

Television Viewing Preferences of Kannada Speaking Population of Bangalore – A Special Emphasis on Kannada Sports Channel



Avil Saldanha, Keshini Sagggar, Rekha Aranha

Abstract: As a nation India has more than 1600 dialects, 30 plus languages spoken by more than one million people; there are around 32 million users of kannada language in the country (KPMG, 2017). Among the various entertainment that the masses enjoy, majority of the population enjoy playing and watching sports, it is believed that people enjoy watching sports or entertainment in the language that they are most comfortable to speak. Bangalore being the capital of Karnataka is an IT hub and has a wide floating population; the capital is trying to keep the state language alive. A well-known television network is planning to start a kannada sports channel. It is interested in knowing the feasibility of introducing an exclusive sports channel in kannada. The researchers have conducted this study to help the channel to understand the TV viewing habit & preferences, related to sports, of the Kannada speaking population of Bangalore. The researchers also aim to find out how likely, the target group is to watch their favorite sports in Kannada.

Based on the results of the analysis of data collected, it can be seen that as a large percentage of respondents have interest in watching Sports in Kannada and have been watching and enjoying the IPL broadcasted in Kannada on Suvarna Plus in 2018, therefore investing in launching a Kannada Star Sports channel appears fruitful. Keeping the target audiences’ content viewing preferences in mind, major TV channels can aim at broadcasting sports such as Cricket, Football & Kabaddi in Kannada.

Keywords: Bangalore city, Kannada sports channel, Television, TV Viewing Habit, Viewer preference

I. INTRODUCTION

The Indian economy is on a growth path and similar pattern can be seen in the Media and Entertainment Sector. Increase in consumer income, favourable demographics, and rising advertising revenues have led to the growth of Media & Entertainment Sector. The Indian entertainment industry has

contributed significantly to the growth of the country both financially and morally. India is currently one of the leading names in the domain of entertainment valued over \$22.7 Billion (Ernst & Young report 2018). Indian media and entertainment industry grew at a CAGR of 18.55% from 2011-17, and is expected to grow at a CAGR of 13.9% to touch US\$ 37.55 billion by 2012. The industry provides employment to 3.5-4 million people, as of CY 2017. (IBEF, 2019)

TV viewership monitoring agency, BARC India estimated the Indian TV audience size as 780 million. It has estimated the TV penetration rate as 64% which is a significant increase from its earlier estimate of 54% (Economic Times, 2017). Higher internet usage and increasing digitization have largely driven the expansion of the Media & Entertainment sector. As the digitization wave has come long, there is a greater level of addressability with respect to distribution of content. Print and Radio have joined the digital evolution as well, which has helped them to grow too. The reach of the Indian Media and Entertainment Industry to international consumers has grown due to Indian films, i.e. both in Hindi and regional languages, having a greater appeal to those consumers and so are doing well at the global box office.

Star TV Network, Zee TV, Colors TV and few other channels have gained wide acceptance. These channels have introduced programs of varying genre in national and regional languages. Reality shows like dance competitions, singing competitions, adventure, cooking shows have gained wide acceptance among the audience both in Hindi and in vernacular languages. Sports channels are an interesting area of success in the Indian Media & Entertainment industry.

Segment-wise growth:

Table 1: Segment-wise Growth

Segment	CAGR over FY 2016-21(%)
Radio	16.1
Digital advertising	30.8
Television	14.7
Print	7.3

Source: www.ibef.org

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* Correspondence Author

Avil Saldanha*, St Joseph’s Institute of Management, Bangalore, India, Email: avil@sjim.edu.in

Keshini Sagggar, St Joseph’s Institute of Management, Bangalore, India, Email: keshini17@sjim.edu.in

Rekha Aranha, Institute of Management, CHRIST (Deemed to be University), Bangalore, India, rekha.hitha@christuniversity.in

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Television Segment:

India is the second largest television market in the globe. Accounting for a revenue share of 45% in 2016, the television segment dominates the Indian entertainment industry. The market share of television segment is expected to grow further to 48.8% by 2021. (IBEF, 2017). Star TV, Zee Television,

Doordarshan, CNN, Sony Television, BBC World, SUN TV, Discovery Channel, NDTV among others are the major players in the television segment.

The television segment consists of 6 main types of channels, i.e. news, movies, entertainment channels, sports, factual entertainment (discovery channel, etc.) and kids' channels. Regional channels are now outpacing many other genres in terms of growth and all large broadcasters either have or are planning to launch their content in several regional languages. Most of them are entering the market with a combined offering across entertainment, GEC, sports, etc.

Chief sports channels on Indian television are Sony Ten, Sony Six, ESPN, Star Sports, DD Sports and Neo Sports. The sports sub-sector is slowly shifting from being just cricket-focused to supporting several professional sports leagues. Apart from the Indian Premier League, India Kabaddi League, the Indian Super League and the Premier Badminton League. The viewership for these leagues has also grown over the years, which has led to an overall increase in the viewership of sports channels. Global companies have recognized India's potential and have been investing in various ideas like launching of premium sports channels and acquiring broadcasting rights of sports leagues.

Commercial stakeholders and Broadcasters feel that feeds in multiple languages will help to engage the TV-viewing audience even more by presenting the content in a local format. The key to the success of this strategy is creating content in synchronization with regional feeds. This would also be beneficial for regional advertisers. Following this thought process, broadcaster like Star India have come up with broadcasting of the IPL in about 6 languages- Hindi, English, Tamil, Bengali and Kannada.

II. Review of literature

Sarkar (2011) found that regional news channels were able to increase their viewership base whereas that of English and Hindi declined. A study on the launch of two Telugu news channels revealed a noticeable surge in the time spent viewing Telugu news, the result of which there was a decline in viewership time of Hindi news. However, the time spent by the viewers on English news was not affected by the launch of these new regional news channels (Regional news channels living up to their promise in AP, 2004). The research indicates that there is a preference of local news channels as compared to national news channels (Hindi).

Valaskakis (1983) studied the television viewing preferences of Indians inhabiting the Eastern and Central Arctic. The findings of this study revealed Indians had varied media viewing habits which was significantly different from the general population. The study indicates that sports channels are not just patronized by males but also have considerable female viewership. A study by Unnikrishnan and Bajpai (1996) revealed that more than two hours per day of

television was watched by about 62% middle-class and 48% upper class Indians.

A research by Giacomo Corneo (2002) indicates that in OECD countries most of the leisure time is spent watching television. This research finds a positive correlation between television viewing and work hours across countries. A research by Verma and Larson (2002) reveals that 12 hour per week on an average are spent by adolescents watching television. As per this study, major purpose of watching television is to relieve stress. The study also found that 29% of respondents watched television for education/learning purpose. A study by Ahluwalia and Singh (2011) indicates that on an average, daily TV viewing of children is two hours or less. The primary purpose of watching TV was for entertainment and also for learning. Majority of the children indulged in bedtime TV Viewing

III. OBJECTIVES

- To understand the TV viewing habit & preferences, related to sports, of the Kannada speaking population of Bangalore.
- To determine how likely, the target group is to watch their favourite sports in Kannada.
- To determine the “sport of choice” of the target audience.
- To determine the level of interest in watching regional sports (Karnataka), amongst the target group.

IV. RESEARCH METHODOLOGY

About 31 questions were formed in order to gain a better understanding of the choices of the target group with respect to their TV viewing habits. The questionnaire was designed in a way that the respondents could easily understand and would be happy to answer. Questions were framed to capture maximum data with minimum effort. 106 individuals representing the target group were approached and were made to fill up the questionnaire. Administering of the questionnaire was carried out in person with each respondent. A set of screener questions were prepared so as to make sure that the people who answered the questionnaire were the ones who belonged to the desired target group for the study. It was kept in mind that the starting points for collection of data were all varied and were spread across different areas in Bangalore to ensure a wide coverage of respondents. A few places visited were Rex Movie theatre, Urvashi Movie theatre, Modern foods factory, Commercial Street, Brigade road, and many more. These are a few snaps taken of respondents while answering the questionnaire.

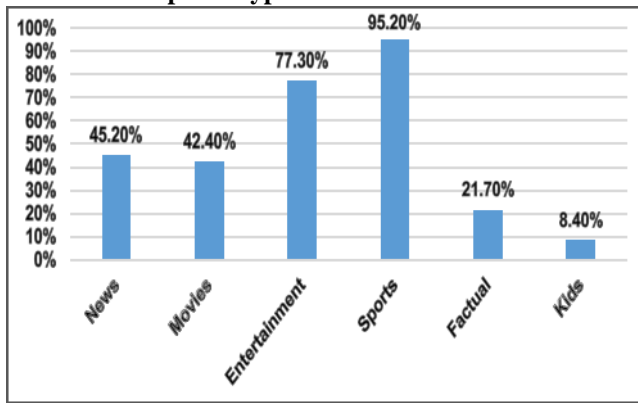
After collecting the data, a code book for the questionnaire was prepared and then data entry was carried out. The process of analysing the data was then initiated with the help of Microsoft Excel and IBM SPSS. Each question was analysed mainly for the frequency of the responses for each option. Further analysis was carried out by figuring out if any relationship existed between different factors like demographics and the type of TV channels watched, etc.

V. DATA ANALYSIS

55% of the respondents were Kannadigas, 21% Tamil, 10% Telugu, and 6% others. ‘Others’ includes: Urdu, Sindhi, Marathi, Malayalam and Lambani. The interesting point to note is all the respondents understand and speak Kannada, whereas only 55% of them are actually Kannadigas. Only 10% of the respondents were female; 90% of the respondents were male. 14% of the respondents were between the age group of 14-20 years, 47% of the respondents were between 21-30 years, 19% were between 31-40 years, 20% of the respondents were above 41 years of age. Maximum number of the respondents have at least completed their PUC (12th standard). A large percentage of the respondents are graduates. 16% of the respondents were students, the remaining 84% of the respondents were employed in public, private or self-employed.

To understand the TV viewing habit & preferences, related to sports, of the Kannada speaking population of Bangalore

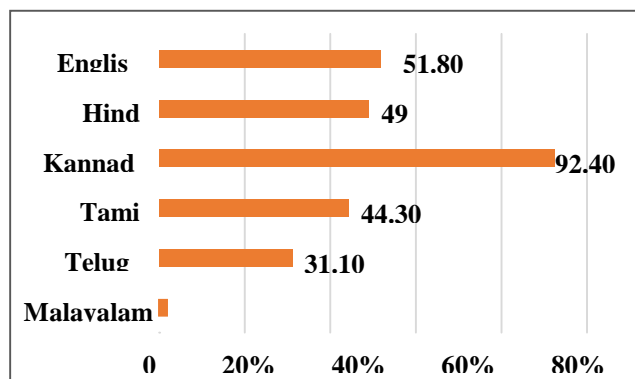
Graph 1: Type of Channels Watched



Base: 106

Among the total responses received 95.20% preference is given to sports channels, followed by 77.3% who said they also preferred watching entertainment and news channels.

Graph 2: Languages Watched



Base: 106

Among the total responses received 95.20% preference is given to sports channels, followed by 77.3% who said they also preferred watching entertainment and news channels.

Table 2: No. of hours of watching Kannada channels per day

Kannada * Kannada channel viewing no. of hours Cross-tabulation					
Kannada	Yes	Kannada channels-hours watched/ day			Total
		0 to 2 hrs	2 to 5 hrs	More than 5 hrs	
		63.3%	23.5%	13.2%	98

Base: 98

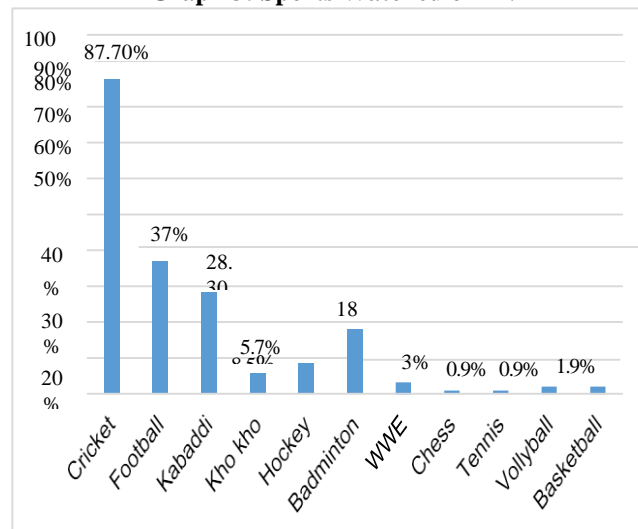
Nearly all the respondents watch Kannada channels for about 2 hours daily. This shows that most of the respondents have an interest in watching Kannada on TV.

Table 3: Time of the day Kannada & Sports channels are watched by respondents

	Morning (4am - 11am)	Afternoon (11am - 4pm)	Evening (4pm - 8pm)	Night (8pm - 4am)	
Kannada	12.2%	5.1%	25.5%	76.5%	Base: 98
Sports	9.9%	6%	20%	75.2%	Base: 101

Over three quarters of the respondents watch Kannada shows and Sports post 8pm. This piece of information helps the organization understand that at what time of the day which kind of program should be broadcasted to get the highest viewership.

Graph 3: Sports Watched on TV

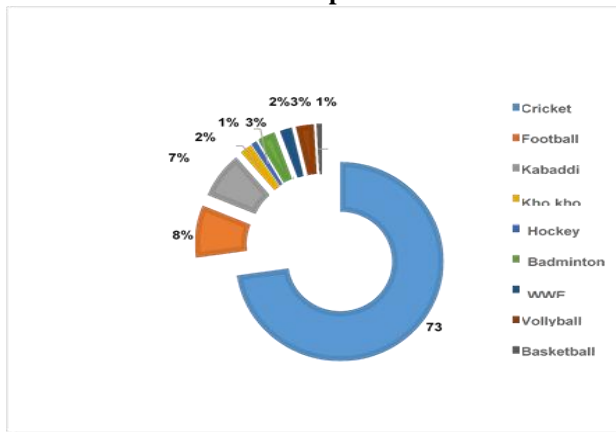


Base: 106

Maximum number of respondents prefer watching Cricket on TV followed by Football. Kabaddi has the third highest viewership. This is the result of Kabaddi Premier League. It is encouraging news for advertisers as there are other popular sports.

To determine the “sport of choice” of the target audience.

Chart 1 Favorite Sport of the Viewers



Base: 106

The favorite sport of the respondents is Cricket. But, the interesting part is that when the respondents were asked to choose multiple options related to the sports they like to watch, around 37% chose Football. In this case, when they had only one choice, only 8% chose Football and 73% chose Cricket.

To determine the level of interest in watching regional sports (Karnataka), amongst the target group.

Table 4: Language Preferred to Watch Sports

English	Hindi	Kannada	Tamil	Telugu
56.6%	6.6%	32.1%	3.8%	.9%

Base: 106

Kannada is the most preferred language of the respondents to watch sports in after English. This is an indicator for the organization that there is a market out there that would consume their services, in this case a Kannada Sports channel.

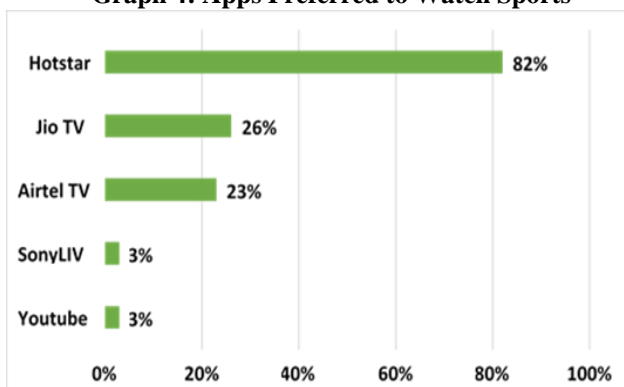
Table 5: Favorite Sports Channel

ESPN	Star Sports	Sony Ten	Sony Six	DD Sports	Neo Sports
6.6%	72.6%	7.5%	5.7%	4.7%	2.8%

Base: 106

Majority of the respondents chose Star Sports as their favorite sports channel. The other competing sports channels are way behind Star Sports in terms of popularity.

Graph 4: Apps Preferred to Watch Sports

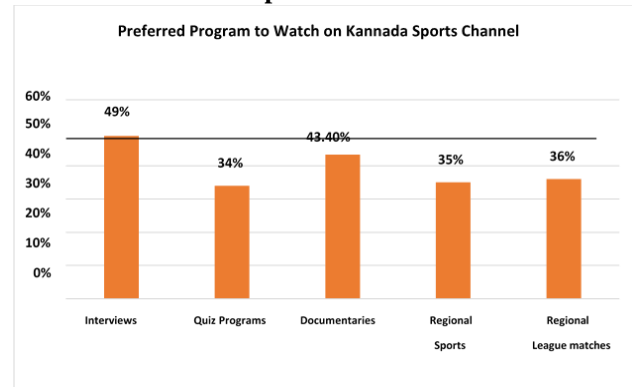


Base: 66

62% (i.e. 66 in nos.) of the respondents watch sports on apps. The above constructed graph is only the responses of those 66 individuals. 82% of them use Hotstar as their go-to app to

watch sports.

Graph 5: Preferred Program to Watch on Kannada Sports Channel



Base: 106

Nearly half of the respondents are interested to watch interviews of sports celebrities & a large number of them would like to watch documentaries on those celebrities' lives. This information is helpful for the organization, moving ahead, to make decisions based on the best type of content to broadcast on their channel.

Table 6: Age-wise Viewership of IPL on Suvarna Plus

Age * IPL on Suvarna Plus Cross-tabulation						
Count	Age	IPL on Suvarna Plus				Total
		Not at all	Some of the matches	Most of the matches	Yes, all the matches	
	14-20 years	9	3	0	2	14
	21-30 years	14	18	3	14	49
	31-40 years	8	10	2	1	21
	41-50 years	4	6	3	2	15
	>50 years	3	1	1	2	7
	Total	38	38	9	21	106

Base: 106

64.2% (i.e. 68 respondents) have watched the IPL broadcasted on Suvarna Plus in Kannada. This is a good sign for the organization as it is an indicator that there are many viewers of sports broadcasted in Kannada.

VI. CONCLUSION

Based on the results of the analysis of data collected, it can be seen that as a large percentage of respondents have interest in watching Sports in Kannada and have been watching and enjoying the IPL broadcasted in Kannada on Suvarna Plus in 2018, investing in launching a Kannada Star Sports channel appears fruitful.

Keeping the target audiences' content viewing preferences in mind, major TV channels can aim at broadcasting sports such as Cricket, Football & Kabaddi in Kannada.

Interviews of famous sports celebrities & documentaries on their lives can be broadcasted on the channel in Kannada as maximum respondents opted for these as something that they would be interested in watching.

A lot of respondents have given a feedback regarding the commentary in Kannada during the IPL broadcasted on Suvarna Plus, saying that it requires improvement and that is something the organization should work towards.

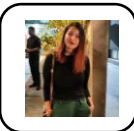
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AUTHORS PROFILE



Dr. Avil Saldanha is a faculty in St. Joseph's Institute of Management, Bangalore. He is a Chemical Engineer from MIT, Manipal. He is a second rank holder in PGDM (Marketing & Finance). He has obtained PhD in Management from Jain University, Bangalore. He has data analytics certification from IISC Bangalore, Digital Marketing certification from University of Illinois, USA. He has 16+ years of experience in teaching and industry. He has published several research papers book chapters and case studies (The Case Centre). He has presented papers in various national and international conferences. His Research Interests include Consumer Behavior, Indian Retail Sector, Brand Management related studies, and studies related to Digital Marketing. He has consultancy projects to his credit. He has taught consumer Behavior to Bavarian students. He has handled several marketing courses for Executive-PGDM students.



Keshni Saggur is a passionate, creative and enthusiastic management postgraduate. Her love for marketing drew her towards pursuing an MBA after becoming a Dentist. She has obtained PGDM from St. Joseph's Institute of Management securing gold medal. She has done her Bachelor's degree in Dental Science from The Oxford Dental College, Bangalore. She is currently a Digital Marketing professional at BlogVault.



Dr. Rekha Aranha is a faculty in the Institute of Management, CHRIST (Deemed to be University) Bangalore. She has a doctorate & MBA in Human Resources Management from Visveswaraiah Technological University, Belgaum, Karnataka. She has 12+ years of experience in teaching. Her areas of interest in research are gender studies - glass ceiling, psychological contract, leadership, organization commitment, workplace ostracism, employee change readiness, etc. She has several research papers to her credit. She is passionate about analytics and has certifications from university of Mannheim and KPMG. She has conducted FDP and MDP on HR analytics using SPSS and R.