GREAT LAKES
INSTITUTE OF MANAGEMENT, CHENNAI

Market Research

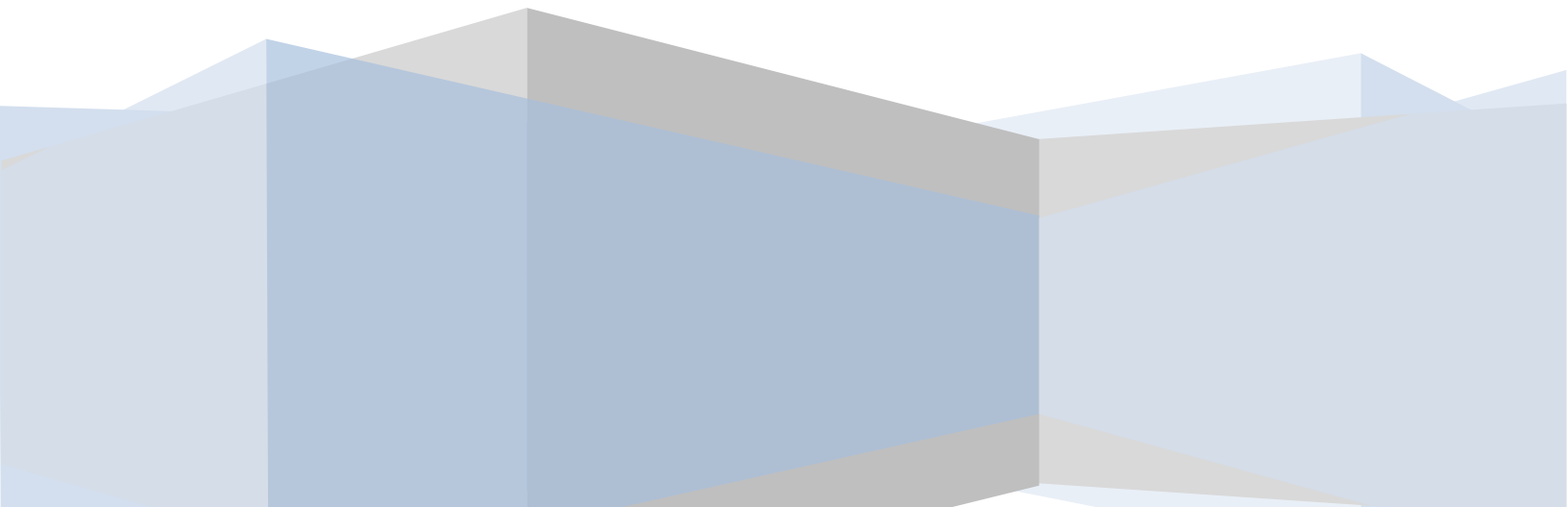


Table of Contents

Introduction 3
Literature Review 3
Qualitative Research 5
Hypothesis 7
Pre-Test 7
Questionnaire 9
Entertainment -- Dependent variable 10
Cast – Independent variable 10
Characters– Independent variable 10
Dialogues– Independent variable 11
Storyline– Independent variable 11
Word of Mouth– Independent variable 11
Statistical Analysis 11
Reliability Analysis 11
Independent variables: 12
Conclusion 14
Checking multi-co linearity of independent variables 14
Conclusion: - 15
Factor Analysis 16
Conclusion 17
Regression Analysis 18
Conclusion 19
Final Conclusion 19

Introduction

TV Shows are a medium of entertainment that is commonly used by a large number of people ranging from children to old people. It is a big part of a person's daily routine and in an age where every other individual is watching TV shows through a medium of their own convenience, be it through sites like Netlfix, Amazon Prime video or through the conventional direct to home networks, the success of a TV show is of paramount importance considering the ever increasing availability of shows to choose from.

In terms of viewership, the number of TV viewing households has increased to about 197 million in the year 2018 and the number of television households in Indians estimated to be above 200 million during the financial year 2023.People in India are moving to direct-to-home television in order to get access to more variety and better quality for the same price range.

While some shows are critically derided and rejected from the outset, the ones which survive the onslaught of the critics and the viewers alike have some factors that resonate with each other as a whole. All of this has leaded us to wonder why some shows are succeeding in the television landscape whereas others are faltering?

Just by having a glimpse of the top scripted television series, it is pretty apparent that it is hard to pin-point those specific things that keep the viewers hooked and sees them tuning in week in week out. Is it the cast of the show that propels them to keep coming back for more or is it the storyline that piques their interest?

It can even be the word of mouth factor which we all have been at the receiving end of when our friends, family friends or people in lives altogether make their specific recommendations at the behest of their satisfaction.

So, the aim of our research is to find out factors that drive the success of a TV show. We are defining the success of a TV show based on the degree of likeability that people express towards factors that affect them the most.

Literature Review

The success of a TV Show is measured based on its performance (but the main question we felt is that what does performance or success mean for a TV show. The likeability of a TV show is what we realized we need to measure to gauge the success or the performance of a TV show. We observed that a variety of factors like the storyline, cast, online reviews/ratings, word of mouth, platform for viewing, duration of the episode and genre were responsible for stimulating a change in the likeability.

Some of the TV critics gawk at why shows like The Big Bang Theory are routinely among the most popular on television from the perspective of ratings. In opposition to this, some networks are quick to discard much creative shows because of their unfortunate struggle to find viewership. This evident disparity leads us to wonder that success of a TV show is an amalgamation of host of factors.

It is a subtle distinction, but an important one given the absolute importance of financial stakes involved.

An important metric in consideration is the cast of the show. More often than not, it is the cast that entices us to watch the show. Take Sacred Games or Friends for an instance wherein the cast such as Nawazuddin Siddiqui, Jennifer Aniston played a major role in attracting substantial viewership. Although it may not have been the only reason why audience chose to watch them, but it was certainly a primary one in accordance with numerous surveys.

The storyline and word of mouth or influence as one can call it can be other reasons. For example, The TV series Game of Thrones captivated its viewers with the help of its intense, end-to-end thrilling story. People were faced with uncertainties at every minute and that is the potent potion that had driven its success for all these years.

Another metric that we cannot discount are the characters of a show. A lot of successful shows have a breakout character, the one-note sidekick who inevitably steals the spotlight away from the leads. For *Friends*, it was Joey, for *How I Met Your Mother*, it was Barney Stinson. It can rightly be said that they were the necessary spice to prevent things from getting a bit too dull.

Variables that we gathered from the literature review

- Dependent
  - Entertainment
  - Likability
- Independent
  - Content
  - Cast
  - Online reviews/ratings
  - Word of mouth
  - Platform for viewing
  - Duration of the episode
  - Genre
  - Direction
  - Emotional Stimuli

Qualitative Research

FOCUS GROUP DISCUSSION

We chose to proceed with FGD's as more knowledge regarding the constructs was required and it helped us to analyze and find out the constructs and parameters which people thought were important for the success of a TV show.

We conducted controlled focus group discussions as part of a qualitative research to what factors do people attribute to success/ entertainment/likability of a TV show.

Focus group participants

Participant No.	Gender	Age Group	Likes to watch Comedy TV Shows?
1.	Female	25-30	Yes
2.	Male	25-30	Yes
3.	Male	25-30	Yes
4.	Female	25-30	Yes
5.	Male	25-30	Yes
6.	Male	25-30	Yes

We gathered 3 such groups and asked them the same following questions to maintain consistency across our research.

Q1. Do you like TV shows?
Response: The group was asked if they liked to watch Tv shows and we received a unanimous agreement that they did, irrespective of any a priori heterogeneity present in the group

Q2. Do you think the content of TV show is important?
Response: The groups were split between the importance of content as major factor and there was lack of any convinced respondent. There was uncertainty in the group regarding this topic.

Q3. Do you think the cast of TV show is important?
Response: The majority respondents in the three groups were strong advocates that cast is a very important factor.

Q4. Do you think online reviews/ratings of TV show are important?
Response: the respondents did not give importance to reviews as they preferred to either try it or rather preferred to listen to their friends' opinion

Q5. Do you think word of mouth about a TV show is important?
Response: Just as in the previous question, the respondents preferred word of mouth from friends and consider it important for a TV show.

Q6. Do you think that platform of viewing a TV show is important?
Response: People were largely indifferent to watching a TV show on TV or online.

Q7. Do you think duration of a TV show is important?
Response: The duration of a TV show is not of much importance to respondents as they are able to pause and watch later at convenience so a short or a longer episode is not of importance.

Q8. Do you think Genre of a TV show is important?
Response: The respondents favored "Comedy" as a genre as was most popular.

Q9. Do you think direction of a TV show is important?
Response: The director of the TV show was not given much importance by the respondents and they were indifferent to it.

Q10. Do you think emotional appeal of a TV show is important?
Response: The emotional appeal regarding a TV show split the respondents but in the end majority respondents did not think it to be of that much importance

Q11. Do you think characters in a TV show are important?
Response: Characters in a TV show are iconic and aspirational and many people want to be like them. Therefore, it came up as an important variable.

Q12. Do you think dialogues in a TV show are important?
Response: Dialogues, like characters, are iconic and become trends, therefore, it is a very important factor in terms of TV shows

Q13. Do you think storyline of a TV show is important?
Response: The storyline is what holds a TV shows and the comedy is based on the situation that the storyline presents. It is therefore a vital factor.

Q14. Do you think entertainment or likability as a more important factor of a TV show's success?
Response: Entertainment is considered more important by the respondents in comparison to likability of a TV show.

After analyzing all the responses, we concluded that the comedy genre is the most popular and entertaining and the below mentioned variables are the ones that cause maximum impact.

<u>Variables from qualitative research</u>

- Dependent
  - Entertainment
- Independent
  - Cast
  - Characters
  - Dialogues
  - Storyline
  - Word of mouth

Hypothesis

After summarizing the key points that we obtained from Focus Group Discussions, we formulated the below hypothesis –

H1: There is a positive relationship between storyline and success

H2: There is a positive relationship between cast and success

H3: There is a positive relationship between characters and success

H4: There is a positive relationship between dialogues and success

H5: There is a positive relationship between word of mouth and success

Pre-Test

We performed a pre-test in order to maximize the variance in the dependent and independent variables. We took comedy as our choice of genre and the following steps were performed:

1. 10 shows from our genre of choice were chosen to help narrow down the least likable and the most likable show
2. 2 questionnaires were formed so that the order of questions can be jumbled up to ensure that all the "badness" of the data does not affect the validity of the data
3. Data from 64 respondents was collected
4. The data was then analyzed to come up with the most and least liked show.
   (below are the screenshots of the same)

Pre-test Questionnaire

10 shows were chosen and they were tested for the same question

"I think the comedy TV show XX is entertaining"

Analysis of pre-test

The pre-test gathered 64 responses in total and we used the weighted average method to rank all 10 shows.

Taking "1" as the weight for "Highly Disagree" and "5" for "Highly Agree" as weights, we analyzed the responses and ranked them.

SURVEY			HIGHLY DISAGREE	DISAGREE	NEUTRAL	AGREE	HIGHLY AGREE	TOTAL	WEIGHTED AVERAGE
Friends	1	Data	6%	0%	23%	23%	49%	100%	
		No. of responses	2	0	8	8	17	35	4.09
	2	Data	3%	3%	17%	21%	55%	100%	
		No. of responses	1	1	5	6	16	29	4.21
	Total	Data	5%	2%	20%	22%	52%	100%	
		No. of responses	3	1	13	14	33	64	4.14
How I met your mother	1	Data	3%	6%	49%	31%	11%	100%	
		No. of responses	1	2	17	11	4	35	3.43
	2	Data	0%	0%	24%	41%	34%	100%	
		No. of responses	0	0	7	12	10	29	4.10
	Total	Data	2%	3%	38%	36%	22%	100%	
		No. of responses	1	2	24	23	14	64	3.73
The Big Bang Theory	1	Data	6%	3%	23%	51%	17%	100%	
		No. of responses	2	1	8	18	6	35	3.71
	2	Data	0%	0%	21%	31%	48%	100%	
		No. of responses	0	0	6	9	14	29	4.28
	Total	Data	3%	2%	22%	42%	31%	100%	
		No. of responses	2	1	14	27	20	64	3.97
Two and a half men	1	Data	3%	0%	31%	43%	23%	100%	
		No. of responses	1	0	11	15	8	35	3.83
	2	Data	3%	7%	31%	28%	31%	100%	
		No. of responses	1	2	9	8	9	29	3.76
	Total	Data	3%	3%	31%	36%	27%	100%	
		No. of responses	2	2	20	23	17	64	3.80
The Simpsons	1	Data	3%	6%	40%	26%	26%	100%	
		No. of responses	1	2	14	9	9	35	3.66
	2	Data	3%	0%	55%	17%	24%	100%	
		No. of responses	1	0	16	5	7	29	3.59
	Total	Data	3%	3%	47%	22%	25%	100%	
		No. of responses	2	2	30	14	16	64	3.63

SURVEY			HIGHLY DISAGREE	DISAGREE	NEUTRAL	AGREE	HIGHLY AGREE	TOTAL	WEIGHTED AVERAGE
Modern Family	1	Data	3%	0%	49%	31%	17%	100%	
		No. of responses	1	0	17	11	6	35	3.60
	2	Data	3%	0%	45%	24%	28%	100%	
		No. of responses	1	0	13	7	8	29	3.72
	Total	Data	3%	0%	47%	28%	22%	100%	
		No. of responses	2	0	30	18	14	64	3.66
Parks and Recreation	1	Data	6%	3%	54%	17%	20%	100%	
		No. of responses	2	1	19	6	7	35	3.43
	2	Data	3%	0%	69%	7%	21%	100%	
		No. of responses	1	0	20	2	6	29	3.41
	Total	Data	5%	2%	61%	13%	20%	100%	
		No. of responses	3	1	39	8	13	64	3.42
Family Guy	1	Data	6%	11%	40%	34%	9%	100%	
		No. of responses	2	4	14	12	3	35	3.29
	2	Data	3%	3%	62%	31%	0%	100%	
		No. of responses	1	1	18	9	0	29	3.21
	Total	Data	5%	8%	50%	33%	5%	100%	
		No. of responses	3	5	32	21	3	64	3.25
The Office	1	Data	3%	6%	49%	17%	26%	100%	
		No. of responses	1	2	17	6	9	35	3.57
	2	Data	3%	0%	45%	34%	17%	100%	
		No. of responses	1	0	13	10	5	29	3.62
	Total	Data	3%	3%	47%	25%	22%	100%	
		No. of responses	2	2	30	16	14	64	3.59
Brooklyn Nine-Nine	1	Data	6%	6%	77%	9%	3%	100%	
		No. of responses	2	2	27	3	1	35	2.97
	2	Data	3%	3%	79%	14%	0%	100%	
		No. of responses	1	1	23	4	0	29	3.03
	Total	Data	5%	5%	78%	11%	2%	100%	
		No. of responses	3	3	50	7	1	64	3.00

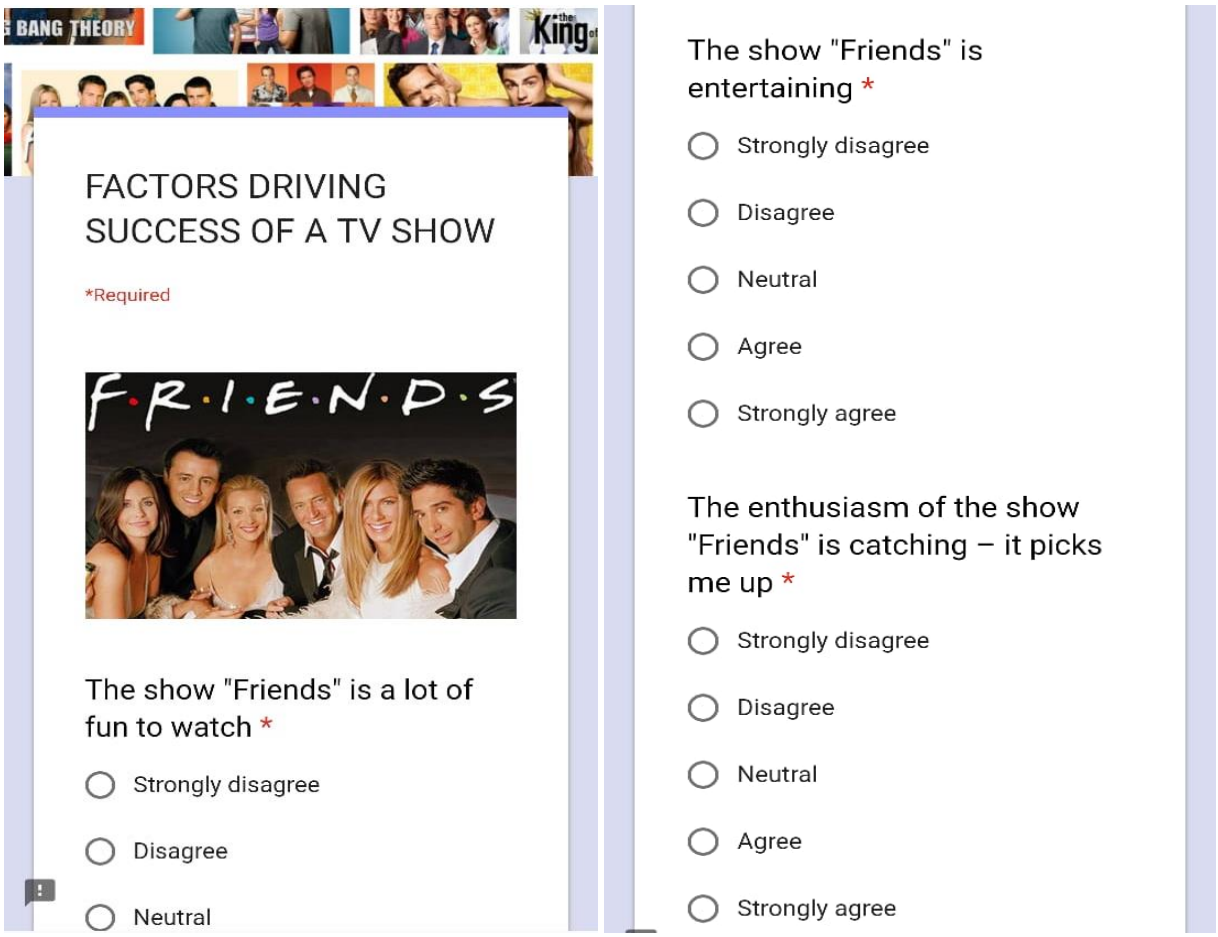
Maximum	Friends	4.14
	The Big Bang Theory	3.97
Minimum	Brooklyn Nine-Nine	3.00
	Family Guy	3.25

These were the most and least liked shows, on which, ultimately, the questionnaire was based.

Questionnaire

We intend to measure both dependent and independent variables through constructs. We have used multiple item questions to measure the same construct to counter the tendency of the responder to gravitate toward the middle of the scale, random variation and to serve as a proxy to increase the number of scales levels. To increase the reliability of the data we have reverse coded the questions. Reverse coded questions have been highlighted with a **"*"** mark.

We have used 5-pt Likert scale with 5 being Strongly agree and 1 being Strongly disagree.



Entertainment -- Dependent variable

1. The show Friends was a lot of fun to watch.
2. I thought the show Friends was entertaining.
3. The enthusiasm of the show friends is catching – it picks me up.
4. Friends is a kind of show that keeps running through my mind
5. I Just laughed at it – I thought it was very funny and good.

Cast – Independent variable

1. I loved the performance of the actors in "Friends"
2. I adore the actors in "Friends"
3. I did not like the actors in "Friends"*

Characters– Independent variable

1. I like the characters in the show "Friends"
2. I watch the show because I can relate to the characters in the show "Friends"
3. Characters in the show "Friends" do not matter to me *
4. I have become fan of the characters in the show "Friends"

Dialogues– Independent variable

1. I love the dialogues of the show "Friends"
2. The punchlines of the show "Friends" are epic
3. I think the show "Friends" has poor dialogues *

Storyline– Independent variable

1. I like the storyline of Friends
2. I found the storyline of Friends not interesting *
3. I thought script of Friends was brilliantly written
4. Story line does not matter to me when I watch "Friends"

Word of Mouth– Independent variable

1. I watched "Friends" because I was influenced by my friends
2. I do not rely on word of mouth to watch tv shows
3. I watched "Friends" because most of my friends liked it

Statistical Analysis

Reliability Analysis

Once we collet the data for each construct we test the reliability of the data for each construct through reliability analysis.

Scale: Dependend Variable (Entertainment)

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	15.34	9.933	.724	.787
D2	15.58	9.702	.643	.806
D3	15.66	9.432	.664	.800
D4	16.15	10.513	.489	.847
D5	15.72	9.234	.708	.787

Independent variables:

Scale: Story-Line

Reliability Statistics

Cronbach's Alpha	N of Items
.521	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S1	11.68	2.880	.407	.365
S2R	11.60	3.222	.485	.354
S3	11.80	2.653	.418	.344
S4R	12.25	3.315	.071	.697

*Since the Cronbach Alpha is low, we remove the question S4R to increase the reliability.

Scale: Cast

Reliability Statistics

Cronbach's Alpha	N of Items
.625	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	8.14	2.199	.586	.316
A2	8.13	2.327	.500	.436
A3R	8.14	2.610	.259	.784

Scale: Influence

Reliability Statistics

Cronbach's Alpha	N of Items
.671	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	6.49	2.331	.596	.409
I2R	5.97	3.946	.230	.852
I3	6.49	2.503	.685	.296

Scale: Dialogue

Reliability Statistics

Cronbach's Alpha	N of Items
.735	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1_A	8.07	2.478	.672	.523
D2_A	8.13	2.349	.687	.495
D3R	8.18	2.827	.363	.889

Scale: Character

Reliability Statistics

Cronbach's Alpha	N of Items
.617	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	11.12	4.661	.524	.475
C2	11.70	3.895	.491	.468
C3R	11.69	5.685	.059	.793
C4	11.42	3.914	.652	.354

Conclusion: For all the variables the Cronbach Alpha is greater than the 0.6 which is considered to be reliable so we are taking all 5 the independent variable for further analysis.

Checking multi-co linearity of independent variables

Multi-colinearity occurs when independent variables in a regression model are correlated. This correlation is a problem because independent variables should be independent, so we find the correlations coefficient between the variables.

Correlations

Correlations

		Story	Cast	Influence	Dialogue	Character
Story	Pearson Correlation	1	.639**	.030	.641**	.601**
	Sig. (2-tailed)		.000	.712	.000	.000
	N	152	152	152	152	152
Cast	Pearson Correlation	.639**	1	.055	.680**	.711**
	Sig. (2-tailed)	.000		.499	.000	.000
	N	152	152	152	152	152
Influence	Pearson Correlation	.030	.055	1	-.011	.145
	Sig. (2-tailed)	.712	.499		.893	.074
	N	152	152	152	152	152
Dialogue	Pearson Correlation	.641**	.680**	-.011	1	.658**
	Sig. (2-tailed)	.000	.000	.893		.000
	N	152	152	152	152	152
Character	Pearson Correlation	.601**	.711**	.145	.658**	1
	Sig. (2-tailed)	.000	.000	.074	.000	
	N	152	152	152	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

Conclusion: - As the correlations is significant between the independent variable so we need to go for the next step factor analysis

Factor Analysis

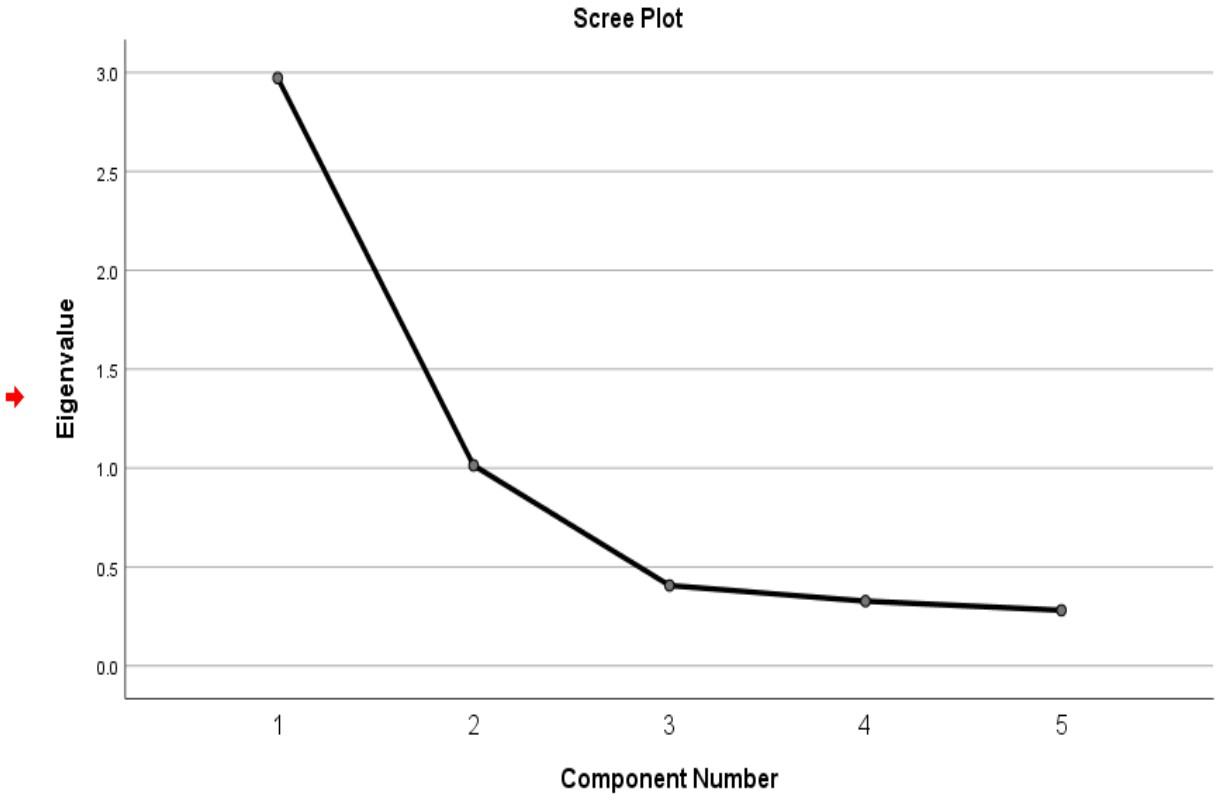
Since we found that the independent variables are correlated so we do Factor analysis is done with independent variables. Any factors with Eigen Values more than 1 is shortlisted.

Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.972	59.449	59.449	2.972	59.449	59.449
2	1.014	20.274	79.723	1.014	20.274	79.723
3	.406	8.123	87.846			
4	.327	6.535	94.381			
5	.281	5.619	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component	
	1	2
Story	.832	-.071
Cast	.882	-.023
Influence	.096	.990
Dialogue	.863	-.126
Character	.866	.108

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Score Covariance Matrix

Component	1	2
1	1.000	.000
2	.000	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Coefficient Matrix

	Component	
	1	2
Story	.280	-.070
Cast	.297	-.023
Influence	.032	.977
Dialogue	.290	-.124
Character	.291	.106

Extraction Method: Principal Component Analysis.

Conclusion: From the Factor analysis we get that there are 2 Principle component factors

Filmmaking Internal Factor (FA1) has Story, Cast, Influence, Dialogue & character.

Influence Factor (FA2) has Influence (word of mouth)

We also create the interaction term by multiplying the above 2 factors.

Regression Analysis

Once we get the factors for the factor analysis we run a regression analysis with the independent factors and dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778[a]	.605	.597	.4864

a. Predictors: (Constant), InteractionTerm, Flimmaking Internal Factor, Influence Factor

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.550	3	17.850	75.450	.000[b]
	Residual	35.014	148	.237		
	Total	88.564	151			

a. Dependent Variable: Success

b. Predictors: (Constant), InteractionTerm, Flimmaking Internal Factor, Influence Factor

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.922	.039		99.422	.000
	Filmmaking Internal Factor	.594	.040	.775	14.692	.000
	Influence Factor	.011	.043	.014	.247	.805
	InteractionTerm	-.008	.043	-.011	-.191	.849

a. Dependent Variable: Success

Conclusion: It can be seen that Filmmaking Internal Factor is significant, and the External Influence (word of mouth) Factor is Insignificant and also the Interaction Term is insignificant.

Final Conclusion

Applying statistical analysis, it is evident that Filmmaking Internal Factor is the most significant factor, so following hypothesis have been accepted via our conclusion:

H1: There is a positive relationship between storyline and success

H2: There is a positive relationship between cast and success

H3: There is a positive relationship between characters and success

H4: There is a positive relationship between dialogues and success

So from the above result we can conclude that for the success of a TV show the producer should concentrate on the Internal Making Factor which is Story-Line, Cast, Character and Dialogues. It should not worry about external factor like promotion or spreading word of mouth.