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Changing Paradigm for Watching TV Programs: Analyzing Viewers of Nagpur City

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Abstract: In this study the researcher conducted a survey in Nagpur city to understand how the changing digital landscape is affecting how, where and why we watch video programming. The researcher also tried to examine consumption preferences for video programming, including the devices most commonly used to view video at home and out of home.

The researcher conducted this survey in selected localities of West Nagpur city which includes 24 areas. Total 100 respondents were randomly selected and were interviewed. The findings and conclusions drawn were restricted to Nagpur city and may be generalized wherever the similar conditions are observed. This study based on primary data collected through questionnaire.

Key words: Technology, Media and changing digital landscape
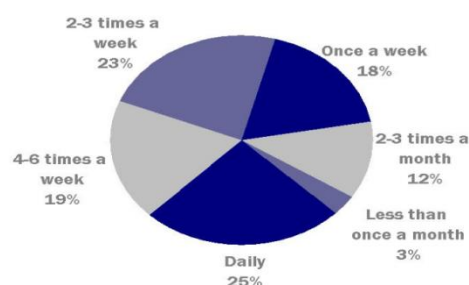
I. INTRODUCTION

The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touchpoints mirror where the consumer is spending their time. This note gives a sense of the scale of change we've seen so far and implies the scale of what is coming.

For people with access, it's a major part of their daily or weekly schedule. The internet is a gateway to world knowledge as well as a massive platform for national media and documentation. Once people start using the internet their behaviour changes permanently and already in India over two thirds of people with access use it several times a week or more. Work audiences account for significant amounts of the online total population. Access from internet cafes remains extremely high, averaging 30% on working days.

(Source:www.digitalstrategyconsulting.com)

Internet behaviour: India
Breakdown of amount of time spent online
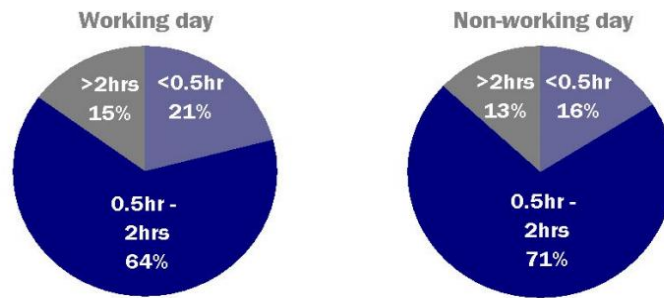
www.**DigitalStrategyConsulting**.com

We are breathing in a world of 24/7 connectivity. We access content on our own terms, and we like it that way. In the city during the survey conducted on digital attitudes and behaviors, 11 out of 100 respondents say they enjoy the freedom of being connected anywhere, anytime (refer Table:1.1) . While this flexibility can be a benefit to us, it represents a huge challenge for brands and content providers vying for our attention.

Technology is dramatically transforming the way in which we interact with the world, including how we live, work and communicates. From keeping tabs on friends via social media, to skipping lines at the store by shopping online, technology continues to reshape our everyday habits. In fact, 19 out of 100 respondents think face-to-face interactions are being replaced with electronic ones (refer Table:1.1). And the digital landscape is only getting more crowded, as a new wave of digital devices, such as wearable and connected car technologies, gain traction.

When it was talked about the screen size 20 out of 100 respondents said that they preferred bigger screen.(refer Table:1.1)

Table:1.1

Digital attitudes and behaviors	Respondents
Enjoy freedom of being connected anywhere, anytime	11
Face-to-face interactions are being replaced with electronics ones	19
Bigger is better when it comes to screen size	20
Prefer to watch video programming live, at its regularly scheduled time	16
Prefer to watch video programming content more if it has a social media tie in	12
Mobile phones are the most commonly used cited go-to device on the go viewing	9
Growing white-space digital opportunities	13
Total	100

The media industry, too, is experiencing a revolution, thanks to the explosion of digital devices and access points, including TVs, connected TV's, smartphones, PC's, tablets and gaming consoles. The traditional boundaries between devices and formats have distorted, and content once confined to a single device can now be delivered across multiple platforms. And it's not just devices and platforms competing for our time and attention—fragmentation is occurring within mediums, too. Like out of the total 100 respondents 12 respondents said that they prefer to watch video programming content more if it has a social media tie in and also out of 100 respondents 9 respondents said that they preferred mobile phones are the most commonly used cited go-to device on the go viewing.

II. RESEARCH METHODOLOGY

The researcher conducted a survey in Nagpur city to understand how the changing digital landscape is affecting how, where and why we watch video programming. The researcher also tried to examine consumption preferences for video programming, including the devices most commonly used to view video at home and out of home.The researcher conducted this survey in selected localities of West Nagpur city which includes following 24 areas:

1. Abhayankar Nagar

2. Ambazari

3. Bajaj Nagar

4. Bharat Nagar

5. Civil Lines

6. Congress nagar

7. Dhantoli

8. Dharampeth

9. Gandhi Nagar

10. Giripeth

11. Gokulpeth

12. Gopal Nagar

13. Hingna T-point

14. Laxmi Nagar

15. Phutala

16. Rahate Colony

17. Ram nagar

18. Ramdaspeth

19. Ravi Nagar

20. Shankar Nagar

21. Shivaji Nagar

22. SitaBuldi

23. Subash Nagar

24. Wadi

Total 100 respondents were randomly selected and were interviewed. Information was collected through questionnaire (Annaxure-I).

Following null hypothesis were formed:

H01: Freedom of being connected anywhere, anytime is not associated with age.

H02:There is no association between age and habit of internet usage.

H03:There is no associationbetween self-reported device preferences and activities in home or out of home.

H04: There is no association between age and usage of electronic device.

These hypotheses were test by using "Chi Square Test" of association. This test is used to discover if there is an association between two categorical variables and "Multiple Regression" Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables.

Test of hypothesis:

H01: Freedom of being connected anywhere, anytime is not associated with age.

Table: 1.2 Age * digital attitudes and behaviors Crosstabulation										Total
			digital attitudes and behaviors							
			Enjoy freedom of being connected anywhere, anytime	Face-to-face interactions are being replaced with electronics ones	Bigger is better when it comes to screen size	Prefer to watch video programming live, at its regularly scheduled time	Prefer to watch video programming content more if it has a social media tie in	Mobile phones are the most commonly used cited go-to device on the go viewing	Growing white-space digital opportunities	
Age	15-20 years	Count	11	8	0	0	0	0	0	19
		% within Age	57.9%	42.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within digital attitudes and behaviors	100.0%	42.1%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%
		% of Total	11.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%
	21-34 years	Count	0	11	20	2	0	0	8	41
		% within Age	0.0%	26.8%	48.8%	4.9%	0.0%	0.0%	19.5%	100.0%
		% within digital attitudes and behaviors	0.0%	57.9%	100.0%	12.5%	0.0%	0.0%	61.5%	41.0%
		% of Total	0.0%	11.0%	20.0%	2.0%	0.0%	0.0%	8.0%	41.0%
	35-49 years	Count	0	0	0	14	1	0	0	15
		% within Age	0.0%	0.0%	0.0%	93.3%	6.7%	0.0%	0.0%	100.0%
		% within digital attitudes and behaviors	0.0%	0.0%	0.0%	87.5%	8.3%	0.0%	0.0%	15.0%
		% of Total	0.0%	0.0%	0.0%	14.0%	1.0%	0.0%	0.0%	15.0%
	50-64 years	Count	0	0	0	0	11	2	0	13
		% within Age	0.0%	0.0%	0.0%	0.0%	84.6%	15.4%	0.0%	100.0%
		% within digital attitudes and behaviors	0.0%	0.0%	0.0%	0.0%	91.7%	22.2%	0.0%	13.0%
		% of Total	0.0%	0.0%	0.0%	0.0%	11.0%	2.0%	0.0%	13.0%
	65 years and above	Count	0	0	0	0	0	7	5	12
		% within Age	0.0%	0.0%	0.0%	0.0%	0.0%	58.3%	41.7%	100.0%
		% within digital attitudes and behaviors	0.0%	0.0%	0.0%	0.0%	0.0%	77.8%	38.5%	12.0%
		% of Total	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	5.0%	12.0%
Total		Count	11	19	20	16	12	9	13	100
		% within Age	11.0%	19.0%	20.0%	16.0%	12.0%	9.0%	13.0%	100.0%
		% within digital attitudes and behaviors	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	11.0%	19.0%	20.0%	16.0%	12.0%	9.0%	13.0%	100.0%

From the above table we can say that from the age group of 15-20 years and21 -34 years are the people who enjoy the freedom of being connected anywhere, anytime as compared to the people who are above 34 years and hence our null

hypothesis H01: Freedom of being connected anywhere, anytime is not associated with age is rejected and alternate hypothesis H11: Freedom of being connected anywhere, anytime is not associated with age is accepted from which it is clearly visible that face-to-face interactions are being replaced with electronic ones amongst the young crowd.

Table: 1.3 Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.587[a]	24	.000
Likelihood Ratio	0.402	24	.000
Linear-by-Linear Association	56.170	1	.000
N of Valid Cases	100		
a. 31 cells (88.6%) have expected count less than 5. The minimum expected count is 1.08.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.587$, $p = .000$. This tells us that there is significant association between Age and Face-to-face interactions are being replaced with electronics ones; that is, the age group of 15-20 years and 21 -34 years are the people who enjoy the freedom of being connected anywhere, anytime as compared to the people who are above 34 years.

Table: 1.4 Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	1.665	.000
	Cramer's V	.832	.000
N of Valid Cases		100	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the variables is strong.

H02: There is no association between age and habit of internet usage.

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Table: 1.5 Crosstab

| | | | Keepupwithshowsforjoiningconversationonsocialmedia | | | | | Total |
			All most always	Often	Frequently	Sometimes	Never	
Age	15-20 years	Count	19	0	0	0	0	19
		% within Age	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within keep up with shows for joining conversation on social media	51.4%	0.0%	0.0%	0.0%	0.0%	19.0%
		% of Total	19.0%	0.0%	0.0%	0.0%	0.0%	19.0%
	21-34 years	Count	14	16	11	0	0	41
		% within Age	34.1%	39.0%	26.8%	0.0%	0.0%	100.0%
		% within keep up with shows for joining conversation on social media	37.8%	100.0%	73.3%	0.0%	0.0%	41.0%
		% of Total	14.0%	16.0%	11.0%	0.0%	0.0%	41.0%
	35-49 years	Count	0	0	4	11	0	15
		% within Age	0.0%	0.0%	26.7%	73.3%	0.0%	100.0%
		% within keep up with shows for joining conversation on social media	0.0%	0.0%	26.7%	73.3%	0.0%	15.0%
		% of Total	0.0%	0.0%	4.0%	11.0%	0.0%	15.0%
	50-64 years	Count	0	0	0	4	9	13
		% within Age	0.0%	0.0%	0.0%	30.8%	69.2%	100.0%
		% within keep up with shows for joining conversation on social media	0.0%	0.0%	0.0%	26.7%	52.9%	13.0%
		% of Total	0.0%	0.0%	0.0%	4.0%	9.0%	13.0%
	65 years and above	Count	4	0	0	0	8	12
		% within Age	33.3%	0.0%	0.0%	0.0%	66.7%	100.0%
		% within keep up with shows for joining conversation on social media	10.8%	0.0%	0.0%	0.0%	47.1%	12.0%
		% of Total	4.0%	0.0%	0.0%	0.0%	8.0%	12.0%
Total		Count	37	16	15	15	17	100
		% within Age	37.0%	16.0%	15.0%	15.0%	17.0%	100.0%
		% within keep up with shows for joining conversation on social media	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	37.0%	16.0%	15.0%	15.0%	17.0%	100.0%

From the above table we can say that from the age group of 15-20 years and 21 -34 years are the people who enjoy being connected through internet i.e. they are the people who are having the habit of using internet on a regular basis as compared to the people who are above 34 years and hence our null hypothesis H02: There is no association between age and habit of internet usage is rejected and alternate hypothesis H12:: There is an association between age and habit of internet usage is accepted.

Table: 1.6 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.693[a]	16	.000
Likelihood Ratio	0.526	16	.000
Linear-by-Linear Association	53.154	1	.000
N of Valid Cases	100		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.80.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) =$ 0.693, $p = .000$. This tells us that there is significant association between age and habit of internet usage; that is, from the age group of 15-20 years and 21 -34 years are the people who enjoy being connected through internet i.e. they are the people who are having the habit of using internet on a regular basis as compared to the people who are above 34 years.

Table; 1.7 Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.647	.000
	Cramer's V	.640	.000
N of Valid Cases		100	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the variables is strong.

H03: There is no association between self-reported device preferences and activities in home or out of home.

Self-reported devicepreferenceforwatchingvideos * devicepreferredtowatchvideosathome

Table: 1.8 Crosstab						
Count						
		Devicepreferredtowatchvideosathome				Total
		Television	Computer	Mobile phone	Tablet	
Self-reported devicepreference forwatchingvide os	News shows	7	10	0	0	17
	Comedy shows	10	4	0	0	14
	Sports events	0	12	4	0	16
	Cooking shows	0	0	8	5	13
	Reality shows	0	8	0	6	14
	Children's show	14	2	0	0	16
	Daily soaps	3	7	0	0	10
Total		34	43	12	11	100

From the above table we can say that most preferred device to watch videos at home is computer and people prefer to watch news, sports and children's show.

Table: 1.9 Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.56[a]	18	.000
Likelihood Ratio	.887	18	.000
Linear-by-Linear Association	.407	1	.524
N of Valid Cases	100		
a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is 1.10.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) =$ 0.56, $p = .000$. This tells us that there is significant association between self-reported device preferences and while doing activities at home. From this we can say that our null hypothesis H03: There is no association between self-reported device

preferences and activities in home or out of home is rejected and alternate hypothesis H13: There is an association between self-reported device preferences and activities in home or out of home is accepted.

Table: 1.10 Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.871	.000
	Cramer's V	.628	.000
N of Valid Cases		100	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the variables is strong.

Self-reported devicepreferenceforwatchingvideos * devicepreferredtowatchvideosatoutofhome

Table; 1.11 Crosstab							
Count							
		Devicepreferredtowatchvideosatoutofhome					Total
		Television	Computer	Mobile phone	Tablet	5	
Self-reported devicepreference forwatchingvideos	News shows	11	6	0	0	0	17
	Comedy shows	0	5	9	0	0	14
	Sports events	0	0	3	13	0	16
	Cooking shows	0	0	0	0	13	13
	Reality shows	11	0	0	0	3	14
	Children's show	0	11	5	0	0	16
	Daily soaps	0	0	7	3	0	10
Total		22	22	24	16	16	100

From the above table we can say that most preferred device to watch videos at out of home is computer and people prefer to watch news, sports and children's show.

Table: 1.12 Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.743[a]	24	.000
Likelihood Ratio	.624	24	.000
Linear-by-Linear Association	3.213	1	.073
N of Valid Cases	100		
a. 35 cells (100.0%) have expected count less than 5. The minimum expected count is 1.60.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.74$, $p = .000$. This tells us that there is significant association between self-reported device preferences and activities while doing activities out of home.

Table: 1.13 Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.530	.000
	Cramer's V	.765	.000
N of Valid Cases		100	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the variables is strong.

H04: There is no association between age and usage of electronic device.

Table: 1.14 Age * preferredpurposetouseelectronicdevice Crosstabulation											
Count											
		Preferredpurposetouseelectronicdevice										Total
		Share medical information	Get an education	Buy groceries	Find a job	Conduct research	Pay bills	Find a date	Conduct banking business	Watch video programming content	Take and share pictures/videos	
Age	15-20 years	10	9	0	0	0	0	0	0	0	0	19
	21-34 years	0	2	7	9	7	0	0	2	6	8	41
	35-49 years	0	0	0	0	5	10	0	0	0	0	15
	50-64 years	0	0	0	0	0	6	7	0	0	0	13
	65 years and above	0	0	0	0	0	0	4	8	0	0	12
Total		10	11	7	9	12	16	11	10	6	8	100

From the above table we can say that according to changing age the preference for using electronic devices also changes.

Table: 1.15 Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.964[a]	36	.000
Likelihood Ratio	.734	36	.000
Linear-by-Linear Association	31.256	1	.000
N of Valid Cases	100		
a. 49 cells (98.0%) have expected count less than 5. The minimum expected count is .72.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1)$ = 0.96, p = .000. This tells us that there is significant association between age and usage of electronic device. Hence we can say that our null hypothesis H04: There is no association between age and usage of electronic device is rejected and alternate hypothesis H14: There is an association between age and usage of electronic device is accepted.

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Table: 1.16 Symmetric Measures		Value	Approx. Sig.
Nominal by Nominal	Phi	.578	.000
	Cramer's V	.789	.000
N of Valid Cases		100	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the variables is strong.

III. CONCLUSION

Reasons behind the success of SECOND-SCREEN option;

» **Be Social:** The study shows that social media can increase program awareness, make the experience more enjoyable for audiences and keep viewers involved. The desire to be part of the collective conversation can be a powerful motivator to stay connected through internet. Second-screen strategies should include an interactive component that allows users to interact and at the same time watching the desired channels/programs simultaneously.

» **Be (Inter)active:** Keep content fresh to maximize time spent with the content and drive repeat visits on site. Also, include interactive experiences to make users feel involved and deepen their connectivity with the program.

» **Be Available:** Innovators cannot focus on a single screen. Rather, they must ensure content is accessible wherever users are and that the user experience is enjoyable across all devices.

» While computer remains the primary device for video consumption in the home as well as out of the home, mobile phones are the most commonly cited go-to device for on-the-go viewing. But the full story is actually more complex.

» Device viewing is largely situational; it depends on where we are, whom we're with and what we're doing. Even at home, the traditional computer may not automatically be the go-to device. For example, among respondents who watch video programming when they're home alone, the largest percentage say they watch video programming on the computers, but tablet/mobile is aalso close second.

» Apart from this from the hypothesis the following conclusions can also be drawn:

  – Freedom of being connected anywhere, anytime is not associated with age is accepted from which it is clearly visible that face-to-face interactions are being replaced with electronic ones amongst the young crowd.

  – There is association between age and habit of internet usage.

  – There is an association between self-reported device preferences and activities in home or out of home.

  – There is an association between age and usage of electronic device.

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Questionnaire

1. **Name**

2. **Age**

   15-20 years

   21-34 years

   35-49 years

   50- 64 years

   65+ years

3. **Gender:**

   Male

   Female

4. **What type of digital attitudes and behaviors you show generally:**

   Enjoy freedom of being connected anywhere, anytime

   Face-to-face interactions are being replaced with electronics ones

   Bigger is better when it comes to screen size

   Prefer to watch video programming live, at its regularly scheduled time

   Prefer to watch video programming content more if it has a social media tie in

   Mobile phones are the most commonly used cited go-to device on the go viewing

   Growing white-space digital opportunities include industries such as health care, education, grocery retailing and finance

5. **Do you browse the internet while watching video program?**

   All most always

   Often

   Frequently

   Sometimes

   Never

6. **Do you always keep up with shows so that joining the conversation on social media is possible:**

   All most always

   Often

   Frequently

   Sometimes

Never

7. Do you watch live video programming content more if it has a social media tie up?

All most always

Often

Frequently

Sometimes

Never

8. What are your self-reported device preferences for watching videos?

News shows

Comedy shows

Sports events

Cooking shows

Reality shows

Children's show

Daily soaps

9. When do you use self-reported devices for watching videos?

Spending time with family

While eating

Sitting alone in my home

Passing the time

While cooking

While exercising

Spending time with friends

Others

10. Please tick the most preferred option which tells about the use of device to watch video programming in selected location.

	Location	
	In-home	**Out-of-home**
Devices		
Television		
Computer		
Mobile phone		
Tablet		

11. Out of the following options for which purpose the electronic device is preferred to use by you:

Share medical information

Get an education

Buy groceries

Find a job

Conduct research

Pay bills

Find a date

Conduct banking business

Watch video programming content

Take and share pictures/videos