

MEDIA CONSUMPTION DYNAMICS IN KERALA: CUSTOMER PREFERENCES, TIME ALLOCATION, AND DAILY USAGE PATTERNS

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Abstract

This study examines the evolving relationship between customers and media in Kerala, a region characterized by high literacy and rapidly increasing digital penetration. The transition from traditional channels (print, linear news, and television entertainment) to digital platforms has profoundly altered consumption habits, necessitating a clear, quantitative profile of the current audience. This research aims to define prevailing customer media preferences, quantify the time allocation across various formats, and determine the central purpose of engagement with digital media among consumers in Kerala. Employing a quantitative, descriptive research design, data was collected using a structured questionnaire administered to a sample of 390 media consumers. To ensure regional representation of diverse consumption habits, the sample was stratified across three distinct zones of Kerala: North, Central, and South Kerala. The analysis utilized descriptive statistics (frequency and percentage) to establish usage patterns, time dedicated to specific media categories (print, news, and entertainment), and the stated intent for using digital channels. The findings reveal a pronounced divergence: while established news brands like Malayala Manorama and Asianet News retain strong preference and loyalty, actual media consumption is overwhelmingly dominated by digital entertainment—particularly during evening leisure hours—highlighting that convenience and the attention economy now drive media engagement in Kerala more than informational intent.

Keywords: Media Consumption Dynamics, Preference, Usage, Kerala

Introduction

The current global media landscape is characterized by both convergence and fragmentation, a change commonly described as a paradigm shift from mass communication to personalized consumption (Webster & Lin, 2018). This essential change—prompted by the widespread access to high-speed internet and cost-effective digital gadgets—has consistently tested the conventional economics and scope of traditional media, such as print news, linear broadcast journalism, and timed television programs (Castells, 2010). Therefore, grasping how consumer focus is currently distributed among these rival platforms is essential for industry participants and communication researchers worldwide (Picard, 2015).

In the Indian setting, the region of Kerala presents a distinctive and vital environment for examining these media interactions. Marked by elevated literacy levels, a firmly established traditional print culture, and a swift, extensive embrace of digital and mobile technologies, Kerala reflects the conflict between media tradition and digital progress (Jeffrey & D'Costa, 2017). Although national studies frequently provide broad insights, the unique linguistic, cultural, and competitive media environment within the state demands a detailed, region-specific examination of consumer behavior. Consequently, a measurable understanding of how customers in Kerala allocate their daily media time is crucial, especially in relation to their transition towards purposeful digital involvement. Thus, the current research targets five primary objectives: assessing the hierarchy of customer preferences among Print, News, and Entertainment channels; analyzing daily usage patterns and time distribution; determining the key motivations for using digital platforms; and quantitatively evaluating the competitive environment.

Objectives

- To study the preference of media types (Print, Entertainment, and News channels) among customers in Kerala based on selection frequency.
- To map the daily usage patterns of customers across Print, Entertainment, and News channels, noting the difference between frequency of use and the duration of time spent.

- To determine the average daily time spent by customers across various media channels and to compare the distribution of time dedicated to Print, entertainment, and News.
- To identify the purpose that drive customers to use the digital platforms for their media and entertainment needs.
- To statistically rank and compare the preferences of customers in Kerala for the major Entertainment Channels, News Channels and News Paper using the Friedman Test.

Review of Literature

The scholarly studies related with the media consumption is rooted in the acknowledgment of a profound, ongoing structural transformation often termed the "Digital Migration" (Castells, 2010). This transition is marked by technological integration—where all content can be accessed through single devices such as smartphones—and a significant change from synchronous, scheduled viewing (linear television, daily newspapers) to asynchronous, user-directed interaction (Jenkins, 2006). This migration has not only transformed the tools utilized for media consumption but has fundamentally altered the economic connection between media creators and consumers. Although digital platforms currently lead in content distribution, research indicates that traditional formats such as print still hold significance, especially in aspects like perceived credibility and depth, continuing to serve as trust anchors in a fragmented news landscape (Picard, 2015; Prior, 2013). In contrast, the entertainment industry's shift to Over-The-Top (OTT) platforms has created a dramatic "pull" economy, where viewer anticipations are shaped by on-demand availability and tailored choices instead of broadcaster timetables (Holt & Perren, 2009).

At the heart of measuring this structural shift is the idea of the Attention Economy, which argues that in a market flooded with content, the consumer's time is the most limited resource (Davenport & Beck, 2001). Studies on media consumption concentrate significantly on measuring this context, demonstrating that despite the rise in overall media time, the allocation has shifted towards digital micro-moments, causing a fragmentation of usage that was previously consolidated in specific times (Newman, 2019). This change requires meticulous assessment of Time Distribution among challenger brands. A significant differentiation in the literature is made between a consumer's expressed preference (what they

say they appreciate, frequently high-quality news) and their real time spent (which typically shows a prevalence of passive entertainment viewing), emphasizing an important methodological issue in analyzing media habits (Mittal, 2017).

The reasons behind these consumption decisions are most effectively described by the Uses and Gratifications Theory (UGT), which goes further than basic media exposure and examines why consumers deliberately choose particular platforms to fulfill specific needs (Blumler & Katz, 1974). Utilizing UGT in the digital era enables researchers to distinguish motivations: in the case of news, digital engagement might stem from a need for prompt information or routine; regarding entertainment, it focuses on distraction, social interaction, or leisurely escape (Ruggiero, 2000). Additionally, in a market like Kerala, which uniquely combines high literacy and a rich print culture with swift digital adoption (Jeffrey & D'Costa, 2017), the impact of regional content and local socio-political context is considerable. Research emphasizing regional competition indicates that in these markets, the ranking of entertainment channels is crucial, since preferences tend to be influenced by aspects such as language, local celebrity loyalty, and familiarity with regional content (Vijayan, 2018).

Although current literature comprehensively outlines the worldwide media landscape, theoretical underpinnings, and overall consumer transition, there remains a significant and urgent deficiency in empirical research that combines all necessary factors—the preference hierarchy, measured time distribution, everyday usage trends, digital platform objectives, and the statistical positioning of local rivals—within a unified and intricate market such as Kerala. This research, consequently, directly fills this gap by delivering a detailed, data-informed overview of these Media Consumption Dynamics, supplying crucial empirical support for upcoming media strategy and policy.

Research Gap: While existing literature establishes the global media shift and provides theoretical foundations (UGT, Attention Economy), there is a critical gap in empirical work that integrates all five core variables—the preference hierarchy, quantified time allocation, daily usage patterns, digital platform purpose, and the statistical ranking of local competitive channels—within the unique, high-literacy, high-digital-adoption environment of Kerala.

Research Methodology

The study utilized a quantitative, descriptive research design to establish a detailed, empirical profile of media consumption dynamics among customers in Kerala. This approach was necessary to measure the frequency, distribution, and patterns of media habits related to preferences, time allocation, usage rates, and the purpose of digital engagement. The target population for this research comprised individuals residing across Kerala who possess a minimum knowledge or interest towards the media and entertainment sector, ensuring the collection of data from active, relevant consumers.

A sample size of 390 respondents was determined for the study. To ensure the sample accurately represented the diverse consumption habits across the state, a stratified sampling technique was employed based on geographical regions. Kerala was systematically divided into three major zones for stratification: North Kerala, represented by the city of Kozhikode; Central Kerala, represented by Ernakulam; and South Kerala, represented by Thiruvananthapuram. An equal number of respondents were selected from each of the three zones, thereby ensuring proportional regional representation within the overall sample. Primary data were collected using a structured questionnaire designed to gather specific information related to the study's five core objectives, covering both stated preferences and actual usage metrics across Print, News, Entertainment, and Digital Platforms.

The collected data were processed and analyzed using SPSS software. The initial analysis relied on Frequency and Percentage Analysis, which was the primary tool used to describe the demographic characteristics of the respondents and to establish the daily usage rates, preferred time slots, and purpose of using different media channels. To address the objective of statistically comparing competitor preferences, the Friedman Test was employed. The Friedman Test is an inferential, non-parametric test used to statistically rank and compare the preferences of customers for the multiple competing entities within the major categories: Entertainment Channels, News Channels, and News Papers, allowing for the determination of a statistically significant hierarchy of brand preference.

Discussions and Results:

1. Demographic Profile of Customers

Understanding the gender demographics of media audiences is crucial for firms to create targeted, effective, and inclusive content and marketing strategies. Gender significantly influences media selection, consumption habits, and reactions to media messages. The demographic profile (place of residence, education, and occupation) of respondents, focusing on gender variations, to understand its role in customer perception of the media and entertainment industry's market mix strategies in Kerala.

The geographical spread of responders shows a fair representation across the three regions: North, Central, and South. Comprising 390 people total, the sample is roughly 33.3% for each area. Specifically, the North region has 130 respondents (56 men and 74 women); the Central region similarly has 130 respondents (62 men and 68 women), and the South region has 130 respondents (52 men and 78 women).

The educational background of the respondents shows a notable percentage of higher degree completion. Of the total 246 responses, 63.1% hold postgraduate/technical credentials; 36.9% have different educational backgrounds. Examined by gender, 66.5% of men (113 respondents) and 60.5% of women (133 respondents) have postgraduate/technical credentials. Higher education is usually linked with certain media tastes and information-seeking habits; hence, this small gender difference in higher education achievement could affect media consumption.

The respondents' occupational distribution is strongly inclined towards the "Others" category, which makes up 84.9% of the overall sample (331). Of men (148 respondents), 87.1% are in this category; of women (183 respondents), 83.2%. On the other hand, the Government sector makes up just 0.3% of the responses (1 female), the Private sector 11.5% (45 respondents, 12 men and 33 women), and the Self-Employed sector 3.3% (13 respondents, 10 men and 3 women).

Table 1

Demographic Profile of Customers

Variables		Gender				Total	
		Male		Female			
		No	%	No	%	No	%
Place of Residence	North	56	32.9	74	33.6	130	33.3
	Central	62	36.5	68	30.9	130	33.3
	South	52	30.6	78	35.5	130	33.3
	Total	170	100.0	220	100.0	390	100.0
Educational Qualification	Post Graduate/Technical	113	66.5	133	60.5	246	63.1
	Others	57	33.5	87	39.5	144	36.9
	Total	170	100.0	220	100.0	390	100.0
Occupation	Government	0	0.0	1	0.5	1	0.3
	Private	12	7.1	33	15.0	45	11.5
	Self-Employed	10	5.9	3	1.4	13	3.3
	Others	148	87.1	183	83.2	331	84.9
	Total	170	100.0	220	100.0	390	100.0

Note. Source: Primary Data²

2. Media Preference

2.1 Most Preferred Media

The statistics show that among both male and female respondents, television is the most preferred medium. Of those surveyed, 52.3% said they liked television overall; 50.6% of men and 53.6% of women said the same. This suggests a somewhat greater predilection for television among women. With 45.6% of all respondents choosing "both" newspapers and

television, this is also a common choice. With 45.9% of men and 45.5% of women, the gender differences are quite close. Of all the respondents, just 2.1% selected traditional newspapers as their least favorite medium. Interestingly, less women (0.9%) than men (3.5%) choose newspapers. This information supports patterns indicating that, especially for entertainment and news consumption, television stays a major medium while newspaper reading has been falling (Webster & Ksiazek, 2012).

2.2 Most Using Media

The most popular media choice among respondents is digital platforms with 47.4% usage. Gender differences in digital platform usage are minimal since 47.6% of males and 47.3% of females report using these platforms. 33.6% of surveyed respondents use entertainment channels according to the study findings.

Women use digital platforms at a rate of 36.8% compared to men whose usage rate stands at 29.4%. The media choice "All the Above" was chosen by 14.6% of participants which demonstrates a significant gender disparity between users. 19.4% of male users engage with every listed media format but only 10.9% of female users follow this approach.

News channels and newspapers show minimal usage among respondents as only 3.3% and 1.0% of participants use these platforms which demonstrates a move towards digital and entertainment media. Both men and women use digital platforms extensively which demonstrates the crucial role online media plays in today's consumption patterns. The trend of digital media consumption shows online platforms now serve as primary sources for information and entertainment access (Chaffey & Ellis-Chadwick, 2019).

Table 2

Media Preference

Variables		Gender				Total	
		Male		Female			
		No	%	No	%	No	%
Most Preferred Media	Television	86	50.6	118	53.6	204	52.3
	News Paper	6	3.5	2	0.9	8	2.1
	Both	78	45.9	100	45.5	178	45.6
	Total	170	100.0	220	100.0	390	100.0
Most Using Media	Entertainment Channels	50	29.4	81	36.8	131	33.6
	News Channels	4	2.4	9	4.1	13	3.3
	News Papers	2	1.2	2	0.9	4	1.0
	Digital Platforms	81	47.6	104	47.3	185	47.4
	All the Above	33	19.4	24	10.9	57	14.6
	Total	170	100.0	220	100.0	390	100.0

Note. Source: Primary Data

3. Major Purpose of Using Media

In this modern era, people use media for different purposes. Although there are different types of media customers use, this research focuses on entertainment channels, news channels, and newspapers. Also, usage of digital media is also analyzed to understand its relevance among people. Customer opinion is taken on their usage of different media for different purposes, like education, entertainment, general knowledge, sports, trends, and fashions.

3.1 Purpose of Using Entertainment Channels

A majority of the respondents access entertainment channels for leisure reasons as 33.6% of them name entertainment as their primary purpose. The entertainment channels serve the needs of 22.3% of the audience who have multiple reasons for use ("All the Above") which points to their varied interests. Keeping track of current trends and fashion trends acts as a primary motivation for 19.7% of users. Sports content attracts 13.1% of viewers while educational content draws 3.8% and general knowledge attracts 7.4% of viewers. The collected data reveals that viewers mainly turn to entertainment channels to access relaxation and lifestyle programming.

3.2 Purpose of using News Channels

The main use for news channels among people is to obtain general knowledge which 55.9% of survey participants selected as their primary purpose. The educational purpose ranks as a major driving factor for news channel usage at 18.2%. The category "All the Above" encompasses multiple purposes which together represent 14.9%. Sports content holds relevance for 7.4% of users but entertainment content along with trends and fashion only impact 2.1% and 1.5% respectively. The data demonstrates that audiences appreciate news channels because of their informative nature.

3.3 Purpose of using News Papers

Half of the respondents reported using newspapers for general knowledge purposes just as news channels do. The primary reason people read newspapers is for education which accounts for 16.2% and multiple purposes combined ("All the Above") make up 17.4%. The importance of sports content stands at 11.5%, whereas entertainment content and trends/fashion material have lower significance levels of 2.8% and 2.1%, respectively. Newspapers continue to function as reliable sources of information and knowledge to their readers.

3.4 Purpose of using Digital platforms

Digital platforms fulfill multiple diverse functions. The primary reason users turn to digital platforms is the ability to keep up with trends and fashion which 27.7% of participants reported.

The "All the Above" category demonstrates versatile usage with 30.5% of digital platform interactions. The education category holds an importance level of 15.9% while entertainment stands at 13.1%. People use digital platforms less frequently for general knowledge which stands at 8.2% and sports information which is only at 4.6%. Digital platforms demonstrate their multi-dimensional qualities by serving multiple diverse user interests.

Table 3

Major Purpose of Using Media

Category		Frequency	Percent	Valid Percent	Cumulative Percent
Purpose of Using Entertainment Channels	Education	15	3.8	3.8	3.8
	Entertainment	131	33.6	33.6	37.4
	General Knowledge	29	7.4	7.4	44.9
	Sports	51	13.1	13.1	57.9
	Trends and Fashion	77	19.7	19.7	77.7
	All the Above	87	22.3	22.3	100.0
	Total	390	100.0	100.0	
Purpose of Using News Channels	Education	71	18.2	18.2	18.2
	Entertainment	8	2.1	2.1	20.3
	General Knowledge	218	55.9	55.9	76.2
	Sports	29	7.4	7.4	83.6
	Trends and Fashion	6	1.5	1.5	85.1
	All the Above	58	14.9	14.9	100.0
	Total	390	100.0	100.0	
	Education	63	16.2	16.2	16.2

Category		Frequency	Percent	Valid Percent	Cumulative Percent
Purpose of Using News Papers	Entertainment	11	2.8	2.8	19.0
	General Knowledge	195	50.0	50.0	69.0
	Sports	45	11.5	11.5	80.5
	Trends and Fashion	8	2.1	2.1	82.6
	All the Above	68	17.4	17.4	100.0
	Total	390	100.0	100.0	
Purpose of Using Digital Platforms	Education	62	15.9	15.9	15.9
	Entertainment	51	13.1	13.1	29.0
	General Knowledge	32	8.2	8.2	37.2
	Sports	18	4.6	4.6	41.8
	Trends and Fashion	108	27.7	27.7	69.5
	All the Above	119	30.5	30.5	100.0
	Total	390	100.0	100.0	

Note. Source: Primary Data

4. Daily Usage Rate of Media

Broadcasters and publishers, along with advertising professionals, must understand media consumption patterns to succeed. Television Rating Points (TRP) function as essential metrics within the television industry to assess how popular specific programs and channels remain with audiences (Webster & Ksiazek, 2012). Print media circulation figures represent the total number of distributed copies, which provide information about readership size and audience reach (Picard, 2011). TRP and circulation stand as key elements in determining advertising rates, content strategies, and market share levels. This study analyzes daily usage patterns of

entertainment and news channels as well as newspapers to understand how people allocate their time across these media forms. Time allocation analysis provides valuable insights into media consumption trends, which reshape audience preferences and affect TRP and circulation metrics.

For that, customer opinion regarding daily usage (in hours) of different media types like entertainment channels, news channels, newspaper were collected. The categories used for the purpose were- less than 1 hour, 1-2 hours, 2-3 hours, 3-4 hours, more than 4 hours.

4.1 Daily Usage Rate of Entertainment Channels

Entertainment channels demonstrate diverse daily viewing patterns among audiences. The table depicts that most of the customers use entertainment channels for 2-3 hours (31.5 per cent) daily. Whereas 28.5 per cent of customers uses it for 1-2 hours daily. Also, 19.5 percent customers use it for less than 1 hour, 13.1 per cent use it for 3-4 hours and 7.4 per cent use it for more than 4 hours daily. The data demonstrates that viewer habits show varied engagement patterns, with many people spending substantial time viewing entertainment programming. Broadcasters use these metrics to measure TRP which demonstrates why content that generates extended viewer engagement is essential according to Napoli (2011). To sum up, the majority of users spend between one to three hours daily.

4.2 Daily Usage Rate of News Channels

Most of the customers use news channels for less than 1 hour (67.2 per cent) daily. Besides 24.9 per cent of customers uses it for 1-2 hours daily. Also, 6.9 per cent customers use it for 2-3 hours, 0.8 per cent use it for 3-4 hours and 0.3 per cent use it for more than 4 hours daily. News channels function as a platform for short updates and immediate information access instead of extended viewing sessions. The focus on brief viewing periods affects TRP because news programs need to deliver concise yet powerful content (Tewksbury, 2005). The majority of users spend less than one hour daily.

4.3 Daily Usage Rate of Newspapers

It is evident that majority of the customers use newspapers for less than 1 hour (87.7 per cent) daily. Accordingly, 8.7 cent of customers uses it for 1-2 hours daily. Further, 2.8 percent customers use it for 2-3 hours, 0.5 per cent use it for 3-4 hours and 0.3 per cent use it for more than 4 hours daily. The modern trend shows people reading newspapers rapidly primarily for headlines and particular sections. These findings demonstrate how digital media reduces print readership numbers, which forces newspapers to adapt distribution and content tactics to stay relevant (Boczkowski, 2004). The brief duration readers spend with newspapers suggests that print media must discover methods to make their messages quickly understood. The vast majority of users spend less than one hour daily.

Table 4

Daily Usage Rate of Media

Category		Frequency	Percent	Valid Percent	Cumulative Percent
Daily Usage Rate of Entertainment Channels	Less than 1 Hour	76	19.5	19.5	19.5
	1-2 Hours	111	28.5	28.5	47.9
	2-3 Hours	123	31.5	31.5	79.5
	3-4 Hours	51	13.1	13.1	92.6
	More than 4 Hours	29	7.4	7.4	100.0
Total		390	100.0	100.0	
Daily Usage Rate of News Channels	Less than 1 Hour	262	67.2	67.2	67.2
	1-2 Hours	97	24.9	24.9	92.1
	2-3 Hours	27	6.9	6.9	99.0
	3-4 Hours	3	0.8	0.8	99.7
	More than 4 Hours	1	0.3	0.3	100.0

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Total	390	100.0	100.0	
Less than 1 Hour	342	87.7	87.7	87.7
1-2 Hours	34	8.7	8.7	96.4
2-3 Hours	11	2.8	2.8	99.2
3-4 Hours	2	0.5	0.5	99.7
More than 4 Hours	1	0.3	0.3	100.0
Total	390	100.0	100.0	

Note. Source: Primary Data

5. Preferred Time of Using Media

This table presents the preferred times of day for consuming different media: entertainment channels, news channels, and newspapers. People show different preferences for when they choose to consume media content. This study explored media consumption preferences by analyzing the time slots from 6 am-9 am, 9 am-12 pm, 12 pm-3 pm, 3 pm-6 pm, 6 pm-9 pm and 9 pm-11 pm. The stake holders need to understand these preferences to effectively schedule their content for optimal audience engagement. Media providers who analyze audience preferences for tuning in or reading can strategically schedule their content to coincide with peak consumption times, which improves their audience reach and impact.

5.1 Preferred Time of Using Entertainment Channels

The majority of viewers prefer entertainment channels during evening and late-night hours. It can be noted that most of the customers use entertainment channels from 9pm-11pm (31.8 per cent) daily. Meanwhile 29.2 per cent of customers uses it for 6pm-9pm daily. Further, 16.4 percent customers use it from 9 am-12pm, 9.7 per cent use it from 12pm-3pm and 8.5 per cent use it from 3pm-6pm and 4.4 per cent use it during 6am-9am daily. The data shows people prefer entertainment channels to relax after finishing their work responsibilities.

5.2 Preferred time of Using News Channels

The majority of news channel viewers watch their programs during morning and evening time slots. The majority of the customers use news channels from 6pm-9pm (30.5 per cent) daily. Likewise, 22.8 per cent of customers uses it from 6am-9am daily. To add up, 16.2 percent customers use it from 9am-12 pm, 7.7 per cent use it from 12pm-3pm and 6.7 percent use it from 3pm-6pm daily. It can also be noted that news channels attract most viewers during morning and evening times because they deliver fresh news updates and evening news programs.

5.3 Preferred time of Using Newspapers

The majority of newspaper readers read papers during the early morning hours. The main use of newspapers is for collecting information during the morning. Most of the customers read newspapers from 6am-9am (66.7 per cent) daily. Subsequently, 11.3 per cent of customers read it from 9am-11am daily. To add up, 9.0 percent customers read it from 6pm-9pm, 5.1 percent read it from 3pm-6pm and 3.1 per cent read it from 12pm-3pm daily. People read newspapers most often in the morning because they serve as a primary source of daily news and information.

Table 5

Preferred Time of Using Media

	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Preferred Time of Using Entertainment Channels	6am-9 am	17	4.4	4.4	4.4
	9am-12 pm	64	16.4	16.4	20.8
	12 pm-3 pm	38	9.7	9.7	30.5
	3 pm- 6 pm	33	8.5	8.5	39.0
	6 pm- 9 pm	114	29.2	29.2	68.2
	9 pm- 11 pm	124	31.8	31.8	100.0

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Total	390	100.0	100.0	
Preferred Time of Using News Channels	6am-9 am	89	22.8	22.8
	9am-12 pm	63	16.2	39.0
	12 pm-3 pm	30	7.7	46.7
	3 pm- 6 pm	26	6.7	53.3
	6 pm- 9 pm	119	30.5	83.8
	9 pm- 11 pm	63	16.2	100.0
	Total	390	100.0	100.0
Preferred Time of Using News Papers	6am-9 am	260	66.7	66.7
	9am-12 pm	44	11.3	77.9
	12 pm-3 pm	12	3.1	81.0
	3 pm- 6 pm	20	5.1	86.2
	6 pm- 9 pm	35	9.0	95.1
	9 pm- 11 pm	19	4.9	100.0
	Total	390	100.0	100.0

Note. Source: Primary Data

6. Time Spend for Using Media

Understanding the preference for watching/reading different types of media like entertainment channels, news channels and newspapers will give more idea about customer choice. For this purpose, analysis has been done about the time like weekdays, weekends or both time they prefer each media.

6.1 Time Spent for Using Entertainment Channels

It is evident from the table that 59.0 per cent of the customers spent time watching entertainment channels during the weekends. Whereas 33.3 per cent spent watching

entertainment channels throughout the week (both) and 7.7 per cent prefer to watch entertainment channels during weekdays.

6.2 Time Spent for Using News Channels

It can be stated that 44.1 per cent prefer to watch news channels throughout the week (both). 30.3 per cent of the customers prefer to watch news channels during weekends and 17.2 per cent spent time to watch news channels in weekdays also.

6.3 Time Spent for Using Newspaper

From the table 5.6 it can be noted that 49.0 per cent of the customers prefer to read newspapers daily (both). Accordingly, 33.8 per prefer to read newspapers during weekdays, and 17.2 per cent read newspapers only on weekends.

Table 6

Time Spent Using Media

Category		Frequency	Percent	Valid Percent	Cumulative Percent
Time Spend for Using Entertainment Channels	Weekends	230	59.0	59.0	59.0
	Weekdays	30	7.7	7.7	66.7
	Both	130	33.3	33.3	100.0
	Total	390	100.0	100.0	
Time Spend for Using News Channels	Weekends	118	30.3	30.3	30.3
	Weekdays	100	25.6	25.6	55.9
	Both	172	44.1	44.1	100.0
	Total	390	100.0	100.0	
Time Spend for Using of News Papers	Weekends	132	33.8	33.8	33.8
	Weekdays	67	17.2	17.2	51.0
	Both	191	49.0	49.0	100.0
	Total	390	100.0	100.0	

Note. Source: Primary Data

7. Favorite Entertainment Channels—Friedman Test

The Friedman test was used here to find any significant difference among mean rank of the customer's perception about the favorite entertainment channels in the state of Kerala. The opinions of customers from the state of Kerala are the basis for the analysis.

Here the opinion of customers revealed that there is a significant difference among mean rank towards the customer's perception about the favorite entertainment channels in the state of Kerala ($p < 0.001$). Based on mean rank, Asianet channel (mean rank: 3.16) is the most favorite entertainment channel in the state; followed by Flowers (Mean Rank: 3.11), Mazhavil Manorama (mean rank: 3.07), Zee Keralam (mean rank: 2.95) and Surya (2.71).

Table 7

Favorite Entertainment Channels—Friedman Test

Variable	Mean Rank	Chi-Square value	p-value
Asianet	3.16	26.151	<0.001**
Flowers	3.11		
Mazhavil Manorama	3.07		
Zee Keralam	2.95		
Surya	2.71		

Note. Source: Primary Data

** Significant at 1% level

8. Favorite News Channels—Friedman Test

The Friedman test was used here to find any significant difference among the mean rank of the customer's perception about the favorite news channels in the state of Kerala. The opinions of customers from the state of Kerala are the basis for the analysis.

Here the opinion of customers revealed that there is a significant difference among mean rank towards the customer's perception about the favorite news channels in the state of Kerala ($p < 0.001$). Based on mean rank, Asianet News is the most favorite news channel (mean

rank: 4.32), followed by 24 News (mean rank: 4.30) Manorama News (mean rank: 4.09) , News 18 (mean rank: 3.86), Mathrubhumi (mean rank: 3.73), Kairali News (Mean Rank: 3.67), Janam (mean rank: 3.54).

Table 8

Favorite News Channels—Friedman Test

Variable	Mean Rank	Chi-Square value	p-value
Asianet News	4.32	62.470	<0.001**
24 news	4.30		
Manorama news	4.09		
Janam	3.54		
Kairali	3.69		
Mathrubhumi	3.73		
News 18	3.86		

Note. Source: Primary Data

** Significant at 1% level

9. Favorite Newspaper- Friedman Test

The Friedman test was used here to find any significant difference among the mean rank of the customer's perception about the favorite newspaper in the state of Kerala. The opinions of customers from the state of Kerala are the basis for the analysis.

Here the opinion of customers revealed that there is a significant difference among mean rank towards the customer's perception about the favorite newspaper in the state of Kerala ($p < 0.001$). Based on mean rank, Malayala Manorama is the favourite newspaper (mean rank: 3.28), followed by Mathrubhumi (Mean Rank: 3.08), Deshabhimani (mean rank: 2.97), Madhyamam (mean rank: 2.84), Kerala Kaumudi (Mean Rank: 2.83).

Table 9

Favorite Newspapers—Friedman Test

Variable	Mean Rank	Chi-Square value	p-value
Malayala Manorama	3.28	28.978	<0.001**
Mathrubhumi	3.08		
Deshabhimani	2.97		
Madhyamam	2.84		
Kerala Kaumudi	2.83		

Note. Source: Primary Data

** Significant at 1% level

Conclusion

This study establishes that Kerala's media consumption dynamics are defined by a divergence between traditional preference and digital usage. While the sample, primarily consisting of highly educated general public, maintains high stated preference and strong loyalty to established brands like Malayala Manorama and Asianet News (confirmed by the Friedman Test), the customers' time allocation overwhelmingly favors Entertainment content. Specifically, digital platforms and entertainment channels dominate the evening leisure hours (6 pm – 11 pm), with over 60% of users consuming entertainment for two or more hours daily. Informational media (News Channels and Newspapers) are relegated to the early morning and integrated into the daily routine, with the key purpose of digital usage being fragmented across lifestyle trends and passive consumption. This profile confirms that in Kerala, media consumption is driven by the quest for convenience and entertainment, underscoring the dominance of the attention economy in the region.

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