Comparative analysis between Koffee with Karan and Kapil Sharma Show to fulfil the internal project requirement of Mass Media Research

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IMC Ramkrishna Bajaj National Quality Commendation Certificate
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DECLARATION

I, Khushi Gaurav Mehta student of Nagindas Khandwala College, SYBAMMC, Semester IV, hereby declare that I have created this project on Mass Media Research for the Academic Year 2022-2023. The work submitted is true and original to the best of my knowledge. It is not plagiarised.

K.G.Mehta
Signature of Student

CERTIFICATE

I, Sherlin Mary Rajan hereby certify that Khushi Gaurav Mehta of SYBAMMC, Semester IV, of Nagindas Khandwala College, has created project on Mass Media Research for the academic year 2022-2023. The work submitted is true and original to the best of my knowledge. It is not plagiarised.

Examiner

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Introduction

Koffee with Karan

Koffee with Karan is an Indian talk show hosted by filmmaker and television personality Karan Johar, and produced by Dharmatic Entertainment, the digital content division of his product company, Dharma Productions. The show first vented on 19 November 2004, and has launched six seasons since also, over a span of seventeen times.

• In 2022, Koffee with Karan moved over to Disney Hotstar as a streaming exclusive under the service's marker and content mecca, Hotstar Specials.

• It's one of the longest- running talk show after Phool Khile Hain Gulshan Gulshan on Indian Hindi-language television, as well as one of the most watched Indian English- language television shows. The show won an Indian Television Academy Award in 2007 for Stylish Talk Show and Stylish Talk Show Anchor for Johar.

• According to the directors, the generality of the show revolves around" discovering the tire while having a hot cuppa." They have stated that Johar is" the brain behind the show" and that he" sits on everything".

• Koffee with Karan was noted for its oneness, especially that of Johar's style of hosting. Its success is credited, in particular, to the fact that it's suitable to" rope in some of the biggest names in the Indian entertainment.

Kapil Sharma Show

• The Kapil Sharma Show is an Indian Hindi- language stage- up comedy and talk show broadcast by Sony Entertainment Television. Hosted by Kapil Sharma, the first season of the show had its airing on 23 April 2016. The series goes around Sharma and his neighbours in the Shantivan Non united Housing Society.

• The show's fourth season was vented in September 2022 in which Archana Puran Singh reprised her part as the guest judge.

• The series format is largely analogous to that of Sharma's former show Comedy Nights with Kapil, The Kapil Sharma Show goes around Kapil Sharma and his platoon of artists, including Sumona Chakravarti, Kiku Sharda, Chandan Prabhakar, Krushna Abhishek, Bharti Singh and Rochelle Rao,

• Typically every occasion unfolds in two corridor with the first part being a ridiculous series act legislated by the actors of the show and the alternate part being the celebrity interview where popular personalities from colorful fields indulge in a heart to heart commerce with Kapil Sharma.

Methodology:

The data was collected through quantitative method of data collection.

The target population for this study include youth (18-28 yrs) in India. The researcher chose to integrate simple random sampling , enabling the researcher to collect primary data from diverse age community to understand the impact of popular TV shows. A form/questionnaire was circulated online to 40 respondents in order to receive data for comparing the two TV shows.

Hypothesis:

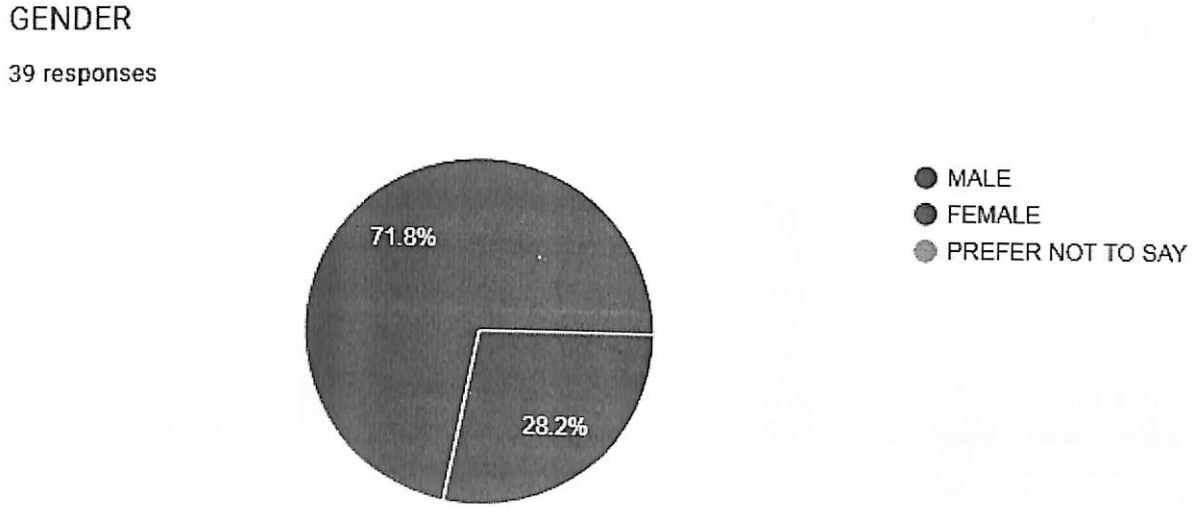
The hypothesis used by the researcher is Kapil Sharma Show. It has got more popularity as the content of the show is more suitable to watch with family and others. This is one of the primary reasons why people choose Kapil Sharma Show over Koffee with Karan. Also, Kapil Sharma Show releases episodes every week throughout the year so the audience are more connected to the show than Koffee with Karan that releases a set number of episodes in a particular season that comes in 6 months period only. With an increasing demand for OTT platforms, the show gets aired on several OTT platforms along with TV so it also has a higher reach to audience.

Method of sampling:

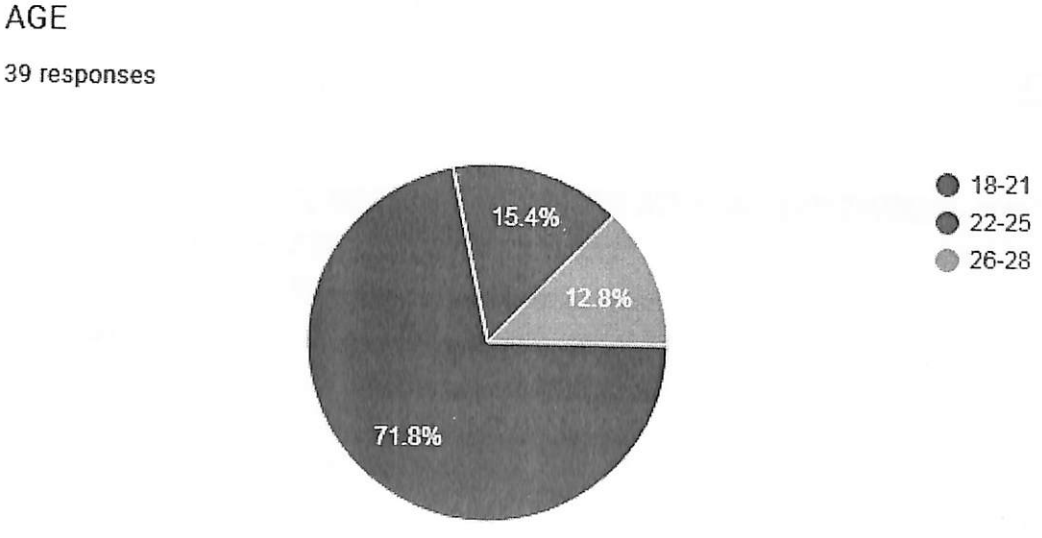
The sampling method used for data collection is convenience sampling which is a type of non-probability method of sampling. The researcher had shared an online Google form/questionnaire to a list of known contacts which is why this particular method had been used for collecting data for comparative analysis.

Data Analysis

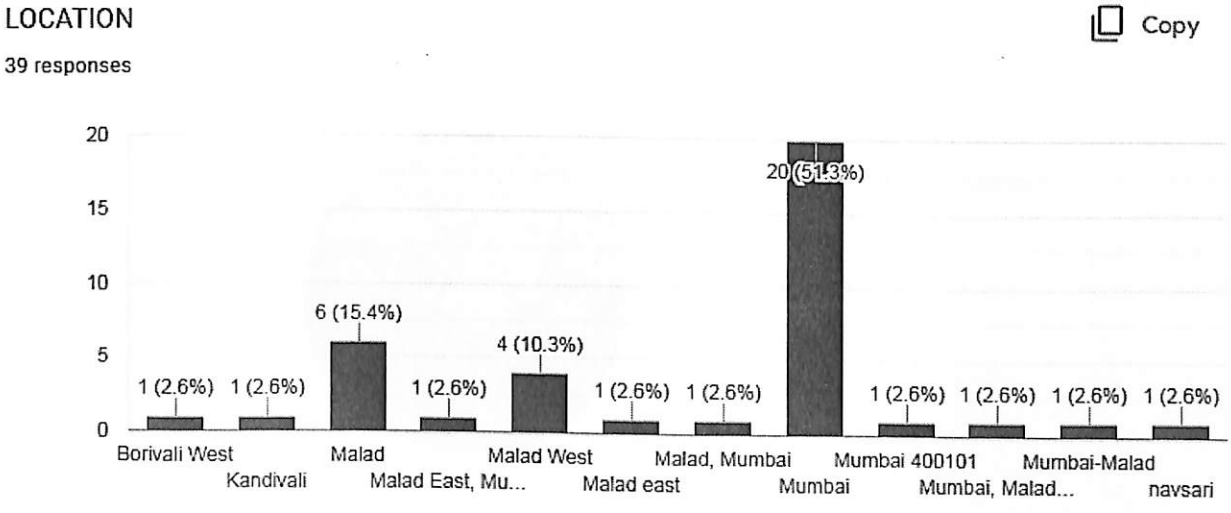
In the survey it was observed that **71.8% were females and 28.2% were males**



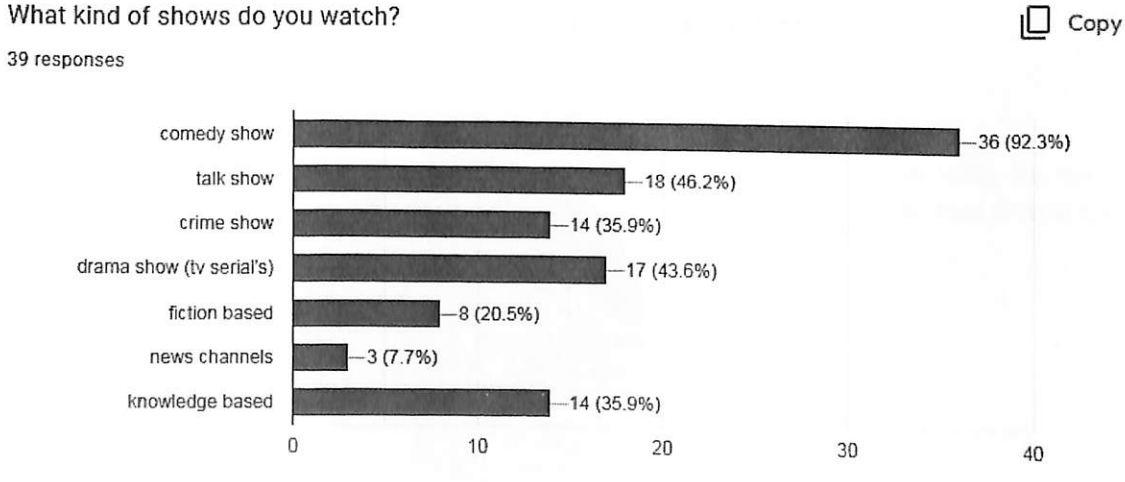
As seen in the chart, the age group of 18-21 years has received the highest percentage that is 71.8% followed by the remaining two age groups.



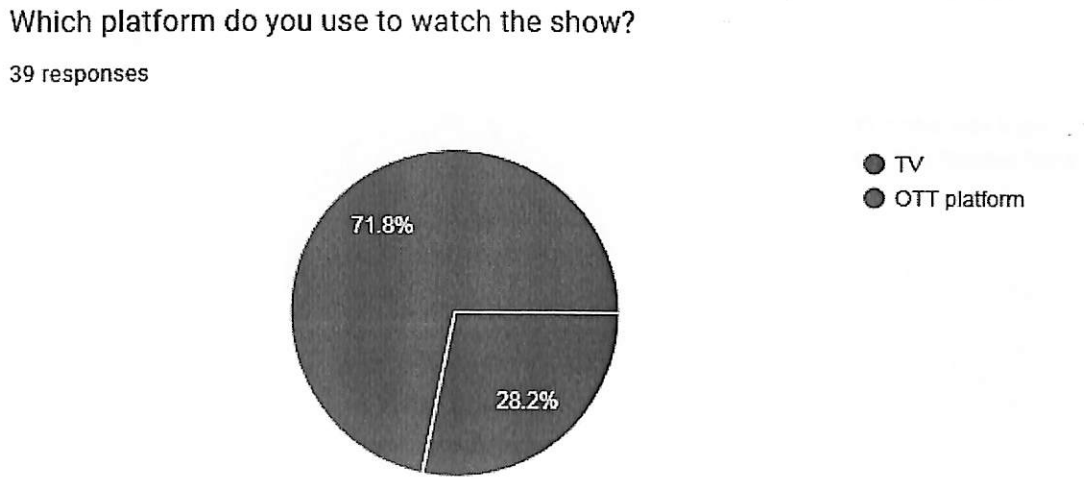
This survey includes different locations which is filled by the respondents and the **highest count shown is 51.3% of Mumbai**.



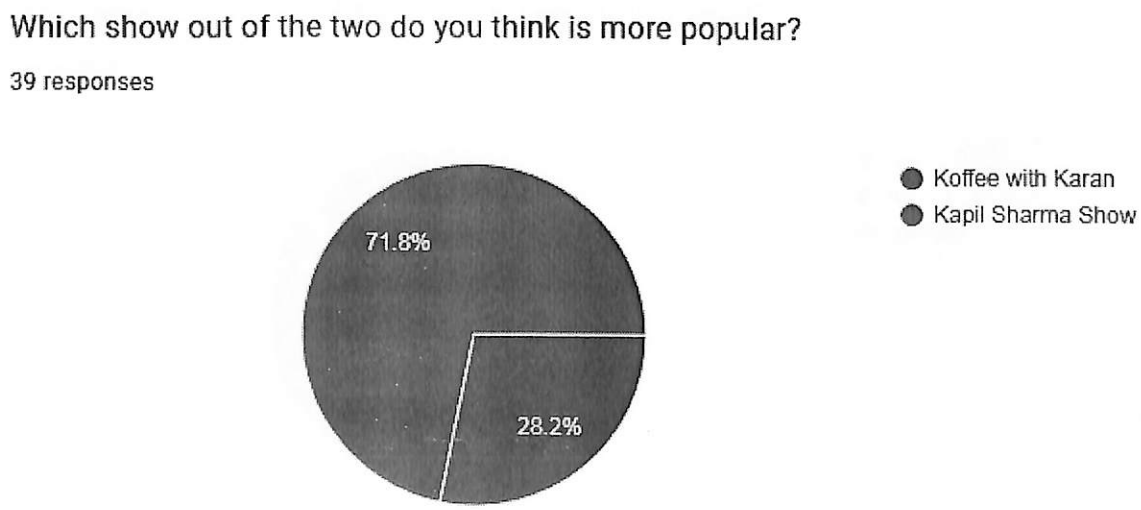
The respondents were asked about what kind of shows they watch to which **92.3% responded comedy shows,being the highest count and rest responded to other genre of shows having varying percentages.**



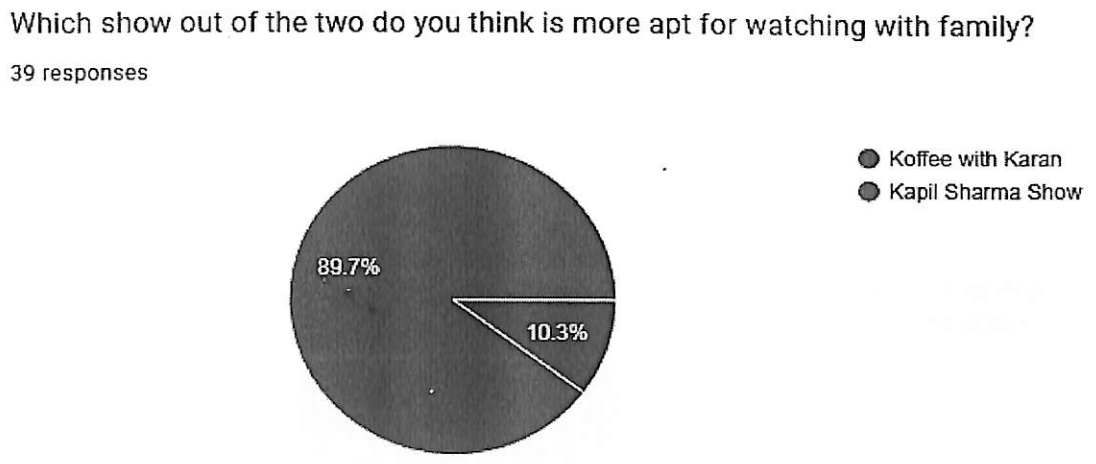
Maximum responses that is **71.8% have been received for OTT platform as shown in the pie chart.**



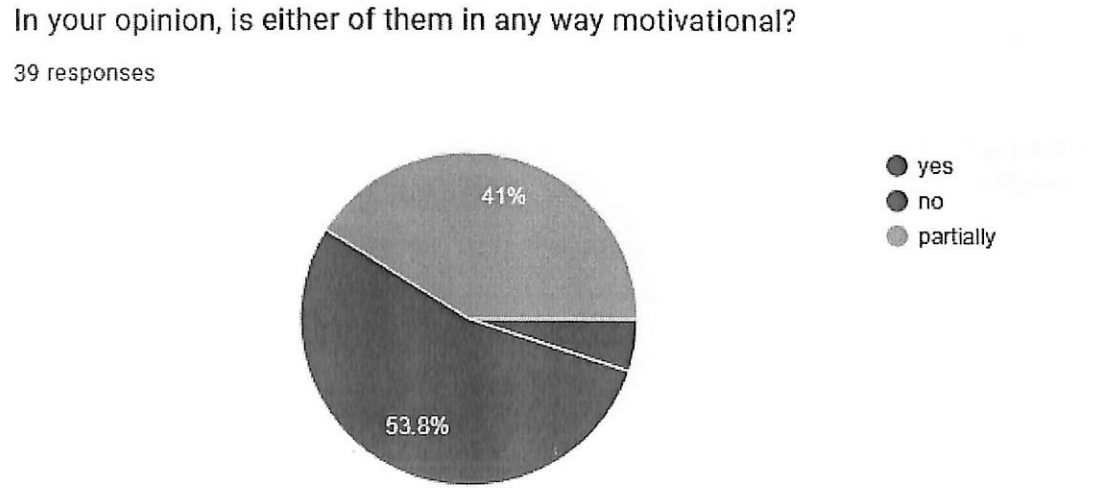
The respondents were asked about the popularity of the shows to which **Kapil Sharma Show got the highest percentage that is 71.8%.**



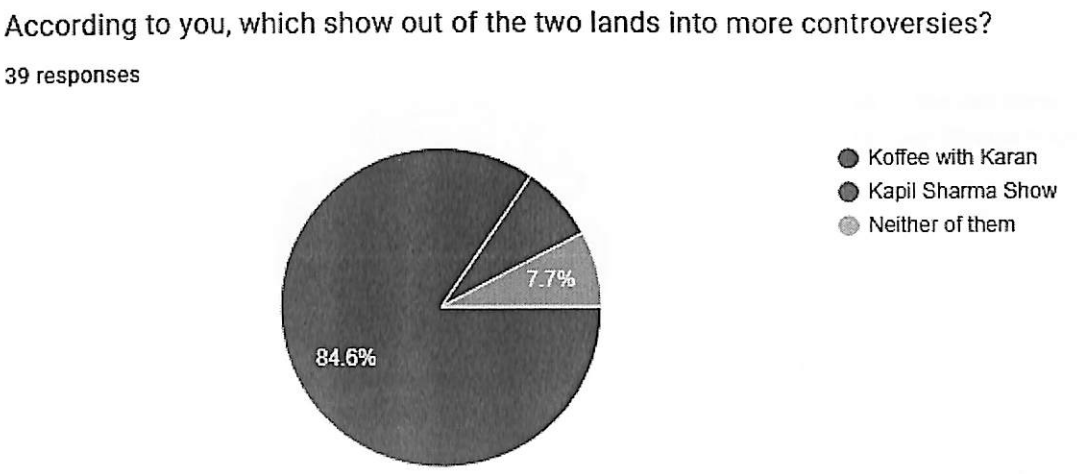
According to the responses it was observed that **89.7% respondents chose Kapil Sharma Show to be more apt for watching with family.**



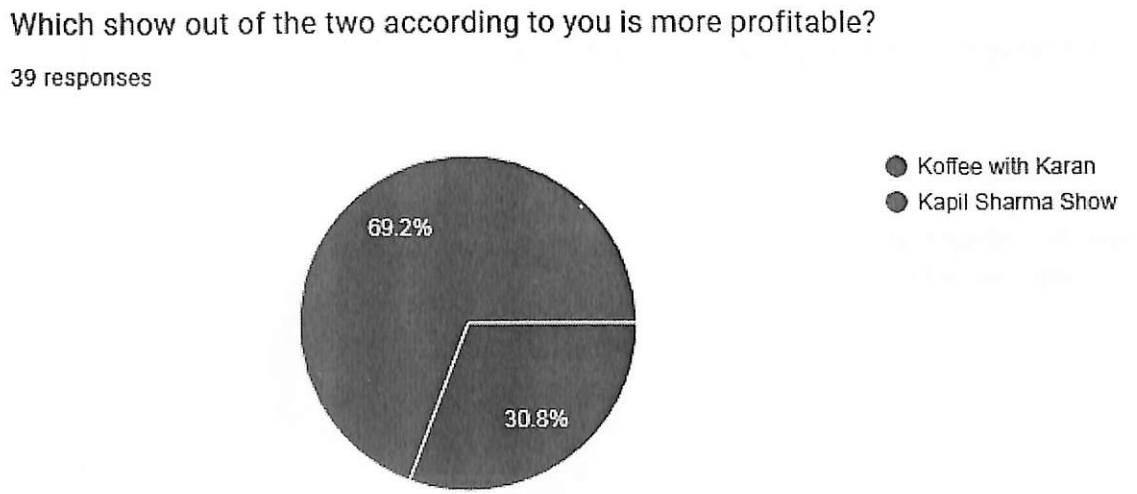
This pie chart shows that a **53.8% being the higher percentage of respondents find neither of the shows motivational while a relatively less percentage (41%) find it partially motivational.**



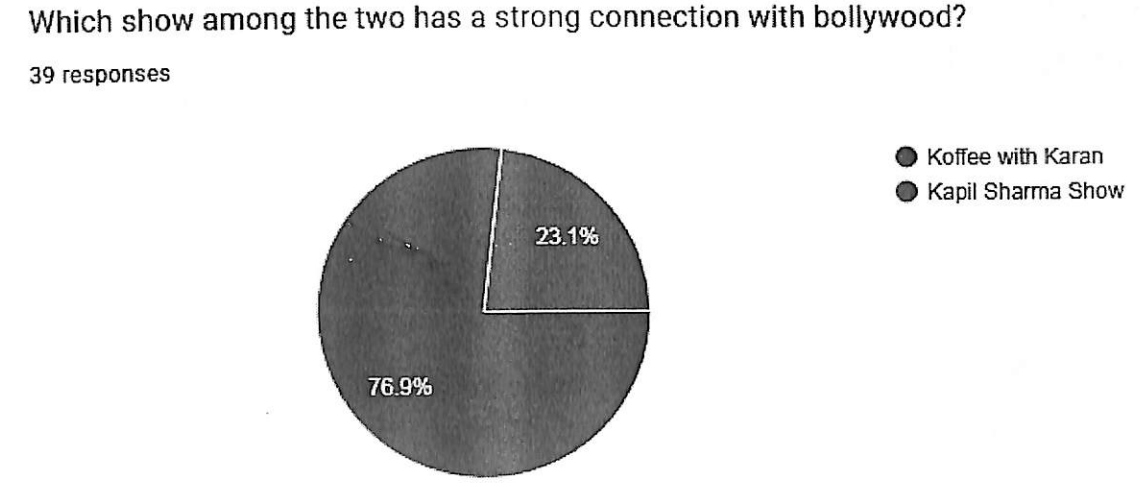
Several respondents were asked about which of the two shows land into controversies to which **Koffee with Karan got a high percentage of 84.6% while only 7.7% of the respondents feel that Kapil Sharma Show lands more into controversies.**



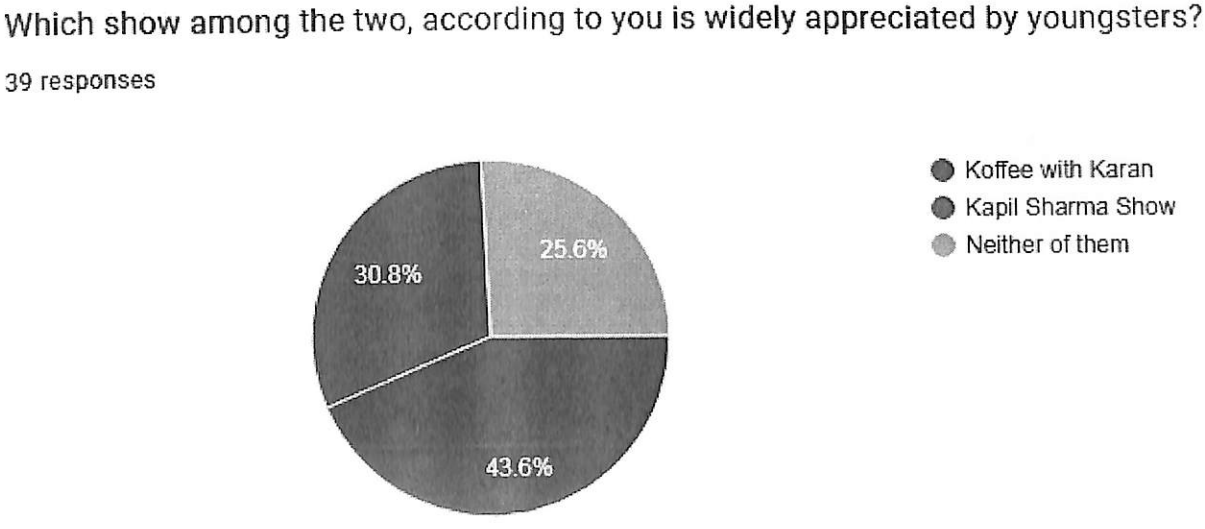
The pie chart clearly shows **that 69.2% find Kapil Sharma Show to be more profitable while on the other side 30.8% find Koffee with Karan to be more profitable.**



Respondents were asked to choose between which one out of the two shows has a strong connection with Bollywood to which they responded for **Koffee with Karan having a maximum percentage of 76.9%.**



A varied response was observed when respondents were asked about which show out of two was widely appreciated by youngsters**. Koffee with Karan received the highest percentage 43.6% followed by Kapil Sharma Show 30.8% and lastly 25.6% of respondents find neither of the show appreciated by youngsters**.

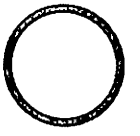


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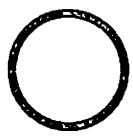
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