Chapter 6

Conclusion, Suggestions and Implications

6.1 Conclusions, Findings

Cronbach’s Alpha based on standardized items is 0.801 which proves the reliability of the scale. Therefore questionnaire which is used as a tool to collect data is reliable tool for the same.

The value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.19 > 0.05 & 0.142 > 0.05, respectively) it is concluded that, there is no significant difference between news channel viewer’s values and their Gender.

Welch and Brown- Forsythe (0.370 > 0.05 & 0.396 > 0.05) also confirmed that, There is no significant difference between news channel viewer’s values and their age.

Therefore as a value build up strategy of News channels should not consider gender and age as one of the differentiating factors and equal emphasis should be given to both gender and various age groups in the strategy formulation and implementation.

Robust Tests of Equality between means like Welch and Brown- Forsythe (0.256 > 0.05 & 0.222 > 0.05) also confirmed that, there is no significant difference between news channel viewer’s values and their education.

Significance value 0.101 > 0.05 clears that Null hypothesis is accepted and concluded that, There is no significant difference between news channel viewer’s values and their medium of education.

Generally, we consider education and medium of education as demographic factor which may affect the interested research variable but in this study it is not so and found the value creation does not depend on the education and medium of the education of the viewers.

Robust Tests of Equality between means like Welch and Brown- Forsythe (0.102 > 0.05 & 0.166 > 0.05) also confirmed that, there is no significant difference between news channel viewer’s values and their employer types.
Welch and Brown- Forsythe (0.114 > 0.05 & 0.114 > 0.05) also confirmed that, there is no significant difference between news channel viewer’s values and their income.

Similar result found for the employment type and their income in case of value creation with respect to news channel. This signifies that in different income groups surveyed news channel viewership was available to them. The employment type factor also did not affect the value received from news channel.

Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.587 > 0.05 & 0.936 > 0.05, respectively) it is concluded that, there is no significant difference between news channel viewer’s values and their Type of family.

Robust Tests of Equality between means like Welch and Brown- Forsythe (0.188 > 0.05 & 0.155 > 0.05) also confirmed that, there is no significant difference between news channel viewer’s values and their no. of family members.

Type of family and number of family members are also demographic variables which do not affect the value creation related to news channels and should not be given emphasis in the value creation activities.

Significance value 0.084 > 0.05 clears that Null hypothesis is accepted and concluded that, there is no significant difference between news channel viewer’s values and their marital status.

It is observed that the significance value is 0.352 > 0.05, Null Hypotheses is not rejected and concluded that, there is no significant difference between news channel viewer’s values and their designation.

It is also confirmed related to marital status and their designation that they do not contribute to the value. By and large demographic variables classification is not much useful for the preparing value creating strategy by the promoters of news channels.

Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 (0.150 > 0.05 & 0.633 > 0.05, respectively) it is concluded that, there is no significant difference between news channel viewer’s satisfaction and their Gender. Satisfaction of viewer is one of the most important aspects of strategy formulation and specifically resource allocation. It does not differ with reference to Gender.
It is observed that the significance value is $0.033 < 0.05$, Null Hypotheses is rejected and concluded that, there is significant difference between news channel viewers satisfaction and their age.

Satisfaction of viewers depends on age as a demographic variable. Therefore preparing STP (Segmentation Targeting and Positioning) Strategy due consideration should be given to age of the viewers and recourse allocation should be done accordingly. Media planning and types of news and content can also be customized accordingly.

Significance value $0.018 < 0.05$ clears that Null hypothesis is not accepted and concluded that, there is significant difference between news channel viewers satisfaction and their education.

It is observed that the significance value is $0.100 > 0.05$, Null Hypotheses is not rejected and concluded that, there is no significant difference between news channel viewers satisfaction and their medium of education.

Satisfaction also differs as per the education of the viewers and therefore should be given due weighted while preparing strategic planning. At the same time medium of education does not affect the satisfaction level of the viewers.

Significance value $0.000 < 0.05$ clears that Null hypothesis is not accepted and concluded that, there is significant difference between news channel viewers satisfaction and their type of Employer. Type of Employers of respondents does contribute to the viewer’s satisfaction regarding news channels. This can be one of the useful information to take decisions.

Significance value $0.664 > 0.05$ clears that Null hypothesis is accepted and concluded that there is no significant difference between news channel viewers satisfaction and their Income.

Income is one of the variable does not contribute to satisfaction of viewers and they do not differ as per their income regarding satisfaction of the news channels.

Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 ($0.31 > 0.05$ & $0.201 > 0.05$, respectively) it is concluded that, there is no significant difference between news channel viewer’s satisfaction and their family type.
It is observed that the significance value is 0.237 > 0.05, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers satisfaction and their no. of family members.

Significance value 0.384 > 0.05 clears that Null hypothesis is accepted and concluded that there is no significant difference between news channel viewers satisfaction and their Marital status.

It is observed that the significance value is 0.215 > 0.05, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers satisfaction and their Designation.

Also, satisfaction does not differ in terms of the family type, family members, marital status of the viewers and their designation. So, they do not contribute to formulation of the strategy aims to improve the satisfaction.

It is concluded that there is no significant difference between news channel viewer’s loyalty and their Gender. Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers Loyalty and their age groups.

Loyalty is one of the ultimate desired outcomes for any of the marketer. It is very difficult to achieve and maintain. As per the study it does not differs reference to gender and their age group.

It is observed that the significance value is 0.001 < 0.05, Null Hypotheses is rejected and concluded that, there is significant difference between news channel viewers Loyalty and their education. It is observed and concluded that there is significant difference between news channel viewers Loyalty and their medium of education.

Here, loyalty varies according to education of the viewers. So, Education and medium of their education of the viewer is important demographic variable to design the loyalty programmes of the news channel promoters.

It is observed that the significance value is 0.042 < 0.05, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers Loyalty and their employer type.
Employer type does affect the loyalty status of the viewer. It may be due to environment in which they are working as well as the expectation of the viewers.

It is observed that the significance value is $0.230 > 0.05$, Null Hypotheses is not rejected and concluded that there is no significant difference between news channel viewers Loyalty and income.

Here, at 5 % level of significance the value of the Mann Whitney and Kolmogorov-Smirnov tests are greater than 0.05 ($0.730 > 0.05$ & $0.951 > 0.05$, respectively) it is concluded that, there is no significant difference between news channel viewer’s loyalty and their family type.

Income and family type are two variables which do not significantly contribute to the loyalty as observed in the research study.

It is observed and concluded that there is significant difference between news channel viewers Loyalty and no. of family members. It is observed that the significance value is $0.541 > 0.05$, Null Hypotheses is not rejected and concluded that, there is no significant difference between news channel viewers Loyalty and marital status.

It is observed that the significance value is $0.037 < 0.05$, Null Hypotheses is rejected and concluded that there is significant difference between news channel viewers Loyalty and designation types.

Here the significance value (2- tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers value.

The significance value (2- tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers satisfaction. Here the significance value (2- tailed) is 0.000 so, null hypotheses can be rejected and so concluded that there is association between news channel selection and viewers Loyalty.
So, as per the present research study news channel selection and viewers value are associated and viewer’s value does influence the news channel selection. Therefore the marketer and promoters of the news channel should give due consideration to create viewers value in the strategy formulation and implementation.

At the same time selection and satisfaction are also related to each other. Therefore concluded that if viewers are satisfied, selects the news channel but does not assure the loyalty towards the news channels.

6.2 Suggestions and managerial Implications:

Therefore as a value build up strategy of News channels should not consider gender and age as one of the differentiating factors and equal emphasis should be given to both gender and various age groups in the strategy formulation and implementation.

Generally, we consider education and medium of education as demographic factor which may affect the interested research variable but in this study it is not so and found the value creation does not depend on the education and medium of the education of the viewers.

Similar result found for the employment type and their income in case of value creation with respect to news channel.

Type of family and number of family members are also demographic variables which do not affect the value creation related to news channels and should not be given emphasis in the value creation activities and programs.

It is also confirmed related to marital status and their designation that they do not contribute to the value. By and large demographic variables classification is not much useful for the preparing value creating strategy by the promoters of news channels.
Satisfaction of viewer is one of the most important aspects of strategy formulation and specifically resource allocation. It does not differ with reference to Gender.

Satisfaction of viewers depends on age as a demographic variable. Therefore preparing STP (Segmentation Targeting and Positioning) Strategy due consideration should be given to age of the viewers and recourse allocation should be done accordingly. Media planning and types of news and content can also be customized accordingly.

Satisfaction also differs as per the education of the viewers and therefore should be given due emphasis and importance while preparing strategic planning. At the same time medium of education does not affect the satisfaction level of the viewers.

Type of Employers of respondents does contribute to the viewer’s satisfaction regarding news channels. This can be one of the useful information to take decisions.

Income is one of the variable does not contribute to satisfaction of viewers and they do not differ as per their income regarding satisfaction of the news channels.

Also, satisfaction does not differ in terms of the family type, family members, marital status of the viewers and their designation. So, they do not contribute to formulation of the strategy aims to improve the satisfaction.