

# A Study of Changing Consumer Trends in The Entertainment Industry

MAMTA YADAV<sup>1</sup>, DR. MANISH KUMAR SRIVASTAVA<sup>2</sup>

<sup>1</sup> Research Scholar, Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur.

<sup>2</sup> Associate Professor & Supervisor, Department of Commerce, Deen Dayal Uphadhaya Gorakhpur University, Gorakhpur.

*Abstract- Entertainment Due to hectic modern lifestyle, various entertainment media helps people reduce their stress level. With the change in technological environment consumers have access to a mix of various different entertainment media like movies, theatre, live concerts, festival carnivals, art and exhibition, the internet, Etc. This paper tells about different entertainment media available to the consumers. It discusses about the changing consumers preferences from traditional entertainment media to modern entertainment media. Further, the authors have also evaluated the various reasons for changing consumer trends for entertainment industry.*

*Indexed Terms- Entertainment industry, Entertainment media, Consumer trend*

## I. INTRODUCTION

Consumer behavior has become highly volatile in the present era of globalization. Changes in consumers' exposure, income, education, experiences, easy availability of foreign products and hallow effect have casted their shadow on their behavior. In present marketing scenario, it has become inevitable for business firms to understand consumer behavior in order to provide want-satisfying goods and services to present and potential consumers. Marketers are always in search of an offering which can satisfy the ever changing needs and wants of consumers. One of such type of offerings is 'entertainment'. Entertainment being intangible in nature is something which can be just experienced. Media through which it is delivered plays a very important role in increasing the effectiveness of this offering. The entertainment

industry has noticed major changes in entertaining the customers.

## II. ENTERTAINMENT INDUSTRY

According to Invest India, India has a large broadcasting and distribution industry, consisting of around 900 satellite TV channels, 6,000 Multisystem operators, around 60,000 local cable operators, 7 DTH operators and few IPTV Service providers. The Indian Media and Entertainment (M&E) industry is expected to grow at rate of 14% over the period 2016-2021.

India has 118,239 registered newspaper and periodicals, around 2,500 multiplexes and more than 57Cr internet users – second largest base after China. Spending on entertainment and media in India has grown rapidly in recent years, driven by the country's middle class and young urban population. The Indian media and media entertainment industry comprise of print, electronic, radio, internet and outdoor segments. The digitization of the content and ongoing innovations in technology will continue to drive growth and force changes in the media and entertainment industry. The importance of the entertainment industry has also increased in the present Covid19 Era.

## III. OBJECTIVES OF THE STUDY

1. To study various types of entertainment media options available for the customers.
2. To examine the changing customer trends in the modern entertainment media industry.
3. To evaluate various reasons for changing consumer trends in the entertainment industry.

#### IV. RESULTS AND DISCUSSION

##### 1. VARIOUS TYPES OF ENTERTAINMENT MEDIA OPTIONS AVAILABLE FOR CONSUMERS:

The entertainment industry is entertaining the consumers from ages by various media. From time to time and with changing market dynamics, different new entertainment media has evolved. The various types of entertainment media options available are discussed below:

###### i. TRADITIONAL ENTERTAINMENT MEDIA:

The non-electronic medium is a part of our culture and is used for transmitting tradition from one generation to another is called traditional media. Traditional media is a means of communication and expression that had existed time immemorial. It is the indigenous channels of communication having inbuilt character of entertainment, which had been made to express the socio-ritual, moral and emotional need of folk such as folk songs, folk arts, folk lore etc.

###### a) FOLK THEATRE:

Folk theatre represents the people in their natural habitat. In folk theatre, performances themes are related to people own suffering, daily works, dreams and mythology. Shridhar P. (2020) has mentioned that in present days, government use folk theatre to educate people on different issues like family planning, AIDS/HIV awareness, literacy, health etc. Folk artists are also coming forward to create awareness and inform local about the preventive measures to limit the spread of COVID-19.

###### b) STREET THEATRE:

Street theatre is a form of theatrical performance and presentation in outdoor place. This suits the type of audience it tries to reach who are mostly the poorer section for whom theatre is luxury. According to Seth Archit (2019), "Nukkad Natak" is used by companies like UN, Goonj, CRY etc. to propagate their message to their targeted audience and market their products because of its magnetic characteristic towards its audience. Such street theatres are very popular among locals.

###### c) PUPPETRY:

It has fascinated children and adults of all ages. It is used for giving developmental messages. (Farida Syeda, 2014) At present puppetry is used to educate students about good health and hygiene and environmental issues. In rural India, local residents have puppetry as their livelihood. Puppetry is known by different names in different states of India like Shadow Puppetry as Kalasutri Bahulya (Maharashtra), Shadow puppetry as Tholu Bommalata (Andhra Pradesh), Glove puppets as Pava-kuthu (Kerala), Rod puppets as Putul Nach (West Bengal) and String puppet as Kathputhli (Rajasthan). Shadow puppetry is also popular in Kerala and Karnataka and rod puppets in Bihar and Orissa.

###### d) FAIR AND FESTIVAL:

Fair and festival are also an integral part of the cultural life a community where every member participates actively and enjoy together. Local fairs are central attraction for native culture, art and tradition. It was mentioned in the study conducted by Munjal and Jauhari (2015) that Fair and festival form a vibrant part of the Indian culture. There is a positive orientation among visitors with respect to these events. On one hand, these ensure continuity of tradition, custom and cultural heritage and on the other they generate positive economic aspect.

###### ii. MODERN MEDIA OF ENTERTAINMENT

Modern media of entertainment generally includes Television, Print media, Radio, Online streaming services, Online streaming video, Games, Music, Out of home entertainment, Films.

###### a) TELEVISION:

Television is one of greatest invention to mankind. It is common source of information and entertainment. 2/3<sup>rd</sup> of Indian household own television. As per IBEF report (2019), Television industry is anticipated to have risen from ₹651.90 billion (US\$10.11 billion) in FY18 to reach ₹ 1179.60 billion (US\$17.60 billion) in FY23. Projected growth rate of television will be at CAGR of 12.60 % during 2018-2023.

###### b) RADIO:

Radio has emerged as the ultimate survivor, adapting itself to the tastes of the newer generations of listeners and absorbing newer technologies. Today, there are

more than 180 community radio stations across India, broadcasting in languages like Bundelkhandi, Garhwali, Awadhi and Santhali. Radio has also been the last means of communication in times of calamity and disaster. As per IBEF report (2019), the radio industry is expected to reach ₹ 42.10 billion (US\$ 627.98 million) by FY23 from ₹ 25.90 billion (US\$ 401.86 million) in FY18. CAGR of radio industry will be counted on 10.20 % during 2018-2023.

c) PRINT MEDIA:

Print media generally constitutes newspapers and monthly, fortnightly, weekly, bi-weekly magazines. Outdoor billboards, transit poster, the yellow pages and direct-mail are other forms of print media. IBEF report (2019) stated that the print media has witnessed hike from ₹ 318.90 billion (US\$ 4.95 billion) in FY18 to ₹ 424.90 billion (US\$ 6.34 billion) by FY23. Accelerated growth is envisioned in regional print and local news segments. CAGR will forecast growth of 5.90% during 2018-2023.

d) FILM/MOVIES/CINEMA:

Cinema is immensely popular in India, with as many as 1600 films produced in various languages every year. Indian cinema produces more films watched by more people than any other country. In 2011, over 3.5 billion tickets were sold across India, 900000 (0.03%) more than Hollywood. IBEF report (2019) tells that Indian Film industry is predicted to show a hike of ₹ 228.80 billion (US\$ 3.41 billion) in FY23, from ₹ 158.90 billion (US\$ 2.47 billion) in FY18. CAGR will grow at 7.60% between 2018 - 2023.

e) ONLINE STREAMING SERVICES:

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. Streaming videos, one can click to watch it without downloading it. Some popular streaming services include Netflix, Hulu, Prime Video, the video sharing website YouTube, other sites which stream films and television shows like Hotstar, SonyLIV, websites like Apple music, Wynk music, Spotify which stream music and video game live streaming sites such as Mixer and Twitch.

f) OUT OF HOME ENTERTAINMENT MEDIA:

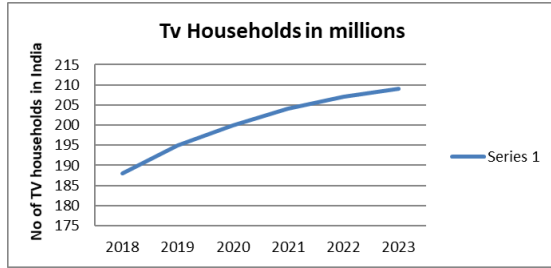
It collectively refers to experiences at regional attraction like theme parks and waterparks with their thrill rides and slides, zoos, aquariums, science centers, museum. At present, out of home segment has a less contribution in entertainment industry, but it is going to forecast a remarkable growth in coming years.

2. CHANGING CONSUMER TRENDS IN THE MODERN ENTERTAINMENT MEDIA INDUSTRY:

IBEF Report (2019) states that Indian media and entertainment (M&E) industry has witnessed growth rate of CAGR 10.90 % during FY17-18 and is predicted to grow at a CAGR of 13.10 % during 2018-23 and is proposed to reach ₹ 2660.20 billion (US\$ 39.69 billion) by FY23 from ₹ 1436.00 billion (US\$ 22.28 billion) in FY18. In next five years, digital technologies will have increasing influence across the industry leading to see a change in consumer behavior across all segments. CAGR of Indian media consumption has grown at 9% between 2012-2018, almost 9 times of US and 2 times of China. As per Deloitte report, in India, an internet user averages spends 17% of his or her monthly expenditure and 14% of his or her time on entertainment. There is a growth of 34% from 2012 to 2014 in combined time spent by internet users on mobile and entertainment.

a. TELEVISION:

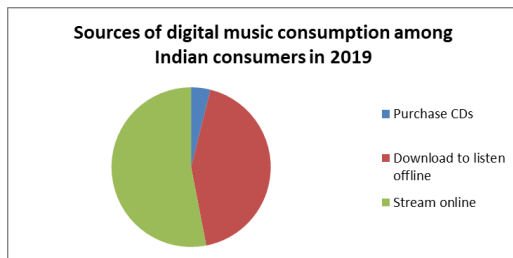
Indian still love watching television as per Broadcast Audience Research Council (BARC). There has been a growth of 12% in TV viewership since 2016 as per Broadcast India Survey Report. In 2018, average time spent by household individuals is 44 minutes on the daily medium. As per a media report on Media and Entertainment (2019), TV viewing has increased to 197 million (households). TV subscription grew 11% to reach INR 435 billion. TV penetration increased to 66% in 2018 from 64% in 2016, 88% of these television homes were digitized. LCD/LED/plasma television sets have observed 50% increase and HD viewership increased by 57%. Multiple television homes crossed 4 billion. Total time spent has increased to 3 hours 46 minutes per day. 77% of time spent on television was on escapism (GEC and film channels).



Source: Statista2020

**b. RADIO/MUSIC:**

The growth of radio is simultaneously been witnessed by an increase in mobile penetration. Most smartphones have inbuilt FM receivers which gives an upward push to digital online listening. Mobile ownership is all set to exceed 1.2 billion by 2020. Radio revenue growth will also be fueled. In India, listening music is most convenient and easily accessible form of entertainment. Broadcast radio (AM) today reaches a staggering 99 % of the Indian population while FM radio reaches to 65%. Research has also stated that 76% of the population listens to FM radio using mobile phones. As per data analysis of Deloitte, radio listeners in large metro cities averagely spend more than 1000 minutes per week listening radio. There is demand for all types of music genres in India be it Bollywood,international, regional, folk, classical or any other. Popularity among Indians can be corroborated with member of successful music channels on Indian television. There are many music channels which play different genres of songs rendering to multiple sub categories of consumers. 9XM tops Indian music viewership. The Indian version of MTV, MTV India, focuses on music, reality and youth-centered programs attracting the young age groups. VH1, ETC are some other popular ones. 27 million online music users were witnessed in India in March 2015. The online music users are expected to grow to 273 million by March 2020 and most of them will be youths in the age groups of 18 to 35 years.



[Source:Statista,2019]

**c. PRINT MEDIA:**

As per Indian Readership Survey (2019), Hindi daily Dainik Jagran is the most read newspaper in the country, followed by Dainik Bhaskar. India Today english magazine is India’s most read magazine followed by SamanyaGyan Darpan. The Indian print industry continues to engage readers inspite of the poliferation of digital platforms. readers believe print publications benefit from higher credibilty and brand loyalty due to better editorial standards. Print publishers with a digital presence are considered more reliable than their ‘pure digital’ counterparts as print publrrship among rural population grew by approx 5% on the back of hindi and regional languages, with english remaining flat in rural areas, whilst urban readership grew by approximately 5% with an even spread in english, hindi and other languages.As per KPMG Report(2019), out of the total population surveyed in India in IRS(Indian Readership Report) 2019 Q1 37.3% stated they have read a newspaper in previous 30 days, up from 36.8% population that was surveyed in IRS 2017. Magazine readership show an increase of 12% in 2018 over the previous year, with urban magazine readership growing by 9% while rural population growing by 12%. Hindi and regional newspaper are expected to grow driven by a focus on hyper local content and penetration in tier2 and tier3 markets.As literacy rates continue to improve, especially in age groups from 15 to 24. Readership of hindi and regional publications is also likely to grow.

**d. FILM/CINEMA/MOVIES:**

Indian box office performance was remarkable and to sustain similar success in the future the studios need to produce quality content. It will keep pace with changing audience preferences for more innovative thinking in terms of content and contemporary issues, expenditure and execution. The audience’s propensity to consume content in local language has been increasing and in recent times regional films are breaking language barriers as they crossed over with dubbed versions to other markets especially hindi market. As stated in KPMG Report(2019), India’s highest grosses at the box office is ‘Bahubali-The conclusion’ which originally was a telugu film but the movie crossed over to all India markets to earn INR 10 billion at domestic NBOC for all languages. In 2018-19 the regional cinema continue to grow; south market produced 45% of the total content and contributed

42% of domestic theatrical collection, followed by hindi movies at 39%. Other regional markets produced 35% of the content; however their contribution was only 7% of domestic theatrical collection. Industry is content driven; movies likes Uri-The surgical strike, Andhadhun, Badhai ho, stree, Raazi and Badla with small budget but strong themes delivered robust box office numbers; while some large movies such as Thug of Hindostan, Zero and Race3 underperformed.

e. **ONLINE STREAMING SERVICES:**

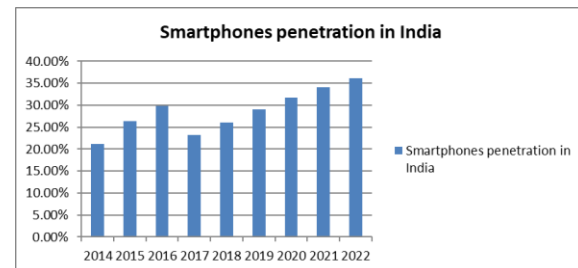
Over the top online streaming videos,online games and the internet is part of everyone’s life. Report of PwC(2019) says, that over the top video will record the highest growth among all segment.Content creators and distributors are coming up with new tactics to attract consumers as individuals and marketers are finding out how to meet consumers at the consumption point and drive them immediately towards purchase. The OTT video sub segment has been the maximum attraction in the last couple of years. With more than 30 OTT video platforms in the country and a rapid growth of video, the landscape has evolved rapidly across the entire value chain. Whether it is large broadcasters, global digital video majors, traditional content creator or telecom companies everyone has jumped onto OTT bandwagon, in order to acquire the exclusive digital customer who can potentially yield great value over the long run. Other reason for this growth is kind of content being provided by them. There are more individual based viewers than family based which existed before. These help the services providersin targeting their customer more specifically. Growing regional focus is another reason for its growth. OTT platforms have started to focus on building a library ofregional content that includes movies and originals over the past 12-18 years. The service providers are also focusing on attracting subscription plans and bundled offerings. OTT players with an SVOD or freemium model have started innovate around their pricing strategies, across different variable like subscription duration , payment mode and bundling different types of content. While majority of the players have started to offer shorter duration packs (weekly or monthly). Some players are also bundling regional / international content seperately to cater to different viewer segment. In order to cater to a wider base in India, some players are also experimenting with cash payment.

3. **REASONS FOR CHANGING CONSUMERS TRENDS IN THE ENTERTAINMENT INDUSTRY:**

Rise in income and advanced lifestyle has led to higher demand for enhanced products and services. Media and entertainment industry is all set to progress at a CAGR of 13.10% over 2018 – 2023. Reasons for growth of media and entertainment industry:

a. **HIGH PENETRATION OF SMARTPHONES:**

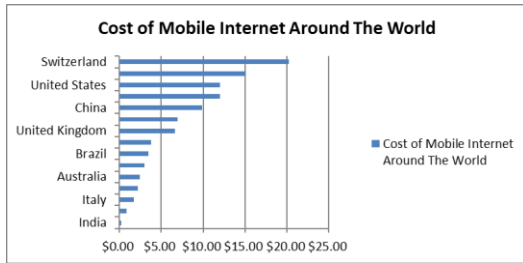
India has the world’s second largest smartphone market with over 430 million smartphone users after China. Smartphones users in India is expected to rise by 84% to 859 million by 2022 from 468 million in 2017, according to a joint study by Associated Chambers of Commerce and Industry of India and PwC. Ownership of feature phones will shrink to 504 million 2022 from 468 million in 2017. About 10 % of the population will own tablets three years from now compared with 5.3% in 2017.



[Source: Stastia 2020]

b. **LOWER DATA CHARGES:**

It will be safe to assume that VOD(video on demand) market will have remarkable beneficial dvelopment due to availability of cheaper mobile data charges and higher smartphone penetration.There is high demand for internet in India. Availability of electronic devices that are compatible with online video viewing is the one important factor for the VOD industry.As per research large amount of data consumption is through smartphones. India has the world cheapest mobile data. Helmed by billionaire Mukesh Ambani’s Jio, in India mobile data will just cost Rs. 18.5(USD 0.26) per 1GB as compared to global average of about Rs 600.



[Source: Stastia 2019]

c. PER CAPITA INCOME HAS INCREASED:

The country’s per capita monthly income is estimated to have risen by 6.8% to Rs 11254 during 2019-20, as per government data on national income. In 2019-20 ,the monthly per capita income had stood at Rs 10534. The per capita net national income during 2019-20 is estimated to be Rs 135050 as compared to Rs 126406 during 2019-19 with growth rate 10.0 % ; according to the annual national income and GDP 2019-20 data released by the Ministry of Statistics and Programme Implementation.

d. ATTRACTING MARKETING OF ENTERTAINMENT SERVICES:

One of the reason for increase in deamad of online content is attracting marketing of entertainment services like Netflix, Amazon prime video, YouTube premium, Spotify premium, etc. providing one month free trail to their new subscribers. Then various web series allow their viewers to watch their first episode free of cost which enslave them to take subscription. Online streaming services is available to consumer at affordable cost with dozen of choices which makes it very popular.

Various Apps with their subscription costs in India.

Various Apps	Subscriptio n cost.	Various Apps	Subscriptio n cost.
NetFlix	Rs 199 p.m.	Spotify premium	Rs 119 p.m.
Amazon PrimeVide o	Rs 129 p.m.	SonyLI V	Rs 499 per year
HotStar Specials	Rs 365 per year	Zee5	Rs 499 per year
YouTube Premium	Rs 129 p.m.	Wynk Premium	Rs 349 per year.

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e. DIGITISATION:

There is likely to be significant progression sophiscation of digital users over the next decade due to various factors like income, greater affordability alongside availability of high speed internet and growing confidedence with digital engagement. Key factors influencing the growth of digital consumption: Second highest per capita consumption of online video in the world; Growth in smartphone users in india ;Cheapest mobile data in the world; Growth in average data usage per subscriber;Growth in online video content ;Growth in average mobile data download speed.

CONCLUSION

Human beings are ever wanting social animals. In this present world, which is considered to be full of complexities, consumers are always trying to entertain themselves in noval ways. The type of media has always proved itself to be crucial in delivering the entertainment content. Starting from a time when various entertainment content was routed through face-to face mode, we have reached in a revolutionary era of digitisation. With the increase in purchasing power of consumers, acceptability of internet, improvement in technology and availability of low cost data, the entertainmentand media industry has adapted itself successfully with the changing customer needs and wants.

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