MEDIA CONSUMPTION PATTERN AT FACEBOOK FOR THE AGE GROUP 18-25

A Summer Internship Project Report submitted for the partial fulfillment of the Master of Business Administration Degree in MBA (Marketing)

BY
[SABYASACHI SINGHA]
(ROLL NO:10400917065   REGISTRATION NO: 171040710100)

Under the Guidance of:

Mr. JYOTIRMOY ROY
[EXTERNAL (COMPANY) PROJECT GUIDE'S NAME]

Prof. SAPTAPARNA GHOSH
[INTERNAL (IEM) PROJECT GUIDE'S NAME]

Department of Marketing

For the Academic Year 2017- 2019

Institute of Engineering & Management
Y-12, Salt Lake, Sector-V, Kolkata-700091
Affiliated To:

Maulana Abul Kalam Azad University of Technology

BF-142, Salt Lake, Sector I, Kolkata-700064

CERTIFICATE

<u>TO WHOM IT MAY CONCERN</u>

This is to certify that the project report entitled "**[MEDIA CONSUMTION PATTERN AT FACEBOOK FOR THE AGE GROUP 18-25]**", submitted by

[SABYASACHI SINGHA]

 (*Registration No. **171040710100** of 2017 – 2018, Roll no. - 10400917065*),

of **INSTITUTE OF ENGINEERING & MANAGEMENT,** in partial fulfilment of requirements for the award of the degree of **Master of Business Administration in [MARKETING],** is a bonafide work carried out under the supervision and guidance of **Prof. Dr. [SAPTAPARNA GHOSH]** during the academic session of 2017-2019.The content of this report has not been submitted to any other University or Institute for the award of any other degree.

It is further certified that work is entirely original and its performance has been found to be quite satisfactory.

_____   _____

Prof . Dr. Saptaparna Ghosh   Prof. Dr. Sujit Dutta
Project Guide   H.O.D
Dept. of Management   Dept. Of Management
Institute of Engineering & Management   Institute of Engineering &Management

_____

Prof. Dr. Indraneel Mukhopadhyay
Principal - Management
Institute of Engineering & Management
Sector-V, Salt Lake Electronics Complex, Kolkata-700091

COMPANY CERTIFICATE TO BE ENCLOSED

ZEE

Extraordinary Together

17th August 2018

TO WHOM IT MAY CONCERN

This is to certify that **Sabyasachi Singha,** a student of **IEM Kolkata** was associated with **Zee Entertainment Enterprises Limited - Zee Bangla** from **4th June, 2018 to 3rd August, 2018** as an Intern in the **Marketing** Department.

During the period of association, he was found to be committed and his contributions towards creative thought process were found to be to the level of expectations.

For **ZEE ENTERTAINMENT ENTERPRISES LTD.**

Arunabha Mukherjee

HR BUSINESS PARTNER - ZEE BANGLA

<u>ACKNOWLEDGEMENT</u>

We should like to take this opportunity to extend our gratitude to the following revered persons, without whose immense support, completion of this project would not have been possible.

We are sincerely grateful to our external Guide and Internal Guide **[Saptaparna Ghosh]** of the **(Marketing Department)**, IEM Kolkata, for his/her constant support, significant insights and for generating in us a profound interest for this subject that kept us motivated during the entire duration of this project.

We would also like to express our sincere gratitude to **Prof. Dr. Satyajit Chakrabarti** (Director**, IEM), Prof. Dr. Indraneel Mukhopadhyay (**Principal-Management, IEM) and **Prof. Dr. Sujit Dutta**, HOD of **(Management)** and other faculties of Institute of Engineering & Management, for their assistance and encouragement. We are also grateful to **Prof. P K Mishra** and **Prof. Dr. Swati Mukherjee** for their constant support for our Summer Internship Projects.

Last but not the least, we would like to extend our warm regards to our families and peers who have kept supporting us and always had faith in our work.

SABYASACHI SINGHA
Name of the Student
Reg.No: 171040710100 of 2017 - 2019
Dept. of Marketing Management
Institute of Engineering & Management, Kolkata

EXECUTIVE SUMMARY

a) **Objectives of the study:** Research objective is to find out media consumption pattern at Facebook for the age group 18-25. Basically we want to know which type of platform viewers are using most and from where they are using those platforms, how frequently they are using those, they are watching movies or not if yes then which type of movies they are consuming most or like to see, they are following any movie star or not, which type video they like to see at Facebook, if they like a video then what they generally do, they are following zee Bangla Facebook page or not. if not, then which channel they are watching or following. By gathering those information, we want to find out viewer's choice, consumption pattern, their demand, which types of movies should the channel show in their channel & which type of content should the channel post at their Facebook page to attract the viewers of age group 18-25.

b) **Methodology in brief**:

Research type – Exploratory
Data collection tool – Primary research tool
Method of research :

1. 1st step: We have made 31 questions. Among them we have selected 18 questions to reach our objectives.

2. 2nd step: We made a questionnaire of 18 questions.

3. 3rd step: After this I went to different colleges of different districts to fill that questionnaire. I have visited five colleges from each district (Howrah, Kolkata, North 24 PGS) to collect those informations.

4. 4th step: After collecting those informations I have done some analysis to understand the viewers consumption pattern for the age group 18-25.

5. 5th step: At the last step I have found some major points & on the base of that. After that I have given some recommendations.

c) **Major findings :**
   ❖ Students are using Facebook and YouTube mostly. (94.12 % of total sample students)
   ❖ Most of the sample viewers (94.54 %) are using android phones and most of the sample viewers (76.05%) love to do Facebook from phones.
   ❖ Generally, viewers are coming 6-7 times in a day on Facebook & they have average 800 friends in their Facebook.
   ❖ They generally like to see various types of updates and videos on Facebook. We have got 80.34 % viewers like to see videos at Facebook. when they like

any video they generally like to give like and also, they like to share that videos. 73.19 % viewers have seen some movie trailers on Facebook till now but maximum viewers have not seen any promotional video of zee Bangla cinema on Facebook. They generally don't like to subscribe to any television channel page on Facebook but they like to follow their favourite movie stars Facebook page & 53.14 % viewers have mentioned Bengali movie actor or actress names as their favourite movie star.

❖ Most of the sample viewers (99.16 %) love to see movies & among them 85 % viewers watch Bengali movies and they mostly love to see movies from laptops and televisions.

❖ Among total sample students 51.01 % students have seen Bengali movies recently & among total sample viewers we have got 38.07 % viewers who love to see videos on Facebook and have seen Bengali movies recently. they generally like to see Haami, Uma, Amazon abhijan type of good story-based movies.

Facebook with other apps ---------- 94.12 %

FB + YouTube + FB & YouTube with other apps ----------98.74 %

Students (18-25 age group), Location (Howrah, Kolkata, North 24 PGS)

— Smart phones – Android

— Smart phones – Android

— Online – 6-7 times in a day

Average friends- 800

— Like to see at Facebook – updates and videos. 80.34 % viewers like to see videos

(types- Animal, Wildlife, Nature, Sports, Cookery, Song, Dance, Short movies, Trailers & many more)

— When they like any video they generally give like and they also love to do share

— Most of the viewers of this age group don't like to follow television channel page

— Most of the viewers of this age group like to follow their favourite movie star's Facebook page. (Abir Chaterjee, Parambrata Chaterjee, Jeet, Dev are popular among them)

— Most of viewers have not seen any promotional video of zee Bangla cinema at Facebook.

— Most of the viewers watch Bengali movies. they generally like to see Haami, Uma, Amazon abhijan types good story-based movies.

— Most of the viewers love to see movies from television and laptops.

d) Conclusions:

Businesses, corporations, brands and professionals from all lifestyles depend heavily on **Facebook** to interact and communicate with their consumers and target audience. The role of inbound **marketing** is crucial in building a name for your brand or product, and social media lets you exactly do that. The role of inbound marketing is crucial in building a name for your brand or product, and social media lets you exactly do that. An asset like social media marketing is important to build business and engage with potential buyers; hence, brands should understand the difference between personal and business Facebook profiles to communicate professionally. For that, businesses create Facebook pages, which have options like Profile picture, Cover photo, Status, Picture and Video updates, **Event Planning and other features like polling.** The nature of business is represented by the inclination towards specific features and the way it prefers to interact with its target audience. This allows users to read, communicate and share the information in real time, which in turn lets businesses understand the fondness and leanings of their target audience.zee Bangla cinema is also using Facebook for their movie promotion and campaigning, movie advertising purpose.so we can see from our analysis part that different viewers have different choice different consumption patterns.so our main objective was to know the consumption pattern at Facebook for the age group 18-25.so that zee Bangla cinema can take their future decision about their marketing on the base of this project.

e) Recommendation:

❖ Zee Bangla cinema should post those type of contents on their Facebook page which viewers from this age group mostly follow.
❖ Most of the viewers of this age group do not follow any television channel page but they love to follow their favorite movie stars' Facebook page. So, zee Bangla should tag their promotional videos or contents to those pages so that this viewers from this age group can view those contents.
❖ Most of the student love to see UMA, HAAMI, AMAZON ABHIJAN type of good story-based movies, so Zee Bangla Cinema should telecast those type of movies.
❖ Most of the viewers of this age group are active on Facebook and most of them like to watch videos on Facebook. So, zee Bangla cinema should concentrate more on their Facebook page and they should post more attractive contents on their Facebook page.
❖ Viewers of this age group have mentioned some movie stars as their favorite like Abir, Parambrata, Dev, Jeet, Ankush, Koyel. So, zee Bangla cinema should telecast their movies to attract more viewers from this age group.

A. TABLE OF CONTENTS

B. LIST OF TABLES / GRAPHS

INTRODUCTION

Marketing isn't simply an important part of business success -- it *is* the business. Everything else in the business depends upon marketing.

What Is Marketing?

The term "marketing" covers a lot of different activities -- all associated with selling your company's products and services. Advertising is the most obvious marketing activity, but so is consumer research, which better matches your product to consumer wants and needs. Product design, also, is a form of marketing, as it helps match your company's products and services to known customer needs.

The one thing that marketing is *not*, in the opinion of some marketing professionals, is the sales act itself, *which is the result of marketing.*

Strategic Marketing

Marketing strategies encompass these activities:

- Determining the need for a product through consumer research and by observing and quantifying sales patterns of similar goods in the marketplace
- Modifying existing products or creating new products to match consumer wants and needs
- Determining how best to reach potential customers to make them aware of your products and to persuade them to buy them
- Creating marketing campaigns based on your determinations of the most effective way of reaching customers
- Confirming customer relationships via follow-up sales campaigns and loyalty programs

Consumer Need

Marketing encompasses not only *determines* consumer need, it also helps *create* consumer need. It really begins with understanding your potential consumer. One well-known 21st-century marketing failure had to do with U.S. companies' attempts to sell deodorants in China. What these U.S. companies failed to realize is that, biologically, ethnic Chinese do not have the same body odor issues as Westerners. They also failed to take into account that Chinese consumers commonly regard sweating as a healthy activity that -- among other things -- purifies the system and not, as is common among Americans, as a social problem.

It is a truism of marketing education that marketing can't create a need, but many marketing campaigns are based on creating an awareness of a product and the desirability of owning that product. What is important is that this _awareness creates the need. Some common strategies for creating an awareness of the product and giving it a context that stimulates a desire to own it are:

- **Demonstrating scarcity**. Apple, for instance, increased the demand for the Apple 5 by cutting off further shipments of the phone for two weeks immediately after announcing the release.
- **Developing a "we" bond between consumers and product**, often by announcing the product first to a selected audience and inviting consumers to participate in the development of the product or product launch.
- **Interacting with social media**, such as responding to consumer comments, whether favourable or unfavourable.

Responding to Consumers with Ongoing Product Development

Successful companies don't release products and then move on to new products. They stay involved with their current products, continually modifying and improving them. Apple has been particularly adept at this strategy, with frequent updates of existing software, backed by extensive, clear information releases about the updates. This keeps customers involved. Apple has one of the highest loyalty and customer satisfaction ranking among all major brands.

Finding the Shortest Path Between the Consumer and the Brand

As social media has evolved and has become an important part of the consumer experience, successful companies have demonstrated a continuous involvement in social media, participating with timely campaigns aimed at their audiences. Oreo, for instance, rated highly by Adweek for social media use, has campaigns that tie into major social events, such as their Vine video series, which featured Oreo cookies starring in classic horror films.

Creating Campaigns That Respond Quickly to Consumer Preferences

Companies that respond quickly to consumer preferences raise consumer awareness and increase brand satisfaction and loyalty. Netflix, for example, uses other media, such as The New York Times, to spread and increase consumer awareness with lists of upcoming films and series.

Benefits of marketing

1. Increases awareness – Most of the time we see an advertisement, or get a recommendation, but we don't always buy the product or use the services straight away. By raising awareness through marketing, you'll build an audience of potential customers who know who you are, know what you can offer, and know exactly where to find you when they are ready to purchase your products or services.
2. Increases Sales – When people know your business exists, they're much more likely to become your customers. If your marketing campaigns are doing their job properly, you'll start to see an increase in sales shortly after you get started.
3. Creates trust – People want to buy from a business that has a trustworthy reputation. They want to know that they can trust the business they are buying from. It takes time to build the trust and reputation for your business. Once your business can establish this trust with your clients, it creates customer loyalty. If your clients are happy with your products or services, they will talk about your business. Word of mouth is the most effective type of marketing, and it's free.

There are many types of marketing tactics you could use to reach out to your potential customers, but it is best to have a mix of online and offline marketing. I know how important marketing is to my business, as without it, I would not have gained the attention of my clients, and furthermore resulting in a sale.

Need and Importance of Marketing Research!

The most important task of a marketer is to get the right product at the right place with the right price to the right person. Besides, it was also necessary to go back and find whether consumer is getting optimum satisfaction, so that consumer remains loyal. These aspects made it imperative for the marketers to conduct marketing research.

1. Identifying problem and opportunities in the market:

It helps in identifying new market opportunities for existing and new products. It provides information on market share, nature of competition, customer satisfaction levels, sales performances and channel of distribution. This helps the firms is solving problems.

2. Formulating market strategies:

Today, markets are no more local. They have become global. Manufactures find it difficult to contact customers and control distribution channels. Competition is equally severe. The consumer needs are difficult to predict. Market segmentation is a complicated task in such wide markets. The marketing intelligence provided through marketing research not only helps in framing but also in implementing the market strategies.

3. Determining consumer needs and wants:

Marketing has become customer-centric. However, large-scale production needs intermediaries for mass distribution. Due to prevalence of multi channels of distribution, there is an information gap. Marketing research helps in collecting information on consumers from structured distribution research and helps in making marketing customer oriented.

4. For effective communication mix:

In an era of micro- rather than mass-marketing, communication plays a vital role. Marketing research uses promotional research to study media mix, advertising effectiveness and integrated communication tools. Research on such aspects will help in promoting effectively a company's product in the market.

5. Improving selling activities:

Marketing research is used to analyse and evaluate performances of a company within a market. It also studies effectiveness of a sales force. It helps in identifying sales territories. Such information helps the companies in identifying areas of shortcoming in sales. It also examines alternative methods for distribution of goods.

6. For sales forecasting:

The most challenging task for any production manager is to keep optimum levels of inventory. However, production is undertaken in anticipation of demand. Therefore, scientific forecast of sales is required. Marketing research helps in sales forecasting by using market

share method, sales force estimates method and jury method. This can also help in fixing sales quotas and marketing plans.

7. To revitalize brands:

Marketing research is used to study and find out the existing brand position. It finds out the recall value of brands. It explores the possibilities of brand extension or prospects of changing existing brand names. The main purpose of marketing is to create brand loyalty. Marketing research helps in developing techniques to popularize and retain brand loyalty.

8. To facilitate smooth introduction of new products:

Marketing research helps in testing the new products in one or two markets on a small scale. This helps in finding out consumer response to new product and develop a suitable marketing mix. It reveals the problems of the customers regarding new products. Thus, it controls the risk involved in introducing a new product.

9. Determine export potentials:

The development in transport and communication has helped in globalization and digitalization of world trade. This has helped in boosting the growth of international markets. Marketing research helps in conducting market survey for export. It. collects information on marketing environment prevailing in a country. By collecting data on consumers from different countries, it indicates export potentials.

10. Managerial decision-making:

Marketing research plays a vital role in the decision-making processes by supplying relevant, up-to-date and accurate data to the decision-makers. Managers need up-to-date information to access customer needs and wants, market situation, technological change and extent of competition.

Importance of Facebook in marketing:

Businesses, corporations, brands and professionals from all lifestyles depend heavily on **Facebook** to interact and communicate with their consumers and target audience. The role of inbound **marketing** is crucial in building a name for your brand or product, and social media lets you exactly do that. The role of inbound marketing is crucial in building a name for your brand or product, and social media lets you exactly do that. An asset like social media marketing is important to build business and engage with potential buyers; hence, brands should understand the difference between personal and business Facebook profiles to communicate professionally. For that, businesses create Facebook pages, which have options like Profile picture, Cover photo, Status, Picture and Video updates, **Event Planning and other features like polling.** The nature of business is represented by the inclination towards specific features and the way it prefers to interact with its target audience. This allows users to read, communicate and share the information in real time, which in turn lets businesses understand the fondness and leanings of their target audience.

Differences between Facebook marketing and traditional marketing

What are the main differences or characteristics of Facebook marketing as compared with traditional marketing? The answer is that the former is more focused on **content sharing** and creating a **viral marketing effect**. It is not that kind of face-to-face marketing anymore. Therefore, traditional ways of marketing would not be effective enough. By making good use of Facebook marketing techniques, your target customers base can be expected to grow much faster in this new world.

It is observed that Facebook users tend to enjoy content sharing. For example, they like to post their own recent photos or share information about the good restaurants they have tried. Since social networking works to connect people, giving good comments or recommendations by Facebook users to their friends on Facebook would be a more effective way to promote. **Trustworthy recommendations** tend to have stronger positive effect than normal advertising. This would further create a viral marketing effect as good messages are passed on from one person to another by word-of-mouth along a chain. Therefore, in order to become successful in Facebook marketing, companies should promote their products, services and brand-names by building trust among their target audiences on the Facebook network, and goodwill would then be created and spread out easily.

INDUSTRY OVERVIEW

INTRODUCTION:

Companies of the media industry create content and distribute it to their recipients with the help of media and different distribution channels. The typical value chain within this industry consists of the steps creating or procuring content, bundling content in order to get an information product like a newspaper, and distributing the product (see Figure 1, Schumann/Hess 2005, p. 12)

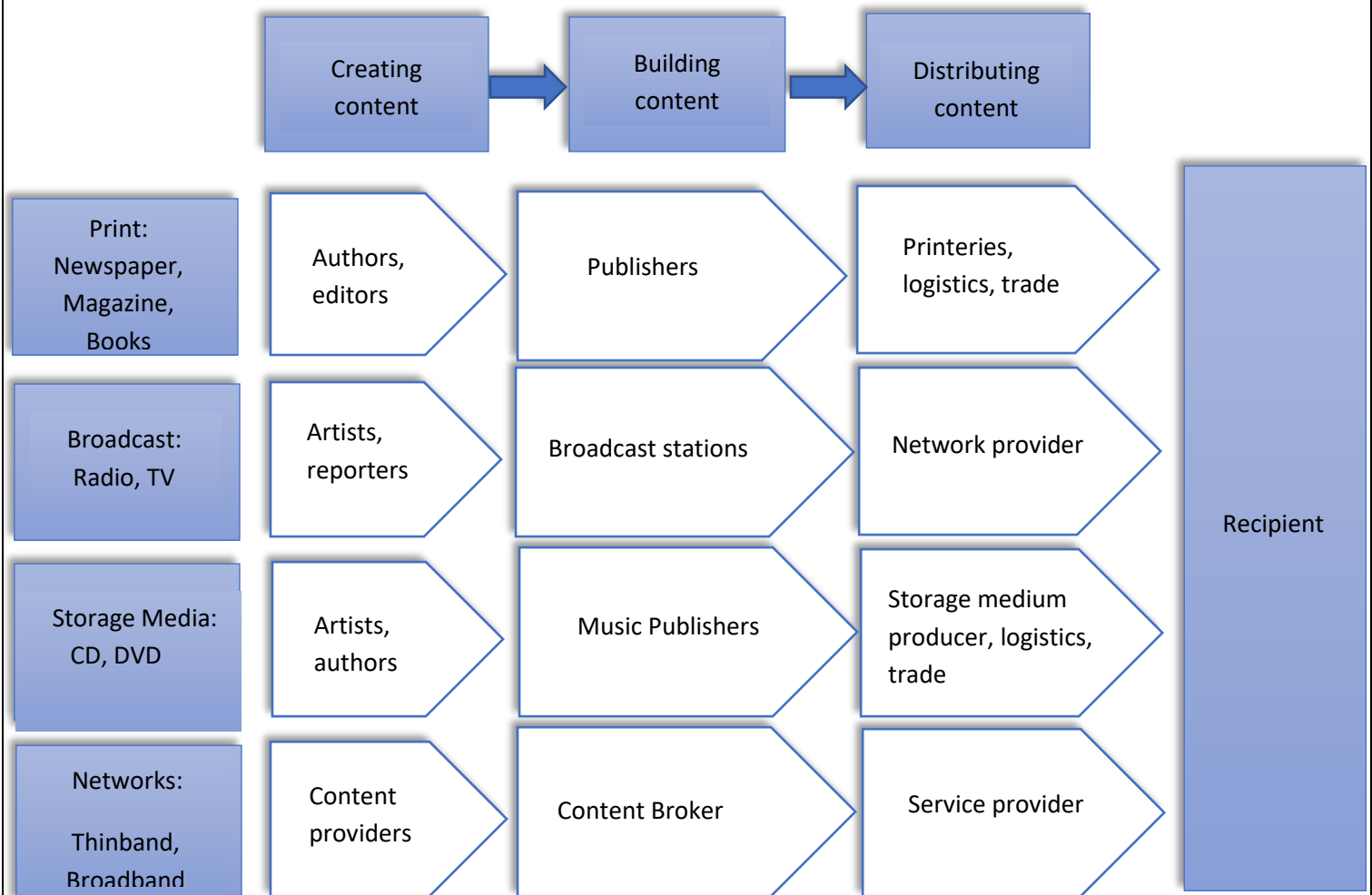|	Creating content	Building content	Distributing content	
Print: Newspaper, Magazine, Books	Authors, editors	Publishers	Printeries, logistics, trade	Recipient
Broadcast: Radio, TV	Artists, reporters	Broadcast stations	Network provider	
Storage Media: CD, DVD	Artists, authors	Music Publishers	Storage medium producer, logistics, trade	
Networks: Thinband, Broadband	Content providers	Content Broker	Service provider	

Figure 1: Typology of Media Companies

This industry is affected very strongly by innovations in information and communication technology (ICT) because the products could completely be digitalized and distributed via digital networks. This affects the inner processes of the media companies as well as the design of the products and value structures. The following aspects as examples spell out the media industries current situation simplistically:

• With the help of new distribution channels such as P2P networks established value chains could completely be bypassed. This could be done not only in case of music, but even in case of scholarly communication. For example, the Open Archive Initiative as a worldwide virtual scholarly library is trying to break down the quasi monopolies of scholarly publishers

. • ICT companies are entering the media industries core markets (e.g. Apple). They want to cover as much of the value chain as possible, if necessary with the help of strategic alliances.

• Within the last years the number of devices has arisen (eBooks, PDA, cell phones, set top boxes, etc.) each of which needs specific transmitting and storing media. The media industry needs to identify the right device for each specific target group. It also needs to convince the recipients of the benefits and the use of the new offers.

• New technologies are changing processes. An example is print on demand. Instead printing very large number of copies (first copy costs!) which need to be stored somewhere the publishers can print much smaller numbers of copies even batch size one, and moreover they can produce customized products such as an individually bundled guidebook.

CLASSIFICATION OF MEDIA INDUSTRY AND THE INTERDEPENDENCE:

The media market has two segments: markets for non-electronic media (print markets) and markets for electronic media such as TV, radio, music, internet. At the demand end of the value chain the media market is a so called double-sided market: There are two kinds of customers, the recipients and the advertising customers. From the recipients the media industry gets revenues by selling the content. The advertising customers give money for carrying the advertising messages. This advertising space on the one hand must minimize losses due to scattershot approaches, and at the other hand it must cover the target group maximal (Schumann/Hess 2005, p. 30). Procuring the content basically means to transfer the property rights. While transfers of the property rights of attractive content, like sports reporting or pictures of stars, often are very expensive, the procurement of scholarly information such

as needed for papers or textbooks, in general does not have monetary costs. See the following figure for the media market differentiation (similar to Wirtz 2005, p. 21).
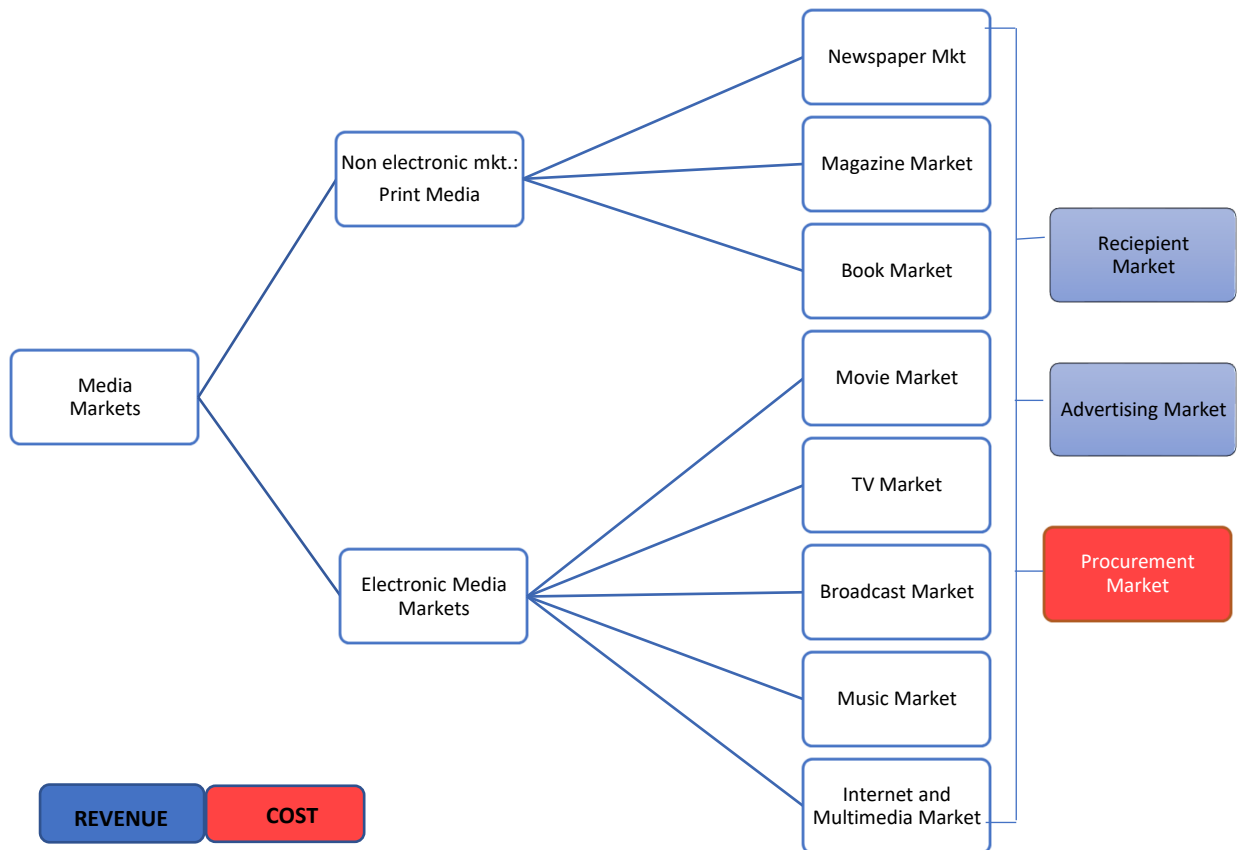

Figure 2: Structure of Media Market

OVERVIEW OF INDUSTRY IN INDIA:

The Indian Media Industry Size-

Overall industry size (INR billion) (For calendar years)	2011	2012	2013	2014	2015	2016	Growth in 2016 over 2015
TV	329.0	370.1	417.2	474.9	542.2	588.3	8.5%
Print	208.8	224.1	243.2	263.4	283.4	303.3	7.0%
Films	92.9	112.4	125.3	126.4	138.2	142.3	3.0%
Digital advertising	15.4	21.7	30.1	43.5	60.1	76.9	28.0%
Animation and VFX	31.0	35.3	39.7	44.9	51.1	59.5	16.4%
Gaming	13.0	15.3	19.2	23.5	26.5	30.8	16.2%
OOH	17.8	18.2	19.3	22.0	24.4	26.1	7.0%
Radio	11.5	12.7	14.6	17.2	19.8	22.7	14.6%
Music	9.0	10.6	9.6	9.8	10.8	12.2	13.0%
Total	728.4	821.0	918.1	1025.5	1156.5	1262.1	9.1%

Source: KPMG in India's analysis and estimates, 2016–17

Projected size of the India Media Industry-

Overall industry size (INR billion) (For calendar years)	2016	2017P	2018P	2019P	2020P	2021P	CAGR (2016-2021P)
TV	588.3	651.0	750.9	876.8	1,014.5	1165.6	14.7%
Print	303.3	325.0	350.4	378.5	405.6	431.1	7.3%
Films	142.3	155.0	166.0	178.2	191.6	206.6	7.7%
Digital advertising	76.9	101.5	134.0	174.3	226.5	294.5	30.8%
Animation and VFX	59.5	69.5	81.2	95.5	111.9	131.7	17.2%
Gaming	30.8	37.2	44.2	52.2	60.7	71.0	18.2%
OOH	26.1	29.0	32.5	36.4	40.8	45.7	11.8%
Radio	22.7	26.4	30.7	35.9	41.5	47.8	16.1%
Music	12.2	14.0	16.3	19.0	22.1	25.4	15.8%
Total	1262.1	1408.7	1606.2	1846.7	2115.2	2419.4	13.9%

Source: KPMG in India's analysis and estimates, 2016–17

Strong economic fundamentals coupled with growth in domestic consumption has also aided the India Media and Entertainment industry to maintain a growth of 11.6 per cent over the last five years. Though demonetization adversely affected the media industry recently, however the industry has still managed to keep up a 9 per cent growth overall in the financial year 2016-2017.

Advertising Revenues: Size -

Overall industry size (INR billion) (For calendar years)	2011	2012	2013	2014	2015	2016	Growth in 2016 over 2015
TV	116.0	124.8	135.9	154.9	181.3	201.2	**11.0%**
Print	139.4	149.6	162.6	176.4	189.3	201.3	**6.3%**
Digital advertising	15.4	21.7	30.1	43.5	60.1	76.9	**28.0%**
OOH	17.8	18.2	19.3	22.0	24.4	26.1	**7.0%**
Radio	11.5	12.7	14.6	17.2	19.8	22.7	**14.6%**
Total	300.1	327.0	362.5	414.0	474.9	528.2	**11.2%**

Source: KPMG in India's analysis and estimates, 2016–17

Projected advertising revenues -

Overall industry size (INR billion) (For calendar years)	2016	2017P	2018P	2019P	2020P	2021P	CAGR (2016-2021P)
TV	201.2	225.4	256.9	298.0	342.7	394.1	**14.4%**
Print	201.3	215.0	233.3	254.9	276.2	296.0	**8.0%**
Digital advertising	76.9	101.5	134.0	174.3	226.5	294.5	**30.8%**
OOH	26.1	29.0	32.5	36.4	40.8	45.7	**11.8%**
Radio	22.7	26.4	30.7	35.9	41.5	47.8	**16.1%**
Total	528.2	597.3	687.4	799.5	927.7	1,078.1	**15.3%**

Source: KPMG in India's analysis and estimates, 2016–17

The Indian Media and Entertainment Industry is expected to grow at a faster pace of 14 percent over the period 2016-2021, with the advertising revenue expected to grow at a CAGR of 15.3 percent during the same period. However, in 2017 advertising revenues are expected to grow at a marginally slower rate of 13.1 per cent due to the lingering effects of demonetization and initial volatilities arising from GST implementation.

Digital advertising is expected to grow at a CAGR of 31 per cent to reach INR294.5 billion by 2021 contributing 27.3 per cent to the total advertising revenues by that point. As digital infrastructure continues to develop and data costs are driven down, digital consumption is likely to become more frequent and more mainstream. The resultant growth in investment by advertisers supported by evolution of the audience measurement technology are likely to drive growth over the next five years.

GROWTH OF THE INDUSTRY SECTOR WISE:

Television-

Television is expected to grow at a CAGR of 14.7 per cent over the next five years as both advertisement and subscription revenues are projected to exhibit strong growth at 14.4 per cent and 14.8 per cent respectively. The long term forecast for the television segment remains robust due to strong economic fundamentals and rising domestic consumption coupled with the delayed but inevitable, completion of digitalization. The rising share of FTA channels may however pull down the long-term subscription revenue forecasts.

Print-

Print is projected to continue its growth at 7.3 percent largely on the back of continued readership growth in vernacular markets and advertisers' confidence in the medium, especially in the tier – II and Tier – III cities. However, rising digital content consumption is perceived to be a long-term threat for the industry.

Films-

The Films segment is expected to bounce back and is forecasted to grow at a CAGR of 7.7 percent as the revenue streams broaden driven by the growing depth of regional content, expansion in overseas market and higher contribution of digital revenue streams. However slow growth in screen count along with inconsistency in content quality would act as the primary limiting factor.

Animation and VFX-

Animation and VFX is expected to grow at a CAGR of 17.2 per cent over 2016-21 largely led by the continued growth in outsourced services and the swelling use of animation and VFX services in the domestic television and film space, respectively.

Radio-

Radio is expected to grow the fastest among the traditional sectors at a CAGR of 16.1 per cent, with operationalization of new stations in both existing and new cities, introduction of new genres and radio transitioning into a reach medium

LITERATURE REVIEW

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyses the results, and communicates the findings and their implications."

It is the systematic gathering, recording, and analysis of qualitative and quotative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behaviour. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that *market* research is concerned specifically with markets, while *marketing* research is concerned specifically about marketing processes.

Need and Importance of Marketing Research

1. Marketing Research (MR) provides valuable data.

2. It studies consumer behavior.

3. It helps to select suitable sales promotional techniques.

4. It supplies market-related information.

5. It helps a company to evaluate its marketing performance.

6. It also has miscellaneous importance.

1. Provides valuable data

Marketing research provides valuable data to the decision makers. It provides data about demand, supply, consumer behavior, competition, etc. This data is used for decision making. This data improves the quality of decisions. It makes the decision very successful.

2. Studies consumer behavior

Marketing research provides data about consumer behavior. It provides data about age, incomes, likes, dislikes, etc. of the consumers. It also finds out the opinions of the consumers about a company's product. This data is used to make production and marketing policies.

3. Selects promotional techniques

Marketing research helps the company to select suitable sales promotion techniques. It helps to select marketing techniques. It helps to select proper media for advertising. It helps to solve the problems of after-sales service. It also helps to prepare the budget for advertising and sales promotion.

4. Supplies marketing information

Marketing research supplies data about the market situation.
This market-related data is used to find out:
The present and future demand and supply position.
The level of competition and steps taken to control it.
Market opportunities.
The cause of fall in sales level.

5. Evaluates marketing performance

Marketing research helps the company to evaluate its marketing performance and to take steps to improve it.

Marketing research is used to find out the effect of price, package, brand name, etc. on sales. It is used to find consumers' reaction towards the company's product. It is used to evaluate the inventory and pricing policies. It is also used to evaluate the effectiveness of advertising, sales promotion techniques, channels of distribution, etc.

6. Miscellaneous needs and importance

Miscellaneous needs and importance of marketing research are as follows:

Marketing research improves the efficiency of the marketing department. This creates goodwill and good reputation.
It helps the marketing manager to take the rational and effective decisions.
It helps to choose suitable staff for doing research.
It is used to make growth and expansions programs.
It benefits all i.e. it benefits the company, distributor, advertising agency, consumer, government and the entire society.

RESEARCH METHODOLOGY

Research type – Exploratory

Data collection tool – Primary research tool

Method of research :

1st step: we have made 31 questions. Among them we   are selecting 18 questions to reach our objectives.

2nd step: I made a questionnaire of 18 questions.

3rd step: After this I went to different colleges of different districts to fill that questionnaire. I have visited 5 colleges of each districts (Howrah, Kolkata, North 24 PGS) to collect informations.

4th step: After collecting all that information I have done some analysis to understand the viewers consumption pattern for the age group 18-25.

5th step: At the last step I have found some major points from analysis after that I have given some recommendations.

DATA ANALYSIS AND FINDINGS

WHICH TYPE OF PLATFORM VIEWERS ARE USING

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	61	92	84	
ONLY FACEBOOK	38	11	15	11	15.97
FACEBOOK WITH OTHER APP	224	55	71	82	94.12
YOUTUBE WITH OTHER APPS	183	41	67	64	76.90
ONLY YOUTUBE	11	5	4	1	4.62
FACEBOOK & YOUTUBE	170	41	66	63	71.43
FB+YOUTUBE+FB & YOUTUBE WITH OTHER APPS	235	60	91	85	98.74
INSTAGRAM WITH OTHER APPS	124	23	55	46	52.10
ONLY INSTAGRAM	2	1	1	0	.84

❖ ALL PERCENTAGE CALCULATION HAVE BEEN DONE ON THE BASE OF TOTAL SAMPLE.

WHICH TYPE OF PLATFORMS VIEWERS ARE USING
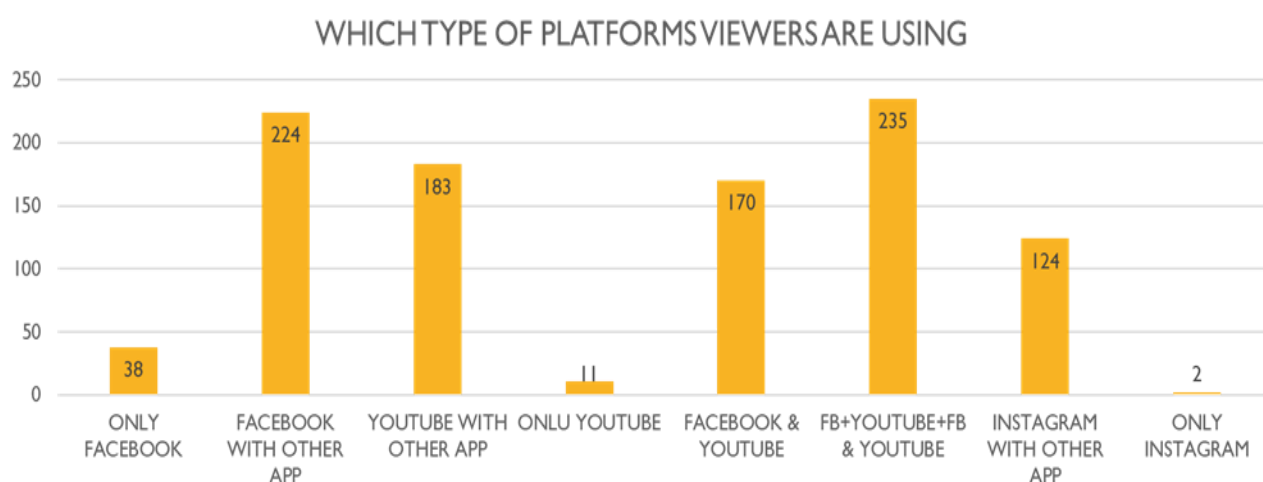
WHICH TYPE OF PLATFORM VIEWERS ARE USING MOST

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	61	92	84	
ONLY FACEBOOK	118	28	32	58	49.58
FACEBOOK WITH OTHER APPS	163	10	25	10	68.48
ONLY YOUTUBE	58	21	25	12	24.37
FB+YOUTUBE+FB &YOUTUBE WITH OTHERS	224	59	84	81	94.12
FACEBOOK & YOUTUBE	39	8	25	7	16.38
INSTAGRAM WITH OTHER APPS	31	4	19	8	13.03
ONLY INSTAGRAM	11	2	7	2	4.62
YOUTUBE WITH OTHER APPS	100	29	52	19	42.02

❖ ALL PERCENTAGE CALCULATION HAVE BEEN DONE ON THE BASE OF TOTAL SAMPLE.

❖ 94.12 % STUDENTS ARE USING FACEBOOK, YOU TUBE, FACEBOOK & YOU TUBE WITH OTHERS.

WHICH TYPE OF PLATFORMS VIEWERS ARE USING MOST
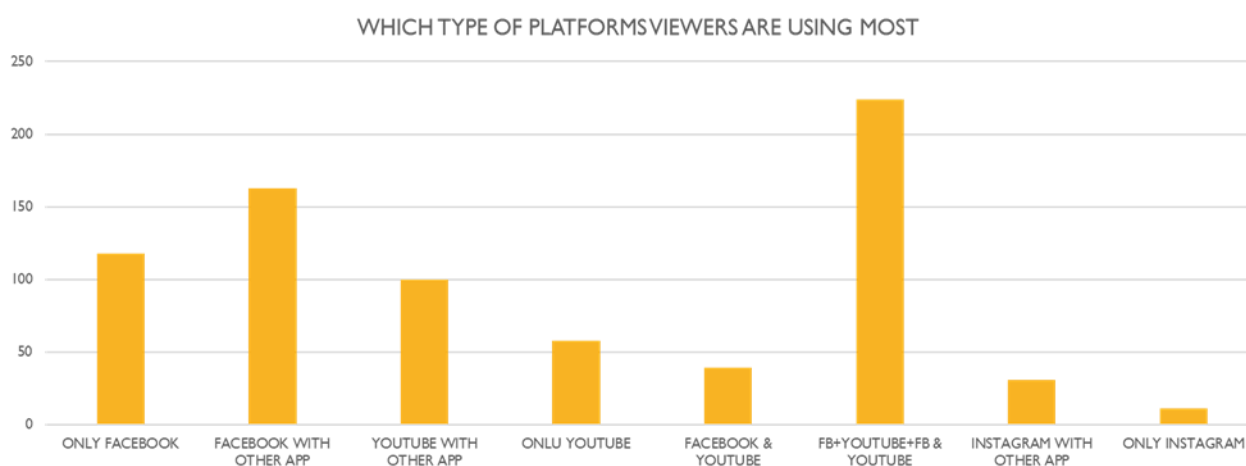
WHICH TYPE OF PHONE VIEWERS ARE USING

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	61	92	84	
ANDROID	225	59	87	77	94.54
ANY OTHER	3	2	1	0	1.26
iPhone	11	0	2	7	4.62
ANDROID & iPhone	2	0	2	0	0.84

❖ MOST OF THE STUDENTS ARE USING ANDROID PHONES

WHICH TYPE OF PHONES VIEWERS ARE USING
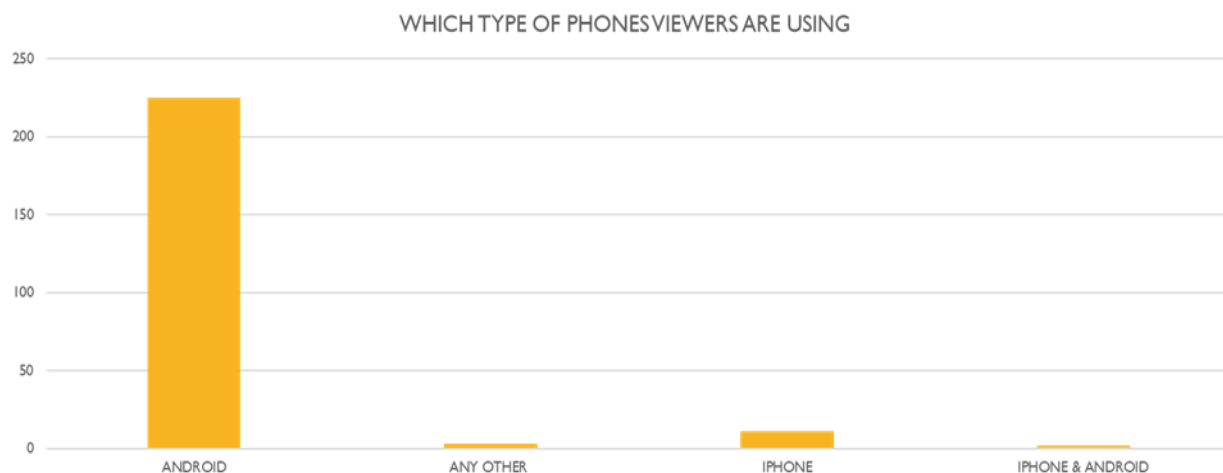
VIEWRS ARE USING FACEBOOK FROM

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	60	90	82	
DESKTOP	7	3	3	1	2.94
PHONE & DESKTOP	41	8	17	16	17.23
PHONE	181	48	69	65	76.05
ANY OTHER	1	0	1	0	0.42

❖ STUDENTS MOSTLY LOVE TO DO FACEBOOK FROM PHONES

VIEWERS ARE USING FACEBOOK FROM
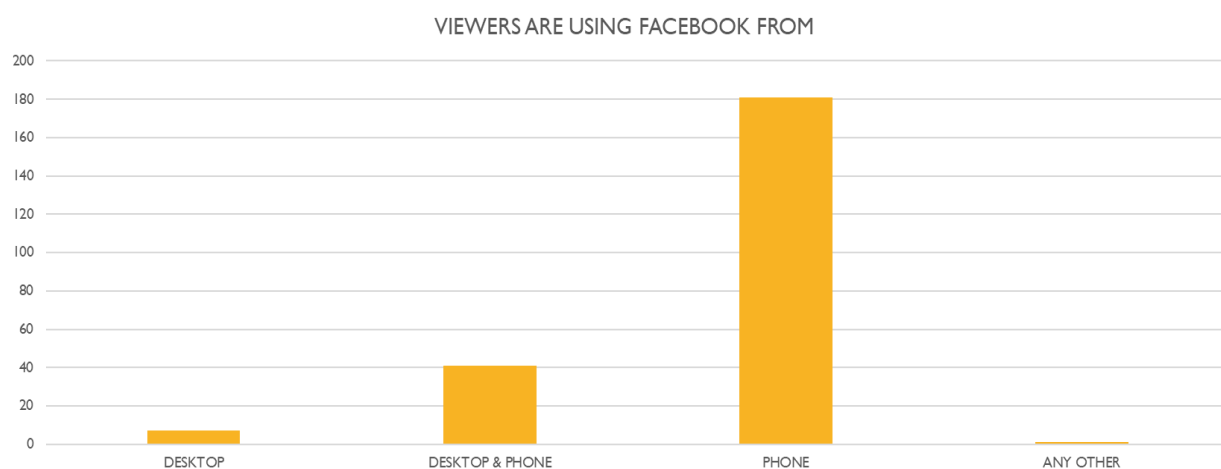
HOW FREQUENTLY VIEWERS COME ON FACEBOOK (HOW MANY TIMES IN A DAY)

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS
SAMPLE	216	54	80	82
AVERAGE	6-7	7-8	7-8	5-6

HOW MANY FRIENDS DO VIEWERS HAVE IN FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS
SAMPLE	229	57	90	82
AVERAGE	800	630	824	900

❖ SAMPLE STUDENTS HAVE AVERAGE 800 FRIENDS IN THEIR FACEBOOK FRIEND LIST.

DO VIEWERS WATCH MOVIES

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS
TOTAL SAMPLE	238	61	91	84
YES	236	60	91	84
NO	1	1	0	0

❖ 99.16 % STUDENTS LOVE TO WATCH MOVIES.

- TOTAL SAMPLE = 239
- AMONG THEM 224 (93.72%) STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 224 STUDENTS 223 (99.55%) STUDENTS ARE WATCH MOVIES.
- AMONG 223 STUDENTS 122 (54.70%) STUDENTS HAVE SEEN BENGALI MOVIES & 89 (39.91%) HAVE SEEN HINDI OR ENGLISH MOVIES.
- IF WE CONSIDER THOSE STUDENTS WHO LIKE TO SEE VIDEOES THEN WE WILL GET,
- AMONG 223 STUDENTS 178 (79.82%) STUDENTS LIKE TO SEE VIDEOES AT FACEBOOK.
- AMONG THESE 178 STUDENTS 91 (51.12%) STUDENTS WATCHED BENGALI MOVIES AND 76 (42.70%) STUDENTS WATCHED HINDI AND ENGLISH MOVIES.

❖ AMONG 239 STUDENTS 51.05 % STUDENTS HAVE SEEN BENGALI MOVIES. ALL ARE USING FACEBOOK AND YOUTUBE. SOME OF THEM LIKE TO SEE VIDEOS AND SOME OF THEM DON'T LIKE TO SEE VIDEOS.
❖ AMONG 239 STUDENTS 38.07 % STUDENTS HAVE SEEN BENGALI MOVIES ANDTHEY ARE USING FACEBOOK AND YOUTUBE AND THEY ALSO LOVE TO SEE VIDEOS.

HOWRAH

- TOTAL SAMPLE 60
- AMONG THEM 59 (98.33%) STUDENTS ARE USING FACEBOOK & YOUTUBE MOSTLY.
- AMONG 59 STUDENTS 58 (98.30%) STUDENTS WATCH MOVIES.
- AMONG 58 STUDENTS 37 (63.79 %) STUDENTS WATCHED BENGALI MOVIES.
- AMONG 58 STUDENTS 41 (70.69%) STUDENTS LIKE TO WATCH VIDEOS AT FACEBOOK.
- AMONG 41 STUDENTS 23 (56.10%) STUDENTS WATCHED BENGALI MOVIES & 15 STUDENTS WATCHED HINDI AND ENGLISH MOVIES.

❖ AMONG 60 STUDENTS 61.67% STUDENTS HAVE SEEN BENGALI MOVIES.THEY ARE USING FACEBOOK & YOUTUBE AND SOME OF THEM ARE LIKE TO SEE VIDEOS AND SOME OF THEM DON'T LIKE TO SEE VIDEOS.
❖ AMONG 60 STUDENTS 38.33% STUDENTS HAVE SEEN BENGALI MOVIES, THEY ARE USING FACEBOOK AND YOUTUBE & THEY ARE LIKE TO SEE VIDEOS.

KOLKATA

- TOTAL SAMPLE 91
- AMONG 91 STUDENTS 84 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 84 STUDENTS 84 STUDENTS WATCH MOVIES.
- AMONG 84 STUDENTS 37 STUDENTS WATCH BENGALI MOVIES & 43 STUDENTS WATCHES ENGLISH AND HINDI MOVIES.
- AMONG 84 STUDENTS 67 STUDENTS LIKE TO SEE VIDEOS AT FACEBOOK.
- AMONG 67 STUDENTS 29 STUDENTS WATCHES BENGALI MOVIES & 36 STUDENTS WATCHED HINDI AND ENGLISH MOVIES.

❖ AMONG 91 STUDENTS 40.66% STUDENTS HAVE SEEN BENGALI MOVIES.THEY ARE USING FACEBOOK & YOUTUBE AND SOME OF THEM ARE LIKE TO SEE VIDEOS AND SOME OF THEM DON'T LIKE TO SEE VIDEOS.

❖ AMONG 91 STUDENTS 31.87% STUDENTS HAVE SEEN BENGALI MOVIES, THEY ARE USING FACEBOOK AND YOUTUBE & THEY ARE LIKE TO SEE VIDEOS.

NORTH 24 PARGANAS

- TOTAL SAMPLE = 85
- AMONG 85 STUDENTS 81 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 81 STUDENTS 81 STUDENTS WATCH MOVIES
- AMONG 81 STUDENTS 41 STUDENTS WATCHED BENGALI MOVIES AND 33 STUDENTS WATCHED HINDI OR ENGLISH MOVIES.
- AMONG 81 STUDENTS 70 STUDENTS LIKE TO SEE VIDEOS.
- AMONG 70 STUDENTS 41 STUDENTS WATCHED BENGALI MOVIES & 23 STUDENTS WATCHED HINDI OR ENGLISH MOVIES.

❖ AMONG 85 STUDENTS 48.24 % STUDENTS HAVE SEEN BENGALI MOVIES.THEY ARE USING FACEBOOK & YOUTUBE AND SOME OF THEM ARE LIKE TO SEE VIDEOS AND SOME OF THEM DON'T LIKE TO SEE VIDEOS.

❖ AMONG 85 STUDENTS 50.62 % STUDENTS HAVE SEEN BENGALI MOVIES, THEY ARE USING FACEBOOK AND YOUTUBE & THEY ARE LIKE TO SEE VIDEOS.

- TOTAL SAMPLE = 239
- AMONG THEM 224 (93.72%) STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 224 STUDENTS 223 (99.55%) STUDENTS ARE WATCH MOVIES.
- AMONG 223 STUDENTS 122 (54.70%) STUDENTS HAVE SEEN BENGALI MOVIES

MOVIE NAME	NO OF LAST SEEN	MOVIE NAME	NO OF LAST SEEN
AMAZON ABHIJAN	11	AMAR APONJON	1
BAKSHO RAHASYA	1	APUR PANCHALI	1
BOJHENA SE BOJHENA	1	BISORJON	3
BOSS 2	2	BOLO DUGGA MAI KI	3
BYOMKESH O AGNIBAN	1	BYOMKESH	3
DRISTIKON	5	COCKPIT	2
GANGSTAR	1	HAAMI	16
GUPTODHONER SONDHANE	4	GHARE & BAIRE	2
JAKHER DHON	2	HARIPADA BANDWALA	1
JIO PAGLA	4	JATISWAR	1
KI KORE TOKE BOLBO	1	KELOR KIRTI	3
MEGHNAD BODH ROHOSYO	1	MAYURAKHSHI	2
ONE	1	MISHOR ROHOSYO	1
PAGLU 2	2	CHANDER PAHAR	1
POWER	1	POSTO	3
PREM BY CHANCE	1	PRAKTON	3
RAJA RANI RAJI	2	PROLOY	2
SAMANTARAL	1	RATER RAJANI GANDHA	1
TOTAL DADAGIRI	3	UMA	21
ZULFIQAR	2	YETI ABHIJAN	5

IN WHICH DEVICE DO YOU LIKE TO WATCH MOVIES

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	60	92	84	
ONLY LAPTOP	66	16	42	8	27.73
ONLY PHONE	20	7	6	7	8.40
ONLY TELEVISION	55	19	25	11	23.11
TELEVISION +LAPTOP	22	6	5	11	9.24
LAPTOP + PHONE	24	3	10	11	10.08
TELEVISION +PHONE	24	6	0	18	10.08
TELEVISION + PHONE +LAPTOP	25	3	4	18	10.50
ALL LAPTOPS	137	28	61	48	57.56
ALL PHONES	93	19	20	54	39.08
ALL TELEVISION	126	34	34	58	52.94

❖ ALL PERCENTAGE CALCULATION HAVE BEEN DONE ON THE BASIS OF TOTAL SAMPLE.

❖ MAXIMUM STUDENTS LIKE TO WATCH MOVIES FROM TELEVISIONS AND LAPTOPS.

IN WHICH DEVICE VIEWERS DO LIKE TO SEE MOVIES
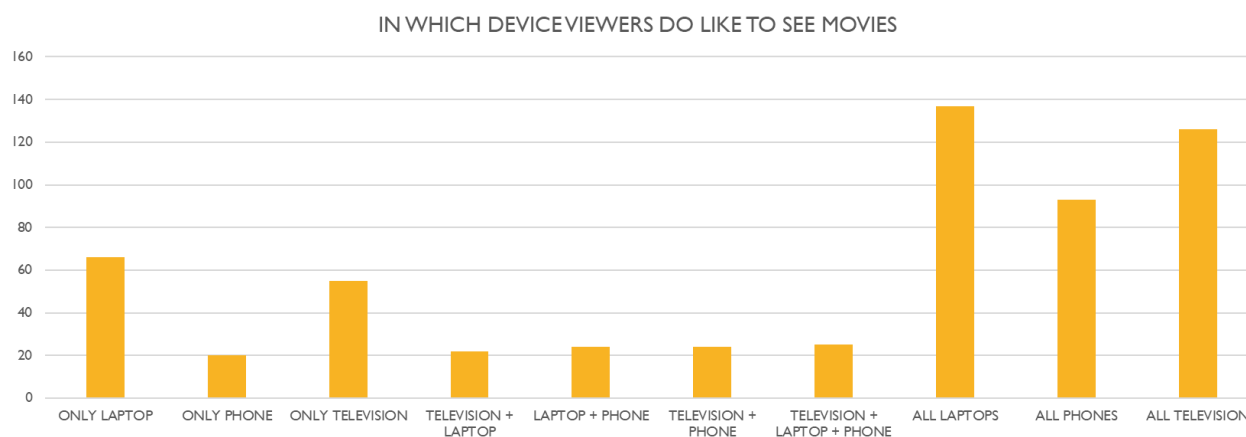
DO VIEWERS WATCH BENGALI MOVIES

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	238	61	92	84	
YES	204	56	73	75	85.71
NO	33	5	19	9	13.87

❖ WE HAVE GOTTEN 85.71 % STUDENTS WATCH BENGALI MOVIES.

WHO IS VIEWERS FAVOURITE MOVIE STAR

- TOTAL SAMPLE = 239
- AMONG THEM 224 (93.72%)   STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 224 STUDENTS 223 (99.55%) STUDENTS ARE WATCH MOVIES.
- AMONG 223 STUDENTS 222 (99.55 %) STUDENTS WATCH BENGALI MOVIES.
- AMONG 222 STUDENTS 127 (57.21 %) STUDENTS MENTIONES BENGALI MOVIE'S ACTOR/ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR.

❖ AMONG TOTAL SAMPLE 53.14 % STUDENTS MENTIONED BENGALI MOVIE'S ACTOR OR ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR.

HOWRAH

- TOTAL SAMPLE 60
- AMONG THEM 59 (98.33%) STUDENTS ARE USING FACEBOOK & YOUTUBE MOSTLY.
- AMONG 59 STUDENTS 58 (98.30 %) STUDENTS WATCH MOVIES.
- AMONG 58 STUDENTS 54 (93.10 %) STUDENTS WATCH BENGALI MOVIES.
- AMONG 54 STUDENTS 37 (68.52 %) STUDENTS MENTIONED BENGALI MOVIE ACTOR/ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR

❖ AMONG TOTAL SAMPLE 61.66 % STUDENTS MENTIONED BENGALI MOVIE ACTOR OR ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR NAME.

KOLKATA

- TOTAL SAMPLE 91
- AMONG 91 STUDENTS 84 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 84 STUDENTS 84 STUDENTS WATCH MOVIES.
- AMONG 84 STUDENTS 67 STUDENTS WATCHED BENGALI MOVIES.
- AMONG 67 STUDENTS 32 STUDENTS MENTIONED BENGALI MOVIE ACTOR/ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR.

❖ AMONG TOTAL SAMPLE 32 (35.16 %) STUDENTS MENTIONED BENGALI MOVIE ACTOR / ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR NAME.

NORTH 24 PARGANAS

- TOTAL SAMPLE = 85
- AMONG 85 STUDENTS 81 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 81 STUDENTS 81 STUDENTS WATCH MOVIES
- AMONG 81 STUDENTS 73 STUDENTS WATCH BENGALI MOVIES.
- AMONG 73 STUDENTS 54 STUDENTS MENTIONED BENGALI MOVIE ACTOR/ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR.

❖ AMONG TOTAL SAMPLE 54 (63.53 %) STUDENTS MENTIONED BENGALI MOVIE ACTOR / ACTRESS NAMES AS THEIR FAVOURITE MOVIE STAR.

WHO IS VIEWERS FAVOURITE MOVIE STAR

MOVIE STAR NAMES	NO OF VOTES	MOVIE STAR NAMES	NO OF VOTES
ABIR CHATERJEE	35	JISHU SENGUPTA	5
PARAMBRATA CHATERJEE	20	PRASENJEET CHATERJEE	13
SWASTIKA MUKHERJEE	2	ANKUSH HAZRA	11
NUSRAT JAHAN	3	JEET	15
ARJUN CHAKRABORTY	2	DEV	16
KANGKANA SEN SHARMA	2	KOYEL MALLICK	8
MIMI CHAKRABORTY	5	SAYANTIKA BANERJEE	2
PARNO MITRA	2	ROBI GHOSH	1
SUBHASHREE GANGULY	4	SOHAM CHAKRABORTY	4
SOUMITRA CHATERJEE	4	SWASOTO CHATERJEE	3
UTTAM KUMAR	1	YASH DAS GUPTA	8

- ❖ MAXIMUM OF THE VIEWERS OF THE AGE GROUP 18-25 HAVE MENTIONED ABIR CHATERJEE, PARAMBRATA CHATERJEE, DEV, JEET, KOYEL MALLICK, ANKUSH HAZRA & YASH DAS GUPTAS NAME AS THEIR FAVORITE MOVIE STAR NAMES.

HOWRAH

MOVIE STAR NAMES	NO OF VOTES		MOVIE STAR NAMES	NO OF VOTES
ABIR CHATTOPADHAYA	6		KOYEL MALLICK	5
PROSENJEET CHATERJEE	4		ANKUSH HAZRA	11
NUSRAT JAHAN	3		PARAMBRATA CHATERJEE	2
JEET	7		DEV	6
MIMI CHAKRABORTY	1		SAYANTIKA BANERJEE	1
SOHAM CHAKRABORTY	1		PARNO MITRA	1
ROBI GHOSH	1		SOUMITRA CHATERJEE	2
SWASTIKA MUKHERJEE	1		SWASWOTO CHATERJEE	2
YASH DAS GUPTA	3			

KOLKATA

MOVIE STAR NAMES	NO OF VOTES		MOVIE STAR NAMES	NO OF VOTES
ABIR CHATERJEE	13		PARAMBRATA CHATERJEE	6
ARJUN CHAKRABORTY	1		DEV	6
JEET	2		KOYEL MALLICK	1
JISHU SENGUPTA	1		KANGKANA SEN SHARMA	1
PROSENJEET CHATERJEE	2		SOUMITRA CHATERJEE	1
SUBHASHREE GANGULY	1		SWASWOTO CHATERJEE	1

NORTH 24 PARGANAS

MOVIE STAR NAMES	NO OF VOTES	MOVIE STAR NAMES	NO OF VOTES
ABIR CHATERJEE	16	JISHU SENGUPTA	4
PARAMBRATA CHATERJEE	12	SWASTIKA MUKHERJEE	1
ARJUN CHAKRABORTY	1	DEV	4
JEET	6	KOYEL MALLICK	2
MIMI CHAKRABORTY	4	KANGKANA SEN SHARMA	1
YASH DAS GUPTA	5	PARNO MITRA	1
PROSENJEET CHATERJEE	7	SUBHASHREE GANGULY	3
SAYANTIKA BANERJEE	1	SOHAM CHAKRABORTY	3
SOUMITRA CHATERJEE	1	UTTAM KUMAR	1

ARE VIEWERS FOLLOWING HIM/HER AT FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORT 24 PGS	% (MASTER)
TOTAL SAMPLE	235	60	91	83	
YES	156	39	60	57	66.38
NO	78	21	31	26	33.19

❖ 66.38 % VIEWERS ARE FOLLOWING THEIR FAVOURITE MOVIE STAR

ARE VIEWERS FOLLOWING FACEBOOK PAGE OF ANYOTHER ACTOR OR ACTRESS

- WE GOT SOME ACTOR OR ACTRESS NAMES WHOM VIEWERS ARE FOLLOWING BUT THEY ARE NOT IN THEIR FAVOURITE MOVIE STAR LIST.

- **ACTOR / ACTRESS NAMES**
- GOURAB CHAKRABORTY
- SAYANI GHOSH
- OINDRILA SEN
- PRIYANKA SARKAR
- RITTIKA SEN
- SRABANTI
- RITUPARNA SENGUPTA
- RACHANA BANERJEE
- RUDRANIL GHOSH
- BONNY SENGUPTA

ARE VIEWERS SUBSCRIBED TO ANY TELEVISION CHANNEL PAGE

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	234	34	90	83	
YES	103	26	36	41	44.02
NO	130	60	54	42	55.56

- ❖ TOTAL SAMPLE 239. AMONG THEM 224 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.

- ❖ AMONG 224 STUDENTS 223 STUDENTS WATCH MOVIES.

- ❖ AMONG 223 STUDENTS 222 STUDENTS WATCH BENGALI MOVIES.

- ❖ AMONG 222 STUDENTS 88 STUDENTS ARE SUBSCRIBING ANY TELEVISION CHANNEL PAGE.

- ❖ AMONG 88 STUDENTS 55 STUDENTS ARE FOLLOWING ANY BEANGALI TELEVISION CHANNEL PAGE.

- ❖ THAT'S MEAN WE HAVE GOTTEN AMONG 239 STUDENTS ONLY 23.01 % STUDENTS ARE SUBSCRIBING ANY BENGALI TELEVISION CHANNEL PAGE.

HOWRAH

- TOTAL SAMPLE 60
- AMONG THEM 59 (98.33%) STUDENTS ARE USING FACEBOOK & YOUTUBE MOSTLY.
- AMONG 59 STUDENTS 58 (98.30 %) STUDENTS WATCH MOVIES.
- AMONG 58 STUDENTS 54 (93.10 %) STUDENTS WATCH BENGALI MOVIES.
- AMONG 58 STUDENTS 23 (39.66 %) STUDENTS ARE FOLLOWING ANY TELEVISION CHANNEL PAGE.
- AMONG 23 STUDENTS 18 (78.26 %) STUDENTS ARE FOLLOWING BANGALI TELEVISION CHANNEL.

❖ THAT'S MEAN WE HAVE GOTTEN AMONG 60 STUDENTS ONLY 30 % STUDENTS ARE SUBSCRIBING ANY BENGALI TELEVISION CHANNEL PAGE.

KOLKATA

- TOTAL SAMPLE 91
- AMONG 91 STUDENTS 84 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 84 STUDENTS 84 STUDENTS WATCH MOVIES.
- AMONG 84 STUDENTS 67 STUDENTS WATCHED BENGALI MOVIES.
- AMONG 67 STUDENTS 27 STUDENTS ARE SUBSCRIBING ANY TELEVISION CHANNEL PAGE.
- AMONG 27 STUDENTS 13 STUDENTS ARE FOLLOWING ANY BEANGALI TELEVISION CHANNEL PAGE.

❖ THAT'S MEAN WE HAVE GOTTEN AMONG 91 STUDENTS ONLY 14.29 % STUDENTS ARE SUBSCRIBING ANY BENGALI TELEVISION CHANNEL PAGE.

NORTH 24 PARGANAS

- TOTAL SAMPLE = 85
- AMONG 85 STUDENTS 81 STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 81 STUDENTS 81 STUDENTS WATCH MOVIES
- AMONG 81 STUDENTS 73 STUDENTS WATCH BENGALI MOVIES.
- AMONG 73 STUDENTS 38 STUDENTS ARE SUBSCRIBING ANY TELEVISION CHANNEL PAGE.
- AMONG 38 STUDENTS 28 STUDENTS ARE FOLLOWING ANY BEANGALI TELEVISION CHANNEL PAGE.

❖ THAT'S MEAN WE HAVE GOTTEN AMONG 85 STUDENTS ONLY 32.94 % STUDENTS ARE SUBSCRIBING ANY BENGALI TELEVISION CHANNEL PAGE.

CHANNELS (ONLY BANGALI)	NO OF SUBSCRIPTION
24 GHANTA	10
ABP ANANDA	20
COLOURS BANGLA	3
ZEE BANGLA	16
CHANNEL 5	1
JALSHA MOVIES	5
SANGEET BANGLA	8
STAR JALSHA	9
ZEE BANGLA CINEMA	2

DO VIEWERS LIKE TO SEE VIDEOS AT FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	234	61	90	82	
YES	188	43	72	73	80.34
NO	45	18	18	9	19.34

❖ 80.34 % VIEWERS LIKE TO SEE VIDEOS AT FACEBOOK.

- TOTAL SAMPLE = 239
- AMONG THEM 224 (93.72%) STUDENTS ARE USING FACEBOOK AND YOUTUBE MOSTLY.
- AMONG 224 STUDENTS 223 (99.55%) STUDENTS ARE WATCH MOVIES.
- AMONG 223 STUDENTS 222 (99.55 %) STUDENTS WATCH BENGALI MOVIES.

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	222	54	67	73	
YES	154	37	55	64	69.37
NO	68	17	12	9	30.63

❖ 69.37 % VIEWERS LIKE TO SEE VIDEOS & THEY ALSO WATCH BENGALI MOVIES .

WHAT DO YOU DO IF YOU LIKE A VIDEO ON FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	234	61	90	82	
LIKE	67	27	44	21	28.63
LIKE, SHARE	90	20	22	52	38.46
NONE OF THEM	11	10	7	7	4.70
SHARE	20	4	17	2	8.54
ALL SHARES	110	24	39	54	47.01

❖ ALL PERCENTAGE HAVE BEEN DONE ON THE BASE OF TOTAL SAMPLE.

WHAT DO VIEWERS DO IF THEY LIKE A VIDEO ON FACEBOOK
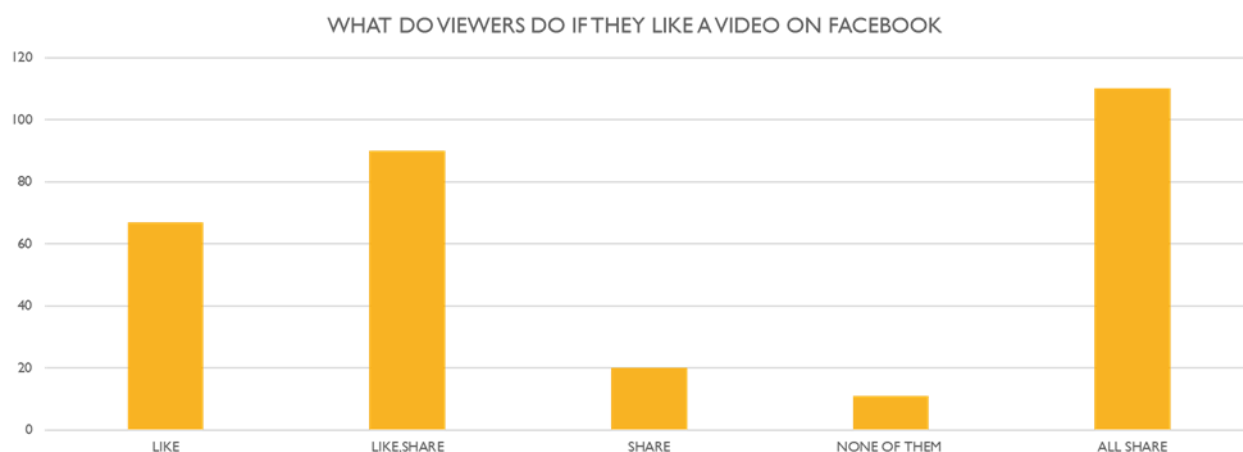
HAVE VIEWERS SEEN ANY MOVIE TRAILOR AT FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	235	61	90	83	
YES	172	41	63	68	73.19
NO	62	20	27	15	26.38

HAVE THEY SEEN ANY MOVIE TRAILOR AT FACEBOOK
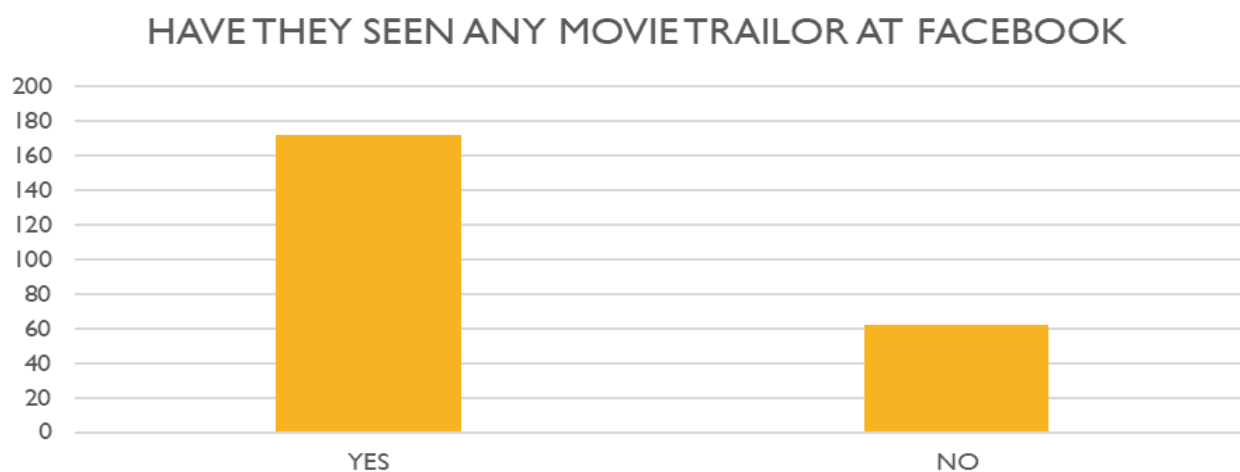
HAVE VIEWERS SEEN ANY PROMOTIONAL VIDEO OF ZEEBANGLA CINEMA AT FACEBOOK

	MASTER	HOWRAH	KOLKATA	NORTH 24 PGS	% (MASTER)
TOTAL SAMPLE	235	61	90	83	
YES	95	27	38	30	40.42
NO	137	34	52	51	58.30

HAVE THEY SEEN ANY PROMOTIONAL VIDEO OF ZEE BANGLA CINEMA AT FACEBOOK
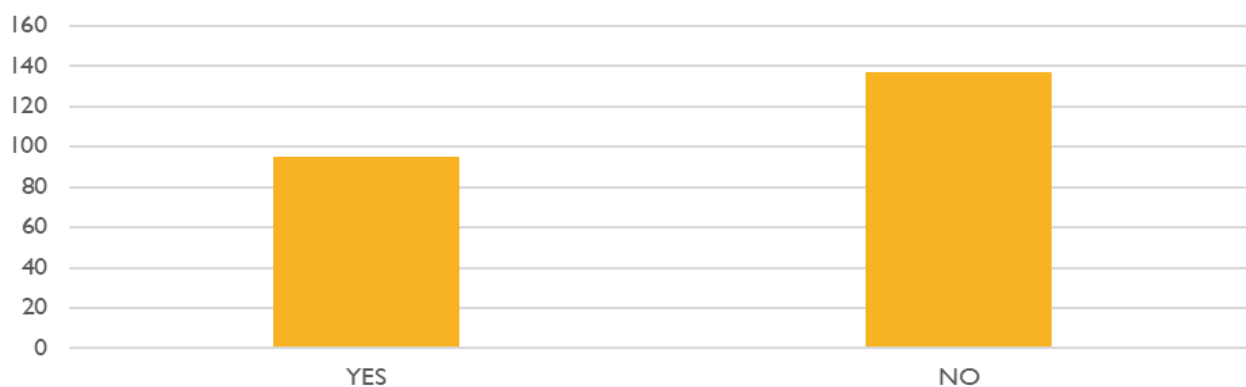
FINDINGS

- ❖ Viewers are using Facebook and YouTube mostly. (94.12 % of total sample students)

- ❖ Most of the sample viewers (94.54 %) are using android phones and most of the sample viewers (76.05%) love to do Facebook from phones.

- ❖ Generally, viewers are coming 6-7 times in a day on Facebook & they have average 800 friends in their Facebook.

- ❖ They generally like to see various types of updates and videos on Facebook. We have got 80.34 % viewers like to see videos at Facebook. when they like any video they generally like to give like and also, they like to share that videos. 73.19 % viewers have seen some movie trailers on Facebook till now but maximum viewers have not seen any promotional video of zee Bangla cinema on Facebook. They generally don't like to subscribe to any television channel page on Facebook but they like to follow their favourite movie stars Facebook page & 53.14 % viewers have mentioned Bengali movie actor or actress names as their favourite movie star.

- ❖ Most of the sample viewers (99.16 %) love to see movies & among them 85 % students watch Bengali movies and they mostly love to see movies from laptops and televisions.

- ❖ Among total sample viewers 51.01 % students have seen Bengali movies recently & among total sample viewers we have got 38.07 % viewers who love to see videos on Facebook and have seen Bengali movies recently. they generally like to see Haami, Uma, Amazon abhijan type of good story-based movies.

MAJOR FINDINGS

Facebook with other apps ---------- 94.12 %

FB + YouTube + FB & YouTube with other apps ----------98.74 %

Students (18-25 age group), Location (Howrah, Kolkata, North 24 PGS)

- Smart phones – Android
- Smart phones – Android
- Online – 6-7 times in a day
- Average friends- 800
- Like to see at Facebook – updates and videos. 80.34 % viewers like to see videos
  (types- Animal, Wildlife, Nature, Sports, Cookenry, Song, Dance, Short movies, Trailers & many more)
- When they like any video they generally give like and they also love to do share
- Most of the viewers of this age group don't like to follow television channel page
- Most of the viewers of this age group like to follow their favourite movie star's Facebook page. (Abir Chaterjee, Parambrata Chaterjee, Jeet, Dev are popular among them)
- Most of viewers have not seen any promotional video of zee Bangla cinema at Facebook.
- Most of the viewers watch Bengali movies. they generally like to see Hammi, Uma, Amazon abhijan types good story-based movies.
- Most of the viewers love to see movies from television and laptops.

CONCLUSIONS

Businesses, corporations, brands and professionals from all lifestyles depend heavily on **Facebook** to interact and communicate with their consumers and target audience. The role of inbound **marketing** is crucial in building a name for your brand or product, and social media lets you exactly do that. The role of inbound marketing is crucial in building a name for your brand or product, and social media lets you exactly do that. An asset like social media marketing is important to build business and engage with potential buyers; hence, brands should understand the difference between personal and business Facebook profiles to communicate professionally. For that, businesses create Facebook pages, which have options like Profile picture, Cover photo, Status, Picture and Video updates, **Event Planning and other features like polling.** The nature of business is represented by the inclination towards specific features and the way it prefers to interact with its target audience. This allows users to read, communicate and share the information in real time, which in turn lets businesses understand the fondness and leanings of their target audience.zee Bangla cinema is also using Facebook for their movie promotion and campaigning, movie advertising purpose.so we can see from our analysis part that different viewers have different choice different consumption patterns.so our main objective was to know the consumption pattern at Facebook for the age group 18-25.so that zee Bangla cinema can take their future decision about their marketing on the base of this project.

RECOMMENDATION:

❖ Zee Bangla cinema should post those type of contents on their Facebook page which viewers from this age group mostly follow.

❖ Most of the viewers of this age group do not follow any television channel page but they love to follow their favorite movie stars' Facebook page. So, zee Bangla should tag their promotional videos or contents to those pages so that this viewers from this age group can view those contents.

❖ Most of the viewers love to see UMA, HAAMI, AMAZON ABHIJAN type of good story-based movies, so Zee Bangla Cinema should telecast those type of movies.

❖ Most of the viewers of this age group are active on Facebook and most of them like to watch videos on Facebook. So, zee Bangla cinema should concentrate more on their Facebook page and they should post more attractive contents on their Facebook page.

❖ Viewers of this age group have mentioned some movie stars as their favorite like Abir, Parambrata, Dev, Jeet, Ankush, Koyel. So, zee Bangla cinema should telecast their movies to attract more viewers from this age group.

<u>BIBLIOGRAPHY</u>

❖ WWW.ZEEBANGLACINEMA.COM

❖ WWW.GOOGLE.COM

❖ WWW.WIKIPIDEA.COM

❖ WWW.ZEEENTERTAINMENT.COM

APPENDIX

QUESTIONNAIRE

NAME: …………………………….   **AGE:** ……………………………

LOCATION: …………………………..   **OCCUPATION:** …………………

Please spare a few minutes of your valuable time to answer this simple questionnaire.

1. WHAT TYPE OF DIGITAL PLATFORM ARE YOU USING?
    FACEBOOK ☐   TWITTER ☐   INSTAGRAM ☐   YOUTUBE ☐
2. WHICH TYPE OF PLATFORM ARE YOU USING MOST?
    FACEBOOK ☐   TWITTER ☐   INSTAGRAM ☐   YOUTUBE ☐
3. WHICH TYPE OF PHONE ARE YOU USING?
    ANDROID ☐   iPhone ☐   Any Other ☐
4. YOU ARE USING FACEBOOK FROM:
    PHONE ☐   DESKTOP ☐   ANY OTHER ☐
5. HOW FREQUENTLY YOU COME ON FACEBOOK? ☐
6. HOW MANY FRIENDS DO YOU HAVE IN FACEBOOK? ☐
7. DO YOU WATCH MOVIE?
    YES ☐   NO ☐   (MENTION NAMES WHAT YOU HAVE SEEN LAST…………………….)
8. IN WHICH DEVICE DO YOU LIKE TO WATCH MOVIES?
    TELEVISION ☐   PHONE ☐   LAPTOP ☐
9. DO YOU WATCH BENGALI MOVIE?
    YES ☐   NO ☐
10. WHO IS YOUR FAVOURITE MOVIE STAR ………………………………………
11. ARE YOU FOLLOWING HIM/HER ON FACEBOOK?
    YES ☐   NO ☐
12. ARE YOU FOLLOWING FACEBOOK PAGE OF ANY OTHER ACTOR OR ACTRESS ……………………
13. ARE YOU SUBSCRIBED TO ANY TELEVISION CHANNEL PAGE?
    YES ☐   NO ☐   (IF YES THEN MENTION NAMES ………………………………….)
14. DO YOU LIKE TO SEE VIDEOS AT FACEBOOK?
    YES ☐   NO ☐   (IF YES THEN MENTION TYPES ………………………………….)
15. WHICH IS THE LAST VIDEO YOU HAVE SEEN AT FACEBOOK? ……………………………………….
16. WHAT DO YOU DO IF YOU LIKE A VIDEO ON FACEBOOK?
    LIKE ☐   SHARE ☐   NONE OF THEM ☐
17. HAVE YOU SEEN ANY MOVIE TRAILOR AT FACEBOOK?
    YES ☐   NO ☐
18. HAVE YOU SEEN ANY PROMOTIONAL VIDEO OF ZEE BANGLA CINEMA AT FACEBOOK?
    YES ☐   NO ☐

THANK YOU!!