

The Impact of Planned Power Outages on Television and Social Media Consumers

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Media planners are facing challenges in budgeting marketing communication with the changing media consumption behaviour due to power outages, especially during media prime time. The nature of such behavioural changes may vary depending on independent viewer characteristics. Hence it is vital to investigate such behavioural changes and associated characteristics of media consumers for efficient and effective marketing communication during the power outage. The objectives of the current study were; to determine the changes in inter and intra-media consumption behaviour concerning age, socio-economic conditions and different needs (Uses and gratification theory) under power outages. The population was registered voters from the Western province's electoral registry, and the sample consisted of 384 respondents selected randomly. Primary data were collected through face-to-face interviews guided by a pre-tested structured questionnaire. Descriptive statistics and binary logistic regression were used to analyze data and achieve research objectives. The findings revealed that a considerable amount of media consumers had changed their inter/intra media consumption behaviour with media gratifications, Information seeking, entertainment, self-expression, and social interaction. Regarding socio-economic and demographic conditions, age, gender, income, occupation, and district of residence caused the changes in inter/intra media consumption behaviour during the power outage. The study further revealed that most media consumers who previously used media, especially pay TV and non-pay TV during the media prime time, tend to refrain from using media due to the power outage. Finally, the study found that the change is significant among frequent media users rather than rare user segments, especially in non-pay TV and pay TV. Due to these inter/intra media consumption behavioural changes, media planners should revise the budgets allocated for non-pay TV and pay TV, especially during the media prime time.

Keywords: Inter-media, Intra media, power outage, Uses and gratification theory

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