

# INTERPRETING CUSTOMERS CONSUMPTION: A STUDY OF REPERTOIRES OF DIGITAL MEDIA AMONG THE YOUTH OF LUCKNOW

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**Abstract:** *With the changing trends of viewing pattern among the consumers, the increased use of media has also taken a different route. This study reveals the different trends related to the digital content consumption. The changes has led to the break-up of contents to 30 and 60 minutes shackle, the face of digital consumption is changing in urban customers but also in rural consumers. The digital consumption in today's scenario can be easily defined by "one person whole world in one place", as by their smartphone or a laptop they can serve whole world in one click, other than that the consumers use of internet or mobile gaming and viewing their e- celebrities online in increasing day by day. The study also analyzes the digital media consumption with a vision of classifying repertoires by delineating a user behavior. An exploratory research was conducted to determine firstly, the consumption pattern of digital media among the youth of Lucknow, secondly, the changing lifestyle of youth in rural areas in comparison with the urban areas, thirdly, the increase use of smartphones or tablets among the consumers. A detailed questionnaire was distributed to all students of 16 – 25 years of age (N=100) in all the reputed universities of Lucknow and to the people coming from rural areas of age 20-35 years of age (N=50) to find the digital consumption usage. The finding of the research showed that 85% of the students are dependent on the digital media for their daily feed and around 10% of the students use for online gaming and finding online study materials, 5% of the lower urban groups of students are using digital media for their daily news requirement and study materials. Among rural group of people only 19% of the students are using smartphones for their study and news purpose whereas, other 21% of students do not afford to take smartphones rest 10% faces with the unavailability of internet in their areas.*

## INTRODUCTION:

Mobile phones have outpaced the use of traditional form of communication, landlines long ago. Mobile phones in the developing countries like India have enjoyed an astounding growth over the last decades. It is assumed that in 2019 the mobile phone users will rise to 813.2 million which was around 524.9 in 2013. With the increase use of mobile phones because of the low rate of tariff and after the reduced rates of internet in the advent of smartphones, where the user can use the internet in phones and tab only rather than using laptop for internet usage.

As the technology increases and mobile phone usage has surpassed from voice call to text messages has come up to the next level of communication through internet and various digital media formats. The consumption of the digital media has become ubiquitous in India therefore people fulfill their daily feed by the different 'repertoires' of the media. The study analyzes digital media consumption by keeping supervision over the user behavior relating to different repertoires.

## THEORETICAL PERSPECTIVE OF MEDIA USE

The theoretical perspective on media usage can be defined through two different approaches. The first approach focuses on how the different programs timings and their structure effect the media consumption. The second approach entails the psychological factors, needs and preferences in determining the media choices for different customers.

The structural approach determines how audiences can be segmented according to the technology and availability of audiences at program timings. This approach take into consideration the viewing pattern of the program and the repeat viewing of the certain program and channel loyalty shown by the audiences.

The second approach has been dominated by the psychological factors, needs and preferences related to the communication persist between the two. This viewpoint assumes that the consumers choose their media according to the different needs and preferences they have and the choices are framed accordingly. This approach is illustrated by the "uses and gratification theory" (Mc. Quail, 1994). The theory interpret the choices that customer make regarding the media keeping in mind the psychological and sociological needs. Users can use different media to fulfill their hunger for different needs. As gratification theory can be distributed into two heads which describes that the audience need that are (1) surveillance needs (2) diversion needs, surveillance need is related to the changes which takes place in the environment, whereas, the diversion need states the importance of entertainment from media from the busy social lives of people.

Similarly, media programs can be classified into two categories: the one which provide information content and the second one which provide more entertainment content (Albarran and Umphrey, 1993). Information - based media programs such as news channels, information genres channel like, net geo, discovery etc and business report channels fulfill audience surveillance needs as they can satisfy their cravings for information to know about their environment and can easily monitor the current event going around them. Similarly, entertainment- based media programs such as music, movies, games, talk shows, online programs and television programs fulfill audiences' diversion needs.

**THE FACTORS THAT AFFECT THE MEDIA FRAGMENTATION:**

Audience fragmentation has been measured as the consequences of growth in digital media, with the increased offerings in the broadband networks is “On-Demand” type of media consumption pattern became more extensively distributed. Media world is place where media has become omnipresent; researchers like to understand that how audience will manage their media resources. The tools used for fragmentation of media help the researchers to know the audience loyalty and how the attention of audience moves across different digital media.

To understand fragmentation, three studies are proposed; they are (1) Media- Centric Approach (2) User- centric Approach (3) Audience - Centric Approach. First, the media centric approach defines the availability of audiences across the product and outlets. The approach personified by trend in the media and power law distribution. The second approach is user – centric approach, which defines the various media repertoires for different consumers. The third and the final approach is Audience – centric approach which basically defines that how audience loyalty switch form one outlet to other, therefore it is asserted that the audience centric approach is related with the social polarization of the consumer.

**REPERTOIRES IN MEDIA USE:**

With the advent of technology media has caused to increase rapidly. As the cable channel came into existence the number of viewing channel increased for the households. According to Webster 2005, cable channel provides more number of channels to watch, it made the audience to fragment to different- different channels. With the growing technology and internet, mobile phones and other non-linear media people interest has been shifted from the traditional style of media to online content search. According to Napoli, 2011, the cross platform can be defined as the consumption patterns available for consumers to structure their needs.

In a study, it was found that audiences never divide their consumption time according to the media available rather create a group of available option in media and then create a smaller group or subset to consume the available content. These groups or subset are called *repertoires*. With the increase in consumption it helps the media conglomerates to drive their congregation. The time spent by the viewers in searching content online can be increased and vary according to the different pattern of media available such as films, short form content, news, gaming, social media and education. The basic need of the consumers nowadays have shifted from the old form of basic needs of *roti, kapda and makaan* to the new form of basic needs of online consumption by the smaller screen of personal devices, like mobile phones and tablets, which have given the rise to the *personal escapism*, means when the people are watching online content individually, or have given rise to the other form that is *group escapism*, that is when the user are watching online content together on a bigger screen like television.

Other than the viewing pattern whether viewed alone or together, “On- demand” have given birth to the small or snackable online content which has become the driving force for the consumption pattern of digital media and also becoming popular among the younger generation. It is observed that most of the content viewed in YouTube was short form content of less than 20 minutes. This system of short content have given many companies like AIB, cultural Machine, TVC has come up with the short form content.

**OMNI PLATFORM CONTENT CONSUMPTION:**

Consumption pattern is changing day by day. There has been unwritten law stating that when speaking about viewing screen, then television taken the pace as first opted than the small screen media as mobile, tablets and phablets came as secondary mediums. With this increased consumption, we are entering into an era where size of the screen will not matter and only the content and story arcs will dominate the screen size.

For the different media companies it is significant to provide linear contents on digital formats for the media platforms like film, Television and print. Secondly, as India is becoming digital, so as their users are also becoming digital Indians, therefore there is a need to create digital linear format in such a way that suits the requirement of digital Indians. Thirdly, the competition for television and print has increased from the company which provides speedy delivery of the content to the users for immediate and quick viewing.

**CHANGING FACE OF CONSUMPTION FROM URBAN RURAL:**

With the increase penetration of internet in the life of the people and increasing wireless service not in the urban but also in the rural area that is from tier II to tier III cities, where mobile internet plays an essential role in providing linguistic and regional content to the users. With the increased decreasing rates of smart phones and low internet data packs and the developments taking place in the rural areas has also increased the usage of the digital media consumption. In a study it is being observed that the linguistic and regional content preference is more as 93% where the users like to watch video in Hindi and other regional languages.

**INCREASED E-CELEBRITY:**

The digital media platform YouTube has enabled and given the platform for the regional e- celebrities to gain popularity among the consumers by little investment and also give these celebs to go for trial and error. This e celebrity trend has given many people to acquire the niche content on different areas in the field of gaming, astrology, makeup, sports, education etc. T-series being the most liked channel in YouTube of almost 17 lakhs subscribers in India. With this growing subscription rates, it has been observed that the new talents will be nurtured and other e celebs will be partnered by different content and branding companies to offer more to the digital users.

**INCREASED FREQUENCY OF DIGITAL GAMING:**

With the increment in the number of the mobile phones, tablet users in India it has been observed that India will come up as the dynamic and most potential industry for online gaming market. There are various factors which are related with the increased usage of online gaming in India, as the decreased price of smartphones and tablets, low internet data cost and the most importantly the increase no. of individual escapism. With the easy access to the game, mostly games which are available free of cost through app stores has also given a way to mobile online gaming. These games are also segmented according to the need and interest of the individual as, racing games, adventure game, arcade games, card games respectively. Also, on an average, generally users spend around 20 minutes in playing these games which is expected to rise in the near future.

**THEORETICAL FRAMEWORK AND RESEARCH QUESTIONS:**

This exploratory study is done to obtain quantitative data of online and digital media usage of mobile phones among the youth of different colleges of Lucknow and nearby rural areas. The study not only focuses on the usage of digital media through mobile phones, laptops, tablets, web, computers but aim to find the detailed usage of the media consumption. In particular, it investigates the following question in respective of the students:

**WHAT ARE THE PATTERN OF OWNERSHIP IN REGARDS TO STUDENTS USING MOBILE PHONES, AND THE FEATURES WHICH ENTAIL THEM TO USE THAT HANDSET.**

- What are the characteristics which are related to the mobile phones ownership by the students?
- What are the different application and features available for the students?
- How early the mobile phones are adopted by the students and why?
- What is the average consumption of money in relation to mobile phones by the students and how to bear it?
- To what extend the use of mobile phones are for voice call, text messaging and to what extend cost cutting is applied by the students?
- To what extend the students use the application of instant messaging (for eg. Whatsapp)

**TO WHAT EXTEND THE STUDENTS USES ONLINE MEDIA AND DIGITAL MEDIA:**

- To what extend is the online media, web is utilized by the students through mobile phones?
- How using mobile internet can be compared with the internet usage on computer?
- How does the use of mobile media can be compared with the already existing traditional media as television, print and radio?
- What is the consumption pattern of mobile internet for sharing digital formats (photo, videos, music and games)

**CAN SIGNIFICANT DIFFERENCE CAN BE GENERATED FOR THE MOBILE PHONE USERS IN YOUTH POPULATION:**

- Between male and female users?
- Between early adopters and late adopters?
- Between language and regional group?
- Between the self-stated socio economic group?
- Between self-owned phone users and people using other's phone?

The overall aim of the study is to define the widespread use of mobile internet and digital media is becoming popular among the youth of Lucknow. In a study it was revealed that the youth in the Lucknow are *early adopter* and youth of rural areas come up as the *late adopter*.

Secondly, the study also focuses on the consumption pattern of the youth where, it was found that most of youth from rural areas and some percent of the youth from the urban areas fulfill their requirement from news feed and study material whereas, at the same time, for some users mobile phones are the medium for creativity and media sharing such as, videos, photos, media files, games etc. this enables the users to show their participation for the online communities and developing their skill through online communities which previously researchers thought could be possible with the computers only.

Although, mobile phones are not only mere entity to satisfy students need for socio economic status, but also provide an opportunity for the students to enhance their knowledge and skills to substantiate their ambitions.

**METHODOLOGY AND FINDINGS:**

A sample of 100 students is collected from ten different colleges from both urban areas and developing rural areas. The students sample was collected because students are found as the early adopter for online consumption of digital media and they are the target customer for learning and enhancing their skills. A detailed self- assessment questionnaire was distributed among the students of different colleges

The detailed activity-based question was done on the respondents of age group of 16-25 years and in rural areas 20-35 years. The study shows that 96% of the respondents used mobile phone either for voice communication, text messaging, searching for online content, gaming, news feeds. In the whole 85% of the students depends on the internet for their daily activity of chatting, sharing media among friends and peers. 91% of the respondents use smartphones for purpose of making call, texting, and sharing files using Bluetooth etc. 10% of the respondent use smartphone and internet for serving their gaming needs and 5% are using for finding study materials and to get updated with the daily news requirement. In Rural areas only 19% of the students use smartphones where 21% are unable to bear the cost of the smartphones and 10% faces the unavailability of internet in their respective areas.

**CONCLUSION:**

This study tries to explore the consumption pattern of the youth in Lucknow among the rural and urban areas by using smartphones, tablets, and laptops respectively. In a study it was found that as the technology has been changing, the use of the digital media is also increasing day by day. As the study is conducted on the youth of Lucknow, so it is found that the students are using more of the internet for searching matter for their studies, for getting updated about the daily news and current affairs, the time of the snackles have also reduced because of the less time consumption and the content getting reduced day by day, with the different applications such as Whatsapp, Facebook, Twitter and Youtube, students are merging into the online communities where they share different content and get to know different people and knowledge sharing. The advent of internet gaming has also enhance the use of internet by the younger generation for satisfying their fun time needs.

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