ABSTRACT
Great brands are built on great conversations. To have an effective communication with the customer it is must to understand them and their media consumption pattern. Today’s youth, especially urban is the most complicated target segment in the market, because of their exposure to a variety of media, low attention span, unconventional norms & wide interests. To complicate the situation they have the power to escape... they can escape ads, they can tune in to a million other channels, they can buy a billion other products, they can publish a blog about a brand, they can have instant word-of-mouth (good and bad) on it from the web, they can be in a store and punch in product information on their cell phone and find out who else has the product and for how much.
Despite difficulties, the great potential that this segment holds is the only attraction for the marketers that they cannot afford to overlook this segment, as it is the largest market segment in the Indian market. Marketers are always chasing their attention, wherever they go and whatever they do. The basic task involved in the development of media strategy is to determine the best matching of media to the target market, given the constraint of the budget Belch & Belch(2006). The media planner attempts to balance reach & frequency & deliver the message to the intended audience with a minimum waste of coverage.

So, a research to study the media consumption pattern of the young urban customers can prove to be very useful in designing media strategy to have an effective communication with them.

Keywords: Advertisement, Consumer, Consumption, Marketing Plan, Media.
1. INTRODUCTION

When we were kids we were blamed of being a couch potato hypnotized by an Idiot Box called Television. It was the most important part of our childhood. At that time we never read newspaper but we remember watching every programme telecasted on doordarshan right from Krishi Darshan to Rozgaar Samachaar, as at that time there were no satellite channels & Internet. But today we don't watch much TV and spend most of our day communicating in text through SMS, Scrapes & e-mails and yes of course reading the newspapers, magazines & books and besides this we have our MP3 player & FM radio in our cell phones to entertain us while traveling. TV undoubtedly is the most actively present medium youth's day, scoring over all other options. A large portion of their spare time goes into TV Viewing. Late night viewing is also a popular phenomenon amongst this segment, which thus emerges as a territory worth tapping. Who could have predicted our media habits in our youth by observing us in our childhood? But it’s not just that we’ve changed. Media has changed so radically in the last few years. A new media called Internet has invaded our lives & managed to capture most of our attention. The Indian youth uses the Internet most for email and then for chatting Pahwa N. (2006)². Online shopping, gaming, dating/match-making and travel are rather low in the list. A bulk of online advertisements target the youth, and marketers are turning to the Internet to understand the youth better, particularly to blogs (the Sunsilk Gang of Girls portal gets mentioned for the gazillionth time). The youth doesn’t read newspapers and ‘new media’ allows them more choice and privacy. Mobile, however, isn’t as private and Onmobile is tracking users to make mobile advertising more relevant. There isn’t much on Social Media in India, though.

Internet plays a prominent role among the young people in Hong Kong. A majority of respondents aged 15 to 24 spend one to three hours per day in the internet. The main reasons for internet usage are for listening to music and for fun. The internet is the preferred media choice for information-driven activities. Magazines retained importance for entertainment and shopping activities while the television retained importance for news and current affairs. Most of the respondents found useful web sites through search
engines. Interpersonal information sources gave way to the internet for obtaining information about sensitive issues Chan & Fang (2007). Today there is intense competition in the market. There are so many brands available for every single product, each product claim its superiority over others. Marketers are spending huge amount on advertising. Marketers have devised a new term called 360° communication; they are communicating 24×7 with the customers. Advertising is not a simple game; availability of a wide variety has complicated this process. Earlier Television was considered as the most popular mass media but today the Internet has become its tough competitor especially for the urban youth audience. In general, media ownership, exposure and usage are higher among urban children than among rural children. However, television ownership and television exposure were slightly higher among rural children than among urban children. The urban-rural gap between media ownership and media exposure is more prominent for new media such as DVD and computer/internet. Chinese children have low to medium attention to advertising. Rural children report a higher attention to television commercial than urban children, while urban children reported a higher attention to other forms of advertising than rural children Chan & McNeal (2006). Sapero and Stone (2004) studied the young adults’ relationship with digital media. From a commercial perspective the opportunity to deploy these channels to promote consumer recruitment and loyalty is very significant indeed. However, consumer marketing companies will have to learn to meet the needs of this very discerning and highly cynical audience by combining the best creative ideas and strategies with a transformed approach to marketing sales and service, embodying the best of information and communications technology, reliably and securely implemented. Communication networks underpin this report. While teens complain that they have less public space to hang out in, they are making the online world their milieu, their domain where they develop personal relationships and where they play and learn new things. The conclusions cover not only the effect of current market drivers, but also emerging trends that will allow brands to better understand the behaviour of young adults, so as to establish more truthful binds with them.
But then there is a segment of experts who believes that Television still rules the market and the most popular mass media among youth. In the marketing world there is a debate on this topic. Rachel Cooke (2002)\textsuperscript{5} said that the growth of the Internet and mobile phone has not led to a reduction in television viewing, but instead to fragmentation and diversification of the children’s media market, aided by the dramatic explosion in satellite and cable TV; children interact with the different media forms in very different ways, each of them contributing to their entertainment requirements, and they can now communicate outside their traditional peer networks. New communication channels are merely a way to reach consumers more efficiently; websites and mobile phones require high investment to induce children to use them, and must avoid appearing to be intrusive. While Rolfe and Gilbert (2006)\textsuperscript{6} in a research found that the majority of young people do not love technology – they love communication and entertainment, and technology is just the facilitator for these; it was also found that a surprisingly large number of young people dislike and actively avoid using technology, particularly those from lower income groups.

India is a very young country not because of its own age but because of its young population, which accounts for nearly fifty percent of its total population. It is very difficult for the marketers to catch their attention as the youth is surrounded with many distractions, and to beat the competition, communication is a very good strategy left with the marketers. The marketers are communicating with their target audience 24\times7 so that their brand can stay on the top of their customers minds. But when the target is youth, the marketers get confused as the youth has an exposure to a wide range of media. They have an exposure to at least two media at any point of time. So to have a better communication with the target customer media planning is the starting step. It is the series of decisions involved in delivering the promotional message to the prospective purchasers and/ or users of the product or brand. Media plan is a guide for media selection. It is a process with the following steps:

THE MEDIA PLAN
The situation Analysis
Purpose: to Understand the marketing problem. An analysis is made of a company & its competitors on the basis of:
1. Size and share of the total market.
2. Sales history costs and profits.
5. Use of Advertising.
7. Nature of the product.

The marketing strategy plan
Purpose: to plan activities that will solve one or more of the marketing problems. Includes the determination of:
1. Marketing objectives.
2. Product & spending strategy.
3. Distribution strategy
4. Which elements of marketing mix are to be used.
5. Identification of “best” market segment.

The creative strategy plan
Purpose: to determine what to communicate through advertisements includes the following:
1. How product can meet consumer needs.
2. How product will be positioned in advertisements.
3. copy themes
4. Specific objectives of each advertisement.
5. Number and size of advertisements.

Setting media objectives
Purpose: to translate marketing objectives & strategies into goals that media can accomplish.

Determining media strategy
Purpose: to translate media goals into general guidelines that will control that will control the planner’s selection and use of media. The best strategy alternatives should be selected.

Selecting broad media classes
Purpose: to determine which broad class of media best fulfills the criteria. Involves comparison and selection of broad media classes such as newspapers, magazines, radio, television and others. The analysis is called intermedia comparison. Audience size is one of the major factors used in comparing the various media classes.

Selecting media within classes
Purpose: to compare & select the best media within broad classes, again using predetermined criteria. Involves making decisions about the following:
1. if magazines were recommended, then which magazines?
2. if television was recommended, then
   a) Broadcast or cable television?
   b) Network or spot television?
3. if radio or newspapers were recommended, then
   a. which market shall be used?
   B. what criteria shall buyers use in making purchases of local media?
4. if billboards were recommended, then
5. if direct mail or other media:
   Decisions peculiar to those media

This research report aims at gaining insight into the media consumption habits of urban youth in Haryana, how it is changing & to find out which media & media vehicle is the most popular among them, as it would help the marketers to communicate with them in a better way.

1.2 INDIA – THE YUNISTAAN
One of the world’s hottest economies inhibited by a billion people, roughly half of them is between the ages 15 – 29 years and their purchasing power is soaring an all time high. According to MTV International well being study (2008), youth across India spend up to Rs. 9 billion as pocket money every day. It is made up of a generation that has grown up with more choices, more access to information, more money to spend and opportunities than any other generation of Indians before it. India's youth are already having an enormous impact: on the economy, on companies hoping to sell them products, on the media, and on the culture. Liberalization's children also differ from their conservative parents in that they proudly mix Indian values with Western packaging. They enjoy wearing blue jeans, drinking fizzy sodas, and watching MTV. But they also like wearing saris and still admire Mahatma Gandhi. That's what makes Indian Youth’s media consumption habits worth studying.

1.3 INDIAN YOUTH - DNA
“Personifying Consumerism, Defying Conventional Norms, Demand Value for Money & Customer Satisfaction, Hectic Schedules, Low Attention Spans…” these are just some phrases that make an attempt at capturing what the Indian youth is all about.” Nayyar (2002)

This youth will demand a more cosmopolitan society that is a full-fledged member of the global economy. They will start their own businesses and contribute to a more vibrant economy. They also are likely to demand more accountability from their politicians. "This is the generation that is reclaiming India's future," says Gurcharan Das, a former chief executive of Procter & Gamble Co. India and author of a forthcoming book on India in the next century.

MTV in its latest youth study classifies youth as follows:
- Homebodies who are traditional, collective and have low individuality
Two-faced - inwardly traditional, outwardly modern
Wannabes - those who show-off, are materialistic, desperate to be a part of a crowd
Rebels who want to think and do differently but who won't rebel overtly
Cool guys, who work hard, play hard, are confident, have strong individuality and are full of aspirations.

Yes, youth seem to come in all shapes, sizes and, if one may add, attitudes. All this has made Indian Youth's DNA really difficult to decode.

Youth is the most hard to please segment for the marketers, yet they cannot afford to ignore them but before starting marketing to youth, the marketer needs to connect to them with different media. Thus for a marketer it is important to understand what they watch, listen or read.

2.1 OBJECTIVES OF THE STUDY

This research work is an attempt to study the general media exposure of today's urban youth.

The main objectives are

1) To study the media consumption pattern of urban youth in India;
2) To find which media: Television or Internet is the most popular media among Indian urban youth;
3) To study interaction of youth with each medium – Consumption & Usage trend.
4) To identify opportunity zones to advertise for youth.

2.2 Sampling Design

For the purpose of research, an Exploratory cum Descriptive study was carried out among a limited sample of 100 respondents in the age group of 18 – 25 years from Karnal, Panipat, Sonepat & Rohtak. Convenience sampling is used to select the sample. 25 respondents were taken from each city.

2.3 Data Collection and Interpretation:
This research paper is based on the primary data. A structured questionnaire was prepared & survey has been conducted to collect the data. After collecting the data it has been analysed with the help of tables & graphs to present them in a understandable form.

**Media Consumption Pattern of Urban Youth**

1. The most popular media among youth

   **Figure 2**

   ![Bar Chart](chart1.png)

   **Interpretation:** Television is the most popular media among youth in terms of the usage. Its usage is highest among all the alternatives. The main reason is easy availability & low cost as compare to Internet.

2. Preferred media for entertainment, News & Information.

   **Table 1**

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>News</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Information</td>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>

   **Interpretation:** Television is the most preferred source for entertainment as it has less strain on eyes than internet. but to get information Internet is used as it has an unlimited stock of information on any topic of the respondents’ choice while the scope of Television is very limited on getting information of your choice.
3. Time per day spent watching TV & surfing Internet

**Table 2**

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time</td>
<td>4-5 Hrs per day</td>
<td>2-3 Hrs per day</td>
</tr>
</tbody>
</table>

**Interpretation:** The urban youth in Haryana spend more time watching Television than surfing Internet, because of the reasons like High cost of surfing Internet than watching TV, High strain on eyes while surfing Internet and more comfortable posture while watching TV. Moreover Internet is used by the Urban Youth in Haryana mainly for chatting with friends & scrapping & the duration of surfing Internet is dependent upon the time for which the friends are available on line for communication, this in turn is affected by the availability of Internet to both the communicator. Some time this communication link is broken due to power cuts etc.

4. Preferred TV Channel for the following

**Table 3**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Consumption</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Entertainment</td>
<td>Star One</td>
<td>NDTV Imagine</td>
<td>Sony</td>
<td>Zee TV</td>
</tr>
<tr>
<td></td>
<td>Movies</td>
<td>Cable TV</td>
<td>Zee Cinema</td>
<td>Star Gold</td>
<td>Set Max</td>
</tr>
<tr>
<td></td>
<td>News</td>
<td>NDTV India</td>
<td>Aaj Tak</td>
<td>NDTV24×7</td>
<td>Star News</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Star Sports</td>
<td>Ten Sports</td>
<td>ESPN</td>
<td>DD Sports</td>
</tr>
<tr>
<td></td>
<td>Music</td>
<td>MTV</td>
<td>9xm</td>
<td>Channel V</td>
<td>Punjabi music channel</td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
<td>National Geography</td>
<td>Discovery</td>
<td>CNBC News</td>
<td>-</td>
</tr>
</tbody>
</table>
Interpretation: Star one rules the category of general entertainment TV Channel, for Movies local Cable TV channels are preferred as new movies are telecasted on them, NDTV is considered to be more authentic and preferred news channel while Star Sports, MTV & National Geographic channels are the most preferred channels for Sports, Music & Knowledge.

5. Accessibility to Internet

![Figure 4](image)

Interpretation: The penetration rate of internet is very high in Urban Haryana as 86% of the respondents have accessibility to Internet.

6. Place of surfing Internet

![Figure 5](image)
Interpretation: Most of the respondents surf internet from their respective home, followed by Internet Café & Office. Internet on the cell phone is the latest addition to the media for surfing internet as it is very cost effective and provides anywhere connectivity.

7. Which is your favorite web site for the following?

Table 4

<table>
<thead>
<tr>
<th>Rank</th>
<th>Usage</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td></td>
<td>Gmail</td>
<td>YahooMail</td>
<td>Rediffmail</td>
<td>Hotmail</td>
</tr>
<tr>
<td>Information</td>
<td></td>
<td>Google</td>
<td>Wikipedia</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Social</td>
<td>Networking</td>
<td>Orkut</td>
<td>Facebook</td>
<td>Hi5</td>
<td>Tagged</td>
</tr>
<tr>
<td>Job Hunt</td>
<td></td>
<td>Naukri.com</td>
<td>Timesjob</td>
<td>Monster</td>
<td>Fresher world</td>
</tr>
<tr>
<td>Music</td>
<td>Download</td>
<td>Papuyaar.com</td>
<td>Songs.pk</td>
<td>Mp3hungama</td>
<td>Apnemp3</td>
</tr>
</tbody>
</table>


Interpretation: Gmail is the most popular website for sending Emails, for Information search Google is used. Orkut rocks among Social Networking websites. While Naukri and Papuyaar are the popular websites for Job Hunt and Music download respectively.

FINDINGS
1. Internet is the most preferred media among youth as around 85% of the respondents preferred Internet to Television but they spend more time watching TV than surfing Internet.
2. 73% of the respondents today dedicate more time watching TV from 4-5 hrs per day. A large portion of their spare time goes into watching TV. Late night Television viewing and Internet surfing is also a popular phenomenon with amongst this segment.
3. 76% of the respondents preferred Television to Internet for entertainment purpose. Sports, Movies & Music keeps them busy.
4. Channel switching is done at a very high rate of say 5-6 channels per 5 minutes. Commercial break is generally avoided by 78% of the respondents.
5. Star One, NDTV India, Cable movie channel, MTV, Star Sports are the most popular TV channels for General entertainment, News, Movies, Music & Sports.
6. The penetration rate of Internet is very high in Indian households as 86% of the respondents have accessibility to Internet and 44% of the respondents surf Internet from their respective homes.
7. Social Networking is the most popular activity on Internet, which keeps them busy most of the time.
8. At a time the respondents surf at least 3 websites. Orkut, Yahoo messenger are always on.
9. G-mail, Yahoo, Google, Wikipedia, Naukri.com, Orkut, Papuyaar.com etc. are the most popular websites for sending Emails, Information search, Job Hunting, Social Networking & Music Downloads.
10. There is another category of internet websites which is becoming a huge success among the Youth and that it the websites for sending free Text Messages on the cell phone free of cost all around India & 160by2 is the most popular website in this category.
11. The Urban youth in Harayana is not watching the daily soap operas. They prefer watching Reality Shows, Music, Movies, Discovery, National Geographic channel, Wrestling and even News but not daily Saas Bahu saga.

12. There is a reference group to which the youth relates to, and if any advertisement uses the models of that particular group than it is able to catch their attention otherwise it is not.

13. Humourous and Emotional advertisements are best liked by the urban youth in Haryana.

14. Advertisements targeting Youth should use Catchy phrases, themes revolving around youth’s world should be used to bring out most desired results.

15. Any thing that is Unconventional, less formal, full of energy, different in any sense is able to break the clutter and is able to snatch a few moments of their attention from their highly distracted minds.

SUGGESTIONS

1. Unconventional is conventional for the youth. Anything unconventional will attract & hold the attention of the youth. So marketers should keep this in mind while designing a communication strategy for them.

2. The Ads targeting Youth should be creative enough to catch their attention as their attention span is very short.

3. Today’s youth is surrounded by many distractions, so the media & advertisement should be able to break the clutter.

4. Internet is a very powerful but underutilized media to target youth, the marketers should use it fully.

5. There are many uncharted territories for the marketers to communicate with the youth like mobile phones. The marketers should try to avail this as it hold a lot of potential.

CONCLUSION
So, it can be said that TV and Internet are the strong & closest competitors fighting for the youth’s attention. But TV undoubtedly rules the popular media category for urban youth in Haryana. The reasons are many for this including high Cost of surfing Internet than watching Television. almost same media & media vehicle is preferred by the boys & girls. Youth’s world is highly dynamic and a lot of developments are taking place in their world. They are not loyal to a particular media, channel & website, they give a try to every thing available to them and the one that is different, fresh and exciting is able to catch their attention. The media planners should keep themselves aware of the latest developments in the youth’s world so as to keep their media ahead of others in this most happening world, otherwise all their efforts would go waste.

References: