors for newspapers consumers on the basis of these they consume newspapers like; information motivation, entertainment motivation, social utility motivation, personality utility motivation, and escapism motivations. Below these consumers'' motivation factors are explained.

Information Motivation

Information motivation is the important factor for which people use mass media and also online newspapers. Getting information is one of the fundamental reasons people commonly consumes newspaper (Hastall, 2009; Shoemaker, 1996). Drawing on ''instrumental uses'', it means consumers look for current information, and current affairs news (Rubin, 1984; Rubin & Perse, 1987) and surveillance motivation (Diddi & LaRose, 2006; McQuail, Blumler, & Brown, 1972)

from the literature of U&G, information motivated newspapers consumption addresses news use for observation, and knowledge, to fulfill information thrust, to understand what is the current problems and happenings in the world, and to keep update to the consumers about way the government performs its functions and about their policies (Diddi & LaRose, 2006; Hmielowski, Holbert, & Lee, 2011; Katz, Haas & Guvrevitch, 1973; Lee & Chyi, 2014; McCombs & Poindexter, 1983). Likewise, Nam (2014) pointed out that people consume and gather information to show their competence in decision making, or to give impression that they are intelligent so this explains that people consume online newspapers to get more information to become more informed and confident in decision making. For more understanding, Wenner (1985) proposed the ''media news gratifications map'' in his attempt to synthesize findings from a past uses and gratifications studies on news use to focus more on information motivated news consumption. Drawing on his map, information motivated news consumers are those who prioritize ''orientation gratifications,'' which encompasses motivations such as surveillance, information, decision utility, issue guidance, and vote guidance. Next is entertainment motivation that people have entertainment reasons to looks for online newspapers

Entertainment Motivation

Entertainment motivation is more likely related to the aesthetic, pleasure, enjoyment, and emotional release (see: Katz et al., 1973.p.166). Therefore, affective needs also refer like entertainment motivations that people seek to get pleasure, enjoyment from consuming online newspaper. In fact some people may be motivated to turn to online newspapers for information/ knowledge; others may be drawn to the entertainment side of the online newspapers. Hence, many gratifications/motivations measures have been developed since U&G theory originated but all of them one way or other revolve around the five common types of Katz et al., (1974). These are information, entertainment, social utility, personal utility, and escapism. Social utility is explained in next.

Social Utility Motivation

According to Uses and Gratification Theory news consumers are active who select news stories actively and select section of newspapers purposefully what they are looking for that fulfill their psychological and social needs (Case, 2012; Katz, Blumler & Gurevitch, 1973-74; LaRose & Eastin, 2004; Ruggiero, 2000). More importantly, online newspapers specially and news in general provide source and basis of basic information for

others life and activates that create belonging and sameness among the consumers with the character portrayed. Further, Online Newspapers is source of new and important news that allow consumers to establish a common ground of knowledge that you discuss and share with others therefore, it plays social roles to maintain relations and you feel satisfied among the people to have similar knowledge (Chua et al., 2012; Lee & Ma, 2012; Lin, Salwen, & Abdulla, 2005).

Further, Current study on news consumption (Lee & Chyi, 2015) affirms that social motivation positively influences conventional and online newspapers consumption. Hence, social motivation helps to the consumers to have knowledge to keep your pace with other people around and it provide you power to talk with others so it is considered a source for important information. Hence social motivation is more about knowing surroundings, and be able to talk and sure sameness with others. It is more related with social interactions and sharing. Second last consumers' motivation factor is personal utility. In next session, personal utility motivation is discussed.

Personal Utility Motivation

Based on Katz et al. (1973) personal utility motivation is operationalized as involve credibility, confidence, stability and personal status. In similar vein (Zolkepli, 2014 and Saleeman, Budiman, & Khari, 2015) have also operationalized, and use this construct in various different setting and with different studies. Zolkepli (2014) uses this with social media adoption and on the other hand Saleeman et al., (2015a, 2015b) use this with newspapers consumption and news usage. Personal utility communicates to self-understanding or value reinforcement. Further, personal relationship describes the use of media for social utility of information that help in conversation and as a substitution for companionship (McQuail et al., 1972). Further, LaRose and Eastin (2006) and Ruggiero, (2000) identified U&G theory based on five key motivations from literature: entertainment, habit, personal identity, social utility and information or surveillance. Last consumers' motivation factor is escapism motivation so it is explained below

Escapism Motivation

Escapism motivation is operationalized based on Katz et al. (1974) as the need for escape and diversion from problems and routines. Tension release needs are used as escape/ritualistic motivation in various studies (McQuil et al, 1972;

Niekamp, 2003; Rubin, 1983). Further, most U&G studies stand with in common feature of information motivation and escapism motivation. Some studies have used synonymously entertainment and diversion in their studies (McQuail, Blunder, & Brown, 1972; Palmgreen & Rayburn, 1979; Payne et al., 1988) while other has named it entertainment or escape" (O'Keefe & Sulanowski, 1995; Vincent & Basil, 1997). But in this study, diversion, tension release needs, and escapism are synonymously are used.

Online Newspapers Consumption

Online newspapers consumption refers the frequency of consumers' online news consumption from online newspapers (Lee, 2013; Lee & Chyi, 2014, 2015; Taipale, 2013). Online newspapers consumption also denotes online newspapers use and reading online newspapers. Since the advent of Internet, people turns to online media for seeking news gratifications as also called motivations. Therefore, online newspapers consumption is operationalized as frequency of online newspapers consumption; how often they consume online newspapers, frequency of reading, watching, and listening news from online newspapers. In this study online news consumption and online newspapers consumption are used interchangeable and communicate same sense and meaning.

METHODOLOGY

This paper adopts items for consumers' motivation factors and online newspapers consumption from past studies. Eight items were adopted for information motivation, five items adopted for entertainment motivation, and six items are adopted for social utility motivation, from Lee (2013). For personal utility motivation, five items were adopted from Perse (1990) and for escapism motivation; eleven items were adopted from Vincent and Basil (1997). For online newspapers consumption 4 items were adopted from Jonson (2014) and 3 items were adopted from Lee and Chyi (2014). In addition, all items phrases are modified according to the context of online newspapers. Subsequently, the content validity and face validity of the items and the scale are examined by calculating the CVI of both the items-level and the scale-level CVIs from the ratings of seven (7) experts (Polit & Beck, 2006). The item-level CVI involves the validity of the items while the scale-level CVI signifies the validity of the scale. For this purpose, seven (7) experts in the disciplines of Media, Communications and Research Methodology were recruited. Table 1 shows the demographic profile of the experts.

Table 1
Demographic Profile of Expert Reviewers

S.no	Position	Working Experience	Highest Qualification
1	Professor	25 Years	Doctoral Degree
2	Senior Lecturer	10 Years	Doctoral Degree
3	Senior Lecturer	14 Years	Doctoral Degree
4	Deputy Resident Director	17 Years	Doctoral Degree
5	Senior Lecturer	6 Years	Doctoral Degree
6	Associate Professor	15 Years	Doctoral Degree
7	Associate Professor	16 Years	Doctoral Degree

According to Polit and Beck (2006), the ratings of 7 experts are suitable for calculating the CVI because more than 10 experts are unnecessary for CVI calculation. All seven experts were given objectives of the research studies and also conceptual definitions of the variables and relevant terms which were measured. Further, experts were asked to rate relevancy of the items with respect to the construct that items were placed. Four points scale was given to the experts by using following labels: I = Not Relevant, 2 = Somewhat Relevant, 3 = Quite Relevant, and 4 = Highly Relevant. Moreover, extra comments boxes were given to the experts for comments on the items and on the overall scale. So, survey was carried out with sample of 200 respondents to measure internal consistency. Hence, 138 useable questionnaires received from respondents and analyzed by using (SPSS Version – 23). (Below Table 2 for the demographic details of the respondents).

Table 2: Demographic and Basic Information of Pilot Study Sample

Questions	Options	Frequency	Percentage (%)
Gender	Male	25	18.1
	Female	113	81.2
	Total	138	99.3
Age	18 - 22 years	89	64..5
	23-27 years	18	13
	28-32 years	11	8.0
	33 – 37 years	12	8.7
	38 – 42 years	4	2.9
	43 – 47 years	5	3.6
	Total	138	100
Highest Level of Education	Undergraduates	66	47.8
	Masters	39	28.3
	MS/MPHIL	13	9.4
	PHD	20	14.5
	Total	138	100.0
Ethnicity	Balochi	7	5.1
	Others	1	.7
	Punjabi	5	3.6
	Sindhi	99	71.7
	Siraki	6	4.3
	Urdu	20	14.5
	Total	138	100.0
Universities	Shah Abdul Latif University	30	21.7
	University Of Karachi	6	4.3
	University Of Sindh	102	73.9
	Total	138	100.0
Preferred language Newspapers	All Three	30	21.7
	English	43	31.2
	English & Sindhi	17	12.3
	English & Urdu	22	15.9
	Sindhi	12	8.7
	Sindhi & Urdu	2	1.4
	Urdu	12	8.7
	Total	138	100.0

FINDINGS

Content Validity Index (CVI) for Items and Scales

Here we calculate the item level CVI by changing both 1 = Not Relevant and 2 = Somewhat Relevant ratings to 0 (Zero) and 3 = Quite Relevant and 4 = Highly Relevant to 1 (One). Hence, 1 and 2 ratings from experts are considered as 0 and 3 and 4 ratings are considered as 1. The calculating CVI, the total number of items rated relevant are divided by the number of reviewers (raters). In this study we have 7 experts who rated items. Polit and Beck (2006) confirmed that the acceptable Item -Level CVI for raters more than six is 0.83. Specially, results of the Item-Level CVI calculations are used for deleting the items that are not rated relevant by the raters. Table 3 presents the results of the Item-Level CVI. The tabled results show that most of the items are having 0.85 score and above. Therefore, following this procedure, one item no 11 from escapism motivation was deleted because its score is lower than 0.85 which indicate that, the items are relevant for measuring the variables they are measuring.

Moreover, for Scale-Level CVI calculation, Polit and Beck (2006) recommended using the average of the Item-Level CVI for calculating Scale-Level CVI. Hence, Scale-Level CVI is calculated by the mean of every items rated relevant divided by the total number of items. According to Polit and Beck (2006) the acceptable Scale Level CVI is 0.90. The results in the table show that, all the scales have Scale- Level CVIs more than 0.90 showing a content validity of the overall scales

Face Validity

To examine the face validity, the 7 experts were requested to comment and make suggestions on how to improve the clarity of the items by suggesting better synonyms to certain technical words and eradicate ambiguous wordings. This yielded into some re-wording and paraphrasing of the wordings in the scales which helped improve the clarity of the scales. Three experts 1,4, 6 asked the item no. 7 is not clearly stated in information motivation so item was slightly modified from I read online newspapers to fulfill my need to know to I read online newspapers to fulfill my ''need to know''about politicians and political parties because, politicians and political parties are quite important source of information. For social utility motivation all item are clear and confirmed ok. For personal utility motivation, reviewer no 7 has some observations on item 4 but no alternative word or statement was suggested therefore, we keep the item without any changes. Item no.11 in the escapism motivation was deleted because of having low required value and also because of the redundancy with item no. 6 as has been suggested by the reviewer no. 6. Further reviewer no. 2 and 3 ask some clarification on the item no. 3. After explanation regarding the population of the student, reviewers agree to have item as it is. Furthermore, reviewer no.4 and 6 have suggested some alternative words several minutes and hours for long minutes and hours in item no. 3 and 4.

Table 3: Item-Level and Scale-Level CVIs for Consumers' Motivation factors and Online Newspapers Consumption

Information Motivation

S/N	Items	Expert							Item level CVI
		1	2	3	4	5	6	7	
1	I read online newspapers because I want to find out what is going on in the world	4	4	4	3	4	4	4	7/7=1.00
2	I read online newspapers because I want to keep up with the way my government performs	4	4	3	3	3	4	4	7/7=1.00
3	I read online newspapers because it makes me an informed citizen	4	4	4	3	3	4	4	7/7=1.00
4	I read online newspapers because it helps me to learn about others	4	3	4	3	3	4	4	7/7=1.00
5	I read online newspapers to gain important information	4	3	4	4	2	4	4	6/7=0.85

S/N	Items	Expert							Item level CVI
		1	2	3	4	5	6	7	
6	I read online newspapers to gain new information	4	3	4	3	3	4	4	7/7=1.00
7	I read online newspapers to fulfill my ''need to know'' about politicians and political parties	3	3	4	3	3	1	4	6/7=0.85
8	I read online newspapers to know about current affairs.	4	4	4	4	3	4	4	7/7=1.00
		1	1	1	1	0.87	0.87	1	S-CVI/AVE= 6.74/7=0.96

Entertainment Motivation

S/N	Items	1	2	3	4	5	6	7	Item level CVI
1	I read online newspapers for entertainment	4	3	4	4	3	4	1	7/7=1.00
2	I read online newspapers because it's exciting	4	3	4	4	3	4	4	7/7=1.00
3	I read online newspapers for laughter	4	2	4	4	3	4	4	6/7=0.85
4	I read online newspapers because it is habit that I have	4	3	3	3	3	4	4	7/7=1.00
5	I read online newspapers when there is nothing better to do	4	3	4	3	3	1	4	6/7=0.85
		1	0.8	1	1	1	0.8	0.8	S-CVI/AVE= 6.4/7=0.91

Social Utility Motivation

S/N	Items	Expert							Item level CVI
		1	2	3	4	5	6	7	
1	I read online newspapers to keep up with what other people around me may be talking about	4	4	4	4	2	4	4	6/7=0.85
2	I read online newspapers to appear informed to those around me	4	4	4	4	3	4	4	7/7=1.00
3	I read online newspapers because most of my friends read online newspapers	4	4	4	2	3	4	4	6/7=0.85
4	I read online newspapers because it makes me more sociable	4	4	4	3	3	4	4	7/7=1.00
5	I read online newspapers to have something to talk about with others	4	4	4	3	3	4	4	7/7=1.00
6	I read online newspapers to feel a part of a community	4	4	4	4	3	4	4	7/7=1.00
		1	1	1	0.83	0.83	1	1	S-CVI/AVE= 6.66/7=0.95

Personal Utility Motivation

S/N	Items	Expert							Item level CVI
		1	2	3	4	5	6	7	
1	I read online newspapers to learn about issues affecting people like me	4	3	4	4	2	4	4	6/7=0.85
2	I read online newspapers to learn about what could happen to me	4	3	4	4	3	4	4	7/7=1.00
3	I read online newspapers because it helps me to learn things about myself	4	3	4	3	3	4	4	7/7=1.00
4	I read online newspapers because it helps me to learn things about others	4	3	4	3	3	4	1	6/7=0.85
5	I read online newspapers to feel that I am not alone to go through problems	4	3	4	4	3	4	4	7/7=1.00
		1	1	1	1	0.8	1	0.8	S-CVI/AVE= 6.4/7=0.94

Escapism Motivation

S/N	Items	1	2	3	4	5	6	7	Item level CVI
1	I read online newspapers because it helps me get away from my day to day worries	4	3	4	4	3	4	4	7/7=1.00
2	I read online newspapers because it helps me when I want to be cheered up	4	3	4	4	3	4	4	7/7=1.00
3	I read online newspapers because it helps me forget about academic assignments	4	3	4	4	3	4	4	7/7=1.00
4	I read online newspapers because it helps me take my mind off troubles	4	3	4	4	3	4	4	7/7=1.00
5	I read online newspapers because it helps me relax	4	4	4	4	3	4	4	7/7=1.00
6	I read online newspapers when I have nothing better to do	4	3	3	4	3	2	4	6/7=0.85
7	I read online newspapers just because it is available for free	4	3	4	4	3	4	3	7/7=1.00
8	I read online newspapers to pass time, especially when I'm bored	4	3	4	4	3	2	4	7/7=1.00
9	I read online newspapers when I am lonely	4	3	4	4	3	4	4	7/7=1.00
10	I read online newspaper when there is no one else to talk to or be with	4	3	4	4	3	4	4	7/7=1.00
11	*I read online newspapers without any obvious reasons*	*4*	*3*	*4*	*4*	*2*	*1*	*4*	*5/7=0.71*
		1	1	1	1	0.9	0.7	1	S-CVI/AVE= 6.6/7=0.94

Online Newspapers Consumption

S/N	Items	Expert							Item level CVI
		1	2	3	4	5	6	7	
1	I read online newspapers every day in a week	4	4	3	4	3	4	4	7/7=1.00
2	I consume online newspapers many times a day	4	4	3	4	3	4	4	7/7=1.00
3	I spend several hours reading online newspapers in a day	4	4	3	4	3	4	4	7/7=1.00
4	I spend several minutes consuming online newspapers in a day	4	4	3	4	3	4	3	7/7=1.00
5	I read articles in online newspapers frequently	4	4	3	4	4	4	4	7/7=1.00
6	I watch videos in online newspapers frequently	4	4	3	4	3	4	3	7/7=1.00
7	I listen to audios in online newspapers frequently	4	4	3	4	3	4	2	6/7=0.85
		1	1	1	1	1	1	0.85	S-CVI/AVE= 6.85/7=0.98

Internal Consistency

Cronbach's Alpha Cronbach's alpha was used to define the internal consistency of the items of the consumers' motivation factors and online newspapers consumption scales (Sekaran & Bougie, 2013). Also, it is used to delet items with low item-total correlations (< 0.3). The standard value of Cronbach alpha in this study is 0.70 as according to the argument given by Hair, Black, Babin, Anderson and Tatham (2010). The results offered in Table 4, Table 5, Table 6 Table 7 Table 8 and Table 9 show that, the Cronbach's alpha for Information Motivation, Entertainment Motivation, Social Utility Motivation, Personal Utility Motivation, Escapism Motivation and Online Newspapers Consumption are .90, .71, .82, .85, .86, and .81 respectively which indicate an acceptable internal consistency for the items

Table 4: Reliability Result for Information Motivation

Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I read online newspapers because I want to find out what is going on in the world	.599	.902
I read online newspapers because I want to keep up with the way my government performs	.620	.900
I read online newspapers because it makes me an informed citizen	.764	.887
I read online newspapers because it helps me to learn about others	.768	.887
I read online newspapers to gain important information	.712	.893
I read online newspapers to gain new information	.769	.887
I read online newspapers to fulfill my ''need to know''	.678	.895
I read online newspapers to know about current affairs.	.689	.894

Table 5: Reliability Result for Entertainment Motivation

I read online newspapers for entertainment	.507	.644
I read online newspapers because it's exciting	.650	.589
I read online newspapers for laughter	.456	.665
I read online newspapers because it is habit that I have	.370	.701
I read online newspapers when there is nothing better to do	.380	.700

Table 6: Reliability Result for Social Utility Motivation

Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I read online newspapers to keep up with what other people around me may be talking about	.561	.790
I read online newspapers to appear informed to those around me	.664	.768
I read online newspapers because most of my friends read online newspapers	.315	.840
I read online newspapers because it makes me more sociable	.694	.763
I read online newspapers to have something to talk about with others	.680	.763
I read online newspapers to feel a part of a community	.583	.786

Table 7: Reliability Result for Personal Utility Motivation

I read online newspapers to learn about issues affecting people like me	.676	.814
I read online newspapers to learn about what could happen to me	.666	.816
I read online newspapers because it helps me to learn things about myself	.704	.806
I read online newspapers because it helps me to learn things about others	.651	.820
I read online newspapers to feel that I am not alone to go through problems	.599	.834

Table 8: Reliability Result for Escapism Motivation

Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I read online newspapers because it helps me get away from my day to day worries	.561	.848
I read online newspapers because it helps me when I want to be cheered up	.292	.868
I read online newspapers because it helps me forget about academic assignments	.628	.843
I read online newspapers because it helps me take my mind off troubles	.654	.841
I read online newspapers because it helps me relax	.573	.847
I read online newspapers when I have nothing better to do	.655	.840
I read online newspapers just because it is available for free	.538	.851
I read online newspapers to pass time, especially when I'm bored	.514	.852
I read online newspapers when I am lonely	.704	.835
I read online newspaper when there is no one else to talk to or be with	.587	.846

Table 9: Reliability Result for Online Newspapers Consumption

Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I read online newspapers every days in a week	.447	.803
I consume online newspapers many times a day	.569	.782
I spend several hours reading online newspapers in a day	.610	.774
I spend several minutes consuming online newspapers in a day	.586	.779
I read articles in online newspapers frequently	.511	.792
I watch videos in online newspapers frequently	.591	.778
I listen to audios in online newspapers frequently	.514	.792

DISCUSSION

The consumers' motivations factors and online newspapers consumption presented in this study focus on the five consumers' motivations: information motivation, entertainment motivation, social utility motivation, personal utility motivation, escapism motivation and online newspapers consumption. Meanwhile Consumers' motivations are presented under Uses and Gratification theory. The scale mainly focuses on why people consume online newspapers and theirs reasons that lead them to look for motivated news in the online newspapers (Chung &Yoo, 2008; Lee, 2013; Lee & Chyi, 2014). Consumers' motivation factors scale is specifically adapted and tested on the Pakistani students in main three universities to know its face validity and reliability according to nature of populations. Information motivation focuses on current information about government and current knowledge, entertainment motivation scales entails about consumers to get relax and entertain from the content provided by online newspapers, social utility motivation addresses the items more related to social interaction basis, once you feel the part of community (Lee, 2013; Lee & Chyi, 2014). Personal utility motivation is more related with personal conversation and sameness with other around of the same culture and status (Perse, 1990; Yoo, 2011), and escapism motivation is importantly addresses the consumers are interest to get away from every day worries and work stress to feel relax and satisfied (Vincent & Basil, 1997). Furthermore, online newspapers consumption has items that mainly look for the frequency on online newspapers consumption and usage of newspapers frequency for watching, listening and reading online newspapers (Jonson, 2009; Lee, 2013; Lee & Chyi, 2014). Finally, these scales are relevant to be used in developing countries where online media and especially online newspapers where online scenario is quite growing very fast.

CONCLUSION

The findings of this study present that, the consumers' motivations factors and online newspapers consumption scales have appropriate content and face validity and acceptable level of internal consistencies of all five consumers' motivation factors: information motivation, entertainment motivation, social utility motivation, personal utility motivation, escapism motivation and also online newspapers consumption. However, because these scales are still going through improvement, further authentication most especially by calculating their psychometric properties through EFA and CFA are still ongoing. The scales highlight the different motivating factors that contribute to newspapers contents through online newspapers. The implication of validating these scales is that, they offer new perspectives to consumers' motivation factors in online newspapers context on how to determine the effectiveness of their information motivation, entertainment motivation, social utility motivation, personal utility motivation, escapism motivation with regards to the successful develop on motivations for online newspapers consumption which leads to increase online consumption and help newspapers organization to design online newspapers content accordingly.

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