Digital Media Reach: A Comparative Study of Rural and Urban People in India

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ABSTRACT
Today India’s media industry is growing very rapidly. It is shifting from tradition media to digital media. According to advertising revenue forecasting by IAMAI, Indian digital media is growing at the rate of 31% in 2016 as opposite to other media. The main aim of this study is to explore he digital scenes in India and to compare the digital media reach in rural and urban area. This is secondary data based study. Results of this study shows that, reach of digital media is increasing in rural and urban area. However, there is large gap in digital media reach in rural and urban area. There are 309 million are urban internet users, 153 million are rural internet users in India, and there are 587 million mobile users are urban people and 430 million mobile users are rural people. 42 million urban and 42 million rural people are digital tv subscriber.

Key Words: Digital, Rural, Urban, Internet, Mobile, Digital tv

INTRODUCTION
As India globalizes, its media is changing very structure, growth and relevance to people of country. India is probably the only country where print and digital media is both growing rapidly unlike other nations where one is growing at the cost of another. The spread of education and general awareness on one hand and change in communication and information technology on other hand made the digital media most potent means of mass education and mass mobilization in the present time. Digital media has changed the youth’s outlook, attitude and lifestyle. Today young people’s lives are influenced by digital technology including the internet, mobile and digital TV. Youth are the early adopter of digital communication. Business Standard “Indian youth spend about 60% of their time on internet or using their mobile phones. An average Indian youth spend 25,800 minutes a month, over 14 hours a day in digital world.”Government of India also encourages the digitization in television industry by making it mandatory for cable and TV operators to convert the digital infrastructure, which increase the growth of digital cable and DTH. In this way media reaches the millions of people and create the awareness among the people and advertisement on digital media drives the demand for products and services. The content and advertisement, which are exposed, influence their buying behavior. According to Group MTV advertisement is 45.8% of total advertisement in India. Saksna (1990) found that youngsters were influenced more by TV advertisement and mostly purchased those brands and products, which are advertised more on television. Youngsters use their mobile phones and internet for shopping and consider the recommendation and views those are posted on internet while purchasing the product.
MEDIA SPENDING 2016

Figure:1
Figure 1 shows that there is total media spending in 2016 is 7.03 USD billion from which 1.17 USD billion is on digital ad spending and 0.36 USD billion on mobile internet ad spending.

MEANING
Digital media are any media that are encoded in a machine-readable format. Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. Digital media can be created, viewed, distributed, modified and preserved on computers. This media can include computers, internet, devices, video game consoles, projectors.

DEFINITION OF DIGITAL MEDIA
Any storage device that holds digital data. All data generated in a computer are digital like magnetic disk, magnetic tape, optical disc and USB driver.
Any type of information stored in the computer, including data, voice and video.
The news from a TV network, newspaper or magazine that is presented on a Web site or blog.
Digital media is simply the delivery device of the communication between two people connected through computers. Those computers could be desktops, laptops, mobile devices, gaming platforms or servers. The media could be text based like in blogs and webpage, video based like in video chatting or over social sharing or through virtual simulations.

DIGITAL MEDIA SCENE IN INDIA
The Indian media and entertainment industry is estimated to have grown by 11.8 per cent to Rs 918 billion in 2013 and is projected to grow at a CAGR of 14.2 per cent to reach Rs 1,786 billion by 2018 (According to KPMG Indian media and entertaining industry report 2015). In the media sector, digital media is increasing at the rate of 44.5% in digital advertisement. Media is identified as among the top five-priority sector for investment.
USER OF DIGITAL MEDIA IN INDIA 2016

<table>
<thead>
<tr>
<th>Digital media</th>
<th>Users (in millions) 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet user</td>
<td>462</td>
</tr>
<tr>
<td>PC/laptop</td>
<td>2.76</td>
</tr>
<tr>
<td>Mobile</td>
<td>992</td>
</tr>
<tr>
<td>Tablets</td>
<td>1.9</td>
</tr>
<tr>
<td>Digital television</td>
<td>84</td>
</tr>
</tbody>
</table>

Figure.2
Source: IAMAI Indian digital marketing statistic 2016
Figure.2 indicates that there are 462 million internet users in India and 957 mobile phone users and 277 million 84 million are digital TV households.

AD REVENUE IN BY MEDIA 2016

Figure 3 shows the digital ad growth which is 29.9% and it is more than other media and it is growing at rate of 31% as opposite to other media.

REVIEW OF LITERATURE
M. Neelamalan and P. Chitra (2009) conducted the research on New Media and Society: A Study on Impact of Social Networking Sites on Indian Youth. The sample size is 100 and divided into two categories each of 50 are teens and youth in the age of 20 -22. This study showed that 98% of member in social networking site are member of orkut.54% of member were member of more than one network sit.42% of youth make the friends on such sites based on their likeness. 10% share their personal problems with online friends. Indian
youth is aware of danger and risk involved in the sites. It is positive indicator that Indian youth possess social consciousness.

National Survey on Canadian Youth Society (2012) conducted the research on media and technology habits of Canadian youth (9-18 years). Sample size 605 is taken for study. Study showed that youth are more social than ever before and share among peers when discovering the new contents. Television is most commonly technology for view the contents overall and most preferred. Smart phone and laptop computer are daily usage of youth.

Edward j. (2012) has done the research on Digital Development in Rural Area: Potentials and Pitfalls. This study showed that social interaction (e-mails) and entertainment are among the principal applications of internet for home user and especially for children. Internet has become the part of everyday life. Telecommunication is only one piece in more complex puzzle of rural development. It is part of complicated process that goes beyond the rural and urban. There will always be the rural penalty since face to face hand shake to use.

Australian Communication and Media Authority (2009) conducted the research on Adult Digital Media Literacy Needs. It is qualitative research report. The research was conducted by 10 group discussion and 6 telephones in depth interview among the adult and non and limited user of digital media. Research found that usage pattern of different type of digital media depends upon individual and people’s own need, motivations and usage context. There are two reasons for limited usage of digital media people were happy to carry on with old habits using the traditional media. It was too difficult to change their habits.

Research Centre on Media, Information and Technology Education (2009) conducted the research on Digital Media and Youth: Social Use of New Technology. This is the qualitative research. The sample size 64 students were taken. Study revealed that digital media is a habit of the youth and somehow adolescents seem to be used to them in their social in two directions with friends and with peers. Messenger is considered as a very easy and inexpensive way to get in contact with friends. Adolescents are perfectly conscious of role played by the media. This study revealed that technology has migrated in our private life and daily life.

Boston Consultancy Group (2012) presenting the report on India @ Digital Bharat. This study revealed that India has one of the largest and fastest growing populations of internet user in the world of 190 million as June of 2014 after the china and America. India already has 100 million active facebook users today. It is estimated that there will be 500 million internet users in India by 2018. The primary reason for this growth is expansion to small town and rural area. There is increase in the affordability due to low cost of data enabled handset, increase in awareness and need for internet. It contributes to USD 60 billion or 2.7% of Indian GDP. It means internet is one of largest sector of Indian economy.

Patricia Edgor and Don Edgor (2012) have presented the discussion paper on Digital Media and Children’s Learning. This study revealed that children under the age of 6 year have good media skills. Between 2000 to 2005 young children’s use of computer and internet rose from 7% to 23%. Children show the strong preference for education interactive games. This study revealed that television aggressive behavior and emotional disturbance in children are the risk factors.

Sandra Cortesi and Momin Malik (2013) conducted the research on Youth and Digital Media from Credibility to Information Quality. This paper seeks to map how younger user of age of 18 and under search for information and how digital media and social pattern affects these activities. This study revealed internet has become one of the most important information sources of young people who have access to digital technology and basic skills to use it. Survey further indicate that online information play a significant role in decision making and information quality to credibility, relevance, reliability and accuracy, truthfulness are the objective component of larger analysis.

Tonvan Homel (2011) has done the research on Digital Media and Youth Civic Engagement. This study showed that civically engaged youth prefer to use the variety of media for information seeking especially internet, books and technology. Simply spending the time in medium does not distract from civic life.
Research indicates that internet technology intensifies the civic engagement for those who are already interested. Research indicates that network technology like e-mail, social network sites have become the indispensible for youth daily task.

Andrew j. and Metzger (2013) have done the research on Digital Media and Youth Unparalleled Opportunity and Unprecedented Responsibility. The research showed that understand the credibility assessment among youth is critical. Credibility is a cornerstone of people’s interaction, personal representation, academic and professional performance and democratic expression and choice. It is crucial that individual understand the implication of their media and environment and learn to assess the credibility in the way appropriate to their situation demands.

Karen Macpherson (2013) has done the research on Digital Media and Australian Teenagers: Consumption, Study and Careers. This study showed that communication with friends, families and relaxation were the main drivers of technology use in young people and finding the information is also common use. Young people enjoy a kind of dual citizenship for them one is physical space well understood values and clear expectations and other is digital space in which expectations are less clear and well define. Students are eager for technology to be used in schools. This study also showed that consideration of careers options by students are constrained by social economic factors and parents guidance.

American Academy of Communication and Media (2013) conducted the research on Impact of Media and Technology on Youth. The research showed that media have greater access to shape the young people attitude and action than parents and teachers. A national survey reported teenagers spend on average 8.08 hours daily using the various form of media. This includes the television, self recorded videos, movies, printed media, radio, computers and internet. 90% of 13-17 year olds have some form of social media. 75% have profile on a social networking site. 77% of all 8-18 year olds have their own cell phone. 20% of all media consumption occurs on mobile devices.

Steven Beasley (2011) has done the research on Digital Media in Everyday Life. This is quantitative research and sample size 85 adults and youth are taken. This study showed that adults and youth are spending the same time with analog media like offline television and radio and those without phone watch more television and smart phone owners read more. Adults spend more time on online every day. Older adults are online but less active. Study also showed that 45 to 67% of youth going online for school work. 41% of adults play online games. E mail is still dominant online communication method for adults. In this study 99% use it and 81% on a daily basis.

Thus from the review of literature, it has been found that there number of conceptual studies on digital media and its impact on youth and their social life. This study is undertaken to understand and analyze the available literature on digital media and to compare the digital media reach in rural and urban area.

**AIM AND OBJECTIVES OF STUDY**

The main aim of this study is to highlights the digital scenes in India. These following are the objectives of the study:

To undertake the comparative analysis of digital media reach between urban and rural area

To investigate the barriers for non- and limited users of digital media

**URBAN – RURAL RELATIONSHIP**

India’s current population is 1.28 billion and 72% population lives in rural area and 28% lives in urban area. Today both areas have grown closer together because of new technology.
MOBILE USERS IN INDIA 2016 (million)

Figure 4 shows the mobile growth in rural and urban area. There is 439.11 million mobile users in rural area and 587.55 million mobile users in urban area in India.

INTERNET USERS IN INDIA 2016

Figure 5
Source: BCG analysis
Figure 5 shows the rural urban relationship about internet user and future growth in this. In 2016 there is total 462 million people are internet users and near about 390 million are urban and 153 million are rural users of internet.

MOBILE INTERNET USERS IN INDIA URBAN VS RURAL 2016

Figure: 6

Figure 6 shows the mobile internet users in India there are total 371 mobile internet users in India in jun-2016, 109 million are rural users, and 262 million are urban users in India.

PURPOSE OF ACCESSING THE INTERNET BY RURAL AND URBAN PEOPLE

Figure: 7

Figure 7 shows the purpose of accessing internet of rural and urban people, which shows that most of the urban people (93%) use the internet for general search, and in urban area most of the people (87%) use the internet for entertainment.

TELEVISION HOUSEHOLDS IN INDIA 2015
According to TAM there are total 80 million households in urban and 154 million in rural area and from which 42 million households from urban and 42 million from rural area have digital TV.

**BARRIERS FOR DIGITAL MEDIA**

Lack of Infrastructure- this is the main reason of less use of digital media especially in rural area. There is lack of infrastructure like irregular power supply and network problems. Some people do not have digital resource.

Lack of Technical Skills- some people who are less educated and illiterate people face the lack of technical skills to use the digital media. They people do not have skills to use the digital media like use of smart phone and internet. Some people are not comfortable with language, which is used for digital media

Lack of Awareness- this is also reason for limited or no use of digital media. People especially rural people and old age people are not aware about benefits of digital media.

Social and Economic Factors- cultural reasons some people are not easily adopters of the new technology. Economic reasons like lack of money and lack of financial resource are also hurdles for digital media usage.

Less Exposure of New Technology- there is also less exposure of advanced technology especially in rural area. People especially in remote area do not know the advanced technological developments and government also do not take the enough initiatives to create the awareness among the people about latest technology.

Therefore, these are some reasons for limited and non users of digital media in rural and urban area in India.

**SCOPE OF STUDY**

This study hepls in anticipate the youth behaviour regarding digital media and know the media habits gap between rural and urban people. This study also explores media habits of rural and urban people. By focusing on various factors identified in this study, the corporate can make their marketing strategies in better way. It will help them to convert their potential customers into active customers. It also helps marketers to position their product accurately.

**CONCLUSION**

This study shows that Indian media industry is shifting from traditional media to digital media. Digital media is growing very rapidly and it is growing at the rate of 31% annual as opposite to other media. Advances in the digital media have increased the number of people using the mobile phones and internet. India is one of the largest and fastest populations of internet user near about 462 million in 2016 and growing rapidly after China and US. Digital media increases the use of mobile and internet. Scope of digital media is also increasing in the rural India. Reach of digital media increase the awareness among the rural people now rural people also have access to internet. Still, there is gap regarding digital media in rural
and urban area of India. There are 309 million are urban internet users and 153 million are rural internet users in India. This shows that rural people have not as much access to internet as urban people in India. There is also difference regarding mobile growth in rural and urban area. There is 587 million mobile users are urban people and 430 million mobile users are rural people. Lack of infrastructure, awareness, technical skills and illiteracy, used to olds habits are some of the reasons for this media reach gap.

**SCOPE OF FUTURE RESEARCH**

This study focuses on digital media reach in rural and urban area in India. Further research can be carried out about digital media habits of rural and urban people and its impact on their buying behaviour. This study is based on secondary data. Further empirical study can be carried out to know the attitude of the rural and urban people towards digital media.

**REFERENCES**