Chapter 4

Research Methodology

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4.1 Introduction:

With the fast growing world, today various forms of News Media have become a part of modern man. A man who is a part of today’s competitive world can’t imagine his life without News Media. The backbone of the news media is print journalism. The whole of the scenario of Indian media changed with the introduction of the electronic media, namely Radio and Television. Radio broadcasting commenced in 1927, and was labelled as a suitable and cheap medium to reach a large number of people, especially those residing in the remote regions. It became possible through radio to broadcast recent news by air waves. Television made its beginning in the country as a modest pilot project in September 1959. Thus began the audio-visual era in Indian media. Doordarshan, the National Television Service in India, started operating through transmitters of varying powers to make available television signals for over 87% of India’s population. Various events started to be covered and being telecasted on televisions.

Before 1990s, Doordarshan had monopolized newscast on Indian television and also turned the news programs into a dull exercise. Now the private channels made the news an essential commodity, a basic necessity of life like food, cloth and shelter. The strong point of all today’s news bulletins is their topicality, objectivity, glossy editing and high-quality visuals. The emerging media powerhouse provided prime time television content to almost all leading satellite channels in India including BBC, Star Plus, Zee. Indian viewers had very limited options (like public service broadcaster Doordarshan, BBC and CNN) for watching the television news. NDTV (New Delhi Television Company) to provide news content for this news channel. After the huge success of news programme ‘Aaj Tak’, TV Today group launched a 24-hour Hindi news channel with the same name ‘Aaj Tak’, in December 2000, which covers India with insight, courage and plenty of local flavor. Within 11 months of its launch, Aaj Tak emerged as India’s number one news channel and was awarded Best News Channel award from Indian Television Academy Awards. With the expiry, NDTV forayed into broadcasting business by simultaneously launching two 24-hour news channels; NDTV 24X7 - English news channel and NDTV India - Hindi news channel, which targets the Indian Diaspora across the world.
4.2 Statement of the Problem:

“A study on select News Channels with specific focus on value, satisfaction and loyalty using Statistical Tools”.

4.3 Research Objectives:

1) To examine the effect of viewers value on the selection of news channel
2) To examine the effect of viewers satisfaction on the selection of news channel
3) To examine the effect of viewers Loyalty on the selection of news channel
4) To study the effect of demographic variables on the selection of News Channel.

4.4 Research Hypothesis:

Ho1: There is no significance difference among demographic variables and news channel viewer’s value
Ho2: There is no significance difference among demographic variables and news channel viewer’s satisfaction
Ho3: There is no significance difference among demographic variables and news channel viewer’s Loyalty
Ho4: There is no association between news channel selection and viewers value.
Ho5: There is no association between news channel selection and viewers satisfaction.
Ho6: There is no association between news channel selection and viewers loyalty towards news channel

4.5 Motivation for the study:

First came cable television in India then satellite. Soon online versions of newspapers augmented the news media scene. Now millions of bloggers, countless web sites, web broadcasts, and “pod casts” have become main stream. All make up the “body” of today’s news media, and there is no visible end to this proliferation. The main ethical
implications are threefold: increased competition has affected the quality of news reports, the public has heightened its demand for transparency, and the news world’s understanding of copyright has ceased to suffice.

Newsmakers face increasing competition to cover all the pertinent stories and reach sources before their competitors. CNN and website news have resorted to wall-to-wall, 24 hour coverage to ensure that they can provide the story to their readers/viewers as soon as it occurs. The danger is that speed will prevail over accuracy, and journalists will exchange their ethical motives as fact-checking truth-seekers for the love of breaking story—any story.

However, an increase in competition also has led some news organizations to distinguish themselves from less responsible outlets by being more transparent about how they do their work. Journalists who want to set their articles apart as truthful and comprehensive have begun giving the public access to their sources. Studies are equipped with margins of error, assertions are backed by supporting web links, and anonymity granted to sources is thoroughly explained.

4.6 Research Design:

A research design is a framework or blue print for conducting the research project. It details the procedures necessary for obtaining the information need to structure and/or solve research problems. The research design lays the foundation for conducting the project. The descriptive research design is being used to study the formulated problem. Primary and secondary data has been collected according to the need of the study. For collecting primary data, structured questionnaire has been prepared considering objectives of the study. More over important factors has been considered to measure the interested variable of the study.

4.7 Sampling Element:

Each and every individual who watches the news channels in the state of Gujarat has been identified as a sampling element.
4.8 Sampling Design, Data Collection and Tools of Analysis:

- The universe of the study consists of all news channel viewers in the state of Gujarat.
- Sample Size: 500
- Sampling Method: Convenient Sampling Method
- Data Type: Primary Data & Secondary Data
- Data Collection Tool: Structured Questionnaire
- Scope of Research: Gujarat state

The universe of the study consists of all News channel viewers in the state of Gujarat. The data is collected from five Major Cities of Gujarat i.e., Ahmedabad, Vadodara, Surat, Rajkot and Jamnagar. 100 questionnaires were distributed in each city. So total 500 questionnaire were distributed among it 450 filled up questionnaire have been received back. So the sample for study is 450.

In the present study researcher has used frequency distribution, cross tabulation, percentage, descriptive Statistics, One-Sample Kolmogorov-Smirnov Test, Mann Whitney U Test, Two Samples Kolmogorov – Smirnov Test, ANOVA Test and Correlation as statistical tests used to test hypothesis of the study.

4.9 Limitations of the study:

1. The samples size is not too much to generalize the result of the study.
2. This study is limited to Gujarat state only and result may differ if conducted in other regions.
3. The study is limited to news channels only and result may vary if study is conducted for other types of channels.
4. There are other variables besides includes in the study which affect the result of the study.
5. Evaluation is based on the primary data generated through questionnaire and accuracy of the findings entirely depends on the accuracy of such data and unbiased responses of the customers.
4.10 Outline of the Thesis:

Chapter 1
Media Industry – An Overview

This chapter deals with the introduction to Media industry and overview. It also comprises of channel categories and types of News channels. It also includes the recent trends in the News channel industry worldwide. Potential of News channel has been explained. It also comprises of factors explanation which have provided Indian News channel sector the competitive edge over others. Beside that future of the industry has been mentioned considering opportunities and challenges.

Chapter 2
Conceptual Framework of Customer Value and Satisfaction

It includes definitions and elements of customers r’s value, satisfaction and loyalty. It also includes, Issues related to measurement of viewers satisfaction and values.

Chapter 3
Literature Review

The focused and detailed review of literature is done as a part of this study concerning News channel preference and values.

Chapter 4
Research Methodology:

The detailed overview of the research methodology used for this study is mentioned here in this chapter. This chapter covers, defining the problem, objectives of the study, defining the hypothesis of the study, explaining the sample design, describing
the tools used for data collection, explaining the methods of data analysis and citing the limitations of the study.

Chapter 5
Analysis & Interpretation of Data:

In detail, it explains the various methods used for analyzing the collected data. It also discussed the various statistical tools used for the analysis. Parametric & Non parametric tests of hypothesis testing, measure of central tendency were used to analyze the data. SPSS was used for analysis purpose of the collected data. More specifically, T test, ANOVA as a parametric and non parametric test, Mann Whitney U test, two samples Kolmogorov – Smirnov test, Chi square test and Median Test are used to test the various hypothesis. To test the normality one sample K test is used. Leven’s statistics’ has been used to test the assumption of equal variance of interested variables.

Chapter 6
Summary of Findings, Suggestions and Conclusions:

It highlights the conclusions based on the analysis carried out. It also provides the findings from the study and contribution. Based on the findings and conclusion chapter also includes suggestions for managerial implications.