



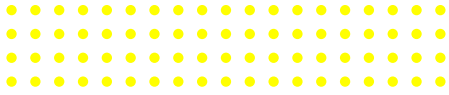
**HSNC UNIVERSITY, MUMBAI**  
**KISHINCHAND CHELLARAM COLLEGE**



# **MEDIA RESEARCH & COMMUNICATION STUDIES JOURNAL (MRCSJ)**



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Dr. Manjula Srinivas

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## **From the Desk of Conference Chair**

Reaching new heights in innovation and research leads to development in society, which we at KC College aim to achieve consistently. As the world is constantly evolving, our objective is to imbibe the evolution in all our curricular, co-curricular and extra-curricular activities. We aim at bringing changes that can educate people and help in making our society better. While others are becoming pro-corporatisation, we aim to work to be pro-people. To achieve this goal, we focus on each student, as we believe that we cannot build the future for the youth but we can build the youth for the future.

Bringing changes in the society is possible when research in every field is strengthened, innovation is encouraged and classrooms become places for generation of ideas. We at KC College, stress on inculcating research aptitude across the streams. The Department of Mass Media is no exception to this. The annual International Media Summit by the Department of Mass Media began in 2014 and it is one of the most prestigious initiatives that dispenses opportunities to brilliant accomplished and novice researchers to present their work on a reputable platform.

It gives me immense pleasure to explore yet another facet in the vast world of Mass Media in this year's 9th International Media Summit. The theme of the conference cuts across all streams and aims to discuss various aspects that have reshaped the world of information. With the conference, KC College is delighted to provide a platform to researchers, academicians and students from across the globe to share their ideas and views on this interdisciplinary theme. I would like to invite students, academicians, and researchers to explore new ideas and avenues in the ever-evolving field of mass media.

I extend my best wishes to the Department of Mass Media and to all the participants. Let's work together to make this conference a testimonial of learning, growth, and transformation.

Dr. Hemlata Bagla

Conference Chair

Vice-Chancellor, HSNC University, Mumbai

Principal, KC College

## **Chief Editor's Note**

Gone are the days of print ad placements, magazines and newsletters – with the advent of technology, content is at the snap of every finger, byte-sized at that, and so dynamic that every morning we wake up to the ‘next big thing’.

Owing to the evolution of technology, content and business professionals are compelled to harness this new-age digital era as flexibly as possible to stay afloat. This has, however, armed these professionals with the liberty of platforms and countless formats of content that are snappy, creative and engaging, much in contrast to the old-age means.

The privilege of generating techno-backed, game-changing content has spoiled consumers for choice – viewing services, gaming, design and animation, and even news has a greater reach and an opportunity for engagement.

While it is challenging to see where technology is headed, it's safe to say that it is constantly evolving for the better. The tripod of business-content-technology is agile and flexible and is steadily leaving behind a profound legacy. With no stagnancy in sight, it poses a fun and challenging task for professionals to keep up with their consumers and industries.

We at KC College, in our 9th year of this conference, hope to deep-dive into the multi-faceted universe of this tripod with our theme for the year – Media: Content, Technology and Business and aim to unravel critical aspects of the study of these spaces. Just like every year, we hope to collectively, with our students and faculty, scratch beyond the surface by uncovering niches of approaches, perspectives and theories and explore new dimensions of the known and unknown with wide sub-themes like Animation, Gaming, Comics, Anime, Metaverse & Media, Analytics of Innovative Media, Block-chain Technologies in Media and more. The Media Research and Communication Journal Volume VIII covers the themes of the three-day conference held from 11th to 13th of April, 2022 and sparks a conversation about the uprising of technology and how it impacts content and business.

By throwing this platform open for opportunities of both learning and teaching, we are excited to see where the magic of technology has taken and will take content and businesses and we hope it serves as a meaningful, holistic and enthralling experience for you.

Dr. Manjula Srinivas  
Chief Editor

# **Section A**

**Abstracts for IX International**

**Media Summit 2022**

**Media: Content, Technology &  
Business**



## **Introduction**

A dynamic industry which beholds people with its rendition of stories; the contemplative and ever changing scape of news business, especially in India and the multiplicity and intertextuality of its content and technology. Media is a religion in India; it creates and solidifies ideologies; it builds your dream world; it conditions you to storytelling styles; haven't we seen it happen from the Doordarshan days to the days of STAR and now OTT Buzz world changing it all, the world of storytelling has turned topsy-turvy. As Mc Luhan said: The medium is the message; adding to it the content is the soul and technology is what gives the soul tangible horizons.

And business is the saviour; that part of media which keeps it on ground reality check; makes its unconventionality listen to audience tastes and always keep on its toes as industry because the consumer is the king and we need stay relevant to them always!

### **Crossover Media: Adaptations, Biographies to Autobiographies**

Graphic novels, comics and cartoons do not exist in a cultural vacuum: they influence, and are influenced by, many other media, such cinema, literature, computer games, and even music or fashion. Sometimes it will be a straightforward adaptation or spin-off: in others, properties can sprawl across numerous formats and media, sometimes cross-fertilising and feeding from each other, and sometimes creating several differing concurrent canons (and frequently both simultaneously).

The nature of the different media sometimes means that a work undergoes a transformation when it moves to or from a graphic format. And even within their own medium, comics also exist across several formats, from newspapers to small presses to books to self-publishing to the web.

In many cases, cross-overs will be straightforward adaptations from one medium to another: however, many franchises are spread over many different platforms, with different content and canons appearing across different media.

### **Production Ethnography in Global Market**

At its most basic form, an ethnography is a systematic representation of a culture. How is that relevant to product development? Well, culture is everywhere. It shapes how we perceive ourselves and the world, and how we act even when no one else is around. There is a culture

around e-commerce that shifts as you examine different demographics, each with their own values and norms as they specifically apply to shopping online.

Ethnographic research is actually both sides of the coin simultaneously. Like many things in anthropology, it is holistic. It understands that qualitative and quantitative data are not at odds with each other, but pieces of a single puzzle that each contribute valuable insights to understanding it as a whole.

An ethnography isn't a quick process. Rather than starting from a hypothesis and coming up with experiments to prove a hypothesis, like you see with the scientific method, you start with an open mind and as you accumulate more information and context you begin to recognize emergent patterns which may grow into theories.

### **Participatory Communication and Development Media**

Participatory communication has been defined as “a dynamic, interactional, and transformative process of dialogue between people, groups, and institutions that enables people, both individually and collectively, to realize their full potential and be engaged in their own welfare”. Participatory approaches are highly valuable in development communication, or the use of communication to advance social development goals.

Participatory communication can take many different forms. Some projects center on performance modes such as drama, dance, or storytelling; others use media, such as radio or video. Many focus on interpersonal, dialogue based activities. The strength of participatory communication methods lies in their inherent respect for lived experience and local knowledge. The central role of community members ensures that messages and materials reflect the social and cultural dynamics of their daily lives.

### **Animation, Gaming, Comics, Anime**

The past generations have seen constant changes within the gaming world. For children now, who are used to high definition graphics and 3D animation, it's hard to believe that the gaming world started out with putting a quarter into an arcade machine. Pong used to be state of the art gaming with its simplistic back and forth game play that had 2D pixelated animation. It was a game that players could relate to both ping pong and tennis during game play and it was a very easy concept to grasp and succeed at.

Visuals have a lasting impression on minds. It is a very effective and proven method of learning. Educators and trainers are always on a prowl for new techniques of training. Animations have the power of creating and bringing things alive as it appears in real life. The animation is used in the field of mathematics, science, art, music, and languages to name a few. Animation allows instructors to do things and explain which could be a task in itself in real life. Using animation in education is fun. Students learn better with visuals and graphics than the traditional teaching methods. Instructors use animation for engaging visual impact.

### **Innovative Content - Memes, Graffiti, Advertising and Marketing, Social Media and Gaming.**

The purpose of content marketing is to engage people online. And the only way you can do that is by arousing the emotions of your audience, through innovative, high-quality content. While writing blog articles, posting images and videos can be great initially, to really make it to the top of your content marketing game, you'll need to do something different. Something that's extraordinary and has the 'WOW' factor that impresses audiences universally. The purpose of content marketing is to engage people online. And the only way you can do that is by arousing the emotions of your audience, through innovative, high-quality content.

Being a specific global movement, among other things, street art has become a fruitful playground for the positioning of companies whose products target young people belonging to certain subcultures. In a way, it is a form of buying a particular style in order to create a situation for profitable market activity. An all-inclusive strategy is reflected in festivals and events specifically created for targeting certain groups of people.

### **Blockchain Technology in Media**

Blockchain in media and entertainment is allowing for disintermediation, streamlined royalty payments, micropayments and usage-based payments, all while placing the power back in the hands of content creators and providing a more customer-centric approach. This allows companies in the industry to operate more efficiently, reduce their reliance on intermediaries, increase revenue streams, and open up new business models that give them a competitive edge.

This is why more of the media and entertainment sector's largest content creators are turning to blockchain solution providers to help them implement custom blockchain solutions. Innovative, tailor-made solutions that enable disintermediation, ensure transparency, drive efficiencies, and generate cost savings.

## **Virtual Reality in Media**

Virtual reality allows multimedia communications to be perceived, accepted, enjoyed and understood in exciting ways. It is changing the face of media and how it is received by the audience by making it real and bringing it alive. When you use a Snapchat or Instagram filter, you feel the excitement running through your veins because what is essentially unreal feels real, which heightens the consumer's senses.

The use of augmented and virtual reality is drastically and dramatically changing the way consumers experience various different types of media. This is because technology is facilitating a life-like experience in video games, ads, films and various other multimedia platforms which opens up endless horizons for possibilities to explore this format in exciting and innovative ways.

With consumers hungry for more and new ways to leverage content, media and ultimately leverage for business, it is but extremely fitting to explore this segment through our conference.

## **Metaverse and Media**

The term "Metaverse" was first coined in 1992 in Neal Stephenson's novel *Snow Crash* which explored the idea of people spending time in a virtual world called the *metaverse*. Media and entertainment companies are now exploring ways to monetize the Metaverse by creating an immersive experience for humans to interact with each other in the future. The idea of the metaverse, at its core, is to create a shared virtual environment where individuals can collaborate.

Since the metaverse creates a space for brands to tell their stories in ways that they could have never imagined, it creates the possibilities of media leveraging this concept for business and content that is unlike anything that has ever existed. Since the metaverse has no geographical limitations, it can birth marketing campaigns that are techno-driven and surreal.

The possibilities of the metaverse are endless and we, through our conference, would like to delve into what the future may hold for the metaverse in the context of media.

## **Analytics of Innovative Media**

Innovative analytics is becoming an increasingly popular paradigm that integrates the information and knowledge received from analytics and AI to understand and better strategize and manage the life cycle of a campaign/product/idea right from the stage of inception, through

engineering the design/branding/packaging to manufacturing, to providing the service right until the ultimate disposal. It consists of converting the analytics of the idea into an operational process that ultimately drives innovation.

How? Innovation comes from trial and error. If the targeted customers of a campaign did not elicit the desired response as suggested by analytics, it compels the creator to be more innovative and based on the feedback, communicate differently, package differently or cater to a different need.

This stands to show that innovation is birthed by the privilege of analyzing something deeply, which is exactly what we wish to explore at our conference under Analytics of Innovative Media.

### **Music, Retro and Remixes**

The global recorded music market grew by 7.4% in the year 2020, which was the sixth consecutive year of growth, according to IFPI — organization that represents the recorded music industry worldwide. This stands to prove that the industry is very far away from ever approaching stagnancy, the tastes of consumers, however, have changed exponentially.

In the past, the music that was created was meaningful, soulful and wholesome which has been steadily replaced with more upbeat, mix-heavy, remixed versions. While the new-age music does take precedence in leaving behind a legacy, old classics still hold a place in every heart. While composers acknowledge this, they cannot help but leverage what everyone loves — retro! With remastered versions of old classics and acquiring rights to remix these tunes, the music industry is booming but is being piggybacked by what existed and somehow still continues to reign — classics.

We explore these themes further and understand how the music industry is flourishing with context to retro music and remixes at our conference.

### **Regional Media Business**

Over time, the digital world has seen a considerable increase in audiences with a variety of regional language preferences. To effectively develop individualized regional content, marketers must attentively examine the proliferation of such different audiences, their demographics, and behavior. With this shift in content consumption, media buyers are also focused on regional markets.

The development of content for regional consumers, with a focus on their feelings and location, is a new trend. Consumers of regional languages want personalized experiences and involvement from digital platforms. Changes in the way digital platforms display themselves have resulted from an increase in demand for vernacular content and personalization. Apps are now available in more languages, and their icons are more prominently displayed in distinct languages.

Brands are also examining the changes by reflecting the emotional quotient via vernacular language in order to trigger nostalgic experiences in the audience's minds in order to entice them. In the form of storytelling, brands blend relevant vernacular language and emotional quotient into their material.

Modifying content strategy to deliver material to a specific geographical consumer. When it comes to today's effective content delivery, the material must be tailored to certain audiences. Vernaculars are the most effective approach to broaden the reach of content. Brands must use effective content development to achieve their objectives. Through the conference we hope to explore these trends and dive deeper into the regional media business.

### **Audience Engagement in Innovative Media**

Audience engagement can be defined as the measure of a brand's interaction with its customers across different touchpoints. The primary goal is to build lasting and loyal relationships between brands and its customers.

Although most organizations understand that digital interaction is a powerful marketing tool, not all businesses engage effectively. To operate effectively—that is, to not just raise conversions but also to establish a robust client pipeline—engagement must take place at each point of the funnel, and each stage needs a plan. Businesses should treat consumers who are new to their brand differently from customers who have been loyal to their brand for years.

With that said, it is imperative for engagement to set the stage for innovation and innovation to set the bar for engagement. They go hand in hand. If an idea is innovative, it will get the engagement it deserves. If an idea is engaged with, then it must have stood out from the clutter, safe to assume that it was innovative. We hope to explore the themes of audience engagement in innovative media at our conference to further understand the interaction and dynamism of these phenomena.

## **The Need for Integrity in Innovative Media**

While most media platforms and mediums have a framework that networks, companies, the industry and consumers comply with, the new-age innovative media like VR, Metaverse and beyond don't. Since these mediums are less-explored and yet being understood by the world, it is difficult to set boundaries to these explorations. The lines of what is right and what is wrong are blurry and there are no checks and balances to define the extremities of usage.

Having said that, the ultimate responsibility of technology lies in the hands of humans – creators, companies and even consumers and it is our job to create a uniformity of policies pertaining to innovative media to ensure a good user experience. While we're certain that the more these mediums are explored the more complicated these decisions will get, but it all boils down to one thing – integrity. Integrity from the grassroots is possibly a solution to give rise to honest innovations. With this subtheme, we wish to throw the floor open to solutions, conversations, debates and beyond about this aspect.

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- Understanding Women's Networks in Advertising and Media Industries - *Janki Timbadia*
- Media: Tool for enhancing foreign-language learning - *Vinita Tulzapurkar*

### **Business**

- Scope of Regional Media Business in India. - *Mahek Sukhani*

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- Audience Reception of Korean Dramas In India - *Sanskriti Rao*

# **A Methodological Approach to Media: Content, Technology and Business**

Professor G. D. Jayalakshmi, Professor of Creative Practice, School of Arts and Creative Industries, Edinburgh Napier University.

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## **Keynote talk:**

The conference topic this year is exciting – broad in scope and forward looking in ambition, allowing for different themes to emerge. My paper attempts to unify current media practice and the lessons we can take from production ethnography with more abstract philosophical and ontological considerations that need to underpin our understanding of media, technology and business.

Presently, the world is seeing an unprecedented move towards embracing technology for more and more immersive experiences. It is as if Ulysses was foreseeing the future when he declares, ‘I will drink life to the lees’.<sup>1</sup> These journeys into immersive experiences are taking us into a world of obsessive illusory experiences where we are forced to confront the question – which world is more real? The world in my screen where I have these extraordinary encounters or the more mundane world in which I live and breathe when I have switched my screen off and can no longer access that excitement?

These experiences bring us back to fundamental Upanishadic questions – who am I? What is truth? What is reality and what is illusion? Is the world of illusion (Maya)<sup>2</sup> that media creates so compelling that we do not want to leave it? Increasingly, the Googles, the Facebooks and the Apples of the world would have us believe that the experience of the metaverse is more exciting, more fulfilling and more ‘real’ than ‘real life’ itself.

And what of business? Businesses exist for one reason alone – to make money. In the brave new world of convergence, media businesses want to sell us a world of immersive content with the promise of happiness. And in the process, they make their money.

In this heady mix, there is one group of people who are at the same time powerful and powerless; both in control and without any control; both intelligent and foolish. They are the audience. No media creator can afford to ignore this audience. And what does the audience want? Great content at affordable prices that is easily accessible. The audience across media is disparate – but one thing that all audiences have in common is that they are seekers. They are

seeking out, searching, surfing the net to find... experiences that can create meaning for them and for those around them.

However, the world in which we, as an audience, seek these experiences is a virtual world. The same story can find its way as a book, a poem, a film, a graphic novel, an interactive game, an immersive theatre experience and so on. The creators of these media artefacts are no longer creating one product; instead, they are creating an experience made up of multiple layers of engagement.

And the audience, both as consumers and co-creators are invited to: experience (sensory, auditory, audio-visual, immersive etc); communicate; be creative through user generated content and through these acts find satisfaction and happiness. But none of this is possible without collaboration and team effort.

I will finally take the example of Longhsang Paper Museum as a case study that links these thoughts showing the multiple layers at which the film, the production ethnography (making of the film), the Museum, the industry of papermaking all engage with each other in creating meaning through a project rather than a single artefact.

# Advertising

# **Contradictions in Political Consumerism and Conscious Capitalism**

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Name: Prof. Yamini Krishna, Dept of Media and Journalism, FLAME University, Pune, India.

## **Abstract**

Consumerism, and Capitalism are two sides of the same coin that are being analysed in this paper. Conscious Capitalism attempts to portray capitalistic businesses as ecologically and socially responsible. While in political/ethical (Critical) consumerism, customers believe that they have a say in their purchasing decisions- and hence attempt to use it in a way that is in tune with their political and ethical ideology. This paper explores the contradictions that come along when both these processes are juxtaposed in the Indian context through an analysis of advertisements and the motivations of consumers.

**Keywords** - *Political Consumerism, Conscious Capitalism, Critical Consumption, Social Responsibility.*

# Understanding Women's Networks in Advertising and Media Industries

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## Abstract

Women's networks in various different industries have changed, perhaps evolved over a few decades. Right from traditional and conventional methods to now tech-savvy and modern ways, the meaning of networking along with its process has seen a difference. The motivation for this research stems from professional and personal reasons. I will soon start working for a company dedicated to building a professional network for women with a vision of more women in leadership positions. Hence, I was interested in researching women's networks.

The role of women in the workplace has been an integral part of businesses for many years now. They are emerging to be considered as important assets in companies because of their contributions at work. But this is not the case at all workplaces. There are also many obstacles and barriers that women face. One of the reasons for forming networks in workplaces could be to have a space where women can talk about issues including their successes and problems. In recent years, the meaning of networks in companies has changed, mostly evolved into one of the important factors for employees and people in general at work.

Some women's networks have proven to be integral in the advancement of one's career through various windows of opportunities while some are name-sake in organizations to an extent where women are not comfortable to even having a conversation with others in the network. Networks in organizations are started so as to give a platform to the employees for various activities. These include having conversations, discussions, and connections for multiple reasons including guidance for career advancement, discussing ideas, addressing problems, etc. The impact of these networks on women's careers can be remarkable.

The purpose of this research is to explore women's networks in different organizations in the advertising and media sector. It is to understand the processes and practices that the organizations follow in terms of networking, especially for women.

**Keywords** - *Women's networks, Networking in workplaces, Formal and informal networks.*

## **Media: Tool for enhancing foreign-language learning**

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### **Abstract**

Languages are deeply rooted in society and interactions. Languages become the medium of accessing knowledge and society (NCERT, 2005). Moreover, foreign-languages broaden the perspective and open up access to societies, cultures and learning across the globe. It is with this objective that foreign-languages form an integral part of learning in India. Given its important global stature, French as a foreign language has a large learner-base in our country. Foreign-language learning implies the acquisition of not only linguistic skills, but also an enhancement of communication and interaction skills along with the development of intercultural and social sensibilities. It is with this objective of contextualising foreign-language learning that the Common European Framework of Reference for Languages (Council of Europe, 2001) advocates an intercultural, plurilingual and action-based pedagogical approach.

Foreign-language teachers are continually in search of new tools and techniques which facilitate the integration of these complex pedagogical approaches in foreign-language classrooms. With the recent trends and tremendous development of media, the various forms of mediated representations may prove to be tools of access to society, culture and interaction. According to Silverstone (1999), “the structure and content of media narratives and the narratives of our everyday discourses are interdependent, that together they allow us to frame and measure experience”. Broadcast media and innovative media not only create an experience for the viewers, but through creativity and imagination also give voice to story-tellers, orators and writers. This media thus seems to show potential for access to language and its various aspects. This researcher explores the use of media for pedagogical intervention in a foreign-language classroom. Can media and its various forms be integrated in a French-language classroom to enhance communication, interaction and socio-cultural skills? How can comics, anime, memes, movies and songs be exploited to develop story-telling, oratory and interaction skills of learners?

In order to answer these questions, this researcher conducted a study with French-language learners of the University of Mumbai. Various forms of media (comics, anime, movies and



songs) were incorporated through multifarious activities in an undergraduate French-language classroom. The learners were led to participate in innovative activities like story-building, narration, role-plays by manipulating media and its content in a creative way. These activities yielded positive results. The integration of media led to improvement in the communication and interaction skills of students. They were also led to learn and acknowledge socio-cultural aspects of the foreign-language. Thus, the use of media in a French-language classroom enabled an action-based, plurilingual and intercultural approach by way of authenticity of content, learner autonomy, acknowledgement of heritage and culture, appreciation of plurilingualism and scope for creativity and imagination. Thus, media proved to be a veritable catalyst in French-language learning.

**Keywords** - *Media, Language learning, Teaching tools, Pedagogy*

# **Business**

## **Scope of Regional Media Business in India**

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### **Abstract**

The media play various essential jobs in just society, most outstandingly, the job of public Guard dog; the job of making channels for the course of data and thoughts, and the job of giving gatherings to public discussion. The media's gathering giving job is especially significant for encouraging participatory vote based system on the grounds that the media can open up shared spaces for conversation and discussion on issues of public interest. Such desultory spaces can be made at various geological levels, which display various highlights.

Media working at the provincial level have extraordinary importance for participatory majority rules government as the connection between territorial media and people from the areas and networks they serve will in general be nearer, more grounded and more delegate than identical connections at, say, the public or worldwide levels. That vicinity is regularly clear in crowd/readership/client in sights and in degrees of interest in the media.

Local newspapers, radio and television stations aren't scaled-down versions of their national counterparts; they are specialists in their patch, shining a light on local issues long after the fleeting attention of national outlets. In an age of social media, it's easy for some businesses to underestimate the importance of their local media outlets. But this really underestimates the ongoing relevance of regional media – and how they serve their local communities.

Local businesses need to think what they're doing will mean for their community. They need to give local journalists a reason to care. Local news outlets often follow local stories in close detail. They are kings of the super-local. Their journalists become experts in picking up on minute changes, on tiny details. Electron microscopes have lesser powers of observation. If there's a seemingly insignificant change of phrasing in a planning document, they're onto it.

Understanding the local paper also means knowing who's who. New faces should run stories with an alternate methodology. Organizations need to realize the thing they're pursuing or they could observe stories, which had functioned admirably previously, are unexpectedly winding up in the container, instead of getting even close to the pursuers. Very much created public statements can abruptly become irritating junk.

The flipside, however, is that a new face could be a new opportunity. They may want to make their mark, so reaching out to them to find out what they want and then tailoring your approach could see your story break out of the business section and march its way to the front page. At its best, the relationship with the local media and local businesses becomes a two-way street, exchanging ideas to get the best results for both and also the most interesting output for the readers. These readers then become satisfied customers for both the local press and the local businesses.

**Keywords** - *Regional Media, Media Business, Journalism, Local Business*

# **Cultural Communication**

# **Cultural Artifacts of Irulas and The Communication Methods To Preserve And Transfer: A Study**

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## **Abstract**

The contemporary or the current study focuses on examining the artistic characteristics and elements of folk- art and paintings of Irulas and the strategic communication adopted by them in preserving their art and culture and transferring the same to the young members of the community. Observing the art work, culture, motifs, patterns, designs, and painting of Irulas and the interpersonal and group communication methods adopted by them in preserving and transferring the same. This study will record the cultural artifacts of the Irulas. This research paper makes an attempt to record the conventional Irula's artworks, paintings, totems, and motifs and the method of communication followed by them in preserving the same and transferring the knowledge to the young ones. Irulas otherwise called Iruliga a Dravidian ethnic gathering occupying the Indian territories of Tamil Nadu, Kerala, and Karnataka. . This study was conducted among the Irulas settled in the village of Palamalai, Kodyur, Vellainkadu in Coimbatore District, Tamil Nadu. This research paper mainly focuses on the objectives to record the cultural artifacts of Irula's residing at Coimbatore, and the communication strategies adopted by them in preserving and transferring the cultural artifacts.

**Keywords** - *Folk-art, Irulas, Strategic communication, cultural artifacts, Interpersonal, group communication.*

## **Resilience Communication: A Study on Irula's family setup**

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### **Abstract**

We utilize the framework of Qualitative research method to study the Historical Oppression, Resilience, and Transcendence to explore the core concept of family resilience and related protective and promotive factors that contribute to greater resilience, namely communication. Broad exploration recommends that family communication is a noticeable part of family resilience. This research has particularly analysed the communication in Indigenous family - Irula, otherwise called Iruliga a Dravidian ethnic gathering occupying the Indian territories of Tamil Nadu, Kerala and Karnataka. An exploratory study was conducted among the Irulas settled in the village of Palamalai, Kodyur, Vellainkadu in Coimbatore District, Tamil Nadu. Thematic reconstructive analysis was used to qualitatively understand the participant's experiences of family communication and examine protective factors for family resilience. The accompanying subjects connected with family communication as a part of family strength rose up out of qualitative examination: "It depends on the Family Circle": Discussing Problems as a Family with the subtheme: (a) "Honesty between Partners"; (b) "Never Bring Adult Business into Kids' Lives": Keeping Adult Conversations Private; and (c) "Trust us Enough to Come to us": open communication between parents and children. Therefore, positive communication practices are a strong component of resilience to make up healthy indigenous families. This study intends to study the communication practise of the Irula residing at Coimbatore district

**Keyword** - *family communication, family resilience, indigenous family, irula, folk family, qualitative research, thematic reconstructive analysis.*

# **Strategic Communication of Tribal Health Practitioners: A Study of Irula's Herbal Medicines**

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## **Abstract**

The researcher used a Qualitative research method to observe the communication pattern of the tribal health practitioners, within the Irula community and with the general public on their convictions and customary medication practices and their abilities to work on wellbeing. This paper examines the communication about folk medicine by the practitioners. What communication strategy do they use to transfer the knowledge of herbal medicine among the Irula's residing in the towns of Palamalai, Kodiyur, Vellainkadu in Coimbatore region. Folk medicine Practitioners had a pile of information regarding the convictions of traditional herbs, customs and practices followed to cure the illness. This study observes the communication pattern adopted by the tribal health practitioners in transferring the knowledge to the future generation of the same cult. The outcome of this study will give a detailed description of folk medicine and the communication pattern adopted by the tribal health practitioners in preserving and transferring the knowledge of herbal medicine.

**Keywords** - *Qualitative research, communication pattern, tribal health practitioners, Irula community, communication strategy.*



# **Food Communication: A Study on Irula's Food Culture**

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## **Abstract**

Proper and adequate consumption of nutritious food and supplements are vital parts of sustainability. Native food is a kind of cooking that depends on the readiness of cooking plans with items obtained from local types of a particular region. Irulas, otherwise known as Irulig are a Dravidian ethnic group residing in the areas of Tamil Nadu, Kerala, and Karnataka. A cross-sectional mixed-methods study was conducted in villages of Palamalai, Kodyur, Vellainkadu, Coimbatore District, Tamil Nadu. Utilizing focus group interviews and key source interviews, this study will help to identify the food habits of the cult that they are consuming and following to date. Communication plays an important role in transmitting the food habits among the cult and also to the mainstream. Transferring the existing food culture helps their future generation to understand the importance of their traditional food and the vital role of the food habits which they follow. Also, the mainstream people will get to know about the food habits of the cult through proper communication. Subjective inquiries were recorded and interpreted word for word; information has been coded and examined utilizing thematic analysis. The study will help us to know more about Irula's food culture in detail about the raw materials they use to cook the food, the number of nutrients which they are getting from the food they consume, are getting the right amount of nutrients and proteins from the food which they consume, how their food habit affect the nutritional status of pregnant women, new born babies, breastfeeding mothers and children and how they transfer the information on cooking among themselves and also with the outside world.

**Keyword** - *Ethnic groups, folk food, Irulas, Cross-sectional mixed method, thematic analysis, subjective inquiries, focus group interview.*

# **Poetry as Media: Re-reading the Select Poems of Pradip Kumar Patra**

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## **Abstract**

Pradip Kumar Patra is one of the contemporary Indian poets writing in English who has seven volumes of poems to his credit. His books are *Panoramic Shillong*, *Summer Implications*, *The Winding Path*, *Denouement*, *Dewy Morning*, *Midnight Divinity* and *The Rain Speaks*. Patra talks about Assam, Gangtok, Puri, Shillong etc. Poetry is one of the best media to highlight the time and places. Not that we transform those from ‘unknown’ to ‘known’, we rather make those memorable and vibrant. These goes to collective human memory which acts as an important addition to reality. The paper will explore the complex process and show how the mediation of media contributes to our existence and survival.

**Keywords** - *Media, Poetry, Time, Place*

# Digital Media

# Political Communication Over WhatsApp and Its Implications

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## Abstract

Social media like WhatsApp and Facebook are not only limited to interaction between people, they have now grown into the platforms where political communication happens. It seems to have the fastest way to spread information/disinformation, but that source must have freedom of information to let people make a wise choice without being biased by political influencers. The spread of misinformation or fake news has grown because of the widespread use of mobile internet technology across the nation. The expansion of public knowledge and discourse is jeopardized by various political activities and the growing mistrust of the political communication that misleads political views of people and their decisions.

The research focuses on how WhatsApp communications function in tandem with concepts, tropes, messages, and stereotypes that are more frequently circulated in the public domain, in family and community dialogues, and in the mainstream news media. The spread of fake news tends to disturb the secular fabric of India as it results in lynching and mob violence. Qualitative research will be used as a methodology to understand how political parties use WhatsApp as a medium to showcase their agenda and help in shaping public sphere and how credible, is the information/disinformation for the people over WhatsApp.

**Keywords** - *political communication, fake news, WhatsApp communication, disinformation*

# **Right To Expression and Digital Media Ethics in Indian Perspective**

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## **Abstract**

New multimedia convergence technology is being misused and abused by criminals in cyberspace. Cyber pornography, online child pornography, cyber spamming, cyber hacking, cyber fraud, cyber terrorism, flowing of viruses etc. are cybercrimes. These are proliferating at a lightning speed in the age of information technology uprising. Sometimes, these are the result of unawareness and using of new technology without care and caution. Right to life, liberty, equality, property, access to social justice, pursuit to happiness and the like are very basic, sacrosanct and significant in every society. To enjoy the most precious right of human being, i.e., right to life everyone has to have liberty of thought, expression as well as privacy with reasonableness to live in civil and organized society following rule of law. All these rights were there in every human society since even before the evolution of the term 'Human Rights' though was not in organized manner as of today. The ambit of free speech and expression in any mode is very significant in national as well as international socio-legal perceptions. The contemporary world is running with information communication and convergence technology. Due to outstanding improvement of science and technology, the ugly face of crime chart is unfortunately rising higher to cause more human tragedy.

Law confers rights, imposes duties, maintains social security and provides remedies. Morality has sociological and psychological aspects. Law and morality are closely related and if there is synthesis then society will progress quickly. But all morals are not enforceable by law rather we have to make balance and accept shared morality. We have freedom of speech and expression under our Constitution with reasonable restrictions to maintain decency, morality, public peace etc. Restrictions, penalties and guidelines are prescribed under several laws in India , e.g., the Indian Penal Code, the Indian Evidence Act, The Information Technology Act, 2000 and Rules specially the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 and landmark judicial decisions are significant to discuss about e-commerce, e-governance as well as prevention and control of cyber contraventions and cyber-crimes including pornography, violation of right to privacy, transmission of obscene and objectionable contents,

cyber terrorism, cyber piracy, hacking, fraud, cheating and like as these acts cause harm to person as well as to society. In digital Media we find conflict of rights, such as, right to expression and right to privacy and both are basic and fundamental rights of individuals guaranteed under the Constitution of India as supreme law of our country and we follow the principle of Rule of Law.

**Keywords** - Cybercrime, Multimedia Convergence, Right to Expression

# **Studying the use of Web Analytics for news web portals: An overview of how advancements in Web Analytics offer better audience metrics.**

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## **Abstract**

Technological advancements have always shaped journalistic pathways. Initiating from print to the new age of digital journalism, the journalists have adapted to every change that was developed by the technology. As the journalistic content has moved on various digital platforms the audience study and analysis has become a mandate to keep the business rolling.

Studies have shown that many news organizations have adapted to web analytics for their audience study.

Web analytical usage has very interestingly made journalists not only report essential news for audience consumption but also analyze what sort of news is likely to be consumed on digital platforms. Hence, the relationship between journalists and their audiences have magnified, which was initially assumed to exert a relatively weaker influence on news work compared with other sources of influence (Tandoc E, Hellmueller L, and Vos TP, 2012)

Analytics is a surrounding and multidimensional field that uses mathematics, statistics, predictive modeling, and various machine-learning techniques to find significant patterns and knowledge in the available data (U. Padma Jyothi 1, Sridevi Bonthu2, B. V. Prasanthi 2017). The question here is how much and what aspects of Web Analytics are beneficial and have been used for news web portals?

**Keywords** - *Web analytics, digital journalism, news portals*

# **Effects of Video Games: A Study on Indian Urban Teenagers' Perspectives**

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## **Abstract**

The popularity of gaming continues to grow. The size of the gaming industry in India is increasing. According to the KPMG (2020) report on the Indian Media and Entertainment Industry, the gaming industry has registered a compound annual growth rate (CAGR) of 34% between 2016-2020. This growth rate is likely to be 45% in 2022 as compared to 2021. Amidst the growing popularity of gaming, many questions related to it are also arising. Increasing addiction to gaming, psychological effects of gaming, health effects of gaming, decreased social interaction, impact on children's education, etc. Many positive aspects of gaming are also a matter of discussion, for example, teamwork, co-ordination skills, visual-spatial skills etc. Games are also playing an important role in engaging students in educational activities in interesting ways. We can say that video games and their effects are important issues for the society in the present context. The main objective of this paper was to study the perspectives of Indian urban teenagers on effects of video games. This study applied the qualitative approach to understand the teenagers' perspectives on various aspects of gaming. Focus group discussions and in-depth interviews were conducted to achieve the objectives of this study. Teenagers (aged between 13 to 19 years) from different Indian cities were interviewed and invited for focus group discussions. This study reveals that according to teenager's video games have both positive and negative effects. Teenagers are also aware of the dangers of video game addiction and its side effects and often admit to falling prey to it unintentionally. They also draw attention to the positive aspects of video games and ultimately advocate a balanced approach.

**Keywords** - *video games, teenager, urban, internet, addiction, visual-spatial skills, social interaction*



# **Usage of Memes in Building Participative Democracy for Youth: Study of Mumbai Police Instagram Page**

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## **Abstract**

Digital communication has seen a massive transformation over the years in India. Social media has become an integral component in youths' daily lives. Technology is paving the way for newer learnings through visual communication. It is seldom the technical aspect of digital culture that fascinates the users at first, more often it is a desire to communicate or to be entertained (Drotner, 2008). These visuals play a crucial role in learnings for the youth. In this research paper, the usage of memes is analyzed. One of the social media sites, Instagram is taken as the focus of study, particularly the Instagram page of Mumbai Police is seen for a year, from March 2021 to March 2022 for selective meme content. Memes are meant to be funny and sarcastic and due to this characteristic; they are grabbing the attention of the youths. A lot of messages are being transmitted which are useful and knowledgeable to them in an interesting manner. Mumbai Police is using this trend in an appropriate manner to make the youth aware of the laws in the city. Due to its large number of views, shares, and comments, it can be said that the usage of memes by them is proving as an effective way to reach out to the youth. A Focus group of 25 people residing in Mumbai from the age group of 18 to 21 years old were selected. A qualitative study was done through a convenient sampling method. A Focus group discussion with a moderator was conducted. The youth were shown the memes collected over the period and a discussion was initiated. The results indicated Memes shared by Mumbai Police were recollected by the focus group. Few of the messages of the meme were to raise awareness on societal issues, these were appreciated by the target group. More of such content in the future would help the citizens to remember the laws and create a civic society. Innovative content is changing the course of digital communication in a never imagined way.

**Keywords** - *Memes, Youth, Mumbai Police, Instagram, Democracy*

# **Science communication in the digital age from the scientists' perspective**

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## **Abstract**

Many experts are revisiting traditional theories and testing if they stand up in a new setting as a result of the Internet's arrival and more specifically the arrival of social media. In his seminal work in 1962, Everett Rogers pointed out how innovations are initially perceived as uncertain and even risky and that most people seek out others like themselves who have already adopted the new idea to overcome the uncertainty. Typically, a few individuals adopt the innovation first and then spread the word about it in a process that could take months or even years. However, in his later work on the diffusion of innovation, Rogers pointed out that the Internet has changed the situation. Information spreads faster and in a variety of directions simultaneously changing the nature of diffusion by decreasing the importance of physical distance. The Internet functions as both a mass communication channel like websites and an interpersonal communication channel such as email. The ability to profile adopters, identify diffusion pathways, and make forecasts is the significance of Rogers' diffusion theory. (Rogers, 1962) (Rogers, Diffusion of Innovation 5th Edition, 2003)

Communicating science to the general public can be traced back to the early sixteenth century when stories of the wonders of science and the scientists behind them interested, intrigued, and excited people. This communication was in the form of lectures or articles and sometimes books. A definite intention of incorporating science into the general culture of the population at large came about in the 1950s. Today, scientific knowledge is seen as an essential element in the understanding of complex issues like climate change, sustainable energy, population control, food scarcity, natural disasters, migration, and the most recent COVID pandemic that demands larger participation of an informed public. (Eds. Frans van Dam, 2020)

The media's widespread penetration - satellite TV, the World Wide Web, movies, advertising, and magazines – is deepening the divide between those who have access to knowledge and those who do not. Those deprived of knowledge can be found in both developed and poor countries. Every day, they live among us in every society, practically in every street, suburb, and rural hamlet. They include people we've never met as well as our relatives and they reside outside of the enormous axes of high-tech innovation, learning, and trade that radiate over the globe like a giant neural network. (Hartomo, 2002)

**Keywords** – *Science, digital, communication, scientists, diffusion, innovation*

# **A study of the audience engagement of Tamil Podcasts on Women over 50**

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## **Abstract**

Oral traditions have been an integral part of India's culture. In the more recent times , Podcasts have emerged as a popular form of oral and aural communication across demographics in different languages in India .

In this study, we discuss the importance of women as an audience to reckon with across media. The research also gives cognizance to Tamil as one of the oldest languages not just in India but the world over. The nuances of the language and the influence it wields over the audience is an integral part of the study.

A study of the audience engagement of Tamil podcasts on Women over 50 years of age, would be a Qualitative study. Tools to be used in the paper would be Focus Group Discussions of the women who listen to Tamil Podcasts , Ethnographic studies ,and Interviews of producers ..

This analysis will use an interesting theoretical frame work including Audience reception theory by Stuart Hall and theory of constructive realities to understand the evolution and growth of this popular medium of Tamil podcasts.

**Keywords** - *Podcasts, Tamil, audience engagement, Women, Qualitative study, Focus group, Constructive Realities , Audience Reception*

## **Impact YouTube on Livelihood and Exposure of Women in Kerala**

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### **Abstract**

Kerala is bestowed with cent percent literacy and high political awareness which made the state to excel the fellow states of the country in many aspects of life. Rich human resource brought prosperity with their hard work both in the state and from the foreign countries and it became the backbone of Kerala economy. Remittances from the Gulf countries brought prosperity and development to many parts of the state and people of Kerala realised benefits of hard work through migration to Middle East countries. But with the pandemic and the lockdown imposed, the attitude of the people to words the social media especially the YouTube took a new shift. as the country was put in lock down as a result of the first case reported in the state of Kerala the people were confined to the corners of their households. The Internet was the only refuge for the people in lock down and many changed to work at home to earn their income. But the jobless majority or those who lost their job with the pandemic turned on to the internet and became addicted to YouTube. Many young Keralites began to realise the benefits of YouTube revenue and they all started YouTube channels. Those who were having the channels with an established identity increased their views and subscriptions as the people inside the houses took YouTube as their only time pass. The increase in revenue with minimum effort changed the attitude of the Kerala towards the social media.

This paper tries to analyse the impact of YouTube on the livelihood and exposure of women in Kerala.

**Keywords** - *Youtube, Women, Kerala*

# Voice Search's impact on consumer behavior

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## Abstract

Voice search has emerged as one of the most promising technologies in the digital marketing environment in the previous ten years. It uses voice-based commands to perform a search, and this technology is becoming increasingly popular. This research aims to better understand the use of voice search in people's daily lives (of various ages) while using the internet and highlight the role of voice search in the path to research of multiple services. This will also look into the differences in voice search behavior between the elderly and the young. All of this would be possible through a thirty-person experiment in which, each participant will be recorded while doing the activities of Searching/ buying for some three types of digital goods: Music, Movie and Digital Book. Half of the participants will be asked to search through voice, while for other they will use their instinct to search through voice or text. This will enable us to find out convenience of using digital goods, adaptation of new technologies by older generation, as well as some physical properties of voice search. This research will enable us to understand the behavior of consumer while using voice search, as voice search is becoming the way consumers would search in the future, it is very important that marketers know, the issues and problems that consumers face while purchasing online. Knowing category of services which are easier and convenient to purchase with voice search, will enable marketers to target the audience in a better way.

**Keywords** - *Voice Search, Consumer Behaviour, Digital Goods*

# Movies

## **Emergence of Biopics in Indian Cinema**

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### **Abstract**

Films are an integral part of India and its culture; the medium engages people in every nook and corner of the country. Bollywood movies have a huge commercial appeal. People of all ages, gender, religion consume mainstream Bollywood films. Bollywood masala films will always be a rage in this country but biopics have become the latest trend have also proved to be a huge money-spinner for the Indian box office. As much as people like to watch masala films, there is also a similar group of people coming up with having a keen interest in watching informative and entertaining biopics. Biopics in India are also made keeping in mind that here the mindset of the audience is to watch movies mostly for entertainment, thus biographies have to be also made keeping in mind the entertainment quotient. Biopics are also immensely exaggerated these days with most biopics being made just to mint money, while some are made to spread propaganda. There is also a trend in this region to make biopics solely to invoke a feeling of patriotism in people, and patriotism is then used as a tool to sell the movie. Not only this, patriotic visuals, songs are also used to market the film. Some biopics are genuine as well and are made solely to tell the story of that person, but then because of the commercial nature of the Indian market, these films do not perform well as compared to the entertaining commercial biopics. The purpose of this study is to analyse the trend and performance of biopics in the country and what has led to the scarcity of original stories in the industry.

**Keywords** - *Biopics, Bollywood, box office, biography*



## **Film Bazar at International Film Festival of India at Goa**

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### **Abstract**

Film festivals are the hub for reflecting the culture, tradition and customs of many countries. At the global level various kind of films are screened and the method filming is shared in the dark halls through white screens with the technological aspects. Heterogenic audience are assembling there to collect and share their experiences.

Film bazar is one of the main aspects of the International Film Festival of India, Goa. Film Bazaar is the largest South Asian film market. It encourages creative and financial collaboration between the South Asian and International film communities. It began in 2007 and at the time of the Covid 19 it was held in online. It is converging point of the buyers and sellers throughout the world for film marketing.

This paper focuses that how film bazar is working as the market in international level of the film industry in International film festival of India at Goa. This is a descriptive research and the observation method is used to collect for data collection.

**Keywords** - *International Film Festival of India, Goa, Film Bazar.*

# Music

# **Hip-Hop And Rip-Off – Musical Content In Remixes And Retro**

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## **Abstract**

For the millennials and Gen Z, one way to distribute musical, digital content that takes motivation from the wonderful world of Hip Hop is the power of creating remixes for content that already exists.

Interestingly, out of all the different assets that exist in the digital world around us, the content that one can use to create podcasts & videos are probably the most remix-able content formats.

A blog post is created by transcribing one video asset. The same video asset can be transcribed and spun into twitter thread, sliced into snippets for Instagram stories or stripped off the visual content and the audio used for a podcast. The reach is unbelievable!

This paper attempts to study the content used in Indian music industry – from Classical, to folk to modern genres in the remixes that have flooded our playlist.

We shall analyse the lyrics of some of the popular remixes, to understand whether content indeed is king and whether it reflects the needs of the audiences.

The paper attempts to analyse the content (Musical) that is most likely to be selected for remixes. Are these an intelligent use of old songs, a clever blend of genres or merely confusion?

A song written today, but intended to imitate the style of songs written in the earlier years, would be retro. This paper will also attempt to study why music makers are turning back to imitate the styles of songs written in the earlier years and to what effect. The study will be based on certain popular shows on digital platforms and well as Hindi film songs (special mention: MTV Coke Studio, InSync etc)

The paper will concentrate and narrow down focus only on popular Indian music.

**Keywords** - *digital, podcasts, classical, folk, fusion, lyrics, audience, content*

# Newspaper

# **Nashik Municipal Election Run 2022: A Quantitative Study of coverage by Local Newspapers**

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## **Abstract**

The aim of this study is to give insights into local newspaper's report of Nashik Municipal Corporation election campaign. The main focus was on the attitudes toward and treatment of the competing parties and candidates. Content analysis methodology was used and data from local newspapers were used to investigate three forms of bias: coverage bias, agenda bias, and statement bias. Researcher finds that newspapers tend to grant disproportionate amounts of coverage to the political parties they, the newspaper is inclined to, also newspapers focus on the parties and candidates instead of their work and the agenda and challenges ahead. Due to OBC reservations being withdrawn more coverage was on the distribution of seats as per the category and the effects it had on political party. It was also found that the local newspapers try to educate reader about the distribution *prabhag Rachana* by giving maps and candidates contesting from the *prabhag*.

Content Analysis of the newspaper' news, articles, and photographs, was considered for the study. The period of study was from the declaration of the election up to two months. The newspapers began the coverage by bringing out supplements on daily basis with a focus on each ward of the corporation. It was found that there could have been an inclusion of conversational content. Inclusion of youth in the process. This research would help undertake further research on the effects of coverage of election news on the locals and the coverage of MNC Elections by English national dailies like Times of India and Indian Express.

**Keywords** - *Election, media bias, coverage, ethics, OBC reservation, local newspaper.*

## सिंहस्थ कुंभमेळ्यातील पायाभूत सुविधांच्या बातम्या व त्यातील व्यावसायिक दृष्टीकोण

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### सारांश:

भारतात अलाहाबाद, हरिद्वार, उज्जैन आणि नाशिक या चार शहरांत कुंभमेळा होतो. नाशिक हे त्यातील एक प्रमुख शहर आहे. या कुंभमेळ्यात राज्य शासन मोठा निधी खर्च करते. विविध सुविधा निर्माण केल्या जातात. त्याच्याशी शासकीय संस्था, व्यावसायिक घटक संस्थांचा थेट संबंध येतो. नाशिक कुंभमेळ्यासाठी शासनाने २,३७८.७८ कोटींचा आराखडा केला होता. त्यानंतर २०६ मध्ये झालेल्या उज्जैन मेळ्यासाठी ३,७०० तर २०१९ च्या अलाहाबाद कुंभमेळ्यासाठी ४२०० कोटींचा खर्च झाला. हा सर्व निधी शहरांच्या पायाभूत व मेळ्यासाठीच्या तत्पुरत्या सुविधांवर खर्च होतो. राज्य शासन, स्थानिक संस्था, व्यावसायिक घटक याबाबत मोठा गाजावाजा करते. कुंभमेळ्याच्या सकारात्मक व नकारात्मक बातम्यांत त्याचे स्थान काय?. याचा अभ्यास करण्यात आला.

जगभरातील उत्सुकता, गर्दी, रंजकता, व्यावसायिक उलाढाल, वर्तमानपत्रांचा खप, जाहिराती यामुळे सर्व माध्यमे त्याचे प्राधान्याने वार्ताकन करतात. मुद्रीत माध्यमांत प्रसिद्ध होणाऱ्या बातम्यांतून हे सर्व दृष्टीकोण व्यक्त होतात.

साहित्य आढावा :

'सिंहस्थ कुंभमेळा २०१७ : जनसंज्ञापन व साधने' या पीएच. डी. विषयावरील संशोधनासाठी कुंभमेळ्याचे कार्ताकन या विषयाचा सखोल अभ्यास झाला. या बातम्यांच्या यादीच्या संकलनाची एक पुस्तिका तयार करण्यात आली. नविन संशोधन करताना त्याची आवश्यकता वाटली. त्यातून तुलनात्मक माहिती मिळाली. कुंभमेळ्यातील विविध घटकांचे परस्परांतील जनसंज्ञापन, पारंपारीक साधने, आयोजनातील बदल, संदेश देवान घेवान व त्यात आधुनिक साधनांचा झालेला समावेश समजून घेतला.

अभ्यास पद्धती :

भारतात अलाहाबाद, हरिद्वार, उज्जैन आणि नाशिक या चार शहरांत कुंभमेळा होतो. नाशिक हे त्यातील एक प्रमुख शहर आहे. जगातील टॉप टेन सर्वाधीक गर्दीच्या उपक्रमांत तो समाविष्ट आहे. यासंदर्भात माहिती व जनसंपर्क विभागाने प्रशासनाने माध्यम केंद्र उभारले होते. कुंभमेळ्याचे वार्ताकण जगभरातील ७२७ माध्यमसंस्थांनी केल्याची नोंद या केंद्रात झाली. त्यांना इनपुट, बातम्यांची उपलब्धता आणि प्रसिद्ध बातम्यांचे संकलन हा त्याचा उद्देश होता. केंद्राकडून प्रसिद्ध बातम्यांचे संकलन केले. या केंद्राने सर्व प्रसिद्ध झालेल्या बातम्यांचे संकलन केले. या बातम्यांचा अभ्यास करताना,

१. वर्तमानपत्र : स्थानिक व नाशिक बाहेरील.

२. कालखंड : कुंभमेला पूर्व, कुंभमेळ्यात व पश्चात.

३. विषय : सुरक्षा व पायाभूत सुविधा

४. माध्यमे : मुद्रीत, डिजीटल, समाज माध्यमे

असे घटक व त्याचा अभ्यास व वर्गीकरण करण्यात आले.

यातील सुविधांच्या बातम्यांना किती स्थान मिळाले?. त्याचा कालखंड, माध्यमे, आशय, संदेश आणि संख्या आदी तेरा विभागांत वर्गीकरण व अभ्यास केला.

या अभ्यासातून प्रशासनास सूचना, नागरिकांना माहिती व प्रबोधन, व्यापार व उलाढाल, सार्वजनिक व पायाभूत सुविधांची मांडणी समजली.

कुंभमेळ्याचे वार्ताकन :

२०१७ मध्ये २६ ऑगस्ट, १३ सप्टेंबर आणि १८ सप्टेंबर अशा तीन शाही स्नानाच्या पर्वणी होत्या. हॉवर्ड विद्यापीठाने कुंभमेला समजून घेण्यासाठी आयोजकांना निमंत्रित केले. जगातील ७२७ माध्यम संस्थांनी वार्ताकण केले. स्थानिक व राज्यातील वर्तमानपत्रांत ३,११४ बातम्या प्रसिद्ध झाल्या. यातील १,७९९ बातम्या थेट कुंभमेळ्याच्या होत्या. यातील ३८७ बातम्या पायाभूत सुविधांच्या होत्या. याशिवाय १९७ बातम्या या सुविधा, निधी विनियोग यावर टिका करणाऱ्या होत्या.

नाशिकच्या कुंभमेळ्याच्या बातम्या वर्तमानपत्रांत नियमितपणे प्रसिद्ध झालेल्या आहेत. त्यात नाशिकमधून व नाशिक बाहेर प्रकाशित झालेली वर्तमानपत्र, कुंभमेळ्याच्या आधी, कुंभमेळ्यात व त्यानंतर अशा तीन कालखंडांचा विचार करता येतो. त्यातील बातम्यांची संख्या, आशय व संदेश यामध्ये प्रादेशिक माध्यमांतून महसूल, वाचक व अंकांची संख्येची वाढ कशी होईल असा प्रयत्न केल्याचे दिसले.

नाशिकच्या कुंभमेळ्याच्या बातम्या वर्तमानपत्रांत नियमितपणे प्रसिद्ध झालेल्या आहेत. त्यात नाशिकमधून व नाशिक बाहेर प्रकाशित झालेली वर्तमानपत्र, कुंभमेळ्याच्या आधी, कुंभमेळ्यात व त्यानंतर अशा तीन कालखंडांचा विचार करता येतो. त्यातील बातम्यांची संख्या, आशय व संदेश यामध्ये प्रादेशिक माध्यमांतून महसूल, वाचक व अंकांची संख्येची वाढ कशी होईल असा प्रयत्न केल्याचे दिसले.

हॉवर्ड विद्यापीठाने कुंभमेळ्याचे नियोजन समजून घेण्यासाठी आयोजकांना निमंत्रित केले. जगातील ७२७ माध्यम संस्थांनी वार्ताकण केले. स्थानिक व राज्यातील वर्तमानपत्रांत ३,११४ बातम्या प्रसिद्ध झाल्या. त्यात कुंभमेळ्याच्या १,७९९, टीकात्मक १,०४६ आणि लोकसहभागाच्या ४६९ बातम्या होत्या. या सर्व वार्ताकणात सुविधा व त्यावर झालेला खर्च याला प्राधान्य दिसले.

सारांश :

नाशिकच्या कुंभमेळ्याची जागतिक स्तरावर माध्यमांनी दखल घेतली. त्यात व्यावसाय, वाचक व अभ्यास हे दृष्टीकोण होते. बातम्यांच्या नियोजनात व्यावसायिक उलाढाल, जाहिराती, वर्तमानपत्रांचा खप याला सर्वाधिक प्राधान्य दिसते. २७ टक्के बातम्या सुविधांविषयक असतात. त्यातून प्रशासन, राज्य शासन, महापालिका व अधिकाऱ्यांचे ब्रॅडींग हा हेतू दिसला.

कुंभमेळ्याआधी ७० टक्के प्रसिद्ध होतात. त्याचा केंद्रबिंदू सुविधा व खर्च असतो. मुद्रीत माध्यमांत ते स्पष्टपणे दिसते. आगामी २०२७ च्या कुंभमेळ्याच्या दृष्टीने या व्यावसायिकतेचा विस्तार होईल. त्यादृष्टीने माध्यमांचे, संशोधन व अभ्यासाचे पुर्व नियोजन करता येईल.

बातम्यांचा व्यावसायिक हेतू व प्रभावाचा अभ्यास करण्याची नितांत गरज वाटते. हा या अभ्यासाचा केंद्रबिंदू होता.

निष्कर्ष :

१ जून ते ३० सप्टेबर २०१७ या कालावधीत ३,११४ बातम्या प्रसिद्ध झाल्या. त्यात पायाभूत सुविधा व निधीचा विनियोगाच्या बातम्या लक्षणीय होत्या. त्या अन्य सर्व घटनांच्या तुलनेत जास्त होत्या.

कुंभमेळ्यात ११ प्रमुख वर्तमानपत्रांनी सिंहस्थपूर्व कालावधीत ११८७ बातम्या प्रकाशित केल्या. त्यात प्रामुख्याने आर्थिक, व्यावसायिक व सुविधा हे घटक दिसते.

कुंभमेळ्याचा कालावधी १४ महिने होता मात्र ९० टक्के बातम्या चार महिन्यांत प्रसिद्ध झाल्या.

बातम्यांतील विषय, तक्रारी, सुविधांतील त्रुटी निर्देशनास आल्याने सुविधांची उभारणी व आयोजन यात बदल करण्यात आले.

कुंभमेळ्याची मांडणी उत्सवी स्वरूपात केल्याचे दिसते. स्थानिक नागरिक दुर्लक्षित व व्यावसायिक उपक्रम, प्रशासनाला प्राधान्य होते.

सुविधा व सुरक्षा आणि त्यासाठीच मोठा निधी खर्च होतो. त्याद्वारे उत्तम नियोजन व यशस्वी व्यवस्थापन असे मेळ्याचे प्रोजेक्शन झाले.

**Keywords** - कुंभमेळा, पायाभूत सुविधा, सुविधांविषयीच्या बातम्या



**OTT**

# **Empty stadiums and online streaming; Impact of Covid-19 on IPL T20**

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## **Abstract**

IPL has been the most lucrative and most popular game of the cricket. Board of Control for Cricket of India (BCCI) has developed the format of IPL on the success of T20 cricket format. Over the 14th consecutive year from 2008, IPL is not just a popular format of cricket but also contributing the Indian economy. It created huge employment from gatekeeper to the player. It is the biggest sports event in India. According to KPMG 2015 report, there is significant increase in tourism during IPL with many international visitors from countries like the United Kingdom, South Africa, and Australia. Also, IPL matches are played in many cities in India, it forced on setting high infrastructure in the tier-2 cities because of media exposure.

The Covid-19 pandemic, started in November 2019 which exploded in the first and second quarter of 2020, which had great impact on outdoor activities and events including sports. IPL is also not escaped from the adverse effects of global pandemic. The IPL 13 season was about to cancel which was scheduled in the month of May and June 2020. As the covid-19 cases in UAE declined drastically from the month of August 2020, the franchise owners and BCCI decided to play it in UAE from September to November 2020. Again, it was difficult time for the 14<sup>th</sup> season of IPL as the second wave of Covid-19 exploded its second wave in India from mid of March 2021. This time, the BCCI decided to continue IPL-14 season in India with empty stadiums. The games played out of home stadiums in the 13<sup>th</sup> seasons and the games played at home without spectators in the stadium in the 14<sup>th</sup> seasons impacted its revenue and popularity of IPL due to covid outbreak.

This paper explores how IPL-13 and IP-14 seasons impacted due to covid-19 outbreak and what are its effects and impact on the media economics in terms of broadcasting and online streaming rights, advertisers and brand sponsors, audience engagement, and innovative interactive media technology.

The researcher studied various news, media reports, sports and media web-portals, interviews of top official of IPL organisers, broadcasters, advertisers, and brand sponsors from secondary sources for this study.

It is found that, because of advance media technologies in broadcasting and online streaming, there is very less impact on revenue of franchise and BCCI, and it is also found that there is huge increase in advertisers because of audience engagement strategies, penetration in urban market, regionalisation content and customisation in new technology innovation.

**Keywords** - *Online Streaming, Advertisers, Brand sponsors, Media Technology, IPL T20*

# **Digital Media: An analysis of Over-the-Top business Models of Web series distribution**

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## **Abstract**

There are many new technologies that viewers use to watch movies and documentaries on their personal gadgets. Netflix, Amazon Prime, Hotstar, TVF, Zee5, ALT Balaji, Jio TV, Hulu and MX Player are just a few examples, providing movies and other video content via the Internet. Now on this new media platform viewers can watch new movies, web series, documentaries, news and short films at their convenient time. These new ventures are transforming the Indian television and film industry in many ways. The purpose of this study is to understand how web series are being distributed using OTT platform and how its business model works. With the growing popularity of OTT services, providers have experimented with a variety of platforms, content sources, revenue models, and multiscreen strategies. Ad-supported models like YouTube have significantly capitalized on user generated content, while subscription-based services like Netflix and Amazon Prime Video have aggressively invested in original content. Facebook's video distribution is growing, and Apple plans to add video to its music service.

Industry has the diversity of business models deployed with subscription-based models, ad supported models, and multiscreen strategies. But none of these models have proven to be consistent in terms of revenue generation and profitability. Thus, despite the promise of OTT services and the threat they pose to traditional broadcasters, there is no single effective business model in the field of OTT video distribution. Instead, every feature of the OTT platform has a wide variety of options: for example, platform capabilities like PC / Mac, smartphones, tablets, connected TVs, game consoles, Internet streaming players, pay-tv set-top boxes etc., revenue models are either free or advertising supported, Transactions, Subscriptions, App Fees, Price of Premium Content, etc.

The aim of this research paper is to analyse OTT business models of Web series distribution and revenue collection on digital platforms. Also, researcher wants to focus on OTT business models. How it works and what are the attributes of OTT. To identify the business model for

OTT video services how content promoters, aggregators, redistributors work in this industry? What are the distribution channels? These questions will be discussed in this research paper. The methodology adopted to find out the answers of mentioned questions is qualitative – own observations and content analysis. Secondary data will be collected from various reliable sources like producers, distributors, journals, websites, articles, reference books and different newspapers etc.

**Keywords** - *Business model, Revenue collection, Over the top (OTT), Web series and new media*

# **A Study on Meme Marketing by OTT Platforms/YouTube Channels to Engage Audience: Case Study of Memes in English, Hindi, and Marathi Language**

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## **Abstract**

The massive consumption of the internet leads to the penetration of user-generated content platforms like social media. These platforms have transformed the format of the content produced, ways to disseminate the content. These new structures of content are used as a tool of content strategy and digital marketing by various brands to advertise and promote their products. One of them is a meme - the strategy known as meme marketing. Meme marketing is a widespread marketing strategy employed to engage the audience on social media and to empower brand connectivity. Memes are the visual content, designed with the help of text and images, with an objective to imitate. Memes are generally created with the ongoing trends in society and are subject to all the fields including, politics, sports, entertainment, etc. OTT platforms and YouTube channels have transformed the audio-visual communication system. The paradigm shift in the audio-visual platforms have given rise to the production of web series and movies in gigantic amounts. Along with the traditional promotional tools, these web series producers promote the series on social media platforms by employing various digital marketing tools. Meme marketing is one of the tools employed by the OTT platforms and YouTube channels to promote the series and to engage the audience. This phenomena of meme marketing is not only limited to the English language, but also includes memes in Indian Regional languages. Thus, the present research aims to conduct the in-depth of the meme marketing by web series producers and its impact on the audience before and after the release of a movie or series. The study also focuses on understanding audience engagement due to meme marketing. The study incorporates a triangulation research approach, with a research design consisting of survey and sentiment analysis to analyze the audience engagement. The researchers have considered Instagram pages of Netflix, Dice Media, and BhaDiPa (Bhartiya

Digital Party) to understand the marketing aspect in English as well as in regional languages. The study signifies the need of understanding the impact of meme marketing. It will also guide the brand strategist to engage the audience.

**Keywords** - *Meme marketing, OTT platforms marketing, social media marketing, Marathi meme, Instagram Memes*

# **Meme Marketing as a Point of Engagement for Indian OTT Consumers**

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## **Abstract**

It is often observed that the content used for meme marketing belongs to the same OTT platform and we would investigate the same via research. The rationale for the current paper is to fill the gap in research of understanding the role of meme marketing in engaging audiences by OTT platforms and content. The study would help us understand the effectiveness of meme marketing when marketing their own content and understand the motivations for the audience to engage with such content which part of meme marketing is the main selling point for OTT consumers and does it lead to an increase in the platform interaction as well.

The proposed research objective is to understand the role of meme marketing in increasing audience interaction and engagement with the OTT platforms.

**Keywords** - *Meme Marketing, OTT Consumption in India, Audience Engagement, Consumer Behavior, OTT Meme Influence*



# Radio

# Mapping the Radio Culture in Urban India: Contemporary production practices of FM Broadcasting

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## Abstract

The FM era properly began in 2001 when India's first private radio station, Radio City-Bangalore, went on air (Biswarup Sen, 2014). In the past one-and-a-half decade, FM radio had enjoyed extensive success; with 380 operational private radio stations in more than 120 cities and towns across the country (PIB, 2022). Private FM broadcasting has seen a spectacular growth rate in terms of listenership and revenue when the autonomy took place from state-controlled nationwide AM transmission to corporate-owned local FM broadcasting. Moreover, most of the studies in India have looked at Television, Newspapers, and New-Media. However, private FM broadcasting services and their program production process have been neglected.

Hence, this proposed study focuses on mapping radio culture in urban India with special reference to Lucknow city. Lucknow comes under the 'A' category cities and it justifies urban India according to its population defined in the census data. Moreover, it has reached the saturation level of acquiring the allocated 6 private FM stations after the III phase bidding. Thus, researchers have selected this city for the proposed study as it can provide a general overview of almost all the urban cities in this category. This study examines the contemporary production practices of FM (Frequency Modulation) Broadcasting, in urban India by using Production Ethnography as a research tool. 'Production Ethnography' is one of the research methodologies encompassing extensive fieldwork in the designated site and also includes in-depth interviews. Somanath Batabyal (2012) in his study '*Making News in India: Star News and Star Ananda*' deployed this methodological strategy to collect the data.

Media students and scholars are having inadequate information when it comes to private FM programming production methods as there are limited resources available in this field. Hence, this proposed study will try to fill the gap by looking at how the contemporary production practices of FM broadcasting take place; in terms of contemporary production strategies and programming culture within a private FM Radio station. Moreover, this study also reveals that FM stations are able to follow global trends through social networking sites.

**Keywords** - Ethnography, Production, FM broadcasting, India, and Global Market.

# Technology

# **Business And Employee Satisfaction: Impact Of Demographic, Monetary And Nonmonetary Factors**

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## **Abstract**

Business success of a media company or any organization can be measured in a many different ways: profitability of the company, customer base, achievement of the objectives etc. All companies including media companies want to succeed, irrespective whether the company is a profit-oriented company or a non-profit organization. Companies implement various policies and rules to improve quality, production, customer service etc. But one factor generally overlooked in business organizations including media organizations is employee satisfaction.

**Keywords** - Business organization , Demographic, Monetary, Nonmonetary, Employee Satisfaction.

# The Emergence of Metaverse and Media

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## Abstract

The metaverse can be described as a unified decentralized space that integrates multiple virtual worlds into a single, interoperable location that can be accessed by many concurrent users. Neal Stephenson coined the term Metaverse in his novel Snow Crash (1992) to describe a virtual world in wide use in his imagined future, a 21st-century dystopia. In Snow Crash, the metaverse is a virtual-reality world depicted as a planet-encircling market where virtual real estate is often bought and sold, and where VR goggle-wearing users inhabit 3D avatars whose form they have the freedom to choose.

These three elements—a VR interface, digital ownership, and avatars—still feature prominently in current conceptions of the metaverse. But none of them is really essential to the thought. In the broadest terms, the metaverse is known as a graphically rich virtual space, with some degree of verisimilitude, where people can work, play, shop, socialize. Metaverse proponents often focus on the concept of “presence” as a defining factor: feeling like you’re really there, and feeling like other people are really there with you, too.

In sci-fi speak, it’s a virtual replica of our world with shocking verisimilitude but aided by conveniences such as teleportation, content projection, and infinite appearance customization. In terms of technology, the metaverse uses AI, blockchain, virtual reality, mixed reality, and advanced IoT technology to help users perceive and interact with virtual entities as if they were real.

There’s a reason why media and entertainment use cases within the metaverse are so viable. Some of the key phenomena from media psychology perfectly explain why users might be interested in the metaverse in the first place. Through media psychology, one also can understand the science behind habit-forming behavior, emotion, and therefore the capacity of emotions to influence behaviors. One of these is the phenomenon of psycho-visualisation, which suggests that the human brain cannot distinguish between virtual and actual reality, and our consciousness and perception will always lead us to simply accept the

virtual as “real” even once we know otherwise. The study of synesthetics also explains how multiple sensory experiences can create a deep cumulative impact within the audience.

Ultimately, the metaverse fulfils our core human desire to attach with a community, find commonality, and have shared experiences. As a result, the impact of media and entertainment will substantially be heightened in the Metaverse.

The research will also focus on how the social and interactive nature of possible metaverses affect different aspects of media.

**Keywords** - *Metaverse, VirtualReality, Media,Entertainment,*

# **COVID-19 and Tableegi Jamaat Conference in Delhi: A content Analysis of Indian Newspapers**

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## **Abstract**

COVID19<sup>1</sup> (Corona Virus Disease 2019) is traced back to 17th November 2019 from Wuhan, China (The Guardian 13 March 2020). The virus, which became pandemic<sup>2</sup> has engulfed 210 countries around world (Worldometer<sup>3</sup>, 2020). First COVID 19 Pandemic in India was reported on 30 January 2020 from Thissur District of Kerala. The patient had a travel history of Wuhan, China. Meanwhile whole India came under the crackdown of the virus. In the first week of March 2020, more than thousand devotees met for a religious conference organized by Tableegi Jamaat<sup>4</sup> in Markaz Banglewali Mosque in Nizamudin, Delhi, India. The participants included preachers from Saudi Arabia, Malaysia, and Indonesia, where COVID-19 had already spread. After congregation participants left for various states, some of who later developed symptoms of COVID-19. On March 19, ten Indonesian nationals who attended conference tested positive in the state of Telangana. Following this incident, dozens of delegates were tested positive from various parts of Country. Around 400 cases were traced positive from that cluster by 2 April2020 (Economic Times, 2 April 2020). First death among the people who attended the conference was witnessed in Srinagar, Union Territory of Jammu and Kashmir on 26 March 2020 (Greater Kashmir, 27 March 2020). Government identified it as “Virus hot spot”. Ever since the incident there started a surge in fake content targeting Muslim Community (Caravan, 4 April, 2020). Besides social media, some TV Channels also shared the same fake news. Number of stories and video clips were aired by TV Channels to spread misinformation about Muslims. The study aims at print media narratives, on Tableegi Jamaat’s religious Conference causing the increase of COVID19 cases in India. The researcher analyzes the content, both qualitatively and quantitatively published four national and regional daily newspapers. Selection of issue is based on non-probability purposive sampling technique. The study mainly focuses on the portrayal of news reports. The treatment of print media whether positive, negative or neutral towards the Muslim Community as the agent of spreading the deadly virus after Tableegi Jamaat incident held in the national capital of India.

**Keywords** - *Tableegi Jamaat, COVID19, Pandemic, Muslim, Corona Virus, Media, Newspapers*



# **Metaverse and the Future of Filmmaking and Gaming**

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## **Abstract**

Metaverse, coined in Snow Crash, Neal Stephenson's 1992 sci-fi novel, the term refers to a convergence of physical, augmented, and virtual reality in a shared online space. Metaverse is the new phenomenon in the age of the internet. It can be defined as a simulated digital environment that uses augmented reality (AR), virtual reality (VR), and blockchain technology, along with concepts from social media, to create spaces for rich user interaction mimicking the real world. It seeks to create a virtual world where individuals are allowed to create their unique identities with the help of avatars. This will give rise to a completely new reality known to the human race. Filmmaking and gaming have been trying to completely merge with the medium of virtual reality since the last decade and the creation of metaverse makes the crossover inevitable in the near future by filtering out all the possible obstacles from the paths of filmmakers and game designers. It allows the creators to build a fantasy world without the need of any external help or equipment, which is not the case in the real world. It'll bring down the production cost to a negligible amount and in some cases it's going to be free of cost. This is a huge breakthrough for independent creators, who now have access to endless resources and revenue models. This research seeks to analyse the possibilities of the future of filmmaking and game design in the metaverse with tools like virtual reality, augmented reality, artificial intelligence and also what could be the effects on the traditional approaches of filmmaking and game design in terms of employment and revenue. Metaverse will also help in the innovation of virtual reality equipment and bring in advanced technology. The features that allow the creators to create avatars and fantasy worlds for free will give rise to a new era of filmmaking and gaming and will create surreal new audio-visual experiences. Gaming in the metaverse will also be crucial in the field of education as it'll give rise to the gamification of learning methods, elevating the quality of education across the globe. Features such as buying spaces in the metaverse will allow the creators to paint an empty canvas giving them complete authority and creative liberty over their work, which will lead to the democratisation of content on the platform. The results of

the study can help in better understanding the future of filmmaking and gaming due to the creation of metaverse.

**Keywords** - *Metaverse, Filmmaking, Gaming, Virtual reality*

# **Audience Engagement in Innovative Media**

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## **Abstract**

Posting good content in various media platforms is important to capture the attention of audiences and viewers. There are various mediums which are made use of by plenty of brands, they keep themselves active and update the audience with all news and information so that they have their attention entirely. There are businesses which also organize social media activities for their target market, offering various sales promotion options. This way we hold on audiences attention towards us, this is exactly what is known as Audience engagement or user engagement. This is better described as the connection between a brand and its customers, it alleviates quality content on social media as well as virtual and in person events, other mediums like broadcast media or even publicity. Following the rise of the Internet which is an innovative medium, the term is defined as such because there are many new digital platforms that came into existence after the decline of traditional mediums. Audience engagement has gained increased importance in the media and advertising industry. As the target market here develops an understanding, emotional connection and affective experience they get from that particular brand, business gets a fair chance to uplift their brand and engage audiences which are existing customers identified as loyal customers along with who are new to their brand and making a space for them. In contrast to news content, engagement denotes an active orientation towards what users read, view, share, like and hear. This indeed helps businesses to understand and assume whether users are actually captivated by platforms, how well they are active and interacting in pages be it of celebrity, a brand, product, banking, education etc. news and contents that are shared and read by them. There is a huge opportunity for brands to connect with audiences and grow, this reduces the barriers and strengthens brand image targeting a massive audience. There are various ways where one can engage an audience and develop a bond with them. With this era of digitalization there is a tremendous growth in social media marketing and growing business if appropriately made use of these digital platforms. Each social media has a different kind of audience and the

brand needs to know how to deal in a different way with each set of audience in order to grow their brand. Adding visuals to your content, hosting live sessions with known personalities, organizing online games/quizzes/events, providing relevant information, keeping pages highly active with timely updates, engaging the audience in the interaction section and many such. Audience engagement therefore is a prerequisite for processes of developing meaning-making, value creation, and connecting to the public.

**Keywords** - *Social Media Marketing, Audience Engagement, Online business, Brand Growth, Innovative and Digital media*

# **A Study on the Media Shift after the Covid-19 liberalizations among the college students of Madurai District**

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## **Abstract**

The technological advancements have enhanced information floating which has in turn empowered all categories of people from the grass root to the elite, technologically. This change over has further made the audiences who were just couch potatoes in front of the television turn into active creators and collaborators with the mobile technology. The audiences who were all mere fans and consumers have now turned to be content creators and activists. The Pandemic outbreak has supported this scenario and the young adults are engaged with the technology and mostly online interacting with various digital platforms simultaneously. But now the Covid - 19 has lowered its effect and the government has liberalized the restrictions and everything seems back to be normal. With this background this paper aims to find out if the young adults have started to media shift i.e., view television, hear to radio, read newspapers and so on. A survey with a structured questionnaire has been conducted among the college students of Madurai district through random sampling method. The results are analyzed and interpreted.

**Keywords** - *Technological Convergence, Audience, Media Shift.*

# Television

# **Audience Reception of Korean Dramas In India**

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## **Abstract**

In mid-1999, Beijing journalists used the term "Korean wave" when they were amazed at the speed with which Korean entertainment and culture had spread across the globe, such as Korean television shows and pop music, which began in China and eventually swept the globe. With the popularity of Kpop and Kdrama worldwide, the consumer base has increased. Hallyu has exponentially grown in popularity in recent years, catching the attention of many people. Today, people explore content that aligns with their beliefs and ideologies, thus removing the language barrier. In addition, Asian countries are more inclined in relation to Korean content since they have some familiarity with the value system presented through these shows. Creativity has also been one of the factors for the audience to consume Korean drama as their storyline in the genres of fantasy and fiction is unique and different from others.

The Korean wave is steadily making its way into South Asian countries such as India. Despite the existence of the Korean wave in India for a few years, it only recently gained attention. K-wave began in Northeast India in the year 2000 when teenagers developed a fascination with Korean culture. However, it exploded during the pandemic when people had spare time to find new content to consume.

Fandom is another contributor to Korean wave spreading rapidly. The receivers of the Korean Wave experience Korean culture through the context of films, dramas, and K-pop. According to the Korea Foundation's "Global Korean Wave 2016," there were 1,652 Korean Wave communities in 88 countries with over 59 million members. The number of Korean Wave fans across Asia and the Pacific increased exponentially from 20 to 40 million and the K-pop popularity in America added to the growth of these fan communities. Previous studies states that a fandom establishes its own identity through exhibiting distinctiveness and uniqueness

to non-fans, as well as differentiating itself from other fandoms. The utilisation of new media is one of the features of Korean Wave fandoms. Across national borders, social network services (SNS) have become a common communication channel among enthusiasts. According to Erda (2021), the fandom culture for K-Dramas has been influenced as Indian fans have begun to have easier access to a lot more K-Dramas on OTT platforms, resulting in a rise in the reach and popularity of K-Dramas among the younger generation. K-drama fans are devoted to growing the popularity of K-dramas in India and allowing them to influence every fan in a positive way through Korea's culture and soft power.

With the Indian consumer base having grown immensely and consumers expressing their views and opinions on social media by sharing clips of Korean content, this study aims to find out how it impacts Indian audiences. As Korean drama's reception by Indian audiences hasn't been explored in detail, this research paper is an attempt to bridge the gap by examining the genres that appeal to Indian audiences.

**Keywords** - *Hallyu, Korea, Korean wave, Korean dramas*



# **Section B**

**Research Papers by the Postgraduate  
Students of the Department of Mass  
Media**

## Introduction

*“The Web as I envisaged it, we have not seen yet. The future is still so much bigger than the past.”*

*-Tim Berners-Lee, Inventor of the World Wide Web.*

This statement is now as we see it is becoming a reality, with the emergence of new technology in media that was only written about in vintage science fiction novels. There is now a great need, as well as a tremendous opportunity, to connect everyone on the globe, to enable everyone to have a voice, and to support the reshaping of society for the better. The scale of the technologies and infrastructure required here is unrivalled. Modern digital media includes all forms of communication that are broadcast electronically, the Internet and social media are examples of modern forms of media that have had a dramatic impact on our lives. These technologies should be synergized with quality content to deliver solutions to modern-day problems. There's no denying that interesting and informative internet content is in high demand. Creating new, consistent, and insightful content is an important habit in any industry, and the media should be a leader in this respect. Among these, the business industry has been fast to adapt to these changing dynamics. From communicating with clients, getting crucial information to extending the brand. Social media for business is no longer an option; it has become a necessity.

It is obvious that with the creation of new technology, the business models have also seen a substantial change challenging the traditional ways of revenue generation. This brings us to the rise of new opportunities available for creators to establish themselves in this space. With advertising and marketing being forced to rethink audience values, delivery and strategy the valuable levers are being pulled to adapt to structural changes and offset traditional trends. We're seeing a business model realignment primarily driven by the monetization of data and services by launching new offerings, pricing, channels, and horizontal and vertical integrations.

The reality and the potential of artificial intelligence, machine learning and data processing have given media new powers of discovery, creation and connection. This has posed new challenges for editorial and ethical responsibilities, data privacy, sentiment analysis, detection of fake news, managing information overload and executing strategies. The twenty-first century has already ventured into a major transitional phase and the media research in this direction aims to navigate how it sustains its value by stepping away from the hype and paranoia.

Technology such as virtual reality and augmented reality are no longer a thing of our imagination and have now found a way into our everyday lives. The boundaries of technology in media are non-existent, at the moment it's impossible to predict what the next big thing in the space of the internet is going to be. From the meteoric rise of cryptocurrency that operates on blockchain technology, the avenues for revenue

generation have seen an exponential rise. On top of that, the number of crossovers taking place in the entertainment industry is at an all-time high with literary adaptations to live-action productions of games and animes. Memes and artworks are up for sale on the internet as NFTs provide the much-needed democratisation of content for independent creators. Facebook changing its name to Meta is another huge step in the creation of a man-made simulation called the metaverse which plans on creating an entirely virtual world as soon as possible. This leads to changes in consumption patterns and audience engagement leading to immense modifications in the media algorithms.

The eighth edition of Media Research and Communication Studies Journal is our attempt to take a closer look at these recent developments. 13 research papers authored by the students of the Department of Mass Media, KC College, along with their research guides have been compiled into the journal. These papers try to envelop every aspect of content, business, and technology and analyse recent trends in its growth.

We have tried to bring to you works on several developments in the media industry.

## **SECTION B: Research papers by the Postgraduate students of the Department of Mass Media, KC College**

### **Advertisement**

- Analysis of the Effect of Television Commercials v/s YouTube Reviews on the Purchase Decision of Car Buyers in India: Swanand Ketkar
- A Study on Effectiveness of Brand Amul on Viewers of MasterChef India: Soumita Samar Pal

### **Marketing**

- A Case Study of AXIS Bank's Communication Strategy to Attract Millennial Audience: Maneka Dewnani

### **Movies**

- Product Placement in Indian Movies: Comparative Analysis between the Top Grossing Marathi and Top Hindi Movies (2015 – 2019) : Rhutuja Koli
- A Study on Representation of LGBTQIA+ Community in Commercial Bollywood Cinema: Akshay Nair

### **Music**

- An Experimental Study to Understand the Impact of Western Pop Songs on Young Mumbaikars: Disha Asrani

### **OTT**

- The portrayal of Mental Health vs Mental Illness in Indian over the Top (OTT) Hindi Films: A Case Study of the Film Tribhanga - Tedhi Medhi Crazy: Atharva Limaye

### **Social Media**

- A Study To Understand The Use Of Pinterest As A Marketing Tool For Home Décor Items : Amruta Kulkarni
- A Qualitative and Quantitative Study About the Role of Hindi Film Music Instagram Pages on Listening Choices of the Audience: Rohan Vidish Patil

- A Study on The Impact of Instagram On Marketing Communications Of Ipl In India: A Case Study On Mumbai Indians: Pratiksha Singh
- A Study On The Role Of Audience Engagement In Visual Aesthetics Of Sustainable Clothing Brands On Instagram : Salisha Talwar

### **Technology**

- A Survey Study on Impact of Virtual Rallies on Voters in Bihar Legislative Assembly Election, 2020 : Shivam Yadav

### **Television**

- A Qualitative Study of Audience Engagement with News Aggregator Applications among Youth :Soma Das

# **Analysis of the Effect of Television Commercials v/s YouTube Reviews on the Purchase Decision of Car Buyers in India**

**Swanand Ketkar**

## **Abstract**

This research was conducted to understand the effect of YouTube reviews and television commercials on the purchase decision of car buyers aged between 30 to 45 years in India. The study was done for both, current car owners and future car buyers. The data was gathered through an online survey with a sample size of 75 respondents and the survey was divided into two sections. The interpretation of data was done descriptively. Along with this, inferential statistics were also conducted to test the hypothesis. The Z test: One Population Proportion was performed on a single question was for both, current car owners and future car buyers to draw an inference for the hypothesis. The data was analyzed with the help of Microsoft Excel. The theories used are Uses and Gratification theory, Medium theory and Media Dependency theory. Through this study, it was concluded that the alternate hypothesis – the purchase decision of car buyers aged between 30 to 45 years is affected by YouTube reviews more than television commercials, was accepted and the null hypothesis was rejected.

**Keywords:** *YouTube Reviews, Television Commercials, Purchase Decision, Car Buyer.*

## **Introduction**

Television in India was launched in 1959 on a trial basis. Initially, All India Radio was dominant. Television commercials are usually done attractively and intelligently to catch the attention of the audience. The advantage of television commercials is, that it is for both educated and less educated people to date. In India, the first television advertisement was seen in the late 1970s. The first colour television advertisement came in 1982 which was for Bombay Dyeing. In the same year, colour television was also launched in India. The globalization in India in 1991 paved the way for the entry of private channels like Zee, Star, and Sony. Indian companies along with multinationals found this a golden opportunity for their marketing purpose and all these companies tied up with advertising agencies to create innovative advertisements for their products to gain maximum customers. In 1992, the government opened its market to allow cable television to reach our homes in India. Apart from the Hindi channels regional channels also started flourishing. During the same era, even satellite television was launched.

This was a major boost for television advertising. Indian advertisements have developed a lot in all possible ways, especially with better VFX and animations which makes the advertisements more appealing. Today the revenue from television advertisements is almost more than 250 billion Indian rupees and is expected to grow in the future. After globalization, many foreign car brands entered the Indian market. These brands started promoting their cars through television commercials. In the 2000s, even car brands were creating celebrity-endorsed advertisements like the Hyundai car advertisement done by the film star Shah Rukh Khan and this trend continues to date.

On the other hand, the internet was also developed in 1991. In the last few years, India has also seen major growth in internet users as India's technological advancement is growing immensely. This has led people to use the internet which has now become a hub for information and communication. With the advent of social media platforms, the world has seen a new professional field, namely social media reviewer. These reviewers are gaining popularity and making their presence on every social media platform. YouTube reviewers are those people who have gained a reputation for their immense knowledge on a particular topic. They keep on posting content on their selected social media handles and attract those people who are interested in that particular topic. Today YouTube has more than two billion active monthly users using this platform for music, vlogs, entertainment videos, sports, and much more. YouTube is now also considered to be one of the most used and most popular social media platforms in the world. YouTube has changed and developed a lot. It has added new features for the users. In India too, people are using YouTube on a large scale for various purposes. The content creators are continuously posting videos on their respective channels and the audience who are interested in that specific content follow and subscribe to their channels. On YouTube content creators themselves create reviews or coordinate with anchors to present their views through their channels to the audience. YouTube reviews are those which are given by an individual or a channel about different brands, products, or services. In current times there are many such channels that give detailed reviews about phones, laptops, street food, automobiles, and many more things.

The first car to run on Indian roads was in 1897 and Jamshedji Tata was the first Indian to own a car in 1901. Until 1930 India did not have a single production unit and all the cars were directly imported from other foreign countries. Hindustan Motors was the first automobile manufacturer in India in 1942, the pre-independence era.

In the 1980s Hindustan Motors and Premier were given tough competition by newcomer, Maruti Udyog Limited. In the 1990s, the Indian automobile industry witnessed a great merger between an Indian company and a foreign company which was Maruti and Suzuki. The joint venture resulted in India getting its first small car Maruti 800, which became very popular. Maruti Suzuki was the first car brand to ship its vehicles to European countries. In recent years, the automobile industry in India has developed in all ways and today all major car companies have their presence in our country. India has now made its place amongst other competitors and has become the main centre for automobile manufacturers to manufacture their vehicles for both domestic and international markets. In Indian automobile industry is now the world's fourth-largest sector. In the last few years, India has seen immense growth on the internet and the rise of social media platforms which has helped the automobile sector to make their presence on these platforms and keep the people updated about their upcoming cars. Social media platforms are playing an important role in advertising and marketing purposes too. On platforms like YouTube, there are now channels where they provide people with reviews of cars in a detailed manner. These YouTube channels have thousands of subscribers while some have millions of subscribers.

A purchase decision is when a consumer chooses a product of a particular brand after taking into consideration all the features with their terms and conditions. This decision is usually influenced by a lot of factors like cultural and social, psychological and financial. Studies have shown that the following sub-factors under the above main factors are equally responsible for influencing the purchase decision of consumers. In our country, social and cultural factors affect consumer behaviour because of culture, social class, family, demographic and geographical locations. The influence of culture on buying behaviour is different from state to state. There are five stages of purchase decisions that most buyers follow before purchasing the product. These stages were put forward by psychologist John Dewey in 1910. According to him, these stages are a structure for assessing the purchase decision of the consumer paving the way to and after the purchase has been done. Those five stages are as follows: -

-Problem/Need Recognition - This is the first step in the purchase decision process. This process starts when the buyer identifies a problem or need. The buyer intelligently tries to make a match between his/her desire and need.

-Information Search - In stage one when the need/problem is being identified the consumer tries to find out more information about that product through various mediums like print, television, radio, and the internet.



-Evaluation of the Alternatives - In this stage the consumer tries to solve the problem and satisfy their needs. They try to get maximum benefits offered by different brands by weighing all pros and cons.

-Purchase Decision - After buyers reach this stage the actual purchase is done by selecting the brand, store, etc. It can be noted that in this stage there is a chance that the consumer may change his/her decision due to negative feedback or price change.

-Post Purchase Decision - This final stage involves the comparison of similar products of different brands and gathering feedback.

The consumer decision-making process is also now affected through other mediums like social media. On YouTube, today various channels provide reviews of the products to people. These reviews form the buying behaviour of the consumers and in this case, too, the behaviour might change according to the consumer's perception.

## **Literature Review**

The following are the published research papers used for reference for this research study. These references helped in gaining more insight into the current research topic.

The research paper titled, "*The impact of visual advertising and attitude of viewers regarding C – Segment car industry in Tamilnadu, by Kathiravan et al. (2012)*" states that common people are continuously exposed to some kind of advertisements in their daily lives, whether it be on billboards, television, magazines or other forms of advertising media. The paper focuses on the impact of visual advertisements and the attitude of viewers regarding the C-Segment car industry of Tamil Nadu state. As the current research is also about analyzing the effectiveness of television commercials in comparison to YouTube reviews, the previous paper will help the current research to understand the impact and attitude of viewers on visual advertising.

The research paper titled, "*Consumer Behaviour towards Passenger Cars – A study with reference to Virudhunagar District of Tamilnadu, (Stella & Rajeswari, 2012)*" states that the standard of living of Indian middle-class families has improved due to an increase in their incomes. This has led to growth in the automobile sector in India. The previous research tries to explain how the factors influence the behaviour of consumers while purchasing a car through an offline method and it is also seen that the consumers didn't refer to any social media platforms or websites for purchasing as the consumers had already decided their brand preferences.

The research paper titled, "*Analysing Role of Social Media in Consumer Decision Making for Purchase of Auto Brands in India, (Grover & Mandan, 2017)*" states that social media is evolving each day. The content on social media is updated according to the

latest trends. This paper aims to understand how consumers' attitudes about social media are shifting and how they use it to make decisions. The previous research was related to all social media platforms and all auto brands that have their presence in India were considered for the same. The previous research paper is close to the current research study, in that it explains the market decision-making process with auto brands, which aids the researcher conducting the current study in understanding consumer purchasing behaviour and patterns in India.

The research paper titled, ***“Effect of Social Media on Luxury Automotive Sales in Qatar, by Ciuculan et al. (2017)”*** states that the international automobile industry is much more complex than it seems on the surface. For the local community, the car industry is a thriving combination of luxury and quality. According to the study, most of the respondents were ardent social media users. The agreeable fact was that social media could be used for the search process before purchasing the desired car. The research was conducted in Qatar and was pertaining only to the luxury segment. This research is useful for the current research partially as it states the importance of social media from the point of view of consumer buying behaviour.

The research paper titled, ***“Consumer Buying Behaviour of Cars in India –A Survey, by Mathur et al. (2018)”*** states that India's automobile industry is one of the largest in the world and it is expanding at a fast pace every year. In this research paper, the researchers try to understand the consumer buying behaviour of cars by finding out which all factors affect the decision-making process for the same. The previous research was associated only with buying behaviour of consumers and no form of media is involved in the study. There was no influence of the media on the purchase decision of consumers. The research was done to understand only the buying behaviour aspect of Indian car consumers.

The research paper titled, ***“A Study of Consumer Buying Behaviour in the Selected Auto Brands Relating to 4 Wheelers in Pune Region, (Thomas, 2018)”*** states that the high levels of disposable income are a sure reason for a rapid increase in consumer demand, which aids in the quantitative expansion. In this research paper, the researcher tries to understand the consumer buying behaviour of four-wheelers associated with the Pune region. As the current research is also about purchase decisions of cars it correlates to the fact that apart from social media various other factors influence the buying behaviour of car buyers.

The research paper titled, ***“The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products, (Chen & Dermawan, 2020)”*** states that social media is a type of web-based technology and social platform that

combines social, personal, and technological variables to drive the growth and evolution of web-based communities. Moreover, relevant web-based applications have become the primary medium for the production of value and the sharing of information. This research is useful to a great extent for the current research, though it is based on cosmetic products and conducted in Indonesia. As the current research and previous research have similar areas of study which as YouTube reviews, therefore it helps to understand the consumers' buying decisions in the context of these reviews. So, it emphasizes the fact that such reviews shall play a major role when making purchase decisions for valuable products like cars.

The research paper titled, *“The Effects of Consumer Buying Habits in the Automotive Industry, (Towne, 2020)”* states that consumer purchasing patterns are continuously changing, and there is an increasing possibility for brick-and-mortar retailers and electronic commerce (e-commerce) to adapt their tactics to sustain and improve revenues and profitability. This research is significant in the subject of strategic management because it adds to the volume of knowledge on customer purchasing behaviours and an organization's capacity to modify its strategy to stay profitable. This research is partially beneficial for current research as it states the effects of consumer buying habits in the automotive industry and it helps to understand the challenges and opportunities faced by the automotive industry in a different region.

The theories referred to here are, The Uses and Gratification Theory which was developed by Elihu Katz and Jay Blumler in 1970. The theory defines how people consume media to satisfy their different types of needs - Affective (emotional needs), Cognitive (knowledge needs), Social Integrative (social needs), Personal Integrative (status preference needs), Tension Free needs. The Medium Theory was developed by Marshal McLuhan, Joshua Meyrowitz and Neil Postman were two other researchers who worked on this topic. The core assumption is that the media as we understand it is more than just a medium for communication. It is a complex collection of settings or environments that allow communication to take place, and it may change the context and sense of the content being transferred

The Dependency Theory was put forward by Sandra Ball-Rokeach and Melvin De Fleur in 1976. Media dependency theory is one of the first theories of its kind which considers the listener as an active participant in the communication process. According to this theory, there is an internal connection between media, audience, and the larger social structure. Since the audience's ability to benefit from everyday life is restricted, they may turn to the media for more knowledge to meet their needs.

## **Research Methodology**

### **Data Collection and Analysis**

The study aims to understand the effect of YouTube reviews and Television commercials on the purchase decision of car buyers aged between 30 to 45 years in India. The first objective of the study is to determine how YouTube reviews and television commercials influence the purchasing decisions of car buyers in India aged between 30 to 45 years. The second objective is, to get an insight into the effect of television commercials on the purchase decision of car buyers. And the third objective is to study how YouTube reviews affect the purchase decision of car buyers. The alternate hypothesis (H1) of the research study is:

The purchase decision of car buyers aged between 30 to 45 years is affected by YouTube Reviews more than Television Commercials and the null hypothesis (H0) is - The purchase decision of car buyers aged between 30 to 45 years is not affected by YouTube Reviews more than Television Commercials. The research questions are as follows:

RQ 1. What between YouTube Reviews and Television Commercials has a greater effect on the purchase decision of a car for buyers aged between 30 to 45 years?

RQ 2. What makes car buyers aged between 30 to 45 follow YouTube reviews?

RQ 3. What do car buyers of the age group 30 to 45 years prefer the most between Television Commercials and YouTube Reviews as trustworthy sources of information?

In this study, the researcher has selected a quantitative approach which includes an online survey. The quantitative approach is used to study the views of car owners who plan to purchase a car as well as first-time car buyers. The questionnaire had three sections – the first section includes demographic questions and there was a single question regarding ownership of the car. Based on the responses to this single question the survey was further divided into the second and third sections. The second section was for current car owners and the third section was for future car buyers. This research was conducted online through a Googleforms survey. Along with descriptive statistics, the inferential statistics method is also used for testing hypotheses. To test the hypothesis, the hypothesis testing method the ‘Z test: One Population Proportion’ is applied. The data collected from respondents were further analyzed with the help of Microsoft Excel. The sample size of this study is 75. The age group of the sample is between 30 to 45 years. In this study, the researcher has used a non-probability sampling method. This research was targeted at a specific age group between 30 to 45 years old. Therefore, to collect responses from that specific age group the researcher utilized the snowball sampling method.

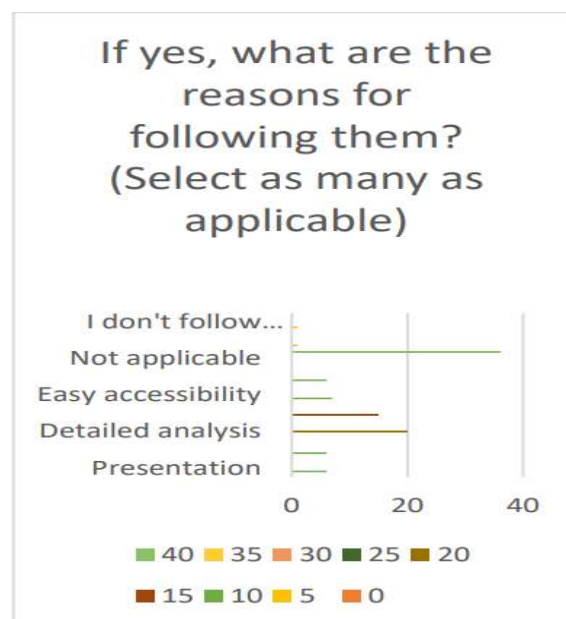
## Findings and Results

The survey questionnaire presented to respondents was divided into two sections, one for current car owners and the other for future car buyers. The responses collected from current car owners explained the effect of television commercials and YouTube reviews when they purchased their car.

Out of the total 75 respondents, 8 respondents (11%) were from the age group of 30- 33, 9 respondents (12%) were from the age group of 34-37, 15 respondents (20%) were from the age group of 38-41 and the remaining 43 respondents (57%) from the age group of 42-45.

Out of the total 61 respondents, 16 respondents selected Television commercials as their first preference and 15 respondents selected Television commercials as their second preference.

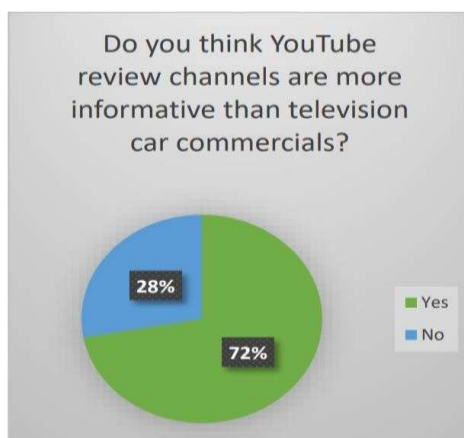
10 respondents selected YouTube reviews as their first preference and 18 respondents selected YouTube reviews as their second preference.



**Chart No. 4.1:** Responses on respondents' following YouTube channels on Automobile and the reason for it.

The bar graph 4.1 shows that out of 61 respondents, 6 respondents selected 'Presentation' as their reason for following YouTube channels, 6 respondents selected 'Language' as their reason for following YouTube channels, 20 respondents selected 'Detailed analysis' as their reason for following YouTube channels, 15 respondents selected 'Comparison of latest cars' as their reason for following YouTube channels, 7 respondents selected 'Easy accessibility' as their reason for following YouTube channels, 6 respondents selected 'More trustworthy' as their reason for following YouTube channels, 36 respondents

selected 'Not applicable' as they do not follow any channels, 2 respondents do not follow any YouTube channels.

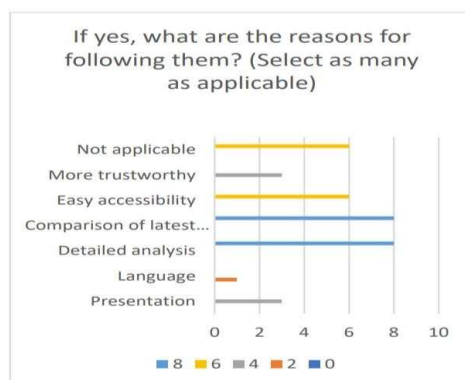


**Chart No. 4.2:** Responses of respondents on YouTube review channels being more informative than television car commercials.

Pie chart 4.2 shows that out of 61 respondents, 44 respondents think that YouTube review channels are more informative than television car commercials and 17 respondents don't think that YouTube review channels are more informative than television car commercials.

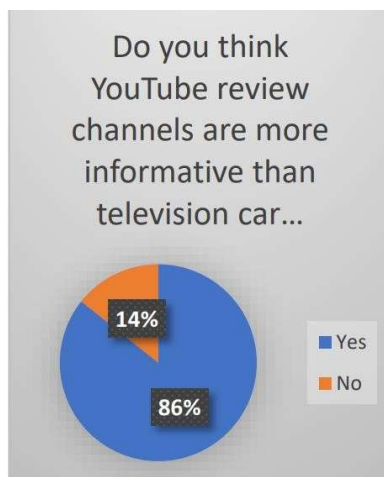
The responses collected from future car buyers explained what out of these two would be more effective on their car purchase decision.

Out of 14 respondents, 5 respondents selected Television commercials as their second preference and none of the respondents selected it as their first preference. 4 respondents selected YouTube reviews as their first preference, and 4 respondents selected YouTube reviews as their second preference.



**Chart No. 4.3:** Responses on respondents' following YouTube channels on Automobile and the reason for it.

The bar graph 4.3 shows that out of 14 respondents, 3 respondents selected ‘Presentation’ as their reason for following YouTube channels, 1 respondent selected ‘Language’ as their reason for following YouTube channels, 8 respondents selected ‘Detailed analysis’ as their reason for following YouTube channels, 8 respondents selected ‘Comparison of latest cars’ as their reason for following YouTube channels, 6 respondents selected ‘Easy accessibility’ as their reason for following YouTube channels, 3 respondents selected ‘More trustworthy’ as their reason for following YouTube channels, 6 respondents selected ‘Not applicable’ as they do not follow any channels.



**Chart No. 4.4:** Responses of respondents on YouTube review channels being more informative than television car commercials.

Pie chart 4.4 shows that out of 14 respondents, 12 respondents think that YouTube review channels are more informative than television car commercials and 2 respondents don't think that YouTube review channels are more informative than television car commercials.

To test the hypothesis, the inferential statistics were done by using the Z test: One Population Proportion. This test was conducted on a single question of the survey and was applied to both current car owners and future car buyers. The question selected for the same was: Do you think YouTube review channels are more informative than television car commercials? Only the positive responses from both sections of the survey were taken into consideration.

Hypothesized Population Proportion ( $p_0$ ) =	0.50
Favourable Cases (X)	56

Sample Size (n)	75
Sample Proportion ( $\hat{p}$ )	0.746666666666667
Significance Level ( $\alpha$ ) =	0.05

### Null and Alternative Hypotheses -

The following null and alternative hypotheses for the population proportion need to be tested:

$$H_0: p \leq 0.5$$

$$H_a: p > 0.5$$

This corresponds to a right-tailed test, for which a z-test for one population proportion will be used.

### Rejection Region -

Based on the information provided, the significance level is  $\alpha=0.05$ , and the critical value for a right-tailed test is  $z_c = 1.64$ .

The rejection region for this right-tailed test is  $R = \{z: z > 1.645\}$

### Test Statistics -

According to the 'Z test: One Population Proportion' the calculation is done by using the formula of the same. After replacing the variables in the above table with numeric values in the formula, the final z score was 4.272.

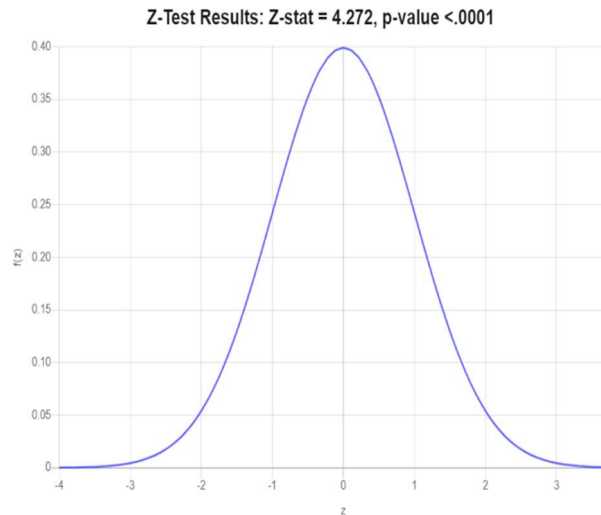
### Decision about the null hypothesis-

Since it is observed that  $z=4.272 > z_c=1.645$ , it is then concluded that *the null hypothesis is rejected*.

Using the P-value approach: The p-value is  $p=0$ , and since  $p=0 < 0.05$ , it is concluded that the null hypothesis is rejected. Conclusion -

It is concluded that the null hypothesis  $H_0$  is *rejected*. Therefore, there is not enough evidence to claim that the population proportion  $p$  is greater than 0.50, at the  $\alpha=0.05$  significance level.





*Chart No. 4.5: Results of Z test.*

## Conclusion

The purpose of this study is to analyze the effect of Television Commercials and YouTube Reviews on the purchase decision of car buyers in India. The study was conducted for both current car owners and future car buyers. This was done to understand the buying behaviour of current car owners at the time when they purchased a car. At the same time, this was done to understand the buying behaviour of future car buyers when they wish to, plan to, and need to buy a car. The objectives of the study were to determine how YouTube reviews and television commercials influence the purchasing decisions of car buyers in India aged between 30 to 45 years. The second objective was to get an insight into the effect of television commercials on the purchase decision of car buyers. And the third objective was to study how YouTube reviews affect the purchase decision of car buyers.

As per the above findings, of the question related to their preferences for the primary source of information, an almost equal number of current car owners chose television commercials as their first and second preference when they purchased the car. YouTube was the first preference for 10 respondents and the second preference for 18 respondents. As per the findings, television commercials would be the second preference for 5 respondents and none of the respondents selected television commercials as the first preference. YouTube reviews would be the first preference and second preference for 4 respondents each respectively.

All these preferences were in context to the source of primary information for future car

buyers when they would make their purchase. The findings also showed that the majority of the respondents, the current car owners, and future car buyers follow YouTube channels for their detailed analysis and comparison of the latest cars. According to the findings, the majority of the respondents, the current car owners, and future car buyers think that YouTube reviews are more informative than television commercials. Therefore, from all the above conclusions, the researcher hereby deduces that the alternative hypothesis has been proved that, the purchase decision of car buyers aged between 30 to 45 years is affected by YouTube reviews more than television commercials.

### **Future Scope of Study**

This study can be used for further research by adopting different research approaches. The sample size can be increased for further study. The age limit of this study was constricted from 30 to 45 years, which can be increased or decreased to find whether the results change with age groups, experience, and exposure. Only two mediums are taken into consideration for this study are YouTube and Television, so in the future other mediums can also be included for better results. As this study was related only to car buyers, in the same way, a similar study can be done exclusively for two-wheelers, or with both four-wheelers and two-wheelers considered together which can give different results and findings.

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# **A Study on Effectiveness of Brand Amul on Viewers of MasterChef India**

**Soumita Samar Pal**

## **Abstract**

India is a diverse country with a variety of cuisines from different regions. Television culinary shows are very popular among Indians. People get to learn a lot from these types of shows. MasterChef India is a competitive culinary show wherein contestants from all over the country compete with each other to grab the title of MasterChef of India. Season 6 is the latest of this show which occurred in 2019- 2020. Amul, a trusted and popular brand among Indians had sponsored the show for all of its seasons. Being the sponsor of the show Amul has used the platform effectively to promote its brand and its products through various elements of the show. The study focuses on the effectiveness of the brand Amul on viewers of MasterChef India and their perseverance towards the brand. The data of the research was collected through an online survey and analysis was obtained using SPSS software. Analysis of the content of season 6 of the competitive reality show was carried out by the researcher by considering certain parameters. Both types of analysis provide fair results to the research. The results indicated that the brand promotions carried out by Amul as a sponsor of the MasterChef India show proved to be effective on the viewers of the show.

**Keywords:** Effectiveness, Brand, Amul, MasterChef India, Viewers

## **Introduction**

### **Brand**

A brand is a way a particular company, product, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is a recognizable feeling these assets evoke. The brand is similar to the current meaning in the world trademark. A brand is seen as a company's most valuable asset. It represents the face of the company, logo, slogan, or a mark that people associate with the company. The company is referred to by its brand and they become different from others. It is important to uphold the integrity of the brand. As companies become closely associated with their brand, the more the brand is worth, is said to have higher brand equity. It is very important to have brand equity if a company decides to settle on a brand to be its public image. The goal is to make the brand recognizable. Once the brand has successfully created an optimistic sentiment among its target audience, the company is said to have built brand equity. If done properly the brand results in great success in sales. Brands have long been used to set apart and

have taken many different forms. If a brand is the personality of the business, everyone should understand the personality before buying the products from the brand. Many areas are used to develop a brand like advertising, promotional marketing, customer service, logo, etc. All these elements work together to create one unique attention-grabbing professional profile. A consistent brand helps people to recognize the business no matter where they interact or connect with it.

Any brand's main aim is to reach out to the target audience and satisfy their needs and wants. A brand is created by a company and further developed by the consumers. Over the years Amul has built a top position in the dairy industry in our country. People are familiar with the brand because of its goodwill in the market. Amul as a brand sells different types of products to meet consumer needs. People are using Amul over the years because of its brand name in the dairy industry. It provides products at reasonable prices which are mainly made for the middle-class group of the country considering the population of the country.

### **Promotions**

Promotions refer to the entire set of various campaigns, which transfer the information of the product, brand, or service to the user. The main aim is to make people aware, attract and induce them to buy the product in the minds of the target audience. A promotion is a type of deal between the buyer and the seller. The seller tries to persuade the buyer to purchase the products through promotions. People become aware of the products. It also helps to build the image of the company. Promotion is one of the main elements of the marketing mix. A promotion plan specifies how much attention to pay to each of the elements in the promotional mix. Promotion protects the methods of communication that a marketer uses to provide information about the product. Information can be both verbal and visual. The term promotion is too wide in the marketing context. Promotions by a brand create a great impact on the audience and also cause a benefit to the brand itself. Before starting any show or launching any product we can see the promotions of that particular show or product. It is done to attract the audience's attention towards it and gain their loyalty. People get a rough idea of what is going to happen through promotions. Before airing on the television channel Star Plus, MasterChef India did a lot of promotions in various types like hoardings, television commercials, newspaper advertisements, etc.

People got aware of the show way before it was telecasted on television. This created an interest in the show in the minds of the people which gained TRP for the show. The promotion was done in such a way that it highlighted the key aspects of the show which can interest the audience.

## **Brand Promotions**

Informing, reminding, persuading, and influencing the buyers to drive their purchasing decision in favor of the brand comes under brand promotion. It also focuses on building a loyal and long-term customer base. The main aim is to satisfy the customer's expectations and help them fulfill their demands. Brand promotion is a border and a long-term strategy where the firm makes an effort to build and maintain a brand image along with the trust of the buyers which helps them to make the brand stronger. While promoting any brand they try to connect to the audience by conveying some positive message about their brand. The marketing force of a company conducts brand promotion primarily though the wholesalers and retailers can also do it.

Through brand promotions, people get to know the features, prices, and special schemes of the brand. It differentiates the products by convincing the customers about the unique features of the brand. This helps to outperform the competitor's marketing efforts and helps build a positive brand image.

Brand promotion plays an important role in brands strategy especially while launching a new product. The brand needs to make people aware of their product and its features to the audience so that people buy them in the near future. We can see that if any new product is launched by Amul during the MasterChef India season, the product is also introduced in the show by the judges and the contestants themselves. This brand promotion technique through a reality show proves to be beneficial for the brand. People believe its usage and quality if the contestants themselves use it in their cooking.

### **MasterChef India**

MasterChef India is a competitive cooking reality show which is inspired by MasterChef Australia. The show is produced by Endemol Shine. It first premiered on 16th October 2010 to the audience. The show is telecasted on the Star Plus channel. In MasterChef India individuals from all over India come to audition themselves by presenting a dish before the judges of the show to qualify for the show. The contestants then compete in several challenges which test their culinary knowledge. The winner of the show gets a chance to publish their cookbook along with a good amount of cash prize and also sometimes includes their culinary show.

MasterChef India is a prestigious title. Contestants go through a lot of struggles to win this title. Contestants from all over India audition to get into this competition. It is a competitive show and there is only one winner at the end. The latest season 6 took place in 2019- 2020, the title was bagged by Abinash Nayak as the winner of the season.

### **MasterChef India season 6**

MasterChef India season 6 an Indian competitive reality cooking show telecasted on Star Plus on 7 December 2019 and concluded on 1 March 2020. This season was judged by Vikas Khanna, Vineet Bhatia, and Ranveer Brar. All 15 contestants cleared the audition and entered the MasterChef kitchen to compete for the title. The winner of this season was Abinas Nayak and an IT analyst hailing from Orissa with Oindrila Bala as being the runners-up from West Bengal. Similar to all the past seasons Amul remained the title sponsor of this season as well. Sleek kitchens by Asian paints co-sponsored this season.

### **Amul**

Amul is an Indian dairy company based in Gujarat founded in 1946. It is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd. Amul started India's white revolution, which made it the country's world's largest milk producer. AMUL stands for Anand Milk Union Limited. The slogan of the brand is Taste of India. Amul has become the largest dairy brand in India and has ventured into the international market as well. We can find Amul products now in more than 20 countries around the globe.

People trust the brand over the years because of its excellent service since day one. The brand is responsible for the white revolution in our country. The brand looks forward to the common man's needs and provides them with reasonable prices for the products.

### **Amul as a sponsor of MasterChef India**

Amul has been sponsoring India's most famous culinary reality show on Star Plus since 2010. Amul has been their constant sponsor for all six seasons. The show uses the entire dairy and other related products of the brand Amul in the showhouse, leading to the promotions of the products. Being the sponsor of the show, its products are promoted through the judges, contestants, narrator, flash ads, etc.

The platform for Amul is best to depict their products. There is a lot of indulgence in Amul products in the show. The judges and the contestants are the ones who promote their products. There are also many overlay ads of the products which tell their features and uses. The main motive of Amul as a brand being the sponsor of MasterChef India since day one is to expand its sales and promotions on television.

### **Review of Literature**

Various marketing strategies are used by Amul to develop the brand position. It covers various business segments targeting the vision of the company to make it the top brand in the market. The four P's for the brand Amul, namely product, pricing, place, and promotion are the four important elements in the marketing mix that are highlighted in the previous research. The packaging of the product plays a prominent role in marketing.



The products of Amul are systematically made and designed as per the consumer needs and changing lifestyle which suits them. The main thing which is loved by people about Amul is its low pricing compared to other dairy brands.

Individuals are concerned and inclined toward the country's oldest dairy brand. People have also switched from international brands to Amul because of its various qualities which are too easy to get in the market. The brand has also reached the rural parts of the country from where it emerged as a top dairy company. There are three main focuses of the brand Amul that are advertising, quality, and customer service which makes the brand chief in the dairy industry. The brand Amul lands up in the market with a perfect marketing strategy. For example; they do not produce much ice cream and cold milk products during the winter season as the demand for these products is less during that specific season.

The brand has always kept its budget low when it comes to advertising. They spend the money effectively on advertisements, which in turn increases the sales of the brand which is their main aim. Their target audience mostly comprises people whose income is less or moderate. That is why the cost of all the products is less compared to any other brands. This makes Amul unique in its way and people prefer purchasing it. Higher-income groups also sometimes opt for Amul because of its strong advertising and consistency in maintaining product quality. There are very minimal complaints from the customers about their product quality, the brand has always assured customer satisfaction and has always looked into the matters of customer grievances. All the promotional activities done by Amul have proved to be fruitful for the brand. The promotional campaigns by Amul have effectively helped the company to raise sales.

### **Objectives:**

- To analyze the promotions done by Amul on MasterChef India.
- To understand the perception of viewers towards Amul promotions on MasterChef India.

### **Hypotheses:**

**H1:** Amul brand promotions through MasterChef India are effective on the viewers.

**H0:** Amul brand promotions through MasterChef India are not effective on the viewers.

### **Research Questions:**

1. How does MasterChef India promote the brand, Amul?
2. How do MasterChef India viewers perceive the promotions by brand Amul?

### **Limitations:**

1. The study was limited to only season 6 of MasterChef India.
2. The geographical limitation was Mumbai city only.
3. People from the age group of 20-50 years had filled up the survey form.

## **Research Methodology**

### **Research Design:**

This study will have a mixed research design with both quantitative and qualitative methods

**Qualitative-** Content analysis of 25 episodes of MasterChef India season 6 was done.

**Quantitative-** An online survey was conducted with the help of Google forms.

### **Research Tool:**

A survey questionnaire was prepared through Google forms and circulated among 100 participants.

### **Sampling method:**

This research had a convenience sampling method.

### **Sample size:**

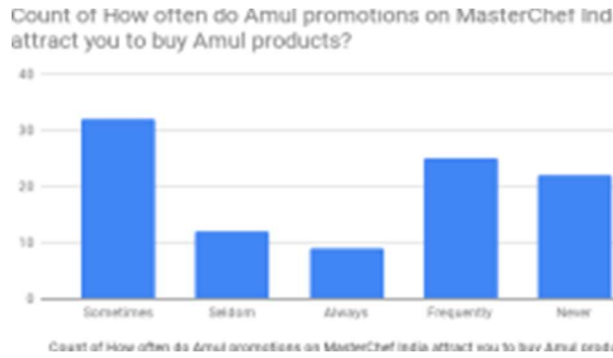
1. The sample size of this research was 100 people from Mumbai city.
2. The individuals from the age group of 20-50 years of age were chosen to fill up the survey form.

### **Parameters for Content Analysis**

1. Promotion through Judges
2. Judges displaying products
3. Focus on Amul parlor
4. Promotion through contestants
5. Contestants displaying products
6. Visuals of Amul products
7. Promotion by show narrator
8. Flash ads by Amul

## **Analysis and Interpretation**

**Data analysis-** Under the quantitative approach, 100 responses were collected for the online survey from individuals with their engagement on MasterChef India season 6 sponsored by Amul.



**Chart 1:** Promotions attracting viewers

The above chart 1 shows that 32 people sometimes get attracted to the promotions done by Amul on MasterChef India, 25 people frequently get attracted, 22 people never get attracted, 12 people get attracted seldom and 9 people always get attracted towards them. The respondents get quite attracted to the promotions by Amul shown on MasterChef India. Amul proved to be successful in promoting its products through the show to gain loyal consumers for the brand.



**Chart2:** Decision-making process

Chart 2 depicts that 32 people's decision-making got sometimes influenced, 32 people never got influenced, 15 people got seldom influenced, 13 people frequently got influenced and only 1 respondent got influenced always. People do use and purchase Amul products since before the show, but from the above results, it is observed that Amul promotions on MasterChef India do affect the decision-making process of the people. These promotions do create an impact on people's purchasing decisions.



**Chart 3:** Factors influencing the participants

From the above chart, 3 results show that it is clear that the flash advertisements work the best for the brand in terms of influencing the viewers. The other factors are also engaging to the viewers. The contestants and the judges also engage with the audience through promotions. Other various factors also influence the respondents based on their perception. The various promotional factors influence the respondents through the show.

**Content Analysis-** Under the qualitative approach, 8 parameters were considered for the content analysis of 25 episodes of MasterChef India by the researcher.

The promotions of the brand Amul through the judges are done in most of the episodes of season 6 of MasterChef India. The mid episodes and the last episode had most of the promotions by the judges to attract the audience till the last. Most people watch till mid of the season and then leave the rest of the episodes.

There is much relevance to Amul parlor in the show. Though the focus is not observed at the start and end of the season a lot of focus is made in the mid-season as most of the competition takes place during that time between the contestants.

In the mid of the season, there is a lot of promotion among the contestants. Contestants promote the products in between their competition and talk about their benefits and use for the knowledge of the viewers. The brand used contestants as a medium to showcase their products as the viewers will trust and believe them as they can see the outcome of the product in their dish.

Visuals play an important role for a brand in promotion strategy and Amul had used this strategy the best through MasterChef India to reach the target audience.

The flash ads by Amul have occurred in every episode of MasterChef India season 6. The consistency of flash ads is mostly the same in the majority of episodes. The flash ads, judges, and the contestants were the main elements of the brand to promote their products.

## **Conclusion**

The research was conducted on the effectiveness of the brand Amul on viewers of MasterChef India. The study revolves around a competitive reality cooking show and a well-known food and dairy brand as the sponsor of the show. The research had a mixed approach. In quantitative approach an online survey was conducted with 100 individuals and in qualitative approach content analysis of the entire season 6, of MasterChef India which consisted of 25 episodes was done by the researcher. There were various factors set by the brand Amul to promote the products on the MasterChef India show. The judges and the contestants are the main factors to promote their products as they were the main

focus of the show. The promotion creates an impact on the viewers and their buying behavior. The individuals perceive these promotions in their way as it depends from person to person. The researcher has tested the hypothesis of the study through the SPSS version 25 with the cross-tabulation method, and further, the outcome of the test turned out to be positive. Through the hypothesis test and the data analysis of quantitative and qualitative approaches researcher proved that the Amul brand promotions through MasterChef India are effective on the viewers of the show. Amul has already built up a brand reputation in the market, but still viewers of MasterChef India get influenced through the promotions. Amul has effectively chosen this show to sponsor and promote its products. The viewers of the show did engage with those promotions in a positive way which proved to be beneficial for the brand as well as the show. The study can be conducted in the future by adopting different approaches and also by conducting interviews with people from the brand. The study revolves around a culinary show and a food and dairy brand. Further, the study can be carried out by considering Amul as a sponsor in any other reality show and also; any other brand promoting its products in the MasterChef India show.

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# **A Case Study of AXIS Bank's Communication Strategy to Attract Millennial Audience**

**Maneka Dewnani**

## **Abstract**

Millennials encompass almost 50.1% of the country's population, while most of them start earning young it is integral to start saving up in the banking structure to make the income profitable in the years to come. Banks are now shifting to a more digital-led route for basic and advanced transactions so that they can gain the attention of millennials. Investments are also an integral part of the banking facilities provided. They are also stepping up their communication game to interact with their audience. Taking a cue from the big picture this research focuses on Axis Bank as an example to see how they interact with one of their biggest consumer bases.

**Keywords** – *Communication Strategy, Banking, Millennial, Consumers, Digital.*

## **Introduction**

Banking is one of the important pillars of the economy. It offers numerous facilities to its consumers. India's first bank was the Bank of Hindustan which was set up in 1870, it was created under the Banking Regulation Act, 1979.

Banks in the country currently perform a myriad of activities like accepting deposits and lending overdrafts and loans along with investing them to get profitable returns. They also keep valuables in safe custody, being intermediaries, and acting as trustees.

As individuals who work for a living, it is important to start saving up, especially in the uncertain times that we live in today. A bank account is a necessity for saving and with technological advancements. Over the past few years, an account with a bank has shifted from being an entity for saving money to becoming a facilitator for paying bills, making transactions - personal and professional, and many more.

Each bank has now shifted its focus to make its presence known in the digital world, from introducing digital-first facilities to communicating over messages and emails to the consumers. WhatsApp Banking, Net Banking, and Online Payments are a part and parcel of the same.

These amenities attract a younger audience, to promote them further, banks need to have a structured communication strategy in place. In retrospect of the myriad mediums of communication a strategy molded for each of them works the best, the reason why there

are numerous departments involved in this process. A well-rounded strategy involves a mix of social media, influencer and celebrity promotions, and mainline and television advertisements. A social media strategy should include a mix of programmatic and Google advertising for optimal results.

### **Banking Scenario in India**

In India, the control of banks is with the apex entity - the Reserve Bank of India which was established in 1935, by the Reserve Bank of India Act, 1934. It is a monetary authority, it regulates and supervises the financial system, manages the foreign exchange, and most importantly issues currency.

### **Marketing Mix**

The 4 Ps of Marketing: A Step-by-Step Guide (With Examples). (2021). The building of any marketing strategy is based on its four Ps and optimal use of these can result in a successful brand. The four Ps of the marketing mix are Place, Promotion, Product and Price.

### **Communication Strategy**

A marketing communications strategy is used by brands, companies, or individuals to reach their target market via means of communication. This includes message - communication needs to be made, medium - where does it need to be said, and target - people to whom the message needs to reach.

Each brand needs to reach its target audience with the correct message by using a medium that is relevant to everyone. Any strategy needs to be planned and backed with research. Even though reaching out to an audience is an analytical activity with creative ways when backed with the perfect amount of research to balance out the creativity.

An integral communication approach is required to help brands get their communication out to the correct message. The first step is to understand the target audience and for that, the questions that need to be asked are the needs of the consumers and why should it be with your product. At a point in time, one should follow the outside-in approach, wherein one looks at the brand from an outsider's perspective. Secondly one should move towards introspecting for a USP that would help in selling. Post that one should try out to determine a communication mix that would help in determining the channels that would be used in communication.

### **Audience**

For any brand determining an audience that it would reach out to is an important aspect, especially when moving to new markets or introducing new products into the market.



The audience ought to be genuinely described however vastly sufficient to embody a sturdy running definition of the enterprise's consumer base. This part of the emblem positioning manner will most probably take the longest to complete. However, information about your target market is critical to speaking with them efficiently and successfully.

Retail banking is the most important client segregation withinside the banking enterprise and is additionally referred to as private banking. The services and products in this section consist of deposits, mortgages and credits, and small industrial customers.

Wholesale banking sports consciousness on company loans, mergers and acquisitions, and income and trading. This banking section is likewise referred to as capital markets. Wealth control keeps developing as infant boomers attempt to defend and decorate their assets.

### **Millennial Audience**

India as a country is made up of 400 individuals who fall under the age group of 18-36 years of age and are categorized to be millennials. Their spending is said to be around \$300 billion and is only increasing. They are into communication strategies that reflect instantly and are looking for quick and easy ways to solve their problems. Hence, they are mostly starting their

businesses to tackle their problems. The ones who are in the older segment of this audience group are keen on investing in properties wherein they get what they desire and are motivated by factors like sustainable living and fitness parks. They are well-read, interested in exploring the world, would like to make value-added changes in their lives and have a high disposable income.

Banks are also attracting millennials by cultivating a relationship with them by connecting with them on social media as well as introducing attractive offers in collaboration with brands they love. They are making self-service ATMs, introducing chatbots that help in making conversations on the website and also using technology for their profit, and introducing voice-enabled banking. These investments would help grow and build relationships with millennials in the future.

### **Need for this study**

Millennials encompass almost 50.1% of the country's population, and while most of them start earning young it is integral to start saving up in the banking structure to make the income profitable in the years to come. Behavioral research conducted showed that for Gen Z, digital banking is how they are likely to carry out financial transactions.

A Forrester Research survey said that only 38 percent of Gen Z preferred, or would prefer, to communicate with their banks over the phone, versus 49 percent for Gen Y. Banks are now shifting to a more digital-led route for basic and advanced transactions so that they can gain the attention of millennials. Investments are also an integral part of the banking facilities provided. They are also stepping up their communication game to interact with their audience. Taking a cue from the big picture this research focuses on Axis Bank as an example to see how they interact with one of their biggest consumer bases.

## **Operational Definitions**

### **Communication**

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. (Merriam-webster.com. 2021)

### **Strategy**

The art of devising or employing plans or stratagems toward a goal. (Merriam-webster.com. 2021)

### **Millennials**

Of, relating to, or belonging to the generation of people born in the 1980s or 1990s. (Merriam-webster.com. 2021)

## **Research Objectives**

Analyze the effectiveness of Axis Bank's communication strategy

Understand the appeals that attract the audience

Examine if the knowledge gap is fulfilled by the advertisements

## **Hypotheses**

H0 - The communication strategy of Axis Bank is successful in attracting a millennial audience

H1 - The communication strategy of Axis Bank is hasn't been successful in attracting a millennial audience

## **Limitations**

The research is being done only in Indian metro cities - Mumbai, Delhi, and Bangalore Is limited to millennials

The timing for the research is only two months

## **Research Methodology**

### **Methodology**

These methods used for this study are qualitative and quantitative research to support both sides and understand the analysis from a neutral standpoint:

### **Quantitative Research**

Using a Google Form use of Google Forms that was targeted millennial Axis Bank account holders in Indian Metro cities - Mumbai, Delhi, Bangalore from the age of 18-32 years. The sample size of fifty was taken with all genders being included.

### **Qualitative Research**

The Zoom interview was conducted with the Corporate Communications Head of Axis Bank - Mrs. Piyali Reddy wherein she responded to an array of questions about the thought process that goes behind creating a campaign. As well as a telephonic interview with Mr. Abraham Chacko, Deputy Vice President, Axis Bank

### **Data Collection**

#### **Quantitative Method**

Analysis of responses received via Google Forms for Quantitative Research. The sampling methods used are purposive and convenience sampling, to collect the required data. To analyze the data collected SPSS software was used to calculate the frequencies and percentages.

**Sample Size - 50**

**Sample Area - Mumbai, Delhi, Bangalore**

### **Findings & Analysis**

Based on the data received and analyzed in the previous chapter, this chapter connects them to the objectives as well as the aims of this research and its aims. The research was done to primarily understand the role played by communication strategies of Axis Bank to attract a millennial audience.

The focus was chosen to be the millennial audience as it encompasses most of India's population and to see their thought process while making money decisions and how to make the best of it and also how Axis Bank reaches out to them to ensure a successful campaign.

The data was taken from over fifty individuals who hold an Axis Bank account in metro cities i.e., Mumbai, Delhi, and Bangalore. Since the study was conducted in a short period a convenient sampling method was used. To counter the quantitative research there has been interaction with Ms. Piyali Reddy, Head of Corporate Communications at Axis Bank, and Mr. Abraham Chacko, Deputy Vice President, Axis Bank.

It has been observed based on the responses of the survey that the audience is taking most of their transactions online by Checking E Account Statements, Online Transactions, Loans, Investments, Bill Payments, and Taxes. Most of the respondents (78%) would choose to make transactions via a debit card rather than take a credit card.

With regards to new age banking options, there has been a shift to millennials adopting mobile banking (31%), and this was followed by WhatsApp Banking as an alternative as well as an option along with mobile banking (7%). When given a choice to choose online banking means of mobile or website the choice of the respondents was mobile (58%) as it is more easily accessible with an application that can help in completing tasks with the click of a button.

In the communication strategy, the tagline of a brand plays a critical role in building the brand image, hence it needs to be chosen carefully. The tagline of Axis Bank is Dil Se Open which signifies that they are always there for their consumers. 82% of the respondents agreed with the fact that the tagline is indeed suitable for the brand.

Social media is always and would be the main focus of campaigns when it comes to digital communication, especially while reaching out to the millennial audience. Instagram is the primary choice of the respondents (30%) as it is a medium that thrives on innovation and content creation, this was followed by Facebook (12%).

Even though the audience would like to hold a conversation with the brand on social media. In case of queries for their services, the respondents would be keen on interacting with the bank or bank representative in person (66%) rather than reaching out to them on social media.

While creating a piece of communication it is extremely important to ensure that all the aspects are taken care of right from choosing the actors to the background score but primarily a storyline that would weave the whole concept together. Based on the responses received, it was proved

that for most of them (32%) the storyline would be the most appealing aspect of an advertisement. Mrs. Piyali Reddy agreed with this while she said that each communication is made by observing human behavior.

The advertising appeals used by Axis Bank are quite a few but the ones that stood out the most to the respondents are firstly the emotional appeal (19%), followed by a combination of emotional appeal and rational appeal (10%)

As said by Mr. Abraham Chacko, emotions are deep so they can make you laugh or cry with the storyline. It needs to be relevant, in case we are reaching out to millennials, the

choice is important as they like the power of choosing. Communication is about getting relevant insights from the audience.

## **Conclusion**

The findings of this research prove that Axis Bank has been successful in attracting the millennial audience with its strategies in the right place. From using emotional appeal to connect with them and strike the right chord. The focus of the Bank has shifted to making digital advertisements that take inspiration from everyday scenarios and intervening them into a beautiful storyline that has a mix of emotions as well as rationality.

Mobile banking has surely and steadily taken the route of being the future of how every individual can now have banked at their fingertips. From an AI-Enabled Axis Voice Banking in Hindi and English to being available on WhatsApp to reach them where most of the communications are held and lastly Axis AHA the virtual assistant that helps in assisting via a chatbox.

The consumers also are interested in seeing the brand's social media strategy so that they can see the multifaceted approach that the bank has taken to interact with the consumers on various platforms. From being interactive and using offer-related communication on Instagram to being more informative on Twitter.

This is proved by the brand's digital spending increasing in the past years, as Mr. Abraham Chacko said that the communication strategies in 2015 were focused on shifting towards digital advertising, with 50-70% on televisions and print media whereas the remaining 30% on digital. In the present scenario, the reverse is true as brands have come up with digital-first campaigns, and the more traditional platforms; like print, television, and radio, have taken a back seat, as social media and digital media help in creating a more personalized campaign. The programmatic, GDN, CPC, and PPC campaigns are resulting in the direct conversion of consumers. At times it depends on the piece of communication and the objective that is set at its planning stage to determine the goal it would achieve. Communication strategies would always be a means to measure how a brand is successfully creating a conversation with the audience. Since this study was held for a small period television and print advertisements can be focused on in the future. The methods of convenient sampling used gave a microscopic view of how the audience's thought process works.

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# **Product Placement in Indian Movies: Comparative Analysis between the Top Grossing Marathi and Top Hindi Movies (2015 – 2019)**

**Rhutuja Koli**

## **Abstract**

In this rapidly changing digital world, the concept of advertising is also evolving with all the other media. With the clutter in the traditional forms of marketing, newer and innovative means of promotion have come into practice in the last couple of decades. One such modern technique is product placement. In-film placements have been very popular and widely used by advertisers across the globe. But it is still an emerging practice when it comes to the regional film industries in India. This study is a comparative content analysis of the product in the 30 top-grossing Marathi and Hindi movies from 2015 to 2019 in India. The results indicate a significant difference in the product placements of both industries with a few similarities. Hindi movies have a higher number of placements than Marathi movies considering the foreign placements, placements seen on screen, products used by the lead characters, and prominent

placements. The similarities between the two industries include transportation as the most frequent product category followed by electronics. Most of the products were placed in the foreground, of visual modality, and were associated with the stars of the movie. It has also been observed that the product placements have changed throughout the five years when studying both the industries combined and on an individual basis.

**Keywords:** *Product placements, Indian movies, films, in-film advertising*

## **Introduction**

Advertising is a non-personal form of paid promotional activity done by an identified sponsor to market any idea, goods, or services. It involves presentation and promotion along with the core idea of persuasion. Advertising as a whole has always been inclusive of persuasion that urges people to change their beliefs, attitudes, and behavior. In recent times, traditional marketing techniques have not been effective in catching the consumer's attention. Along with the traditional forms of advertising, newer non-traditional means have emerged with the advances in technology. Product placement in films/ audio-visuals is one such area that has been on a rise over the last couple of decades. It is a marketing technique that incorporates the brand or the product in another piece of work like a television program, film, web series, or gaming.

The word product placement is interchangeably used along with embedded advertising and covert advertising. This type of advertising has been seen across various media industries and is especially prominent in the film industry. The filmmakers use the medium of cinema to its fullest by taking advantage of the fact that story can affect the consumers thinking at a deeper subconscious level. It has been argued that the subliminal influence on perception affects the



buying behavior of the viewers. Though recognized product placement in films has dated back to the late 1800s in Hollywood, film placements gained popularity in the 1900s not only in Hollywood but later seeped into other film industries of Bollywood, Korean, Egyptian, Japanese, etc. and other regional films as well.

In India, the entertainment sector, especially films are a highly popular medium. Along with the mainstream Bollywood films, the industry also includes movies from South India, Marathi films, Bengali films, and Punjabi films among others. After Bollywood and South Indian films, the Marathi film Industry produces the third-largest number of films in India(FICCI, 2020). This study attempts to study the similarities and differences in the product placement in top-grossing Marathi and Hindi movies in the years 2015 –2019, the five years.

## **Product Placements**

Product placements are the "commercial insertion" of a brand name, product, package, signage or any other form of trademark merchandise in a media vehicle, like motion pictures, to enhance the visibility of the brand, product, or service. They are an integral part of the medium inserted to increase memorability and recognition of the brand at the purchase point (Panda, 2004). It is "the purposeful incorporation of a brand into an entertainment vehicle" (Russel & Belch, 2005). The term product placement is also used interchangeably with brand placement. Though it is called product placement, it is the brand that is placed in the movie which represents the product. It is paid, has a branded product, and an identified sponsor which is both audio and visual (Karrh, 1998). They are presented in a way to generate positive feelings about the brand in the minds of the viewers assisted with its execution, mention, or involvement in the program.

Product placement is a part of brand building and can be a part of the long-term marketing of the brand. It comes under the above-the-line marketing tools which affect the brand's competitiveness in the market. When used as an integrated marketing tool product placement has a better utilization considering its high financial cost (Jan & Martina,2013).

Product placement is also known as embedded advertising, in which the brand is deliberately embedded in the media content. In-film product placement can also be a part of covert advertising. It is called guerrilla advertising or masked advertising or stealth advertising in which a brand or product is inserted into a piece of media or entertainment. It turns normal entertainment into an expanded underground strategy for advertising.

Such advertising is tactfully hidden in the medium that when seen one may not even realize or identify it as advertisements. Product placement in movies is a massive industry that has proved to be a boon for movie producers as well as marketers alike to reduce the production costs of the movie and to drive sales respectively (Gokhale, 2010). Product

placements were evolved in the first place to take away from the clutter of traditional media, but excessive placements can have a negative impact as well. In-film advertising was started by Leo

Entertainment of Leo Burnett in India, making it a multimillion-dollar industry for film producers as well as marketers (Padmanabhan & Jena, 2013).

## **Indian Cinema**

The Indian Cinema is considered one of the most significant and vibrant cinemas in the world that depicts the rich and colorful culture of India. It includes the films produced

across India which are the cinematic culture of the regions of Maharashtra, Karnataka, Kerala, Andhra Pradesh, Punjab, Tamil Nadu, Orissa, Assam, and West Bengal. As cinema gained popularity in India more than 1,000 films were made annually in several languages making it the largest film producer in the world. Its popularity slowly gave rise to international audiences for Indian films. The Hindi language film industry located in Mumbai, also identified as the Bombay film industry is the biggest and most popular part of the Indian cinema. (Saran, 2014). The history of the Marathi Cinema dates back to being one of the oldest regional cinemas in India.

## **Product Placements in Indian Movies**

Product placement in Bollywood started in the early 1950s in the film 'Shree 420' (1955) incorporated the international brand Coca-Cola. Then the concept started to be seen in other movies after that as well. Before the 1990s there were fewer recognizable brands in Hindi movies which would often go unnoticed by the audience. By the end of the 19th century, several placements were being made in popular movies. Along this time the storylines of films also begin to incorporate sponsored events by corporates. There was also a trend that emerged during this time of popular celebrities endorsing the brands as brand ambassadors.

Product placement was done by advertisers on a massive scale during the 21st century. There were also many international brands promoted in multiple movies. Instances of product placements in Marathi movies have been very limited but it has been emerging in the last decade. Due to the limited literature available on Marathi films, though there may be occurrences of the same, it is difficult to find out when it started. But there were local brands that were integrated into Marathi movies. Product placement is also being used in many South Indian movies today (Sabharwal, 2016).

The outcome of product placement completely depends on the success or failure of the movie (Kanoi & Shingare, 2020). The products from low and high involvement (FMCG) fast-moving consumer goods are placed in films, especially automobiles (Roy & Bhattacharya, 2012). It is seen in both verbal and visual modes (Vaghela, 2013). Celebrities and popular actors have played an influential role when it comes to brand placements made in films and it has been seen as an upcoming trend in recent years (Padmanabhan & Jena, 2013). Studies on the effect of product placements have shown that it creates awareness, recall and recognition but its influence on the purchase decision is not that evident.

## **Objectives**

1. To analyze the evolution of product placement in the last 5 years from 2015 – to 2019 in Marathi and Hindi movies
2. To compare the product placements appearing in the Marathi and Hindi movies

## **Hypothesis**

H1 - There is a significant difference between the product placement in Marathi and Hindi movies.

H2 - The product placements in Marathi and Hindi movies have changed in the last 5 years.

## **Limitations**

- a. Sample limitation of considering the top three grossing box office hits movies per year from the Marathi and Hindi film industry limited to the years 2015 to 2019.
- b. Time limitation of 3 months only.
- c. Method limitation covers product placements instances and their types and not the effects of placements.

## **Research Methodology**

### **Research Design**

- a. Methodology - Qualitative and Quantitative Research. It is an Exploratory and Descriptive Research Design.
- b. Method - Content Analysis. 14 product placement variables were determined.
- c. Research tool - Coding Sheet. MS Excel and SPSS Software were used for analysis.

### **Sample Design**

- a. Sample Size - 30 movies (15 movies from Hindi and 15 from Marathi)
- b. Sample Period - 5 years (2015 to 2019).
- c. Sample Type - Purposive sampling technique (non-probability sampling)
- d. Sampling Criteria - 3 top-grossing movies per year from each language

## **Findings & Analysis**

It was observed that there was a total of 592 product placements, with three hundred & fourteen unique brands in both the film industries and a few of them were common to both the film industries. There were two hundred product placements in Marathi movies and 366 product placements in Hindi movies. In Marathi movies, the highest number of placements seen in a single movie was 28, and in Hindi movies, it was 65. There was an average of 14 placements per movie in the Marathi movie industry and for the Hindi industry, it was 24 product placements. There were 7157 seconds of placements, which is 119.28 minutes of placement time in 30 movies. For Marathi movies, it was 52.83 minutes (3170 sec) and for Hindi movies, it was overall 59.53 minutes (3561 sec) of time taken by product placements. Out of the 266 placements seen in

Marathi movies, 24 placements were of four seconds. And in the Hindi industry, 85 placements were of two seconds. The highest number of placements can be seen for 4 seconds in the results of both the industries combined. The Hindi movie 'M.S Dhoni – The Untold Story (2016) had 65 product placements. In Marathi movies, the maximum product placements were observed in the 2017 movie 'Faster Fine.

The brand Apple was seen the most in both Hindi and Marathi movies. Then there was Mercedes followed by Nike. The other brands that were seen on multiple occasions were Royal Enfield, Suzuki, and Toyota. The brands that featured below lesser times than these were Dell, Tata Motors, Honda, Sony, Coke, Aaj Tak, Videocon, Zee, BMW, Hero Honda, Mahindra, Hyundai, LG, Paras, Pepsi, and Samsung. In Marathi movies, there were brands like Sony, Honda, Zee, Suzuki, Dell, Hyundai, Samsung, and Red Label. The Hindi movie industry featured Suzuki, RoyalEnfield, Toyota, Tata Motors, Paras, BMW, and LG.

Hindi movies had more foreign origin brands and Indian origin brands were more in the Marathi industry. In 2016 there were more domestic brands in Hindi movies. The majority of the placements were placed in the first half of the movie in both languages. The products placed in the first half were the highest and those placed in the second half were the lowest in 2015. Placements that were mentioned by a character were very low. In Hindi movies, the lead characters were actively using the product, especially in terms of transportation. The numbers of seen placements were much higher in Marathi movies. The number of used placements was more in 2017 than seen. It was also recorded that the number of mentioned placements dropped in five years.

The highest placements were visual in both industries. It saw a steady increase from 2015 however audio-visual mode of placements decreased a lot that it even came down to zero. Marathi movies did not have audio-visual placements in the last 3 years. Stars of the movie played an important role when associating with the brand in the placement. The lead characters have a great impact on the viewers as they are their favorite stars and celebrities. Advertisers have cleverly practiced this tactic for product placements in movies. Hindi movies also have products associated with the side characters, which is not seen that much in Marathi movies.

The contexts in which these products are placed are mostly neutral. The least placements are to be seen in negative contexts in the movie, yet advertisers have also used negative contexts to promote products via placements in a fight scenes and chase sequences. Positive placements are seen more evidently in Marathi movies than Hindi ones.

The measure that is similar in the industries is that placements were not integrated into the movies. There were very few instances where integrated product placements were in the storyline. The result was fairly consistent for the 5 years time. In both industries, advertisers had placed the products in the foreground of the frame to be easily seen by movie viewers. The findings are consistent across both industries. The majority of the placements are in the foreground

and fewer ones are in the background. The placements in the background were the same in 2015 and 2018

Both prominent and subtle placements are utilized in both industries which are more or less equal. In Hindi movies, more brands are prominently placed, and in Marathi movies, subtle placements are more. 2018 had the least prominent placements while subtle placements were maximum.

		Placement Prominence				Total
		Prominent		Subtle		
		n	%	n	%	
Year	2015	59	54.1%	50	45.9%	109
	2016	76	51.4%	72	48.6%	148
	2017	62	56.4%	48	43.6%	110
	2018	42	36.2%	74	63.8%	116
	2019	55	50.5%	54	49.5%	109
Total		294	49.7%	298	50.3%	592

Transportation and electronics were the top product categories in these industries. In transportation, four-wheeler (Add hyphen) automobiles like cars and MPVs were commonly noticed with the character. The next frequent sub-category was two-wheelers like motorbikes and scooters. Electronics comprised of mostly laptops/ pcs, mobile phones, and television. The other frequently seen categories were destinations and entertainment. Destinations mostly included stores. A large number of television channels were included in Hindi movies. Beverages and publishing were the popular categories in Marathi movies after electronics. Newspapers and magazines were integrated into the storyline in various instances. The clothing category was also frequently seen in Hindi movies. Sportswear was common in 2016 when the top-grossing 3 movies had sports as the main theme. The scene-setting used for the product placements were outdoors, at home, and in other places like malls, parking lots, etc. There were more scenes in the outdoor setting in 2019 than in 2015. As transportation was the most frequent category seen it is bound to be seen in an outdoor environment.

## Conclusion

The results of the content analysis study on product placements revealed that there were many differences in the movies made in Marathi and Hindi. Though both the industries are under the same umbrella of Indian films, there are variances when it comes to both the industries

individually and it is reflected in the product placements as well. The differences are visible in the variables of the brand's country of origin, point of placement, type, modality, primary association, theatrical context, product category, subcategories, and scene-setting. This can be because the Hindi industry or so-called Bollywood is more mainstream and distributed throughout and country, whereas Marathi films are more saturated and limited to the state of Maharashtra. However, there are some similarities as well between the two industries in product placements when it

comes to the integration, position, and prominence of placements. The difference can also be seen in how the product placements evolved in the five years. It is evident in both the industries as a whole and also when considered separately.

The results of statistical analysis of the data collected based on the crosstabulations show that there is a significant difference that has been observed between the product placements in Marathi and Hindi movies based on the Chi-Square test. The *p-value* is significant at .05 in the majority of the variables of product placements, thus rejecting the null hypothesis of H1. The researcher also conducted the chi-square tests for analyzing

the change in product placements in the five years every year and the results show the difference is significant at  $p = .05$ . Thus, the null hypothesis for H2 is rejected. The research accepted hypothesis H1 - There is a significant difference between the product placement in Marathi and Hindi movies and also accepted hypothesis H2 - The

product placements in Marathi and Hindi movies have changed in the last five years. This study observed the recent trends of product placements in the Indian film industry by considering Hindi and Marathi movies. This study is unique in the sense that it has studied the product placements in Marathi movies. As the practice of product placements has been growing in recent times, there is a huge opportunity for advertisers and filmmakers to tap into the regional industries and make an impact by correctly studying the trends in the Hindi industry.

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# **A Study on Representation of LGBTQIA+ Community in Commercial Bollywood Cinema**

**Akshay Nair**

## **Abstract**

The LGBTQIA+ issues have been the revolution that the queer community has been fighting for decades in India. The Indian society was taught to be homophobic; first by the British and then by the rhetoric in media. Change is hard but change is necessary. Indian society has treated its LGBTQIA+ brethren unkindly for a long and that needs to come to an end.

The media plays a massive role in disseminating ideas to society. Movies have become an extremely important source of entertainment and as part of the media; movies have to play their part in encouraging the support for the LGBTQIA+ community. The researcher with the following study is trying to investigate and conclude if commercial Bollywood cinema has an adequate representation of the LGBTQIA+ community and whether this representation helps the mindsets of the Indian audience change from tolerance to acceptance. The accurate representation of the queer community in commercial Bollywood movies can propagate and destigmatize the idea of homosexuality and in turn, have an effect on the corresponding ideology. The researcher is using a survey questionnaire via Google forms and content analysis as his tools and will conclude if the above-mentioned ideas can be inferred.

***Keywords: LGBTQIA+, representation, Bollywood movies, gay characters, media***

## **Introduction**

The coronation of Queen Victoria meant the dawn of a new era; thus, also dawned upon the British administration that they were going to be more conservative than ever. She came into power and brought 'Section 377' with her to India. The section was inspired by the 'Buggery Law' of 1553 and criminalized any form of homosexuality. The queen brought her idea of Puritanism to the Indian Liberal society.

'Identity is pivotal to one's name. In Constitution, emphasis is laid on individual recognition. Privacy of human beings constitutes the cardinal rule of our Constitution' – said the five-panel judges on 6<sup>th</sup> September 2018. The queer community has fought tooth



and nail to be free in this country and they still have a battle over many other privileges enjoyed by the heterosexual demographic of the society and they will; slowly and steadily win the war. But the battles in this war are not linear and I am writing this research to study one of those battles – The representation of the queer community in commercial Bollywood cinema.

‘Cinema is a powerful medium. It speaks with the language of universality. Cinema through story-telling, documentary, realism or fiction through its very nature demands a universal language. By accessing and understanding what makes a universal issue, the audiences can better engage with the world around them. Films represent and at the same time signify. They remix the real, the unreal, the present, real-life, memory, and dream on the same shared mental level.’ – (Chaitali Wadhwa, Qrius, 2014)

Cinema is a vital organ in the body we call entertainment. Albeit, in the 21<sup>st</sup> century there are many forms of entertainment, in India, cinema has a special place. Cinema has always been the favourite pastime of many Indians since its beginnings in the 1920s.

India is a country, where cinema is powerful enough to form the opinion of viewers. If films sensibly portray the LGBT community, this will certainly create a positive and piercing impact on the mindsets and psyche of the audience. (J. Pooja and K.P. Rekha)

Movies have been one of the favourite past-times of the Indian audience for decades and it is also one of the mediums from which the audience learns a lot. Thus, representing the LGBTQIA+ community in the movies will be a great learning experience, especially with younger demographics such as India.

Bond & Compton (2015) were able to analyze support for the homosexual community by heterosexuals by measuring the degree to which they viewed homosexual characters on television, also ruling out any possibly influential variables such as sex, age, race, religiosity, and interpersonal relationships with homosexual individuals. (Gabby Gonta, Shannon Hansen, Claire Fagin, Jennevie Fong, 2017)

Research suggests a correlation between acceptance of same-sex marriage and LGBT representation in mainstream entertainment media, particularly prime-time television (See e.g., Bond and Compton, Bond-Raacke et al., Calzo, Moroni, Schiappa et al.).

New streaming platforms like Netflix, Hulu, and Amazon, which cater to niche audiences, can produce shows with high numbers of LGBT characters. The streaming shows observed in this study had significantly more LGBT representation, and LGBT characters on streaming shows made more displays of affection. (Carson Cook, 2018)

‘Indian cinema has always faced objectification and LGBTQIA+ are victims of satire and taunting. Generally, films portray homosexual characters either for humour or merely as an element to show a distinctive sexual identity. But they do not make any effort to show the situations or circumstances that help a person to look into one’s own identity. Impugned, alienated, denounced and criminalized for generations, the sexual minorities are now stepping out from the shade of obscurity.’ (J. Pooja and K.P. Rekha)

Albert Bandura posits that learning occurs in a social context with a dynamic and reciprocal interaction of the person, environment, and behaviour. The unique feature of SCT is the emphasis on social influence and its emphasis on external and internal social reinforcement’ explains Wayne W. LaMorte, 2019. The researcher wants to identify whether commercial Bollywood cinema can create a sense of acceptance in the Indian audience who do not yet understand the LGBTQIA+ community. The social cognitive learning theory makes us understand that audience can learn by observing and if that is the case; can the Indian audience observe the LGBTQIA+ community in the commercial Bollywood cinemas and learn from them? That is the question the researcher is asking and using Mr Bandura’s Social Cognitive Learning Theory as the basis for the study.

### **Research Objectives**

To understand if recent Bollywood commercial cinema has an adequate representation of the LGBTQIA+ community.

To observe whether the following representations are positive or negative and subsequently synthesise whether the following representation has any changes in the mindsets of the audience.

### **Hypothesis**

H (1): The continuous positive representation of the queer community in commercial Bollywood cinema will make the existence of the community more acceptable.

H (0): The representation of the LGBTQIA+ community in commercial Bollywood cinema is not stereotypical.

### **Research Question**

How adequate is the representation of the LGBTQIA+ community in commercial Bollywood cinema?

### **Research Design**

The researcher will be using a mixed research methodology of Quantitative method and Qualitative method for the following research.

For the Qualitative method - The researcher aims at finding out the opinions of the audience and thus has decided to use a survey questionnaire as their research tool. The survey

questionnaire was passed on to the respondents via Google form. The researcher expects the majority of respondents from Tier 1 cities like Mumbai, Pune and Jaipur.

For the Quantitative method – The researcher aims at finding adequate representation in the movies and thus will be using Content Analysis as the method to find the inference.

The researcher will be using simple random sampling for the following research. The sample will consist of everyone from age of 18 and above, from all genders and the categories will also be extended to the population that belongs to the LGBTQIAP+ community and the heterosexual community.

### **Limitations:**

Every research be it in any field cannot be without its flaws and limitations. The following are the limitations of my research: The abundance of commercial cinema in Bollywood. Bollywood has made multiple movies on LGBTQIA+ issues and even more, movies have been made with LGBTQIAP+ characters portrayed in them. The research study cannot account for all of those movies thus the most recent three movies with LGBTQIAP+ characters in them which are also a part of commercial cinema in Bollywood were chosen for the study.

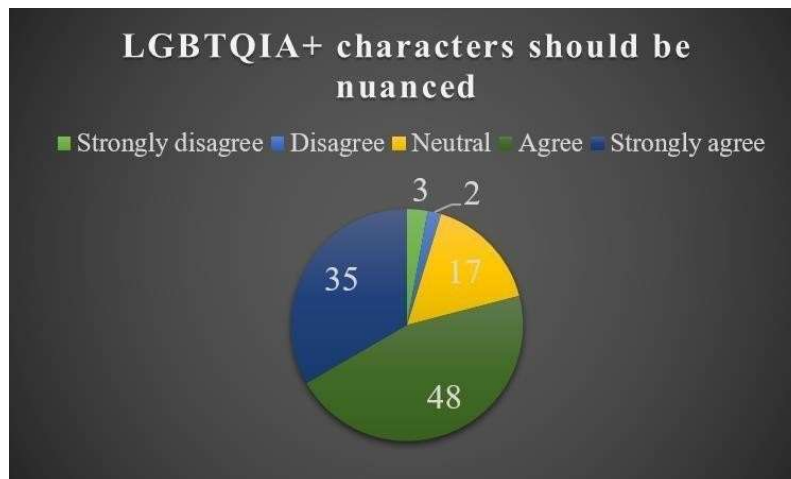
The researcher is conducting the following research in the middle of a global pandemic. The resources with which the researcher can collect data are limited. Therefore, the researcher has decided to use a survey questionnaire to collect data. The following survey questionnaire was passed on to respondents with help of Google forms.

### **Findings & Analysis**

The researcher conducted mixed research and the following are the findings from the survey questionnaire via Google Forms from the Qualitative method and the content analysis done on the three movies for Quantitative analysis.

For the Qualitative method, the research had 105 respondents and the answers to the following questions helped prove his hypothesis.

1. After watching the movies, do you think the representation of the LGBTQ+ character should be nuanced (have more aspects to the character)?

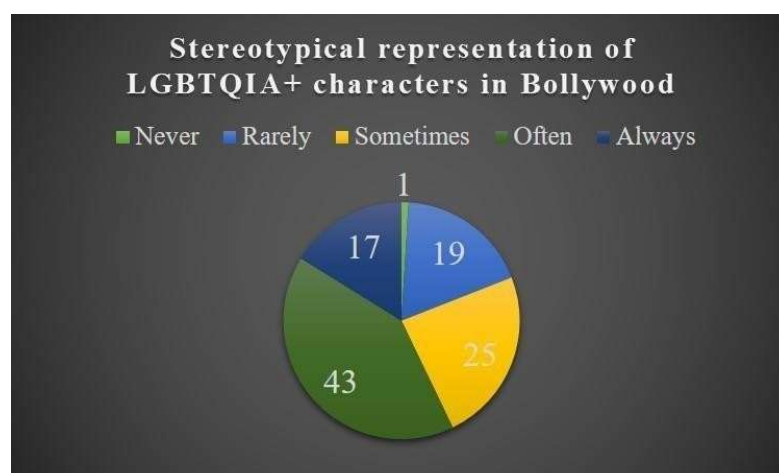


**(Figure 1. LGBTQIA+ characters should be nuanced)**

**Interpretation**

45.7% agree and 33.3% strongly agree thus proving that majority of the audience would prefer a more nuanced representation of the queer community in commercial Bollywood cinema. The data also suggests that 16.2% of neutral respondents are on the verge of understanding the importance of representation and a small proportion of respondents (1.9% disagree and 2.9% strongly disagree) disagree on the nuanced representation.

2. How often do you see the stereotypical representation of the LGBTQIA+ community in commercial Bollywood cinema?

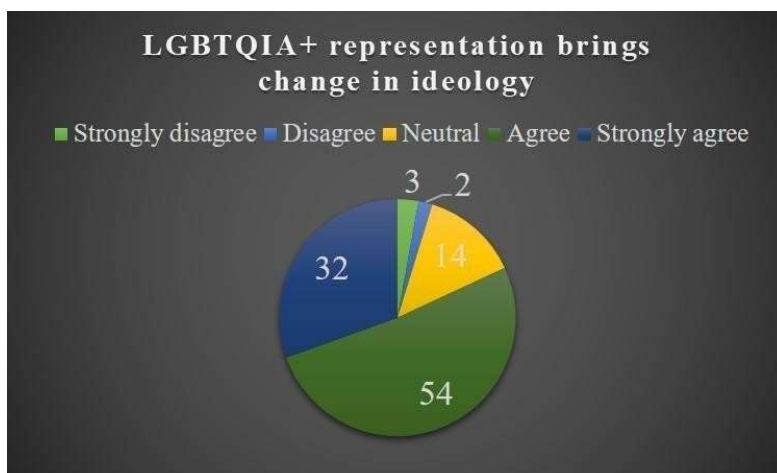


**(Figure 2. Stereotypical representation of LGBTQIA+ characters in Bollywood)**

**Interpretation**

41% choose ‘Often’, 16.2% choose ‘Always’, and 23.8% choose ‘Sometimes’, we can concur that the majority of the audience agrees that commercial Bollywood cinema mostly has a stereotypical representation of the LGBTQIA+ community. The majority of the audience understands that a queer character is written mostly to be the punch line of a homophobic joke. The researcher reckons that the audience wants to engage in a more concrete storyline and better representation of the LGBTQIA+ characters in the movies

3. Do you think watching movies with LGBTQIA+ representation in them brings about a change in the ideology of the audience?

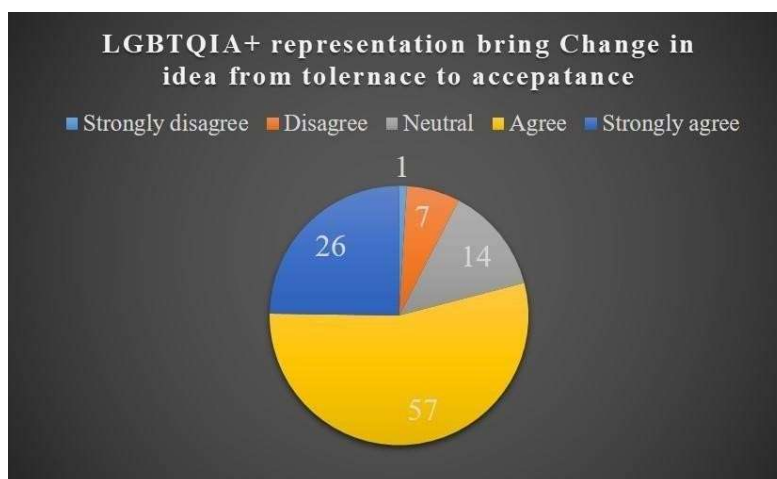


**(Figure 3. LGBTQIA+ representation brings a change in ideology)**

#### Interpretation

50.4% of respondents ‘Agree’ and 30.5% of respondents ‘Strongly agree’. The majority of the respondents suggest that a change in ideology is possible if there is accurate and adequate representation in the commercial Bollywood cinema. The representation of the LGBTQIA+ community can educate the audience on the contours of their lives and prove that there is no difference between homosexual love and heterosexual love.

4. Do you think watching LGBTQ+ character-centric movies will change the idea of tolerance to acceptance of the LGBTQ+ community in Indian society?



**(Figure 4 LGBTQIA+ representation brings a change in the idea from tolerance to acceptance)**

#### Interpretation

54.3 % ‘Agree’ and 24.8% ‘Strongly agree’ that representation in commercial Bollywood cinema can be one of the vehicles that can help the Indian society to travel that distance. India can move towards an era where movies are not only entertaining but also educational. The representation of the queer community in commercial Bollywood cinema will showcase the ins and outs of the community which will educate the masses in understanding and accepting the community into society.

### **Qualitative Method**

The movies the researcher has chosen to be analyzed are:

Kapoor & Sons (2017), Ek Ladki Ko Dekha Toh Aisa Laga (2019), and Shubh Mangal Zyada Saavdhan (2020)

The parameters the researcher has chosen for the movies to be analyzed are Narrative, Construction, Stereotype, Camera Shots and Angles and Video Codes.

#### *Narrative –*

Kapoor & Sons (2017) – The movie is about a dysfunctional family. The two brothers have always been on each other’s throats because of the friction between the parents, the friction is continuous when they group and thus have a huge fight. One of the brothers comes out as gay the mother is distraught and the brother is flabbergasted. Eventually, both mother and brother accept him.

Ek Ladki Ko Dekha Toh Aisa Laga (2019) – The movie is about a lesbian girl born in an extremely orthodox family. She and her friends convince her father to accept her and set up a play with her and her girlfriend in the lead role. The family eventually accepts both the girl and her girlfriend but the brother couldn't do so.

Shubh Mangal Zyada Saavdhan (2020) – The movie is a simple love story about two gay men made not so simple by incepting families. Both the heroes go to his family for a wedding and convince the family to accept them, but instead, by force and intimidation, the family convinces him to get married to a girl. But after a lot of trial and tribulations, they convince the family to accept them.

## **Construction**

Kapoor & Sons (2017) – The characters in the movie are thoroughly fleshed out and have enough meat to them to make them great as part of the movie and individually. The character Rahul is gay and has a boyfriend. The character is nuanced, being gay is not the only character trait.

Ek Ladki Ko Dekha Toh Aisa Laga (2019) - The idea of a lesbian love story was at the centre of it but it was also the struggle of coming out as a conservative parent. The character of the love interest Kuhu was present but ubiquity was something that would have been appreciated more.

Shubh Mangal Zyada Saavdhan (2020) - The characters of Aman and Kartik are written amazingly and have by far been the best written queer characters in commercial Bollywood cinema.

### *Stereotype -*

Kapoor & Sons (2017) - The character is not steeped in stereotypes. He is independent, hard-working, is successful, is a little problematic and has problems with jealousy.

Ek Ladki Ko Dekha Toh Aisa Laga (2019) - The overzealous Punjabi brother and father, the sweet and reserved daughter with long pigtails who doesn't have any agency in the family and the matriarch in the grandmother. Fortunately, stereotypes stop there and do not extend to the gay aspect of the characters.

Shubh Mangal Zyada Saavdhan (2020) – The only stereotypical thing about the character of Kartik was that he wore a nose ring and unfortunately the nose ring has become synonymous with being queer in Indian society.

### *Camera Angles and Shots –*

Kapoor & Sons (2017) – The two coming to our scenes in the movie are extremely well

planned. It has the right sense of understanding needed to film a coming-out scene. The coming out to the mother shows conditional love and the brothers show opposing views yet maintain that bond.

*Ek Ladki Ko Dekha Toh Aisa Laga (2019)* - The movie begins with establishing a lower shot of Balbir to establish that he is the patriarch and the one in charge. When the camera pans towards Sweety she is always looking down thus establishing her submissive nature.

*Shubh Mangal Zyada Saavdhan (2020)* - The very first kissing scene between two men in commercial Bollywood cinema is in this movie. The importance of this for the queer community is immeasurable. Kartik and Aman are kissing in this scene and it makes it relevant and a huge win towards representation in the books.

*Video Codes –*

*Kapoor & Sons (2017)* - The placement of the two brothers on opposite sides of each other with the lighting being sombre. The colour of Rahul's shorts is darker because he is going through something very intense by coming out to his brother, Arjun is wearing a neutral grey colour depicting that he is at peace with himself.

*Ek Ladki Ko Dekha Toh Aisa Laga (2019)* – The movie gives us a glimpse into the love story of Kuhu and Sweety. Sweety is shy and Kuhu leans into her love showing affection. The shot narrates to us their love story.

*Shubh Mangal Zyada Saavdhan (2020)* - Kartik wearing the rainbow flag on a movie screen in a commercial Bollywood cinema is a huge deal. The climax of the movie gives hope to every LGBTQIA+ community member watching these movies that one day it could be his or her or their turn and they can express their love through marriage and have kids of their own.

## **Findings**

The following research has a mixed method. The data analysis was conducted of 105 respondents using SPSS for the testing of the hypothesis of the study and content analysis has been used for answering the research question.

Objective 1 - To understand if recent Bollywood commercial cinema has an adequate representation of the LGBTQIA+ community. The data analyzed through content analysis applies five parameters that break down representation in commercial Bollywood cinema. These parameters are used to understand and study if the representation of the queer community in commercial Bollywood cinema is adequate.



Objective 2 - To observe whether the following representations are positive or negative and subsequently synthesise whether the following representation has any changes in the mindset of the audience. The data analysis observes that the majority of the LGBTQIA+ is negative representation in commercial Bollywood cinema. The data proves that most of the representation of the LGBTQIA+ community is not in the right light and thus will create more stereotypes.

#### Hypothesis

H (1): The continuous positive representation of the queer community in commercial Bollywood cinema will make the existence of the community more acceptable.

Do you think watching movies with LGBTQIA+ representation in them brings about a change in the ideology of the audience?							
Did you perceive the LGBTQ+ characters in the above-mentioned movies differently after coming out as part of the LGBTQ+ community?		Strongly Agree	Agree	Neutral			Total
	Yes	13	0	4	15	2	72
	No	41	2	10	17	1	33
<b>Total</b>		54	2	14	32	3	105

**(Table 1. Table on cross-tabulation of the change in ideology and the perception of the LGBTQIA+ character)**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.873 <sup>a</sup>	4	.209
Likelihood Ratio	6.307	4	.177

N. of Valid Cases	105		
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**(Table 2. Pearson Chi-Square)**

The data analysis done by the researcher on the survey questionnaire suggests that there is and will be change in the mindsets of the people if they are provided with a positive representation of the LGBTQIA+ community in commercial Bollywood cinema. The researcher conducted a Pearson Chi-Square test and the result as mentioned above is 0.209, since the asymptotic significance of the Chi-Square test is valued at below 0.5, thus the hypothesis is proved.

Answering Research Question

How adequate is the representation of the LGBTQIA+ community in commercial Bollywood cinema?

The data collected from the content analysis of all three movies do suggest that the LGBTQIA+ representation in commercial Bollywood Cinema is adequate. The representation of the queer characters in these movies can be called justified because they can be seen in almost every frame, they have been given the hetero-normative treatment that they deserve and the idea that the character is homosexual is reflected clearly.

Theories proven

The theory that the audience can observe and learn behaviour from positive representation in movies proposed by Banduras is proven. The respondents agreed that there was a change in the ideology of audiences after watching positive LGBTQIA+ representation in commercial Bollywood cinema. Media representation theory by Stuart Hall is also proved by the findings and data analysis.

**Conclusion**

The researcher started the following research with the idea in mind that hate is taught and thus trying to answer the question if the hate can be un-taught or at least if the person can be shown the different side of the coin and maybe learn from that observation.

The study proved the idea that an ideology can be changed or at least the other side of the story can be shown to the audience to observe the opposite spectrum of the same ideology and this type of change in ideology can only be brought about with representation.

When the representation is adequate and positive; two things happen –

1. Reflection of the society – When every marginalized group is represented on television or in movies; the impact on society will be immense. When everyone can see themselves being reflected on the content they consume; they feel like they are understood and being understood is the only thing that marginalized communities are asking from the media.
2. Educating the audience – When under-represented communities are represented on television or in movies; they are observed by the audience and thus in turn learn about them. The learning process helps the audience to eliminate the pre-judicial ideologies and learn about these marginalized communities.

The researcher would like to conclude the paper by making the reader understand that the representation of the LGBTQIA+ community is not only beneficial for the community but also the audience; thus, reducing the hate in this world one gay person at a time.

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# **An Experimental Study To Understand The Impact Of Western Pop Songs On Young Mumbaikars**

**Disha Asrani**

## **Abstract**

Music being a versatile and dynamic phenomenon makes way into uncountable lives and leaves a significant impact that is unique to each. This research entitled ‘An experimental study to understand the impact of Western Pop songs on young Mumbaikars’ aims at studying the said impact of Western Pop songs. It starts with understanding which factors– music composition, music video, lyrics and theme contribute to the rising popularity of Western Pop songs. Taking inspiration from Arielle S. Dolegui’s paper from 2013 entitled ‘The Impact of Listening to Music on Cognitive Performance’ (Dolegui, 2013), the researcher of the current study experimented by dividing her sample size (N=56) into two groups – Music and Control group to understand how the presence and absence of music affect the cognitive performance of the listeners by conducting math and a memory test as per the respective groups. Additionally, the researcher carried out a qualitative analysis by interviewing 6 musicians based in Mumbai city. Their opinions on what contributes to the popularity of Western Pop songs and its effect on the cognitive performances of the listeners were noted. Further, the researcher enquired how music affects the mental health and emotional well-being of its listeners.

***Keywords** – Music, Western Pop songs, cognitive performances, mental health*

## **Introduction**

**Music meaning and derivation** Music is an artistic creation or arrangement of sounds. Music comes from the Greek word mousike, which signifies “Muses’ art.” In ancient Greek mythology, there were nine Muses, i.e., goddesses that presided over education in 3 fields namely

–literature, sciences and arts. Muses embodied knowledge in poetic verses and lyrics and sounds.

## **Development of music**

If we were to trace back the many probabilities of how music was first produced – rhythmic clapping and beating together random objects would be the first guess. A mother

humming to calm her baby is also considered music. A hunter making different sounds, like whistling, to lure his target is also a good example of how music was first produced. Music is often produced for entertainment purposes. In the olden days, music was played at celebrations, festivals, etc. Such songs were often linked to nature, and wildlife because this, reflected the culture of those communities. Modern society slowly took over and changed music. In contrast to slow music, today's music is loud and has intense beats. It portrays the fast-paced world that we live in.

**Music is a form of expression:** Music is a form of mass communication that connects people from all around the world. When artists produce music, they attempt to put their emotions into it. They set the mood by varying the intensity and frequency of overbeats, coupled with lyrics.

### **Components of songs**

Songs take up many forms and are comprised of various parts. Some of which are as follows

#### **Music Composition**

Music composition is the collection of all musical elements like tunes, melodies, harmonies, rhythms, texture, etc. Music is produced from musical instruments like guitar, violin, keyboard, piano, drums, etc. The one who combines all the elements to produce music is known as a composer.

#### **Music Video**

A short film of the song, conveying its message is known as a music video. It adds additional information. It is usually of the same length as that of the song.

#### **Lyrics**

Lyrics are the literary arrangement of words in a song, usually divided into choruses and verses. It conveys the feelings and emotions of the song. A person who writes lyrics is known as a lyricist or songwriter.

#### **Theme**

The theme of a song means the subject it is based on, and the type of emotion that the song evokes. Most songs nowadays are based on common themes namely love stories, heartbreak, loss of a loved one, friendship, motivating, redemption, growing up, etc. Some common emotions that are felt are happy, sad, anger, disappointment, motivation, etc.

#### **Pop songs**

Pop songs are songs with catchy lyrics and melody, making the song with a high recall factor. They are usually short two to five minutes long. Pop songs get overly popular, perhaps, for a limited period to their nature and style. The evolution of Pop songs dates back a decade ago and is still evolving with the changing audience and their changing music preferences.

### **Need for the study**

Pop songs are often based on a formula for their songwriting process to make them catchy and popular. This way, an endless number of songs are released on daily basis. During the pandemic of Covid-19, artists and consumers, both, got plenty of time to make new music and consume new and old music. These factors, along with personal interest in music, tempted the researcher to take up the current study.

### **Literature Review**

#### **Effect of Music on Mood**

There are thousands of genres of music. Each one of them and its elements affects the mood of its listeners in different ways.

Bruner Gordon in his research paper, conducted in 1990, on ‘**Music, Mood and Marketing**’ explained that when a song that has a major mode with high pitch, has a fast tempo and is loud; it induces happiness. Whereas, a song with h-minor tempo, low pitch and tempo and, slow in terms of speed and loudness; induces sadness (Bruner, 1990).

Researchers Nikki Rickard and W. E. J Knight inferred that some kinds of music reduce systolic blood pressure, stress and anxiety; with an overall calming effect. The research through which this result was obtained was conducted in 2001 and its paper is entitled ‘**Relaxing Music Prevents Stress-Induced Increases in Subjective Anxiety, Systolic Blood Pressure, and Heart Rate in Healthy Males and Females** (Rickard & Knight,2001).

A study conducted by Christopher Rea, Pamelyn Macdonald and Gwen Carnes in 2010 is entitled ‘**Listening to classical, pop, and metal music: An investigation of mood.**’ The The result they obtained was that Classical music increases the feeling of comfort which wasn’t the case with Heavy metal. The latter evoked feelings of tension and nervousness. The inferences for Pop music were similar to the former i.e., Classical music. Listening to Pop music helped people feel easy and decreased feelings of worry and tension (Rea, Macdonald, & Carnes, 2010). The findings from Mamoona Khan and Asir Ajmal’s paper in 2017 entitled ‘**Effect of Classical and Pop Music on Mood and**

**Performance'** posed similar inferences that Pop music has a positive effect on mood whereas Classical music increased the level of sadness (Khan & Ajmal, 2017).

### **Effect of Music on Cognitive performances**

Similar to mood, the cognitive abilities of listeners of music are also affected in different ways depending upon the type of music, the tasks at hand, and other factors.

The research entitled '**The Impact of Listening to Music on Cognitive Performances**' was carried out by Arielle S. Dolegui in 2013. The research led to the conclusion that students who listen to music while reading, completing homework, etc., do so efficiently with minimal auditory distraction (Dolegui, 2013). David E. Wolfe studied the effect of loudness (in decibels) of music on the cognitive performances of college students. He did so in 1983 with his paper entitled '**Effects of Music Loudness on Task Performance and Self-Reported College-Aged Aged Students**'. He found out that out of his four experimental groups of (i) no music; (ii) music at 60-70 dB; (iii) music at 70-80 dB and; (iv) music at 80-90 dB; the fourth group i.e., performing cognitive tasks in loudness of sound 80-90 dB proved to be most disturbing and distracting and led to the poor performances (Wolfe, 1983).

Discussing the genres that students listen to while carrying out their academic tasks, stimulative type of music is proven to be more disturbing than sedative music. This is based on research conducted by Carol Smith and Larry Morris back in 1977. Their paper is entitled differential '**Effects of stimulative and sedative music on anxiety, concentration, and performance**' (Smith & Morris, 1977).

Researchers Susan Hallam, John Prince and Georgia Katsarou too carried out an expansive study with their paper entitled '**The Effects of Background Music on Primary School Pupils' Task Performance**'. They inferred that calming music has a positive effect (Hallam, Price, & Katsarou, 2002).

Adrain Furnham and Anna Bradley from London elucidated from their research that personality traits also influence cognitive performances while listening to music in the background. Their study was conducted in the year 1997 and their paper is entitled '**Music While You Work: The Differential Distraction of Background Music on the Cognitive Test Performance of Introverts and Extraverts**'. The results obtained from this research were that the introverts in the music group had a slightly negative impact when all the tests were taken into account. The music groups' performance was impaired versus the control group but the extroverts in all cases performed slightly better than the introverts (Furnham & Bradley, 1997).

### **Research Methodology**



## Objectives

1. To understand which element of Western Pop songs (composition, music video, lyrics, theme) appeals most to the audience.
2. To compare the effects that Western Pop songs have on the cognitive abilities of the samples as to when they do the same tasks in silence.
3. To understand how music affects the mental health and emotional well-being of its listeners.

## Hypotheses

H1 – Western Pop songs are liked by their listeners for – music composition, music video, lyrics and the

H0 – Western Pop songs are not liked by their listeners for – music composition, music video, lyrics and theme

H2 – The cognitive tasks are performed well while listening to Western Pop songs by its listeners

H0 – The cognitive tasks are not performed well while listening to Western Pop songs by its listeners

## Research Design

- Mixed approach i.e., Quantitative and Qualitative, both.
- For the quantitative study, the primary data was collected through the sample audience on video calls. All the samples were asked to keep their videos on for the entire session. The video calls were locally recorded by the researcher and the samples were notified about it earlier via e-mail. Their responses were recorded on Google Forms.
- Math and Memory test for testing the effect of music on cognitive abilities with the sample size divided into music group and control group. The latter performed their cognitive task in silence while for the former group, the song ‘Finally Found You’ by Enrique Iglesias was played in the background by the researcher.
- The secondary data was collected from YouTube and Spotify
- For the qualitative study, the researcher interviewed six musicians.

**Sampling Method** – The researcher approached 217 people through the snowball sampling method but the final sample size was N=56. This is because they did not match the criteria of living in Mumbai city, from the age group 19 to 28 and a regular listener of Western Pop songs as a genre and not just songs of English language.

## **Limitations**

Every study has some or other limitations to it and this is just one of them. But the researcher urges new readers to conduct similar studies and experiments which shall be free from the following limitations:

1. Small sample size – The researcher had a limited sample size from one city only i.e., Mumbai, India.  
Limited number of musicians – The researcher approached more than 10 musicians for her qualitative study. But, only 6 of them agreed to give their interviewees. One of the common reasons was their busy schedules and the need to pay attention to their families because of the ongoing pandemic of Covid-19.
2. Only one genre – The researcher focused on only one genre of Music i.e., Western Pop songs
3. A limited number of songs – The researcher conducted her study with only five songs for understanding the popularity factor and one song for a music group to test the effect of Pop songs on cognitive performances.

## **Data Analysis and Findings**

The five songs that were selected are namely – (i) What Makes You Beautiful by One Direction, (ii) The Heart Wants What It Wants by Selena Gomez, (iii) Senorita by Shawn Mendes and Camila Cabello, (iv) Memories by Maroon 5 and, (v) If this is the last time by LANY.

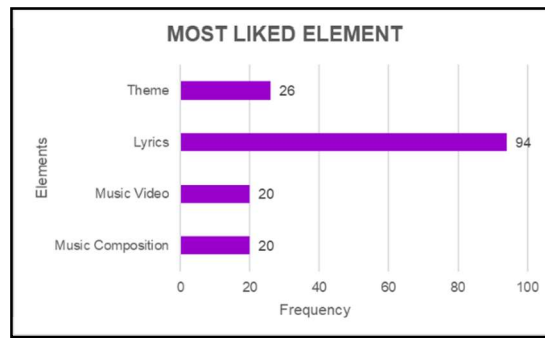
### **Inferences for quantitative and experimental study with N=56:**

- Thirty-one (55.4%) were males and the remaining twenty-five (44.6%) were females.
- Forty-four (78.6) were of the age group 19 to 23 and the remaining twelve (21.4%) were of the age group 24 to 28.
- Majority of thirty-six (64.3%) people were graduates or were pursuing their graduation. Eighteen (32.1%) were post-graduates or pursuing their post-graduation. The remaining two (3.6%) people had passed HSC/12th standard/equivalent exams or were pursuing HSC/12th standard/equivalent exams.
- Majority of twenty-seven (48.2%) people had pursued Mass Media while three (5.4%) people specialized in Music studies. The rest of the samples were from other academic and professional backgrounds.
- Exactly half, i.e., twenty-eight (50.0%) people were listeners of Western Pop songs for more than 9 years.

- When asked for activities carried out along with listening to music, travelling was chosen for a maximum of forty-eight (27.6%) times. Thirty-five (20.1%) votes were received by Working. Twenty-nine (16.7%) and twenty-four (13.8%) votes were received for two activities namely Bathing and Before sleeping respectively. Studying was voted for twenty (11.5%) times. These five activities received the majority of votes.
- Eighteen (32.1%) people heard Western Pop songs for a minimum of 30 minutes and a maximum of 1 hour.
- Coming to popular themes, the Heartbreak theme was chosen a maximum of forty-five (17.1%) times. Love stories and Motivating themes tied with forty-four (16.7%) votes each. The friendship theme was also quite popular amongst the sample for it received forty-two (16.0%) votes.

<b>Song #</b>	<b>Element</b>	<b>Votes</b>
(i)	Theme	26 (46.4%) people
(ii)	Lyrics	21 (37.5%) people
(iii)	Music Composition and Music Video	36 (64.3%) people
(iv)	Lyrics	36 (64.3%) people
(v)	Lyrics	37 (66.1%) people

- Most favoured elements for the five songs  
Considering Music Composition and Music Video as separate elements and adding them, the graphical representation of the most liked element is as follows:



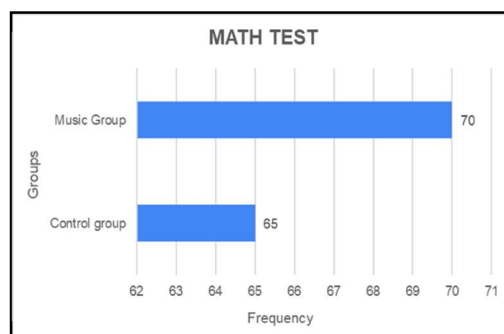
**Chart 1**

According to the above chart, Lyrics have a maximum frequency of ninety-four. That is 44.3% of all the total responses recorded for five songs by the total sample size. The theme is the

second most liked element with a frequency of twenty-six. Music composition and music video have the same number of frequencies with twenty each. The difference between lyrics and theme is huge and that of sixty-eight.

Since the researcher received varied responses for each song that includes all the four elements that were taken into account for her study, the null hypothesis from the first set i.e., ‘H0 – Western Pop songs are not liked by its listeners for – music composition, music video, lyrics and theme’ stands rejected. Thus, the hypothesis i.e., ‘H1 – Western Pop songs are liked by its listeners for – music composition, music video, lyrics and theme’ stands accepted with lyrics being the most liked element for Western Pop songs. Thereby, lyrics contribute to the rapid gain of popularity for Western Pop songs.

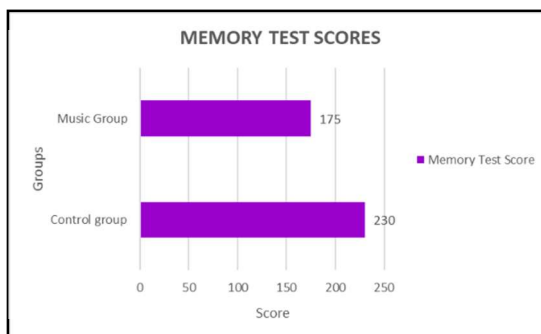
- From the analysis of the obtained data for the math test, the total number of correct responses of people in the music group and control group are represented graphical representation as follows



**Chart 2**

According to the above chart, a greater number of correct answers were scored by the people in the music group i.e., seventy whereas the number of correct answers scored by the people in the control group was sixty-five. However, the difference between the two groups is not huge. That makes up a difference of 3.7%.

- Each group was then given a memory test to solve. They were shown a list of 25 words for 30 seconds and then asked to list down the words that they can recall. Their scores were recorded and represented graphically as follows:



*Chart 3*

The records show that there is a huge difference in the number of correct answers scored. The scores are one hundred and seventy-five for the music group and two hundred and thirty for the control group. The difference between them is fifty-five (13.6%) a significant one.

Since the researcher noted a difference, even though a slight difference, we can conclude that music and Western Pop songs do affect the cognitive performances of people. Thereby, the null hypothesis from the second set i.e., 'H<sub>0</sub> – The cognitive tasks are not performed well while listening to Western Pop songs by its listeners' stands rejected. Thus, the hypothesis i.e., 'H<sub>2</sub> – The cognitive tasks are performed well while listening to Western Pop songs by its listeners' stands accepted.

For the math test, the music group performed slightly better than the control group. But this difference shall be because of the academic sharpness of the ones in the music group and/or disturbance caused by background noise, especially for the ones in the control group. For the memory test, the control group outperformed the music group. This signifies that Western Pop songs, due to their upbeat nature, may help carry out mathematical calculations but, Western Pop songs are a form of distraction when there is a need to memorize for the task at hand.

## **Inferences of a qualitative study with 6 musicians**

- Musicians feel that Music Composition and Music Video are the most important factors that contribute to the popularity of Western Pop songs. This is because the complex procedure to make music makes musicians appreciate the time and efforts spent that go behind creating music. Their musical career acts as a backing to their claims.
- Music especially with lyrics is a form of distraction. When a song is being played, the musicians' mind is trained and conditioned in a way to analyze and disintegrate all the elements of the song in terms of what chords and melodies are involved, how progressive is the song, which instruments are being played and for what purpose, etc. This condition restricts them from doing any task at hand. When a song has lyrical or vocal backing, the musician's mind is further occupied to analyze the theme of the song, its singers, when was it released and the music video amongst other things. Thus, music hurts the performance of cognitive tasks.
- It is a given that music is an escape. But music is not directed to give advice or help anyone on a psychological level. People may take inspiration from the story portrayed through the song and then work on themselves and their mental health. People may listen to lively songs to put them in a good mood or listen to a cry or sad playlist to evoke emotions and vent out. Similarly, there are many categories of music serving the purpose of being heard when the listeners want to sleep, meditate or just feel calm. Indian classical music serves similarly. It has raags, which can be understood as categories, that are especially heard during a given time of the day to put its listeners in a specific mood. Another feature of the music is that when a listener listens to a song from the time they used to listen when they were in a good mental space, it brings back positivity. So, in this way, music has a reliability factor. Even when a listener may have anticipated the feeling of calmness, the same music listening, amplifies the vibe

## **Conclusion**

The contributing factor to the popularity of Western Pop songs differs for different audiences. For passive listeners, lyrics are most important as they evoke feelings whereas musicians who know the intricate process of music production, feel that music composition and music video are the most important. Upbeat genres like Western Pop songs impair performances of cognitive tasks when performed while listening to music. However, one can benefit from other genres like Lo-Fi, White Noise, etc. Similarly, music may affect one's mental health and emotional well-being. But this effect depends on

various factors like the genre of music. Perhaps, the same song may affect different people differently because every listener is unique and so are their experiences.

The researcher recommends that the readers of this study consume music mindfully. Over-exposure to music may lead to impaired performances of cognitive tasks and a drastic negative effect on mental health and emotional well-being. Another recommendation is for the music fraternity to encourage musicians in the unprecedented time of the Covid-19 pandemic. Concerts and live shows conducted online underpay artists leading to a huge portion of income being cut off as that of offline concerts.

The scope of the study is that it gives an understanding to music creators as to what ways are Western Pop perceived by the audience. This shall help them make music that is better suited for their audience. This study shall also help students and educators as to how music may affect cognitive performances. Lastly, it's a teaching for all that a song may affect two or more people in two or more different ways that could be positive or negative

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# **The portrayal of Mental Health vs Mental Illness in Indian over the Top (OTT) Hindi Films: A Case Study of the Film Tribhanga - Tedhi Medhi Crazy.**

**Atharva Limaye**

## **Abstract**

The Covid-19 pandemic has caused the majority of the population to be confined within their homes. But this has resulted in the growth of Over the Top (OTT) streaming platforms as it is one of the few sources of entertainment people can consume from within their homes. Being in social isolation causes a risk of developing mental health issues like depression or anxiety. Mental health is a topic of stigma in India that has caused a huge lack of knowledge and awareness, misinterpretation of many terms and an extremely poor mental healthcare infrastructure. There is a desperate need to educate people on the issue. 'Portrayal' has the power to educate the audiences, break stigmas and bring change through social commentary. Mental health has been portrayed numerous times using characters and storytelling in media. The study seeks to explore the portrayal of mental health vs the portrayal of mental illness within Indian OTT Hindi films. The study will be done via Content Analysis of the film Tribhanga - Tedhi Medhi Crazy. The researcher aims to conduct an online survey to understand people's perception of the terms 'Mental Health' and 'Mental Illness' and whether their perception is influenced by films as Priming Theory suggests. Also, interviews with mental health professionals will be taken to get a professional viewpoint of the terms 'Mental Health' and 'Mental Illness'.

***Keywords: Mental Health, Mental Illness, Over the Top (OTT), Hindi Films***

## **Introduction**

The way society communicates has evolved over the years from newspapers to radio and then television. Now, we are witnessing a new communication evolution in the form of the internet. Media has become an important part of our lives as we consume it in one form or another from the moment, we wake up in the morning till we go to bed at night. Films are one such type of mass communication that has left a remarkable footprint

since its inception. It is used to entertain, educate and convey a message to the audience. By telling stories films have successfully spread awareness on these sensitive topics. However, films are not just a form of art, it is also an industry and every industry demands profit. Films have generalized and stereotyped a lot of things in the pursuit of profit which can be seen in various portrayals and representations.

The portrayal is a depiction of something or someone in works of art or literature. It is a form of representation that exists within the boundaries of art and literature. Portrayal can be seen in paintings, books, films etc. It is often presented to the audience through different characters. For example, visually impaired people are represented in the film *Black* through actor Rani Mukerji's portrayal of Michelle, a blind woman.

The Digital India initiative caused a drop in the prices of smartphones and cellular data. This resulted in a steady growth in the subscription numbers of Over The Top streaming platforms like Netflix, Prime Video, and Hotstar. Covid-19 caused major distress in the year 2020, especially to the economy and various industries, but the OTT industry exploded and grew to a great extent as it was a valuable source of entertainment for people who were confined in their homes.

Mental Health, as defined by the World Health Organization (WHO), is “a state of well-being in which the individual realizes his or her abilities, can cope with the normal stresses of life, can work productively and fruitfully, and can make a contribution to his or her community.” According to WHO, mental health includes “subjective well-being, perceived self-efficacy, autonomy, competence, inter-generational dependence, and self-actualization of one's intellectual and emotional potential, among others.” (World Health Organization, 2018)

The term ‘Mental Illness’ collectively refers to all mental disorders like Autism, Psychosis, Schizophrenia, etc. Mental Illnesses are a pattern of behaviour that causes significant distress and impairment of personal functioning. They can only be identified and diagnosed by a mental health professional as the signs, patterns, and symptoms vary widely between illnesses. The causes of mental illnesses are unclear, unlike diseases that are caused by viruses and bacteria. The causes are complex and vary depending on the individual and the illness. These causes are not fully understood; however, researchers have theorized certain biological, psychological, and environmental factors which contribute to the development of mental illnesses.

## A Brief Overview of Mental Health & Mental Illness

Mental Health	Mental Illness
Mental Health is a combination of a person's emotional, psychological and social well-being.	Mental Illness is a term used to describe a wide range of mental health disorders.
Mental Health guides the way we think, feel and act.	Mental Illnesses disrupt the way we think, feel and act.
Physical, Social, and Environmental problems can cause deterioration in a person's mental health.	Genetics, Physical Trauma and deterioration in a person's mental health can cause mental illnesses to develop.
Deterioration of mental health can be treated using therapy and medications.	Most mental illnesses cannot be cured, but their symptoms can be relieved using therapy and medications.
Stress, Anxiety, and Mild Depression are a few symptoms of deteriorating mental health.	Schizophrenia, Dementia, and Autism are a few mental illnesses.
India has a poor mental healthcare infrastructure.	India has strong laws governing mental health and mental illness.

Awareness regarding mental health is low in India.	Misconceptions regarding mental illnesses are high in India.
Positive mental health is rarely explored in films.	Films have stereotyped mental illnesses.
There is less focus on mental health in a film's narrative.	Mental illnesses are weaved into a film's narrative to capture the audience.
A character's mental health in films is generally not given much importance.	The portrayal of a character's mental illness in films is generally unrealistic.

The number of people reporting mental health issues is slowly increasing. In India, an estimated 20% of the population suffers from mental health issues, but only 7% to 8% of them seek the necessary aid. The WHO estimates that India has one of the largest populations suffering from mental health issues and labelled the country in February 2020 as the world's 'Most Depressing Country'. The country is facing a mental health epidemic and it lacks the infrastructure and the workforce to fight the issue. The shortage of psychiatrists and psychologists in the country compared to the population suffering from mental health issues is huge. According to WHO guidelines, there should be 3 psychologists and 3 psychiatrists for every 100,000 patients, but in India, there are 0.3 psychiatrists and 0.07 psychologists along with 0.12 nurses and 0.07 social workers per 100,000 patients. (Llamba, 2020)

The Mental Healthcare Act 2017 is a comprehensive act for governmental health in India. It strives to include every aspect of mental health and improve upon the previous act. The opening statement of this law describes it as, "An Act to provide for mental healthcare and services for persons with mental illness and to protect, promote and fulfil the rights of such persons during delivery of mental healthcare and services and for matters connected therewith or incidental thereto" (The Gazette of India, 2017). This act gave every person the right to seek mental health care and treatment from government-run and funded services. A patient will be provided with essential medication free of costs, insurance coverage, funding for a private consultation if a government service is not

available, rehabilitation of patients after discharge, reducing the psychological and financial burden on families and healthcare workers. This act also allowed patients to nominate representatives that will make informed decisions in case the patient loses their mental capacity to do so. It also banned the use of Electroconvulsive Therapy (ECT) without the use of muscle relaxants and anaesthesia. The Mental Healthcare Act successfully decriminalized suicide in India which reduced the stress on society, patients, healthcare workers, and the Indian Legal System. (Firdosi & Ahmad, 2016)

In storytelling, themes and ideologies are communicated to the audience via a character who represents that theme. For example, films that strive to provide a social commentary on a particular issue have characters affected by that issue, trying to solve the issue or causing the issue. When a film focuses on mental health issues it portrays that issue through its characters to successfully communicate the narrative's focus. However, as mental health is not fully understood, filmmakers take liberties with portraying it and things surrounding it making the characters unrealistic and over the top. A good balance between fiction and reality provides the ideal film viewing experience. However, when it comes to characters representing and portraying sensitive issues like the LGBTQ+ community or mental illness, straying too far from reality can cause misinformation which can lead to stigmatization.

The term Mental Health is used to define a state of ill-being. We rarely say the words mentally fit, but we often compliment people for being physically fit. The reason behind this is the stigma behind mental health and the struggle to educate people on the subject. Films also don't focus on the positive mental health of a character. They treat a state of well-being as an everyday phenomenon, but a state of ill-being as an opportunity to make a character nuanced, as relating to sadness is more impactful to the audience than relating to happiness. This results in films and TV series highlighting several mental health conditions, but the number of films and TV series representing mental health and the characters portraying it aren't enough to spread awareness on the subject.

Films have always been fascinated with topics related to psychiatry. Imagery related to mental illness has been portrayed many times in classic and modern films. Media, including films, has been the main source of information since its inception as it shapes our ideas and helps us understand our environment. Inaccurate information in the media, whether it's positive or negative, causes misunderstandings. For example, schizophrenia is confused with multiple personality disorder in films. This leads to confusion, and conflict and can even result in delayed or wrong treatment. Unrealistic depictions of mental illness and psychotherapy fuel stigma that might prevent people from seeking

help. The news exaggerates mental illness and shows it in a negative light whenever a violent incident or suicide occurs.

Filmmaking is a creative practice that has social value and relevance. Films tell stories using various techniques and rules. One of those rules states that everything in a story must be established for it to make sense and for the audience to experience it. Film Techniques or Cinematic Devices like lighting, sound, music, dialogue, mise-en-scene, setting, camera angles, editing, shot composition, etc. are used to establish various elements for the audience to experience.

The creative liberty which comes while portraying mental illnesses allows filmmakers to create something known as a dream sequence. These scenes are vivid and colourful as they give us a visual of the psychological states of mind. Using narrative techniques and semiotics these sequences intertwine fantasy and reality. Mental processes like thoughts, memories, feelings, emotions, and imaginations are invisible and abstract. Film techniques, editing, and camera techniques manage to represent these concepts visually and they are given a symbolic meaning that plays a part in the storytelling. Another symbolic object that is used by filmmakers is the mirror as it represents the idea of self. When the character is looking in the mirror, he/she sees a reflection of themselves that is supposed to symbolize self-distortion or a negative perception of self-consciousness. (Damjanović et al., 2009)

Mental Health is a shared concept that everyone faces in their lifetime. Government laws and initiatives are helpful if the people understand the importance of the issue. The public cannot decide on their own, they need someone to lead them. Opinion leaders like celebrities, businessmen, politicians, and influencers must come forward and talk about the issue so that it becomes the new normal for the people who follow them. Talks, discussions, and initiatives on mental health have just begun in India and the world. It will take time, patience, and hard work along with many more initiatives by influencers, leaders, and the government to reach the goal of completely erasing the stigma surrounding the issue.

Research Methodology refers to the systematic design of the study utilized to reach a solution to the research problems and achieve valid results to address the research questions, the aim, and the objectives.

### **Significance of the Study**

‘Mental Health’ and ‘Mental Illness’ find themselves in a difficult place because even the researchers who study them don’t fully understand them. The stigma associated with it causes spreading awareness extremely difficult. People believe that you are either born

with a mental illness or you are always mentally healthy, the idea of transitioning from a mentally healthy state to a sick state is alien to them. Media is the most powerful communication tool which can help successfully spread awareness on these topics. The OTT industry has become the primary entertainment media source during the Covid-19 pandemic as a large number of the population is experiencing it, hence it is important to understand whether the media portrays mental health and mental illness realistically and can distinguish between the two.

### **Objectives**

- To study the portrayal of Mental Health in Indian OTT Hindi Films (Tribhanga - Tedhi Medhi Crazy)
- To study the Portrayal of Mental Illness in Indian OTT Hindi Films (Tribhanga - Tedhi Medhi Crazy).
- **Hypothesis**
  - H1: There is a difference between the portrayal of Mental Health and Mental Illness in Indian OTT Hindi Films.
  - H0: There is no difference between the portrayal of Mental Health and Mental Illness in Indian OTT Hindi Films.

### **Research Design**

- Method: Quantitative & Qualitative
- Tool: Content Analysis, Online Survey via a Questionnaire, Online Interview
- Sample Design: A minimum of 32 respondents (Age 16+) for the survey & interviews with mental health professionals.

### **Data Collection Method**

- Content Analysis of the film Tribhanga - Tedhi Medhi Crazy to understand how a character's Mental Health and Mental Illness are portrayed in Indian OTT Hindi Films.
- A survey with a minimum of 32 respondents to understand the perception and awareness of Mental Health and Mental Illness of people.
- Interviews with Mental Health Professionals to get a professional view of the terms Mental Health and Mental Illness.

### **Sampling Method**

A method to select a subset of individuals from the population for this study. To easily collect data, the Non-Probability Convenience Sampling Method was used to overcome time and cost restrictions. The Researcher selected a sample of a minimum of 32

individuals the age 16 & above living in Mumbai

For the Online Survey. The survey was sent to peers using digital media platforms like Instagram & WhatsApp. The Interview with mental health professionals was also conducted via phone calls due to the Covid-19 pandemic

### **Limitations**

The selected film represents both mental health and mental illness in the recent Indian OTT Hindi Films. Due to the Covid-19 pandemic, the interviews with professionals are restricted to Mumbai city.

## **Research Methodology**

### **Theories**

Priming Theory and Social Learning Theory were used for the framework. By using the interviews, content analysis, and online surveys as references, the theories can be applied to the study.

### **Analysis and Interpretation**

Both of the above objectives were achieved by gathering data using 3 different approaches. Interviews of mental health professionals were conducted to gain a professional viewpoint and a better understanding of mental health and mental illness. The professionals were also asked to express their opinion on the portrayal of mental health and mental illness in films. Through the content analysis of the film Tribhanga, mental health and mental illness were explored from within a film via various characters. This resulted in the data being gathered from a storytelling perspective. The audience's perception of mental health and mental illness in films and in general, was studied using an online survey. By using these three methods, a variety of data was gathered resulting in a comprehensive study of the portrayal of mental health and mental illness in Indian OTT Hindi films\

### **Findings**

The interviews of mental health professionals gave professional viewpoints on the characters that represent mental health and mental illness. These viewpoints combined with the content analysis of the film Tribhanga gave us the data necessary to answer the research questions. In the film, mental health and mental illness are communicated to the audience through the character of Anuradha. Whenever Anuradha feels stress or anxiety due to an event in the film, the audience sees the stress and anxiety she is experiencing through her reaction of crying or expressing anger. Anuradha had depression and this was communicated through the action of her attempting suicide.

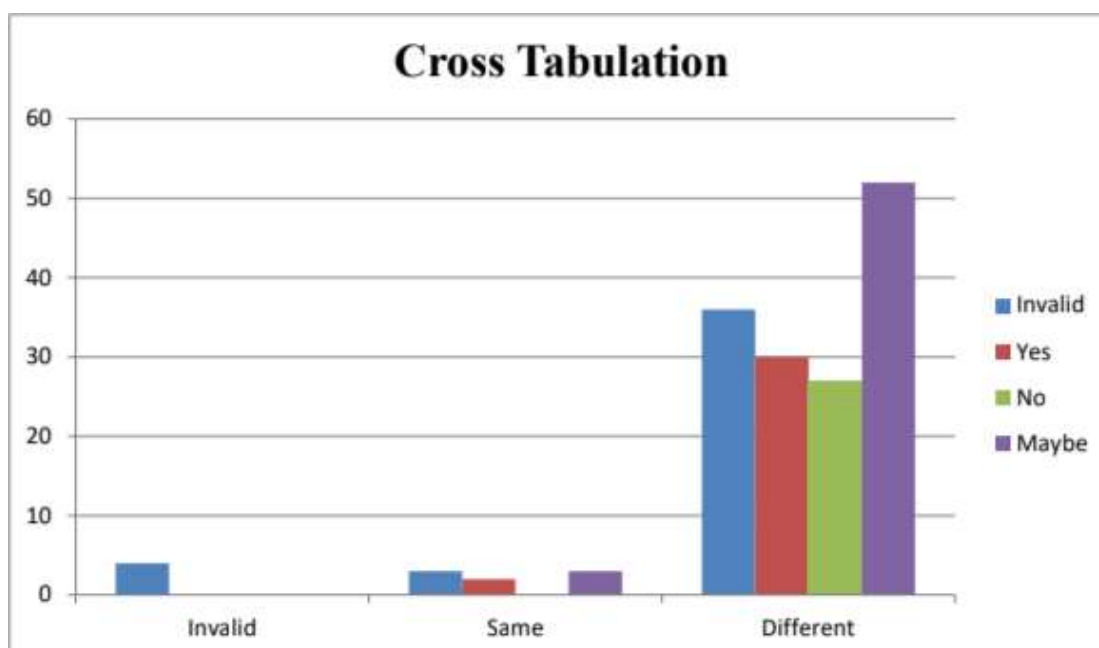


Mental health is shown to the audience through a reaction and mental illness is shown through action.

### Testing the Hypothesis

- H1: There is a difference between the portrayal of Mental Health and Mental Illness in Indian OTT Hindi Films.
- H0: There is no difference between the portrayal of Mental Health and Mental Illness in Indian OTT Hindi Films.

	Value	df	Asymp totic Signific ance (2- Sided)
Pearson Chi-Square	12.930 a	6	.044
Likelihood Ratio	14.031	6	.029
N of Valid Cases	157		



### **Bar Graph 1 Cross Tabulation between the accuracy of mental health and mental illness in films and whether they are the same or not.**

The respondents were asked whether mental health and mental illness are the same or different and whether they are portrayed accurately in films. Only 8 respondents thought that mental health and mental illness are the same. The rest 145 differentiated between mental health and mental illness. 30 respondents among those 145 think that mental health and mental illness are portrayed accurately in films and 52 out of the 145 are confused about whether the portrayal is accurate or not since they answered 'maybe'.

The results of the Pearson Chi-Square Test prove the hypothesis by saying that there is a significant difference between the portrayal of mental health and mental illness in films. The Asymptotic Significance of the Chi-Square Test was valued at 0.044. Since this value is less than 0.5, the hypothesis is proved. The audience is influenced by the films regarding mental health and mental illness since more people agreed that they are portrayed accurately and a large majority of the respondents differentiate between mental health and mental illness.

The Asymptotic Significance of the Chi-Squared Test is valued at 0.044. Hence, the hypothesis, that there is a difference between the portrayal of mental health and mental illness in Indian OTT Hindi Films, is proved. Since the p-value is less than 0.5, the Null Hypothesis, there is no difference between the portrayal of Mental Health and Mental Illness in Indian OTT Hindi Films, is rejected

## **Conclusion**

This study on the portrayal of mental health vs. mental illness in Indian OTT Hindi films was conducted through qualitative and quantitative methods. In the quantitative approach, an online survey was taken with 157 respondents. The survey questionnaire was divided into two parts, the first part focused on the audience's awareness of the term mental health and mental illness, and the second part focused on the audience's perception of the portrayal of mental health and mental illness in films. The qualitative approach included interviews with 4 mental health professionals to get a better understanding of the topic through a professional viewpoint and content analysis of the film Tribhanga – Tedhi Medhi Crazy.

'Mental Health' and 'Mental Illness' have been explored in many studies, however, most

of them have focused on mental illnesses and the impact that their portrayal has on the audience. This study aimed to understand whether there is a difference between the portrayal of mental health and mental illness in films and since films influence the audience, whether they can identify the difference.

The mixed research approach allowed the gathered data to be varied and comprehensive. The interviews with mental health professionals gave us an understanding that mental health and mental illness are not two distinct terms, but two parts of a whole with aspects that manage to effectively blend.

This insight gained from the interview allowed mental health and mental illness in the film Tribhanga to be analyzed from a unique viewpoint. Just like in real life, films blend mental health and mental illness yet keep certain elements unique to each concept. There is a need to explore whether the similarity between mental health and mental illness that films show is intentional or unintentional.

Reactions like crying or getting angry are used to communicate aspects of mental health like stress and anxiety to the audience and actions like attempting suicide are used to communicate mental illness like depression to the audience.

The online survey results and the theories applied to the study, Priming and Social Learning, prove that the audience is influenced by films and they can differentiate between mental illness and mental health despite the films showing few similarities between mental health and mental illness. Also, when the participants were asked questions on the portrayal of mental health and mental illness in films, it again proved that films show more similar elements between mental health and mental illness than elements exclusive to each term.

Therefore, with the results of the analyzed data we can conclude that films portray mental health and mental illness with some similar elements, and the audience, whose perception is influenced by the films, can spot the subtle differences between mental health and mental illness.

The future scope of the Study of Mental Health is a vast concept and science has just scratched its surface. The topic can be explored from many different angles that will yield a variety of different results. The mental health of a person is dependent on various factors like environment, social interaction, culture, and even geography. So, in a culturally diverse country like India, where every 100 kilometres differences in culture and society can be seen, the sample selected in future studies has the potential to be extremely diverse. This cultural diversity can be seen in Indian Cinema as well since roughly 1800 films are released in India every year in many different languages. So, more films can be used for

content analysis. Similarly, interviews with mental health professionals that treat both urban and rural populations must be taken.

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# **A Study To Understand The Use Of Pinterest As A Marketing Tool For Home Décor Items**

**Amruta Kulkarni**

## **Abstract**

Social media's evolution has made it an important factor in an individual's life. Individuals, as well as brands, make use of social media for personal as well as business purposes. Brands use social media to achieve their business targets and it helps them to reach a wide area of audience. With the availability of various social media platforms, it has become easier to promote brands. Pinterest is one of the social media platforms which comes under the category of bookmarking and content curation platforms. The main purpose of this study is to understand how marketers can make use of Pinterest as a marketing tool for home décor items and how it affects the buying behavior of Pinterest users. The study also helps to explain how the visuals on Pinterest create an impact on the audience which ultimately motivates them to take an action and it also focuses on how Pinterest can be an effective tool for promoting home décor items.

***Keywords: Pinterest, Marketingtool, Home décor items, SocialMedia, Audience engagement.***

## **Introduction**

### **Introduction to social media**

The Merriam-Webster dictionary defines social media as a place “Users can build online communities to share information, ideas, personal messages, and other content.”

The capacity to connect and exchange knowledge with anybody on the planet, or with a large number of people at the same time, is the power of social media. Initially, social media was used as a medium for interacting with friends and family but now almost all businesses and brands make use of social media to appeal to the masses with new communication tools available to them. In today's time, social media can do much more than just share photos and videos. It can perform activities like blogging, communal gaming, social networking, business networking, reviews, and many more such activities. Social media also helps people in formulating opinions on various issues.

Individuals can make use of this platform for the betterment of their future as social media these days is used to network career opportunities as well. Apart from this, Individuals can be a part of certain communities where they can virtually meet people, talk about

various topics, share their thoughts, perceptions, etc. These activities are considered to be a part of a Virtual Social Network. In the case of Businesses, social media is the Need of the hour. It is a very useful tool that helps businesses ranging from small scale to large scale, in creating an identity for themselves. It can help businesses to interact with their potential customers, drive sales through advertising and promotions, gauge consumer trends, create awareness about recent products, etc. Along with this a detailed insight of the potential audience is also available on the social media accounts which help to focus on marketing efforts and market research.

## **Social Media Marketing**

### **Definition**

According to [buffer.com](https://buffer.com) Social Media Marketing can be defined as “The use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.”

Publishing was the beginning of social media marketing. Businesses were using platforms to promote their content to bring traffic to their websites and, potentially, sales. However, social media has evolved into something more than just a platform for disseminating information. Businesses use social media in uncountable ways like social media analytics which helps the

business to understand their reach, engagement, and sales, social media advertising can run targeted social media ads for a specific set of audiences and social media listening and engagement will help the businesses to know opinions of people about their brand by monitoring social media conversations and relevant response mentions. When all of this is combined, it is known as Social Media Management.

There are five core pillars of social media marketing. The first one is strategy, which helps to address three things—goals, which social media to focus on, and the type of content that must be shared. After incorporating the strategy, the next step is planning and publishing which states it is important to plan the content prior and be present by posting continuously to be discovered. The

third step is listening and engagement which states that communicating with the consumers is important to maintain good relations. It is important to consider the views and opinions of consumers, if any negative remarks are received the brand must rectify them. The fourth pillar is analytics which helps the brand to understand how the content

is performing. Analytic provides information on various factors like reach, target audience, active timing of the audience, etc. the

last pillar is advertising. The use of this tool is incorporated when the brand is ready to grow its social media marketing. Social media ads help to target the audiences based on their demographics, interests, behavior, and more. Brands include many types of social media networks in their marketing plan. The brand needs to identify which platform is of utmost useful and which includes the presence of its target audience.

### **Introduction to Pinterest**

Pinterest is a search engine for visual content. It's where people discover and pursue their passions. Pinterest allows you to find valuable and important information that motivates you to take action. It all began in 2010 when three business owners got together. Their aim was simple: to make something they thought would be useful and that a few others would as well. It started as a way for people to keep track of the things which inspired them online. But it didn't take long for people to realize that true pleasure came from being motivated by what others had to share and implementing that inspiration into their own lives.

It became a place where people started looking for references and inspirations before making any decision. Fashion, home décor, paintings, gifting, cooking, and many more categories were explored by people and the list keeps getting longer day by day. Pinterest became their one-stop solution for ideas. Today more than 240 billion ideas have been saved and more than 400 million people visit Pinterest every month to explore and experience. Pinterest serves this community of people by providing them with what they love and helping them in exploring more.

### **How does Pinterest work?**

Pinterest has a little different user interface as compared to other Social Media sites. It works based on Pins and boards which helps to segregate the data which one wants to save. The home feed is where all the pins are visible. These pins appear as per the result of the recent behavior and preferences of the topics of the user. Users can save, try and share the pins according to their wish. Pins can be saved on the board or shared with other users via message or links. Pins can be added to the user's account as well. Pinterest offers various features like visual search, promotional pins, video features, story pins, etc. Visual search helps to browse for the items or products directly by clicking a picture of them and the results of similar items will appear on the app. Story pins are one of the recent features which are available only for Pinterest business account users and help to promote their business.

Pinterest works only based on visuals with little impact on the text. The main activities in which the users engage include saving the pins, commenting on the pins, and trying them. The pins provide a link to the website from where the source of the image or product can be acquired. The link can be of various types which include blogs or official links of the brand from where the user can buy the item.

### **Introduction to Home Décor**

The term "homedecor" refers to the act of decorating one's home. The skill of making a home seem pleasant is known as home décor.

It refers to the aesthetic components that are employed to make a home more pleasing to the eye. Physical things like furniture, art, and accessories, the location of physical goods and objects, and room colors and materials are all part of home décor (flooring, wallcoverings, windowcoverings, and ceilings). Home décor comes in a variety of styles. The colors, furniture types, and item placement possibilities in space are virtually endless.

### **Pinterest and home décor in India**

“In the Furniture & Homeware segment, the number of users is expected to amount to 266.1m users by 2025 and the revenue for the same was projected to reach ₹98,541m in 2021.”

Hall and Zarro observed categories like Food & Drink Home & Garden Décor and Design, Apparel & Accessories, etc were pinned often by Pinterest users. These categories are popular among millennials especially when Pinterest is considered. The demand and variety of products available in the Home décor sector have seen a rise. Millennials have an impact on social media which makes them aware of various trends in the world. Nowadays' Home Tour's a trend which is followed by various bloggers or famous personalities. This indirectly acts as a reference for the

audience and they start looking for products matching their requirements. One common platform which millennials prefer as a reference tool is Pinterest. It offers aesthetically pleasing visuals which attract them. It is well categorized and used not only as an inspiration but also for buying the products.

### **How can Pinterest be a useful marketing tool?**

According to research, marketers should encourage users to connect with brands by generating content that makes users feel drawn to the brand and, as a consequence, increases brand interactions. Smaller social media networks that may give specialized opportunities have gotten less attention because most social media marketing efforts are centered on larger platforms such as Facebook. Pinterest is a social media network that



was founded in 2010. Facebook has 1.7 billion users, Instagram has 600 million users, LinkedIn has 467 million users, Twitter has 313 million users, and Google Plus has 300 million users, compared to Pinterest's 150 million users. Compared to these social media networks, Pinterest is much smaller and the focus of it as a marketing tool is not much. Overtime, it started to gain focus by brands due to its ability to pay more attention to images.

Visuals play a very strong role here as only a little focus goes on the text. Visuals attract consumers and they click on the link provided by the pin to dig for more information about the product. Users may customize a product, object, or brand by demonstrating how it has improved their lives and created a community around it. The notion of sharing personal experiences on a social media platform may increase engagement between numerous stakeholders, including the customer, other members of the network, the product/item/brand, and the firm Pinterest does this by allowing users to share photographs of pins they've tried. A user can post an image in the comments section on any brand's pin and show how he or she has used it or how the product looks. This helps the brand to gain credibility.

The immediate goal of using Pinterest to exhibit items is to influence a sale, but it may also be used to promote a new product launch or advertising campaign, as well as drive visitors to a company's website. Instead of depending on direct user-to-user contact, Pinterest users interact with information through social curation, sharingpins, re-pinning, and using Like/Comment features that bring together individuals who have shared interests."In today's world, visibility has become a critical aspect. The higher the number of visitors, the higher are the chances for a brand to get noticed. Hence along with sales, the brands tend to focus on views to gain more traffic and this is one of the ways where Pinterest comes in handy. These viewers then turn into followers when their thought process aligns with the brands.

However, to keep the followers in sync with the brand, it is important to know their thoughts and ideologies. Pinterest's exponential development in popularity proves its value as a specialized social media network worthy of consideration in this research. Pinterest has a specialized audience

because it is a smaller social media network, and it may provide unique options to be utilized as a promotional channel that isn't available on bigger social media networks.

**Objectives:**

1. To get a perspective on buying behavior of the Pinterest users browsing for home décor items.
2. To assess how visually appealing content contributes to audience engagement on Pinterest.
3. To study the effectiveness of Pinterest as a marketing tool.

### **Hypothesis:**

**H1**-Pinterest significantly influences the user while buying home decor items.

**H0**-Pinterest does not significantly influence the user while buying home decor items.

### **Limitations of the study**

1. The study is restricted to the users of Pinterest browsing for select home décor items like Wall hangings, lighting, plants, and mirrors.
2. Age criteria for the study are the age group from 18–37 only.
3. The study is limited to the people residing in Mumbai, Pune, Ahmedabad, Bangalore, and Delhi only.
4. The study is carried out in a limited period

### **Research Methodology**

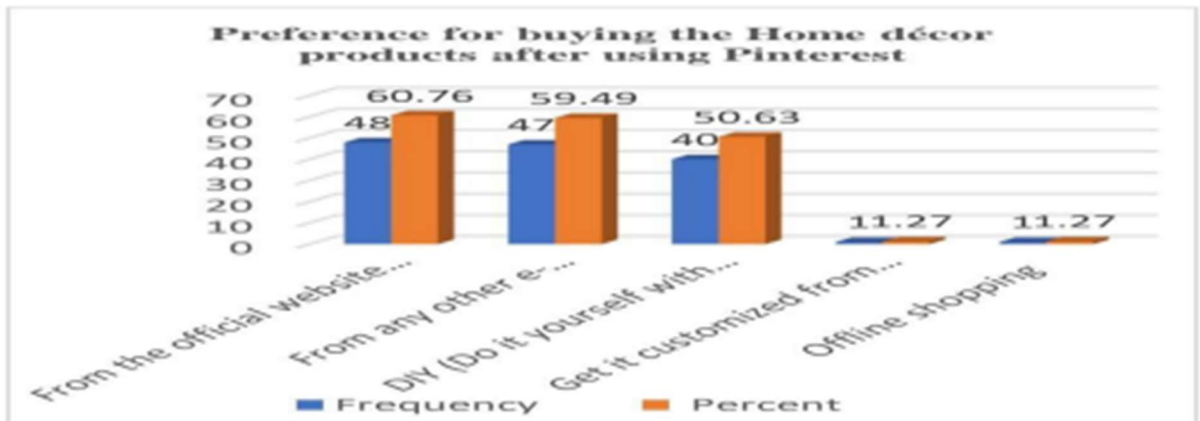
#### **Research Method:**

1. Quantitative Method: A survey study of 79 respondents to understand how the audience makes use of Pinterest for home décor items and how they make decisions while considering a product.
2. Qualitative Method: i) In-depth interview with a brand that uses Pinterest as a marketing tool to get a perspective about how it helps the brand in gaining visibility.  
ii) In-depth interview with interior designers to get an industrial perspective.

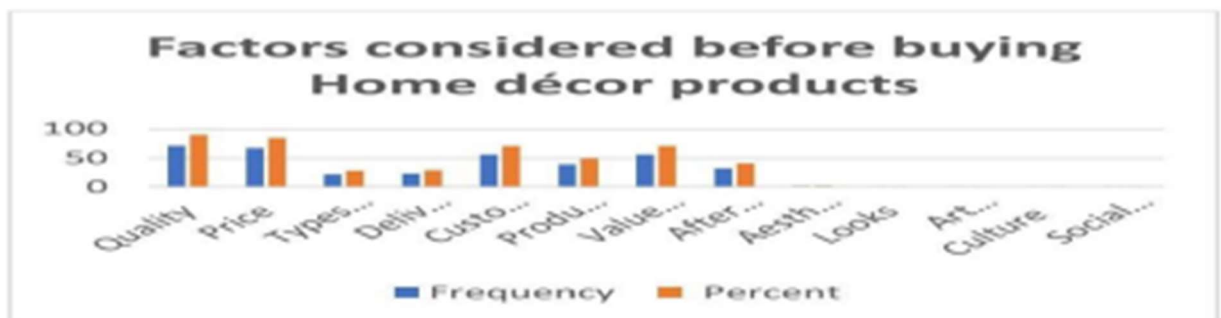
#### **Sample Design**

1. Sample Type: Non-Probability Convenience Snowball sampling was used to conduct surveys with those who are active users of Pinterest and browse for select home décor items like Wall hangings, Lighting, Plants, Bohemian décor, Mirrors, and Posters.
2. Sample Size: The sample size of this study is 79 where the researcher has focused on the audience browsing for select home décor items on Pinterest. The age bracket of the audience is from 18 to 37.
3. Sample Area: Residents of Mumbai, Pune, Ahmedabad, Bangalore, or Delhi only.
4. An online survey was conducted via Google forms and the circulation was carried out online. Three in-depth interviews were carried out with the help of a telephonic conversation.

## Analysis and Interpretation



Preference for buying Home décor products after using Pinterest shopping. This proves hypothesis H1 as correct in this particular study and also answers the research question “How does visually appealing content contribute to audience engagement on Pinterest.?”



### Factors considered before buying Home décor products

This question was a Multiple checkbox selection question where respondents can select multiple options as per their preference. This question talks about the buying preferences of respondents after using Pinterest. Out of the 3 options provided, 48 respondents opted for the official website of the brand for buying the home décor items. Followed by 47 respondents who opted for using e-commerce for buying the items. 40 people choose the option of DIY (do it yourself with the help of tutorials). Along with these, 2 more options were added by the respondents, where 1 of them mentioned getting it customized from a local vendor and the other one preferred offline consisting of factors that are considered by the respondents before buying any home decor product. This question in the survey was a checkbox question

where the respondent could select multiple options. In total eight options were provided to the respondents along with the additional option of Otherwise the respondent could add their preference. Various combinations of answers were selected by the respondents. In total 37 combinations were observed among 79 respondents. The table above describes the individual frequency of each option. Quality and Price factors were observed with the highest frequency of 71 and 67 respectively. Followed by Value for money and customer reviews with a frequency of 56 each. 39 respondents opted for product ratings.

Followed by 22 respondents who look for the types of payment modes as an important factor and 23 people consider delivery time as an important factor before purchasing home décor products. Lastly, 32 respondents choose the after-sales and return policy option. Look for aesthetic products, looks of the product matter to them, and Art style of the product, Resemblance of a particular culture in the product and if the product is representing any social cause, etc these additional factors were provided by the respondents. This question successfully answered the research question, "How do the home décor items on Pinterest affect the buying behavior of its users?".

## **Discussions**

To gain a perspective on how Pinterest can be used as a marketing tool for the betterment of brands, An in-depth interview was conducted with an owner of a home décor brand. It was observed that Pinterest is improving day by day and helping brands to get views on their profile to reach a wider audience. With the brand's experience with Story pins, it was observed that the story pins feature helped the brand to gain viewers in a very short span with extensive use of it. If a brand follows consistency in posting by making adequate use of Pins and story pins that will help the brand to gain an audience.

To get analysis from the people working in the industry, in-depth interviews were conducted with two Interior designers. It was observed that interior designers do make use of Pinterest for sourcing the products which they need. Using it as a reference may differ due to the uniqueness required in their designs. But to become aware of new trends in the market, interior designers make use of Pinterest. One of the interior designers also mentioned using Pinterest as a representation of their ideas while dealing with the client. This makes it easy to display their ideas with the help of visuals on Pinterest.

The interview was also successful in proving the H1 hypothesis and answering the research question "How can Pinterest be an effective marketing tool for home decor brand

## **Conclusion**

According to the data interpretation and analysis the data, it was observed that Pinterest has a positive impact in influencing the user to buy home décor products. However, the behavior and preferences of every user were unique. The respondents claim that Pinterest helps them to ideate and provides a clear picture when they aren't aware of what to buy. The aesthetically pleasing visuals are impact enough to lure the users. It was observed that the visuals play a key role in influencing the users and that motivates them to take a purchase action depending upon their preferences. The users also consider Pinterest for various uses due to the variety of content available on it. A variety of uses of Pinterest were explored in the survey which included small things like browsing for Phone wallpapers, accessories, etc. Certain respondents also believe that Pinterest creates a positive environment with no hate and drama due to which they like to browse on it. The data acquired by the respondents also helped to understand the buying behavior of the users of Pinterest after coming across the product they wish to buy. It was observed that after coming across the product, the majority of respondents prefer using the official website of the brand to buy the product. The other respondents look for similar products on e-commerce websites like Amazon, Myntra, etc.

Respondents also look for certain factors before buying the product which includes quality, price, customer reviews, product ratings, value for money, etc. This proves that the users prefer to inform themselves in detail about the product when they have to buy it. The respondents browse for home décor products for multiple reasons.

The majority of them browse for the products monthly. The respondents not only look for home décor products while redecorating their house but they also look for them for gifting purposes. Overall, the survey was successful in finding out the key factor and preferences that Pinterest users have while browsing for home décor products. The survey was also successful in proving the H1 hypothesis right which states, that Pinterest significantly Influences the user for buying home décor items.

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# **A Qualitative and Quantitative Study About the Role of Hindi Film Music Instagram Pages on Listening Choices of the Audience**

**Rohan Vidish Patil**

## **Abstract**

Instagram is currently one of the popular social media platforms. It is used by a lot of people for various reasons. With an option to create video posts, pictures and even short videos called reels among others, the platform is used by a lot of people for various purposes.

There are a lot of Instagram pages that cater to the entertainment-related needs of the users. People interested in movies, music, and dance among others follow such pages according to their respective needs. There are a lot of Hindi film music pages on Instagram that post about the music from mainstream Hindi films. Such Instagram pages share a short part of the film song with a suitable visual representation that might be appealing to the audience.

The study was done to see if there is any significant role played by Hindi film music Instagram pages on the listening choice of the audience through qualitative and quantitative methods to understand the following three factors, 1) The Hindi Film Music Instagram Pages and their role on the listening choice of the audience. 2) What kind of content is created on these pages. 3) To study the audience composition and audience interaction with these pages.

***Keywords: Hindi film music, Instagram, Influence, Listening Choice, Audience***

## **Introduction**

### **What is Instagram?**

Instagram is one of the leading photo and video sharing social networking services. The social media platform allows users to share media content that can be edited with several filters available on the platform. The content can be organized with the use of hashtags and geographical tagging. The content can be shared publicly for all users on Instagram or with user-approved followers. A user has a designated username using which one can search for their profile. The users can also browse through other users' content by hashtags locations and their usernames. The platform gives users an option to like and comment on posts and also add other users to their feed.

## **Hindi film music**

Bollywood songs or Hindi film songs are the songs that feature in Bollywood or Hindi movies. Ever since the beginning of movies in India in the 1930s, films, and film songs have dominated the culture of India. The music and songs in Hindi movies have also made a mark at a global level.

A standard commercial Hindi movie can be called a musical as it normally contains around 6-10 songs. In the past, the number was even higher. A lot of people will agree that the music in Hindi movies is made in such a way that it appeals to the masses. Just like the plot and message of the movie, the music of a Bollywood film is intended to have a broader appeal. Therefore, the songs are made in such a way that they feel familiar to a wider audience. The songs are in such a way that a housekeeper will be humming to the tunes while cleaning, patriots will sing them on national holidays, folk musicians will also try and incorporate them into their traditional songs, and can also be sung by non-residential Indians all over the world.

Sometimes only the sales of a soundtrack are enough to make a film successful irrespective of its plot, acting, or direction. These Hindi film songs are popular not only in India but also all over the world.

## **Hindi film music Instagram pages**

Instagram is currently one of the most popular social media platforms. There are a lot of content creators on Instagram. These content creators make engaging, informative, and entertaining content for the viewers through their Instagram page. Several Instagram pages post about Hindi film music.

Such Instagram pages post songs and music from various Hindi movies made in Bollywood. Instagram has various options to post like IGTV videos, pictures, and videos and the recent addition to this list is reels. These Hindi film music Instagram pages often share a short portion of the original Hindi song. To make the post more appealing and engaging, the visual of this song is kept as a relatable scenario that is unrelated to the original song most of the time. Sometimes a witty one-liner is also inserted in the visual part of this song video post which is shared on the Instagram page.

## **Review Of Literature**

### **1. Why Instagram Is Taking Over The Music Industry. [And How Artists Are Utilizing The Platform In Their Marketing Strategy.]**



On May 1, 2018, Spotify and Instagram revealed an interesting new feature on Instagram Stories. Through this feature, one can easily share what they are listening to on Spotify by clicking on the story on Instagram.

“Instagram has become the social media app for music — for both consumers and marketers” (Viner J, 2018) The article has argued that this will help in increasing the visibility of the music on Instagram and it can also help the platform to become a place where the people will discover new music for listening. Music was already a part of a lot of people’s lives be it listening while traveling, commuting, at a party, at a coffee shop, or simply while doing any work. Josh Viner in his article mentions that what was once an individual experience of listening to music has the potential to become a public act or also free promotion of artists and songs.

## **2. What Instagram Discovered in Our First Nielsen Music Study.**

“For the first time, Instagram Music worked with Nielsen to commission a music data study analyzing the habits and lifestyles of U.S. music listeners on Instagram, according to data sampled from Nielsen’s annual Music 360 report. Nielsen independently carried out this study by surveying more than 3,000 respondents and self-identified Instagram users.” Seawood, L. W. (2016).

The findings from the study gave various insights into the listening choices and preferences of the audience in the United States concerning Instagram as a medium. Some major findings from the study are as follows.

Another most important part of the study which is very useful for this research was that Instagram users spend 30% more time listening to music as compared to the general population of the US. The study also brought out important aspects of the genre of the songs that these Instagram users listen to. The genres that they are more likely to listen to are pop, hip-hop/rap, and R&B. Various hip hop artists have been using Instagram to make big announcements regarding their projects.

The artists have also been sharing the album artwork directly with their fans and followers on Instagram. For example, in September 2015, Drake and Future announced their Billboard-charting venture ‘What a Time to Be Alive’ on Instagram.

This Nielsen study also found that Instagram users are more likely to stream music online on different platforms. Another interesting observation was that they will also pay twice as much as the general population for streaming the music. The major platforms were revealed to be YouTube, Pandora, Spotify, Apple Music, and SoundCloud.

To conclude Nielsen's study, it was found that there is an important relationship between Instagram and music as Instagram users have a significant appetite for consuming music content. The numbers in Nielsen's study revealed that the power of Instagram over the music industry is immense.

### **3. Indians spend more time listening to music than the rest of the world: Report**

“An Indian typically spends 19.1 hours per week listening to music, much higher than the global average of 18 hours, reveals a new survey.” (Jha L., 2019) These findings are from the Digital Music Study 2019 which was conducted in nine geographical locations in India. It was done to examine the audience engagement of music consumers between the age group of 16-and 64 who consume recorded music in India.

The study was brought out by the Indian Music Industry, IMI. In this study, it was found that the Indian people are spending more time listening to music than the rest parts of the world. The numbers mentioned above are equivalent to around 2.7 hours of daily listening time. In other words, the time is the same as that of 54 three-minute songs being listened to daily. A whopping 97% of the participants in this survey used their smartphones to listen to music. As many as 62% of the people shared that they use various social media sites or applications to listen to or watch music videos of the songs. 75% of the people from this survey heard the song at the same time when relaxing at home, 62% with-inside their cars, and 45% during social activities like eating places or pubs among others.

The engagement of the audience with audio streaming in India is strong. A total of 90% of all respondents had access to a song streaming carrier in the previous month. It is up by approximately 7% than in 2018. The maximum rate of growth in the engagement is with-inside the 16–24-year-old age group of youngsters. As many as 97% of that group had accessed a song streaming platform with-inside the previous month. The number is up by 10% than it was in the year 2018.

Among the consumers of music, Hindi film music or Bollywood music has made up the major chunk in the most preferred musical genre to listen to. At the time of this study in 2019, a total of 60& respondents of the survey had listened to the new Bollywood music which was released last year and a half. Interestingly, 53% of respondents confirmed that they listened to old Bollywood songs. The respondents were later asked to choose one single genre of music. Here, 19% of the people chose new Bollywood songs as their favorite category while 16% chose classic Bollywood songs.

### **Research Methodology**

## **Objectives**

1. To study the Hindi Film Music Instagram Pages and their role in the listening choice of the audience.
2. To study what kind of content is created on these pages.
3. To study the audience composition and audience interaction with these pages.

## **Hypotheses**

**H1:** Hindi Film Music Instagram Pages significantly influence the choice of listening songs among the audience

**H0:** Hindi Film Music Instagram Pages do not significantly influence the choice of listening songs among the audience

## **Design**

This research uses a mixed-methods approach, a combination of qualitative and quantitative methods.

### **Quantitative method**

An online survey was conducted among 69 individuals who follow Hindi film music Instagram pages.

### **Qualitative method**

For Qualitative research, One - on - One telephonic interview was conducted with admins of the following Hindi Film Music Instagram Pages.

1. Surrealmusicclub
2. 90s\_community

## **Sample Design**

Sample type - Purposive and Convenient sampling.

Sample Size – The sample size of the researcher’s study is 69 people between the age group of 18-and 37.

Sample area – A survey was conducted among 69 people who are from four urban cities Mumbai, Pune, Delhi, and Kolkata, and follow Hindi film music Instagram pages.

## **Limitations**

1. The study takes into account only Hindi film music Instagram pages
2. The study is based on only those who follow Hindi film music Instagram pages

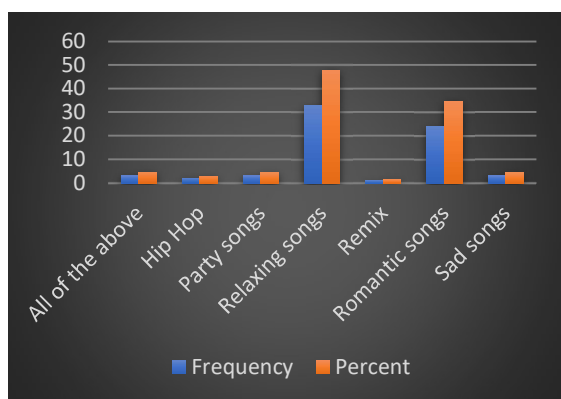
3. The Hindi music and songs are only from the Hindi films
4. The songs that are studied here are from two decades, 2000-2020
5. The study includes respondents from Mumbai, Pune, Delhi, and Kolkata only
6. The age of respondents should be from 18 - 37 years

## Findings & Analysis

### Quantitative method

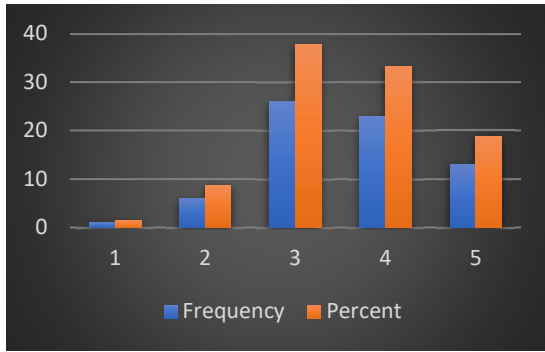
An online survey was conducted with a 69 sample size to understand the usage of such Hindi film music on Instagram pages by the followers. The data collected showed the following information that later helped in proving the hypothesis and answering research questions and objectives. Here is a look at the major findings of the quantitative method of the online survey.

### The genre of songs that respondents have come across on these Instagram pages



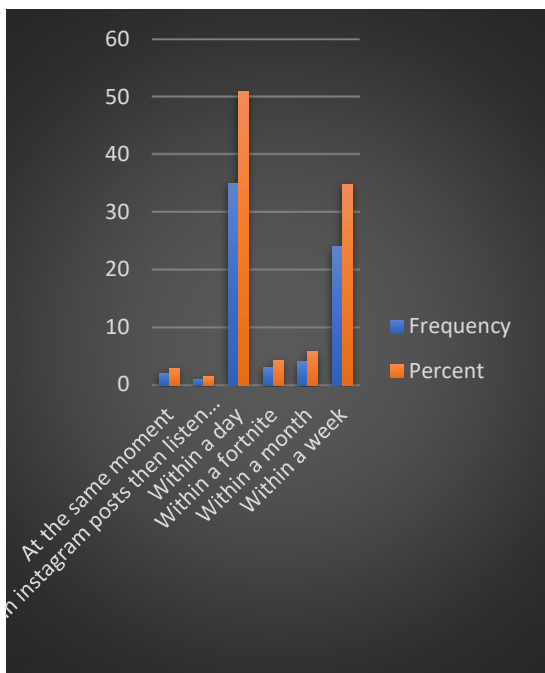
The respondents were given the options of Relaxing songs, Romantic songs, Sad songs, Party songs, Hip Hop, and also one other option for mentioning any other genre than these specified. Out of the 69 respondents, 47.8% chose relaxing songs, 34.8% chose romantic songs, 4.3% people chose party songs and sad songs, while 2.9% chose hip hop songs. 4.5% of the people shared that they have come across all of the above genres of songs on the pages and 1.4% of people shared they have come across the remix genre too. Therefore, through this question, it is found that most of the respondents have come across relaxing songs on the pages. This question asked to respondents answers the research question about the kind of content created on these pages.

**On a scale of 1 to 5, how often do you search and listen to the songs on any other platform after seeing them on Instagram pages?**



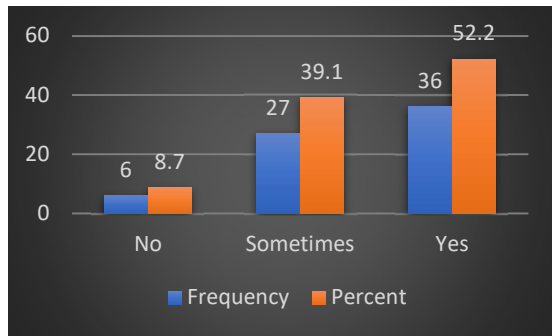
In the online survey, the users are asked about how often do they search and listen to the songs on any other platforms after seeing them on such Hindi film music Instagram pages. The respondents are given a choice to select a number from 1 to 5 with 1 being not much and 5 being almost always. Of the 69 respondents, only 1.4% selected number 1, 8.7% of respondents chose number 2, 37.7% chose number 3, 33.3% chose number 4 while 18.8% of users chose number 5 which means almost always. From this question, it is found that as many as 89.8% of the people search and listen to the songs on any other platforms after seeing them on such Hindi film music Instagram pages most of the time.

#### **How often do you go and search for the song once you have seen it on Instagram?**



In the survey, the users are asked about the time when they go and search for the song after seeing it on Hindi film music Instagram pages. Of the 69 respondents, 50.9% of the respondents search for the song within a day, 34.8% within a week, 4.3% within a fortnight, and 5.8% within a month. All other options contribute a total of 4.2%. This means that maximum respondents search for the song within a day of seeing it on Hindi film music Instagram pages.

#### **Have you discovered new songs through pages?**



The users are asked if they have discovered new songs through such pages. Of the 69 responses, 52.2% responses are yes, 39.1% are sometimes while 8.7% are no. This means that a majority of the people have discovered new songs through such Hindi film music Instagram pages. These questions and the data collected through the survey answer the research question “Does Hindi Film Music Instagram Pages have any influence on the listening choice of the audience?” The questions and their answers by respondents also prove the first hypothesis “Hindi Film Music Instagram Pages significantly influence the choice of listening songs among the audience”

### **Qualitative method**

A telephonic interview was conducted with two admins of different Hindi film music Instagram pages in the qualitative method. The two admins were from the pages Surrealmusicclub and 90s\_community. Here is a look at the findings from the interviews.

### **Which genre of music and songs do you usually post about?**

Both of the admins shared that they do not post about one particular genre. They always share posts about different genres and have categorized their posts concerning each genre. They sometimes also take a poll and input from the audience about the kind of songs that they want to share on their page. One of the admins also mentioned that they usually post about relaxing and sad songs. This question answered the research question, “Does Hindi Film Music Instagram Pages have any influence on the listening choice of the audience?”

### **Can you tell me about the feedback that you receive on your page in comments or DM?**

The admins were asked this question about the feedback that they receive to see how the followers are engaging with the page. Both the admins shared that a lot of people thanked them for introducing them to several new and unheard songs. They also mentioned that a lot of users also share that they have been listening to these songs on loop now after seeing them on their Instagram pages. These and other questions from the interview answered all the research questions and proved the first hypothesis “Hindi Film Music Instagram Pages significantly influence the choice of listening songs among the audience”

## **Conclusion**

This study was done to understand the role played by such pages in the listening choices of its audience. It is observed that a lot of people have gone on to search for the same songs and listen to them after coming across them on such Instagram pages. Various people have also discovered new songs through these pages. Therefore, the data from both qualitative and quantitative studies back that the listening choice of the audience is significantly influenced by the Hindi film music Instagram pages.

When the respondents of the online survey were asked about how likely are they to go and search for the same song after seeing it on such Instagram pages, the majority of the people responded positively that they are very much likely to do it. Among these people, 53.7% shared that they search for the songs on the same day while some noted that they searched and listen to them at the same moment as seeing them on the pages. This shows that the listening choice of the audience is surely influenced by these Hindi film music pages on Instagram.

Through the calculations on Microsoft Excel's pivot table, it was also found that the male and female respondents are almost equally influenced by these Instagram pages while making listening choices of the songs. Interestingly, it was found that the majority of those in the income group of more than 3,00,001 searched for the song after coming across it on Instagram for a week or more than that. In the income group of less than ₹3,00,000, it was found that the maximum number of people search for it within a day.

In the survey conducted and the interviews with admins, it was found that nostalgia plays a big part in making the pages reach a wider audience and influence the audience's listening choice. It was also observed that one of the aims behind the pages is to make people listen to some unheard songs which the admins think are good. They are also succeeding in their attempt as a lot of people do listen to them as was found in the feedback by the admins.

Hence the study can be concluded with an observation that the listening choice of the audience is significantly influenced by the Hindi film music Instagram pages. New songs have been discovered by the audience through these pages and the audience has also gone on to search and listen to the same songs after seeing them on such pages. Thus the Hindi film music Instagram pages significantly influence the listening choice of the audience.

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# **Impact of Instagram on Marketing Communications of IPL in India: A Case Study on Instagram page of Mumbai Indians**

**Pratiksha Singh**

## **Abstract**

Instagram is one of the most important tools for today's generation. Nowadays, people not only use Instagram for their usage but also their professional usage. People use Instagram for Business, Communications, Public Relations, Marketing, Marketing Communications, etc. Indian Premier League (IPL) is considered one of the biggest tournaments in India and during IPL people get attracted to social media to connect with their favorite cricketers and that is why people subscribe to sports content instantly. Even athletes use social media to promote themselves by connecting with their fans regularly. Mumbai Indians have used marketing communications through Instagram to get in touch with their target audience and built a communication channel between the team and the target audience. This research aims to find out the impact of Instagram on marketing communications of Mumbai Indians in India with the help of both Quantitative methods that covers the audience opinion about the marketing communications and its impact on the audience itself and Content Analysis methods that cover the change in marketing communications in a year and also what communication strategies have been used by MI in a year. The analysis covers the Impact part of the study and was conducted with the view of understanding whether the marketing communications of Mumbai Indians through Instagram have an impact on their target audience or not. The data gathered was analyzed using Microsoft Excel and verified with a frequency Table. A descriptive analysis of the data was done while testing the hypothesis. The results demonstrated that Instagram has a positive impact on marketing communications of Mumbai Indians with their target audience.

***Keywords: Impact, Instagram, Marketing Communications, IPL, Case Study, Mumbai Indians***

## **Introduction**

The humongous success story of IPL began in the year 2008. BCCI created Indian Premier League, setting a legendary milestone in the world of Cricket. IPL has been considered the best combination of sports and entertainment to its fullest helps in attracting a large number of audiences, even the ones who are not huge cricket fans and social media helps IPL to build a loyal fan base using various platforms. Social media has

helped IPL establish itself as 'The Father of Entertainment' by increasing viewership and growing its brand value. User-generated content shared on social media platforms by the IPL franchise helps to get audience engagement. During IPL they connect with fans by creating IGTV, reels, and videos on Instagram. Social media helps the IPL franchise in connecting with their target audience instantly, even the players use social media platforms for their branding by getting in touch with their fans anytime, anywhere during the IPL season. IPL has received great exposure through Instagram by building a strong marketing communication channel between the teams and their target audience. By keeping in mind the taste and preferences of the audience the IPL makes sure that the content shared by them is user-friendly and it helps in attracting their target audience. The Mukesh Ambani-owned team, Mumbai Indians have the second most Instagram followers with 7.3 million followers on their official Instagram account. Mumbai Indians have posted 13.1 K posts on Instagram. That is the highest number of posts in comparison with the other IPL teams. This clearly shows that Mumbai Indians have used Instagram very effectively to reach out to their target audience. The Mumbai Patan has been fairly active on Instagram by posting different types of content and by actively following the latest trends on Instagram. Instagram is used to share BTS content that provides a personal touch to the ones who are involved with the team. But the team not just focuses on sharing the BTS content but also focuses on other user-generated content too. Hashtags are the most trending tools on Instagram and Mumbai Indians has very cleverly used hashtags like #OneFamily, #HarIndianKiFamily, #WankhedeFromHome and making their fans feel as if they too are a part of the team and family. From 5th May 2020 to 5th May 2021 MI has shared 3,960 total posts on Instagram which is half the total posts of Chennai Super Kings. Mumbai Indians have used Instagram effectively from the beginning itself. During the Pandemic, they didn't forget the ones helping the nation to overcome the situation, they shared posts by using #SayThankyou to all the frontline warriors. Nowadays sports organizations are actively using Instagram to reach out to their target audience through marketing communications. Building a communication channel between the organizations and the audience is very important and that channel is built with the help of marketing communications. Further, this study aims to understand how this communication works and is used by Mumbai Indians to communicate with their target audience and its impact on their target audience across the globe.

Papers/articles have been studied that are relevant to the study that highlights different themes that are considered to be important for the study. The papers/articles have highlighted important themes and patterns and therefore thematic approach has been

adopted that placed the papers as per their relevance. The papers/articles studied are as follows:

#### **Marketing Of IPL In India:**

*(Mahendra, 2019, #)* his article has discussed in detail the sentiments of IPL followers both at the national and regional levels. The article has provided a deeper understanding of the marketing strategies and tactics of IPL in India to the researcher. It highlighted and provided a deeper understanding of brand positioning, Image building, nationwide presence, and more, that will help the researcher to understand how Mumbai Indians have maintained their brand positioning and image building over these many years.

#### **Social Media Role In Marketing Communications Of IPL:**

*(Gáti& Markos-Kujbus, 2012, #)* in their research has focused on the new trends that affected communication recently, modifying the basic aspects and attitudes of firms and consumers. From another viewpoint, it gives them opportunities to allow the extension of marketing communication opportunities both in a business-to-consumer (B2C) and business-to-business (B2B) aspect. This research paper shows that social media represents new trends for companies, too, who are

trying to communicate with their consumers on online media platforms and this will help the researcher to understand how social media has helped Mumbai Indians to communicate with their target audience with the help of marketing communications using new social media trends. *(IJRBEM, 2018, #)* has highlighted in their research paper how companies can connect with the audience via social media that provides instant feedback and direct connection with the target audience. A detailed analysis is performed for a sports event called the Indian Premier League on both the social media platforms Facebook and Twitter. This will help the researcher to understand how Mumbai Indians can use social media to engage with their followers and increase the number of followers on Instagram. In this research, content analysis has been used to acquire an initial understanding of the type of content shared by the business and for what purpose. This will help the researcher to understand how the content analysis will help to analyze the type of content shared by MI on Instagram and for what purpose.

#### **Impact of Marketing Communications Through Social Media On the Audience: -**

*(Barnhart, 2020, #)* in his article has presented how sports fans are chomping at the bit to talk about their favorite teams and athletes via social media. This literary work also shows that Keeping fans up-to-date on team news like player signings, contracts, and league announcements has helped in keeping the audience engaged. This literary work will help the researcher to get a better understanding of audience engagement through

social media and how different communication strategies are being used by the Mumbai Indians team through Instagram to keep their target audience engaged with their content. (*Dimoro, 2015, #*) his article presented a deep literary work about how social media has had an impact on the culture of the people around the world and the way social media has impacted the audience watching or following sports has been profound. The review of this literary work will help the researcher to understand how the behavior of Mumbai Indians on Instagram can directly influence their fan's perception. This article will help the researcher to know how Instagram can be the catalyst for success by empowering the target audience and fueling ideas through the posts and content shared by MI on Instagram.

## **Hypothesis**

The alternate hypothesis (H1) of the study is- that Instagram has had a positive impact on marketing communications of MI with their target audience. And the null hypothesis (H0) is- that Instagram has had no positive impact on marketing communications of MI with their target audience.

The limitations of the research are, first, the time interval that is from 5<sup>th</sup> May 2020 to 5<sup>th</sup> May 2021, and second, the research is conducted only between the age group of 18-32 years.

## **Research Methodology**

### **Research Design**

To find the answers to the research questions and to test the hypothesis this research has involved both Quantitative Methods and Content Analysis respectively. The quantitative method was done using online survey forms with the help of the Purposive Sampling Method, with a sample size of 50 individuals across India with the age group of 18-32 years. The samples for Content Analysis were selected with the help of Systematic Random Sampling. The sample size for content analysis is 100 posts out of 3,960 total posts shared by MI on Instagram from the time interval of 5<sup>th</sup> May 2020 to 5<sup>th</sup> May 2021. The parameters for content analysis are as under:

Hashtags:

#OneFamily

#OnThisDay

#SayThankYou

#MILive

Posts:

BTS Posts

Fan Moment Posts

Memory Posts

Advertisement Posts

Performance Posts

## **Findings & Analysis**

### **Content Analysis:**

One of the most important features of the study has been content analysis which analyzed all the posts being shared by Mumbai Indians on their official page Instagram from 5th May 2020 to 5th May 2021. The basic aim of selecting the above-mentioned parameters was to understand how the marketing communications were changed by MI throughout the year from posting pictures of the match to posting clips from dressing rooms. Mumbai Indians did it all to build audience engagement. Also, to understand what communication strategies were used by MI to attract and grab the attention of the audience. These categories were vital for the analysis as they comprehensively covered both the tone of the profile and engagement by the audience which made it easy to study and analyze the posts shared by MI on Instagram. The following are the tables regarding calculations in Percentage of the parameters, presented after the analysis of Instagram posts being done with the help of the coding sheet.

S. No.	Type Of Posts	In Numbers	In Percentage (%)
1.	Photo	49	62.03%
2.	Video	13	16.46%
3.	IGTV	12	15.19%
4.	Reel	5	6.33%
Total		79	100%

**Table 1:** The Analysis of Type of Posts in Percentage

As per the Table, it is clear that MI has posted all kinds of posts like Pictures, Videos, IGTV, and reels. The number of pictures being posted by MI in a year was 49 that is 62.03%, the number of videos being posted by MI in a year was 13 that is 16.46%, the number of IGTV being posted by MI in a year was 12 is 15.19% and the number of reels

being posted by MI in a year was 5 that is 6.33%. The Analysis of the Type of Posts being posted by MI in a year clearly shows their agenda of keeping their audience engaged and interacting with the team regularly.

S. No.	Hashtags	In Numbers	In Percentage (%)
1.	#OneFamily	71	89.87%
2.	#OnThisDay	5	6.33%
3.	#SayThankYou	1	1.27%
4.	#MILive	2	2.53%
Total		79	100%

**Table 2:** The Analysis of Hashtags in Percentage

From the analysis of hashtags, it is clear that MI uses very different and creative hashtags to set some new trends to attract more Instagram users. From the analysis, it is very clear that MI has used different communication strategies in a year. First, they started calling their fans One Family by using #OneFamily, then they help fans to revisit some unforgettable memories of the journey by using #OnThisDay, after that due to this Pandemic situation they conveyed a message by saying thank you to acknowledge the unacknowledged by using #SayThankYou and lastly creating a Mumbai Indians specific live show by inviting fans in their live shows and post such videos by using #MILive. This analysis shows how Mumbai Indians have changed their communication strategies several times in a year itself.

S. No.	Posts	In Numbers	In Percentage (%)
1.	BTS Posts	47	59.49%
2.	Fan Moment Posts	4	5.06%
3.	Memory Posts	6	7.59%
4.	Advertisement Posts	7	8.86%
5.	Performance Posts	15	19%
Total		79	100%

**Table 3:** The Analysis of Posts in Percentage

From the analysis of posts, it is clear that Mumbai Indians have changed their marketing communications several times in a year by using different types of content for their posts.



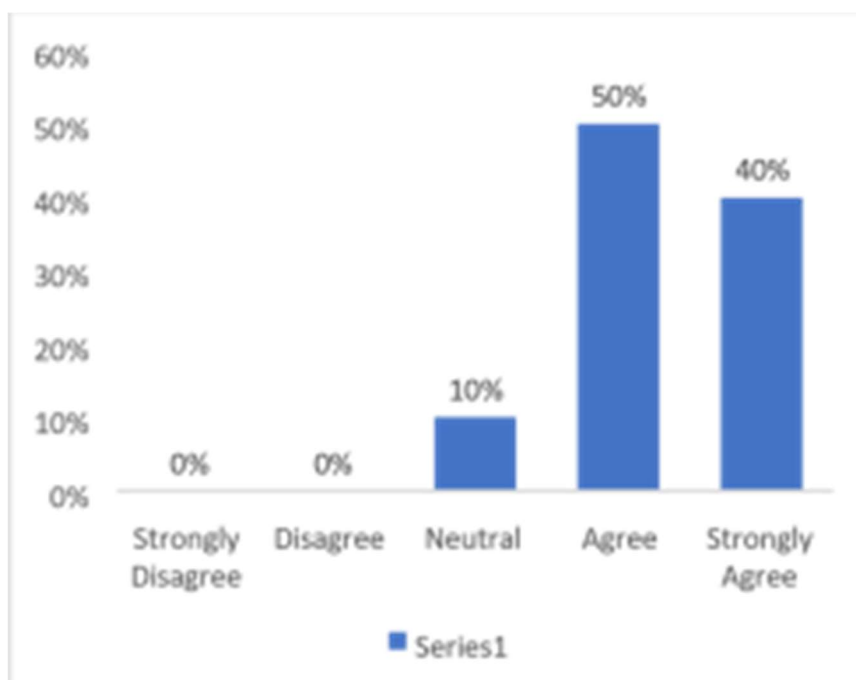
To connect with their audience regularly they use some different content every time and that leads to change in marketing communications. First, they started posting BTS Posts to create trust and liking for the team.

### **Data Analysis**

To find how the content created by Mumbai Indians through Instagram, impacts the audience, a survey was conducted among 50 respondents in India. The survey consisted of 24 questions that covered different areas of study. Out of which four were open-ended questions and others were close-ended.

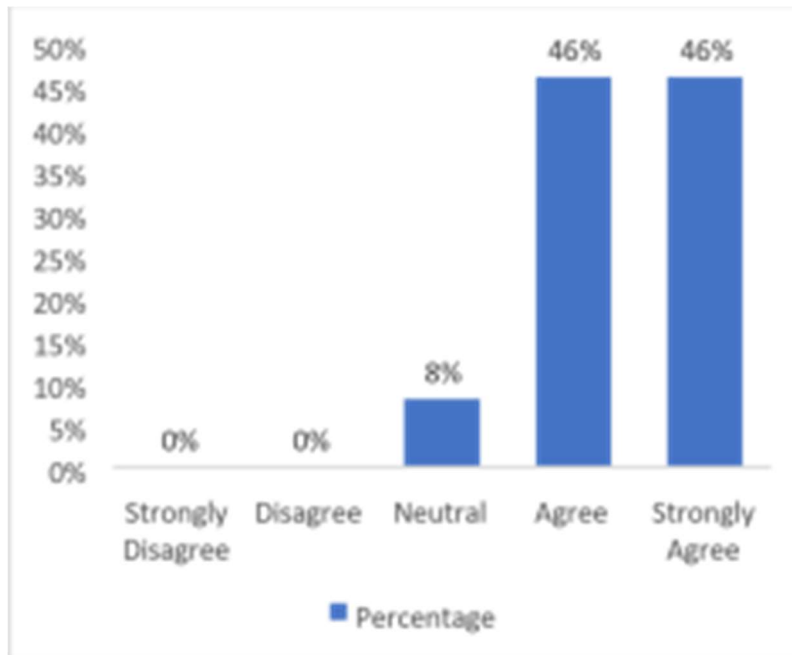
### **Social media impact on IPL in India:**

The Bar Graph Diagram represents the opinion of the Respondents on social media having an impact on IPL in India. As the research is talking about the impact of Instagram on marketing communications of IPL in India the response needed to be positive and from the Table and Chart it is very much clear that the majority of people think that social media has an impact on IPL in India. Out of 50 respondents, 25 (50%) respondents agree that social media do have an impact on IPL, 20 (40%) respondents strongly agree with the statement and 5 (10%) respondents are neutral about social media having an impact on IPL. Still, the majority of people agree with the statement.



**Figure 1:** Bar Graph Diagram for Classification of Respondents' Opinion on Social Media Impact

### **Instagram Keeps the Respondents Involved and Connected with the Team:**



**Figure 2:** Bar Graph Diagram for the Respondent's Opinion on Instagram Keeping them Involved with the Team

The Bar Graph Diagram represents the classification of respondents' opinions on Mumbai Indians Instagram page keeping them Involved and connected with the team. Out of 50 respondents, 23 (46%) respondents consider both Agree and Strongly agree, which means they believe that the Mumbai Indians Instagram page Keeps the fans involved and connected with the team. And 4 (8%) respondents' opinion is neutral. But, from the above Table and Chart, it is clear that 46 (92%) respondents believe that the Mumbai Indians Instagram page helps the fans in getting involved and connected with the team.

## Conclusion

### **RQ1. How does Instagram have an impact on marketing communications of IPL in India?**

The results from the survey reported that all the 50 (100%) respondents watch IPL and also follow Mumbai Indians on Instagram. From the survey, it is obvious that all 50 (100%) respondents find Instagram helpful in connecting the team with their fans and also believe that social media has an impact on marketing communications of IPL in India. The survey showed that all the 50 (100%) respondents believe that the information being shared by Mumbai Indians on their official page of Instagram is Helpful to them. Hence, as per the survey, it is very much clear that respondents do believe that Instagram has an impact on marketing communications of IPL in India.

## **RQ2. In what aspects has the marketing communications of MI changed on Instagram?**

As per the results from the content analysis, it's very clear that MI prefer to share different types of content on their profile rather than sticking to just one type. In the content analysis, five different posts have been analyzed. MI has posted 47 BTS Posts In a year which is 59.49%, 4 Fan Moment Posts which is 5.06%, 6 Memory Posts which is 7.59%, and 7 Advertisement Posts which is 8.86%, and 15 Performance Posts is 19%. From the analysis of posts, it is clear that Mumbai Indians have changed their marketing communications several times in a year by using different types of content for their posts. To connect with their audience regularly they use different content every time and that leads to change in their marketing communications.

## **RQ3. What communication strategies have been used by MI through Instagram?**

From the analysis of hashtags, it is clear that MI uses very different and creative hashtags to set some new trends to attract more Instagram users. From the analysis, it is very clear that MI has used different communication strategies in a year. First, they started calling their fans One Family by using #OneFamily, then they help fans to revisit some unforgettable memories of the journey by using #OnThisDay, after that due to this Pandemic situation they conveyed a message by saying thank you to acknowledge the unacknowledged by using

#SayThankYou and lastly create a Mumbai Indians specific live show by inviting fans to their live shows and post such videos by using #MILive. This analysis shows how Mumbai Indians have changed their communication strategies several times in a year itself.

## **RQ4. How Instagram has helped create MI as a brand?**

The results also showed that all the 50 (100%) respondents think that MI has well utilized Instagram as a platform to gain popularity. Hence, as per the survey with the help of marketing communications through Instagram MI has several increases in its followers with a strong audience engagement. This clearly shows that Instagram has helped MI in gaining a lot of popularity among the audience and create & establish itself as a brand.

All three theories have helped the researcher in conducting this research. First, the Two-Step flow theory, this theory has helped the researcher to find out how the information from the official page of Instagram Mumbai Indians moves to the audience and how the audience interprets the information as an opinion leader and how these interpretations have changed the marketing communications of MI in India. Second, Agenda Setting Theory, this theory helped the researcher to find out the Agenda of the Mumbai Indians

page on Instagram and how they attract more audience to their page by only making the content available that the audience wants to see or hear, by making that particular content the important one by sharing it again and again. Third, Gatekeeping Theory, this theory has helped the researcher to find out how Instagram is used for covering events for increasing the marketing Communications of Mumbai Indians in India. Also, it will help the researcher to find out how Instagram shows that decision-making is based on principles of news values based on which the information is either passed through gates or it is closed off from all the media attention.

Hypothesis Testing:

As per the results shown from the survey and content analysis, it is clear that the audience finds the content on the Mumbai Indians Instagram page helpful and finds themselves involved with the content shared by MI. Also, the results state that the impact of the Instagram page of Mumbai Indians on their target audience is very positive and the audience believes that MI has utilized Instagram as a platform to gain popularity. In short from the analysis conducted by the researcher it is proved that the content created by MI on their Instagram page has had a positive impact on their target audience. Therefore the (H1) hypothesis is tested correctly as it is proved that Instagram has had a positive impact on marketing communications of MI with their target audience.

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# **A Study On The Role Of Audience Engagement In Visual Aesthetics Of Sustainable Clothing Brands On Instagram**

**Salisha Talwar**

## **Abstract**

Many firms utilize Instagram marketing to reach out to new clients all around the world. The purpose of this thesis is to examine the role of the audience in understanding and connecting with sustainable fashion businesses on Instagram based on their images and aesthetics.

Considering the aesthetics and analyses of users, particularly those who follow a certain style and believe in sustainability, on the social media app Instagram, especially for sustainable fashion firms.

The goal is to learn how Instagram influences users to connect with images and aesthetics, particularly for sustainable business. Different aspects of Instagram content must be addressed to conclude, such as aesthetics, users and their engagement, sustainability and the environment, fashion and design, sustainable fashion, textures and color palette, influencer follower relationships, as well as brand-follower relationships, differences in marketing and promoting a product, and the use of aesthetics and its influence.

What effect do graphics have on the audience's impression of sustainable apparel manufacturers on Instagram? Does Green Aesthetics have a part in long-term fashion sustainability? How are businesses responding to the aesthetic shift in fashion that has been pushed on Instagram?

***Keywords: Aesthetic, Instagram , Engagement , Visual , Sustainable clothing , Fashion, Audience, Perception , Social-media***

## **Introduction**

### **Digital and social media**

Digital media is digital information that could be shared over the internet, computer networks, and different electronic devices. Websites, digital photos, video, and audio, as well as video games and social media, are all examples of the same. (Liu, 2018)

The term "social media" refers to websites and apps that allow people to exchange material rapidly, efficiently, and promptly. While many of us access social media through smartphone applications, this communication tool began with computers, and social media will refer to any online communication tool that allows users to share information and connect with others. (Hudson, 2020)

## **Instagram**

Instagram is a social media platform that allows 1.22 billion monthly active users. Instagram has evolved into a virtual commerce mall, with a slew of tools to assist businesses in selling products— preferably pretty ones. (Cooper, 2021)

While the value of a polished feed has evolved with the advent of ephemeral, live, and video content (a.k.a. Stories, Reels, Instagram Live, and IGTV), companies should remember that a strong visual identity is always important on Instagram. (Cooper, 2021)

## **Facebook**

Organic material for brand exposure and/or relationship nurturing through social customer service may be used by brands that maintain a presence on Facebook. Marketers may also utilize Facebook's user data to reach out to new consumers with targeted ads. Facebook recently has given priority to e-commerce purchasing via Facebook Shops. (Cooper, 2021)

## **WhatsApp**

Every day, 175 million users in 180 countries send a message to one of WhatsApp's 50 million companies. Streamlining customer support discussions and presenting items in a catalog are two of WhatsApp's most compelling features for these firms (Cooper, 2021).

WhatsApp Business Platform would be able to build Facebook and Instagram advertisements that allow consumers to "click to WhatsApp" to start discussions on the app with ease. Using WhatsApp for business may make sense for companies whose clients are already using the service. (Cooper, 2021)

## **YouTube**

Companies who want to start their own YouTube channel and publish unique videos must learn to work with the YouTube algorithm, which requires a mixture of expertise, plan, funding, and luck. However, there is a potential payoff: 70% of viewers have purchased from a business after viewing it on YouTube. (Cooper, 2021)

## **Snapchat**

It continues to be the most popular app among teenagers, with 82 percent of its users being under the age of 34. Brands interested in capturing the attention of Generation Z (and, eventually, Generation Alpha) will want to take a look at this platform. Start with our Snapchat for Business and Snapchat Ads overviews. (Cooper, 2021)

## **Pinterest**

Throughout the epidemic, Pinterest, the digital vision board tool, has seen significant user growth. Pinterest has a reputation for being a cheerful, apolitical, controlled area for businesses to promote to people who are planning out their lives. Pinterest has the highest good reputation of any social networking app, according to 92 percent of advertisers. Like most of the other sites on this list, advertising on Pinterest is geared toward e-commerce. (Cooper, 2021)

### **Twitter**

What is the best way for businesses to use Twitter? Organic Twitter marketing will be determined by your brand voice, but there's lots of potential for personality (American fast-food chains are known for bickering). Customer service is also a valuable resource. Of course, marketers may use Twitter's ad platform to target their audiences. (Cooper, 2021)

### **LinkedIn**

In 2021, more than half of marketers say they plan to utilize LinkedIn. A LinkedIn marketing plan is essential for firms with a professional audience, particularly B2B marketers focused on lead generation. (Cooper, 2021)

Organic content, such as LinkedIn Live and the platform's new product pages, is becoming more popular on LinkedIn, with 96 percent of B2B marketers claiming to utilize them. Similarly, 80% of LinkedIn users say they utilize adverts, which include sponsored direct messages (Cooper, 2021)

### **Communication Process**

The transfer of a message from a sender to a recipient in an intelligible manner is the finest definition of communication. In both professional and personal life, the value of excellent communication cannot be overstated. Effective communication is essential in business since it frequently determines the difference between success and failure, as well as profit and loss.

The mechanisms of the communication process are encoding, data transmission, interpretation, and feedback. When performed correctly, the method may typically ensure that the receiver understands the meaning of the message.

### **Understanding Sustainable Fashion**

At first appearance, fashion and sustainability appear to be mutually incompatible notions; the former is defined by short product life cycles, with new product lines being introduced at least four times a year, whilst the latter indicates product longevity and reuse.

The concept of sustainable fashion encompasses a variety of terms such as organic, green, fair trade, sustainable, eco, etc all of which are used interchangeably. For instance, Jorgen defines "ethical" fashion as "fashionable clothes that incorporate fair trade principles with sweatshop-free labor conditions while not harming the environment or workers by using biodegradable and organic cotton". It can be concluded that consumers of sustainable fashion are driven by "multiple end goals including 7 self-expression, aesthetic satisfaction, and group conformity", and ethical obligation. (Lundblad & Davies)

### **Visual Communication**

Any image that efficiently expresses a concept is used in visual communication. Photo postings, viral videos, charts, infographics, and any other form of communication that uses signs and symbols to convey a message are examples of visual imagery. Everything is told through visual media, from ads to personal experiences. (Lasquite, Google Chrome, n.d.)

Visual content has long been acknowledged as a potent strategy for increasing brand recognition and driving visitors to a specific brand or product website. The ability to graphically express ideas is a skill set in high demand among B2C and B2B marketers alike. Because of its efficiency and shortness, visual communication is the ideal medium for information transfer (Lasquite, Google Chrome, n.d.)

### **Understanding Aesthetics and Fashion**

Slowing down demand is one way to ensure fashion's long-term viability. Since aesthetics are so significant throughout garment selection, they are also important in the sense of sustainability. The aesthetic aspect is relevant in terms of growing connection to garments and thus increasing their lifespan. Any garment which is both visually appealing and of excellent quality does have a better chance of lasting (Niinimäki, Sustainable Fashion: New approaches, 2013)

Aesthetics is an essential tool in the designer's toolbox, that aids in the shaping of his forms and color combinations into entities that move us, satisfy us, and are beautiful, thrilling, delighting, and meaningful. Aesthetics is concerned with vision, such as what we can see or hear, as well as feeling, or the emotional response elicited by perception. (Niinimäki, Sustainable fashion: New Approaches, 2013)

Aesthetics in fashion is made up of elements like shape, color, and texture, as well as aspects like buttons, darts, stitching, and the outfit they make. When the clothes are worn, a certain aesthetic comes in; each person's appearance changes the look of the fabric. (Niinimäki, Sustainable fashion: New Approaches, 2013)



Accepting change and adopting creativity and aesthetics as elements of fashion that people are typically attracted to, it is also possible to calm down and consider longevity by embracing things and accepting innovation and aesthetics as aspects of fashion to which individuals are normally drawn (Niinimäki, Sustainable Fashion: New approaches, 2013)

The aesthetics of a garment are typically composed of details, but the visual experience of it can be found throughout. Minimalism, versatility and sustainability, fittingness and site-specificity, the permeability of nature's purpose, wellbeing, treatment, and a conscientious attitude are all desirable green aesthetics.

### **Recycle and Redesign**

Unsold clothing accounts for 5-10% of overall fashion manufacturing, according to estimates. In this risky business, fashion retailers aim to safeguard their brand's reputation by destroying unsold clothing instead of discounting and releasing them in big quantities. (Niinimäki, Sustainable Fashion: New approaches, 2013)

Textile and apparel usage is thought to account for around 5% of household environmental impact and carbon emissions. (e.g., Spangenberg 2001). The recent reduction of the life spans of particularly fast fashion products adds to the sector's environmental footprint: all those resources are lost if the clothes are worn for only a short time or not at all. (Niinimäki, Sustainable fashion: New Approaches, 2013)

Stahel proposed the cradle-to-cradle approach in the 1970s. According to this theory, a product is designed and made in such a way that it or its materials can have several lifespans; which means it will either be recycled or composted. This implies that all materials, dyes, chemicals, and auxiliaries must be recyclable or compostable. (Niinimäki, Sustainable fashion: New Approaches, 2013)

The term "recycling" refers to the process of repurposing a product into new materials or fibers. Downcycling and upcycling are both examples of recycling. The best choice for the environment is to utilize the product as is; another alternative is to redesign a new product from it (for example, by small alterations); and the third alternative is to recycle the materials. (Niinimäki, Sustainable fashion: New Approaches, 2013)

### **Audience Engagement**

The word "audience involvement" refers to, how often your audience "engages" in your content (via reading, watching, commenting, etc) It's a metric for how engaged your audience is with what you create. Because there aren't any observable measurements that apply to all types of audience involvement, this is the case. You can track how engaged

your audience is in a single post, you can't cover how to do it in every case. (Mulholland, 2018)

For every business seeking to attract a wide audience, audience engagement is a critical success indicator. It demonstrates the "health" of your audience by providing sufficient data to determine how much they love what you're creating. You won't know how many people enjoy what you're doing until you engage your audience. (Mulholland, 2018)

Audience Engagement through this study will help understand how the audience engages with different sustainable clothing brands on Instagram and the kind of content they enjoy and how they perceive every content they come across on Instagram as a medium. It will also reflect how perception can affect buying behavior and alter choices too. (Mulholland, 2018)

### **Objectives**

1. To determine the role aesthetics, play in perception and communication for sustainable clothing brands via Instagram
2. To study how Green Aesthetics play a role in sustainable fashion
3. To study how brands want to manifest themselves through Instagram using visual aesthetics

### **Hypotheses**

1. H1 Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram
2. H0: Visual Aesthetics do not significantly contribute to audience engagement in sustainable clothing brands on Instagram

### **Limitations**

- a) This survey has been conducted only for the brands present on Instagram
- b) The study was conducted only for people who understand aesthetics, sustainable fashion, and Instagram
- c) Research data was collected via Google forms
- d) Purposive sampling was done
- e) This research was limited to only 4 cities in India – Mumbai, Delhi, Pune, Jaipur
- f) In-depth interviews were conducted for designers, Instagram Marketers specifically creating and promoting content related to sustainable clothing/aesthetics/art/ environment on Instagram

## **Research Methodology**

### **Research Design**

This study is a type of descriptive research. It is descriptive research because it has a population who has similar characteristics which are related to the topic of the research Methodology Quantitative and qualitative

### Research Method

The method used for this study is a mixed method of research where a quantitative survey with 47 participants and a qualitative research method with 2 in-depth interviews with the industry experts was conducted

### Sample Design

Nonprobability sampling was adopted for this particular research. A structured questionnaire was distributed to 47 respondents and responses were collected to analyze their perspective and understanding of the role of audience engagement in visual aesthetics for sustainable clothing brands on Instagram. The respondents reacted according to their convenience and consent.

#### A. Survey Questionnaire

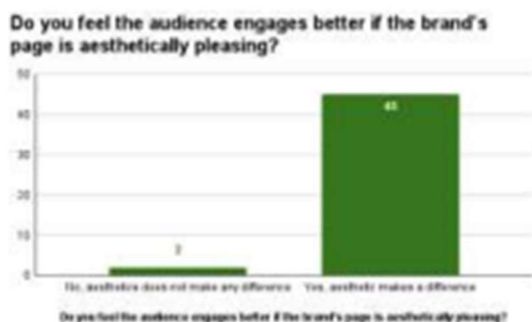
1. The sample design used for this study is a non-probability sampling method
2. Sample area - This study will be conducted in Mumbai, Pune, Delhi, and Jaipur
3. Sample size - The sample size consisted of 47 participants
4. Sample base:
  - i. Age: 18 to 55
  - ii. Gender: Male and Female (Both)

#### In-depth Interviews

Two interviews were conducted with industry experts from the field which included a sustainable fashion brand and a fashion stylist and marketer

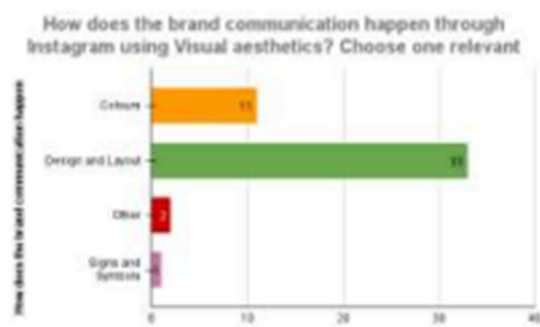
### Analysis and Interpretation

**Chart 1:** Do you feel the audience engages better if the brand's page is aesthetically pleasing?



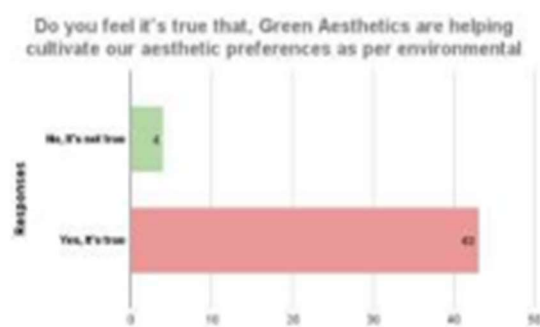
45% of respondents say Yes and 2% of respondents say No. Hypothesis H1 (Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram) has been proved. The Research question, "What role do aesthetics play in perception and communication for sustainable clothing brands via Instagram" has been answered

**Chart 2:** How does brand communication happen through Instagram using visual aesthetics?



33 respondents believe its design and layout and 11 respondents feel its colors. Hypothesis H1 (Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram) has been proved. The Research questions, "What role do aesthetics play in perception and communication for sustainable clothing brands via Instagram" and "How does the brand manifest itself through Instagram using visual aesthetics?" have been answered

**Chart 3:** Do you feel it's true that Green Aesthetics are helping cultivate our aesthetic preferences?

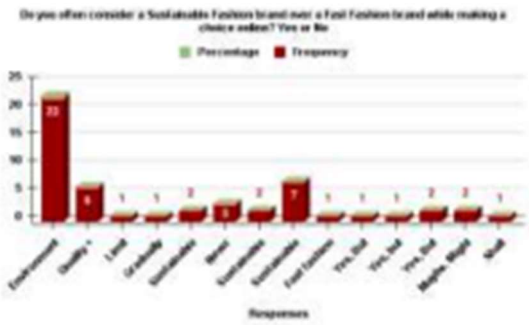


The majority of 43 participants have responded by saying - Yes, it's true

Hypothesis H1 (Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram) has been proved. The Research questions, "What role do aesthetics play in perception and communication for sustainable clothing

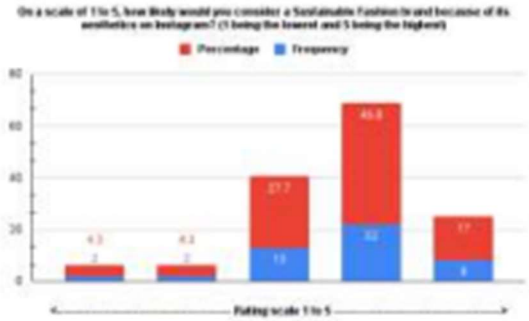
brands via Instagram" and "Do Green Aesthetics play a role sustainably?" have been answered

**Chart 4:** Do you often consider a Sustainable Fashion brand over a Fast Fashion brand while making a choice online? Yes or No



22 respondents have answered saying they consider sustainable fashion over fast fashion because the reason, is "Environment friendly and reduce the carbon footprint". 7 people on the other hand believe that they choose fast fashion over sustainable fashion because sustainable fashion is expensive. 6 people again feel that Quality and Design for sustainable fashion are far better than fast fashion and it lasts for a long time. The majority of the respondents consider sustainable fashion over a fast-fashion brand.

**Chart 5:** On a scale of 1 to 5, how likely would you consider a Sustainable Fashion brand because of its aesthetics on Instagram? (1 being the lowest and 5 being the highest)



22 respondents have selected "4" on the rating scale and 13 respondents have selected "3" on the scale. Hypothesis H1 (Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram) has been proved. The Research questions, "What role do aesthetics play in perception and communication for sustainable clothing brands via Instagram" and "How does the brand manifest itself through Instagram using visual aesthetics?" have been answered.

**Findings**

Aesthetics help shape perception and engage the audience through colors, typography, shade, and more.

To find out how aesthetics plays a role in audience engagement for sustainable clothing brands on Instagram, a quantitative and qualitative analysis was conducted through a google form survey and in-depth interviews.

A huge majority of 45 respondents from a total of 47 respondents believed that Aesthetics make a huge difference and the audience engages better with the brand and its page if the Instagram feed, their posts are designed and presented aesthetically.

As per the in-depth interview analysis, The brand feels that since the day they've changed their aesthetic and visuals on Instagram and the website, they could witness an immediate rise in their sales pattern for that quarter. Clean and minimal aesthetic plays a huge role in conversion and attracting customers.

Green and Earthy aesthetics relate to sustainability, and the environment and leave a sense of green impact on the consumers. A majority of 43 people agreed with the statement and felt that green aesthetics can change the way we perceive sustainable fashion content on Instagram and help

relate it to environmental consciousness, sustainability, and its consequences.

As per the in-depth interview analysis, the brands believe that transparency of the supply chain is an important aspect of sustainability.

As a result of a question of the survey, do you feel the audience engages better if the brand's page is aesthetically pleasing? Of the total of 47 respondents, a majority of 45 people believed that Yes aesthetics. In another question of the survey, how does brand communication happen through Instagram using visual aesthetics? Of the total of 47 respondents, a majority of 33 people responded saying it happens through Design and Layout, and around 11 people selected the option of colors.

Thus, through the analysis and the above-mentioned research, the research questions and objectives have been answered and the hypothesis (H1) (Visual Aesthetics significantly contribute to audience engagement in sustainable clothing brands on Instagram) has been proved with the help of all the 5 theories as mentioned in the above research.

## **Conclusion**

The research spoke about aesthetics, visuals, the communication pattern, innovation, social media channels, the way the audience engages and perceives the content, the way brands interact, and other aspects of sustainable fashion and the industry as a whole.

Sustainable fashion is based on values, ethics, and the consciousness of the environment. It has created a sense of responsibility amongst consumers thus leading them towards

making a change and believing in the concept of sustainability with a change in the current fashion scenario. The data analyzed during this research shows that the majority of the consumers are now moving toward sustainable fashion because of their responsibility toward the environment and reducing carbon footprint and one of the main contributors to this new change is social media and the sustainable fashion brands along with their aesthetics involving more audience towards making a good change and switching to sustainable fashion.

Sustainability still needs more awareness but it's a slow and steady process of planning, designing, and sharing information which will lead to an increase in production and consumption. It's evident from the collected data through analysis that, minimal green and earthy colors, visuals, and aesthetics used by brands on Instagram to communicate to the audience are creating a huge difference.

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# **A Survey Study on Impact of Virtual Rallies on Voters in Bihar Legislative Assembly Election, 2020**

**Shivam Yadav**

## **Abstract**

In the early phase of Indian elections, political parties used newspapers, billboards, flyers, door-to-door campaigns, roadshows, and rallies to promote themselves and convey their political agendas, manifestos and policies. However, with the emergence of digital technology, there has been a revolutionary shift in the strategies of election campaigns by the political parties. The political parties which were completely new to this digital campaign have now become technology savvy. They are using new-age technology such as Facebook, Twitter, Instagram, and YouTube. However, since the outbreak of the COVID-19 pandemic there has been a significant impact on Indian democracy. Social distancing became a new norm due to the pandemic. Political parties and voters were not able to communicate properly due to the countrywide lockdown. Bihar was the first state which had its election to be held during this pandemic. This study focuses on virtual rallies that were conducted by the political parties in the state of Bihar for the legislative assembly election of 2020. A survey study is conducted to understand the impact of virtual rallies on voters of Bihar. Since the data consumption is very high, especially among the youth, this study is conducted on the voters of the age group 18-35 years. This research analyses different elements of the virtual rally and its effect on voting decisions. It tries to understand the effect of the pandemic on Bihar Elections.

***Keywords: The virtual rally, Bihar Elections, Voters, Election campaign***

## **Introduction**

Elections are no less than grand events. Every year there are election campaigns held across different states. These campaigns are a way to flaunt their party status. It helps parties in increasing their presence. In India, these election campaigns are full of vigor and enthusiasm. Many parties compete with each other and use different strategies to convince people to vote for them. In terms of population, the rally is important when it comes to the electoral campaign in the largest democracy in India. Through the rally, the hearts and minds of large masses can be affected. However, the pandemic abruptly put a halt to many social activities, including political rallies. With the WHO implementing social distancing protocols, traditional rallies are no more possible. However, with the advent and advancement of internet technology, unprecedented solutions to problems have arisen.

These virtual rallies are innovative solutions to follow social distancing protocols. Every technological advancement has its flaws. In this case, many people in India don't have access to the internet. It would be nearly impossible for them to attend these rallies. This means that a virtual rally would be less effective than a traditional rally. In addition, the budget and the economic situation during this pandemic have limited the fund allocation towards these virtual rallies. Setting up the equipment and organizing these large-scale events can be pretty daunting and expensive at the same time. One reason that it can prove to be challenging is getting human resources. Bihar was the first state to conduct its Assembly Election during the pandemic.

The Bihar Legislative Assembly election was held from October to November in three phases for a total of 243 seats. It was held to elect members of the Seventeenth Bihar Legislative Assembly.

### **Need of the Study**

Election campaigns have always been an important aspect of every political party. Every political party tries to find new ways of communication to engage with their voters. With the help of the study, the researcher wants to identify whether virtual rallies have any impact on the voters. The global spread of COVID-19 has profoundly affected the election campaigns and electoral processes in India. Due to coronavirus, people could not gather at a specific place and attend rallies. The political parties had to communicate through the medium of virtual rallies. It has already brought a new change in the way parties communicate with voters from different regions. With this research, the researcher intends to find out if virtual rallies are as effective as offline rallies and if we can use this promotion tool even after the pandemic in the future.

### **Review of Literature**

#### **Pandemic and Elections**

According to data collated by International Institute for Democracy and Electoral Assistance, between 21 February 2020 to 19 July 2020, at least 49 countries and territories have decided to hold elections despite concerns related to COVID-19, and at least 67 countries and territories across the world postponed their elections due to the pandemic. South Korea was the first country to conduct national elections during the pandemic.

Elections were possible because of the guidelines such as the use of face masks, disposable gloves, social distancing, sanitizers, and regular temperature checks which were followed by the 44 million electorates.

According to the Election Commission of India, the Bihar Legislative Assembly election was held during a pandemic from October to November 2020 in three phases for a total of 243 seats. It was held to elect members of the Seventeenth Bihar Legislative Assembly. On 28th October 2020, the first phase was held for 71 seats. On 3rd November 2020, the second phase was held for 94 seats. And on 7th November 2020, the third phase was held for 78 seats. After the completion of all three phases, on 10th November 2020, the counting of votes began, and the existing ruling party, National Democratic Alliance, emerged as the winner with 125 elected MLAs. Mahagathbandhan, the opposition alliance, won 110 seats out of 243. As these two alliances won most of the seats, the other minor parties won only 7 seats, and 1 elected MLA was an independent candidate. The overall voter turnout in the 2020 election was more than in the 2015 assembly polls.

Mudit Kapoor and Shamika Ravi in their paper “Bihar Assembly Elections 2020” wrote that analysis has concluded that Bihar Elections that were held during the pandemic had poverty as the key driving factor. It suggests that even though the poor were the hardest hit by the COVID-19 pandemic, the public welfare schemes from the central and the state for the benefit of the poor might have been a crucial factor in NDA's victory.

Use of technology and a well-planned strategy for elections adopting new modes of online campaigning should be the new norm as there is no alternative to the election in a pandemic. (Puri & Ganguli, 2020).

The Election Commission stated that it will resort to digital methods to ensure the spread of information among voters. Thus, technology has the potential to make elections smooth even in times of crisis like the COVID-19 pandemic.

### **Technology and Elections**

Ankur Protim Mahanta, in his research paper “Digital Politics in India: Technology Driven Politics or Politically Driven Technology?” has said that no matter who made it, when made it and where made it, technology itself has political implications which shape our society in contingent ways. Technology has changed the character of the Indian electoral and campaigning system. Continuous development in technology has had added noteworthy implications on every aspect of politics whether it be from global to regional or ballot to the electronic voting machine. Traditionally, politics was not associated with human behavior, and any other social values and norms as both are related to human behavior. However, due to social flows and behavioral revolution in the field of politics, cooperation between technology and politics exists.

### **Digital literacy of voters in Bihar**

According to the FICCI report 2021, lockdown and travel restrictions have hit businesses that rely on the physical gathering of people – most notably sports, concerts, conferences, and content production. Both the major population in Bihar and election candidates were not well equipped for an efficient digital election campaign with regards to infrastructure and digital access. According to data compiled by the Telecom Regulatory Authority of India (TRAI), the number of telephone connections per hundred people in a given area is the lowest in Bihar. FICCI 2020 report indicated that the major events during the pandemic had to be conducted virtually using online technology so major political rallies which were the backbone of election campaigning during Bihar elections had to be conducted online to avoid public gathering, thereby maintaining social distancing by following the guidelines issued by Election Commission of India. The COVID-19 pandemic opened a digital door for political candidates to address the masses or it can be said there was a shift in the election campaign when both voters and leaders are sharing political promises through the Internet platforms. When the whole country was struggling with the COVID-19 pandemic the ruling party in Bihar was already preparing for Legislative elections in Bihar. BJP managed to organize its first digital rally to reach voters in Bihar (Moinudin, 2020)

According to the FICCI report 2021, Indians spent 4.6 hours of their day on their phones with increased data consumption of 15% over 2019. The smartphone user base increased from 340 million in 2018 to 448 million in 2020. Internet subscriptions grew by 40% in rural areas in 2020.

With the increase in smartphone users from 385 million in 2019 to 448 million in 2020, the total online audience grew from 406 million in 2019 to 468 million in 2020. India has the highest consumption of online videos in the world with viewers watching an average of 10.5 hours of videos per week. As per the Telecom Regulatory Authority of India (TRAI), rural internet subscribers grew from 268 million subscribers in 2019 to 313 million subscribers in 2020. The number of telephone connections per hundred people in a given area is the lowest in Bihar, at 59 by the end of 2019.

According to Youth ki Awaaz, a youth-oriented user-generated portal, political parties which have their rural vote base may find it difficult to reach their voters. The state which has the country's youngest population is disappointingly insufficient in terms of digital access, as in the age group of 15-29 years only 24% of the rural population possess the knowledge of operating a computer. Bihar, being the 3rd most populous state, has a literacy rate of 70.9% the male literacy rate is 79.7% and the female literacy rate is 60.5%. According to the information given by the Information Ministry published

in Hindustan Times, 2020, there were 4.2 Crore mobile phone users in Bihar in 2014-2015 which has increased to 6.21 Crore in 2020. The population of Bihar is 10 Crore, which means 62% of the state uses mobile phones. In contrast to this, an article published by Youth Ki Awaaz, states that there is a gender gap in India's digital divide with only 33% of internet users being female thus female voters in Bihar do not have adequate access to the internet. The inherent gender gap in digital access for women in rural areas discourages them from gaining modern-day technology. Bihar has the highest share of women who do not have access to digital media. As per the National Family Health survey, the least number of women to ever used the internet was Bihar, while, 79% of women said they had never been online. This is largely due to the lack of infrastructure and development, as well as, a low digital literacy rate. (Youth Ki Awaaz, 2020)

### **Digital Campaigns and Traditional Offline Campaigns**

As per “Digital politics in Delhi’s assembly election, 2020”, by M.Rahman, digital campaigns are no substitute for traditional election campaign as the majority of the Indian voters are from the rural area where connectivity and internet penetration is very low, these digital campaigns are an addition to the conventional election campaigns which makes them more technology-oriented.

According to a survey conducted by A.Ranjan and J.Kumar in their paper, “Bihar Assembly Elections: Politics in the times of COVID-19”, the Indian government needs to increase the rate of internet penetration in the country, especially in rural areas and remote areas. As per the survey, a sizable population of 25 % of the state is unaware of the platforms used by the political parties for the virtual rallies that were conducted during the Bihar Legislative Assembly Election of 2020

### **Objectives of the study**

1. To study the effect of the pandemic on elections in the Bihar Legislative Assembly.
2. To understand the voter’s perspective on virtual rallies that were conducted during the election campaigns.
3. To analyze whether the virtual rallies were effective in communicating the message.
4. To study the impact of virtual rallies on voting behavior.

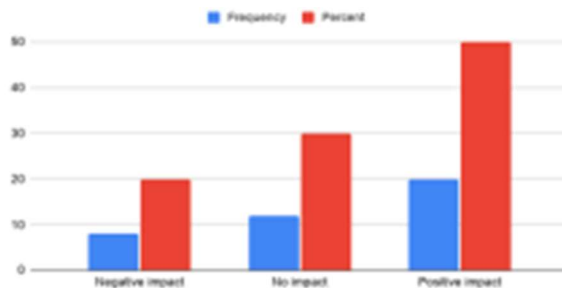
### **Hypothesis**

1. Virtual rallies had a positive impact on the voters in Bihar.
2. Virtual rallies harmed the voters in Bihar.
3. Virtual rallies had no impact on the voters in Bihar.

## Research Methodology

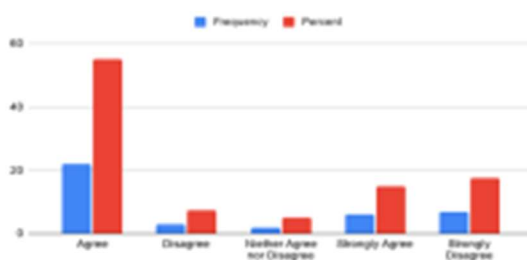
To find answers to the research questions and to test the hypothesis, data was gathered by surveying respondents who had attended a virtual rally during the Bihar Legislative Elections, 2020. The target audience of this study was the youth in the age group of 18-35 years old residing in Bihar. The data was collected from the respondents with the help of a questionnaire consisting of close-ended questions. The data were analyzed using Statistical Package for the Social Sciences (SPSS, Version 25). Through the analysis of the data that was collected, the researcher came to know more about the opinion of the voters of Bihar on virtual rallies. So, after analyzing the opinions, the researcher can conclude whether virtual rallies had an impact on Bihar Legislative Assembly Election 2020.

## Analysis & Interpretation



*Chart 1 represents the impact of virtual rallies on respondents*

Chart 1 interprets that 50% of the respondents had a positive impact on virtual rallies conducted by the political parties during the elections and 30% of the respondents had no impact on virtual rallies conducted by the political parties during the elections. The remaining 20% of the respondents had a negative impact on virtual rallies conducted by the political parties during the Bihar Election, 2020. From the above interpretation, it can be concluded that Virtual rallies had a positive impact on the respondents.



*Chart 2 represents the effectiveness of virtual rallies*

According to above Chart 2, 55% of the respondents chose ‘agree’ to the statement “virtual rallies were effective in communicating the message”, 17.5% chose ‘strongly disagree’, 15% of the respondents chose ‘strongly agree’, 7.5 % of the respondents chose ‘disagree’ and remaining 5% of the respondents chose ‘neither agree nor disagree’ to the statement “virtual rallies were effective in communicating the message”. From the above interpretation, it can be concluded that virtual rallies were effective in communicating the message.

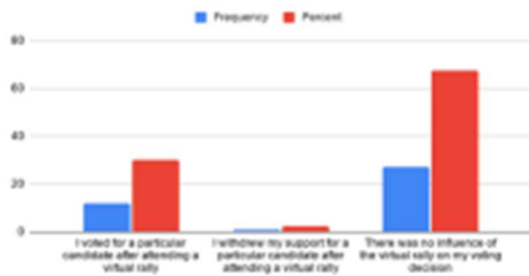


Chart 3 represents the influence of a virtual rally on the voting decision of the respondents

Chart 3 further interpreted the data into percentages where 67.5% out of 40 respondents chose ‘Virtual rally had no impact on my voting behavior’, 30% of the respondents chose ‘I voted for a particular candidate after attending a virtual rally’ followed by 2.5% of respondents who chose ‘I withdrew my support for a particular candidate after attending a virtual rally’. From the above interpretation, it can be concluded that virtual rallies had no influence on the voting decision

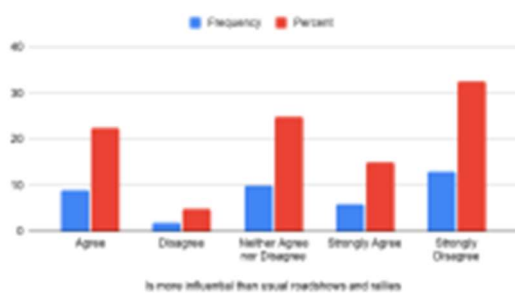
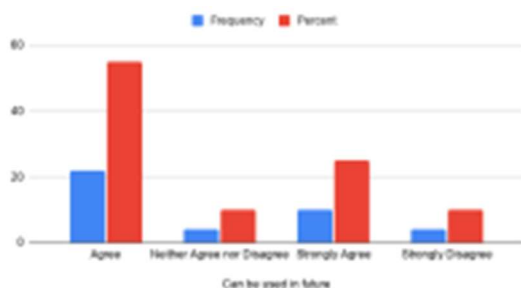


Chart 4 represents the number of respondents who think virtual rallies are more influential than usual roadshows and rallies

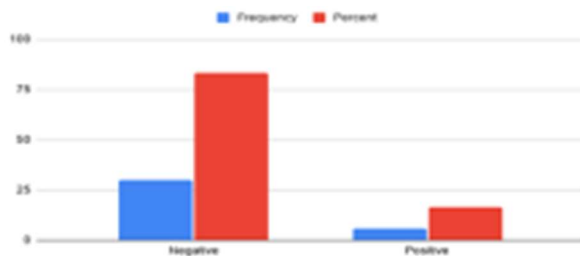
Chart 4 shows that 32.5% of the respondents chose ‘strongly disagree’, 25% chose ‘neither agree nor disagree’, 22.5% chose ‘agree’, 15% chose ‘strongly agree’ and 5% chose ‘disagree’ to the statement “Virtual rally is more influential than usual roadshow

and rallies”. From the above interpretation, it can be concluded that virtual rallies are not more influential than usual roadshows and rallies.



*Chart 5 represents the number of respondents that think virtual rallies can be used in future*

In the above chart 5, the maximum number of respondents is 55% of the respondents who chose ‘Agree’. From the above interpretation, it can be concluded that virtual rallies can be used in the future.



*Chart 6 represents the effect of the pandemic as per the respondents*

Chart 6 shows that 83.3% of the respondents believe that the pandemic had a negative effect on Bihar Elections, 2020, and 16.7% of the respondents believe that the pandemic had a positive effect on Bihar Elections, 2020. From the above interpretation, it can be concluded that the pandemic had a negative effect on Bihar Elections, in 2020.

## **Conclusion**

The aim and objectives of the study have been fulfilled. The findings through the analysis and interpretation of the data gathered show that virtual rallies had a positive impact on the voters in Bihar. As per the respondents, the virtual rally was more interactive and informative. By using the Uses and Gratification Theory, the researcher was able to understand the respondents' reasons behind attending virtual rallies. Because of the pandemic, traditional rallies were not possible and the voters wanted to know the agenda of the political parties, so they relied on virtual rallies for information. The respondents attended the virtual rallies for political and intellectual satisfaction. Bihar, as a state, is a



little technologically backward as compared to the cities. But even with fewer technical resources, virtual rallies were effective in communicating the message to the voters. Even though there was a communication gap between the voters and the political parties, virtual rallies proved to be very effective. By using Media Richness Theory, the researcher was able to measure the effectiveness of the virtual rallies. As per the theory, the media richness of video conferencing is quite high, which means the communication effectiveness is also high. So, virtual rallies were effective in communicating the message. By using the theory of the digital divide, the researcher was able to understand why certain respondents could not attend the virtual rallies. As mentioned above, Bihar as a state lacks terms of technology and virtual rallies can only be attended if there is an availability of internet. So, through this theory, the researcher was able to find out the reason behind not attending virtual rallies. The virtual rallies did not influence the voting decision of the voters in Bihar. Even though virtual rallies were effective, there was no significant impact on the voters in terms of their voting decision. Through this study, the researcher also came to know that virtual rallies can be used in the future. If a small party wants to conduct a rally but does not have the budget to do so, the party can rely on virtual rallies. But even though virtual rallies had a positive impact on the voters and the rallies were quite effective, as per the respondents, they cannot replace the traditional rallies and roadshows.

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# **A Qualitative Study of Audience Engagement with News Aggregator Applications among Youth**

**Soma Das**

## **Abstract**

We live in an “information age” where news can be accessed and disseminated with the aid of technology. In India, the availability of cheap data packs, greater internet penetration, and affordable smartphones have helped audiences access and download mobile apps, including news aggregator apps. News aggregation in the digital space started with news aggregator websites and evolved into news aggregator apps. Millennial and Generation Z (Gen Z) audiences are known to quickly adapt to new technology. Using qualitative methods, we study the audience engagement of Indian youth (age group 18 to 35), living in tier 1 and II cities, in terms of how they engage with 3 news aggregator apps, features that appeal to them, and whether they experience information overload. The findings indicate that the audience is significantly engaged with news aggregator apps, values specific features, and has devised strategies to cope with the volume of information.

***Keywords: News aggregator app, Online news, Journalism, Millennial, Generation Z, Digital media***

## **Introduction**

### **News and Dissemination of News**

News can be defined as a report of findings by a media organization on matters which pertain to the community of readers that the news organization serves (Fuller, 1996, as cited in Tanikawa, 2017). News is disseminated to the audience through various mediums like newspapers, magazines, television channels, websites, e-papers and news applications. In India, there is further bifurcation in the form of English language media and regional language media. Media organizations also operate websites where they disseminate news online. In India, the shift came in the mid-1990s with the advent of the internet. Legacy media producers had to upgrade and adapt to the changing scenario. Original text and audio-visual content are generated for the websites as well. News organizations also gain advertising revenue from news websites and have been at the forefront of digital news generation. Most prominent media organizations in India also have news applications or apps for mobile phones. Social media platforms like Facebook, Instagram, Twitter, video sharing platform YouTube, and messaging platforms WhatsApp and Telegram are also

used to read, view and share news in the form of text, audio and video. The challenge for most media organizations now is to appeal to the under-35 age group, who are tech-savvy and not averse to reading news online or experimenting with non-traditional mediums.

## **The Information Age**

A term that is used to describe modern-day society is “information age” which describes a time when information is akin to a commodity and can be quickly disseminated and is available easily through the use of computer technology (Merriam-Webster). The term New Media is used to describe the emergence of digital communication technologies (Humida, 2015). It stands in contrast to older forms of media, such as newspapers, and denotes any form of communication that takes place via information technology. Over a while, users started developing a habit of reading news on websites and later on their mobile phones. The India Digital News Report (2019) shows that India is a mobile-first market with 68% of respondents identifying smartphones as their main device for accessing online news, and 31% of them saying they only use mobile devices for accessing online news.

## **News Aggregation and Aggregators**

Digital aggregation refers to collecting stories on a topic from a variety of news outlets, summarizing and rewriting it, and directing readers toward them through web links. Newspapers were the original aggregator as they gathered news on various topics and gave the reader what they considered the most important news. Blogs were also a precursor to news aggregators as they organized information from multiple sources, linked them, and offered simplified information. The task of a reporter is also to aggregate information from multiple primary and secondary sources and present them in the form of an article. A news aggregator is an online platform or software device that collects news stories as the information is published and organizes the information in a specific manner (Pallardy & Hanff, 2016). Over the last two decades, technical advancements have helped news aggregators evolve to the present stage. News aggregators originally consisted of websites that grouped information from various sources to present them on a single platform. The best examples would be Google News and Yahoo! News. They gathered and arranged headlines, leads and sources of news into a news feed on a single page. With technological advancement, there emerged news apps and news aggregator applications on mobile phones. They collected news from sources, reformatted it, and sent it to the user electronically on a device — be it a tablet or smartphone. People could pay and subscribe to such service or it could be free. The aggregation can be manual or automated with the help of algorithms and Artificial Intelligence (AI). In India, the period from 2010 onwards

would see the launch of apps like Inshorts (2013) and Dailyhunt (2010). Google News' news aggregator app, which is available globally, was launched in 2006.

## **News Aggregators and the Social Media Connect**

Connect News aggregator apps let users share content on social media. The appropriation of content produced by others and sharing of it can be encapsulated by the term “spreadable media” (Jenkins et al., 2013). It has led to unique relationships between content producers, social media, and audiences. A significant number of users may be choosing news aggregators because they are closely related to social media. One of the strengths of news aggregators lies in their incorporation of the social media flow into content consumption (Terron & Castellet, 2013). Some aggregators even encourage the creation of personal profiles, much like social media profiles, on their platforms. It leads to a blurring of the space between news and other forms of communication and interaction.

## **The Role of Algorithms**

Social media, news websites, and news aggregator apps try to understand the usage pattern of the user. They do it with the help of algorithms that inform them of the aspects that are contributing to greater engagement with the app or are hindering usage of the app. Algorithms are command structure sequences that enable the execution of an operation (Cormen, 2013). Users are, in a way, constantly monitored by algorithms. Based on the choices they make; a user profile is created. It can help to eventually recommend certain types of content to them. The information that is accessed by the reader nowadays is increasingly influenced by algorithmic selection.

## **Aggregation as a Point of Contention**

Aggregation occupies a grey zone in journalism, as the work does not involve original content creation. It has been considered too simplistic as compared to investigative journalism, and distinct from mainstream journalism (Coddington, 2015). Some critics consider it akin to copyright infringement as they reproduce the image, information, and even headlines with slight or no modifications. In many cases, there is no monetary arrangement or licensing for use of information. Rupert Murdoch, chairman of News Corp., equated aggregation of media content to stealing (Murdoch, 2009). There have been multiple lawsuits against news aggregators globally to regulate the usage of the content. It remains a contentious matter based on the rules of the country where the news aggregator operates. The best practices followed by news aggregator companies to reduce legal risk are to reproduce only portions of headlines or articles, not reproduce all articles from a

single source, prominently identify the source of the article, link to the source, and provide context or commentary for the material used (Isbell, 2010)

## **Media Saturation and News**

One of the major changes that the last few decades have brought is an oversupply of information. News is constantly streaming via new media platforms such as social media and podcasts (Lee et al., 2016). Even if you are not actively reading news, you may still be exposed to constant notifications on the screen from news aggregator apps, which are hard to miss and contain the main headlines of the latest developments. Bawden and Robinson (2009) define the term Information Overload (IO) to be a situation where the efficiency of an individual in using information is hampered by the amount of relevant information available to them. Information overload is usually accompanied by feelings of anxiety, powerlessness, exhaustion, and, for some, desensitization to the news.

## **Popular News Aggregator Apps in India**

The top 3 top news aggregator apps in India as per the rankings of global app intelligence agency App Annie are Inshorts, Dailyhunt, and Google News. We have focused on these apps for our study.

### **Inshorts**

Inshorts displays textual content (in 60 words) of the latest events happening around the country and the world on a mobile phone. Their active users' range is in the age group of 20-30 years. Inshorts also has original content, titled Insights, which features lesser-known facts about topics using short text, images, and statistics. Their feed is tailored to a person's reading choice. The 'All News' section lets the user browse a general feed including trending stories, and bookmarks. The unread section lets you read stories that you have missed. They also conduct polls on various topics. Sharing is convenient and easy on the app as it sends the exact snippet with the image and text to the person you are sharing it with. There is no need for the receiver to click on a link and wait for it to open. This shortens the process and makes it more user-friendly.

### **Dailyhunt**

One of the older news aggregator apps in India, Dailyhunt's mission statement is to be a platform that empowers "Indians to discover, consume and socialize with content that informs, enriches and entertains". It is available in multiple languages. Aside from news stories, the app also lets you monitor and follow Twitter feeds on the app. It seamlessly combines social media and news, as it shows you hashtags trending on Twitter and trending stories at that particular period. It also has stickers and greetings that can be

shared on WhatsApp. The comment option given in stories is something distinct from other apps, which only allow a one-way flow of communication. Dailyhunt also has extensive regional content.

## **Google News**

Google News is a global news aggregator and has been developed by technology giant Google. The site was originally conceptualized by Google employee Krishna Bharat. The news aggregator was developed in 2002 (beta version), and the app was officially launched in 2006. The app is available in more than a dozen languages. A new version of the app was launched in 2018 which applies artificial intelligence and machine learning to customize the app to individual interests. Google News App is non-commercial and does not showcase any advertisement. Within the app, you can access information in multiple languages. So, if you choose the languages English and Hindi, the content you will be shown will include news stories from both English and Hindi media.

## **Research Questions**

RQ1 Which are the features and functionality that make a particular news aggregator app appeal to the youth audience? RQ2 How do youth engage with news aggregator apps in terms of information consumption? RQ3 Do news aggregator apps cause optimal information consumption among youth?

## **Hypothesis**

H1 English news aggregator apps have significant audience engagement with youth. H0 English news aggregator apps do not have significant audience engagement with youth

## **Research Methodology**

### **Research design**

To find the answers to the research questions and test the hypothesis, a Qualitative approach and research design were used to collect data. In qualitative research, a detailed analysis of a relatively small sample is used to find answers to questions like “why” and “how” a phenomenon occurs. This method is usually used to understand and describe motives, behaviours, perceptions and perspectives that may be difficult to grasp through quantitative methods. Reliability and validity of the findings are established in the qualitative paradigm through elements like trustworthiness, rigour and quality of the data (Golafshani, 2003). Towards this end, we have ensured that the methods and processes have been described in detail, the research questions are clear, and the theoretical framework is explained in-depth and linked to the study (Saldana, 2021).

## **Method**

This study was conducted using three qualitative methods: Focus Group Discussions, Content Analysis, and In-depth Interviews. Focus group discussions were conducted with 30 participants who belong to the age group of 18 to 35. We divided them into groups of approximately 5 participants and asked them questions from a structured questionnaire. Their responses were recorded on the video conferencing platform Zoom. In-depth interviews were conducted with five industry persons who have either founded or work in news aggregator apps. Along with this, we did a content analysis of three highly-ranked news aggregator apps. Data were analyzed by applying inductive methods such as thematic analysis, latent and manifest content analysis, and constant comparison technique whereby the researcher recorded, transcribed, analyzed the transcript and grouped data according to categories, codes and themes. Existing theoretical concepts were referred to for insights.

## **Sample design**

The sample population for the focus group discussion are Generation Z and millennial youth living in tier 1 and 2 cities. The sample unit is youth in the age group of 18 to 35, which includes millennials and Generation Z youth. We applied snowball sampling, a type of convenience sample, to select the participants. The sample size for the focus group discussion was 30. The sample population is homogenous and has similar characteristics as they belong to tier 1 and 2 cities, are working professionals or students, and are in the age group of 18 to 35. The method that was used for primary data collection included a questionnaire developed for this purpose.

## **Analysis and Interpretation**

The data collected from the focus group discussion was analyzed and the findings were as follows: A majority of participants have been using news aggregator apps for more than 2 years and spend less than half an hour a day on news aggregator apps. News aggregator apps are the main source of quick, initial news for a majority of the respondents, while social media comes a close second.



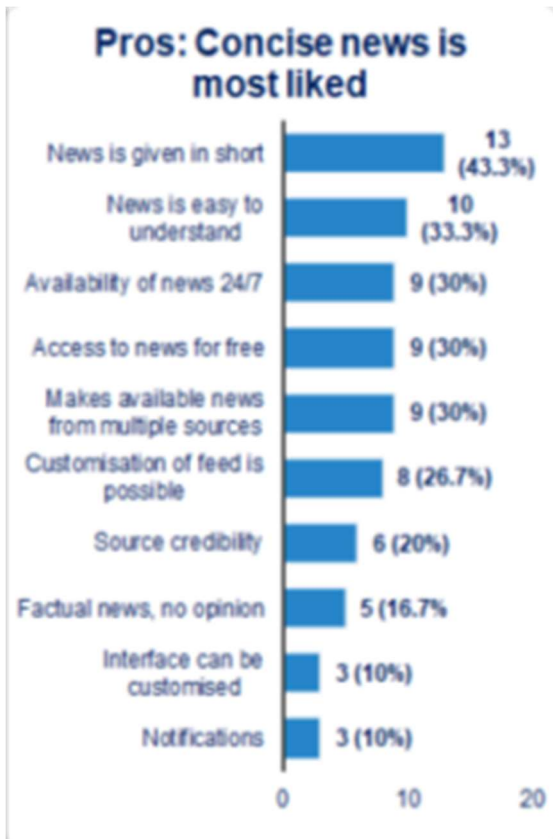


Image 1: Pros of news aggregator apps

Most of the respondent used the app Inshorts followed by those who used both Inshorts and Google News, those who only used Google News, and those who used Google News and Dailyhunt. Some respondents used all three apps to stay abreast of the news. When the respondents were asked about the features they liked in news aggregator apps overall, the most common response was that news is given concisely (13), followed by the news being simple to understand (10). Other important factors were that news is constantly available, there is access to free news, and news from multiple sources can be read on one platform (9 respondents each).



Image 2: Cons of news aggregator apps

In terms of cons, a majority of respondents consider the constant notifications (11) to be a major deterrent. It is followed by limited information given by the medium (9), and “bombarding of ads” (8).

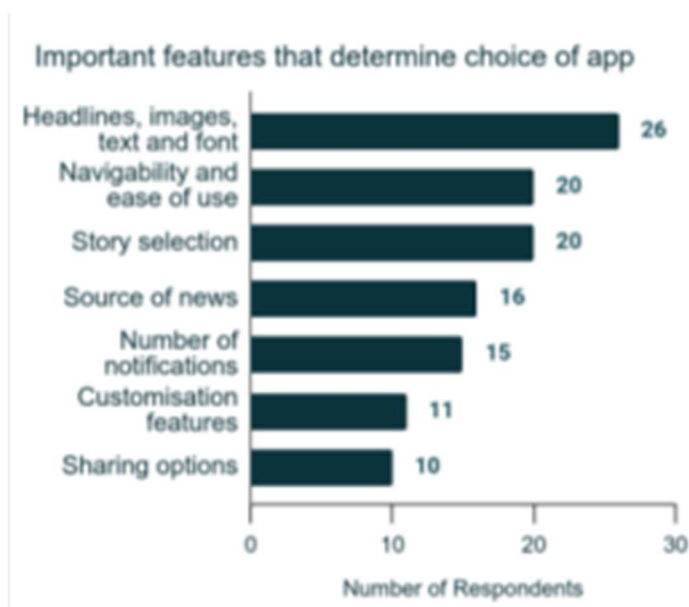


Image 3: Features of news aggregator apps

For most of the participants, the primary factor they consider is the headline, text, image and font used by the news aggregator (26). It is followed by navigability and ease of use, and story selection (20 each).

From the thematic analysis, the findings show that users engage with these apps by sharing snippets of information, customizing the app to their preference, finding ways to tackle information saturation, verifying the content before sending it, and recalling information they read.

Notifications are both a pro and con for users. Recipients experience Information Overload and go to the extent of uninstalling the app and then reinstalling it after a gap. Other users have developed strategies to cope with the excess information. Some use the apps precisely because they want constant information, and this audience does not face Information Overload. Most of the participants could recall the stories they read, which shows optimal information consumption. Interestingly, ads are also not much of a deterrent for most users, and most are unwilling to pay to avoid ads.

From the in-depth interviews conducted, it is evident that youth is an important demographic for news aggregator apps. Towards that end, they are trying to offer innovative features that can help users customize the app better, feel less stressed out by the news, and get news despite being on the move. It is also significant that some of the apps are trying to ensure accessibility to people with disabilities by making optimum use of tactile and audio features of the medium. Many apps use a mix of manual and algorithm-based newsgathering, which shows that gatekeeping (in terms of selection of content and verification), as well as the writing of news stories, is still preferably done by people rather than machines. The organizations also do additional processes for verification of content, to ensure the neutrality of content, and diversity of sources, which is a good step to prevent misinformation.

Most organizations use the news as a public domain good and access it from websites and repackage it. There are very few who have done tie-ups for use of content. While some of the apps are free to use and advertising revenue-based, others are paid and subscription-based. From the responses, it is evident that getting users to pay for app-based news is quite a challenge, especially in India where a majority of news aggregator apps are free to use.

The content analysis showed that the news selection on all 3 apps is a mixture of Artificial Intelligence (AI) as well as manual selection. Inshorts, the most popular app among the 3 apps we studied, manages to balance both manual and AI-based aggregation by getting its team of editors to rewrite the content (headlines and text) succinctly, and also letting the algorithm track user preference and aid content generation. In terms of navigability as well, Inshorts is the simplest to use and is uncluttered. Sharing is also the easiest on Inshorts as compared to Dailyhunt and Google News as it lets users send a JPEG of the

news snippet directly and doesn't require the user to click on a link or go on to the app to read the news. All the apps we studied, and Dailyhunt in particular, had certain similarities to social media apps, in the form of emojis, "Stories" that change automatically, or in the form of certain buttons on the interface. Among the apps, Google News made it easy to send feedback to app. Google News also had the least number of notifications. Through this study, we have proved the hypothesis that English news aggregator apps have significant audience engagement with youth. The research questions have also been proven as we have understood how youth engage with these apps, the features that matter to them, and whether they have optimal information consumption.

## **Conclusion**

Youth is an important demographic for news aggregator apps and a key target audience. To keep them engaged, news aggregator app companies try to innovate with their features and functionality.

The focus group discussions highlighted features that are important to the youth demographic including the ability to get concise news without any cost. They also feel in control of the information they get as they customize the look and the content of the app. They engage with the app by sharing information, taking the effort to verify content by going to the link and customizing the app settings.

Some users have found ways to deal with the deluge of notifications and Information Overload through custom settings, while others have learned to tackle it through certain strategies.

Content analysis has helped us understand the similarities and differences between the three apps. Users looking for certain features opt for the apps based on the feature and functionality it offers.

The in-depth interviews with industry experts have shown that youth is an important target audience for founders and teams that handle the news aggregator apps. To that end, they are consistently trying to attract this audience through new intuitive features, and are trying to increase the user base.

As a result of this study, certain recommendations have emerged that news aggregator apps can improve upon. It includes focusing on generating easy-to-read original content as well as in-depth analysis and localized content. There needs to be easier access to the section/button to report the content and give feedback. It would also be interesting to explore an interface that gives information on Indian websites and where they figure on the political spectrum.

## **Limitations**

- 1) This study is restricted to the usage of English language news aggregator apps.
- 2) The study focuses on youth in the age group of 18 to 35 and living in tier I and tier II cities of India, including Mumbai, Pune, Jaipur, Ahmedabad and Kanpur. A majority of respondents are from Mumbai.
- 3) The apps that have been selected for content analysis are all apps that are available for download on Android. This researcher doesn't have access to iOS apps.

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