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jims

Jagannath International Management School  
Vasant Kunj, New Delhi

# A TRUE VISIONARY

*"You see things and you say **Why?** But I dream of things that never were and say **Why not?**"*

- George Bernard Shaw



Shri Jagannath Gupta  
(1950 - 1980)

*Also a true visionary...who dared to dream!  
He lives no more but his dreams live on....and on!*

JIMS (Rohini)	-	1993
JIMS (Kalkaji)	-	1997
JIMS (Vasant Kunj)	-	2003
JIMS (Jaipur)	-	2003
JNIT (Jaipur)	-	2004
JIMS (Greater Noida)	-	2008
Jagannath University (Jaipur)	-	2008
Jagannath University (Bahadurgarh)	-	2013

*And more dreams to come!*

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## Editor's Desk

We are a cerebral civilization. The mind has so overtaken the agenda of our personal and public action that it has submerged the concerns of the body. All our activities are mind-driven, with utter disregard for the needs of the body. We take our bodies for granted and make them slave for us mercilessly. The result is: at the slightest provocation from foreign bodies, it surrenders its sovereignty and even crumbles like a building with a weak foundation. It is time, therefore, to speak up for the right of the body to survive with dignity as a fundamental right. The human body is the temple of God. And if we are not religious minded, we could at least regard it as the foundation of our being. For all that we think, feel, will and imagine happens inside it. Were it not for the body, our identity itself would be lost. Yet, we use and misuse our bodies, without the least compunction for its convenience, let alone its survival. We rarely ever realize how little we take care of our body. So, we do not ever get to know when we abuse its capability and its processes.

We heaped the same disregard on Nature for long until we woke up to the trail of misery we had created in our childish arrogance. What most of us ignore, even the so-called rationalists among us, is that the human body is as much a part of Nature as any other creature on the earth. For the body to realize its true potential, it is important that we should first bring in a certain degree of naturalness in the ways we feed ourselves. With the growing industrialization of food, man has delinked himself from Nature. The problem is compounded by the adulteration of food that happens during its processing. Our bodies have to bear the burden of these unnatural ingestions and in course of time they retaliate or give way in the form of sickness.

The sciences of yoga and Ayurveda that evolved in India, however, paid immense importance to the human body. Patanjali's Yoga Sutras accord the highest significance to the wellbeing of the human body for an individual's intellectual and spiritual development. So, the Rishi says, 'Asanam sthiram sukham', meaning to say that a balanced posture gives delight. Now delight in Yoga is the index of human wellbeing. Unfortunately, even when our cerebral civilization discovered Hatha Yoga, it turned that too into Power Yoga, distorting the processes of yoga as per our mentalised notions of life. And when the body gives signals of breaking down, we inflict on it another dose of our cruelty by popping a pill or two, many times even without professional medical advice. This way we keep our bodies going with the crutches of inorganically synthesized medicines.



(Ravi K. Dhar)



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**Mass Communicator: International Journal of Communication Studies** has been conceived as an international quarterly peer-reviewed journal with the avowed objectives of stimulating research in communication studies in Indian academia of international level as also to publish research carried out abroad to serve as a window on the multi-dimensional aspects of media and communication research in countries beyond the Indian borders. To this end, the journal is a platform for the publication of outcomes of new and innovative thinking in the subject/profession that follow not only the rigours of academic research methodology but also non-conventional modes of expression such as perspectives and opinion, which often come from media and communication practitioners, be those journalists or development communicators self-interrogating their profession. The scope of research published in the journal is deliberately kept open-ended to facilitate an osmotic interchange of ideas across disciplines with a bearing on media and communication theory.

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# WOMEN-CENTRIC DOCUMENTARY FILMS AND AUDIENCE RECEPTION

Jaycey Vikram\* Kiran Bala\*\* Archana Durgesh\*\*\*

*Since the origination of cinema, films have evolved into a brilliant means of portraying various classes of society. And it is more so in the case of documentaries which primarily depict real people and issues. From the fantasy of fictional cinema to fact-based documentaries, depiction of women on screen in the patriarchal setup has been an issue of deliberation. Documentary filmmakers have tried to depict women-centric concerns to unnecessary sensitize audiences in terms of reception towards the multidimensional outlook of women. The present study finds out about the conceptual causes for the lessened audience reception. Various type of women outlook depicted in the films, like commercial, empowered, victimized, and goal setters were coded using film analytical approaches using a Schematized Survey method. A well-structured questionnaire was administered using non-probability sampling technique. Data was collected using questions based on the Likert scale, and corresponding statistical tests were applied. The conclusions determined the viable solution filmmakers should adopt while conceptualizing women-centric concerns for an efficient women-centric documentary film with justifiable audience reception.*

**Keywords:** Documentary Film, Women's Issues, Audience Reception

The term 'Documentary Film' refers to a dynamically formulated, thematic audio-visual portrayal of facts from the real-world using information that has been well investigated. It's a futuristic, cinematic audio-visual chronicle of actual events that instigates the need for societal transformation. Documentary films have a strong convention of capturing daily life in ways that preserve originality and incorporate practical concerns of participation and expressiveness (Rajmakers, Gaver, & Bishay, 2006). Cinematically, non-fictional creative depictions of human emotions from the actual world entitle documentary films with a specific emphasis. This captivates spectators and alters their perceptions of the message that the film is trying to convey.

For decades, a communicator's three most decisive motives, 'to inform, to educate, and entertain,' were imbalanced due to the over-commercialization of fictional filmmaking genres. Simultaneously, public interest in documentary films significantly declined. Today, documentary films have recently positioned themselves on the constructive side of communicating pragmatism. The conducive factors like the depletion of the digital divide due to digital online platforms, media convergence, adaptability, creative methods, makers' cost affordability, and audience constancy. The article "Documentary and Collaboration, Placing the Camera in the Community" by (Coffman, 2009) explores the ascent of digital technology, which made shooting and editing films more accessible to non-professional filmmakers. She says, "much of the world has gained access to lower cost equipment, to the Internet, and to uploading content on sites such as YouTube or Myspace." This has undoubtedly incited the growth of film communities that are socially committed to representing

social issues. These issues may be local or subversive to get mainstream media space.

Acknowledging the revised circuit model of communication "Encoding and Decoding" given by (Hall, 2003), formulating a documentary film is also a process of Depiction and Reception. Firstly, the depicted content of the film should be sympathetic enough to get a complete reflection on the subject's past, present, and future. The filmmaker should be subjectively associated with the subject's substance or core so that a clear point could be scripted, giving birth to a communicable message. Secondly, the credible reception of the films is to be adjudicated. This relies on the audio-visual cognates cinematographically surrogating the message and psychologically rousing the audience's awareness. Thus, making it an essential medium for social change. Therefore, documentary films increase consciousness and inspire the receptors (viewers) to have their critical viewpoint on the

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issue developed based on their knowledge and experience. Entrusting the subject discussed in the film, the audience might selectively have unfavorable or good impressions.

There is a diversity of Indian general audiences and their disparate taste in consuming information. Indiscernible information is seen on subjects considered publicly intolerant and outlawed women-centric issues. This deficiency mainly concerns the message to be portrayed audio-visually in a film with realism. The book *“The Voice of Documentary”* by (Nichols, 1983) states that “at the heart of the documentary is less story and its imaginary world than an argument about the historical world.” Therefore, the sole purpose of a documentary film is not to narrate past informational facts emotionlessly. Its purpose is to offer an outlook on actuality with an idea to promote the identification and association of the subject with the audience. Mapping his paradigms in context to Indian women-related issues, women-centric documentary films should establish empathetical relationships with the audience keeping aside the desolations of the past.

Audio-visual cinematic documentation that focuses on a woman or a group of women relative to issues like health, social status, or any other topic that arouses human emotions is referred to as a *‘Women-Centric Documentary Film.’* While framing the film’s central theme, the protagonistic approach to women’s concerns is considered. The actuality of women is still indistinct in the Indian context due to the prioritized proscribed representation of women in fictional genres of Indian Cinema. The study of (Butcher et al., 1974) titled *Images of Women in Media*, validates six distinct outlooks of women in media, which are “Women as News, Women as Sex, Women as Humor, Women as Self Representation, Women in Advertisement and Women in Fiction Films.” These conventional outlooks of women in preceding decades have mainly triggered the instincts of modern-day women filmmakers. They are against the objectivism of women and gender inequality portrayed in all media forms. By advising filmmakers, (Nesbitt-Ahmed & Edwards, 2016) concludes their study by representing the excellent image of women in society while subsiding the patriarchal image of sexual objectification. Correspondingly, (French, 2019) explored the role of female documentary filmmakers in significantly advocating for cultural, political, social, and legal change. She pinpoints that documentary film is an empowered media art form that stimulates knowledge of women’s identity, equality, and equity in local and global contexts.

In today’s highly competitive film production industry in India, the above-stated outlooks of women carry their distinctive identity but get scrambled between realism and fictionalism. Women, if portrayed fictionally, gather much reception and get iconified as an object of the male gaze and sensualism. If portrayed realistically, women miss the

audience's reception, resulting in filmmakers’ disinterest in promoting women-centric issues. This irregularity of audience reception in documentary films is to be resolved theoretically and practically. This can solve a pattern, so women-centric documentary filmmakers can achieve an optimum reception. The study objectifies to bridge this gap in the audience reception between women-centric fiction and women-centric non-fiction films.

## I. Review of Literature

### Documentary Films

For decades, many film theorists have explored various aspects of documentary filmmaking, keeping cognizance of the significance of audience reception and film analytical approaches. Such approaches were termed ‘Film Theories’ and were based on the thematic inclusion of text, pictures, sounds, facts, and voices resourcing the theme and the issue depicted. Research material is scarce on documentary films in India, but much narrative research is conceded on Bollywood, conventionally referred to as the ‘Indian Hindi Film Industry.’ Likewise, the outlook of women has been hypothetically analyzed in fiction films. Therefore, the emphatical assessment of the study’s appropriateness, the theoretic bond between Indianized personification of women, and universally acclaimed theoretical concepts have been reviewed.

The study by (Geva, 2021) recalls the Lumiere Brother’s first film as a naïve representation of realism in context to the contemporary film theories coined with the advent of digital technology. An imperative study by (Jacques Aumont, 1989) on the analysis of documentary film is remarkable in apprehending the film’s construction, ideation, and reception. In his revised book *L’analyse des films*, (J. Aumont & Marie, 2020) coined six analytical approaches, also referred to as Film Analyses. They are the “*Iconic, Semiotic, Narrative, Structural, Historical, and Mise-en-scene*” approaches. He stated that film analysis is the theoretical film evaluation process based on specific criteria. These approaches should be thematically cognized before the cinematic structuring of the film. If attributed to all insightful components of the film, getting substantial reception will be definite because the six approaches and their probable audience receptions are closely attached.

The *Community Action Film* format coined by (Zaki, 1981) in his article titled *Documentary Films: Some Relevant Studies* is essential in the context of women-centric documentary films. He focuses on the orthodox setting where stereotyped societies frequently reject realistic documentary films, getting influenced by the misbelief that what appears on the screen is corrupt and immoral. Therefore, the film should be idealized

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more effectively, making them more acceptable by shaping it in a *Community Action Film* format. An article titled *The New Visibility* states about the new form of visibility which is pertinent as a prevalent aspect of the modern-day viewer, correlated with the development of the communication media (Thompson, 2005). He predicts that more research is required to understand documentary film audiences.

The informative research essay by (Shaw, 2017) addresses how Stuart Hall's (Hall, 2000) classic 'Encoding/Decoding' model could be adapted by digital and synergistic filmmakers. This adaptation comprehends how certain kinds of communication are encouraged or discouraged by the latest technologies and watching platforms. In her comprehensive chapter "*Prospects of Audience Reception Studies*," (Livingstone, 2002) states information and audience satisfaction. She claims that media intellectuals now rely on the contemporary practice of interpreting the audience. They are ideally relating the information delivered by the film to the audience's satisfaction. For appropriately disseminating the media content from producers to audiences, these media intellectuals must work on the expansive idea of the audience's relationship with the message. The Study on digitized media platforms explores how textual graphical articulations are affected by digitalization and how it can impact the shifting of audience positions and challenge our understanding of audience participation and activity (Schaefer & Karan, 2012).

### **Women-Centric Films**

As a notional fact, fewer research studies have been conducted on the non-fictional aspects of women's portrayal in the Indian setting. However, theoretic versions from the west have been much more advantageous for framing a conceptual idea dwelling around women-centric films in India. Considerably, more prominence has been given by Indian researchers to the portrayal of women in fictitious films rather than realistic portrayals in documentary films. Significant studies are also identified on women's portrayal in Indian advertisements and other media forms. For a better understanding, analyses on all aspects have been reviewed for the study.

The book *Female Gaze in Documentary Films* by (French, 2021) is a benchmark in understanding women-centrism. *Women and Documentary* is an inspirational chapter that underlines the assertion of women's imperative intervention as a symbolic indicator of women's global presence in the past. She connotes how women are involved in documentary filmmaking and are progressing globally, fighting all hurdles and structural problems while working on the documentary art form. Relatedly, the book by (French, 2019) describes Indian filmmaker Nishtha Jain, who has a classic approach to

women-centric films. She describes Nishtha Jain's work through the lens of Postcolonial Feminism and Ethnographic perspectives. The core themes of her films are the representation of women's concerns, disregarded groups, activism, culture, history, and cross-cultural facets, including class, racism, and gender disparities. She defines Jain's vision as impulsive, intensely focused on her view as a filmmaker, and expresses her viewpoints explaining her meaning of the *'feminist gaze'*.

A significant study by (Mahanta, 2022) highlights adjudicating community documentaries and their noticeable impact on communities bridging the digital divide. She elaborates on the influence of such community documentaries based on women elaborated from the perspective of gender. She notifies that the concept of community documentaries taken for women, of the women, and by the women bridge the digital divide by ensuring the skilled use of ICT (Information and Communication Technology). Thus, women in a community gain knowledge and are benefitted from such necessary reform in documentary filmmaking by practice.

Exploring the depiction of women in advertisements, (Das, 2016) concludes that a better latch between the consumer and audience with a product depends on the multivariate representation of women portrayed in family, decorative, working, and free-wheeler roles. Likewise, (Nath & Saha, 2021), in their discourse analysis on the depiction of women in modern Indian television advertising. They discuss the conformist gender roles that are sexually symbolized as sexual enticements to the product's consumer regarding women's physical beauty. Adapting the theoretical foundation of Feminist Theory and Semiotics for Discourse Analysis, (Bhola, 2021) states that television advertisements aired on different Indian networks are promoting gender disparities and are constantly validating patriarchal ideology. In their survey findings, (Das & Sharma, 2021) find that women are massively featured in decorative/commercial roles. They are portrayed as objects of sensual appeasement rather than professionals/goal-setters in Indian advertisements.

The inference of the above reviews state that there is a dire need for an analytical framework to be explored between the pragmatism of documentary films and the outlook of women. Elucidating the patriarchal and contemporary portrayals of women in diverse media forms, four outlooks of women could be whipped out. These are 'commercial, victimized, empowered and goal-setters,' which conceptually replicate the portrayal of women in past studies. Considering the newest studies, it could be inferred that the masses are now on the verge of completely getting acknowledged with the rationality of documentary films. Many women-centric documentary films are produced and watched on free accessible online platforms like YouTube with satisfactory recurrent views.



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This inconsistency could be due to gender-based choices, educational level, professional status, location, and content preference of non-fiction over fiction formats. This study finds the empirical method for women-centric documentary filmmakers to adapt and effectuate their ideas among the masses gaining optimal audience reception.

## II. Research Design & Methods

After reviewing the available literature, it was found that there is a need for the study to determine the reception patterns by relating the analytical perspectives of documentary films with outlook of women.

The objectives of the study are:

- To explore the association between film analysis approaches and outlook of women.
- To explore the statistically reliable film analysis approach for audience reception.

The study employed the Survey Method to gather perceptive responses from the population hailing from Delhi/NCR (National Capital Region). The current study research aims to read the respondents' reception patterns on the stance of women represented in documentary films. Respondent's choices of fiction and non-fiction, content preferences, demographic details, and self-defining statements are incorporated into the questionnaire. These statements are based on Field's six theoretical film analysis approaches coined by (J Aumont & Marie, 1988). The conceptual framework of the study is depicted in figure 1.0.

After implementing the survey method, data was collected from more than 600 respondents. Applying sample size calculations and a non-probability sampling method, samples were purposively chosen for study. In the present study, the following are the inclusion and exclusion criteria.

### Inclusion Criteria

- The respondents believe reality is better portrayed in non-fiction genres.
- The respondent's periodicity of watching non-fiction films is higher than fiction.
- The respondent's motive for watching films is to get informed and educated.
- The respondent's watching preference of non-fiction films.

### Exclusion Criteria

- The respondent's responses are vague and maximally undetermined.
- The respondent's gives consistent answers to the statements intently.

- The respondent's gave incomplete responses and skipped questions.

Subsequently, adhering to the purposive inclusion and exclusion criteria, out of more than 600 respondents (population), the sample of 330 respondents, including 165 male and 165 female, were chosen from Delhi/NCR through convenient sampling.

The data collection tool was a questionnaire administered both offline and online. The online survey was carried out by itemized google form in the educational institutions, corporate offices, media centers, etc. The offline physical survey was done in housing societies, community centers, and social clubs.

For gathering valid responses, the measuring scale used in the study is the ordinal Likert Scale, a dominant scale utilized with the assumption that each item on the scale represents the statement's discernment equally. Non-Probability & Purposive Convenient Sampling is applied to get the targeted sample denoted as (N). A process included the pre-determined exclusion of responders who categorically prioritized themselves toward fiction formats. To statistically test the association between the film analytical approaches and the four outlooks of women, the Cross Tabulation and Pearson's Chi-Square test of Independence methods are employed (Özdemir & Eyduran, 2005). Additionally, their magnitude of association was calculated by Cramer's V effect size suggested by (Sun & Fan, 2010).

### Operational Definitions of (Film Analytical Approaches and Outlook of Women)

In this study, the commercial outlook of women refers to women as an entity of plausible advantages of any kind which have been subjected to a system for profit-making and are sellable for money generation. They are seen sacrificing their physical and psychological identity to acquire a marginal social livelihood. An empowered outlook of women results from the state of being physically, psychologically, and financially invigorated. These women are active professionals and have tried to iconify themselves differentially in society. The victimized outlook of women refers to the class of women in society who undergo mistreatment, ill-treatment, abandonment, and violence at some point in their lives. These victimizations result from scandalous crimes, traditional and stereotypical standings, domestic violence, poverty, mitigating circumstances, or social circumstances. The goal-setter outlook of women only refers to the rightly deserved, honored, inspirational figures, role models, and significant women in society. These women have succeeded in life and brought accolades in their careers or professions while overcoming all social odds.

The efficient use of pictures, icons, photographs, sketches, and cartoons in a documentary film relating to its theme

justifies the Iconic Film Analytical Approach. In contrast, the resourceful use of signs & symbols, text, concrete forms, figures, and denotations defines the Semiotic Film Analytical Approach. The Narrative Film Analytical Approach considers the efficiency of the idea, issue, story, script writing style, dialogues, voice-over, music, and set of actions aesthetically incorporated in the documentary film. Based on the Structuralist Film Theory, the well-organized cinematic practice of different genres/varieties like biographical, nature, antique, scientific, person-centric, technical, and symbolic presentation, message, and collective meaning designate the Structural Film Analytical Approach. The contemporary depiction of past facts, historical incidents, ancient stories, and orthodox cultural values defines the Historical Film Analytical Approach. Lastly, Mise-En-Scene Film Analytical Approach pictorially embraces the cinematics, locations, props, makeup, costumes, performances, and all visible visual elements shown in the documentary film.

### III. Results and Discussion

#### Demographic Profile of Respondents

As demonstrated in figure 2, in the sample of 330, 37% (120) respondents come under 18-26 years, 21% (70) respondents are between 27-35 years, 29% (96) respondents range from 36-44 years, and 13% (44) respondents are above 45 years. This indicates that the majority of the respondents are from the age group of 18-26 years.

Out of 330 respondents, 32% (106) respondents are graduates in any stream, 53% (174) respondents are post-graduates in any stream, and 15% (50) are Ph.D. and above. It shows that most respondents are post-graduates compared to graduates and doctorates.

The sample of 330 respondents consists of 32% (105) respondents with yearly family income ranging from 2.5 Lakhs to 5 Lakhs. 38% (126) have an annual family income between 5.0 Lakhs to 10 Lakhs. 18% (59) respondents have a yearly family income above 10 Lakhs, and only 12% (40) respondents earn below 2.5 Lakhs per year as their family income. Consequently, it shows that most respondents earn between Rs.5.0 Lakhs to 10 Lakhs per year, signifying their annual income.

Among 330 respondents, 41% (135) are students pursuing higher education in various streams. 55% (182) of respondents are professionals in the public and private sectors. Only 4% (13) of respondents have business as their profession. The majority of the respondents are professionals.

#### Frequency Tabulation

Table 1 exhibits the frequency tabulation of six film analytical approaches (Film Analysis) gathered on the parameter of agreements and disagreements of the respondents. It could be

inferred that the statement *pictures, icons, photographs, sketches, and cartoons help in portraying the outlook of women in films expounding Iconic Film Analysis (IFA)* take in 70 % agreements and 11% disagreements of the respondents though 19% of respondents are impartial with the statement. 69% of the respondent agree, and 10% disagree, and 20% of indecision can be noticed in the statement signs & symbols, text, factual forms, figures, and denotations help in portraying women in films unfolding Semiotic Film Analysis (SFA). 14% of respondents have ambiguity on the argument that the efficiency of the idea, issue, story, style of script writing, dialogues, voice-over, music, and set of actions play a vital role in portraying the women in Films explicating Narrative Film Analysis (NFA). In comparison, 77% of agreements and 8% of disagreements of the respondents can be perceived.

The disagreement of 4% of respondents and enormous agreement of 82% of the respondents professed that the use of different genres/varieties like biographical, nature, historical, scientific, person-centric, technical, and symbolic presentation, message, and meaning affect the portrayal of women in films enunciating Structural Film Analysis (STFA). However, 14% of the respondents are undecided about it. The Historical Film Analysis (HFA) states that using past facts, historical incidents, ancient stories, and cultural and orthodox values has a vital role in portraying women in films, gathering 77% of respondents' agreement. Though, 6% of respondents disagreed, and 17% disregarded the statement. The approach that cinematics, locations, props, makeups, costumes, performances, and all visible visual elements impacts the portrayal of women in films elucidates Mise-en-scene Analysis (MSFA) meets the agreement of 75% of respondents and 5% of disagreement of the respondents. Conversely, 20% of the respondents are unclear about this approach.

Hence, it could be determined that there are maximum agreements (acceptances) on all six characterized Film Analysis Approaches. This indicates that the outlook of women is associated with the various film analysis approaches coined by film theorists. Therefore, it is obvious to test the association between them by employing statistical tests (Pearson's Chi-Square test of Independence and Cross Tabulation).

#### Test of Association

To comprehend the general views of the respondents on the four whipped outlooks of women taken as independent variables in the study, Figure 3 illustrates the percentage of Commercial (C), Victimized (V), Empowered (E), and Goal-Setter (G) outlook of women seen in non-fiction films on all platform categorically. The entitlements are primarily based on the respondent's past familiarities and earlier watched women-centric content depicting reality.

It is evident that at the utmost proportion, 48.2% (159) respondents concede women in Victimized Outlook, 24.2% (80) respondents recognize women in Empowered Outlook, 19.7% (65) respondents comprehend women in Goal Setter Outlook, while only 7.9% (26) accept the Commercial Outlook of women in women-centric non-fiction films. To further explore, the summarized statistical conclusions of the association test using Pearson's Chi-Square test of Independence and Cross-Tabulation of Film Analyses vs. outlook of women are illustrated in table 2.0. The statistical pre-determinants for the tests are N=300, Critical Value=0.05, and Degree of Freedom = 12.

Interpreting the results, the use of Pearson's Chi-Square test of Independence by cross-tabulating the outlooks of women with film analysis categorically infers that a statistically significant association exists between the outlook of women and the Iconic Film Analytical Approach with a small strength of association. Likewise, a meaningful relationship exists between women's outlook and the Semiotic Film Analytical Approach with medium strength of association. Outlook of Women and Narrative Film Analytical Approach also acquires a significant association but has minor association strength. There is also a significant relationship between women's outlook and the Structural Film Analytical Approach with a lower but defensible strength of association. The relativeness between the outlook of women and the Mise-En-Scene Film Analytical Approach also minutely imitates a significant association with a very small strength of association. Lastly, there is no significant association between the outlook of women and the Historical Film Analytical Approach, with strength being on the smaller side compared to other analytical approaches.

Therefore, the tests' conclusions substantiate the study's first objective. The statistical exploration of the association between the film analytical approaches and the outlook of women determines that Iconic, Semiotic, Narrative, Structural, And Mise-En-Scene Film Analytical Approaches have a correlational association with the commercial, victimized, empowered, and goal-setter outlook of women. However, the Historical Film Analytical Approach fails to establish a significant connotation with the outlook of women. Furthermore, to acknowledge the viable and thematically sustainable film analytical approach or to acquire the descending order of applicability, cross-tabulation of all six analytical approaches with all four outlooks of women is scrutinized individually. Table 3 illustrate the collective cross-tabulation results. The summation of strongly agree and agree is called 'agreements,' while the summation of strongly disagree and disagree is called 'disagreements.' The conventional cross-tabulation interpretative approach reporting percentages within the independent variable (with

the outlook) is used to infer statistical shifts in agreements and disagreements.

From table 3, it could be patently established and theorized that when filmmakers adopt a Structural Film Analytical approach for women-centric documentary films, a good reception by the audiences is ensured as there are tremendously 87% agreements, only 3.4% disagreements, and 9% uncertainty. Contemplatively, it reveals that Structural Film Analysis is associated with the Commercial Outlook of Women with 100% agreement, Empowered Outlook of Women with 92% agreement, Goal Setter Outlook with 86% agreement, and Victimized Outlook of Women with 72% agreement.

Analogously, other film analyses have their average percentage of association (agreements, neutrality, and disagreements) based on reception with the outlook of women, via which the order of applicability can be chalked out. These corollaries provide a theoretical framework for documentary filmmakers interested in making films about women.

#### IV. Conclusion

The study enunciates a theoretically devised method of ideating a documentary film. It validates the cogent modus with which an aspiring women-centric documentary filmmaker may idealize the issue before facilitating emotions with motions and vision with visuals. The study also pinpoints the outline of pre-determining the audience reception for a women-centric documentary film at the ideation stage of production. It recommends to the filmmaker that women-centric issues can be cinematically blended with customary genres portraying lives with a humanitarian approach. Good reception can be gathered using apt technical and symbolic presentation skills and the message's deliberation. This builds a behavioral map destined from depiction to reception. As the study dealt with equal gender proportions, varied education, income, and professional settings, the strength of the explored outcomes becomes substantial. The study entrusts a framework of reception for women-centric issues raising awareness in the masses to realize the importance of women-centric documentary films.

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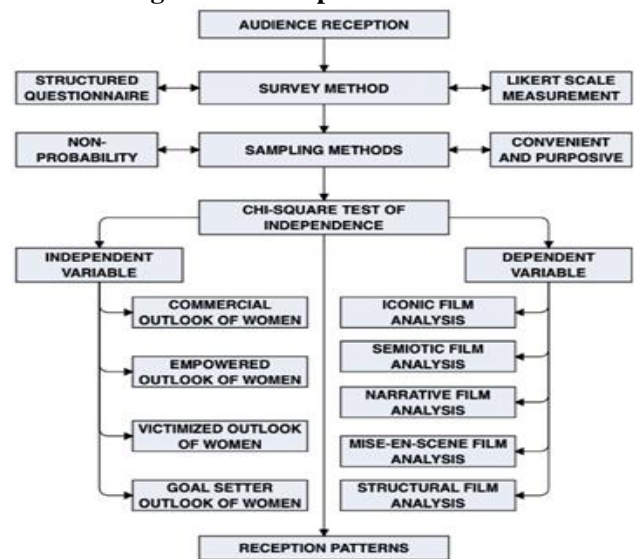
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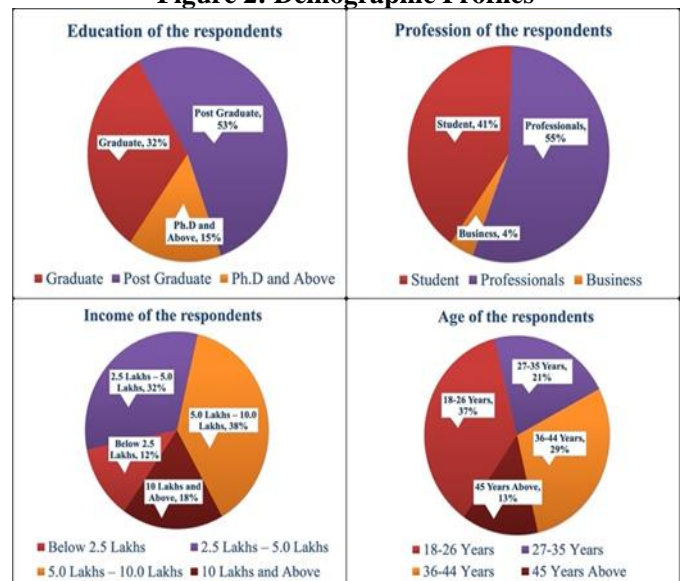
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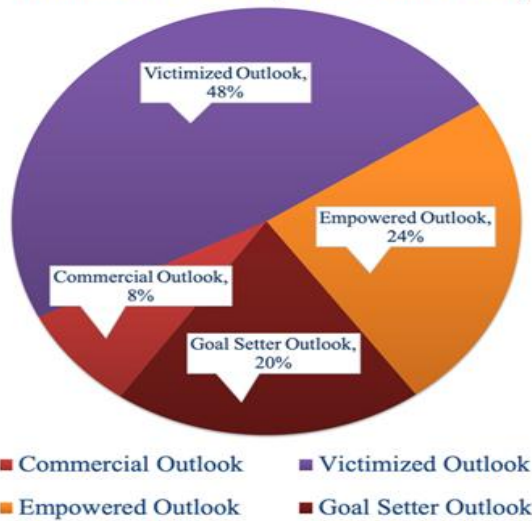
**Figure 1: Conceptual Framework**



**Figure 2: Demographic Profiles**



**Figure 3: Outlook of Women**  
**Outlook of Women (Non-Fiction Films)**



**Table 1: Frequency Tabulation (Film Analyses)**

Respondents perception on Analytical Approach of Films (Film Analyses)	Film Analysis Approaches	Frequencies in Percentage				
		Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Respondents perception on Analytical Approach of Films (Film Analyses)	Iconic Film Analysis	3.6%	7.3%	19.4%	21.2%	48.5%
	Semiotic Film Analysis	4.2%	5.8%	20.6%	33.0%	36.4%
	Narrative Film Analysis	3.3%	4.5%	14.5%	30.6%	47.0%
	Structural Film Analysis	1.2%	2.7%	14.2%	40.9%	40.9%
	Historical Film Analysis	3.0%	3.3%	16.7%	32.1%	44.8%
	Mis-en-Scene Film Analysis	1.2%	3.6%	19.7%	25.8%	49.7%

**Table 2: Pearson's Chi-square Test of Independence**

Film Analysis & Outlook of Women (CYEG)					
Film Analyses	Chi-Square ( $\chi^2$ )	P Value	df	Cramer's V	Effect Size
Iconic Film Analysis	64.014	0.00	12	0.254	Small
Semiotic Film Analysis	89.892	0.00	12	0.301	Medium
Narrative Film Analysis	30.484	0.002	12	0.175	Very Small
Structural Film Analysis	42.674	0.00	12	0.208	Small
Historical Film Analysis	14.667	0.26	12	0.122	Very Small
Mis-en-Scene Film Analysis	38.975	0.00	12	0.198	Small

**Table 3: Cross-Tabulation (Film Analyses vs. Outlook of Women)**

Respondents Reception Patterns				
Film Analyses	Outlook of Women	Percentages within Outlook in Cross Tabulation		
		Agreements	Neutrals	Disagreements
Iconic Film Analysis (ICFA)	Commercial Outlook	69.2%	0.0%	30.8%
	Victimized Outlook	71.7%	20.8%	7.5%
	Empowered Outlook	71.3%	15.0%	13.8%
	Goal Setter Outlook	63.1%	29.2%	7.7%
<i>Average Percentage of Reception (ICFA vs. Outlook)</i>		<b>68.8%</b>	<b>16.2%</b>	<b>14.9%</b>
Semiotic Film Analysis (SFA)	Commercial Outlook	50.0%	0.0%	50.0%
	Victimized Outlook	66.7%	21.4%	11.9%
	Empowered Outlook	86.3%	12.5%	1.3%
	Goal Setter Outlook	63.1%	36.9%	0.0%
<i>Average Percentage of Reception (SFA vs. Outlook)</i>		<b>66.5%</b>	<b>17.7%</b>	<b>15.8%</b>
Narrative Film Analysis (NFA)	Commercial Outlook	53.8%	38.5%	7.7%
	Victimized Outlook	75.5%	17.6%	6.9%
	Empowered Outlook	88.8%	3.8%	7.5%
	Goal Setter Outlook	78.5%	10.8%	10.8%
<i>Average Percentage of Reception (NFA vs. Outlook)</i>		<b>74.1%</b>	<b>17.6%</b>	<b>8.2%</b>
Structural Film Analysis (STFA)	Commercial Outlook	100.0%	0.0%	0.0%
	Victimized Outlook	71.7%	25.2%	3.1%
	Empowered Outlook	92.5%	0.0%	7.5%
	Goal Setter Outlook	86.2%	10.8%	3.1%
<i>Average Percentage of Reception (STFA vs. Outlook)</i>		<b>87.6%</b>	<b>9.0%</b>	<b>3.4%</b>
Historical Film Analysis (HFA)	Commercial Outlook	88.5%	3.8%	7.7%
	Victimized Outlook	78.6%	17.0%	4.4%
	Empowered Outlook	73.8%	16.3%	10.0%
	Goal Setter Outlook	72.3%	21.5%	6.2%
<i>Average Percentage of Reception (HFA vs. Outlook)</i>		<b>78.3%</b>	<b>14.7%</b>	<b>7.1%</b>
Mis-en-Scene Film Analysis (MSFA)	Commercial Outlook	46.2%	50.0%	3.8%
	Victimized Outlook	71.1%	25.2%	3.8%
	Empowered Outlook	93.8%	2.5%	3.8%
	Goal Setter Outlook	75.4%	15.4%	9.2%
<i>Average Percentage of Reception (MSFA vs. Outlook)</i>		<b>71.6%</b>	<b>23.3%</b>	<b>5.2%</b>
<b>Total Average Percentage of 330 Respondents Reception (Film Analyses vs. Outlook)</b>		<b>74.5%</b>	<b>16.4%</b>	<b>9.1%</b>



# TEACHING AND LEARNING THROUGH WEB: A STUDY

**Bandana Pandey\* Guarav Kumar\*\*Shalini\*\*\***

*For the past few years, web-based learning has been integrated with traditional approaches in various nations for teaching. The dynamic has changed with introduction of social media, and the services of social media that focus on user-generated content and social interaction are referred to as web 2.0. Social media has emerged as powerful tool across the globe as a medium of communication. It has now become a vital element of the education industry, with learning and teaching taking place on various social media platforms. The main focus of the study is to understand the effectiveness of teaching & learning through social media in higher education. In the present study, the researcher explores the perspective of educators & students. For data gathering, exploratory research method has been employed & data has been collected through two methods. A survey of students in the first method and the second method of data collection is focus group interview of educators. Both the qualitative & quantitative approach is employed in this study. Random sampling is used for survey and convenience sampling is used for focus group. The study illuminates that majority of students prefer blended learning in a 50:50 ratio.*

**Key words:** Social Media, Higher Education, Blended Learning, Teaching, Web 2.0

The transition of the web from Web1.0 to Web 2.0 technology has resulted in a fundamental redesign of many life-based activities, including education-based instructional processes. Web 1.0 technology was a static web that provided a one-way communication environment, whereas Web 2.0 technology provides an interactive and collaborative two-way communication environment, hence improving feedback, (Singh & Gill, 2013). Wikis, blogs, social media networking sites (Facebook, Twitter, Instagram, Skype, WhatsApp, and others), podcasts, e-mail, tagging, YouTube, and Flickr are all examples of Web 2.0 technologies, (Imoke & Nkanu, 2021). Traditional brick & mortar education system are transformed into virtual mode aftermath ongoing pandemic. consequently, educators and students all over the world have made the shift from face-to-face to fully remote online learning, with synchronous video conferencing, social media, and asynchronous discussion forums serving as main venues for knowledge building and peer communication, (Whitelock- et al., 2021). This abrupt switch is difficult for them because they often have no prior online learning experience (Barbour & Reeves, 2009 as cited by Whitelock- et al., 2021 ). According to Barbour and La Bonte (2017), even in nations where online learning is quickly developing, such as the United States and Canada, less than 10% of the K-12 student population has prior experience with this format. Maladaptation to online learning could expose inexperienced students to a number of risks, including a drop in academic performance (Molnar et al., 2019 as cited by Whitelock- et al., 2021), a sense of isolation (Song et al., 2004), and a loss of learning motivation, (Muilenburg & Berge, 2005). In online learning, both educators and students face difficulties, (Hamadi et al., 2020; Hassan, 2021; Peimani, Nastaran, 2021; Ramola, 2021). The objective of this study is to test the effectiveness of social media usage in higher learning. The

potential and obstacles of faced by students and educators with coming of social media.

## I. Review of Literature

Peimani and Kamalipour (2021) investigate the online education system during the lockdown using an exploratory case study and a qualitative approach, with the goal of informing resilient teaching practises in the face of public health emergencies. In the face of extraordinary global health catastrophes such as the COVID-19 pandemic, the paper outlines some essential aspects to guide the creation of more adaptive and robust ways to online teaching. To exploit the productive capacities of adaptive teaching, it is necessary to move beyond rigid pedagogical frameworks.

Mohamed Hassan (2021) stated that in the last two years, the educational sector has experienced significant challenges. Infrastructure issues, including as internet availability and quality, have caused a slew of issues for students and faculty. Simultaneously, the issue of online examination presented a significant challenge, as most examinations were not proctored.

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Yan, Chan, Guan, & Wen (2021) suggest that educational institutions and schools provide adequate technical support to students in order to assist them in overcoming potential internet and technical issues, as well as selecting online learning systems that are optimised for smartphones. Customizing online pedagogy for students in various years of education, with focus on giving adequate guidance for early children, more online collaboration opportunities for older children and adolescents, and additional learning resources for senior students facing final exams.

Hamadi, Jamal El-Den, Azam, and Sriratanaviriyakul (2020) analyse how SM is being utilised as a pedagogical tool in higher education through a survey of university students in Australia, and identify main elements that promote SM's incorporation in HE classrooms. The study also looks into the efficacy of a previously proposed integration architecture that was created to promote CL through a major social media network, LinkedIn. It highlights that researchers and practitioners are increasingly embracing social media (SM) as pedagogical tools in higher education (HE). The research demonstrated a substantial beneficial relationship between the application of the adopted integration framework and CL, the reduction of SM problems, students' intention to utilise SM, and their learning process.

Dahdal 2020 said that learners were more engaged with tasks that used WhatsApp as part of the structure. He found the pre- and post-lecture WhatsApp discussions to be helpful and successful in raising motivation to actively participate in the lecture's content. In his study WhatsApp for Active Learning, he argues that using WhatsApp as part of gradable course assignments can promote active learning and improve collaborative learning before and after lectures. He found that the structure of the task, the pre- and post-lecture WhatsApp discussions to be helpful and successful in raising motivation to actively participate in the lecture's content.

Abdul, Ansari and Khan (2020) claimed that using online social media for collaborative learning has a substantial impact on peer and teacher interaction as well as online knowledge sharing behaviour. Interactivity with professors, peers, and online information sharing behaviour has also had a substantial impact on student engagement, which has a significant impact on academic success. He further added that using online social media for collaborative learning helps students become more creative, dynamic, and research-oriented, (Abdul et al., 2020).

Following are the objectives of the study;

- To identify the attitude of students towards usage of social media in higher education.
- To ascertain educators' perspectives on the potential and challenges of social media in higher education.

## II. Research Design and Methods

Exploratory research method was used for the study, and data was collected using two methods. The first tool of data collection was survey which was conducted with students in higher education. The survey was done using Google Forms shared/administrated on different platforms like WhatsApp and Facebook. Only 156 students responded, from that researcher selected the 100 appropriately filled form in the ratio of 50:50 (Male: Female). The second method of data collection was focus group interview comprising of five respondents. Through convenience sampling, researchers chose the educators to know their views on the potential and obstacles of social media in higher learning. Both the qualitative and quantitative approaches are employed in this study. The survey had a total of 13 questions, including 3 demographic questions.

Table 1 presents the demographical variables comprising of age, gender and education. There were a total of 100 respondents, 50 male and 50 female. The age of the respondent falls between 18 and 32. Eighty-five respondents are aged between 18 and 26. A total of 74 students are doing their graduation, and 11 are doing post-graduation and 15 are pursuing their PhD.(See Table 2)

### Focus Group Analysis

This focus group study was conducted with the educators through the online platform. Five educators (aged between 25-35) took part in this discussion: three male and two female. Seven questions were asked and the respondents are denoted as R1, R2,....R5.

### Do you like teaching with social media platforms any why?

R1 answered no, because the biggest disadvantage is that it doesn't reach students who live in rural areas without access to electricity or internet 24 hours a day.

## III. Results and Discussion

As a result the most active students are the ones who suffer the most from e-learning. R2 also answered "No," indicating that the student does not take e-learning seriously, i.e., the inability to perform practicals and experiments. R3 said Yes, I enjoy teaching utilising social media platforms because it encourages student participation and responsiveness in the classroom. R4 also answered no, citing the fact that teaching is a two-way process and that social media is not an appropriate venue for instruction. I don't feel connected with students, therefore R5 said no as well. Teaching, in my opinion, necessitates actual presence. Because internet is primarily a one-way channel, it has become increasingly teacher-centric rather than student-centric. Overall, four

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educators dislike Social Media platforms because they believe that teaching requires a physical presence.

**Which social media platform do you prefer for teaching and why?**

R1 mentioned that Google Meet, since it allows consumers to set aside 60 minutes of their time. Google Meet is also recommended by R2 because it is user-friendly and safe, with superb video and audio quality and seamless screen sharing. YouTube and Facebook, according to R3, are beneficial since they help me with my academic goals. R4 mentioned YouTube, but I prefer not to teach through social media. R5 stated that the Microsoft team because it is a paid application, despite the fact that it is provided by the concerned university, the paid software gives you access to a variety of technical and teaching tools, including the ability to create a separate long-term classroom, access to a white board, uploading notes, and recording class.

**What benefit do you find with teaching through social media platforms?**

According to R1, taking an online lecture is convenient, and you may even make good use of your commuting time by taking classes either on the bus or at home. Online classes can open up more teaching opportunities. According to R2, online learning provides teachers with an efficient means to deliver lectures to students while also providing flexibility in terms of time and location. R3 stated that SM facilitates a deeper understanding of concepts through visualization and access to audience perspectives, resulting in increased student participation, whereas R4 stated that social media platforms aided teachers during COVID-19, where classes were not disrupted and students learned something, but I do not believe that SM should be included in the curriculum. R5 stated that it is more of an escape route for both children and teachers for him, and that while one can save a lot of time there is nothing useful.

**Do you think students enjoy the online mode of education?**

No, according to R1, because everyone learns in their own unique way. Some students can work independently, while others prefer to be part of a campus community with easy access to professors and peers. R2 also said No since one of the main issues of online learning for many students is the inability to focus on a screen for long periods of time, and pupils are more likely to be quickly distracted by social media or other sites. R3 is unsure because it is both a boon and a bane at the moment. Students initially appreciated learning from the convenience of their own homes. Long-term exposure to online education, on the other hand, has resulted in boredom, drudgery, and increased avoidance. Because online teaching is less participatory, R4 believes that students will be less interested in online classrooms. R5 stated, "I don't believe students love online classes at the present," but "it eventually becomes a reckless operation," in which students

feel compelled to engage in other activities and attend classes solely for the purpose of attendance."

**What kind of problem do you face while using social media platforms for teaching?**

Internet access, according to R1, is a major issue. This has an impact on sound quality and online teaching delays, as well as being unsuccessful in terms of knowledge, retention, and engagement. R2 stated that it is critical for professors to make their online lessons crisp, engaging, and interactive in order for students to remain focused on the lesson. Internet connectivity is also a major difficulty for online classes. The largest concern, according to R3, is video buffering due to network issues. R4 stated that we cannot monitor the behaviour of pupils on an online platform and that network issues are a major issue during interaction. R5 stated that there are several issues that he has encountered. One of the most significant hurdles is network storage, as premium software necessitates extensive network storage. Another issue is audio. Overall, internet connectivity is a major challenge for educators when teaching.

**What advantage do you find in social media platforms for teaching?**

According to R1, no student in an online class sits in the back row. Everyone is seated in the front row. Those who are too embarrassed to express a question in front of the class can now initiate a live, private chat with their instructor. If a student is concerned about broadcasting to the entire class, they can mute their microphone or turn off their camera while still participating in the session. R2 stated that a student must learn to manage their time effectively; online lectures are mainly self-paced, allowing students to do their work at their own pace; digital learning saves a significant amount of time. R3 mentioned that the vast range of information and significance of visuals, graphics, and storytelling in SM, which I utilised, are incredibly good features. R4 stated that online teaching is the best platform for practical software learning classes if students are active, and R5 stated that aside from saving time, being present in multiple classrooms, and accommodating many students in a single class, I do not find anything positive about online classes.

**Which one you prefer most- Online method / traditional method/ blended learning and why?**

Traditional education, according to R1, is an active style of learning. The best part of traditional education is that it is scheduled and properly carried out, and it is made successful by the active participation of students and teachers. According to R2, in traditional classrooms, professors may provide rapid face-to-face feedback to students, and students who are having problems with the curriculum can resolve them promptly and directly either during the lecture or during designated office hours. Students benefit from personalized

feedback because it makes learning processes easier, richer, and more significant. R3 believes that blended learning is the best method for teaching because it can increase student presence and participation in both directions. R4 believes that blended learning is the best method for teaching and that it should be continued in the future for a better education system, and that a teacher has the best option to select platform based on the subject demands. R5 stated that I still prefer offline classes with less technology mixing in note sharing. I believe that interaction is only possible in offline classes in which both participants are in the same environment. Overall, just two educators support blended learning, while three prefer the way of offline learning since they find it to be a more active mode of learning.

The study revealed the majority of students prefer Youtube as the easiest and best social media site for higher education. The majority of learners used social media as a learning platform for 1 to 2 hours each day, and they found online learning to be very enjoyable. Students do agree, however, that they confront with some difficulties, such as a loss of concentration and an interrupted Internet connection, as well as a lack of real-world experience. However, majority of the students prefer blended learning and feels that it should be included in the curriculum in higher education in a 50:50 ratio.

The study amongst educators highlight that Google Meet and YouTube are the most popular and valuable social media platforms for education. Educators, on the other hand, despise social media platforms because they believe that education requires a personal presence. Although they agree that online teaching is convenient in some circumstances and gives flexibility in terms of time and place, as well as the ability to teach using video, graphics, and storytelling, they disagree that it is always the best option. Simultaneously, educators believe that students do not appreciate online learning since they are less engaged, easily distracted by other social media, and long-term exposure to online learning has resulted in boredom, monotony, and greater avoidance. For the sake of attendance, students attend classes and complete assignments. Educators face a significant issue when it comes to internet connectivity because video delays and audio occasionally fails. Educators support blended learning, but prefer that more effective and active form of learning that comes from traditional offline teaching methods.

#### IV. Conclusion

The uncertainty of the pandemic makes it essential that higher education the institutions should opt for blended learning. The employment of social media technologies in their teaching/learning process appears to facilitate not just their

involvement in current inclusive education efforts, but also their development of 21st-century skills, (Imoke & Nkanu, 2021). Educators & learners prefer learn youtube. "YouTube videos should serve as both an inherent and complementary component of the learning process. YouTube videos are enjoyable for students to watch. These types of videos help pupils to understand academic content and enhance their grades," (Abbas & Qassim, 2020). In online learning, both educators and students face difficulties, (Hamadi et al., 2020; Hassan, 2021; Peimani, Nastaran, 2021; Ramola, 2021). In this case, Students who are having technical difficulties with online learning platforms or other relevant tools should be given a thorough guidance and assistance from educational authorities, (Whitelock- et al., 2021). For future adoption of online learning, policymakers should consider the readiness of the local internet infrastructure. Choosing the right online learning platform is also important for giving students a better learning experience. Governments and schools should select an online learning platform that is tailored for smartphone-based learning, as the majority of students may use smartphones to access the internet, (Whitelock- et al., 2021) .

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**Table:1**

Demographical Variables				
Gender	Male	Female		
		50	50	
Age	18 to22	23 to 26	27 to 32	33 above
		65	20	14
Education	Graduation	Post-Graduation	PhD	Any other
		74	11	15

**Table: 2**

Question	Option	Response rate	Data Interpretation
Do you use social media for learning purpose?	Yes No	97.1% 2.9%	97.1 learners used SM as a learning purpose.
How much time do you spend on social media for learning purpose?	Less than one hour 1 to 2 hours 2 to 4 hours 4 to 6 hours More than 6 hours	8.8% 50% 20.6% 14.7% 5.9%	Majority of respondent used SM for 1 to 2 hrs in a day.
Do you enjoy learning through social media?	Yes No Sometime	67.6% 2.9% 29.4%	Most of the learner enjoyed learning through SM.
Which social media platform do you like most for learning?	Facebook Twitter WhatsApp Blogs YouTube LinkedIn Anyother	5.9% 5.9% 2.9% 2.9% 73.5% 2.9% 5.8%	More than half of the learner likes Youtube for learning purpose.
Which social media platform do u find easiest and better for learning purpose?	Facebook Twitter WhatsApp Blogs YouTube LinkedIn Anyother	5.9% 0 2.9% 2.9% 82.4% 0 5.9%	Majority of learners finds Youtube as the easiest and a better platform for learning.
Do you face any kind of challenges in learning through social media?	Yes No	29.4% 26.5%	Learners agreed that they face challenges only 26.5



	Sometimes	44.1%	repondent didn't face any kind of challenge.
If yes, what kind of challenges you face-	Interrupted Internet Connection	22.2%	Data reveals that lack of concentration & Interrupted Internet Connection are the most common challenge which learners face while learning.
	Lack of concentration	22.2%	
	It makes me feel irritated and frustrated	7.4%	
	I do not understand what educator teaches	3.7%	
	Lack of real time experience	18.5%	
	Anyother	25.9%	
How much do you agree to this statement, learning through social media is better than traditional forms of teachings.	Strongly agree	5.9%	Students prefer to remain neutral to this statement.
	Agree	11.8%	
	Strongly disagree	17.6%	
	Disagree	26.5%	
	Neutral	38.2%	
Do you like the method of blended learning?( learning through Social media in addition with traditional methods)	Yes	75.8%	Majority of students like blended learning.
	No	12.1%	
	Not known	12.1%	
Which ration do you prefer most in blended learning?( Classroom: Social media)	70:30	20.6%	Most of the learners agreed that blended learning should be a part of curriculum in higher learning.
	60:40	20.6%	
	50:50	41.2%	
	50:30	11.8%	
	Any other	5.8%	

# THE UTILIZATION OF DIGITAL PAYMENT APPS BEFORE AND DURING THE PANDEMIC

**Ravi Kumar P\***

*Digital transaction is one of the essential groundbreaking footsteps in society. The journey of digital payment apps was not easy. Earlier people were not ready to accept these digital payment apps for various reasons. But, today it is difficult to imagine a world without digital payment apps. The Covid-19 pandemic is also one of the key factors in accepting and adopting digital payment apps in transactions. The study focuses on using digital payment apps both before and during the pandemic. 120 respondents were chosen for the study from Bangalore city with state of Karnataka in India. It focused on adopting digital transactions among those over 40 and below 60 years of age. 50 respondents were chosen for an interview, based on the quota sampling method to collect the qualitative data. Both qualitative and quantitative data were collected from the respondents to pinpoint how respondents' behavior changed during the pandemic in terms of accepting digital payment apps for a transaction.*

**Keywords** - Digital, Pandemic, Covid-19, Apps, Behavior.

Today, communication is essential to everyday life. One's life revolves around communication, which is crucial to all of one's activities. Humans require ongoing communication for various purposes, including learning new things, showing affection and concern, keeping track of work progress, and engaging in various other activities. But without appropriate communication tools, this would be exceedingly challenging.

Technology and communication are extremely interdependent in today's world. Particularly, technology plays a important role in people's life. Everywhere people go—in their job, school, social life, and elsewhere—they use technology. One of the most significant technological advancements is Smartphone technology, which has profoundly affected people's lives.

Smartphones are incredibly helpful in our lives in a number of ways. The use of smartphones is actually essential to daily life. Since 1996, smartphone shipment numbers have risen. In November 2011, 27 percent of all photos were taken with smartphones. With a growth rate of 25 million per three months, India currently has 1.18 billion mobile connections, 700 million Internet users, and 600 million smartphones. With the rise in sales, they created and added other services to the phone, including shopping, live streaming, tracking daily fitness activity, slumber time, and banking.

Particularly, the idea of digital payment on smartphones has altered the financial system. Any financial transaction that can be carried out using a smartphone with access to the internet is considered to be a digital payment app. Instant access to bank accounts makes it one of the most practical banking methods in the digital age. People can use the digital payment to access banking services anywhere, anytime. All types of bank account users, including business owners, shoppers, investors, etc., may now receive and make payments with

only a few clicks on their mobile devices, revolutionizing the banking industry around the world in the process.

Digital payments make transactions and all banking tasks possible from anywhere. However, in order to do that, we need a smartphone with an internet connection. Through a variety of apps, like Gpay, PhonePe, BharathPe, and Paytm, these services are made accessible. During the pandemic, when individuals had to remain inside their homes digital payment method was seen as very beneficial and convenient.

Covid-19 is also an important reason for the rising utilization of digital payment apps during the pandemic. The pandemic altered everybody's life in varied ways.

Mobile phones continued to be a steady source of information and enjoyment during COVID where we had lockdowns, serving a variety of critical functions like office work (from home), online education, and virtual communication.

Digital apps to make payments gained popularity. In order to better understand these developments, the current research work compares and contrasts the numbers of users of digital payment services before and during the pandemic.

## I. Review of Literature:

Many studies have been conducted on digital payment apps during the pandemic and their impact on banking and transaction systems.

Iyengar, K., Upadhyaya, G. K., Vaishya, R., & Jaind, V. (2020,

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September) in their article "Covid-19 and applications of smartphones technology in the current pandemic" stated that the pandemic and the social estrangement are also considered as a huge reason for the increase in phone usage Social media, phone calls, and all the other platforms for entertainment, social interactions, and everything we depended upon on mobile. Consequently, compared to before the epidemic, cell phone use increased significantly during and after it.

During and after the COVID, smartphone use significantly increased in practically every industry, including those related to education, finance, business, health care, and many others.

The Covid-19 pandemic has inevitably increased the usage of digital technology due to social distance rules and statewide lockdowns, according to R. Pandey, N., & Pal, A. in their work "Impact of digital surge during Covid-19 pandemic: A viewpoint in research and practice."

Worldwide businesses and individuals have had to adjust to new ways of living and working. We consider possible outcomes of the digital boom and the ensuing research challenges—the design of secure technology for the development of online learning and healthcare, such as blockchain-based apps. For more digital transformation, digital infrastructure needs to be regulated. Creating technology to regulate secure internet transactions for healthcare, education, and payment.

The COVID-19 Pandemic has severely affected the banking infrastructure due to the nationwide lockdown and wrecked the economy, the aviation industry, the construction, industry, the mining, and mineral industry, and the retail industry of all corporate sectors, according to Agarwal, D. V., Poddar, & Karnavat (2020) in their article "A study on the growth of mobile banking in India during COVID-19." The lethal virus is supposed to be spreadable through currency, hence the pandemic has also induced terror in the public's minds. The typical person found it harder to complete transactions as a result.

According to the 2021 article "Challenges to Mobile Banking Adaptation in COVID-19 Pandemic" by Salam, M. A., Saha, T., Rahman, M. H., and Mutsuddi, the pandemic has significantly changed internet transactions, which will affect people, businesses, communities, and entire countries. In this study, the partial least squares approach is used to investigate the barriers to adopting digital payments in emergency scenarios, which consumers take into account when performing mobile financial transactions. Client satisfaction, cost, perceived risk and perceived privacy are the problems. Perceived danger and privacy have an impact on how to secure client information is perceived, while the quality and perceived value of digital payment systems have a favorable impact on consumer happiness.

In their research article "Customers Perspective on Mobile Banking During Covid Lockdown Period: A Study of district Kapurthala," Puneeta S, Kavita S, and Nitya Sharma claim that the availability of mobile technology has accelerated the growth of the banking sector and raised the volume of financial transactions. The phrase "anytime, anywhere, and via any means" is used extensively in the market to describe how banks distribute their financial goods. Banking services can now be delivered instantly and interactively thanks to mobile banking.

The corporate sector of today has seen the benefit of technology, which has produced the largest and fastest growth indicator for an economy. Digital payment is one of the metrics that support the banking and financial sector. Both the way people think and how technology is changing. All banks and financial institutions have numerous opportunities to expand the variety of services they provide to customers as a result of the daily changes in the transactional environment.

#### **Objectives following are the study:**

- To discover the respondents' use of digital payment apps before and during the pandemic.
- To recognize the influential factors that affect accepting digital payment apps.
- To identify the various digital payment systems that the respondents used.

## **II. Research Design and Methods**

People were hesitant to use these apps before COVID-19 for various reasons for making financial transactions. The transaction system saw significant modifications through digital payment apps.

The study shows how digital payment apps were used before and after the outbreak. It highlights the key factors that led individuals to choose digitally focused financial system over a more conventional one. The current study focuses on what appealing qualities in digital payment apps compelled users to accept them before and during the pandemic.

The objective of the survey was to learn what consumers thought and felt about digital payment apps. The research used questionnaire and a Likert scale to collect perceptions. A questionnaire was used to gather pertinent information from 120 randomly chosen respondents from the city of in Bangalore in state of Karnataka. A variety of socio-religious and cultural categories made up the respondents. The responders were above 40 and under 60 years. 50 respondents were chosen for an interview, based on the quota sampling method to collect the qualitative data. SPSS was used to examine the data.

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### III. Results and Discussion

According to the findings, the respondents were aware of the potential of mobile payment apps. People from all different economic and financial backgrounds can use digital payment apps efficiently.

#### Digital payment app adoption among the respondents

The researcher asked to share information about the use of digital payment apps before and during the pandemic. The respondents used digital payment apps in relatively small numbers before and the number increased during the pandemic.

Figure 1 demonstrates that 40 respondents downloaded and used digital payment platforms, with 28 of them being men and 12 being women. There are 80 respondents, 26 of whom are men and 54 of whom are women, who downloaded and used digital payment services during the pandemic. Among the 120 respondents, only 40 respondents used digital payment platforms before the pandemic.

The researcher enquired about the reasons for accepting apps before the pandemic. Respondents revealed that they didn't get the time for physical transactions because of their busy schedules and work pressure. As the respondents were in the age group of 40 to 60 years, so majority of them shared that with the help of their children, they learn how to use different type of digital transaction apps.

#### Fear and lack of technical knowledge

One of the respondent expressed, "Earlier I had some kind of fear to utilize these types of digital apps for the transaction, thinking that if some mistake may happen at the time of a transaction may be I will going to lose the money. But, later I came to know the process behind sending and receiving money from my daughter. Now it's easy for me to send money and have a track of my transactions also."

It is also important to note most of the respondents opined that they have limited knowledge about how to utilize digital payment apps. At the same time, some respondents revealed that they know how to operate android mobile phones for communication and use some apps for entertainment. But, they don't know how to add their bank details to digital payment apps.

One of the respondent revealed, "In my office, one of my colleague lost money after sharing her OTP number with an unknown number. This incident keeps me away from these types of digital payment apps. But, later one of my friends taught me how to secure digital payment apps through passwords. Especially during the time of covid-19, it was very difficult for me to go out and purchase things and make payments. So, in the time of the pandemic, I learned how to send and receive money through digital payment apps."

So, through this objective researcher came to know that fear and lack of knowledge related to technical aspects like linking the bank account, creating a password, using OTP, the fraud news related to money transactions, server problems, network issues, etc are the major reason for respondents to show less interest towards digital payment apps. But, covid-19 formed social distance among people and changed their way of life, on that time people came to know about the importance of digital payment apps for the transaction.

Respondents learned to use digital payment apps through their children, friends and colleagues to adjust themselves to the new lifestyle. They became confident in handling digital payment apps for sending and receiving money. They have more than one digital payment app on their mobile phone for transaction. It shows that pandemic is the major reason to bring a lot of changes in the financial transaction system.

#### Influential factors

Information on numerous influencing elements for accepting digital payment methods in financial transactions was obtained by the researcher. The respondents' level of appreciation for the various influencing factors varied.

Figure 2 illustrates many influencing criteria for adopting digital payment apps. The most important aspect is easy accessibility 110 respondents, which has a 92%, 105 (88%) respondents for influence, followed by time-saving 98 (82%) and then factors like safety 88, transparency 80, and rewards 76 respondents (73 percent, 67 percent, and 63 percent). Reward factors, which account for 63 percent are the least important.

The researcher enquired about the influential factors in accepting digital payment services. Respondents revealed that there are a lot of factors that lead to accepting digital platforms for transactions. The effect of the pandemic is a major reason in favour of the digital payment platforms. Before the pandemic, many perks were offered by digital payment applications to attract users. Respondents no longer considered remuneration to be a significant factor in their choice to adopt a digital payment.

#### Rewards and easy accessibility

One of the respondent revealed that "In the beginning days I got a lot of rewards in the form of cash back for using digital platforms for the transaction. Rewards are the main element for me to turn digital apps. In those days there was big competition between major digital platforms to attract customers and they provided a lot of benefits. For that reason, I have three digital payment apps on my mobile."

It is also important to note that most of the respondents who accepted digital payment apps during the theme pandemic opined that, Easy accessibility is the primary reason for

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accepting these types of apps. With easy accessibility that prevented people was from going out during the lockdown also one of the important influential factors.

Figure 3 present different digital payment apps during the used by the respondents. About 111 respondents used Gpay, Phonepe 96, Paytm 73, Amazon Pay 68, and Bhim app utilized by 56 respondents. So, Gpay was the favorite digital payment app utilized by the respondents in high numbers and the Bhim app is the least utilized by the respondents.

The study also identified that some respondents are using more than 2 digital payment apps on their mobile phones. But, most of the respondents accepted that Gpay is the best digital payment app to transfer money. Also, they raised some complaints against digital payment apps related to server issues, rewards, and advertisements.

One of the respondents revealed, “Earlier the advertisements number is very low in digital payment apps. But, now the number of advertisements increased and it’s a disturbance for customers to operate. So, digital payment apps should reduce the number of advertisements and provide hassle-free service in transactions.”

Another respondent opined that “Gpay and Phonepe both are my favorite apps to transfer money. Phonepe provide very good rewards whenever One is transferring money. The easy steps of the transaction by Gpay attracted me a lot and they are updating according to the need of the customer.”

#### IV. Conclusion

The findings respondents show that many increased use of digital payment apps during the pandemic. The services offered by the digital payment apps have been well-received by the respondents.

Many people intend to spend money wisely. It is clear from the responses by the respondents that many of them are concerned about fraud instances. Many respondents thought that the security precautions needed to be strengthened and that they should be informed about the essential data security of the digital payment app. Some of the respondents believe that the apps should also list the locations of the closest ATMs, which would be useful in an emergency requiring liquid cash. For the vast majority of people utilizing digital

payment apps, there are a few bugs that result in transaction failures. Some of the responses suggested preventing transaction failures and payment errors to make the most of the apps.

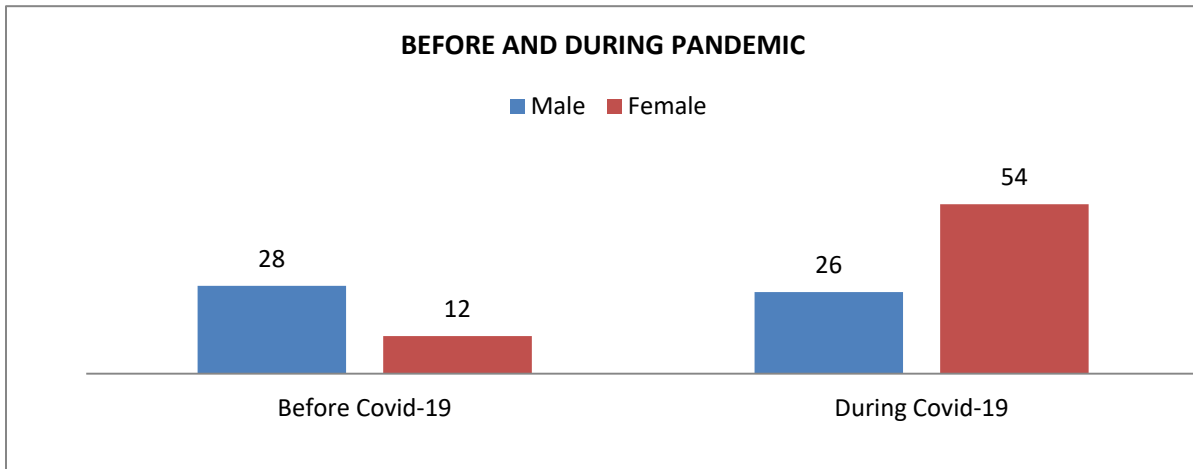
For unlocking phones, technology has been developed that includes biometric and facial recognition capabilities. The respondents felt that adding alternatives for facial recognition would make payments more comfortable, even though some digital payment apps offer biometric possibilities. However, one of the primary drivers of revolutionary changes in the financial and transaction system is the use of digital payment methods. People learned the need of switching to digital payment apps after Covid-19. Therefore, Covid-19 significantly altered how several societal sectors function.

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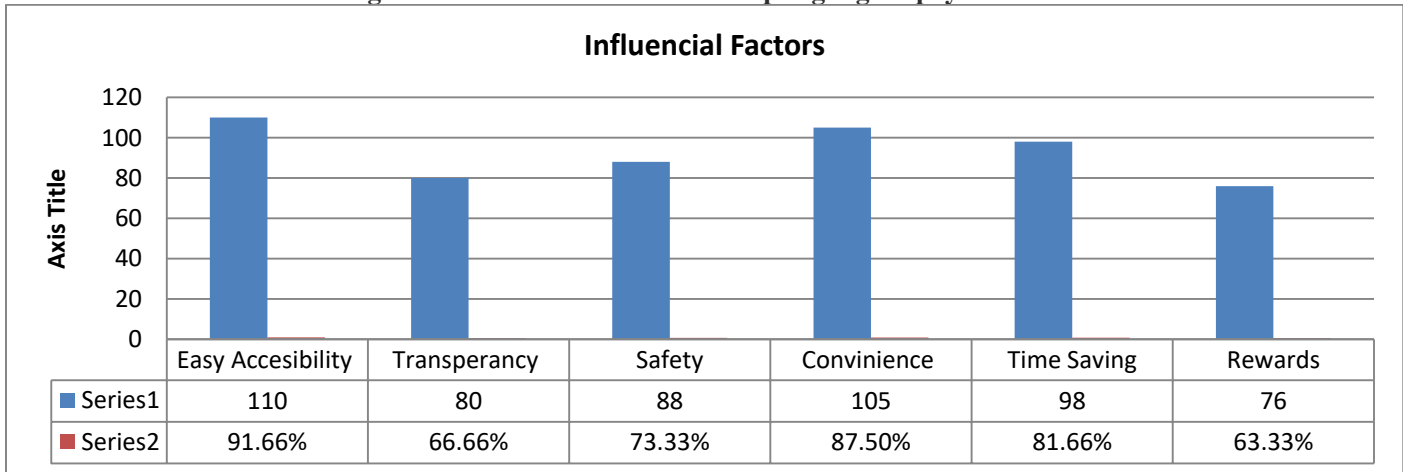
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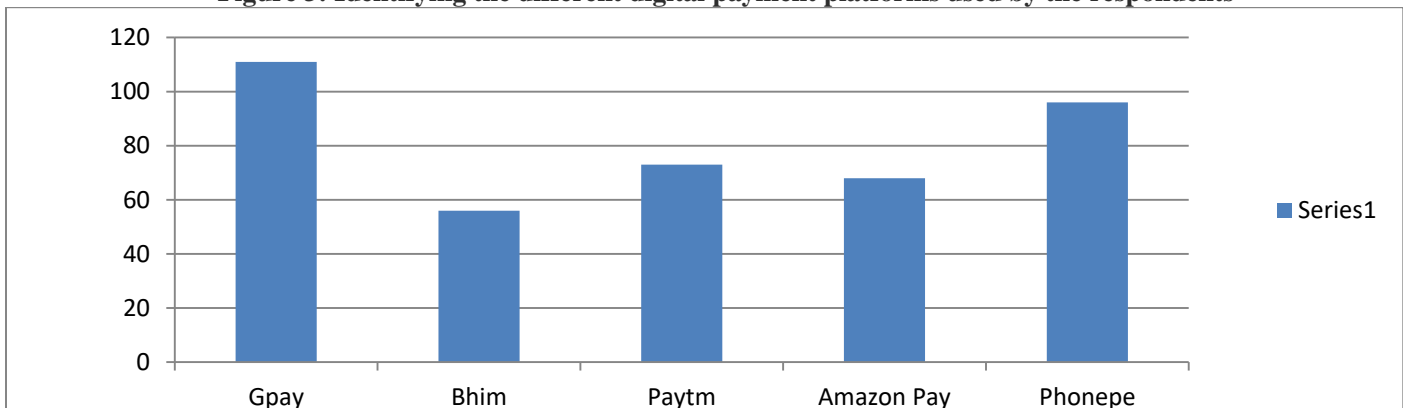
**Figure 1: Digital payment app adoption among respondents before and during the pandemic**



**Figure 2: Influential factors in accepting digital payment service**



**Figure 3: Identifying the different digital payment platforms used by the respondents**



# A COMPARATIVE STUDY ON CONSUMER PREFERENCES IN OTT PLATFORMS & DTH SERVICES IN BENGALURU CITY

Jesus Milton Rousseau S \* G. Darshan\*\*

*The entrance of over-the-top (OTT) platforms like Amazon Prime, Netflix, and Disney+ Hotstar in India has caused a significant shift in the entertainment industry. Due to the popularity of OTT platforms, there has been a decline in the viewership of traditional TV services like DTH and Cable TV. Today, OTT platforms are on par with DTH and Cable TV in popularity and diversity. This study aims to understand the consumer preferences on video content platforms, both in terms of which platforms they prefer and the types of content viewed on each platform.*

**Keywords-** OTT, Traditional TV, DTH, Video Streaming, Consumer Preference

The over-the-Top (OTT) platforms have grown extremely successful and popular. In today's scenario, users have many different choices to choose from while watching videos. The big OTT players like Netflix, Amazon, and Disney+ Hotstar have over 100 million-plus downloads on the Google Play store alone. The users have an interest in ad-free content which the DTH services doesn't provide. The users get annoyed with advertisements while watching a movie on DTH services. It interrupts their viewing experiences. The top players like Netflix & Amazon have dominated the western market and are now slowly dominating the Indian market too.

## Research Gap and Purpose of the Study

There have been many research papers conducted on OTT platforms and DTH services. But there is no significant research done in Bangalore city on this topic. Most researches have been done before the time of Covid-19 and few were done during the Covid-19 pandemic. Due to work from home OTT viewership has increased significantly. The present research tries to fill the research gap on consumer preferences between OTT platforms and DTH services in Bangalore city.

## I. Review of Literature

The study "Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis", by Yi-Ning Katherine Chen, tries to examine how Over-the-Top platforms and Cable Television compete against each other in Taiwan. The study's results shows that a major OTT platform dominates local OTT players. The average age of the OTT audience, who do not watch TV was 23 years and almost 70% of them were students. Dramas, movies, and European/American TV programmes are the three most popular types of programmes. YouTube, Dailymotion, and Facebook are the three most popular OTT services. Their studies also show that OTT and television have a lot in common in terms of fun and usability. (Chen, 2017)

Another study, "The Evolution of Over the Top (OTT): Standardization, Key Players and Challenges", by Suman Pandey, Mi Jung Choi, Soyoung Park. The researchers examined how the content providers, consumer electronics, content distribution networks and internet service providers operated in the TV market space. The researchers also examined the challenges faced by the OTT services from an ISP's viewpoint. The researcher concludes that content providers like Netflix have a significant business potential with cloud services because of the growth of ISPs and Smart TV. On the other hand, ISPs are working on expanding their infrastructure in order to meet the increased demand for OTT services. (Pandey, Choi & Park, 2019)

Another study, "Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values", by Kyu Tae Kwak, Chae Ju Oh, Sang Woo Lee, tries to examine the user's usage patterns and users' characteristics towards the paid content on OTT platforms. The study compares with Transactional Video-On-Demand and Subscription Video-On-Demand services. The study concludes with three major outputs. Firstly, the youths who have high incomes and low levels of education spend money on OTT services. Secondly, the users who come under "Warm Relationship with Others (WRO) and Fun & Enjoyment in Life (FEL)" are the core customers of Transactional Video-on-Demand and Subscription Video-On-Demand. Finally, the

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impact of subscribers' personal characteristics on paid OTT usage differs from country to country. (Kwak, Ju Oh & Lee, 2021)

A study on “Emergence and future of Over-the-top (OTT) video services in India: an analytical research”. The researcher has studied through each and every OTT platform like Hotstar, Jio Cinema, Netflix, Amazon Prime and other OTT players. This paper explores the emergence, growth, audience characteristics in the OTT industries. The researcher analyzed the reason for the rise of streaming services in India because of the internet service provided by Reliance Jio with free data which led to the growth of OTT platforms in India. The availability of smartphones has increased the viewership on online video streaming platforms. There are three types of Video-on-Demand services. Subscription-based Video-on-Demand mainly Netflix and Prime video, Ad-based Video-on-Demand who are Hotstar and Viu and YouTube and iTunes are Transaction-based Video-on-Demand services. In the end, the emergence of OTT would harm the viewership of the Cable TV/DTH services in India. Even though OTT platforms are on a rise in the country television is still the largest industry with a business of 13,314 million USD in 2017 and expected to grow to 22,003 million USD in 2022. Because DTH is extremely affordable where people can get a basic connection plan for Rs. 120 per month. In the future, the youths of India may drive forward digital media usage. Video-on-Demand services will find the right business model which will eventually go past cable and satellite TV services and become a successor. (Sundaravel E. & Elangovan N, 2020)

“A Study on Growth of Over the Top (OTT) Video Services in India”, by Tripti Kumari, mentions the changes in the pattern of content consumption behaviour of consumers after the introduction of OTT services in India and the factors contributing to the success of OTT services. In her research, she identified various factors like affordable internet connection, content and quality, convenience, mobility and user customization which led to the growth of OTT services in India. In the study, the findings proved that 88% of the respondents agree that Over-the-Top platforms have changed their watching habits. Due to the rise of the smartphone market the users prefer smartphones to watch their OTT content. And the most comfortable time to consume OTT content according to the users is at night. The majority of the users also shared that cheap internet plans also contributed to the growth of OTT platforms in India. (Tripti Kumari, 2020)

## II. Research Design and Methods

Quantitative Analysis - This type of study assesses the importance of the research hypothesis. This is a methodical,

quantitatively based research procedure. Quantitative research approaches include laboratory tests, econometric, mathematical calculations, surveys, and simulation. The quantitative research technique relies heavily on data analysis and measurement, as well as the interplay of variables.

### Research Objective

- To understand whether the consumers prefer OTT platforms or DTH services.
- To find out the most viewed categories of content in OTT platforms & DTH services.
- To analyze which OTT platforms, do consumers prefer.
- To study whether men or women prefer OTT platforms over DTH services.
- To study why people, prefer OTT platforms over DTH services.

### Limitations

- The present study was confined to Bangalore city, i.e., only urban respondents.
- The sample size was limited to only 102 respondents, due to time, cost and labour constraints.

### Locale of the Study

For the present research, the entire Bengaluru city was divided into 4 parts, they are: East, West, North and South geographical zones. The data was collected data from at least 25 respondents in each of the zones. The data was collected from 25 respondents in the following areas in Bengaluru east: Indiranagar, Murugeshpalya, Whitefield, K.R Puram, Ramamurthinagar and Marathahalli. Similarly, in Bengaluru west, the data was collected from 27 respondents in Kengeri, Gandhinagar, Rajarajeshwari nagar, Nagarbhavi, Vijay Nagar, Basveshwar nagar, Rajaji nagar, Chamrajpet, Ittamadu, Janana Bharathi, Srinagar, Mysuru road.

Also, in Bengaluru north, the data was collected from 25 respondents from Kothanur, Hennur, K Narayanapura, Kalyan nagar, Kendriya Vihar. And in Bengaluru South data was collected from 25 respondents from HSR Layout, JP Nagar, Koramangala, Electronic City, Uttarahalli, Jayanagar, Attibele, Chikkalasandra, Hanumanthnagar, Thyagaraja Nagar, Banashankari, Hoskerhalli, Vittal Nagar. (See Figure 1)

## III. Results and Discussion

### Preference of platforms

Majority of the respondents i.e., 76.47% prefer to watch OTT content for its quality and originality of the content, while 22.55% of the respondents prefer DTH services over OTT platforms because of news content and TV serials, and 0.98% of the respondent prefer to watch Cable TV. (See Figure 2)

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### Factors liked about OTT platforms

The majority of the respondents, 21.59%, like OTT content for its superior quality compared to DTH content, followed by 16.67% of respondents like uninterrupted ads-free content, 12.50% of respondents liked that OTT content can be watched from anywhere. 12.50% of the respondents liked OTT services for their unique originality in video content compared to DTH content. This was followed by 9.09% of respondents who liked OTT platforms for their affordable plans and pricing (budget-friendly). Almost 8.71% of respondents liked OTT services because they can watch live sports content from anywhere and anytime. Also, 7.95% of the respondents liked unregulated content with no restrictions or certification by the higher authorities. Another 6.44% of the respondents liked content in their regional languages because they understood it better compared to other foreign languages, and 4.55% of respondents voted for user customization because the users can customize their OTT application to their liking. (See Figure 3)

### Users' preference of OTT platforms

The figure 4 shows the preference towards each and every OTT platform.

**YouTube** - The majority of the respondents, almost 45.1%, have highlighted in the study that they 'always' watch programmes on YouTube, while only 26.5% revealed that they 'often' watch on YouTube. Around 18.6% of the respondents use YouTube sometimes. Only 5.9% of the respondents never use it, and 3.9% of them rarely use it. The sample shows that the majority of the user prefer YouTube because it is free, entertaining content, and many more factors.

**Netflix** – Nearly 21.6% have highlighted in the study that they 'always' watch Netflix, while only 18.6% revealed that they 'often' watch Netflix. Around 22.5% of the respondents use Netflix sometimes. Only 24.5% of the respondents never use it, and 12.7% of them rarely watch Netflix. The sample shows that the majority of the user prefer Netflix because it has unique and original content. However, some of the users never watch Netflix due to high subscription rates/plans.

**Disney+ Hotstar** - Close to 15.7% have highlighted in the study that they 'always' watch on Disney+ Hotstar, while only 19.6% revealed that they 'often' watch on Disney+ Hotstar. Around 29.4% of the respondents use Disney+ Hotstar sometimes. Only 14.7% of the respondents never use it, and 20.6% rarely use Disney+ Hotstar. The sample shows that the majority of the user prefer Disney+ Hotstar because it has content from regional languages and its original content. However, some of the users never watch Disney+ Hotstar due to high subscription rates/plans.

**Amazon Prime Video** - Almost 12.7% have highlighted in the study that they 'always' watch on Amazon Prime Video,

while only 21.6% revealed that they 'often' watch on Amazon Prime Video. Around 31.4% of the respondents use Amazon Prime Video sometimes. Only 10.8% of the respondents never use it, and 23.5% rarely use Amazon Prime Video. The sample shows that majority of the users preferred Amazon Prime Video because it has content from regional languages and its original content. However, some of the users never watch Amazon Prime Video due to high subscription rates/plans.

**Jio Cinema** – Nearly 2.0% have highlighted in the study that they 'always' watch on Jio Cinema. In comparison, only 3.9% revealed that they 'often' watch on Jio Cinema. Around 13.7% of the respondents use Jio Cinema sometimes. 63.7% of the respondents never use it, and 16.7% rarely watched Jio Cinema. The sample shows that the majority of the users never watch Jio Cinema because it is limited to Jio (telecom provider) SIM users.

**Voot** – Nearly 2% have highlighted in the study that they 'always' watch on Voot. In comparison, only 2.9% revealed that they 'often' watch on Voot. Around 15.7% of the respondents use Voot sometimes. Only 61.8% of the respondents never use it, and 17.6% rarely use Voot. The sample shows that the majority of the users never watch Voot because it has less reach compared to other top players.

**Sony LIV** – Nearly 1.0% have highlighted that they 'always' watch on Sony LIV in the study. While only, only 2.0% revealed that they 'often' watch on Sony LIV. Around 12.7% of the respondents use Sony LIV sometimes. Only 67.6% of the respondents never use it, and 16.7% rarely use Sony LIV. The sample shows that majority of the users never watch Sony LIV because it has less reach than other top players. Sony LIV is mainly preferred to watch sports-related content.

**ZEE 5** – Nearly 2.0% have highlighted that they 'always' watch on ZEE 5. While only, only 1.0% revealed that they 'often' watch on ZEE 5. Around 20.6% of the respondents use ZEE 5 sometimes. 59.8% of the respondents never use it, and 16.7% rarely use ZEE 5. The sample shows that the majority of the users never watch ZEE 5 because it has less reach than other top players. ZEE 5 is mainly preferred to watch regional content and few original contents.

**AltBalaji** – Almost 83.3% have highlighted that they 'never' watch AltBalaji. While only, 8.8% revealed that they 'rarely' watch on AltBalaji. Around 7.8% of the respondents use AltBalaji sometimes. The sample shows that the majority of the users never watch AltBalaji because it has less reach than other top players. AltBalaji contents are mainly restricted to 18+ viewers.

**MX Player** – Nearly 4.9% have highlighted that they 'always' watch on MX Player. While only, only 2.0%

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revealed that they 'often' watch on MX Player. Around 9.8% of the respondents use MX Player sometimes. Only 74.5% of the respondents never use it, and 8.8% rarely use MX Player. The sample shows that the majority of the users never watch MX Player because it has less reach than other top players. MX Player is mainly preferred to watch foreign content and few original contents.

### **Most preferred categories of content on OTT platforms**

The figure 5 shows Most preferred categories of content on OTT platforms.

**Full length movies** - The majority of the respondents, almost 34.3%, have highlighted in the study that they 'always' prefer watching full-length movies on OTT platforms and only 22.5% revealed that they 'often' prefer watching full-length movies on OTT platforms. Around 22.5% of the respondents watch full-length movies sometimes. Only 9.8% of the respondents never watch full-length movies, and 10.8% of them rarely watch full-length movies. The users prefer watching movies on OTT platforms because there is no advertisement to interrupt their viewing experience.

**Serials/Series** - Most of the respondents, almost 41.2%, have highlighted in the study that they 'always' prefer watching Serials/Series on OTT platforms, and only 13.7% revealed that they 'often' prefer watching Serials/Series on OTT platforms. Around 13.7% of the respondents watch Serials/Series sometimes. Only 17.6% of the respondents never watch Serials/Series, and 13.7% of them rarely watched Serials/Series. Most of the OTT platforms broadcast TV serials on OTT applications. So, there is no need to access DTH services.

**Documentary** - Most of the respondents, almost 35.3%, have highlighted in the study that they 'never' prefer watching documentaries on OTT platforms. In comparison, only 8.8% revealed that they 'always' prefer watching documentaries on OTT platforms. Around 22.5% of the respondents watched documentaries sometimes. Only 6.9% of the respondents watch documentaries quite often, and 24.5% rarely watch documentaries. Most users hardly watch any documentary due to users being interested in entertainment content.

**Kids show** - Most of the respondents, almost 63.7%, have highlighted in the study that they 'never' prefer watching Kid's show. In comparison, only 3.9% revealed that they 'always' prefer watching Kid's shows on OTT platforms. Around 14.7% of the respondents watch Kids show sometimes. Only 6.9% of the respondents watch Kids show pretty often, and 10.8% rarely watch Kids shows. Most users hardly watch any Kids show due to age groups selected in the present research. The users who watch kids shows watch it with their children and pass time.

**Sports** – The majority of the respondents, almost 35.3%, have highlighted in the study that they 'never' prefer watching sports. And only 17.6% revealed that they 'always' prefer watching sports on OTT platforms. Around 15.7% of the respondents watch sports sometimes. Only 14.7% of the respondents watch sports often, and 16.7% rarely watch sports. Most users hardly watch any Sports due to lack of interest or the urge to watch the sports content on the big screen such as Television. The users who watch sports content like that OTT services allow them to watch live sporting events on their smart devices such as smartphones.

**Online Original series** - The majority of the respondents, almost 22.5%, have highlighted in the study that they 'always' prefer watching Online Original series on OTT platforms. And only 14.7% revealed that they 'often' prefer watching Online Original series on OTT platforms. Around 15.7% of the respondents watch Online Original series sometimes. Only 31.4% of the respondents never watched Online Original series, and 15.7% rarely watched Online Original series. Some users prefer watching Online Original series on OTT platforms. The content provided by each platform, the story, and the quality of the content is quite entertaining compared to DTH channels.

### **Most preferred categories of content on DTH services**

The figure 6 shows Most preferred categories of content on DTH services.

**Full length movies** - About 23.5% have highlighted in the study that they 'always' prefer watching full-length movies on DTH services. And only 15.7% revealed that they 'often' prefer watching full-length movies. Around 28.4% of the respondents watch full-length movies sometimes. Only 21.6% of the respondents never watched full-length movies, and 10.8% rarely watched full-length movies. The majority of the users moderately prefer watching movies on DTH services because the advertisement interrupts the users' viewing experience.

**Serials/Series** - Roughly 15.7%, have highlighted in the study that they 'always' prefer watching Serials/Series on DTH services, while another 10.8% revealed that they 'often' prefer watching Serials/Series. Around 26.5% of the respondents watch Serials/Series sometimes. Only 26.5% of the respondents never watch Serials/Series, and 20.6% of them rarely watch Serials/Series. Most of the OTT platforms broadcast TV serials on OTT applications. So, there is no need to access DTH services.

**Documentary** - Almost 50%, have highlighted in the study that they 'never' prefer watching Documentaries on DTH. In comparison, only 1.0% revealed that they 'always' prefer



watching Documentaries on OTT platforms. Around 22.5% of the respondents watch Documentaries sometimes. Only 4.9% of the respondents watch Documentaries quite often, and 21.6% rarely watch Documentaries. Most users hardly watch any documentary due to users being interested in entertainment content.

**Kids show** - Most of the respondents, almost 66.7%, have highlighted in the study that they 'never' prefer watching Kids shows. And only 2.9% revealed that they 'always' prefer watching Kids shows on DTH. Around 11.8% of the respondents watch kids show sometimes. Only 4.9% of the respondents watch kids show pretty often, and 13.7% rarely watch Kids shows. Most users hardly watch any Kids show due to the age groups selected in the present research. The users who watch kids shows watch it with their children to pass time.

**Sports** – The majority of the respondents, almost 26.5%, have highlighted in the study that they 'never' prefer watching Sports. And only 20.6% revealed that they 'always' prefer watching Sports on OTT platforms. Around 23.5% of the respondents watch Sports sometimes. Only 15.7% of the respondents watch Sports pretty often, and 13.7% rarely watch Sports. Most users hardly watch any Sports due to a lack of interest. The users who watch sports content like to watch it with their families and friends on a bigger screen.

**News** - The majority of the respondents, nearly 31.4%, have highlighted in the study that they 'always' prefer watching the news on DTH. And only 10.8% revealed that they 'often' prefer watching the news on DTH. Around 21.6% of the respondents watch the news sometimes. Only 22.5% of the respondents never watch the news, and 13.7% rarely watch the news. Most users prefer watching news content on DTH. The news channels provide live news, which is preferred by majority of the users, as it provides quick headlines about the happenings in our surroundings.

#### IV. Conclusion

The emergence of OTT platforms has brought forth a surge of a new and unique type of content to the viewers. The growth in consumption of OTT services has brought lots of exciting content that a viewer is more excited to watch. OTT users in Bengaluru have been increasing and slowly leaving behind DTH services. The shift in consumers' preference towards OTT platforms has led to the growth of its subscriber base and viewership.

The present study is proposed to find the consumer's preference between OTT platforms and DTH services in Bengaluru city. The first objective states that 'To understand whether the consumers prefer OTT platforms or DTH

services,' the results found that most of the users preferred watching OTT content compared to Traditional Pay TV (DTH, Cable TV). This was due to several factors like OTT content is much more superior in quality of the content when compared to DTH services.

The second objective states that 'To find out the most viewed categories of content in OTT platforms & DTH services'; the study found that users prefer to watch movies, serials/series, and online original series on OTT platforms. OTT platforms provide a better viewing experience as there are no advertisements, access to content at any time, and the quality and story of the content are much more superior when compared to DTH channels. Whereas on DTH services, the users preferred to watch news and movie content. This is due to the users preferring to watch content on large screens and taking a quick glance at the news headline to keep themselves informed about their surroundings.

The third objective states that 'To analyse which OTT platforms, do consumers prefer,' the study found that the majority of the consumers prefer watching their content on the following platforms: YouTube, Netflix, Disney+ Hotstar, Amazon Prime Video. These platforms provide popular content, which was a hit in the Indian market. Original series like 'The family man', 'Mirzapur', 'Money heist', 'Hawkeye', 'Loki', 'Squid game', and many more. These series represents the brand of content. The other platforms where the consumer's least preferred platforms were Jio Cinema, Voot, Sony LIV, ZEE 5, Alt Balaji, MX player; as these platforms do not have the same impact as the big players because they lack the quality, and the pricing/subscriptions fees are too high for a typical consumer.

The Fourth objective states that 'To study whether men or women prefer OTT platforms over DTH services,' The results showed that most consumers prefer OTT platforms over DTH services. Majority of the consumers both Male (41.18%) and Female (35.29%) prefer OTT content compared to DTH content. (Male 13.37%, Female 8.82%).

The Fifth objective state that 'To study why people, prefer OTT platforms over DTH services,' The study found that the factors namely: unregulated content, Quality of content, Portability/ Mobility, Ads – free content, Budget Friendly, Original content, Live broadcasting events (Sports), User customisation, Content in Regional language significantly influenced adoption of OTT services among the consumers. Majority of the consumers preferred OTT platforms for their quality, ad-free, and original content. With the surge of OTT content, the quality of the content has stepped up a level. Every platform like Netflix, Disney+ Hotstar, and Amazon Prime Video is trying to produce their own shows, which are unique and more entertaining. Viewers are bored of DTH

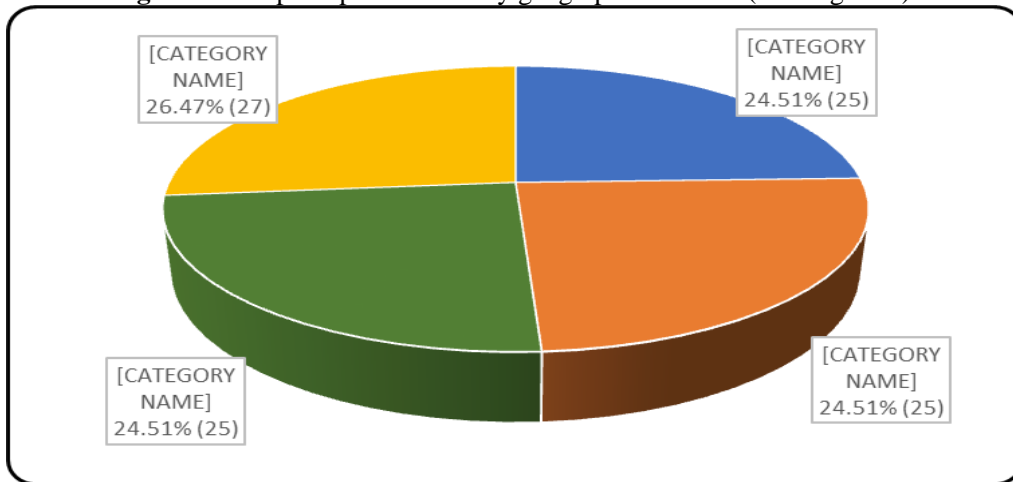
content which has become repetitive. The users now want a new and fresh type of content. Other factors like portability, live events (sports), and content in regional languages also led to OTT platforms' success. The rise of technology has brought upon easy access to any video content to our fingertips. The user can access any video content with the help of smartphones and other smart devices. The study shows that the majority of the users view their content on their smartphones. As technology advances, the usage of smart devices increases, and with it, users can view their content on OTT platforms.

In summary, majority of the consumers preferred OTT platforms over DTH services. As time passes, we can witness a shift in platforms from DTH to OTT. The OTT platforms may take some time to rule over DTH ultimately. The traditional pay-tv should prepare to shift their contents to OTT platforms. More importantly, the DTH channels should work on making high-quality content to compete with OTT platforms.

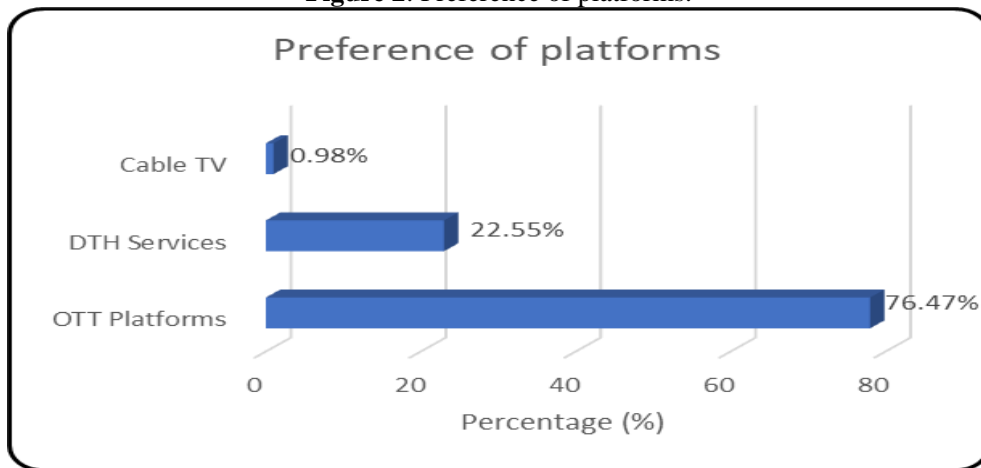
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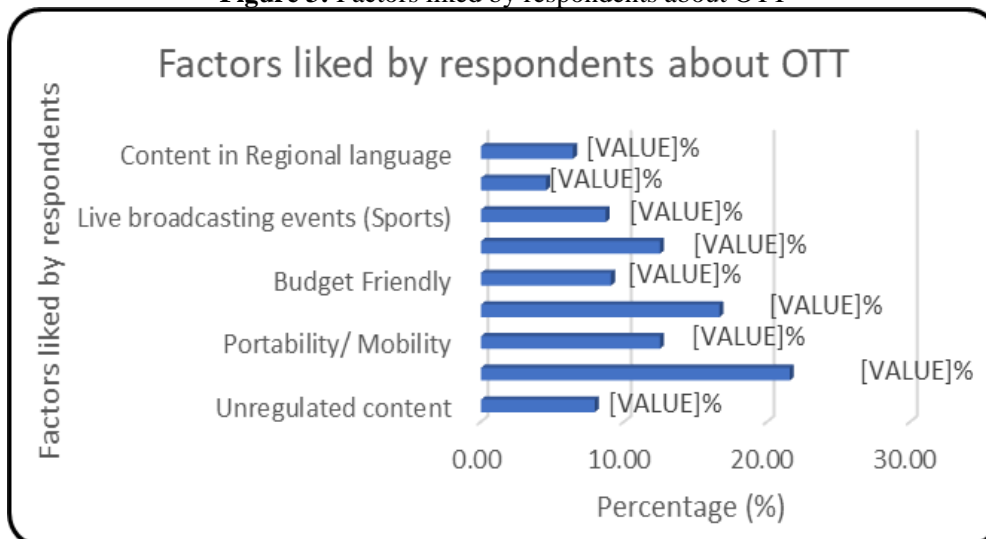
**Figure 1:** Sample representation by geographic location (in Bengaluru).



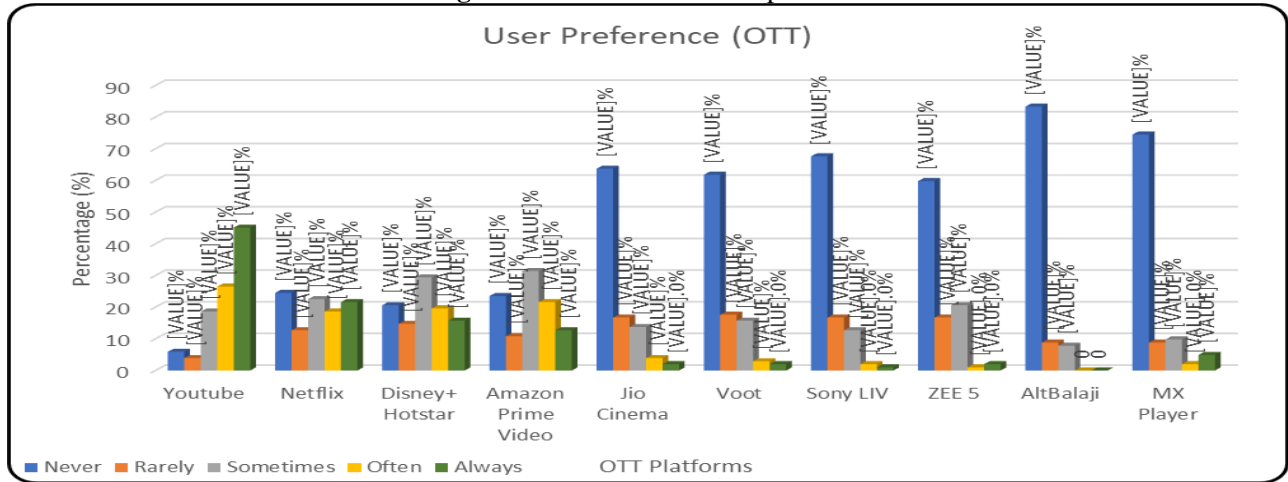
**Figure 2:** Preference of platforms.



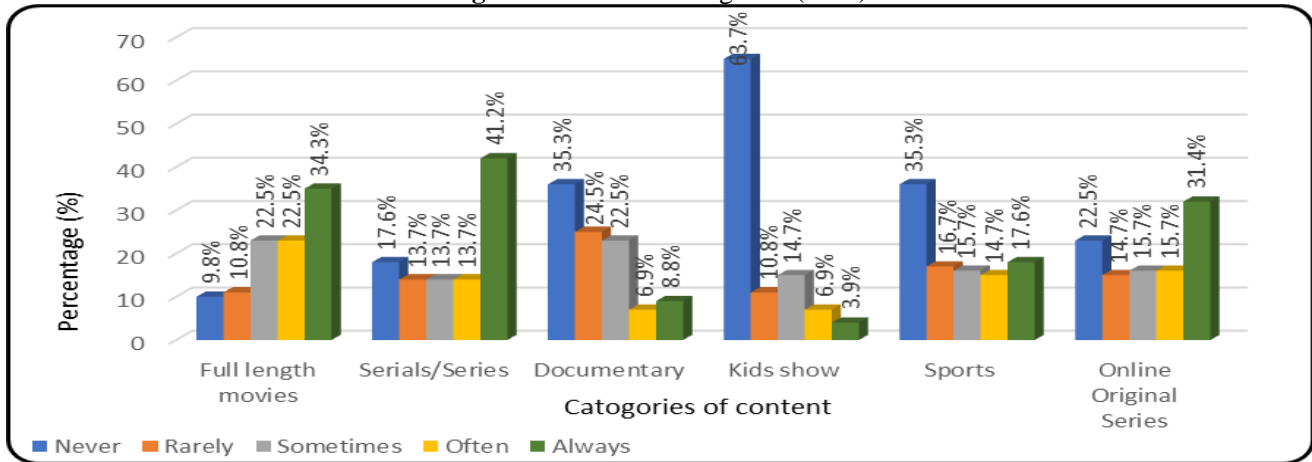
**Figure 3:** Factors liked by respondents about OTT



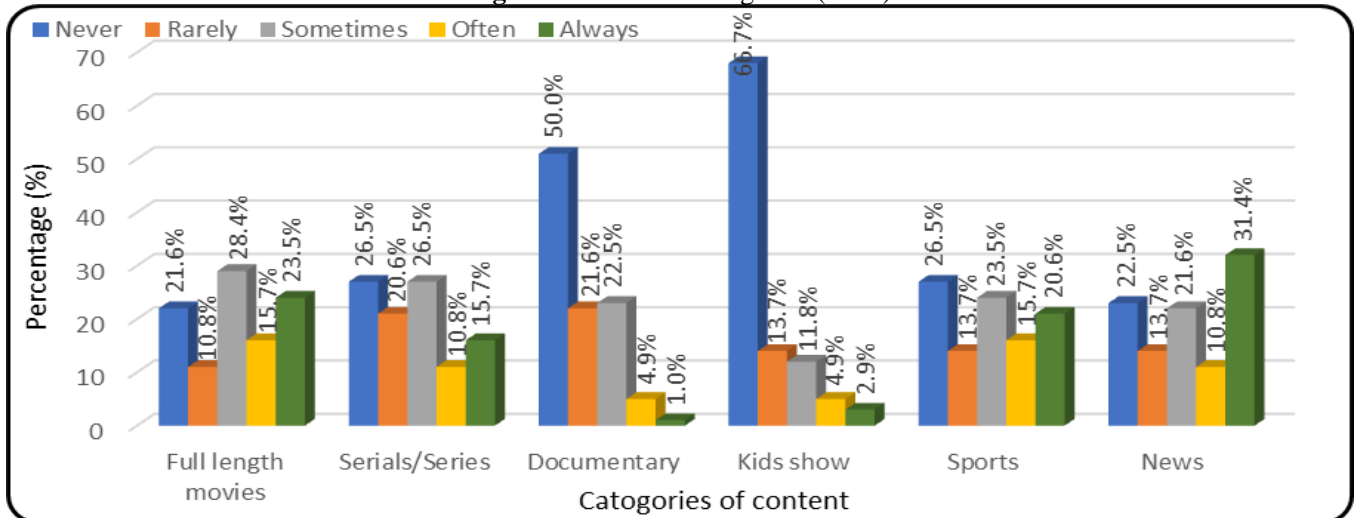
**Figure 4: Preference of OTT platform**



**Figure 5: Preferred categories (OTT).**



**Figure 6: Preferred categories (DTH)**



# NEWS COVERAGE OF RURAL DEVELOPMENT ISSUES IN THE PRINT MEDIA OF BANGLADESH

Priyanka Sarnaker\*

*In the current situation, the role of mass media is very essential to upgrade the rural society. It can stimulate the rural people towards progress. This paper is prepared on the basis of a study conducted in the selected two English newspaper of Bangladesh on the presentation of rural development issues. Here is an analysis on print media activities towards this phenomenon and their treatment of news. Findings revealed that in the English newspapers rural development covers some specific factors and problems, so the coverage is not sufficient. The paper concludes that the way of presenting rural development news in print media is not enough for achieving the national development goal. But media has the power to do something different from that and by giving a special treatment they can contribute to our country development.*

**Keywords:** Rural Development, print media, News Coverage, National Development, Development Communication

Mass media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state (Choudhury, 2011). The word 'development' is a broad term that includes ideas such as economic, political, social, and cultural concerns (chala, 2012). Development implies change and this is one sense in which the term development is used; to describe the process of economic and social transformation within countries (Khalid, 2012). The term "Development Communication" was first coined in 1972 by Nora C. Quebral, who defines the field as- "the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential." During the past two decades, the purposeful application of media and communication support has assumed an increasingly important role in many facets of rural development. Much of it has been subsumed under the larger movement normally referred to as Development Support Communication (DSC), or more recently, Development Communication. Broadly defined by the U.S. AID, the process refers to "The application of existing communication technologies and media to the problems of development" (AID, 1984, p. i) (singh, 2012).

The earlier literature suggests that development communication has been one very important area of study in mass media. The Denial Lerner, Roger Everett, Wilbur Schramm, Pye Lucian have done remarkable work in this field. The need of development and development communication will remain as long as the existence of this society. Communication is an integral part of development process. Rogers defined development as a "widely

participatory process of social change in a society, intended to bring about both social and material advancement (including greater equality, freedom, and other valued qualities) for the majority of the people through their gaining greater control over their environment" (Rigers,1969). In light of this fact, our culture had long since acknowledged the value of communication. At the national and international levels, a number of organizations are engaged in this effort.

By increasing productivity, distributing resources fairly, and empowering the rural poor, rural development planned change to better their economic and social lives. Rural development is a much larger process that strives to grow the rural economy as a whole, even though agricultural development makes up a significant portion of it. According to BDRB the key elements of rural development in Bangladesh are: (a) poverty alleviation and raising the living standards of the rural poor; (b) equitable distribution of income and wealth; (c) wider employment opportunities; (d) participation of the local people in planning, decision-making, implementation process, benefit sharing, evaluation of rural development programs, and (e) 'empowerment' or more economic and political power to the rural masses to control the use and distribution of scarce resources.

Different countries have different priorities in their development policies (Jisha, 2015). Bangladesh, for example, has adopted the Millennium Declaration in 2006 so as to achieve the Millennium Development Goals (MDGs). The government's current rural development policy's main emphasis is, as manifested in the latest perspective plan and

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other public documents, on employment oriented growth, greater citizen participation in development activities, greater cooperation between public and private sectors, specialized programs for the disadvantaged groups such as rural poor women, ethnic minorities, children, and the elderly people. Alongside the public initiative, the voluntary and private organizations, more popularly known as the non-governmental Organizations (NGO) cover a wide range of rural development activities including those oriented towards development of income and employment, health and sanitation, agriculture and rural craft, vocational education, relief and rehabilitation, family planning, mother and childcare. There are many NGOs in the country including 89 international ones. Many national NGOs were born out of the relief and rehabilitation activities during the early 1970s.

The mass media in Bangladesh refers to the print, broadcast and online mass media available in Bangladesh. The mass media fill the communication gap between the government and the rural dwellers on one end and the urban and rural populace on the other end (Manda, 2009). With this, the powerful mass media rural dwellers active participants of the government as they become aware of programs and policies of the government by working towards being benefactors of these policies and programs (Pisal, 2015). Especially in print media there is an important coverage of rural development and all the newspapers has country page to publish this content. Coverage or presentation of rural development news in mass media helps in speeding up meaningful development in rural communities. Media have played crucial roles in Bangladesh, including by revealing development concerns to guide policymakers. The issue of arsenic contamination in Bangladesh was first picked up by print media in the mid-1990s. News coverage drove both the national government and the international community to pay attention to the issue (Biswas, 2007). Because of the level of adult literacy (43.1%) and the limited purchasing power of a large section of the population, newspapers circulate among a relatively small portion of the total population. Some argue that journalism has not yet become relevant to the real needs of ordinary people. Most newspaper readers live in cities, so rural issues are addressed only peripherally (Anam, 2002).

Therefore, it becomes important that the rural areas be given more opportunities in the scheme of information being the food basket of the nation. In order to achieve diversification of the economy, development of the rural areas is inevitable. An equitable distribution of wealth and provision of social amenities will help reduce the rate of rural-urban migration (Pisal, 2015).

#### **Objectives of the study:**

The main objective of present study is to analyze, evaluate and understand how newspapers are contributing towards the

coverage of needs and progress of the rural people, what type /amount of news about development issues is given in the newspapers.

Following points have mainly been taken for in it-

- To analyze the number of news items relating to rural development
- To identify the priority of development program being given on the front page of newspaper
- To see the kind of problems addressed in the newspaper
- To know how newspapers establish rural development agenda in society

### **I. Review of Literature**

Several kinds of studies and opinion have been expressed in reference to development communication at national and international level. The review of journal related to mass media and communication suggests that there is not any remarkable study about the presentation of rural development program of Bangladesh in recent years. Most of the study describes unsatisfactory coverage by print media. At the same time, it is also a fact that some small newspapers have done remarkable jobs in the field of development communication in rural areas.

Vilani, J.V. (2009) says that a development issue in the media, which needs to be addressed, is not enough. Reviewing recent concepts on poverty measurement and the MDGs set forth by global scholars such as Jagdish Bhagwati, Amartya Sen and Joseph Stiglitz, he acknowledges the importance of information technology, literacy and education in the process of development.

The development communication has become an important area of study at world level. In the relatively short time since its conception, the Communication and Development Studies program at Ohio University is devoted to multidisciplinary teaching of, and research on, the utilization of information and communication systems and processes to promote national and regional development, to support specific development projects, and to facilitate social change. The review of literature at international level suggests that the research has different approach. Readership survey for development has also been done in a study. It suggests that Government and development agencies/ non-governmental organizations should consider the promotion of a reading culture, especially in indigenous languages, as a development program that should be pursued vigorously. Media campaigns should be mounted, among other things, while encouragement should be given to creative writing and publishing in indigenous languages.



The study of the coverage of development news is done in western countries also. A research was carried out by the journalism department at the Universitat Autònoma de Barcelona in partnership with IPS and the Spanish Agency for International Development Co-operation, AECID. The study of nine mainstream Spanish, French and British newspapers released on 6 May 2010 reveals that only 3.5% of their content is devoted to news about development. Arjun Banjade (2000) in his Content Analysis of three newspapers the Kathmandu Post, the Hindustan Times and the Daily Star concludes that newspapers in developing countries devote a higher proportion space for development news. The present study did not conform past findings that media in developing countries heavily depends on government sources when covering development news than non development news. In his essay, the role of community radio in the development communication Khan (2017), noticed that development related news are mostly cover the urban development content. Social problems of a community are the basic concern of the community radio.

Conceptually, according to Ducan broadly (1986), a communication scholar, rural development news is the coverage of events by the mass media of rural communities in order to enhance rapid development of these communities. Operationally, rural development news takes the form of an accurate and timely account of events aimed at bringing about meaningful economic, industrial, technological, educational, structural and general development in the rural areas including features, pictures, editorials etc. We can conclude from all above review that the work in the field of development communication is not enough.

## II. Research Design and Methods

Content analysis method is used to carry out the research on development issues coverage. Moreover both quantitative and qualitative methodologies have been used to analyze the data. Quantitative data with interpretation has been presented in the table. To answer research questions this study consists of a content analysis of news in print media. Hence, data were collected through content analysis from two English newspapers published from Dhaka, Bangladesh. Two English newspapers including The Daily Star and The New Age were selected in purposive sample selection method on the basis of their circulation. Newspaper of the last six months of 2017 (1<sup>st</sup> July -31<sup>st</sup> December) has been analyzed in the research. To select the sample that which month will be taken, simple random sampling procedure is used. The front page, the last page and editorial page have been taken for the study purpose. Especial focus has been given on the Country page of The Daily Star where they used to publish all rural contents.

### Analysis and discussion of the data

Data analysis has been conducted to analyze the coverage of developmental issues in the selected newspapers. The entire data has been fed into tables. The observation of contents of newspapers gives a very mixed image of the coverage of rural development program. From the findings of the study, it became evident that the newspapers focused on rural development issues as less important issue, rather than the urban development projects or issues. Pisal (2015) says in her article that “rural problems are like People Related, Agricultural related, Infrastructure related, Economic related, Social and culture, Leadership related and Administrative”. The study has found that crime, agriculture, river erosion and flood are covered in a maximum part of the selected newspapers. Development news such as education, public health, child marriage, tree plantation and awareness raising programs are also well presented in this newspaper. In order to analyze the news content following observation is made

### Coverage of development news in months

From the findings of the study, (Table no 1) it became evident that Bangladesh newspapers do cover developmental issues in a certain way. Among the 6 months The Daily Star presents more news in the month September with 247 items and the lowest coverage is in the month of August. On the other hand in the New Age the highest presentation of news is in the month of November and the lowest coverage is in December.

### Location of development news in pages

In this research paper researcher find that the total number of development news items given in this newspaper with a period of time. Here is clear information on the selected sample of newspaper (table no 2). The table below shows that the number of coverage development news in the Daily Star. The number of total news of The Daily Star newspaper is 1061 within 6 months. During these 6 months 52 items are in the front page and 47 stories are in last page. There are 36 editorial in this newspaper with the period of time. On the other hand in others page there are 898 news items. But in the New Age the front page coverage is 75 which are more than The Daily Star. In the last page the number of item is 42 and in editorial page the number of editorial is 28. In the others page of New Age the researchers identified 704 news items.

### Presentation of image news

The study is shown that all the newspapers published development news and image in every month in a large scale (table no 3). The Daily Star published images in front page 51 and in the last page 36. On the other hand in the country page there are 271 pictures. In others pages there researchers found only 12 images. It is clear from this observation that, the country page presents more development news images than front and last page. In New Age the total number of 273 images published in the 6 months. In the front page 47, last

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page 32 and in others page of the newspaper 194. There are no pictures in the editorial page in both of the newspaper.

#### **Category of developmental news**

Rural problems, agriculture, crime and environment got maximum space in the two newspapers (table no 4). But in both of the newspaper education and child marriage stories was published with a great importance. The Daily Star covered more climate change news than other newspapers and the New Age published most of the stories regarding natural disaster.

#### **Pattern of developmental news**

The selected newspapers used hard news mostly to cover the development issues while interpretative news is the second most used (table no 5). The practice of investigative reporting is not satisfactory. The amount of follow up and feature story is very low in both of the newspapers.

#### **Treatment of the news**

All the selected newspapers used one-six columns with some box treatments to cover the developmental issues (table no 6). But the use of one column and two columns are very high. The use of six columns is very low.

#### **Source of the news**

The selected newspapers used their desk reporters to cover developmental issues from every corner of the country and staff reporters more often to cover the developmental issues (table no 7). The number of by line reports is satisfactory in the both newspapers. News agency reports are used by both of the newspapers.

### **III. Results and Discussion**

In this section the patterns of news presentation on developmental issues of the sampled newspapers have been interpreted in qualitative method. The objective of this study was to determine the coverage to portray development issues in the two English newspapers The Daily Star and The daily New Age in 6 months (July- December) of the year 2017. The selected newspapers are covering important news in all areas of human life to a great extent. However, maximum number of stories comes from crime, accidents politics, and agitation, education, and film art and culture areas. News about sports and business subjects has been given on separate pages in the both newspapers. The problems related with road, electricity, water health have widely been covered. Similarly, the news of strikes, processions has also been widely covered in the selected newspapers. But the news about rural development program which are being conducted by different agencies and organization of the government is hardly given in The Daily Star. This newspaper basically focuses on hard news and desk

reports. But the daily New Age depends on staff reporters and desk mostly.

It has been found that in the front page both of the newspaper present news related to rural problems mostly such as child marriage, women education problem, drop out student etc. Due to flood here is enough coverage on flood and river erosion with in the period of time of the study. Different types of crime news have been found in the first page. But here is a less coverage on the government steps for developing our country side. In the first page the main contents of rural development are not found. All the 6 months they published some routine news like national day, population day, education day or some others and some major problems of our rural society. There are no steps or advocacy role of the mass media. In the last page of the selected newspapers they place various forms of rural content. It has been found from this study that, in the last page farming news and education news are basically focused.

Every day The Daily Star gives an importance to the rural development programs and published a huge number of news and views in their Country page which they specially prepare for rural contents but this page they do not publish on Saturday. There is no special arrangement in the daily New Age for rural contents. Among all development ingredients The Daily Star gives significance on agriculture with 134 stories and the New Age also published 124 number of agricultural news. There is news related to use of pesticide, information on making seed beds, growing seasonal fruits and vegetables and so on. Here is also a clear feature of our farmer's sufferings like flood, river erosion, bank loan and others. Education is the only area where regular news is given on the page of the newspaper. It shows that education has become a very important dimension of news reporting (singh, 2012). But news has the content of routine activities of schools and colleges which are normally related with admission and other such subjects which happen in every month like tree plantation, prize giving, and government scholarship giving and so on.

In this study researchers finding that from the entire topic The Daily Star give a great coverage on educational news with 145 stories where the New Age coverage is 88. The problems of rural education are well presented in The Daily Star. The necessity of female education, their obstacles and different types of steps to increase the number of female students are in the newspaper. The news of several educational programs for various group of the society gets a place in the newspaper. Conservation and Protection of environment is an essential part of development. It has various dimensions (pujari, 2015). Government has launched several programs in area of environment. Even in this area, all the newspaper has adopted the same process. Over a period of six month The Daily Star

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and New Age presented different news related to flood. It seems that the importance of flood is high. River erosion is a big problem in our country side. Every year we loss many amount of land for this. This two newspapers covers news items from different parts of our country on this burning topic. Here is a low focus on impact of climate change in our country side. The picture of tree plantation and river pollution is well covered but most of the news is related to government program.

Researcher fined that this two newspapers is very much serious about rural economy. They used to publish news on economic growth after and before flood. In the country side different types of professionals are exiting so their income is not fixed. Basically they depend on the nature as a result any kind of natural disaster hampers their livelihood. Reporters present the problems of their job crisis. Health is one very important area of development issue where a large number of programs are being conducted both in rural and urban areas for different group of society. Health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health (singh, 2012). There are several health programed for almost all sections of society. Public health is very much important for rural development but this newspaper published not enough news items on that. Here is a low focus on public health. Most of the health program is related to government policy and health information. There is not any news about those health programs which have been launched to control the population. There is not even any report about increasing population. A great number of news is found in case of child marriage and they are doing a lot of work on that to make a public agenda. Both newspapers do not take initiative on their behalf to know in detail about the health programs.

The coverage of rural content is heavy but the development program is very small. It is almost negligible in the newspaper. The news is not informative about different rural development program going on in various areas of the country. In the first and last page of newspapers advertisement is more than news item. Most of the news is related to the present features of our rural society, there is less analysis. There is not any regular column regarding reviewing the progress, success and failure of rural development program. There is not any coordination among development agencies and media for successful implementation of the specific rural development. The crime and environmental disasters news are mostly covered content on the front page of the selected newspapers. The opinion of the people for whom rural development program are being conducted is hardly given. There is more news of infrastructural development news than social development

news. Both of the newspaper has a tendency of covering urban development news.

The development issues are given coverage whenever there is any specific day related with it or there is any official inauguration of such program. Even on such occasion, there is not any detail information about rural development program. The readers of newspapers also do not give their feedback in reference to rural development issues and problems. There is not any trend in the newspaper to keep such reporter who can keep watch on the activities of various rural development programs and collect data for reporting. Rural development activity is not considered news unless there are any big corruption any other kinds of anomalies. People's opinion about the benefit of rural development activities are not given at all. Most of the news is related to the limitations of the country. The interview of officer related with development program narrowly covered is not given. The role of mass media in a democratic country is similar to the role of judiciary and executive. To some extent, it plays a more effective role than judiciary and executive organs of the country. But the newspaper does not consider news enough value of those rural development issues which are going on in various areas in a routine way .The role of mass media to motivate and mobilize people in the process of development is merely an imagination. Similarly, mass media is also not playing the participatory role in reference to rural development.

#### **IV. Conclusion**

In this developing nation, the media plays a significant part in raising the sense of growth and assisting the populace in developing it. The Daily Star published the highest developmental issues related articles. But this study has highlighted that the selected newspaper The Daily Star covered more urban development news and less rural development news as a leading English newspaper of this country. In the daily New Age, developmental issues were ignored, and given very small portions of the newspaper and also marginalized in relation to their presentation. It is concluded that the most emphasized developmental issues of the two newspapers are absolutely different. It seemed that some important developmental issues like, Compensation and international funding, and climate change related issues, corruption need to be more exposed and covered in order to educate and inform the public. The study found the Daily Star has given the significant representation or considerable coverage for developmental related issues than the daily New Age. But it is found that most of stories have just reported without any in-depth analysis in these two newspapers. Accordingly, economic development and environmental news were most emphasized development stories in the both

newspaper. It revealed that the level of importance given to developmental issues were low in the newspapers. Observation shows that the number of news regarding development issues should be increased. The development news should get more priority in the newspapers. As the newspapers have well circulation they have the responsibility to help the country the national development goal which is impossible without rural development. Newspapers of our society will become more focused and change their point of view about rural development for the better improvement of the village people.

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**Table 1:** Coverage of development news in each of the newspaper

Months	The Daily Star	New Age
July	155	105
August	118	148
September	247	147
October	215	176
November	187	183
December	139	90
	Total =1061	Total=849

**Table 2:** Location of development news in each of the newspaper

Newspaper	Front page	Last Page	Editorial	Others
The Daily Star	52 (4.9%)	47 (4.4%)	36 (3.4%)	926 (82.3%)
New Age	75 (8.8%)	42 (4.9%)	28 (3.3%)	704 (82.9%)

**Table 3:** Number of images in each of the newspaper

Newspaper	Front page	Last Page	Editorial	Others	Total
The Daily Star	51 (13.8%)	36 (9.7%)	0 (0%)	238 (64.5%)	370
New Age	47 (17.2%)	32 (11.7%)	0 (0%)	194 (71.1%)	273
	Total= 370				

**Table 4:** Category of developmental news in each newspaper

Newspaper	Rural problems	Education	Agriculture	Health	Environment	Child marriage	Crime	Others
The Daily Star	155(14.6%)	145(13.6%)	134(12.6%)	92(8.6%)	178(16.8%)	87(8.2%)	201(18.9%)	69(6.5%)
New Age	107(12.6%)	88(10.4%)	124(14.6%)	76(8.9%)	150(17.7%)	77(9.1%)	125(14.7%)	102(12.1%)s

**Table 5:** Pattern of developmental news in each newspaper

Newspaper	Hard news	Investigative	Interpretative	Feature	Follow-up	Editorial
The Daily Star	750(70.7%)	82(7.7%)	121(11.4%)	42(3.9%)	24(2.3%)	36(3.4%)
New Age	337(39.9%)	56(5.3%)	94(8.9%)	26(2.4%)	18(2.6%)	28(3.3%)

**Table 6:** Treatment of the news in each newspaper

Newspaper	One Column	Two Column	Three Column	Four Column	Five Column	Six Column	Box
The Daily Star	558(54.5%)	254(24.8%)	177(17.3%)	95(9.3%)	34(3.4%)	7(0.6%)	78(7.6%)
New Age	368(43.3%)	172(20.2%)	98(11.5%)	56(6.6%)	28(3.2%)	2(0.2%)	65(7.6%)

**Table 7:** Source of the news in each newspaper

Newspaper	News Agency	Byline Report	Desk Report	Staff Reporter
The Daily Star	156(15.2%)	260(25.4%)	358(34.9%)	251(24.3%)
New Age	122(14.9%)	215(26.2%)	252(30.7%)	231(28.2%)

# CONSUMER BEHAVIOUR & ONLINE MARKETING STRATEGIES OF FASHION BRANDS

Neha Miglani\* Gargi\*\*

*Social media has changed the channels and manners of marketing, specially over the last decade. Therefore, many companies seek these new platforms to come closer to potential Start-ups. They look at such portals as cost-effective and modern ways of reaching out to the audience and prospect consumer. This paper explores how Instagram is providing a platform to fashion brands to set up their e-business and check the consumer response. This case study is based on consumer response towards the marketing strategies followed by the brands on Instagram and their pattern of purchase regarding age and gender, respectively. The platform Instagram is analysed through the responses of consumers and the marketing strategies are studied. The findings suggest that some of the strategies are having a great positive impact on the consumer mind. The results also suggest that Instagram activities positively affect the traffic to the company's website/web shop.*

**Keywords:** Social Media, Marketing, Instagram, Purchase Pattern

Social Media is becoming an important player in marketing of products/services. Social Networking sites, such as Facebook and Twitter, Instagram came in 2010 and in January 2014, there were already 150 million people using Instagram. These social networking sites allow users to expand the personal network and provide a platform for business interact with target customers. Therefore, social media is definitely creating a commotion in the arena of digital marketing.

Many people, organisations are advertising their product and services through Instagram. Instagram is cost effective and over the period of time, it gaining popularity as a platform for marketing. Impact of marketing strategies on the purchasing pattern of consumers and examine the role of gender and age for the same.

Instagram describes itself as "a fun and quirky way to share your life with friends through a series of pictures. You can snap a photo with your mobile phone and then choose a filter to transform the image into a memory to keep around forever. Instagram began as a simple photo-sharing application among friends and "a global community of consumers and brands.

The followers of share their more photos and videos to reach out to its followers. As marketing strategy trend move from the traditional Media to digital Media. Instagram is also becoming popular in the business world. Many business people use Instagram as their new platform to market their products and services. The functions of Instagram attract attention of all the social network and marketers.

## Objectives of the Study

- To investigate the effect of gender on purchase pattern of Instagram users vis-à-vis fashion apparel.

- To investigate the effect of age on purchase pattern of Instagram users vis-à-vis fashion apparel.
- To investigate the effect of marketing strategies on the purchase pattern of Instagram users vis-à-vis fashion apparel.

## I. Review of Literature

Instagram is an application for smartphones that provide service to take pictures or upload a video of 15 seconds and share it with followers. The photo or video can also be added with a description (caption) and make them searchable with hashtags or and geotags. The pictures can be directed to a specific account by adding @ followed by the username in the caption.

Lazizzera, R. (2015) investigated that there are 65 percent of the World's top 100 brands that have Instagram accounts and 57 percent of them are active and post pictures or videos at least once a week Simply Measured reports for Instagram using, belonging to fourth quarter of 2014, brands placed at Interband 100 list, prefer strategies focusing on visual portfolio and brand awareness, instead of announcing their campaign and promotions .

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Manikonda (2015) investigated on how fashion brands use different social media to reach out to their customers and obtain feedback on different products. Understanding this can help future consumers focus on their interested brands on specific social media for better information and can help the marketing staff of different brands understand how the other brands are utilising social media. Using both linguistic and deep image features, the work reveals an increasing diversification of trends accompanied by a simultaneous concentration towards a few selected trends. It provides insights about brand marketing strategies and their respective competencies. Results show that the brands are using Twitter and Instagram in a distinctive manner.

#### Limitations

- The study is limited to Punjab, Haryana, Rajasthan and Himachal Pradesh (India) only.
- It is limited to a single social networking site which is Instagram.
- It is limited to users who have their accounts on Instagram.
- It is limited to apparel shoppers only.
- It is limited to the specific age group.

## II. Research Design and Methods

The study has been designed to collect adequate data, measure the items accurately, and analyse the collected data with the latest techniques. Descriptive research design as the methodology, and there was sufficient literature to help in the formulation of the hypotheses.

#### Sampling Method

Data was collected through convenience sampling profess in the Northern part of India covering the states of Punjab, Haryana, Himachal Pradesh and Rajasthan. Questionnaires in the form of Google form were distributed to 130 respondents, out of which 65 were male and 65 female. After this, the data was sent for statistical analysis.

A structured questionnaire of 10 items on purchase pattern of consumers in response to marketing strategies of fashion brands on Instagram was developed by the investigator in the shape of a Google form which 130 respondents of a age group filed from 18 to 32 years. The questionnaire was in the form of 5 point Likert scale, strongly disagree was the least one and strongly agree was the highest one. The questionnaire consisted of three segments, with the first part consisting of the respondents' demographics, which covered the first and second objective of the study . The second part of the questionnaire included questions related to purchase pattern or consumers' buying behaviour, which covered the first five questions of the questionnaire. And the third segment comprised of the questions related to the third objective. This was answered through the last half of the questionnaire.

Here are analysis tables (from these hypotheses and objectives):

- Association of exploring fashion brands on Instagram between male and female (see Table 1)
- Association of preference in shopping from the brands with high amount of followers on their respective pages with the ages of the respondents (See Table 2)
- Do promotions by the influencers and bloggers affects your shopping rate from the brands on Instagram? (see Table 3)
- Which type of clothing you will most likely to buy from Instagram based apparel brand? (see Table 4)

## III. Results and Discussion

Both male as well as female respondents spend equal time in exploring fashion brands on Instagram. Instagram hence can be a great platform for brands to showcase apparels to all kinds of consumers. Both male and female prefer the brand page where they are shopping with a good amount of followers. Fashion brands must take this point seriously. This can help their brand to grow. Both male and female respondents spend equal amount of money on shopping from the brands. This means, Instagram is a great platform for a fashion business to earn profit.

Type of clothing choice is not gender-specific. Hence it is an individual choice. Therefore, Instagram is a large space in terms of fashion business.

Results also show that male shop relatively less compared to females from the fashion brands via Instagram. This could possibly due to a large number of brands available for females in comparison to fewer amount of brands available for males. Opening versatile options for male counterpart will attract more of them to shop as they were showing similar interest while exploring the brands as of females.

When it comes to exploring the fashion brands on Instagram , data shows age does not play any significant role. From less than 18 years to 32 years, all respondents showed interest in exploring the brands.

Promotion and endorsement of the product by the influencer or bloggers creates a significant impact on the customer. In terms of apparel, people are more likely to buy a similar product which is endorsed by any blogger or influencer. So for brands, it is easy to attract customers if they promote their product through influencers and bloggers. Surprisingly, people show less interest when the product is advertised or promoted by any celebrity. This could possibly due to the fact

that people do not relate their life with celebrities but do so with bloggers and influencers.

Majority of the respondents agreed to buy product from the brand which has a good return and exchange policy. Brand can inculcate this in their terms and conditions, and this will help them increase the number of buyers.

Visually appealing graphics, professional pictures, use of attractive backdrops and much more can be done to the brand page on Instagram to make it look attractive. This is because people are more likely to get attracted to visuals. So this will also increase the amount of customers.

#### IV. Conclusion

It can be concluded show that apparel shopping from Instagram brands is equally preferred by men and women. This shows Instagram, is a great platform for apparel business due to the presence of all kinds of audience (across genders). Findings also show that women tend to shop a little more than men. This can be due to the presence of more women-oriented brands than men.

Data was drawn from respondents up to 32 years of age. Analysis shows that respondents between the age group 18 to

26 years are the ones who show more interest when it comes to shopping from the brands. Other age group respondents were less interested, this is possibly due to the reason as they are young and independent. This age group is usually seen in college or work sectors.

Responses were taken on the basis of various marketing strategies. Interestingly, respondents were more receptive towards the bloggers endorsement than the celebrity. This can be attributed to the fact that people consider influencer's reviews more realistic than those of celebrity. So fashion brands may rather spend their marketing budgets on influencers and bloggers for higher sales.

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**Table: 1**

	Male n(%)	Female n(%)	Total n(%)	Chi-square value	df	p-value
Never	6(9.2)	4(6.2)	10(7.7)	0.59	2	0.96
Sometimes	8(12.3)	7(10.8)	15(11.5)			
Neutral	13(20)	14(21.5)	27(20.8)			
Often	22(33.8)	24(36.9)	46(35.4)			
Always	16(24.6)	16(24.6)	32(24.6)			
Total	65(100)	65(100)	130(100)			

**Table: 2**

	<18yrs n(%)	18-25yrs n(%)	26-32yrs n(%)	Total n(%)	Chi-square value	df	p-value
Strongly disagree	2(15.4)	24(24.5)	2(10.5)	28(21.5)	15.6	8	0.04*
Disagree	0(0)	14(14.3)	1(5.3)	15(11.5)			
Neutral	2(15.4)	16(16.3)	1(5.3)	19(14.6)			
Agree	4(30.8)	25(25.5)	4(21.1)	33(25.4)			
Strongly Agree	5(38.5)	19(19.4)	11(57.9)	35(26.9)			
Total	13(100)	98(100)	19(100)	130(100)			

**Table: 3**

	Frequency	Percent
Strongly disagree	20	15.4
Disagree	12	9.2
Neutral	31	23.8
Agree	32	24.6
Strongly Agree	35	26.9
Total	130	100.0

**Table: 4**

	Frequency	Percent
Indian clothing	45	34.6
Indo - western clothing	30	23.1
Western clothing	55	42.3
Total	130	100.0

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{ Nurturing talent Re-defining excellence Setting new standards... }



## JIMS creating the future!

Jagan Nath Gupta Memorial Educational Society was established in 1993 to develop & train the next generation of professionals who would contribute towards the economic and social development of our country. The delivery standards, thus have been ensured to provide an inspiring learning environment which helps in transforming learning in minds into result oriented professionals.

### Commitment to the cause of education

An infrastructure of around 10,00,000 sq. feet spread over 6 State-of-the-Art campuses, cutting edge technology, professional guidance, practical training, international placements, ever evolving curriculum, empires of the best students, professional contacts... that's not all, the thrust is on the realization of your highest aspirations.

### Enviably Infrastructure

All campuses are hi-tech, w-4 enabled with state-of-the-art laboratories, Labs, well-stocked along with complete recreational facilities. The classrooms are computerized with a range of audio-visual equipments to facilitate effective learning and methodologies to promote maximum interaction between the faculty and the students.

### Guru Mentors

Over our biggest strengths is our faculty members who have distinguished academic achievements to their credit and are actively involved in teaching, training, research, consultancy and a big pool of expert guest faculty, comprising specialists from industry, government and research institutions to encourage new age concrete learning and strong guidance between theory and practice.

### Academic Programmes\*

The academic programmes are specifically designed keeping in mind the current Indian economic scenario and the emerging corporate needs that expect the students to be competent in decision-making through effective learning process.

The courses are of excellent various cost-effective and career growth oriented at various campuses according to the needs of the economical stage.

Management	Commerce	Engineering
Information Technology	Journallism (Mass Comm.)	Hotel Management
Art & Design	Architecture	Law

\*Select programmes offered in select campuses

### Great Corporate Exposure

An excellent learning environment is ensured at all times to employ superior leadership qualities along with a wide domain market and sharp professional acumen by way of constant interaction with industry professionals through summer internships, industry visits, guest lectures, seminars, media interviews, placements, campus interviews.

### Mentoring and Personal Enhancement

To promote and guide students with realistic skills to face the corporate world, Personality Development sessions are organized to help build self-awareness and develop a positive attitude amongst students to cope with the business arena.

For further information contact:

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