

AUDIO ON DEMAND IN THE ERA OF SMARTPHONES

Miraya Agarwal

Step by Step School, Noida

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ABSTRACT

- In 2020, the penetration rate of smartphones in India reached 54 percent and is estimated to reach 96 percent in 2040.
- It has more than doubled from financial year 2016, when only 22 percent of the mobile subscribers were using smartphone.
- In 2020, the volume of smartphone shipments across India was around 149.7 million*
- However, the usage of smartphones is varied across economic and demographic strata.

Objective

- The idea behind this study is to gauge the scope of launching an ‘Audio-on-demand’ platform and bring-in empowering changes to the economically weaker sections of the society.
- The study will involve the current trends in smartphone usage by women belonging to the lower-income group and its relevance vis-à-vis traditional media.
- It will also explore their inclination towards ‘Audio-on-demand’ and their expectations of societal issues that can be addressed.

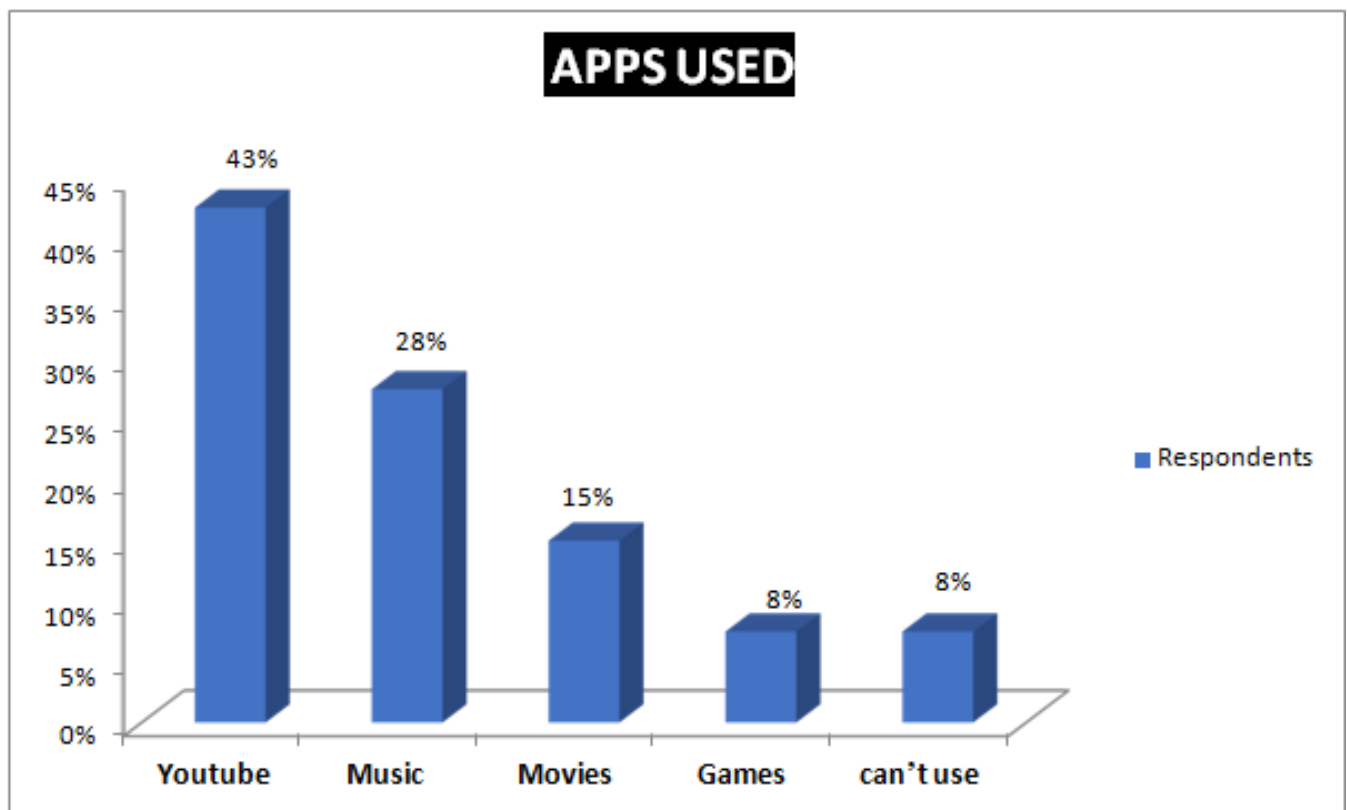
Overview

- Smartphone users are connected and spoilt with an overload of entertainment through regular and digital media.
- However, there are ‘**Time-Place-Desire**’ based barriers when it comes to actual consumption. These barriers become stronger when we look at **NCCS-BCD** sections of the society.
- Since the education and awareness levels of such sub-groups are not high, many issues can be addressed to a large extent by creating awareness and breaking in existing stereotypes and perceptions through engaging content. Traditional media has been on forefront in addressing the challenges but On-Demand audio can be a game changer.

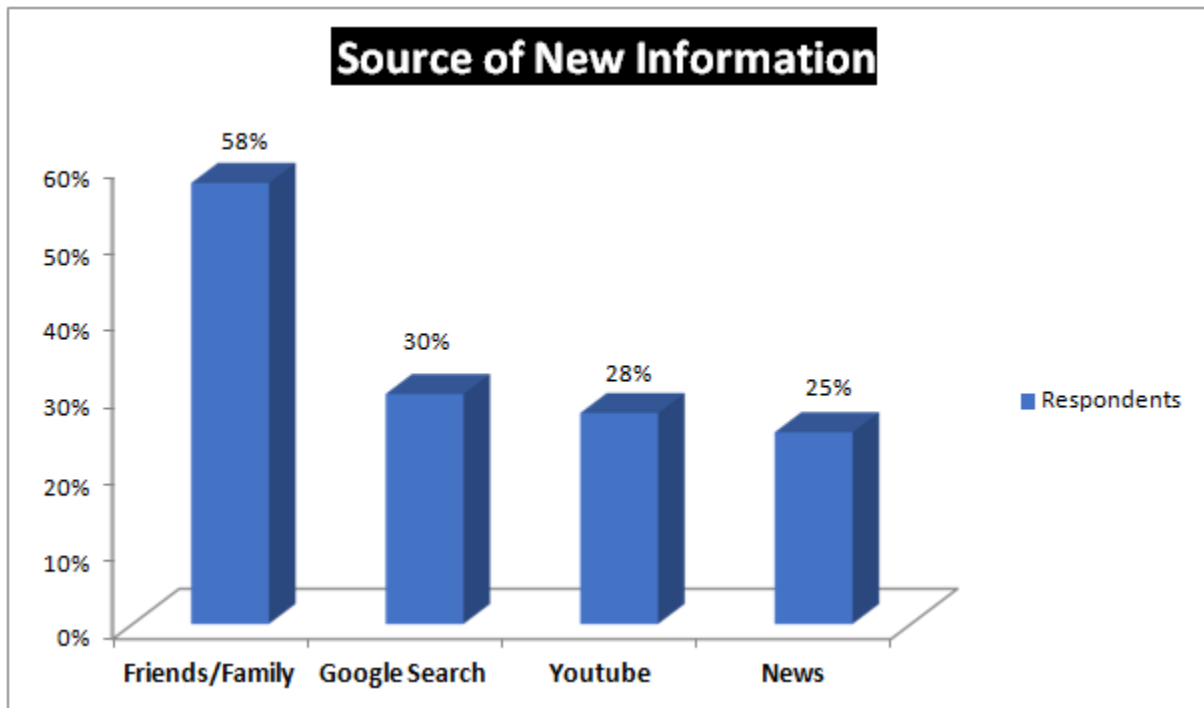
Methodology

- Research Type: Exploratory Qualitative Research
- Route: Personal Interviews
- TG: Females- SEC BC smartphone users
- Questionnaire: *Refer additional information*
- Region: PAN India
- Sample Size: 40 Women (28 working | 12 Non-working)

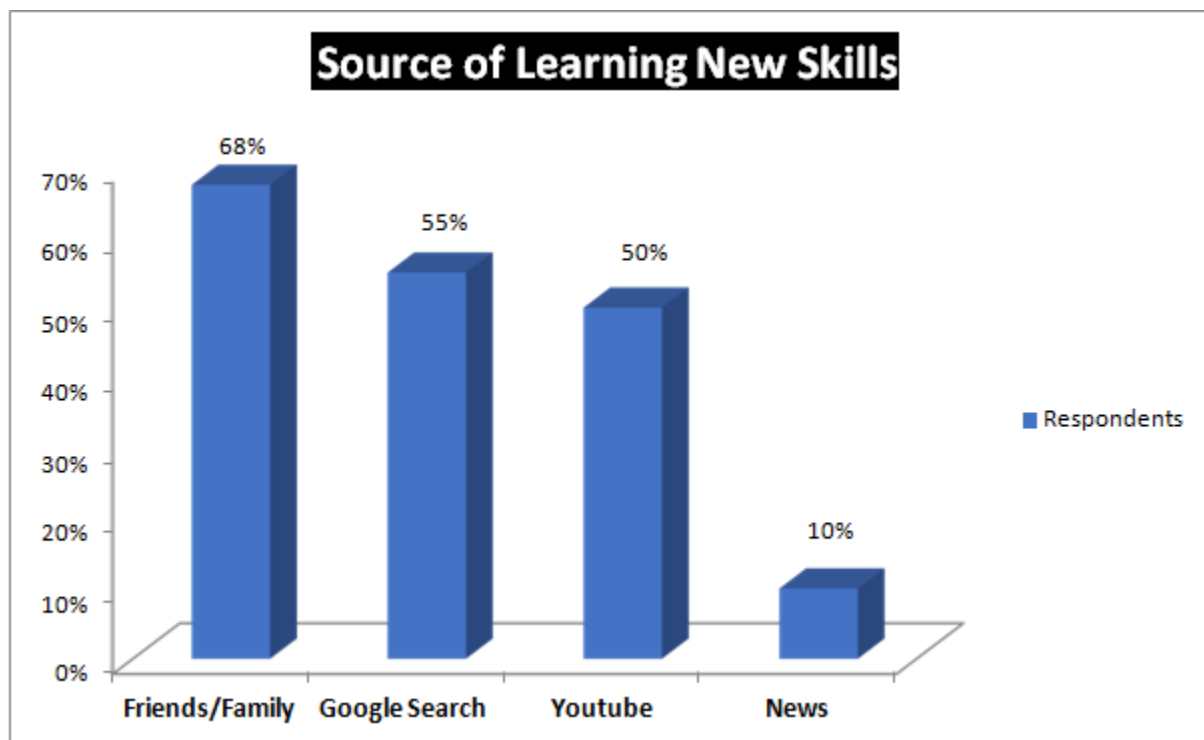
Findings



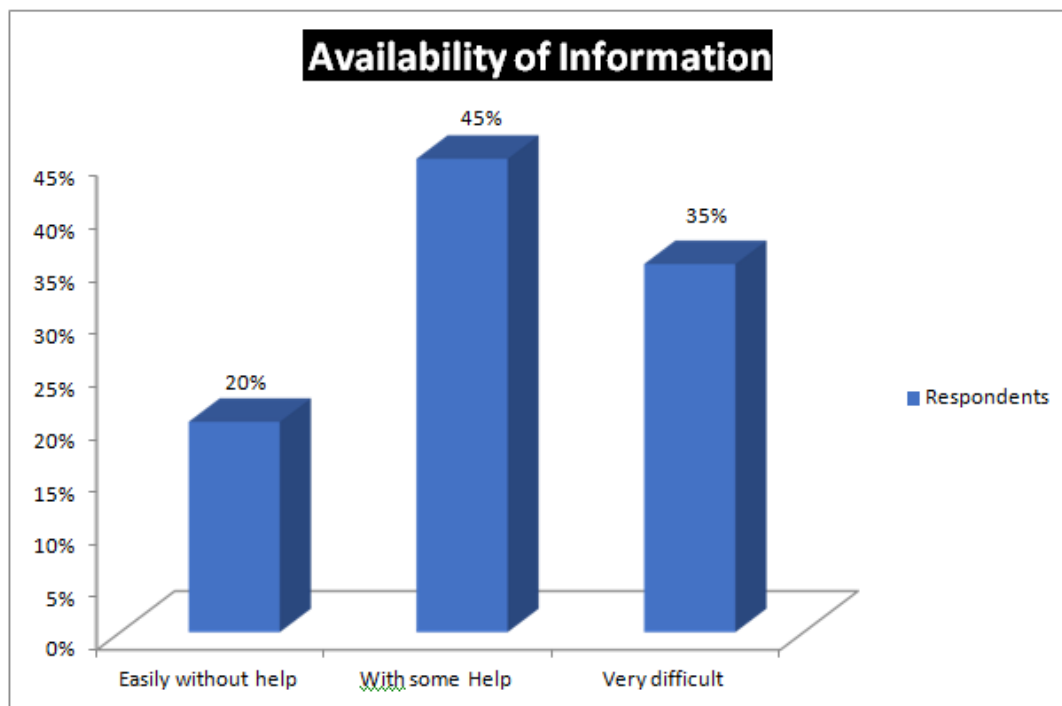
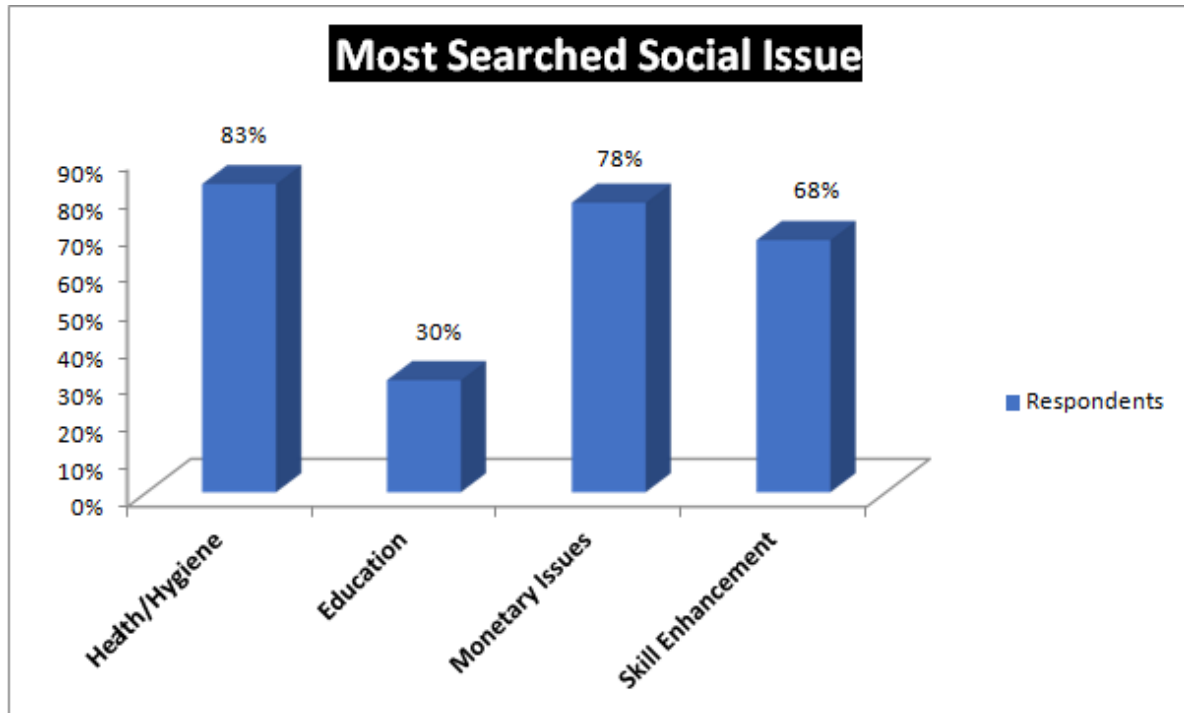
43% respondents actively use YouTube on their smartphones. **92%** respondents know how to use a smartphone.



58% respondents source new information through family/friends



68% respondents' source of Learning new skill is through Family/Friends



80% respondent find it difficult to get appropriate information regarding a topic on SocialMedia

Conclusion

- While there is a high % of smart phone penetration in Sec B/C, still finding the required information is a challenge
- Sec B/C category women, they still prefer learning new things through friends and family
- When probed that all information is available on Google regarding the subjects, they clearly find it difficult to put the right keywords for search on internet and prefer an easier route to call a friend/family for info.
- Respondents largely are seeking information regarding
 - Health and personal hygiene
 - Financial advice
 - Gender issues and legal rights
 - Parenting and child welfare
 - Government policies and benefit schemes
 - Education and skill enhancement.

Suggestion to Media Companies for Voice on Demand

PODCAST (Easiest to execute, communicate and consumed)

- A podcast of sorts but available on a Toll free number (1800)
- We asked all the respondent that if info regarding all such topics is available on a toll free no. will it help. It could be missed call led or dial in basis.
- Almost all respondent, liked the concept and mentioned this will help them consume as per their convenience and time

APP

A suitable corporate can steer this initiative from CSR and brand goodwill point of view. A customized APP with relevant content which could be promoted using the company's marketing and product might.

Additional Information Exploratory Questionnaire used

Q1: Kya aapke paas ya aapke ghar mein smartphone hai?

(Do you or anyone in your house own a smartphone?) Continue only if respondent answers YES;

else, terminate.

Q2: Kya aapko smartphone use karna aata hai?

(Do you know how to operate a smartphone?)

Continue only if respondent answers YES; else, terminate.

Q3: Aapne Kahan tak Padhai Ki hai?

(What are your educational qualifications?)

Q4: Apne din-bhar ke kaam ke beech aap kitna free-time nikaal paate hain?

(How much free time do you manage to take out from your daily routine?)

Q5: Apne Khaali time mein aap apne manoranjan ke liye inme se kaunsa maadhyampasand karte hain ?

(Which of the following media do you prefer in your free-time?)

TV serials

TV News

Radio

Music

Movies

Youtube/FB/Any other social media

Any other (Please Record)

Q6: Kya aapko apna pasandida karyakram apne suvidhajanak time me milta hai?

(Are you able to consume your favorite content at your convenience?)

Q7: Agar aapko kisi cheez ke bare me jaankari leni ho, to kaise lete hain?

(How do you gather any sort of information you need?)

Q8: Aapko agar koi nayi cheez seekhni ho, to kaise seekhte hain?

(How do you learn a new skill or enhance your existing skills?)

Q9: Swatchta, Swasthya, Rozgaar, padhai, kaushal vridhhi, bachat aur nivesh jaise niji vishayon

ke bare me jaanane ke liye aap kya apne smartphone ka upayog karte hain? Agar haan, toh kaise aur kahan?

(To gain knowledge on personal well-being topics like Hygiene, Health, Education, skill enhancement, savings and investment, do you use your smartphone? How and where?) Ask the last question only if the respondent answers positively in Q9, else terminate

Q10: Aapko kitni asaani se in vishayon ke upar online sahaayata mil jaati hai?

(How easily and readily is the information available online?)