

PREFERENCE FOR GENRE OF PUBLICATIONS AS A DETERMINANT OF CATEGORY CONSUMPTION

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I. Key Premises

Genre of publication read by an individual could be seen as another way to describe the individual. In that sense, genre is at least another descriptor of an individual, in addition to the conventional demographic descriptors. Indeed, genre of titles patronized by an individual could tell us a few things about that person that demographics may or may not be able to tell us. Certainly genre is the most unrestricted manifestation of a person's interests since the cost of exhibiting these interests through reading behaviour is relatively low.

There are very few barriers to translation of an individual's interests into media behaviour and, specifically publication title (or even program viewing) behaviour. Thus, genre preference is perhaps the most uninhibited expression of a person's interests and concerns. And therefore understanding genre preference could give us a peep into a person's mind.

And, if this peep into a person's mind has got something to do with the manner and the type of product categories consumed, then genre patronization could be a more powerful way of connecting with consumers of such product categories.

And, therefore, we need to examine the following two premises:

- a) Whether people exhibit very different genre preferences (i.e. whether the reading population indeed exhibits a good spread of genre preference. If there is not much of a spread of genre preference, then it may not have a real impact on the media planning process.)
- b) Whether those who exhibit different genre preferences, also differ in their propensity to consume certain product categories.

If both these conditions are met, then we should indeed look at genre as a very good variable that could lead us to consumers of certain categories. If this were to be so (i.e. if both these premises come true), then genre selection should be an explicit step in the media planning process.

II. Database

This paper is based on an analysis of the Indian Readership Survey (IRS) data. IRS is a national survey of readership with a total sample of 214,000 randomly selected individuals, across more than 700 towns and 2300 villages. The respondent for the survey was a person 12 years or more selected randomly from all household members using the Kish grid.

IRS uses the Recent Reading Model with the masthead method as a stimulus. IRS covers 313 titles in 14 major languages.

The survey also includes questions on consumption of other media (TV, Radio, Cinema and Internet), usage/purchase of fast moving consumer goods and ownership of durables.

IRS fieldwork is conducted continuously (10 months a year) and the fieldwork for the data used in this paper was conducted during July 1999 – June 2000.

III. Universe of Analysis

In order to draw reasonable conclusions, it is necessary to select a sample of respondents who are capable of accessing all the relevant publications in a universe where consumption of different categories is not inhibited by lack of income and linguistic sense. Most of the genres are available in English. Thus people who cannot read English have little chance to express their genre preference in behaviour terms. Therefore we have confined our analysis to only those who can read English.

For the purpose of this paper, we have limited the universe of our analysis to the five most populous metros in India i.e., Bombay, Delhi, Calcutta, Madras and Bangalore. These cities were chosen since they would represent the highest proportion of those who read and understand English.

	<u>Incidence of Reading and Understanding English</u>	
	<u>5 Metros</u>	<u>Rest of Urban India</u>
Est. Adults (in Millions)	38.1	152.8
% Who can read and understand English	50	36

Just as reading and understanding English, equalizes access to genres, a monthly household income cut-off equalizes access to purchase of packaged goods and ownership of durables.

Thus all analysis for our paper would be conducted on respondents to IRS

- who can read English
- who belong to one of the five major metropolitan cities and
- who have a Monthly Household Income of Rs. 5000 + (top 27% of 5 metro English speaking population)

IV. Definition and Categorization of Genre Preference

As a first step, publications were classified into various genres. This classification was done across languages. Initially, there were a large number of genres; these were then clubbed together in order to convert them into relatively homogeneous and large genres, which would deliver sufficient sample size in each category. The final set of genres that we worked with were:

- English Dailies
- Financial Dailies
- Language Dailies
- Business Magazines
- Children’s Magazines
- Computer/IT Magazines
- Current Affairs Magazines
- Film & Entertainment Magazines
- General Interest Magazines
- General Knowledge Magazines
- Special Interest Magazines
- Sports Magazines
- Women’s Magazines

Defining genre preference is one of the key issues that need to be addressed. Most people read in multiple genres and therefore can be reached through multiple genres. Table 1 indicates the total readership of various genres and the number of publications in each genre.

Table 1: Readership and No. Of Titles by Different Genre

	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women’s Mag.
Readership (%)	62	7	82	9	11	3	33	29	29	11	12	7	53
No. Of titles	11	4	59	6	12	3	14	15	24	6	11	4	30

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

However, it is quite clear that mere incidence of reading titles (as measured by Average Issue Readership) would be insufficient to distinguish genre of preference.

Time spent on title consumption would have been a useful measure; however, since IRS does not collect data on time spent at the vehicle level, we used number of titles consumed by the respondent in the genre. One option was to classify the respondent into that genre of which he or she consumes the most number of titles. This would be incorrect since it would depend on the supply of that genre; these genres with greater number of publications would end up with greater number of respondents. Therefore, it may be more meaningful to look at the relative genre preference i.e. the skew of share of titles for a given genre for a respondent relative to that for the universe.

Prior to doing this, it was important to decide, whether we should assign a single genre or multiple genres to a respondent.

In order to do this, we examined the difference between the highest and the second highest skew as a percentage of the highest skew. Our decision rule was that, if this proportion was high, single genre assignment would be appropriate, else, multiple genre. At an all genre level, the proportion was about 0.6 or higher for more than 70% of the respondents (See table 2).

In view of a large difference between the highest and next highest skew we have opted for single genre assignment.

Table 2: Difference Between Skews

(Column %)

Proportion (*)	All Readers
UPTO 0.1	3.4
0.1 – 0.2	4.0
0.2 – 0.3	7.7
0.3 – 0.4	6.9
0.4 – 0.5	4.6
0.5 – 0.6	5.1
0.6 – 0.7	13.2
0.7 – 0.8	8.4
0.8 – 0.9	8.5
0.9 - 1	38.4

Base: Read and Understand English and MHI 5K+ Living in 5 Metros

(*) Difference between Highest Skew and Second Highest Skew as a proportion of highest skew

V. Genre of Relative Preference

In order to classify a respondent in terms of genre preference as compared to the universe of all readers, we have determined genre of relative preference as follows:

Step 1:

For all respondents, and for all titles taken together, the share of number of titles read by genre is calculated.

Step 2:

For each genre, the respondent title share for that genre is then divided by the universe share for that genre. Ratios are obtained for each of the 13 genres. These ratios represent indices of skew for that genre of that respondent vis-à-vis the universe share for that genre.

Step 3:

The genre for which the index of skew is the highest is then determined and the respondent is then classified into that genre. Table 3 shows the results from such a classification.

Table 3: Classification of our Universe by Genres of Relative Preference

	<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Saliency in Universe (Row%)	100	14.1	4.1	21.1	4.2	5.2	3.8	7.6	8.7	6.5	5.8	5.5	4.9	8.3

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

We now propose to examine the differences across these genres.

VI. Demographic differences by Genre Preferred

Table 4 and 5 summarize demographic differences across the different genre

Table 4: Demographic Differences by Genre of Relative Preference

	<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Sex														
Male	60	60	78	63	83	50	70	62	57	50	63	60	82	28
Female	40	40	22	37	17	50	30	38	43	50	37	40	18	72
Education														
School – Upto 4th Standard	0	0	0	0	0	1	0	0	0	0	0	0	1	0
School 5h-9th Standard	12	10	5	17	5	23	11	6	15	7	9	8	21	4
Ssc/Hsc (10th-12th)	31	30	14	44	15	29	16	21	33	43	22	23	35	35
Some College But Not Grad	9	8	6	9	7	9	17	9	12	6	9	9	11	7
Grad-Post Grad Gen (Ba/Msc/Bcom)	41	43	50	28	53	35	37	52	38	39	53	49	27	51
Graduate/Post Graduate – Professional	7	9	25	2	20	3	19	12	3	5	6	12	6	3
SEC														
SEC A	47	55	76	28	69	40	59	62	40	52	45	63	36	8
SEC B	31	30	18	34	21	36	25	27	36	26	34	27	35	37
SEC C	17	14	5	28	10	19	12	10	18	18	18	8	21	14
SEC D & E	5	2	1	10	0	5	3	2	6	5	4	3	9	3
Monthly Household Income														
Rs 5001-8000	54	51	30	67	36	56	41	55	54	54	58	40	53	55
Rs 8001-12000	28	29	36	24	27	27	26	26	28	30	25	30	35	29
Rs 12001-20000	15	17	25	8	29	15	29	14	14	13	13	25	11	14
Rs 20000+	3	2	10	1	9	3	5	6	3	2	4	6	2	2
Mean (in Rs.)	9,301	9,229	12,392	7,858	11,861	9,004	11,166	9,635	9,177	9,021	9,213	10,733	8,720	9,079
Age														
Mean (in Years)	34	37	37	35	36	31	27	38	30	36	27	34	26	34

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

Gender

The Business magazines, Sports magazines and Financial dailies genres are strongly skewed towards males while Womens' magazines is the only genre which is skewed towards women.

Education

The level of education as related to genres makes interesting reading. Those who prefer Financial dailies are the most educated followed by those who prefer Business magazines. Those who prefer the Computer/IT genre are not as well educated (but one can't forget that they are young and with high income).

SEC

The highest proportion of SEC A comes from those who prefer Financial dailies, Business magazines and Special Interest magazines genre.

Monthly Household Income

The average income is the highest among those who prefer Financial dailies. The next three are those who prefer Business Magazines, Computer/IT magazines and Special Interest magazines. The lowest income group is the group that prefers Language dailies.

Age

Those having a skew towards Sports genre are the youngest. Next are those with a skew towards Computer/IT. The oldest are those who read English dailies.

Table 5: Distribution of Respondent Occupation by Genre of Relative Preference

		<i>(Column %)</i>													
	<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.	
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602	
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6	
Occupation															
Businessman/Industrialist	7	7	12	6	15	3	6	7	4	9	2	8	5	5	
Self employed professional	2	2	4	1	6	1	3	2	1	2	1	4	1	0	
Officer/Executive Middle/ Senior	7	8	25	3	17	2	11	13	5	6	5	11	4	2	
Officer/Executive - Junior	8	9	20	4	16	4	12	9	9	10	7	8	8	6	
Supervisory level	7	7	2	7	5	10	10	8	4	7	10	5	3	9	
Clerk / Salesman	13	14	16	14	8	12	6	12	12	10	17	9	11	15	
Petty trader/Shop Owner	6	4	3	8	7	7	3	7	7	7	5	10	6	3	
Unskilled worker/Skilled worker	6	4	1	14	4	4	3	5	7	3	3	4	8	3	
Housewife	21	21	9	20	10	22	9	21	20	30	15	20	9	44	
Student	25	24	9	23	14	37	39	17	31	17	38	23	46	13	

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

Those who prefer English dailies have a profile which is more or less in line with the universe profile. Those who prefer Financial dailies and Computer/IT genres have a higher proportion of executives (junior and senior) while those who prefer Business magazines have a relatively greater proportion of Businessmen. Housewives seem to be more into General Interest publications and Womens' magazines while students are inclined towards Children's' magazines, Computer/IT, General knowledge and Sports publications.

Examining genre preference with regard to mother tongue also has some interesting insights. Bengalis dominate the Children's magazine genre, while Gujaratis have a clear skew towards Business publications especially Financial dailies. Those with Hindi mother tongue dominate Sports readership, while the Tamils, when seen in relation to their contribution to total readership prefer General Interest and Computer/IT genre. This is particularly interesting since it lends support to stereotypes of these communities which describe them along the same lines i.e. Gujaratis are Financially inclined, the northern belt (with mother tongue Hindi) are relatively more Sports inclined and Tamils have an inclination towards technology and IT. Table 6 summarizes the differences by mother tongue across different genre.

Table 6: Distribution of Mother Tongue by Genre of Relative Preference*(Column %)*

	<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Mother Tongue														
Assamese	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Bengali	20	13	12	28	16	41	19.	31	25	2	22	11	10	16
English	1	1	0	1	1	0	0	0	1	1	0	1	1	1
Gujarati	6	4	13	4	9	1	10	2	10	18	1	5	2	2
Hindi	30	35	33	29	30	19	23	29	22	19	38	40	39	33
Kannada	5	4	5	2	5	1	4	4	5	15	9	3	8	3
Malayalam	3	4	3	0	2	2	3	6	2	3	2	4	3	3
Marathi	14	10	13	24	6	9	13	5	18	14	7	13	10	17
Punjabi	2	2	1	1	2	3	3	2	4	1	1	6	4	3
Tamil	11	11	11	5	19	20	16	10	4	18	12	8	14	16
Telegu	3	4	1	2	4	2	4	5	2	5	4	3	2	3
Urdu	2	5	2	1	0	1	1	2	2	1	1	1	3	1

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

Thus, we can see that there are distinct demographic differences across those with different genre preferences.

VII. Product Consumption Differences by Genre of Relative Preference

VII.1 Durables Owned

IRS has collected data on ownership of different household durables. Table 7 captures the ownership of certain specific durables by genre of preference.

Table 7: Durable Ownership by Genre of Relative Preference

(Durable Ownership by Genre Indexed w. r. t. Durable Ownership for All Readers)

	<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Household Durables Owned														
Vacuum Cleaners	16%	113	150	50	181	75	156	100	106	113	69	163	106	100
Air Conditioners	9%	100	167	33	200	44	189	89	111	122	67	167	111	89
Telephone	68%	107	122	78	121	87	115	106	110	103	96	124	99	99
Cordless Phone	12%	108	175	42	192	67	158	83	117	125	83	183	108	100
Answering Machine	1%	200	300	100	100	0	100	100	200	100	0	300	100	100
Cellular Phone	5%	120	220	40	180	40	160	80	60	80	80	200	40	100
Personal Comp At Home	6%	100	200	17	283	50	450	83	83	100	67	183	67	67
Internet Access At Home	3%	100	167	0	300	33	567	100	33	67	33	167	33	67
N-Stick Cookware	49%	100	139	65	133	98	131	106	108	102	98	137	96	112
Refrigerator	81%	105	105	88	107	101	104	101	107	95	98	114	107	102
Washing Machine	42%	100	140	67	136	64	124	107	95	114	110	136	117	112
Bicycles	34%	85	71	106	79	147	100	97	82	97	144	88	109	103
Motorized 2-Wheeler	42%	100	93	76	114	90	105	107	88	107	126	124	119	114
Automobile	15%	100	187	40	213	60	160	133	100	87	80	207	80	100

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

In general, ownership of durables is highest among those who prefer Financial dailies or Business magazines; interestingly, those who prefer Financial dailies seem to be more connected, in that, they have higher ownership of answering machine, cellular phone and telephone. Ownership of personal computer at home and internet access is higher among those who prefer Business magazines; it is by far the highest among those who prefer the Computer/IT genre. Those who prefer Special Interest magazines also have durable ownership comparable to those who prefer the top two genre (Financial dailies and Business magazines).

A point worthy of note is that, the highest ownership of bicycles is among those who prefer Children's magazines as a genre. Ownership of motorized two wheelers is the highest among those who prefer General Knowledge publications.

The propensity to own upmarket durables seems to be distinctly higher among those who prefer Financial dailies, Business magazines, Computer/IT genre and Special Interest genre. Ownership of sophisticated durables such as large (280 litre+), multi door refrigerators, fully automatic front loading washing machines and premium cars is the highest in the same groups. Those who prefer the General Interest genre follow close behind (except when it comes to premium cars). Consistent laggards are those who prefer Language dailies or Childrens' magazines. Table 8 summarizes this.

Table 8: Upmarket Durable Ownership by Genre of Relative Preference

		All Readers	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample		6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)		7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Refrigerator Size															
280+L	Single	2.9%	66	131	69	152	34	186	97	124	145	110	193	55	79
	Multi	4.3%	121	167	49	209	49	135	91	105	107	56	253	67	81
Washing Machine Type															
Fully Automatic	Top	10.2%	77	169	65	118	64	161	93	130	130	114	143	114	87
	Front	2.8%	100	114	36	361	93	150	100	54	104	79	146	96	132
Type of car															
Premium		1.3%	77	169	38	192	77	185	77	85	100	54	354	108	123

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

VII.2 Usage/Purchase of Packaged Goods

Purchase of packaged goods (asked as 'purchased in the last six months') is more varied across those preferring different genre. While the earlier stated genres (Financial dailies, Business magazines, Computer/IT and Special Interest) have a higher penetration of most categories, the Children's magazines genre emerges as a key one for categories such as mosquito repellants, shampoos, noodles, antacids and biscuits.

Tomato ketchup and cheese are relatively well penetrated in the groups that prefer Financial dailies, Business magazines, IT/Computer magazines, Special Interest magazines and Film and Entertainment magazines. Table 9 captures the purchase of these categories in the various genre preferring groups.

Table 9: Household Products Purchased by Genre of Relative Preference

(% Purchasing Household Products by Genre Indexed w. r. t. % Purchasing Household Products for All Readers)

	All Readers	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.	
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602	
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6	
Household Products Purchased In last 6 Months															
Tomato Ketchup	55%	96	122	73	118	104	129	111	120	85	98	133	105	102	
Cheese	20%	90	160	45	160	65	165	85	140	115	85	210	95	105	
Biscuits	94%	98	102	101	98	104	98	99	102	94	98	104	99	102	
Mosquito Repellant	69%	90	109	93	97	119	104	110	107	93	103	104	97	106	
Floor/Toilet Cleaners	83%	98	108	90	102	106	101	101	104	96	107	107	102	106	
Shampoo	86%	98	102	91	102	110	107	105	101	92	103	109	107	106	
Noodles Etc.	59%	95	110	86	107	117	119	105	107	92	108	112	90	103	
Antacids	36%	83	108	103	94	142	94	125	103	69	111	103	100	92	
Batteries	80%	98	110	88	113	108	110	101	100	103	103	106	106	96	

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

Consumption of upmarket household products which have lifestyle and attitude implications follows the same pattern. Those who prefer Financial dailies, Business magazines, Special Interest publications, and Computer/IT publications are in the forefront in terms of using these categories. Of interest however. Is the high skew that those who prefer Sports magazines have towards premium shampoo and alkaline batteries. Perhaps this is due to the strong male skew in this genre.

Table 10: Upmarket Household Products Purchased by Genre of Relative Preference

(% Purchasing Upmarket Household Products by Genre Indexed w. r. t. % Purchasing Upmarket Household Products for All Readers)

		<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample		6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)		7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Type Of Coffee Purchased	Instant	41.09	89	121	75	118	108	136	99	106	82	103	144	109	113
Type of washing powder/liquid	Compacts	45.85	98	117	78	119	115	103	116	100	102	91	119	107	105
Type of shampoo	Premium	21.78	99	97	68	148	92	146	102	107	71	125	127	142	99
Type of Battery	Alkaline	8.57	88	186	66	209	70	156	105	107	58	93	143	145	75

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

VII.3 Lifestyle

We then hypothesized that there would be difference in lifestyle across the genres. Table 11 indicates that indeed there is a lifestyle difference. Those preferring any one of these genres (Financial dailies, Business magazines, Computer/IT genre or Special Interest genre) tend to travel relatively more by air when holidaying. They also eat out more often than the others and spend more when eating out on an average. An interesting insight is that those preferring the Sports genre despite having the second lowest monthly household income (Table 4) tend to spend a high amount when eating out though they do not eat out as often.

Table 11: Lifestyle Differences by Genre of Relative Preference

		<i>All Readers</i>	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample		6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)		7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Mode of travel															
By Air	Col %	3	2	8	0	6	2	6	4	3	2	2	5	2	2
Eating Habits															
Eating Out	Col %	43	40	58	28	55	42	52	46	53	49	38	58	45	42
Amount spent on eating out	Mean	159	138	281	77	231	126	212	151	201	173	137	248	233	163

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

VIII. Time Spent on Media by Genre of Relative Preference

Table 12 specifies the time spent on different media by those preferring each of these genres. Time spent on reading is the highest among those preferring Business magazines, Financial dailies, Special Interest Publications and Computer/IT publications. This is in line with the fact that they read the maximum number of publications (Table 13) on an average. Highest TV viewing is however among those who prefer Sports or Special Interest genre, closely followed by those who prefer General Knowledge and General Interest genre. Listening to Radio is most prevalent among those preferring the General Knowledge or Women's magazines genre followed by those preferring Children's magazines. Time spent on the Internet, while it is very small, is clearly skewed towards those who prefer IT/Computer magazines, Business magazines or Financial dailies.

While analyzing this in the other readership survey in India (National Readership Survey), we found that time spent on radio by those preferring the Health and Fitness genre (not covered in IRS) was the highest.

All this, most definitely has media mix selection implications.

Table 12: Time Spent on Media by Genre of Relative Preference

(Mean Time spent by genre Indexed w. r. t. Mean Time spent by All Readers)

	All Readers	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
Time Spent in Hrs/Wk														
Press	5.6	90	129	80	137	107	116	110	97	94	118	125	100	93
Radio	2.3	75	86	87	83	127	95	100	99	96	147	116	98	137
TV	17.7	91	93	89	98	106	105	103	108	105	108	110	111	107
Internet	0.8	69	240	10	351	18	557	74	74	85	101	178	86	47

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

Table 13: Average No of Publications Read by Genre of Relative Preference

(Average No. of Publications Read)

	All Readers	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
English Dailies	0.7	1.2	1.3	0.0	1.2	0.4	1.1	0.8	0.7	0.6	0.9	1.0	0.9	0.4
Financial Dailies	0.1	0.0	1.2	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Language Dailies	1.0	0.5	0.8	1.6	0.6	1.2	0.5	0.9	1.0	0.9	0.8	0.7	1.0	0.8
Business Mag.	0.1	0.0	0.2	0.0	2.0	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.1	0.0
Children's Mag.	0.1	0.0	0.1	0.0	0.1	1.2	0.2	0.0	0.1	0.0	0.2	0.2	0.2	0.0
Computer/IT	0.1	0.0	0.0	0.0	0.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Current Affairs	0.4	0.0	0.6	0.0	1.2	0.3	0.8	1.3	0.3	0.1	0.7	0.5	0.8	0.0
Film & Ent.	0.3	0.0	0.3	0.0	0.6	0.3	0.6	0.1	1.5	0.1	0.5	0.7	0.7	0.0
General Interest	0.3	0.0	0.4	0.0	0.7	0.3	0.6	0.3	0.3	1.4	0.6	0.5	0.6	0.1
General Knwldg.	0.1	0.0	0.1	0.0	0.3	0.0	0.4	0.0	0.0	0.0	1.6	0.2	0.2	0.0
Special Interest	0.1	0.0	0.1	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.1	1.4	0.2	0.0
Sports	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	1.0	0.0
Women's Mag.	0.6	0.0	0.5	0.0	1.0	1.0	0.8	0.5	0.9	0.7	0.9	1.2	0.9	1.5
All Publications	4.0	1.7	5.6	1.6	8.7	4.8	7.8	3.9	4.8	3.8	6.6	6.6	6.8	2.9

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

We then looked at the genre of channels viewed by genre of publication preferred. The overlap was extremely interesting. Those who belong to the Financial dailies genre have a skew towards news, music and Sports channels. They have a clear skew towards CNBC, BBC and Star News. Those belonging to the Business magazines genre have a very similar preference; however, they have a relatively stronger skew towards the general news channels (BBC, CNN and Star News) as compared to the Business news channel (CNBC). They also have a relative preference for infotainment channels (Discovery and National Geographic), music channels (MTV and Channel V) and Sports channels.

Those who prefer IT publications seem to gravitate towards the 'in' channels, i.e., MTV, Channel V and Star World. They too have a preference for Sports, news and infotainment channels. Quite surprisingly, those who prefer the Current affairs genre seem to be disinclined to the news channels. However, those who prefer Sports publications as a genre do seem to be inclined to view Sports channels.

The mass channels, Zee and Sony are most popular among those who prefer the Film and Entertainment genre. Table14 captures this overlap.

Table 14: Channels Watched in the Last One Month by Genre of Relative Preference

(% Watching the Channel by Genre Indexed w. r. t. % Watching the Same Channel for All Readers)

	All Readers	English Dailies	Financial Dailies	Indian Language Dailies	Business Mag.	Children's Mag.	Computer /IT	Current Affairs	Film & Ent.	General Interest	General Knwldg.	Special Interest	Sports	Women's Mag.
Unweighted Sample	6064	906	270	1005	272	336	227	543	485	507	317	368	226	602
Est. Adults (Millions)	7.3	1.0	0.3	1.5	0.3	0.4	0.3	0.6	0.6	0.5	0.4	0.4	0.4	0.6
TV Channels Watched Last month														
DD1 (National Network)	77%	96	99	118	83	115	83	113	101	95	97	113	93	100
DD 2 (Metro)	70%	94	96	110	91	106	91	99	99	94	96	109	100	101
BBC	21%	90	176	43	200	62	171	90	138	95	114	148	95	71
Channel [V]	19%	89	116	53	153	74	200	63	163	89	121	174	111	84
CNBC Asia Business News	2%	100	450	50	300	100	150	50	100	50	50	100	50	100
CNN	3%	133	100	50	350	57	150	50	67	100	200	75	100	100
Discovery Channel	26%	96	88	100	141	94	103	83	128	69	141	113	86	77
ESPN	39%	95	143	60	141	91	127	75	105	73	147	109	106	57
MTV	23%	87	135	56	200	50	300	36	200	69	123	141	92	54
Sony TV	59%	97	116	83	116	77	139	78	138	77	102	130	78	95
Star Sports	46%	96	139	64	156	69	148	81	94	81	126	106	114	60
Zee TV	57%	95	115	84	110	81	124	91	137	87	87	128	81	96
National Geographic Channel	12%	83	150	60	222	65	162	67	114	88	121	76	62	125
Star News	18%	117	133	36	300	30	267	83	95	89	118	120	67	81
Star World	4%	125	80	75	267	25	500	40	175	86	67	125	60	67

Base: Read and Understand English with MHI 5K+ Living in 5 Metros

IX. Conclusion

Our paper has demonstrated that preference for certain genre in print medium does drive propensity to consume certain categories. This clearly calls for genre selection as an explicit step in the media planning process – a step that would certainly enhance the effectiveness of media plans at least for certain product categories. However, there are more potent implications of this genre preference dimension.

Communication architects and account planners are constantly looking for a really good peep into consumer's mind. To achieve that, account planners are constantly striving to figure out what the consumer is looking for, either through indirect observation or through focus groups, or, even, by what the consumer tells what he is looking for. If media behaviour and more specifically, selective patronization of different genre is the most uninhibited translation of what is happening in consumer's mind then, it may be more prudent to go by what the consumer is doing i.e. his genre behaviour as a manifestation of what he is looking for.

We believe that the genre - category consumption link may be manifested with greater strength in western and more affluent societies. This may happen because of two factors:

- a) As societies evolve beyond economic and social constraints, most members can afford to consume what they need to consume. For members of such societies with greater affluence, most of their other consumption is determined by the categories they would *like* to consume rather than what they *need* to consume. In such societies, at least for some evolved categories, their interests are likely to be bigger drivers of consumption of such categories (i.e. luxury goods, to use a term from economic theory) than their income or occupation which are trying to capture different ends of capability/needs.
- b) In such affluent societies, people do not have to restrict themselves to only doing things that they need to do. Indeed they can afford to do things that they would like to do. This leads to a pursuit of a variety of activities and interests. And, media industry, including the print industry is likely to respond to such evolution of interests by offering vehicles that focus on such specialist reading 'needs' and activities.

Thus, a more diverse genre patronization coupled with a more diverse category consumption around non-basic needs would increase the power of genre preference to explain category behaviour of a larger number of categories in such societies. We propose to partner with researchers and industry bodies in such countries to examine this proposition.