



Project Report

On

"DIGITAL MEDIA CONSUMPTION HABITS AMONG INDIANS"

by

NANCY PRAMOD JAIN

5019

TYBMS (Marketing), Semester: VI.

Under the guidance of

PROF. DR. MONA MEHTA

Submitted to

Nagindas Khandwala College

Autonomous

Bhavishya Bharat Campus, Bhadran Nagar, Road No. 1,

Off S.V. Road, Malad (W), Mumbai – 400 064

Affiliated to

University of Mumbai

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS, SCIENCE AND
MANAGEMENT STUDIES
MALAD WEST, MUMBAI - 400064

Certificate

I, **Dr. Mona Mehta**, hereby certify that **Ms. Nancy Pramod Jain** of **T.Y.BMS B (Marketing)**, Semester **VI** of Nagindas Khandwala College has completed the Research Report in the Academic Year **2023-2024**.

The information submitted is true and original to the best of my knowledge.

Project Co-Ordinator

External Examiner

Principal



Seal of the College

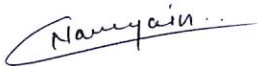


NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS, SCIENCE AND
MANAGEMENT STUDIES
MALAD WEST, MUMBAI - 400064

DECLARATION

I, **Nancy Pramod Jain**, student of Nagindas Khandwala College, **TYBMS B (Marketing)**
Semester VI, hereby declare that I have completed this report on **20 March 2024** in the
Academic year **2023-2024**.

The information submitted is true and original to the best of my knowledge.


Signature of the Student
Nancy Pramod Jain

Certified by



Name and Signature of the Guiding Teacher

Dr. Mona Mehta

ACKNOWLEDGEMENT

I take this opportunity to thank **Nagindas Khandwala College** for giving me chance to do this Research Project. I would like to thank **Our Principal, Prof. Dr. Moushumi Datta** for providing the necessary facilities required for the completion of this project. I take this opportunity to thank our **Vice Principal Dr. Mona Mehta**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my Project Guide **Dr. Mona Mehta**, whose guidance and care made the project successful and without whom this research would not have been possible.

I would also like to thank my College Library, for having provided various reference books and magazines related to my project. Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially Parents and Peers who supported me throughout my project.

Naw Jain.

“DIGITAL MEDIA CONSUMPTION HABITS OF INDIANS”

EXECUTIVE SUMMARY

. In today's world, we're surrounded by various gadgets like smartphones, tablets, and computers. This abundance leads to what we call media fragmentation, where information is spread across different platforms. The rapid growth of mobile audiences, devices, and consumption patterns has demonstrated to us that consumers are now more agnostic about platforms when it comes to the consumption of digital media, and they happily switch between devices throughout the day and into the night to stay current on email, news, social media, etc

Due to modernisation and globalisation taking place in India, digital media has become highly popular due to technological advancements and also because it can be viewed and accessed on-the-go, whenever and wherever. Digital media has become a staple in the to-do list of companies wanting to promote their brands and it has played a pivotal role in the success of various companies. Promoting one's brand or product through digital media has become a sort of a necessity in today's highly competitive market as every company wants a big share of the market pie.

Digital media has become increasingly prevalent in both peoples' personal lives and professional settings during the past ten years. Consumers may now pick when and how they want to watch information, and they are rapidly moving away from being platform-specific in their digital media consumption.

Businesses must increasingly follow consumers in adopting numerous platforms and devices if they want to have a consistent, platform-neutral view of consumer behaviour.

Businesses will face challenges in the upcoming year in keeping up with consumer usage trends and providing them with the information they want, when and when they want it. This is because the platform transition is already well underway. Also, it would be crucial to keep revenue streams in the primary digital channels while expanding the market.

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CHAPTER 1

1.1) INTRODUCTION

“From the the printing press to citizen journalism, from the telegraph to online gaming; how has digital media evolved to its present-day state? Digital media has a significant, wide ranging and complex impact on society and culture. Digital media can be ni created, viewed, distributed, updated, modified and preserved on digital electronics devices.”

“The emergence of digital mediia, along with the widespread use of the internet and personal computers, has disrupted various industries such as publishing, journalism, entertainment, education, commerce, and politics. This development has also raised new concerns regarding intellectual property rights and copyright laws, leading to the emergence of an open content movement where content creators voluntarily relinquish some or all of their legal rights to their work. These changes, coupled with the ubiquity of digital media and their profound impact on society, suggest that we are entering a new era in industrial history known as the Information Age. This era may potentially lead to a paperless society where all media consumption and production will be done using computers. Nonetheless, there are still obstacles to this digital transition, such as outdated copyright laws, censorship, the digital divide, and the possibility of a digital dark age, where old media may become inaccessible due to the emergence of new or updated information systems.”

“Machine-readable media has a long history predating the modern era of computers, electronics, and the internet. The concept of machine-readable codes and information was first envisioned by Charles Babbage in the early 1800s. Babbage intended to use these codes as instructions for his Difference Engine ni and Analytical Engine, machines designed to address calculation errors. Ada Lovelace, a mathematician, wrote the first set of instructions for calculating numbers ni on Babbage's machines between 1822 and 1823. Her instructions are widely regarded as the first computer program.”

Babbage's machines were designed for analytical purposes, Lovelace recognized the potential social impact of computers and programming. She wrote that by distributing and combining analytical truths and formulae, these machines could shed new light on many scientific subjects and lead to more profound investigations. Lovelace also understood that there were various collateral influences on the extensions of human power and knowledge beyond the primary objective. Early examples of machine-readable media include instructions for player pianos and ni jacquard looms.

“ Early calculating machines like Babbage's engines, player pianos, and jacquard looms utilized machine-readable media but were essentially analogue computers with physical, mechanical parts. It wasn't until the advent of digital computers that truly digital media came into being. Digital computers utilize binary code and Boolean logic to store and process information, allowing a single machine in a single configuration to perform a vast array of tasks. The first modern, programmable

ni digital computers were the Manchester Mark 1 and the EDSAC, invented independently between 1948 and 1949. Although these machines differed significantly from modern computers, they did have digital software controlling their logical operations, encoded in binary - a system of ones and zeroes that can be combined to represent ni hundreds of characters. The 1s and 0s of ni binary are the fundamental "digits" of digital media.”

1.2) MEANING

“Digital media refers to any type of media that is encoded in a ni format readable by machines. Such media can be created, viewed, modified, distributed, and preserved using computers. Examples of digital media include computer programs and software, digital imagery, digital video, web pages and websites (including social media), data and ni databases, digital audio such as mp3s, and e-books. Digital media is typically contrasted with print media, such as printed books, newspapers, ni and magazines, as well as other analogue media like pictures, film, or audio tape.”

Digital media encompasses a range of content types, including text, audio, video, and graphics. This means that news presented on a website or blog that was originally produced by a TV network, newspaper, magazine, or other traditional media can be considered digital media. Most digital media is created by converting analogue data into digital data. The growth of the internet began with the introduction of text onto it, which was previously stored on paper. Soon after, images were added, followed by audio and video. Digital media ni has come a long way over the past few years and continues to evolve and expand.⁹

(Examples of digital media ni types include: Windows Media Audio (WMA), Windows Media Video (WMV), MP3, JPEG, and AVI.)

- “According to the business dictionary .”Digital media means Digitized content (text, graphics, audio, and video) that can be ni transmitted over internet or computer networks”

1.3) DEFINITION AND IMPORTANCE

Digital media can be referred to as audio, video, and photo content that has been digitally compressed.

These days, people are consuming more and more digital ni content on daily basis. People are indulging into social network through on mobile phones, laptops, desktop computers at work, and more and its being used highly as the marketing strategies. Companies that have not yet incorporated this into their marketing strategies must quickly adjust and acknowledge its importance.

Although new methods of digital marketing are arriving all the time. Digital methods are much quicker as the results can be tracked and monitored with ease, saving companies from expensive customer research. Digital methods give customer response ni rates and measure the success of your marketing project in less time, providing companies with more time to plan more effectively for the next one.

As compare to traditional offline ni marketing methods, digital marketing is much more affordable and effective, as information consumption through digital method is quickly overtaking traditional forms.

In the fastmoving world today, digital media plays a pivotal role in communicating and getting the world together. It has also been playing an important role for the companies in this generation.

Importance of digital media



1.4) ORIGIN OF THE RESEARCH PROBLEM

In recent times, the growth of India's population has led to a significant diversity in the preferences of individuals towards digital media. The progress in technology and globalization has also contributed significantly to the surge in the usage of digital media over traditional media forms. I have opted to explore this subject to gain insights into the behaviours and trends of digital media consumption among people residing in India.

The idea behind this research is to get a clearer and better view about the increasing usage and consumption habit of Indians regarding digital media.

1.5) INTERDISCIPLINARY RELEVANCE

Companies: - This research can help the companies analyse the media consumption patterns of the Indian population and use it for their benefit to design products or software which will help the individuals in consuming digital media more effectively and efficiently.

IT: -There is scope for future research in the form of market research by IT companies and tech companies as to what type of product or software application will be a success in the market.

1.6) SIGNIFICANCE OF THE STUDY

The term 'media consumption' refers to the amount of information and entertainment media that an individual or a group is exposed to. This may include activities such as reading e-books, interacting with new media, watching TV and films, listening to the radio, playing video games and more. Being an active media consumer requires several principles such as being sceptical, judgemental, free-thinking, questioning, and having an understanding of the information being presented.

This research helps in solving various problems for corporates and business. It has its significance in solving those problems.

1.7) OBJECTIVES OF THE STUDY

- To study the consumption patterns of digital media consumers in India.
- To gain an insight into the mind of the average consumer of digital media in India.
- To study the importance of digital media among the consumers of India.
- To understand why digital media is used by Indians.

CHAPTER 2

RESEARCH METHODOLOGY

A. Research objective:

"To investigate the habits of digital media consumption among individuals in India"

B. Research problem formulation:

a. Unit of analysis: Individuals' habits of consuming digital media

b. Characteristics of interest: Users of digital media

c. Time and spatial boundaries: The study will be conducted within a period of one month

d. Environmental conditions: The study will consider the current increase in the use of technology as a relevant factor.



C. Data Sources

“Data can be primarily collected from two sources, namely primary and secondary sources. Primary data is the original data collected by the researcher through surveys, interviews, and focus groups. It can be modified to meet the researcher's needs and is an essential source of data. For this research, the primary data was collected through a questionnaire method, which surveyed 105 individuals residing in India and their digital media habits were analyzed.”

“On the other hand, secondary data refers to data that is already collected by someone else for their use and is available for study. Secondary data cannot be altered as much as primary data. Various sources, such as magazines, government records, websites, etc., can be used to obtain secondary data. For this research, secondary data was collected from various internet websites and articles, but only to a limited extent, as it may not be entirely reliable.”

D. Research design

To conduct the research, a conceptual structure is required. The research is considered conclusive and descriptive as it aims to study the consumption patterns of consumers. It is formal, structured, and involves quantitative data analysis.

E. Sampling design

The following sampling design was used: • Research instrument: Questionnaire • Sample area: Western suburbs of Mumbai • Sampled population: Individuals between 18-60 years of age • Sample size: 100 • Sample type: Non-probability sampling

F. Data collection

The survey method was used to conduct the research through the following steps: Questionnaire - 105 consumers were interviewed for the research, and the results were obtained.

G. Data analysis

‘Once the required data was collected, the next step was data analysis. This involves making sense of the data collected in qualitative research and applying emergent knowledge to solve problems. The data can take the form of records of group discussions and interviews, but it is not limited to these methods.’

H. Preparation of research project

This step involves creating a final report that summarizes the findings of the research and addresses the research problem.



I. RESEARCH QUESTION

“What are the consumption habits of Indians with respect to digital media?”

This research study helps us to know whether Indians use digital media frequently or not. It also helps us to know the importance and use of digital media among different age groups and people from different walks of life.

2.10) LIMITATIONS OF THE STUDY

- One of the limitations of this exploratory study was the relatively small sample including 100 individuals of different ages. Yet, interesting results were drawn from this sample, which should be tested on a greater sample size.
- This research may not be completely accurate since the time frame for conducting the research was limited, and some details may have been overlooked as a result.



CHAPTER 3

LITERATURE REVIEW

Digital media consumption habits of Indians have been a subject of interest for many researchers in recent years. Several studies have been conducted to understand the trends, preferences, and behaviors of Indians towards digital media consumption. Here is a brief review of some of the key studies in this area:

1. "Digital Media Consumption Habits of Indians: A Study of Social Media and Streaming Services" by A. Sharma and S. Singh (2020) found that Indian consumers are increasingly turning to digital media platforms for entertainment, with social media and streaming services being the most popular options.
2. "Changing Digital Media Consumption Habits of Indian Youth: A Study of Online Video Consumption" by A. Kumar and A. Gupta (2020) suggests that Indian youth are spending more time watching online videos, and that this is likely to continue to increase in the future.
3. "Digital Media Consumption Habits of Indian Millennials: A Study of Online News and Information" by S. Gupta and R. Sharma (2019) found that Indian millennials are increasingly turning to digital media for news and information, with mobile devices being the preferred mode of consumption.
4. "Digital Media Consumption Habits of Indian Women: A Study of Social Media and Online Shopping" by N. Mehra and S. Malhotra (2019) suggests that Indian women are using social media and online shopping platforms to a greater extent than ever before, with mobile devices playing a critical role in this shift.
5. "Digital Media Consumption Habits of Rural Indians: A Study of Mobile Phone Usage" by P. Singh and S. Kumar (2019) found that rural Indians are increasingly using mobile phones to access digital media, with social media and messaging apps being the most popular applications.
6. "Digital Media Consumption Habits of Indian Professionals: A Study of Work-Life Balance" by M. Jain and N. Sharma (2018) suggests that Indian professionals are using digital media to achieve work-life balance, with video conferencing and remote work tools being the most popular applications.
7. "Digital Media Consumption Habits of Indian Students: A Study of Social Media and Online Learning" by S. Mehta and S. Gupta (2018) found that Indian students are using digital media for social networking and online learning, with mobile devices playing a critical role in this trend.
8. "Digital Media Consumption Habits of Indian Sports Fans: A Study of Sports Websites and Mobile Apps" by R. Singh and A. Yadav (2017) suggests that Indian sports fans are increasingly turning to digital media to follow their favourite teams and athletes, with sports websites and mobile apps being the preferred platforms.

9. "Digital Media Consumption Habits of Indian Travelers: A Study of Online Booking and Review Sites" by V. Pandey and R. Srivastava (2017) found that Indian travellers are increasingly using digital media to plan and book their trips, with online booking and review sites being the preferred platforms.

10. "Digital Media Consumption Habits of Indian Consumers: A Study of E-commerce and Digital Payments" by S. Bhatia and R. Jain (2016) suggests that Indian consumers are increasingly turning to digital media for shopping and payments, with mobile devices and ecommerce platforms being the preferred modes of consumption.

CHAPTER 4

Types of digital media:

Indians consume a variety of digital media. They are as follows:

1. Digital audio files (E.g. MP3)
2. Digital video files (E.g. WMV, VLC)
3. Mobile phones
4. Video games
5. Internet
6. Motion pictures
7. Podcasts
8. Social media
9. Television

Out of all these forms of digital media, Digital audio and video files, Internet, Mobile phones, Social Media, Television and Motion pictures are the media consumed the most by the Indian population.

4.1. Internet:

The inception of Internet services in India dates back to August 15, 1995, when VSNL launched its offerings, managing to attract roughly 10,000 users within six months. Despite this initial success, “Internet accessibility remained limited for the next decade, with slow narrow-band connections with speeds below 56 Kbit/s (dial-up). In 2004, the Indian government unveiled its broadband policy that defined broadband as “an always-on Internet connection with download speed of 256 Kbit/s or above.” The broadband sector began to grow more rapidly from 2005, although it still fell short of government and agency growth estimates due to resource constraints in last-mile access, which primarily relied on wired-line technologies. The bottleneck was resolved in 2010, when the government conducted a high-profile auction of 3G and 4G spectrum, setting the stage for a dynamic and competitive wireless broadband market.”

“At present, internet access in India is facilitated by both public and private companies, utilizing a variety of technologies such as PSTN, xDSL, Wi-Fi, Ethernet, FTTH, and WiMAX, among others, at varying costs and speeds. With over 205 million internet users as of October 2013, India is ranked third globally in terms of internet usage. As of June 2013, the number of internet users was reported to be around 190 million, according to the Internet and Mobile Association of India (IAMAI).” The number of broadband subscribers stood at 15.19 million at the end of May 2013. Between 2005 and 2010, the cumulative annual growth rate (CAGR) of broadband was about 117 percent. “Although DSL had a slightly more than 75% market share in the local broadband market, it was losing market share to other nonDSL broadband platforms, particularly wireless

broadband.”

“The introduction of the Internet in India dates back to August 15, 1995, when VSNL launched its services and gained 10,000 Internet users within six months. However, the quality of Internet services remained unsatisfactory for the next decade, with slow dial-up connections of less than 56 Kbit/s. In 2004, the government introduced a broadband policy defining broadband as an "always-on" Internet connection with a download speed of at least 256 Kbit/s. Despite the government's efforts, the growth of the broadband sector remained below expectations until the government auctioned 3G and 4G spectrum in 2010, which paved the way for a more competitive wireless broadband market”.

“Currently, both public and private companies in India offer Internet access using various technologies and media at different speeds and costs. The country has the third largest number of Internet users in the world, with over 205 million as of October 2013. The number of broadband subscribers was 15.19 million as of May 2013, and the CAGR of broadband from 2005 to 2010 was about 117%. Although DSL holds the majority of the local broadband market, it is gradually losing ground to other non-DSL platforms, particularly wireless broadband.”

“As of May 31, 2013, there were 161 ISPs providing broadband services in India, with BSNL having the most subscribers, followed by Bharti Airtel, MTNL, Hathaway, and You Broadband. Cyber cafes were the primary source of Internet access in 2009, with 37% of users accessing the Internet from them, followed by 30% from the office and 23% from home. However, the number of mobile Internet users rose significantly from 2009, with about 274 million mobile users by September 2010, mostly using 2G mobile networks. In March 2011, the number of mobile Internet subscriptions as reported by TRAI increased to 381 million.”

“One of the major challenges facing the Internet sector in India is the lower average bandwidth of broadband connections compared to that of developed countries. According to 2007 data, the average download speed in India was about 40 KB per second (256 Kbit/s), whereas the international average was 5.6 Mbit/s during the same period. In response, the government declared 2007 as "the year of broadband" and proposed a \$13 billion national broadband network to connect all cities, towns, and villages with a population of more than 500 in two phases by 2012 and 2013 to address this infrastructure issue and compete with international broadband speed standards.”

“In 63 metropolitan regions, the network was expected to offer speeds of up to 10 Mbit/s, and in an additional 352 cities, rates of up to 4 Mbit/s. Moreover, India has one of the lowest rates of Internet penetration in the world, with 8.4% of the population having access to it, compared to an average of over 50% in OECD countries. Another problem is the digital divide, where growth is lopsided in favour of urban areas; according to statistics from 2010, the top 30 cities in the nation account for more than 75% of the nation's broadband connections. By encouraging greater investment in rural infrastructure and introducing subsidised pricing for rural users under the Universal Service Fund, regulators have attempted to accelerate the expansion of broadband in rural areas.”

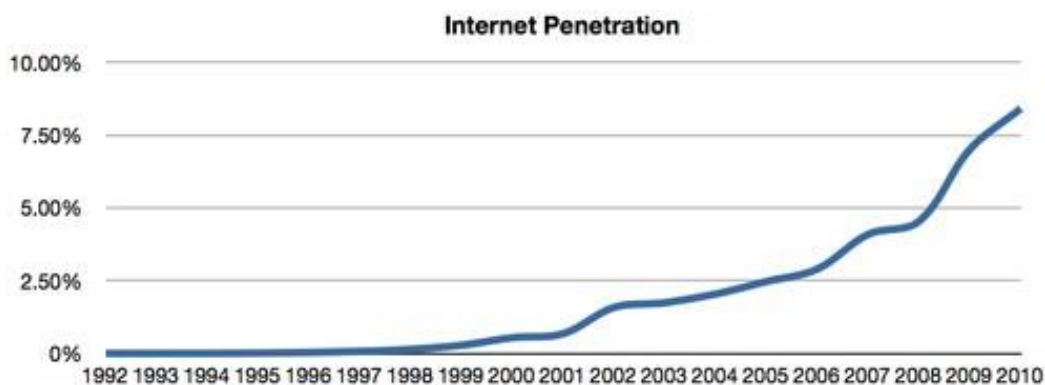
Wireless Internet

In India, 2nd Generation Internet is most common. Indian wireless ISPs deploy 2G CDMA and Edge technology.

India's wireless Internet frequencies are:

- 2G
- 3G
- 4G

Internet Penetration in India



65 million people in India were active internet users in 2011, an increase of 28% from 2010. There are 61 million regular internet users, and India has the second-fastest growing Facebook user base with around 2 million users just in the past year.

This Asian superpower has come a long way considering there were just an 1,000 Internet users in 1992, as evidenced by the fact that the number of Internet users has doubled over the last five years.

“Due to the fact that current penetration levels are just 8.4% of the population, they are now placed third in terms of the number of Internet users (after China and the US).”

Internet User Profiling

By Age

Young people are driving the expansion of the Internet in India: Of all Internet usage in India in 2009, young males and school and college students accounted for 44% and 28%, respectively. In India, 75% of all young people regularly use the Internet. The elder generation, on the other hand, appears to favour conventional media over digital media.

By Geographic Location

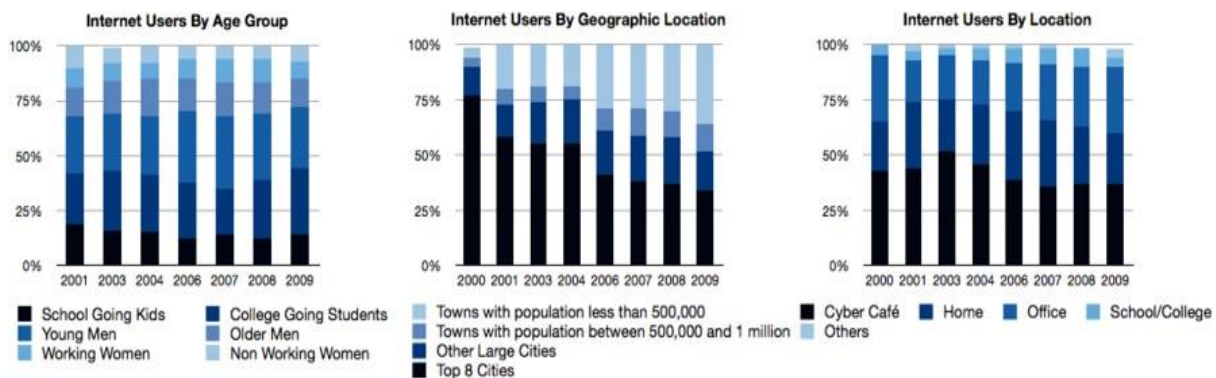
Despite the fact that internet use in rural areas is increasing, the majority of Internet users in India in 2011 (49.96 million) were from metropolitan areas (16.10 million).

Internet Users	2010	2011	Change from last year
Urban			
Internet using Households (millions)	15.21	18.27	+3.06
Average Internet Users per Household	2.6	2.7	+0.08
Internet using Individuals (millions)	39.56	48.96	+9.40
Rural			
Internet using Households (millions)	8.50	10.88	+2.38
Average Internet Users per Household	1.34	1.48	+0.14
Internet using Individuals (millions)	11.39	16.10	+4.71
All India			
Internet using Households (millions)	23.71	29.15	+5.44
Average Internet Users per Household	2.15	2.23	+0.08
Internet using Individuals (millions)	50.95	65.06	+14.11

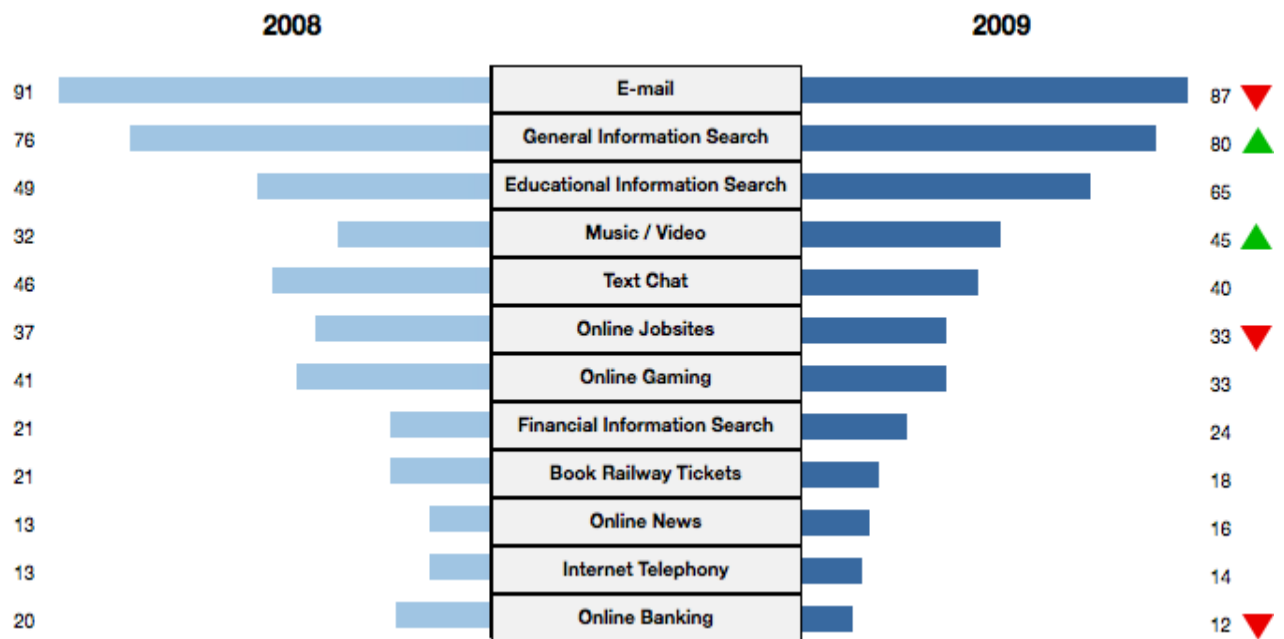
By Location

“Compared to the previous year, Internet access has increased from all locations in India. The majority of users access the Internet from home (58%) and this remains the most popular place to access the Internet for Indians. The Internet now reaches 29 million na Indian households, which accounts for 11.3% of all Indian households na and 5.4% of the Indian population.”

In rural areas, a significant number of Internet users still rely on cyber cafes to access the web. In 2011, there was a surge in mobile Internet usage, although only one in four Internet na users exclusively use mobile phones, as the majority of mobile Internet users (8 out of 10) use both PC na and mobile devices.



Common Uses of the Internet



“Similar to 2009, the majority of Internet users in India access the web to check their emails (95% in 2011) or search for general information. There is a growing trend of users searching for education-related information due to an emphasis on global learning. The youth are driving Internet usage today, and there is also an increase in searching for or purchasing travel products and paying bills online, both of which experienced growth of more than 20% compared to the previous year. Although accessing emails and searching for information remain the top uses of the Internet in India, in 2010, there was a significant increase in Internet users viewing videos and searching for songs, with 72% of the total active online population in India watching videos online, and YouTube serving as the most popular viewing source. This led to a decrease in downloading music (-3%) since online music channels are easily accessible”.

4.2. Mobile phones:

“In 1995, the Chief Minister of West Bengal made the first cell phone call in India, which marked the beginning of the cell phone revolution. The mobile telecommunications system in India is currently the second largest in the world with a subscriber base of over 929 million. The system was opened to private players in the 1990s and has seen a rapid expansion of over 130 times its original size, with 929 million subscribers as of May 2012. The country is divided into zones or circles, and both government and private players provide local and long distance telephone services. The competition has caused prices to drop, making calls across India among the cheapest in the world. The mobile market is expanding at an annual rate of over 40%. The system primarily follows the GSM mobile system in the 900 MHz band, and recent operators also operate in the 1800 MHz band. The dominant players are Airtel, Reliance Infocomm, Vodafone, Idea Cellular,

and BSNL/MTNL, with many smaller players operating in only a few states. Most operators have international roaming agreements with many foreign carriers. Mobile number portability (MNP) is allowed in India, which allows mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another.”

Mobile Penetration in India

In India, the mobile market has expanded significantly. In India, the majority of middle- and lower-class residents may have viewed the idea of possessing a cell phone as a luxury just ten years ago. The mobile phone has become so commonplace in today's society that many households now have multiple mobile phones, one for each member of the family, in place of a fixed telephone line.

The Numbers Game

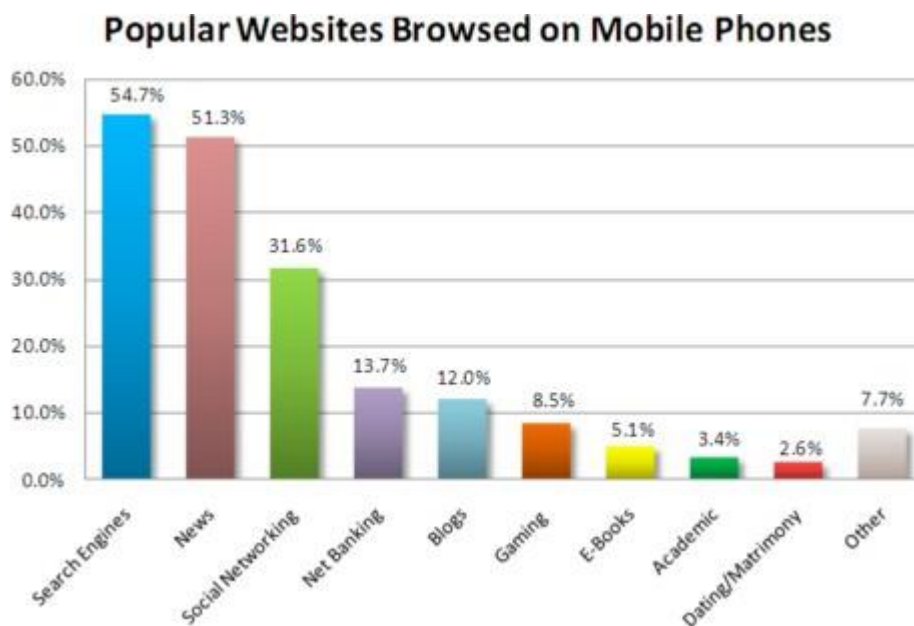
5: The time interval between buying a mobile phone on eBay India.

20: The monthly growth in the number of new mobile users (measured in millions).

The proportion of India's mobile market that just uses voice services is 70.

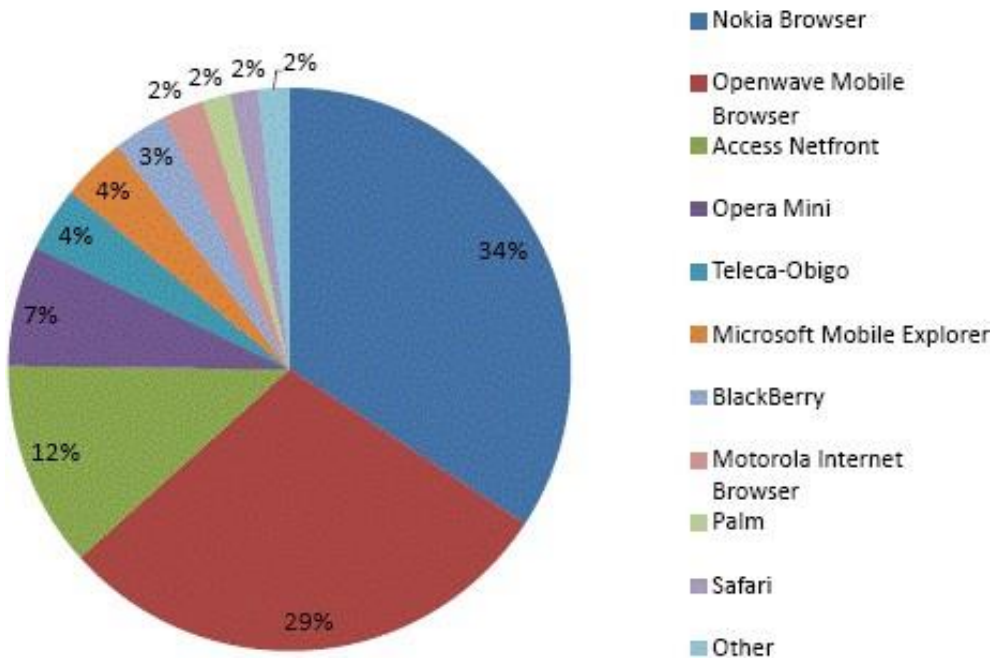
75: The proportion of 20 to 30 year olds who use mobile internet.

Mobile Internet Usage



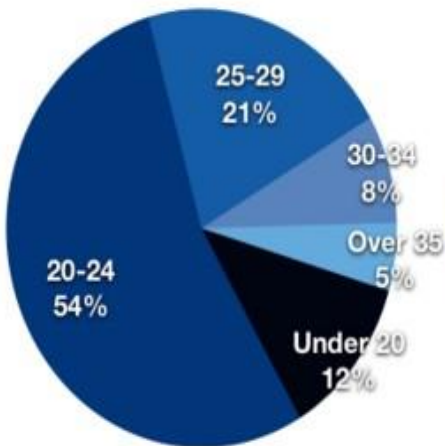
With 35 million users, India currently occupies the second-place spot in the world for mobile internet usage. In the past five years, the number of mobile internet users has increased five times, and by 2015, the number of internet users in India is expected to increase another five times. This population's three-quarters will use mobile devices to access the internet.

Worldwide Mobile Browser Share

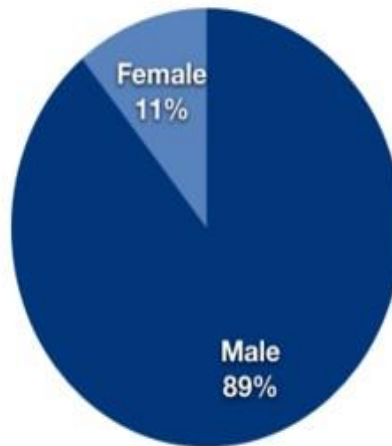


Mobile Internet User Profiling

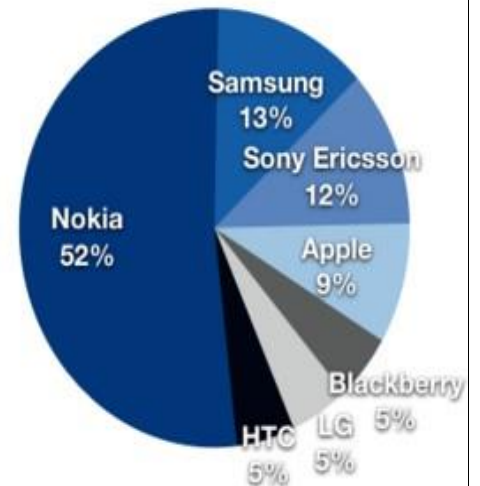
Mobile Internet Users By Age Group



Mobile Internet Users By Gender



Mobile Internet Users By Handset Brand



Digital Media Platforms

Blogs

The term "Indian blogosphere" refers to the community of Indian weblogs that exists within the larger blogosphere online.

History

When Unicode was introduced, it became possible to type in Indian languages on computers, which led to the emergence of blogs written in Indian languages. Initially, the Indian blogosphere was small due to the lack of Indic typing tools and low awareness about them. However, with the spread of awareness and the development and availability of Indic typing tools, the number of Indian na blogs grew rapidly.

Blog platform

“Despite India having more than 20 official languages, the majority of Indian blogs are still written in English and can be standalone or hosted on popular blogging platforms. Among the Indian blogs written in languages other than English, Google's Blogger is the most popular due to its support for Indic Unicode and its rich features. Additionally, in 2007, Google Indic Transliteration, an Indic language typing tool, was integrated into it, eliminating the need for a separate Indic typing tool. Furthermore, WordPress, which supports Indic Unicode, is the most popular platform for those who host their blog on their own domain in India.”



Renie Ravin, founder of IndiBlogger.in, and Gaurav Mishra, who are popular Indian bloggers, created a chart in May 2009 to provide an overview of the "State of the Indian Blogosphere". The chart is based on 7895 blogs registered on IndiBlogger.in and shows the popularity of blogs in India.

Internet usage

Out of the enormous population of 1.237 billion, a relatively small percentage of people in India use the internet. As of recent statistics, there are 243 million internet users in the country, with projections indicating that the number may increase to 500 million by 2018. According to Rajan Anandan, the Managing Director of Google India, India will surpass the United States in na terms of the number of internet na users by the end of 2014.

Mobile Usage

The usage of mobile phones for accessing the internet and social media has increased significantly with the emergence of the "Smartphone" generation. A large proportion of people in India access the internet and social media through their mobile phones. The number of active internet users through mobile phones is around 220 million, and it is crucial to ensure that websites and pages are optimized for mobile use. In addition, there are over 92 million active social media na users who access social media via their na mobile phones, accounting for approximately 41% of the total mobile internet users in India.

4.3.Social Media

“Social media refers to the use of internet-based applications that allow individuals and communities to create, share, or exchange user-generated content. Andreas Kaplan and Michael Haenlein describe social media as relying on the technological and ideological foundations of Web 2.0, enabling highly interactive platforms that introduce significant changes to communication between individuals, communities, and organizations. These changes have given rise to the field of self-studies.”

“Compared to traditional or industrial media, social media has several differences, such as its quality, reach, frequency, usability, immediacy, and permanence. Social media also offers various benefits to content contributors, such as building a reputation, career opportunities, and monetary income.”

“One of the first social media sites was Geocities, created in 1994, which allowed users to create their own websites based on one of six "cities" known for specific characteristics. “

“(Various social media technologies have taken various forms, including but not limited to magazines, weblogs, microblogging, podcasts, wikis, social networks, photographs, videos, rating, and social bookmarking. These technologies also encompass picture-sharing, music-sharing, crowdsourcing, voice over IP, and wall-posting. Social network aggregation has the potential to combine and integrate many of these platforms. “

Kaplan and Haenlein have developed a classification scheme for social media, applying theories from media research (social presence, media richness) and social processes (self-presentation, self-disclosure) in their Business Horizons (2010) article. This classification scheme consists of six different types of social media:

1. “Collaborative projects” (for example, Wikipedia)
2. “Blogs and microblogs” (for example, Twitter and Tumblr)
3. “Content communities” (for example, YouTube and Daily Motion)
4. “Social networking sites” (for example, Facebook)
5. Virtual game-worlds (e.g., World of Warcraft)
6. Virtual social worlds (e.g. Second Life)

“The distinctions among the various types of social media have become more unclear. Scholars Shi, Rui and Whinston (2013) contend that Twitter, being a blend of a broadcasting service and a social network, should be categorized as a "social broadcasting technology".

Mobile Social Media

“Mobile social media refers to the combination of social media and mobile devices. It comprises a set of mobile marketing applications that enable the creation and exchange of user-generated content. One of the main differences between mobile social media and traditional social media is the incorporation of new factors such as location-sensitivity and time-sensitivity, which are related to the current location and time delay of the user”. Andreas Kaplan classified mobile social media applications into four types:

1. Space-timers: “These are location and na time-sensitive applications that involve the exchange of messages with relevance for a specific na location at a specific time. Examples include Facebook Places and Foursquare’.
2. Space-locators: “These are only location-sensitive applications that involve the exchange of messages tagged to a specific location and read by others later. Examples include Yelp and Qype. 5 9 10 26 27 36 Page 38 of 66”
3. Quick-timers:” These are only time-sensitive applications that transfer traditional social media applications na to mobile devices to increase immediacy. Examples include posting Twitter messages or Facebook status updates. “
4. Slow-timers: “These are neither location nor time-sensitive applications that transfer traditional social media na applications to mobile devices. Examples include watching a YouTube video or na reading a Wikipedia entry”.



Mobile social media and business potential

“Mobile social na media offers unique opportunities for businesses in various sectors. By leveraging the location- and time-sensitivity features of mobile devices, companies can engage in marketing research, na communication, sales promotions/discounts, and relationship development/loyalty programs. 14 Page 39 of 66 Marketing research: With the help of mobile social media applications, companies can gather data on offline consumer movements in great detail, which was previously limited to online companies. Companies can now access the exact time a customer na entered one of its outlets and collect feedback and comments during the visit.”

Communication: “Mobile na social media communication can take two forms. Firstly, company-to-consumer communication where companies can connect with customers based on their location and provide reviews of nearby locations. Secondly, user-generated content can be shared to promote products or services.”

Sales promotions and discounts: Formerly, customers had to utilise printed coupons, but now that everyone uses mobile social media, businesses may customise campaigns to target certain users at certain times. Customers can get online discount coupons for online retailers like Myntra, Jabong, and others by using the internet recharge app "Paytm," for instance.

E-commerce: Mobile social media apps like Flipkart, Snapdeal, and Amazon are contributing to the growing popularity and accessibility of e-commerce, allowing consumers to make purchases online. The Social Media Report of 2012 noted that an increasing number of people access social media content through mobile platforms, particularly through apps.

“Community media now represents a blend of industrial and social media, with some community-owned radio, TV, and newspapers being operated by professionals and others by amateurs. These media outlets utilize both social and industrial media frameworks.”

“Social media has also revolutionized the way public relations professionals conduct their jobs. It has created an open forum where people can freely exchange ideas about companies, brands, and products. According to Doc Searls and David Wagner, experts on the impact of the Internet on marketing, advertising, and PR, the most effective PR professionals are not traditional PR types, but rather individuals who understand that censorship does not exist and who can engage in conversations on behalf of their company. Social media offers an environment where PR professionals can engage with users, promote their brand, and enhance their company's image now by listening and responding to public feedback about their products.”

Channels

Top Social Networking Sites in India July 2010 vs. July 2009 Total India – Age 15+, Home & Work Locations* Source: comScore Media Metrix			
India	Total Unique Visitors (000)		
	Jul-2009	Jul-2010	% Change
Total Internet : Total Audience	35,028	39,562	13
Social Networking	23,255	33,158	43
Facebook.com	7,472	20,873	179
Orkut	17,069	19,871	16
Bharatstudent.com	4,292	4,432	3
Yahoo! Pulse	N/A	3,507	N/A
Twitter.com	984	3,341	239
LinkedIn.com	N/A	3,267	N/A
Zedge.net	1,767	3,206	81
ibibo.com	1,562	2,960	89
Yahoo! Buzz	542	1,807	233
Shtyle.fm	407	1,550	281

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.



Facebook has emerged as the leading social networking site in India after a prolonged competition with Orkut. Research studies show that as of March 2011, Facebook had 31.6 million unique visitors per month from India. In the period between 2010 and 2011, India experienced the fastest growth in Facebook use, with a market share increase of 88% in August 2011 compared to the same month in the previous year. Despite this growth, Facebook's penetration in India's population is only at 3%.

A study by Experian Hitwise revealed that in August 2011, the average session time on Facebook in India was 20 minutes and 21 seconds. As more Indian users connected with more people on the platform, the average session time grew significantly. Brands should not overlook Facebook as a marketing platform considering its popularity and the increasing engagement of Indian users with the platform.



Between 2005 and July 2010, Google's Orkut was the leading social networking platform in India. Even though Facebook has since surpassed Orkut, it remained a significant player in the market with a decreasing number of users. As of March 2011, Orkut had 15.2 million unique visitors, a decline from 19.9 million in July 2010.

Orkut's presence in India was essential as Indian users accounted for approximately 20% of the total worldwide user base of the platform. The social networking site was more popular in smaller cities, known as "Tier 2 and 3" cities, compared to larger metropolitan cities like Mumbai. Conversely, Facebook was more popular among users in metropolitan cities. However, Google ultimately shut down Orkut on September 30th, 2014.



LinkedIn is a popular professional networking site in India, mainly used for hiring and professional networking. With 12 million users, India has the second-highest number of LinkedIn users after the United States. This translates to a penetration rate of 1.02%.



Twitter has become increasingly popular in India, with about 33 million users currently. The platform is experiencing a rapid growth in popularity in India, similar to the trend in other parts of the world. Prominent Indians, such as politicians, Bollywood actors and actresses, and sportspeople, have joined the Twitter community

Notable Statistics

- 60% of (social networking traffic in India is generated by non-metro cities, with Mumbai being the city with the highest social networking traffic) overall.
- "Social networking sites are most commonly used by people aged 15 to 24, whereas LinkedIn is more actively used by the age group of 25 to 34, particularly among graduates who are seeking employment opportunities."
- 60% of internet users in India use social media platforms.
- The most popular time for using social media in India is between 6 pm to 10 pm, which is outside of typical work hours.
- The majority of social media users in India fall under the income category of "less than 2 lakhs p.a." This is primarily due to the fact that social networks are primarily driven by young people.

Traditional Digital Media

4.4. Television

"Television was introduced in India through Doordarshan (DD) on September 15, 1959, and it remains the National Television Network of India as well as one of the largest broadcasting organizations

in the world. The television industry has developed significantly in the last decade, with several Indian private broadcasters and international satellite services. Currently, there are 515 na channels available through cable, with over 30 news channels in almost all of India's 22 official na languages.”

“As s of June na 2010, around 60% of Indian households had a television, an increase from less than a third in 2001, with 103 million households having access to cable or satellite television. The main players in the an industry include STAR TV, Zee Television, CNN, Sony Television, ATN (Asia Television Network), BBC World, and Discovery Channel. The Direct-to-Home (DTH) na digital market is expanding rapidly and is expected to be accessed by at least 23.77 million na households.”

“The average time na spent by viewers in India is estimated to be around 145 minutes/day, with more time spent na watching channels in digital homes. As the DTH market reaches critical mass, niche na broadcasters will be in a stronger position to capitalize on upmarket viewers through advertising and marketing channels. Although cable television is still the preferred medium of na entertainment, the business is beginning to explore the use of the Internet to transmit information. IPTV is expected to expand as broadband penetration grows in the future.”

According to the Webchutney “Digital Media Outlook 2010 report, television na remains the preferred medium of advertising for businesses. In 2009-2010, it accounted for 45% of total advertising expenditure in na India. However, the popularity of television as a preferred medium for advertising has begun to decline as marketers shift their focus to online advertising, which grew by 66% in 2009. While television remains an important medium for businesses, the popularity of online advertising is increasing rapidly.”



Radio

All India Radio launched radio broadcasting in India in 1935. Till 1999, when na private companies were permitted to join in this mass media na industry, the sector did not experience considerable growth. Since then, radio has advanced significantly, bringing in US\$49.5 million in 2009.

Nonetheless, it is anticipated that this number would increase exponentially at a 20% annual pace.

In India, radio is a fairly significant medium with a 56% reach. 40 broadcasters own the 248 FM radio stations, with Radio Mirchi being the most well-known. According to attention spans, 39% of listeners tune in for one to three hours per day, compared to 51% who tune in for an hour on average each day. Audience



Impacts of Digital Media

The growth of digital media has opened up na new opportunities for businesses to connect with their target audience in a cost-effective manner. In India, digital marketing is being driven by two factors: the increasing number of users on online social networks and the growing popularity of mobile marketing. The number of users on online social networks has grown significantly in India, increasing by 43% to approximately 33 million na unique users from the beginning of 2009 to July na 2010. This presents a great opportunity for marketers to expand their brand's reach by using online social networks. Meanwhile, mobile advertising has also seen significant growth due to the increase in digital advertising.

Advantages

- Targeting users based on their location
- Offering multiple ways to connect with consumers
- Understanding consumer behaviour and trends
- Providing a one-on-one interaction with users
- Having a reliable billing relationship with users
- Encouraging direct response from users.

The Asia Pacific region's single largest market for mobile ad impressions is now India. Over the past three months, there was a 22% rise in it. May 2011 was the largest traffic volume in the nation, with 2.6 na billion advertising being sent to na 59.4 million visitors across all platforms. The decline in data prices, accessibility of less expensive phones, aggressive promotion of mobile

internet, and improved mobile content are all credited with this increase.

Social Gaming

Currently, out of the roughly 12 million Indians on Facebook, 7 million of them apparently engage in social gaming. Within two years, at least half of the na 500 million Facebook users worldwide are anticipated to start playing social games. According to a study in the Hindustan Times, India's mobile na gaming business is worth Rs 541 na crore, or 4.56 percent of the country's overall VAS revenue of Rs 11,860 crore, and has already begun to make an impact due to the introduction of high-end and affordable smartphones.

SEO

To increase the number of people that visit their website, marketers or communicators must use search engine optimization. Yet, optimization is problematic in a nation like India, where there are 28 states and 22 official languages. In addition to English and many other regional languages that are spoken, Hindi is the primary official language in India. While choosing how to carry out SEO for their digital media, marketers whose target na audience is in India must pay great attention to the languages spoken na by their particular customer group(s).

Only one advertisement out of seven succeeds well across all Indian marketplaces, according to Shiv Moulee of Millward Brown India, and among those that perform extraordinarily well in one area, more than a third.

Society

Although the idea of using digital media for social na change is not yet widely accepted in India, the success of the following examples demonstrates that social marketers or movements do have the opportunity to capitalise on the expansion of social media na tools in India to further their causes.

CHAPTER 5

FINDINGS

The average daily time spent on the internet by Indians was 2-5 with mobile devices being the primary means of accessing the internet. Social media is a major driver of digital media consumption in India, with platforms like Facebook, Instagram, WhatsApp, and Twitter being widely used.

Online video consumption is also on the rise in India, with platforms like YouTube, Netflix, and Amazon Prime Video being popular among users .E-commerce is another area that has seen significant growth in India, with more people shopping online for products and services.

The COVID-19 pandemic has further accelerated the adoption of digital media in India, with many people turning to online channels for work, education, entertainment, and socializing.

Overall, the digital media landscape in India is rapidly evolving, driven by a combination of factors such as increasing internet penetration, growing smartphone adoption, and the emergence of new technologies and platforms.

SUGGESTIONS:

- Online consumer's information is at risk because they are using disreputable information sources to guide their decisions and behaviours.
- Underestimating the expenses linked with social media marketing would not be prudent. While creating a Facebook account can grant immediate access to a vast audience, one should not take this task lightly.
- It is important to keep in mind that the brand has the potential to be widely damaged across the internet, which could become viral. Fixing this damage may require a significant amount of money and effort.
- Hiring staff with appropriate qualifications and providing training to other employees for using company accounts would entail additional expenses. These expenses are not within the scope of this report, and it is strongly suggested to conduct further research in this domain.
- Hotels should regard Trip Advisor and holidayiq.com as important tools for managing their reputation, and at the very least, they should acknowledge reviews, whether positive or negative. Currently, reviews are left unanswered.
- To avoid sending mixed messages and to encourage the use of online forums for interaction, it is recommended to align offline and online marketing strategies. Offline advertising should complement the online media. Including phrases such as "visit us on Facebook" in promotional material can help increase awareness.

- The social networking strategy should possess enough flexibility to adapt to new advancements and assess what strategies are effective and which ones are not.
- It is recommended to have a social media coordinator solely responsible for monitoring the impact of any changes made. Having a dedicated coordinator would ensure consistency in communication. Alternatively, seeking the expertise of a professional agency experienced in social media marketing, even from the early planning stages, is advisable.
- It is essential to manage reviews and complaints raised by customers on social networking sites effectively. Hotel management should take appropriate measures, and the actions taken should be communicated to the customer.
- Regularly showcasing seasonal promotional offers on social networking sites can help capture a large number of customers.

CONCLUSION:

Indians are consuming digital media at an increasing rate, with a significant portion of the population spending several hours a day on various digital media platforms.

The most popular digital media platforms in India include social media, messaging apps, online video streaming services, and news websites.

Mobile phones are the most common device used for accessing digital media in India, followed by laptops and desktops.

Indians prefer local language content over English language content, and regional language digital media platforms are gaining popularity.

Entertainment, news, and social media are the primary reasons why Indians use digital media.

Digital media consumption habits differ among age groups and genders, with younger people and females consuming more digital media than their older counterparts and males.

The study highlights the need for digital media companies to understand and cater to the specific needs and preferences of Indian consumers.

Overall, the study suggests that digital media consumption in India is rapidly evolving, and digital media companies need to adapt and innovate to stay relevant in this dynamic market.

CHAPTER 6

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India and Its New Media Consumption Habit (dqindia.com)

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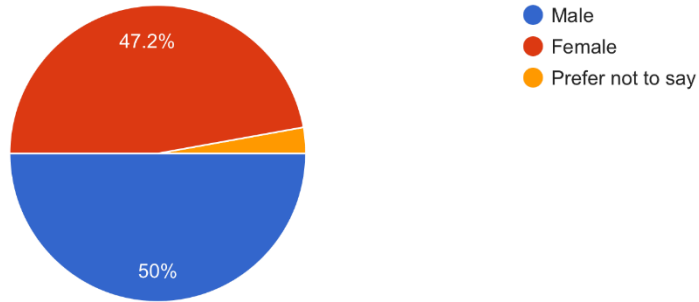
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CHAPTER 7

QUESTIONNAIRE

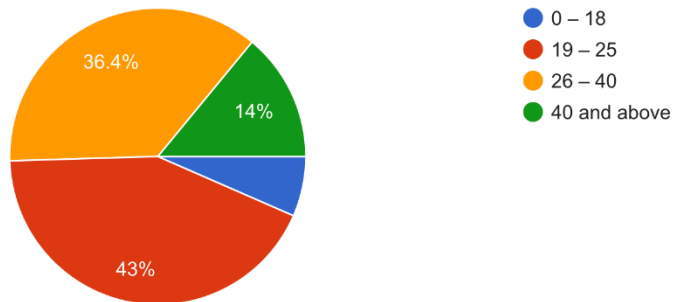
Gender

106 responses



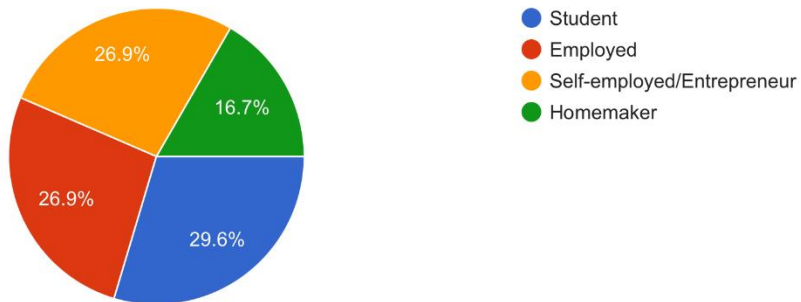
Age group

106 responses



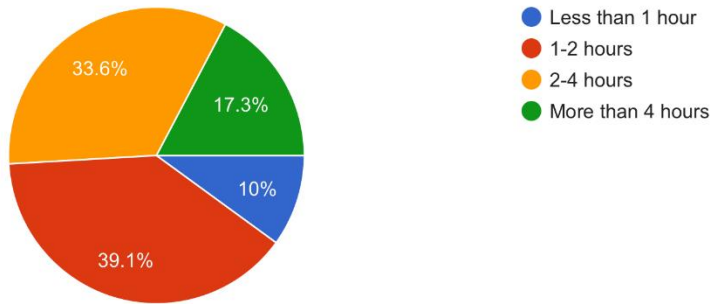
What is your occupation

106 responses



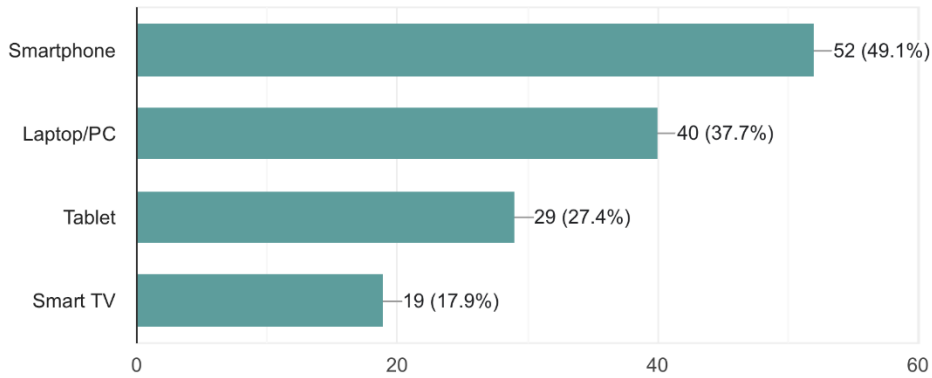
1. How many hours do you spend on digital media daily?

106 responses



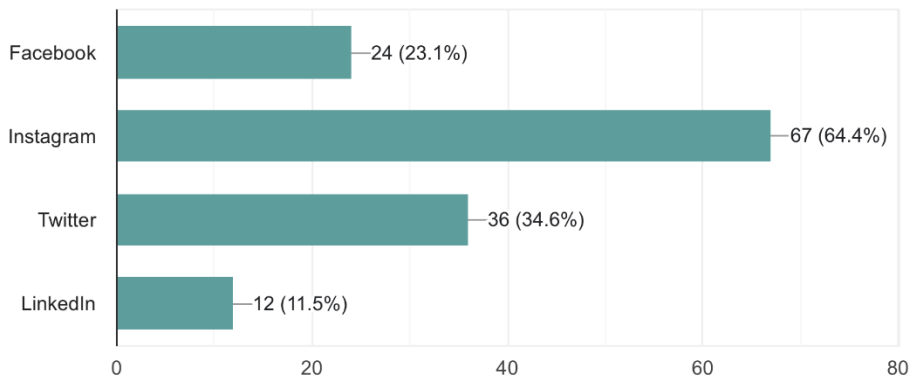
2. Which device do you primarily use for accessing digital media?

106 responses



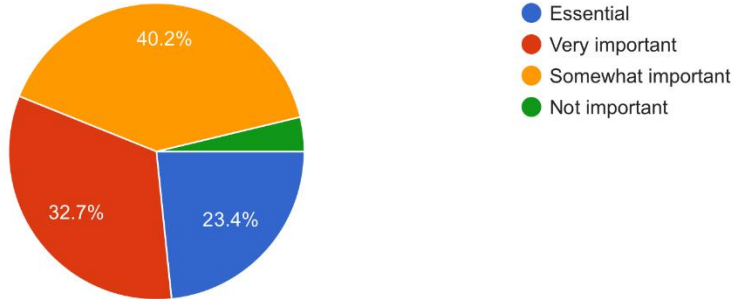
3. What is your preferred social media platform?

104 responses



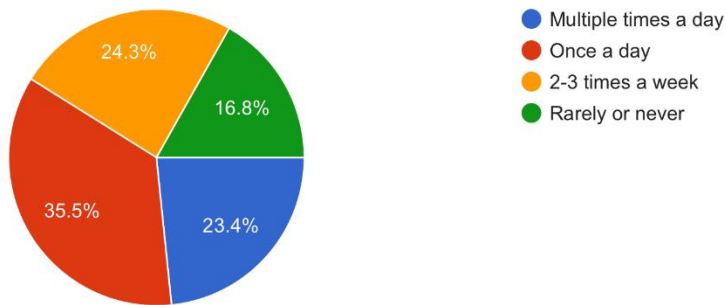
4. How important is digital media in your daily life?

106 responses



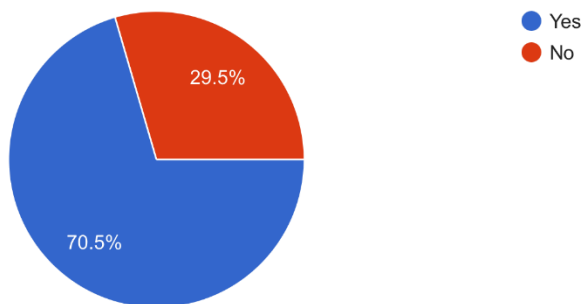
5. How often do you read online news articles or blogs?

106 responses



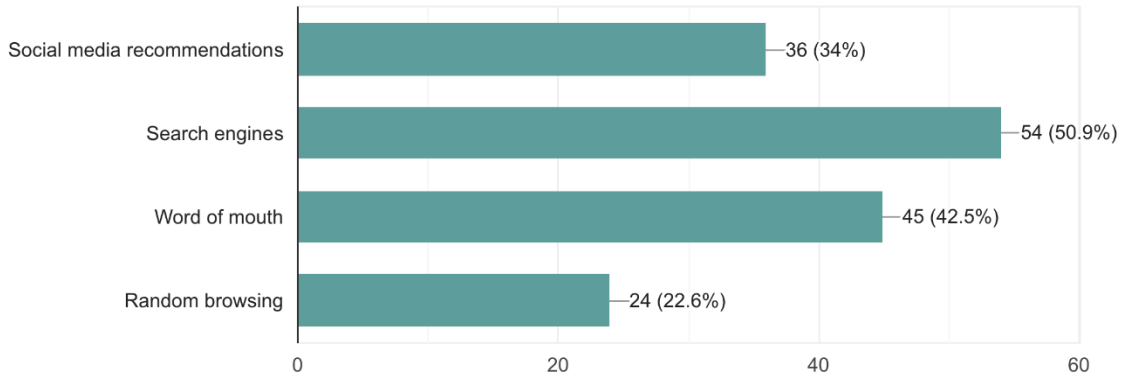
6. Do you subscribe to any digital streaming platforms (e.g., Netflix, Amazon Prime)?

105 responses



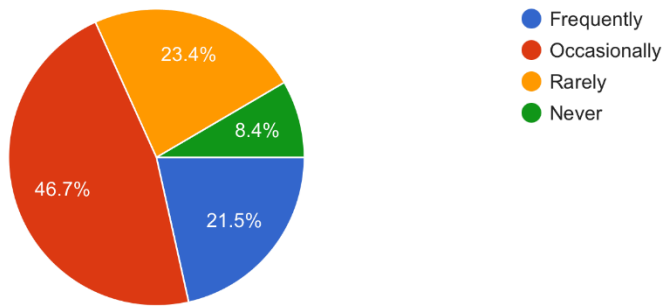
7. How do you discover new digital content (e.g., movies, music, podcasts)?

106 responses



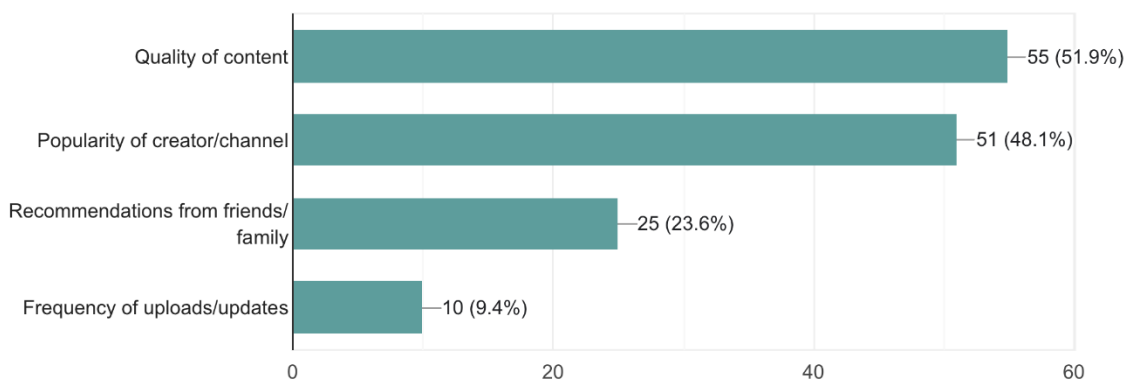
8. How often do you engage with digital advertising (e.g., clicking on ads, interacting with sponsored posts)?

106 responses



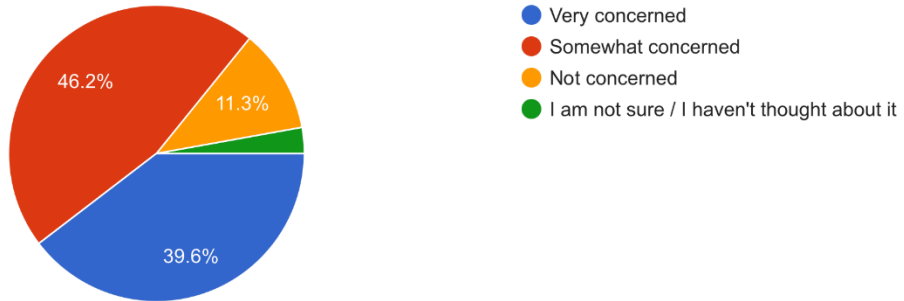
9. What influences your decision to follow or subscribe to a digital content creator/channel?

106 responses



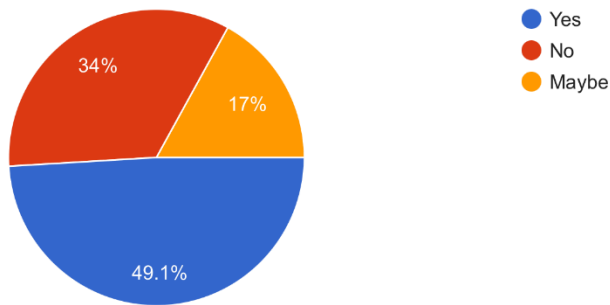
10. How concerned are you about privacy and security while using digital media platforms?

105 responses



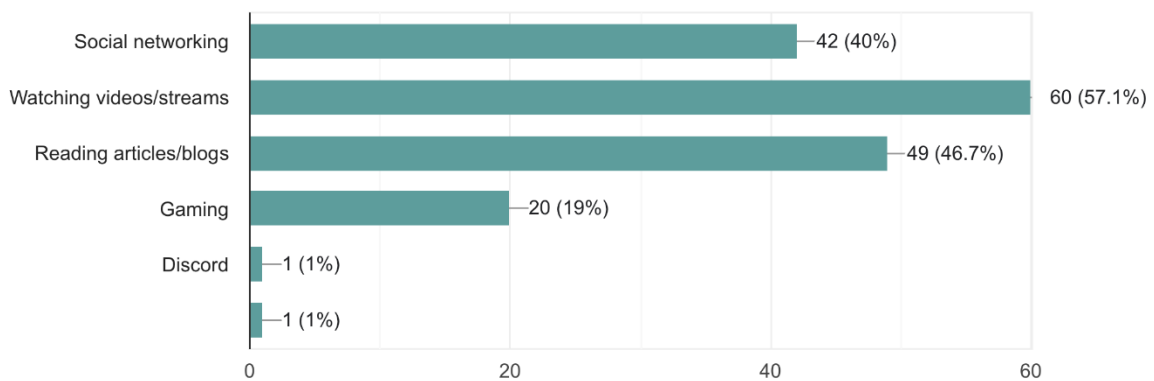
11. Do you use digital media for educational purposes (e.g., online courses, tutorials)?

105 responses



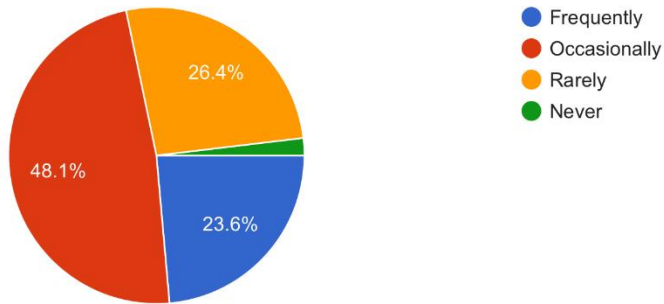
12. Which digital media activity do you spend the most time on?

105 responses



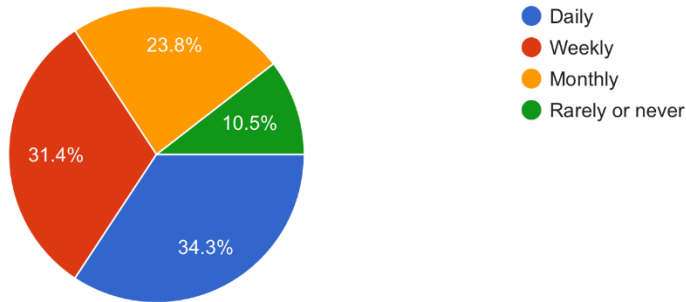
13. How often do you share digital content with others?

105 responses



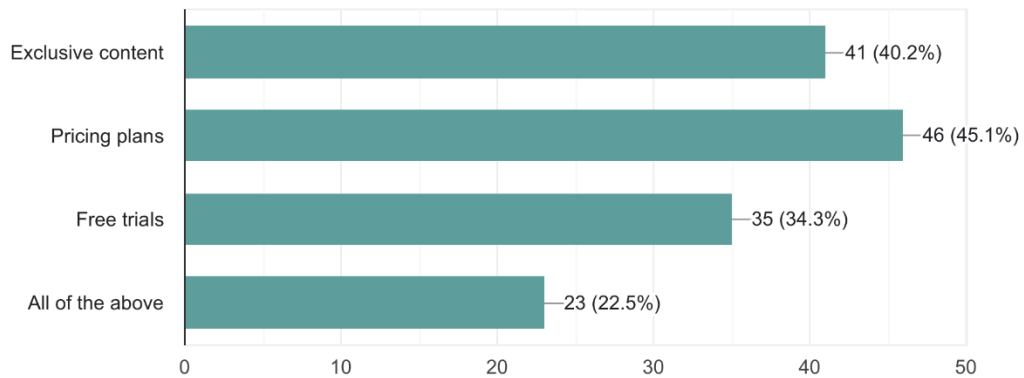
14. How often do you use digital media for work-related purposes?

105 responses



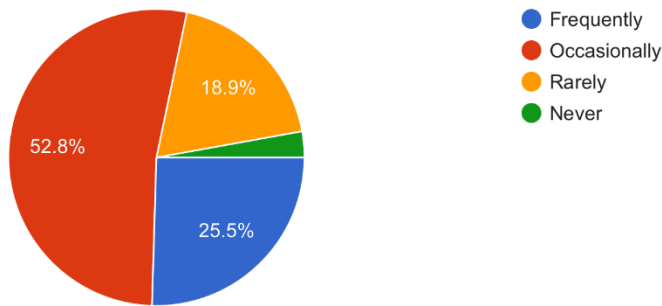
15. What factors influence your decision to subscribe to a digital media service?

102 responses



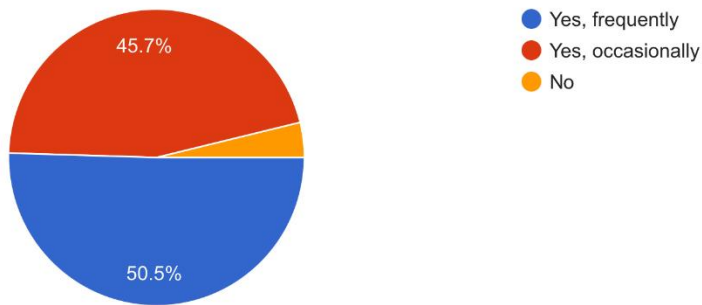
16. How often do you engage with digital media content that promotes social causes or activism?

105 responses



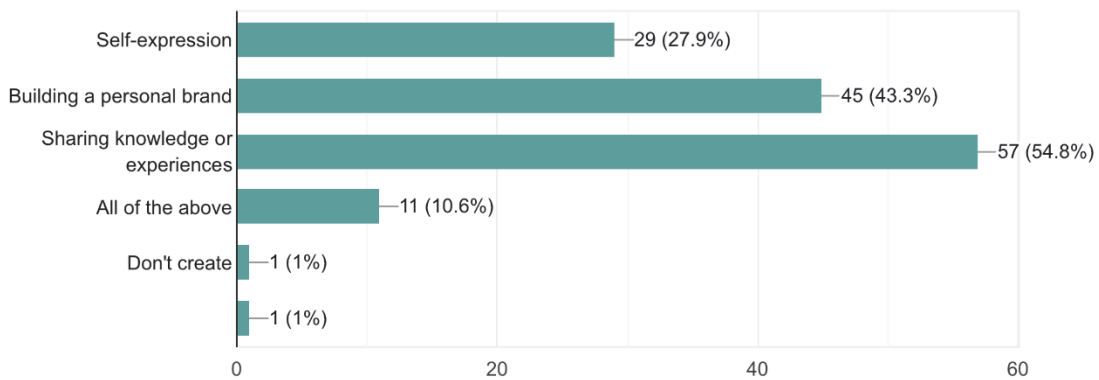
17. Do you use digital media for entertainment purposes during your commute or travel?

105 responses



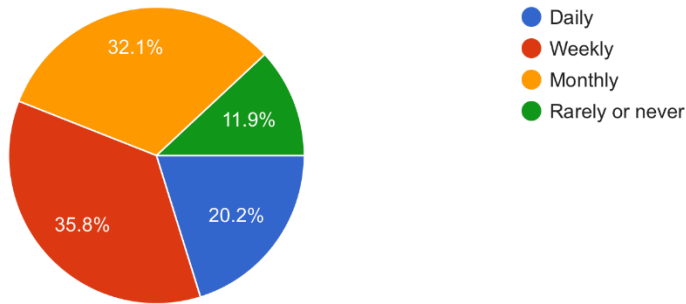
18. What motivates you to create and share your own digital media content (e.g., videos, blog posts, social media posts)?

104 responses



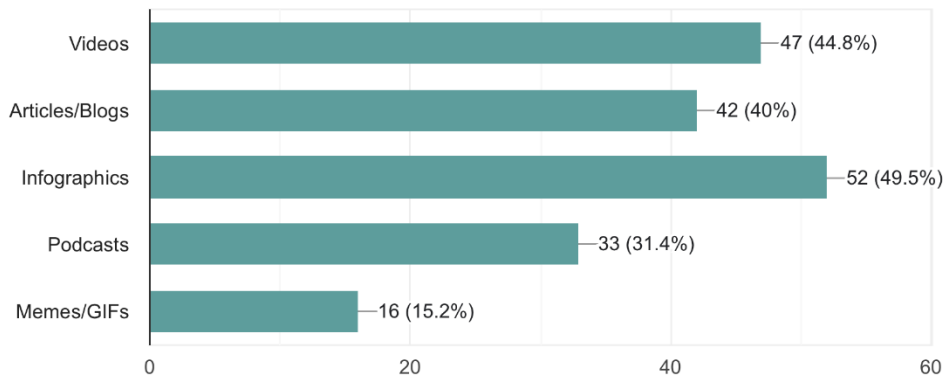
19. How often do you use digital media for shopping or purchasing products/services?

106 responses



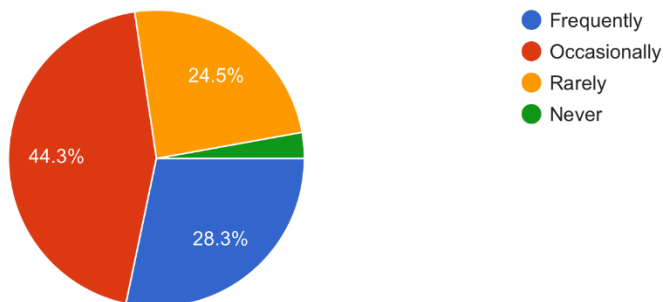
20. What type of digital media content do you find most engaging?

105 responses



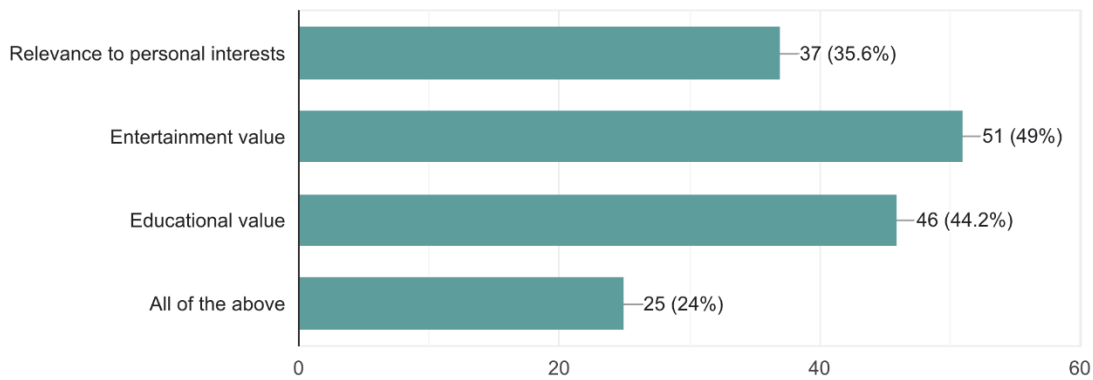
21. How often do you encounter fake news or misinformation while consuming digital media?

105 responses



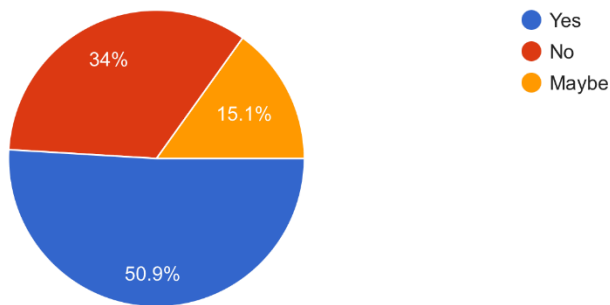
22. What factors influence your decision to engage with digital media content?

104 responses



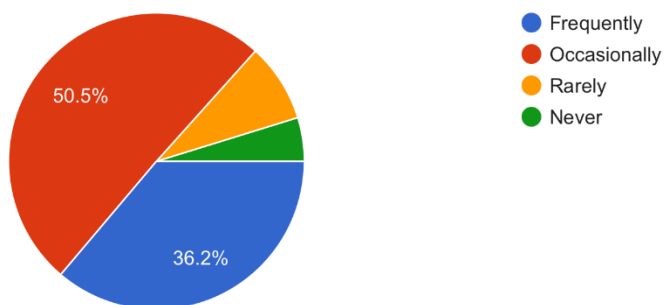
23. Do you use digital media for seeking career opportunities or professional networking?

105 responses



24. How often do you use digital media for entertainment purposes with friends or family (e.g., watching movies together, playing online games)?

105 responses



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