

## To study the impact of content creation on consumers with reference to IndiaSpend

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**Abstract:** In this research paper, we aim to explore the multifaceted impact of IndiaSpend's content on consumers. From the nature of the information presented to the ways in which consumers engage with and interpret this content, our study seeks to unravel the underlying mechanisms that shape public perception and decision-making. As we delve into the interplay between content creation and consumer behaviour, our goal is to provide a comprehensive understanding of the influence wielded by IndiaSpend's journalistic endeavours.

**Keywords:** Audience, Consumer engagement, Content creation, Data-driven, IndiaSpend, Journalism, Media landscape, News media, Social media, User-generated content

### 1. Introduction

In the digital age, the creation and dissemination of content play a pivotal role in shaping public opinions and influencing consumer behaviour. The evolution of news media has witnessed a significant transformation, with online platforms becoming the primary source of information for a global audience. Against this backdrop, the present research delves into the intricate dynamics of content creation and its impact on consumers, with a specific focus on IndiaSpend, a non-profit news media company based in Mumbai.



In the ever-evolving landscape of digital communication, content creation stands as a cornerstone, shaping the way individuals consume and interact with information. The proliferation of online platforms has democratized the process of disseminating content, giving rise to a diverse array of voices, perspectives, and storytelling formats. As content creators harness the power of text, images, audio, and video, the lines between traditional and new media continue to blur, ushering in an era where creativity and innovation are paramount. This paper embarks on a journey into the expansive world of content creation, unraveling its dimensions and exploring its profound impact on the modern consumer.

IndiaSpend, a project of The Spending & Policy Research Foundation, has emerged as a distinctive player in the realm of journalism. As a non-profit organization, IndiaSpend is committed to providing data-driven and unbiased insights into critical issues that affect the socioeconomic landscape of India. Situated in Lower Parel, Mumbai, and registered as a Charitable Trust with the Charity Commissioner, the organization stands at the crossroads of philanthropy and journalism, epitomizing a unique approach to content creation.

The significance of this research lies in its potential to contribute to the broader discourse on the role of non-profit news media organizations in the contemporary media landscape. By examining the impact of IndiaSpend's content creation on consumers, we aim to shed light on the intricate dynamics that characterize the symbiotic relationship between media outlets and their audiences, with implications for the future of journalism and informed civic engagement.

### 2. Objectives of Study

1. To Analyse the Varied Content Types Employed by the News Media Company
2. To Examine the Impact of Content Creation on Consumer Engagement and Perception:

3. To Explore the Role of Social and Multimedia Content in Audience Reach:

4. To Assess the Effectiveness of Data-Driven Journalism in Consumer Understanding:

5. To Investigate the Long-Term Implications of Content Creation on Public Discourse:

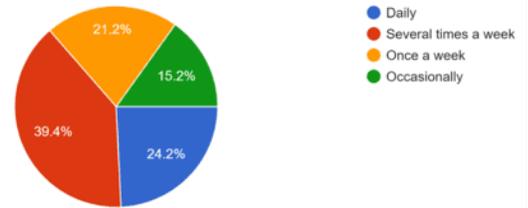
### 3. Review of Literature

As the digital age continues to reshape the landscape of journalism, understanding the impact of news media company content creation on consumers becomes imperative. A plethora of literature has emerged, shedding light on various aspects of this dynamic relationship, encompassing content types, audience engagement, and the evolving role of news media organisations in shaping public discourse.

Content creation in the digital age has become a pivotal aspect of communication strategies for media organisations worldwide. This literature review delves into the existing research surrounding the impact of content creation, specifically focusing on news media organisations in India. Understanding the dynamics and consequences of content creation is essential for comprehending its role in shaping public opinion, fostering engagement, and influencing societal perspectives.

### 4. Data Analysis & Interpretation

How frequently do you consume news content from any company?  
33 responses



Options	Out Of 33	Percentage %
Daily	8	24
Several times a week	13	39
Once a week	7	21
Occasionally	5	15

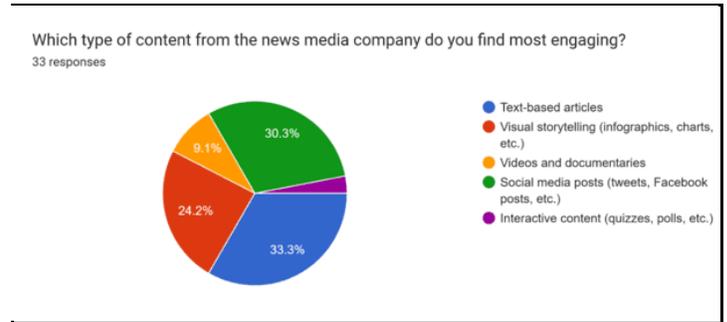
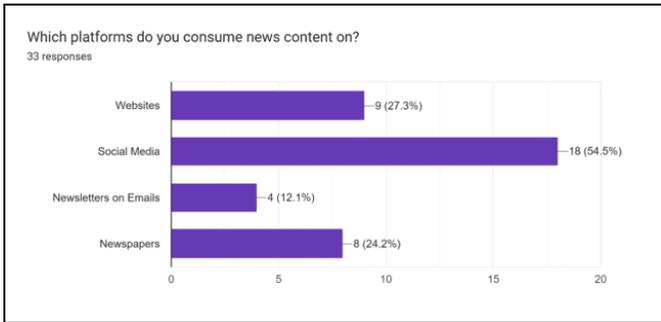
### Interpretation

The findings indicate that the majority of respondents consume news content regularly. Specifically, 8 out of 33 respondents, constituting 24%, reported consuming news daily. This suggests a high level of daily engagement with news sources among the surveyed individuals.

Additionally, 13 respondents, accounting for 39.4%, reported consuming news content several times a week. This further emphasises the prevalence of frequent news consumption among the surveyed group.

For those who do not consume news content on a daily or near-daily basis, the data reveals that 7 respondents (21.2%) access news once a week, while 5 respondents (15.2%) do so occasionally. These figures indicate that a notable portion of the sample has a less frequent but still consistent engagement with news sources.

In summary, the research findings suggest a diverse range of news consumption habits among the surveyed individuals, with a significant proportion regularly accessing news content either on a daily basis or several times a week.



Options	Out of 33	Percentage %
Website	9	27
Social Media	18	54
Newsletter/Emails	4	12
Newspapers	8	24

Options	Out of 33	Percentage %
Text-based articles	11	33
Visual Storytelling	8	24
Videos & Documentaries	3	9
Social Media Posts	10	30
Interactive Content	1	3

### Interpretation

The findings indicate that **social media** is the most prevalent platform for news consumption among the surveyed individuals. A significant majority of 18 respondents, constituting 54.5%, reported obtaining news content through social media channels. This underscores the prominent role of platforms such as Facebook, Twitter, or Instagram in shaping individuals' information consumption habits. **Websites** also emerged as a popular source, with 9 respondents (27.3%) indicating that they consume news on dedicated news websites. **Newspapers**, while not as dominant as social media and websites, remain a noteworthy platform for news consumption. A smaller but notable proportion of respondents, 4 individuals (12.1%), reported receiving news through **newsletters or emails**.

In summary, the research findings reveal a diverse landscape of news consumption platforms among the surveyed group. Social media stands out as the most popular, followed by websites, newspapers, and email newsletters. Understanding these preferences is valuable for media outlets and content creators to optimise their strategies and distribution channels, ensuring they effectively reach their target audience.

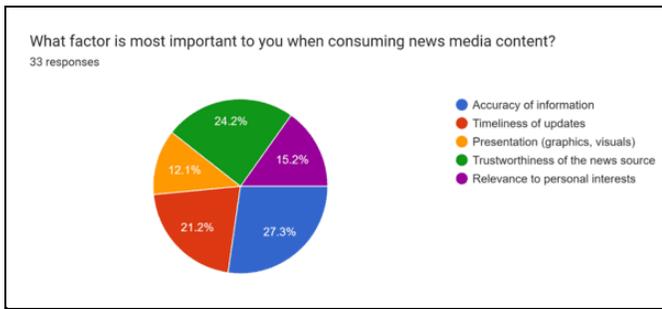
### Interpretation:

The question aims to discover the most engaging content types for respondents from news media companies, presenting data from a sample of 33 participants.

Findings reveal diverse preferences, with text-based articles (33.3%) and visual storytelling (24.2%) as the top choices.

Videos & documentaries (9.1%) and social media posts (30.3%) also hold significance, while interactive content (3%) has a niche appeal.

In summary, the research findings highlight a diverse range of preferences for engaging news content among the surveyed individuals. Text-based articles and visual storytelling are leading preferences, while videos, social media posts, and interactive content also play significant roles. This information is crucial for news media companies to adapt content strategies to audience preferences, enhancing overall engagement.



Options	Out of 33	Percentage %
Accuracy of information	9	27
Timeliness of updates	7	21
Presentation	4	12
Trustworthiness	8	24
Relevance to personal interests	5	15

**Interpretation:**

Accuracy of information: With 27.3%, 9 respondents emphasise the importance of reliable and fact-checked content, highlighting the significance of accuracy for the audience.

Timeliness of updates: 21.2% (7 respondents) prioritise real-time information, emphasising the crucial role of timely reporting to keep the audience informed.

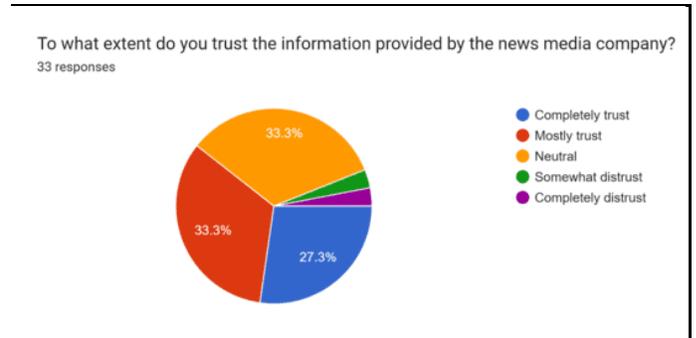
Presentation: 12.1% (4 respondents) consider presentation as most important, reflecting a subset of the audience placing emphasis on visual and structural aspects of news.

Trustworthiness: 24.2% (8 individuals) prioritise the trustworthiness of news sources, underscoring the importance of credibility and reliability in shaping news consumption habits.

Relevance to personal interests: For 15.2% (5 respondents), the most crucial factor is relevance to personal interests, indicating a segment of the audience values news content aligned with their preferences and concerns

While accuracy, trustworthiness, and timeliness are key considerations for a significant portion of the respondents,

others place importance on factors such as presentation and relevance to personal interests.



Options	Out of 33	Percentage %
Completely Trust	9	27
Mostly trust	11	33
Neutral	11	33
Somewhat distrust	1	3
Complete distrust	1	3

**Interpretation:**

Completely Trust: The highest percentage, with 27.3%, is 9 respondents who express complete trust in the information provided by the news media company.

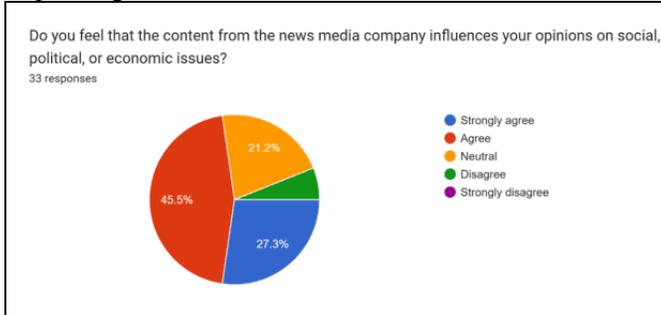
Mostly Trust: The majority of respondents, 33.3%, which accounts for 11 individuals, indicate that they mostly trust the information provided.

Neutral: Another 33.3%, represented by 11 respondents, report a neutral stance on trust.

Somewhat Distrust and Complete Distrust: A combined total of 6% (1 respondent each) express some level of distrust, with 3% somewhat distrusting and 3% completely distrusting the information provided by the news media company. While these percentages are relatively low, they highlight the presence of a minority who harbour scepticism.

In summary, the research findings suggest a generally positive trust relationship between the surveyed individuals and the news media company, with a majority expressing complete or mostly trust. However, the

presence of a neutral group and a small percentage expressing distrust emphasises the importance of transparency and accountability for maintaining and improving trust levels.



Options	Out of 33	Percentage %
Strongly Agree	9	27
Agree	15	45
Neutral	7	21
Disagree	2	6
Strongly disagree	-	-

**Interpretation:**

**Strongly Agree:** The highest percentage, at 27.3%, is 9 respondents who strongly agree that the content from the news media company influences their opinions on social, political, or economic issues.

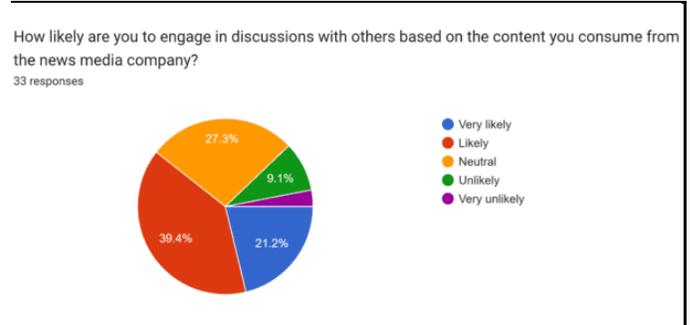
**Agree:** The majority of respondents, constituting 45.5% (15 individuals), agree that the news media company's content influences their opinions.

**Neutral:** A notable portion, 21.2% (7 respondents), report a neutral stance on whether the content influences their opinions.

**Disagree and Strongly Disagree:** A combined total of 12.1% (2 respondents) express disagreement, with 6% disagreeing and no respondents strongly disagreeing. While these percentages are relatively low, they signify the presence of a minority who believe that the content does not significantly influence their opinions.

In summary, the research findings suggest that a substantial portion of the surveyed individuals acknowledges the influence of the news media company's content on their opinions regarding social, political, or economic issues. However, the presence of a neutral

group and a minority expressing disagreement underscores the diversity in perspectives among the audience.



Options	Out of 33	Percentage %
Very Likely	7	21
Likely	13	39
Neutral	9	27
Unlikely	3	9
Very unlikely	1	3

**Interpretation**

**Very Likely:** The highest percentage, at 21.2%, is 7 respondents who express being very likely to engage in discussions based on the content they consume from the news media company.

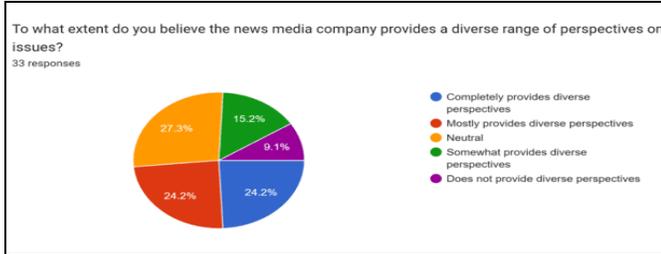
**Likely:** The majority of respondents, constituting 39.4% (13 individuals), indicate that they are likely to engage in discussions based on the media content they consume.

**Neutral:** A substantial portion, 27.3% (9 respondents), reports a neutral stance on the likelihood of engaging in discussions.

**Unlikely and Very Unlikely:** A combined total of 12.1% (3 respondents) express being unlikely, with 9% indicating they are unlikely and 3% very unlikely to engage in discussions based on the content. While these percentages are relatively low, they suggest the presence of a minority less inclined to participate in discussions.

In summary, the research findings suggest that a significant portion of the surveyed individuals is open to engaging in discussions with others based on the content they consume from the news media company. However,

the presence of a neutral group and a minority expressing reluctance underscores the diversity in engagement preferences among the audience.



Options	Out of 33	Percentage %
Completely provides diverse topics	8	24
Mostly provides diverse topics	8	24
Neutral	9	27
Somewhat provides diverse topics	5	15
Does not provide diverse topics	3	9

**Interpretation**

**Completely Provides Diverse Topics:** The highest percentage, at 24.2%, is 8 respondents who believe the news media company completely provides a diverse range of perspectives on issues.

**Mostly Provides Diverse Topics:** An equal percentage of 24.2% (8 individuals) believe that the news media company mostly provides a diverse range of perspectives.

**Neutral:** A substantial portion, 27.3% (9 respondents), reports a neutral stance on the extent to which the news media company provides diverse topics.

**Somewhat Provides Diverse Topics:** 15.2% (5 respondents) express the belief that the news media company somewhat provides a diverse range of perspectives.

**Does Not Provide Diverse Topics:** A total of 9.1% (3 respondents) believes that the news media company does not provide a diverse range of perspectives on issues. While this percentage is relatively low, it indicates the

presence of a minority with a more critical view of the media's coverage.



Options	Out of 33	Percentage %
Always	12	36
Often	6	18
Occasionally	6	18
Rarely	9	27
Never	-	-

**Interpretation**

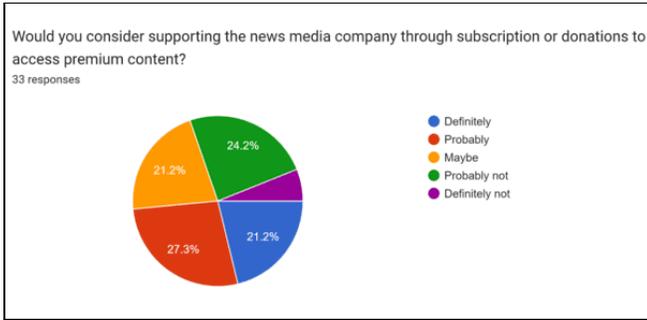
**Always:** The highest percentage, at 36.4%, is 12 respondents who report always fact-checking or verifying information from the news media company through other sources.

**Often:** 18.2% (6 individuals) indicate that they often engage in fact-checking or verification, emphasising a regular practice of cross-referencing information.

**Occasionally:** Another 18.2% (6 respondents) report occasionally fact-checking or verifying information, suggesting a segment of the audience occasionally seeks additional confirmation.

**Rarely:** A significant portion, 27.3% (9 respondents), states that they rarely fact-check or verify information from the news media company.

**Never:** No respondents explicitly mention never fact-checking or verifying information.



Options	Out of 33	Percentage %
Definitely	7	21
Probably	9	27
Maybe	7	21
Probably not	8	24
Definitely not	2	6

**Interpretation**

**Definitely:** The highest percentage, at 21.2%, is 7 respondents who express a definite willingness to support the news media company through subscription or donations.

**Probably:** 27.3% (9 individuals) indicate a probability of supporting the news media company through subscription or donations.

**Maybe:** Another 21.2% (7 respondents) report being in the "maybe" category, signifying a segment of the audience considering the possibility but not firmly committed.

**Probably Not:** 24.2% (8 respondents) express a likelihood of not supporting the news media company through subscription or donations.

**Definitely Not:** 6.1% (2 respondents) state a definite unwillingness to support the news media company through subscription or donations.

In summary, the research findings suggest that a substantial portion of the surveyed individuals is open to supporting the news media company through subscription or donations, with varying degrees of commitment. While a majority falls into the "definitely" and "probably" categories, a notable segment expresses uncertainty or a reluctance to contribute financially.

**5. Observations and Findings:**

**1. News Consumption Habits:**

- **Frequency of News Consumption:** The study revealed a high frequency of news consumption among respondents, with 63.6% reporting regular engagement. This suggests an active and engaged audience, which is crucial for IndiaSpend to maintain relevance.

- **Dominant Platforms:** Social media emerged as the most prominent platform for news consumption, capturing 54.5% of respondents. This highlights the need for IndiaSpend to optimise its content for social media channels to effectively reach and engage its audience.

**2. Content Preferences:**

- **Engaging Content Types:** Respondents expressed preferences for text-based articles (33.3%) and visual storytelling (24.2%). Understanding these preferences is vital for IndiaSpend to tailor its content creation strategies, ensuring it aligns with audience expectations.

- **Importance of Accuracy and Trustworthiness:** The emphasis on accuracy (27.3%) and trustworthiness (24.2%) underscores the significance of maintaining journalistic integrity. IndiaSpend should prioritise fact-checking processes and transparent reporting to reinforce audience trust.

**3. Trust in IndiaSpend:**

- **Levels of Trust:** The majority of respondents demonstrated trust in IndiaSpend, with 27.3% expressing complete trust and 33.3% mostly trusting the information provided. This indicates a positive relationship between the audience and the news media company.

**4. Influence on Opinions:**

- **Content Impact:** A substantial 72.7% acknowledged that IndiaSpend's content influences their opinions on social, political, or economic issues. This highlights the influential role media content plays in shaping public perspectives.

## 5. Engagement with Content:

- Likelihood of Discussion: The data suggests that a significant portion (60.6%) of respondents is likely to engage in discussions based on the content they consume from IndiaSpend. This indicates the potential for the news media company to foster a community of active participants.

## 6. Diversity of Perspectives:

- Perceived Diversity: While a majority perceived that IndiaSpend mostly or completely provides diverse topics (48.5%), a notable 36.4% believed the coverage is neutral or somewhat diverse. IndiaSpend should consider addressing this perception gap to ensure a comprehensive representation of perspectives.

## 7. Fact-Checking Practices:

- Verification Habits: A significant number of respondents (54.5%) reported regularly fact-checking or verifying information from IndiaSpend. This reflects a proactive and discerning audience, emphasising the importance of accurate reporting by the news media company.

## 8. Financial Support:

- Willingness to Contribute: A considerable portion (48.5%) expressed a willingness to support IndiaSpend through subscription or donations. The 21.2% definite and 27.3% probable support categories indicate a positive attitude toward financial contributions, showcasing potential avenues for sustainability.

## 6. Conclusion

In the realm of professionalism, it is acknowledged that the content generated by news media entities possesses the potential to shape consumer behaviour. The nature of the content, its authenticity, and the credibility of its source carry substantial weight in influencing consumers' behavioural intentions towards the brands being advertised (Visentin et al., 2019). Additionally, the mode of disseminating news content, whether through external or internal links, can impact the operational efficiency of media companies (Cho et al., 2022).

Furthermore, the collaborative creation of value between companies and consumers can exert an influence on consumer citizenship behaviour (Yang et al., 2023). When consumers feel actively involved in value creation through content, it tends to foster more positive behaviours towards the company. Gaining insights into the dynamics of value co-creation in content can provide valuable information for nurturing improved consumer-company relationships.

Moreover, the realm of digital and social media marketing assumes a crucial role in understanding consumer behaviour. Research indicates that the emotional aspects of content, such as the alignment between the emotions evoked by the content and the ad, have the potential to shape consumer responses (Stephen, 2016). This underscores the substantial impact of the emotional appeal of content on consumer behaviour.

In conclusion, the impact of content creation by news media companies on consumers is multifaceted, involving considerations of delivery methods, truthfulness, source credibility, value co-creation, and emotional appeal. By comprehending these factors, news media companies can tailor their content creation strategies to effectively engage consumers and achieve desired behavioural outcomes.

Regarding the significance of content creation in predicting attitudes toward citizen journalism and adherence to the principles of good journalism, it is relatively minimal. However, within the current media landscape characterised by numerous channels facilitating interaction between news media brands and consumers, there is a notable impact on the concept of consumer brand engagement (CBE). News media organisations actively utilise the internet as a strategic resource, collaborating with consumers to cultivate diverse forms of relationship value.

In a market saturated with similar news and information, news media companies encounter the challenge of differentiating themselves, especially when content is uniform across all platforms. The younger Generation Z audience exhibits a preference for international and social media platforms, consuming less national media, raising concerns about the potential evolution of future domestic media audiences.

The internet is now deeply integrated into news media supply chain operations, with firms using it as an

operational resource and actively collaborating with consumers to develop various forms of relationship value.

Consumers hold a significant role in the creation of news content, and there is a consumer-driven shift towards a unified media platform of distribution, encompassing television, online, mobile, and print formats.

Regional news media organisations are likely to thrive if they can provide highly specialised and hyper-local community services, incorporating analysis, interpretation, and investigative reporting in a print product that appears less than daily, along with continuous updates and reader interaction on the web.

The research also delved into the influence of the internet on the news media supply chain and the intersection between producers and consumers. The findings underscore the crucial factors impacting the value creation system for a regional news media supply chain, such as readership size and advertising revenues.