Quantitative Evaluation of Youth Audience in Local Media through ABCD Analysis

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Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 128

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ABSTRACT

Purpose: *This study aims to investigate the youth audience in local media using a strategic assessment tool under the "ABCD analysis framework," and then identify the different significant factors that are impacting the suggested model. Through qualitative and quantitative techniques, the analysis aims to pinpoint the model's four constructs—Advantages, Benefits, Constraints, and Disadvantages*

Design: *The study technique includes data collection through a focus group discussion, collecting feedback through a pre-designed response sheet, and tallying up their scores according to their significance and value to examine the model in both qualitative and quantitative ways. A detailed assessment of the relevant literature was done on the analysis tool before data collection.*

Findings: *The study reveals that the advantage and benefit components have a greater positive impact on the youth audience and Local Media than the constraints and disadvantages*

Originality: *The ABCD analysis framework is extensively used in this study as a tool for business model analysis, and the results of earlier research that used the ABCD analysis framework are also included. Additionally, by outlining essential factors, it suggests possible fresh avenues for research on youth audiences and local media.*

Paper Type: *Empirical Research Analysis*

Keywords: Media, Youth, Audience, ABCD Analysis Framework

1. INTRODUCTION :

The media serves as the origin of mass communication. In contemporary society, the media is the greatest informational force. The three basic categories of media are broadcast, print, and digital (Kozma, R. B. (1994). [1]). Local media is the smallest level of media and disseminates information at the local level, that is, in a town or city. They intend to deliver information/content that is relevant to a regional audience (Stamm, K. R., et al. (1997). [2]).

Any group of people who consume media information is considered an audience, not necessarily those present in the same location (Webster, J. G. (1998). [3]). The youth are the heart and soul of the country, and they shape our future thus youth must be empowered to contribute to the advancement of society and the media plays a vital role in this regard. Young people must be aware of local media products and services, and local media companies should work towards attracting and retaining young audiences to their platforms to thrive (Conner, J., et al. (2014). [4]).

The ABCD Analysis is a potent tool (Aithal, P. S., et al. (2015). [5]), that can examine any business model, concept, or process and evaluate its properties, in both quantitative and qualitative terms, internally and externally, to identify which variables, have the most significant effect on the business for their success. This paper makes an effort to analyse the youth audience of Local Media using the ABCD analysis framework created by (Aithal, P.S., et al. (2016). [6]), evaluating its efficacy by utilising the four elements of the aforementioned tool, Advantages, Benefits, constraints, and disadvantages.

2. REVIEW OF LITERATURE TO KNOW THE CURRENT STATUS :

A business model is a set of unique procedures or actions that directs the company towards a long-term profit path through the development of customer value. It highlights the plan for the company's ongoing

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 129

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

expansion. Therefore, a business model is an approach that solely emphasises the most important aspects of the business activity (Aithal, P.S., et al. (2015). [5]).

(Aithal P.S., et al. (2016). [6]) have recently developed the ABCD framework, which can be employed to analyse various business models and concepts and which can also be used to comprehend it's influencing factors in offering value to its multiple stakeholders or determinant issues. This framework aids in the analysis of potential future earnings a business could generate for its steady growth. Using this framework, you can analyse a business model, corporate strategy, concept, idea, or business system innovatively. This technique creates a structured matrix with the acronym ABCD, along with the definitions of numerous business constructs. Advantages, Benefits, Constraints and Disadvantages.

To test the model quantitatively, many researchers have used the ABCD analysis framework technique. The analysis tool has been applied in a wide range of industries, including infotech, financial institutions, educational institutions, aviation, and so on. The quantitative ABCD analysis framework is summarised in Table 1 for various models, concepts, and methods, and the qualitative ABCD analysis framework studies are summarised in Tables 1 and 2 (Aithal, P. S. et al. (2016). [6]).

3. OBJECTIVES OF THE STUDY :

(1) To determine the ABCD analysis as a tactical instrument for Youth audience assessment in local media.
(2) To review the Literature on the ABCD analysis and its implications.
(3) To outline the ABCD (Advantages, Benefits, Constraints, and Disadvantages) of the youth audience about local media.
(4) To analyse the critical factors that affect the youth audience of local media.
(5) To identify quantitatively the key determinants that influence the youth audience in local media.

4. ABCD LISTING FOR QUALITATIVE ANALYSIS OF EVALUATION OF YOUTH AUDIENCE IN LOCAL MEDIA :

The ABCD analysis framework is an accurate tool for determining the firm's dynamics, behaviour, and organisational structure to assess the consequences of changes. Following the qualitative examination of the framework, one could implement the ABCD listing method by stating the benefits, drawbacks, limitations, and advantages of each identified determinant issue. Therefore, the ABCD listing might serve as a need for ABCD analysis (Aithal, P. S. et al., (2015). [7]).

4.1 Review of ABCD Listing in existing scholarly papers:

(Aithal, P. S. et al. (2015) [5]) developed the ABCD analysis framework to offer a simple framework for identifying various factors affecting the determinant issues based on the four constructs' advantages, benefits, constraints, and disadvantages to detect various issues impacting the system and offer a path for solutions. It helps the researcher to assess concepts, strategies, and companies in the best light. Through the concept of focus group interactions, the study attempts to discover the crucial constituent factors Several scholarly articles are shown in Table 1.

Table 1: Scholarly papers of ABCD listing

S. No.	Area of Research	Contribution	Reference
1	Assessment of the black ocean strategy	Results demonstrate that the model's advantages and benefits outweigh its limitations and drawbacks.	Aithal, P. S., et al. (2015). [7]
2	Comparative analysis of the ABCD Analysis framework with other strategic Analysis tools already in use	The ABCD Analysis technique was compared to other strategic analysis tools and found to be more accurate.	Aithal, P. S. et al. (2016). [8]

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 130

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

3	study on student-centric curriculum design.	Performing an analysis of ABCD and identifying its constructs Advantages, Benefits, Constraints, and Disadvantages were highlighted, which paved the way for further analysis of the suggested model and the creation of a new pedagogy.	Aithal, S. (2016). [6]
4	ABCD analysis to evaluate company case studies.	The benefit of employing the ABCD Analysis framework in company studies over other strategic evaluation instruments like SWOC/SWOT, PESTLE, and BCG Matrix Ex has been established.	Aithal, P. S. (2017). [9]
5	Multifactor Fingerprint Hash Code Authentication Model	Numerous crucial constituent elements were uncovered via analysis, supporting the efficacy of the novel approach.	Aithal, P. S. (2018). [10]
6	Analysis of the Mangalore Airport's development and future	The ABCD analytical framework's major characteristics of Benefits, Constraints, and Disadvantages are listed in this research paper	Kumari & Aithal, P. S. (2020). [11]
7	Services for Blockchain	This article explains how Blockchain can help a network become frictionless by facilitating basic functions. It also discusses its structure, tools, and blockchain-as-a-service. ICCT is an essential all-purpose technology that aids in resolving challenges with necessities. For numerous industries, the Hyperledger platform, tools, and blockchain services were examined using the ABCD analysis framework.	Bhuvana & Aithal, P. S. (2020).[12]
8	Centre for Atomic Research: Srinivas University	To improve the research participation and efforts of individual faculty members in higher education institutions, especially universities, Srinivas University is attempting to develop its own. The major goal is to create an Atomic Study Centre where they can do in-depth, focused research on a micro topic both independently and in collaboration with a small group of peers and undergraduate, graduate, and research students. Srinivas Institution, a research- and skill-focused institution, may achieve its goal of expanding research contribution to society by using its stakeholders as a best practice in the education business and emerge as a leader for other institutions.	Aithal, P. S. et al. (2022). [13]
9	Managing the Treasury of Urban Cooperative Banks	The ABCD and SWOC models have been used in the study to comprehend in an academic approach how to regulate funds in society and even in organisations.	Hemantha & Bhat (2022). [14]
10	Simcyp PBPK Simulator by Certara	The study analyses Symcyp's stakeholder as a Certara research division using the	Aithal, P. S.et al. (2022). [15]

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 131

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		SWOC framework and Symcip's stakeholder analysis as simulation software using the ABCD analysis framework.	
11	Industry4.0	The investigation shows that the engineering industry can create intelligent goods and solutions. It also supports the theoretical need for evaluating Industry 4.0's consequences in underdeveloped nations. Indian Engineering Industries, however, would strategically benefit from this initiative and help to seize growing markets.	Sony & Aithal. (2020). [16]
12	Assessment of New Research Indicators	This paper analysed the merits of the ABCD Framework for Research Assessment	Aithal, P. S. (2017). [17]
13	Direct consumer contact during an epidemic using live-streaming	The paper studied the numerous aspects of the live stream	Rajasekar, D. & Aithal, P. S. (2022). [18]
14	Diversity and Inclusion Case Study of Wipro	Different Advantages, Benefits, Constraints, and Disadvantages are studied under ABCD Analysis in this paper	Pai, R. (2020). [19]
15	Impact of online learning on higher education	ABCD analysis framework was used to thoroughly list the advantages, benefits, constraints, and disadvantages of the impact on online higher education.	Aithal, P. S. et al (2016). [20]
16	ABCD Evaluation of ideal software and its implementation	ABCD Technique was used to list the various benefits, drawbacks, restrictions, and advantages of the ideal software.	Aithal, P. S. & Pai. (2016). [21]
17	The implications of sustainable finance on MSME in promoting green growth	ABCD analytical framework was used to list the various benefits, constraints, and drawbacks.	Mahesh, K. M. et al. (2022). [22]
18	Analysis of Smart Libraries for the Next Generation Using the ABCD Framework	Using the ABCD analysis framework, the paper enumerated the various advantages, benefits, constraints, and drawbacks	Aithal, P. S. (2016). [23]
19	SWOC & ABCD Comparison of the Higher Education Choice-Based Credit System	Comparative analysis showed that the ABCD Analysis framework is more thorough and applicable from both the standpoint of external and internal impacting factors.	Aithal, P. S. & Kumar. (2016). [24]
20	Green Education Techniques Concerning the Traditional Education	Included a list of the numerous ABCD (Advantages, Benefits, Constraints, and Disadvantages) factors.	Aithal, P. S. & Rao, P. (2016). [25]
21	Srinivas University students' performance and learning outcomes	The study outlined the model's benefits and advantages and emphasised the importance of academic achievement at Srinivas University.	Aithal, P. S. & Kumar, P. M. (2016). [26]

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 132

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

22	Higher Education Institutions' Sustainability Reporting	The inclusion of sustainability reporting in higher education institutions' curricula was validated by analysis.	Nayak, P. & Kayarkatte, N. (2022). [27]
23	Evaluation of Business Popularity and Sustainability in the Bottom of the Economic Pyramid	The ABCD analysis framework was used for both qualitative and quantitative analysis, and it showed that the Score for Advantages and Benefits is significantly greater than the Constraints and Disadvantages Constructs, confirming the model evaluation.	Raj, K. & Aithal, P. S. (2021). [28]
24	Research on Work Stress in the Airline Sector	Since the study reveals that Advantages and Benefits scores are significantly greater than the Constraints and Disadvantage scores and supports the model evaluation, the model supports the Stress Coping mechanism in the airline industry.	Kumari, P. & Aithal, P. S. (2022). [29]
25	Intention to purchase organic food	Compared to advantage factors, benefit factors provide greater support. However, the total score of the two is higher than the sum of the scores for the constraints and disadvantages, supporting the model's assessment.	Mendon, S. & Aithal, P. S. (2022). [30]
26	Consumers' Intentions for Restaurant Food Waste Reduction	Based on the ABCD analytical framework, it was shown that many entities and individuals use strategies that encourage survival or sustainability to get through their immediate issues and find reprieve.	Salins, M. & Aithal, P. S. (2022). [31]
27	Strategies for e-Customer Engagement	The study lists critical elements that must be considered and suggest potential novel avenues of exploration of customer involvement on e-commerce platforms.	Raghavan, S. & Pai, R. (2023). [32]
28	IEDRA Model for Placement Determination: ABCD Analysis	ABCD Analysis for Quantitative Analysis The framework showed that the advantages and benefits scored higher than the constraints and disadvantages, which supports the concept.	Shenoy, V. & Aithal, P. S. (2017). [33]
29	Review of Postcolonial Novels	Novel reviewers have used the ABCD listing. This analysis was found to have helped with understanding the book "Displacement, Space, and Identity."	Ambrose & Lourdusamy (2022). [34]
30	Furniture and the perception of customers	The study helped to clarify the motivations behind furniture purchases as well as other difficulties encountered, including counter crowding and shopkeepers' limited flexibility of movement.	Amin & Kumar (2022). [35]
31	Teachers' Work Engagement	The factors affecting teachers' engagement are examined, and the policies needed for productive engagement are highlighted.	Santmajor. M. L. et al (2022). [36]

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Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 133

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

Table 2: Focus Area and Determinant issues of ABCD existing papers

S. No.	Area of Study	Determinant Issues	References
1	Integrated digital marketing model analysis	Technological Issues, Organizational Issues, Employee and Employers Issues, Operational Issues, Social and Environment Issues, Customer Issues	Jeevan, P. (2015). [37]
2	Consumers' Intentions Towards Restaurant Food Waste Reduction	Consumer Issues, Company Issues, Society Issues, Government Issues, Environment Issues	Salins & Aithal, P. S. (2022). [32]
3	"Working from home" model ABCD analysis	Organizational Issues, Technological Issues, Operational Issues, Employers and Employees Issues	Reshma.et al. (2015). [38]
4	Analysis of the model and new research indicators	Funding Agency, Research Organization, Industry and Researcher	Aithal, P. S. et al. (2016). [39]
5	NAAC Accreditation System Evaluation	Social /Environment/ Community/ Engagement Issues Faculty Performance Issues, Organization Issues, Student Support Progression Issues.	Aithal, P. S. et al. (2016). [40]
6	A fundamental examination of Six-Hat thinking	Conceptual Issues, Operational Issues, Managerial Issues, Societal and Environmental Issues, Organizational Issues.	Aithal, P. S. et al. (2016). [41]
7	Higher Education's Stage Model	Academic Issues, Organizational Issues, Student Issues, Infrastructural, Administration and Faculty Issues, and Learning Resources Issues.	Aithal, P. S. et al. (2016). [42]
8	Theory 'A' on an organization's performance. ABCD Analysis	Managerial Issues, Organizational Issues, Ideological Issues, Employee Issues Social and Stake Holder issues	Aithal, P. S.& Kumar, P. M. (2016). [43]
9	An investigation of a case study on how children learn through diligent planning	Institutional Expectations, Students' expectations, Stakeholders' Expectations, and Parents Expectations were examined, and Teachers' Expectations	Aithal, P. S. et al. (2016). [44]
10	ABCD analytical approach for evaluating Dye Doped Polymers for Photonic Applications	Commercialization Issues, Material Property Issues, Application Issues, Customers Issues, Social /Environmental Issues, Production Service Providers Issues,	Aithal, P. S. (2016). [45]
11	A fundamental examination of Six Hat thinking	Conceptual Issues, Societal and Environmental Issues, Managerial Issues, Organizational Issues, Operational Issues	Aithal, P. S. et al. (2016). [42]
12	Research Productivity ABC Model	Academic and curriculum Issues, Organizational Issues, Other stakeholders& Public Perception Issues Faculty Issues, Student Issues	Aithal, P.S. et al. (2016). [46]

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 134

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

13	Assessment of the NAAC Accreditation Process	Organization Issues, Student Support Progression Issues, Faculty Performance Issues, Social / Community/ Environment / Engagement Issues	Aithal, P. S. et al. (2016). [40]
14	An analysis of the national institution ranking system	Academic Issues, Organizational Issues, Student Issues, Infrastructure Issues, Learning Resources Faculty Issues, and Issues on Administration.	Aithal, P. S. et al. (2016). [26]
15	IEDRA Model for Placement Determination: ABCD Analysis	Model Flexibility, Model Schedule, Overall Model Relevance, Model Administration, and Applicability	Shenoy & Aithal, P. S. (2017). [33]
16	The Bottom of the Economic Pyramid (BoP): Wealth Creation	Customer Issues, Stakeholder Issues, Technological Issues, Business Issues, Environmental, Operational Issues, and Social Issues,	Raj& Aithal, P. S. (2018). [47]
17	Biometric Attendance System Using Fingerprints	Process Issues, Security Issues, Input Issues, Ease of Use Issues, Performance Evaluation Matrix Issues	Krishna Prasad, K. (2018). [48]
18	Technology and System Evaluation	Business Issues, Organizational Issues, Consumer Issues, and Environmental Issues.	Aithal, P. S. (2021). [49]
19	System and technology assessment	Consumer issues, Organizational Issues, Environmental Issues, and Business Issues.	Aithal, P. S. (2021). [50]
20	Food delivery services online Services	Technology Issues, Food deliverer Customer Issues, and Supplier issues	Frederick& Bhat. (2022). [51]
21	An analysis of online shopping using ABCD	Customer Issues, Merchant Issues, Technological Issues, Logistics Issues, Technology (Website/App) Issues and Centralized Financial institute	Frederick, D. P. et al. (2022). [52]
22	Strategies for e-Customer Engagement	Organisational Issues, Business Issues, Customer Issues, Operational Issues, Social and Environmental Issues, Stakeholder Issues	Raghavan& Pai, R. (2023). [33]

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Table 3: Quantitative ABCD Analysis to know the weightage of ABCD constructs

S. No.	Area of Research	Contribution	Reference
1	Model for Online Campus Placement	The analysis concentrated on 158 Critical Constituent Elements that the proposed model can utilise.	Shenoy & Aithal, P. S. (2016). [53]
2	Analysing the usage of nanotechnology as a green technology	192 Critical Constituent Elements were discovered via ABCD analysis. Additionally, research demonstrates the value of nanotechnology as a green technology that would enhance the environment.	Aithal, P. S. et al. (2018). [54]
3	Analysis of India's Private University System	Through factor analysis, 192 crucial constituent elements that contributed to	Aithal, P. S., et al. (2016). [55]

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 135

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		the success of the private university system were discovered.	
4	Assessment of the Healthcare Professional Shortage	investigated 172 critical constituent elements under six determinants to support the task shifting hypothesis.	Aithal, P. S. et al (2017). [56]
5	Impact of Organic Food Products on Purchase Intention	The study found 98 critical constituent elements under different constructs. Benefits are ranked high followed by advantages, disadvantages, and constraints based on their mean value	Mendon & Aithal, P. S. (2022). [31]
6	Disclosures of Corporate Sustainability by Higher Education Institutions	The study took into account 52 critical basic elements. The interpretation states that advantages were given the most weightage, then benefits, constraints, and disadvantages.	Nayak & Kayarkatte, N. (2021). [57]
7	Stress-relieving techniques	48 critical components were found during the research. Researchers strongly advise employing workplace stress coping techniques since their advantages and benefits surpass their limitations and drawbacks.	Kumari & Aithal, P. S. (2022). [30]
8	Wealth Creation at the BoP	90 important constituent elements were found in the investigation. The elements in this research will be practical by converting the drawbacks caused by limits into favourable possibilities that aid businesses in terms of growth, earnings, and expansion and may generate income profitably due to its effectiveness in adding value to organisations and generating revenue as a result of its favourable aspect.	Raj. et al. (2018). [58]
9	Services for Delivering Food Online	The results of this quantitative ABCD study, which took into account 48 key constituent factors, showed that advantages, followed by benefits, had the most impact on the success of the company.	Frederick & Bhat, G. (2022). [51]
10	Online Shopping.	The results of the study, which evaluated 60 essential constituent elements to identify the most important aspects of online shopping, indicate that the advantages factor has the biggest impact on the success of the nation, followed by the benefits factor.	Frederick, D. P. et al. (2022). [52]

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4.2 ABCD Listing of Evaluation of Youth Audience in Local Media :
Based on the research analysis the advantages, benefits, constraints, and disadvantages of local media audiences are stated. The ABCD listings of consumer intention for evaluating youth audiences in local media are as follows.
ADVANTAGES:
1. Media Companies have the power to Disseminate the information, news, and entertainment to the public
2. Media Companies can have a positive impact and raise awareness in the audiences

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 136

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

3. Media Houses can share information to the audiences spread globally
4. Media Firms provide platforms to showcase their talents
5. Media companies help preserve the cultures and traditions by creating documentaries, films, etc
6. Successful Media Conglomerates try to adapt to the changes in technology and taste and preferences of their audience for survival and sustainability
7. Media gives the audience a diversified perspective and knowledge
8. Media employees have opportunities to show their creativity and help the company grab the attention of their audience

BENEFITS:
1. Media Firms can build a good brand name and attract loyal audiences
2. Media company has multiple revenue generating streams like subscription, advertisement, etc
3. Media Houses give real time information and news to the public
4. Media conglomerates have global influence and can shape opinions at an international scale
5. Media companies can also focus on niche markets to attract audience of different interests and demographics
6. Media content is flexible in reaching audiences through different platforms and formats
7. Media supports talent, culture, and social causes by providing necessary platforms and information
8. Successful media companies can have a competitive advantage over their competitors

CONSTRAINTS:
1. Media Houses are answerable to regulatory and legal authorities with no complete freedom
2. Media content is subject to ethical and moral constraints no autonomy in content creation
3. Media companies have financial constraints because they have high investments in production, talent, marketing, equipment, etc.
4. Technological constraints as they have to keep up with technological advancements
5. A variety of resources are needed for media creation, including qualified employees, time, and creative talent thus leading to resource constraints
6. It might be difficult to find reliable sources of income in the era of ad-blockers and free online entertainment.
7. Media organisations must cater to the preferences and interests of their target audience. They may be forced to create stuff that doesn't fit their individual creative visions as a result of this restriction.
8. When producing and disseminating information, media firms frequently have to take into account regional and cultural differences, which, if not managed well, might restrict their ability to reach a worldwide audience.
9. It may be necessary for media firms to filter user-generated content to ensure that it adheres to rules, although doing so consistently can be difficult and resource-intensive.

DISADVANTAGES:
1. Advertising revenue, which can be significantly impacted by economic downturns, is frequently a source of income for media companies. Businesses may reduce their advertising expenditures during uncertain economic times, which could affect the revenue streams of media corporations.
2. False information and fake news can spread quickly due to the nature of media dissemination and production. For material to remain accurate, media outlets must rigorously fact-check and verify it before posting.
3. Media firms may be subject to demands from sponsors, advertising, or political organisations that could affect their editorial judgements and jeopardise their independence and integrity as journalists.
4. Media firms may find it difficult to adjust to these rapid changes in audience media consumption patterns and efficiently monetize their material, as is the case with the switch from traditional TV to online streaming.

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 137

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

5. In the context of data breaches, there may be privacy issues and invite regulatory investigation.
6. Many channels are competing for viewers' attention in the media sector, which is very competitive. It may be difficult for new or smaller media enterprises to establish themselves because of this oversaturation.
7. For media companies to stay legitimate, they must continue to earn the audience's trust. It can be difficult to rebuild lost public trust brought on by scandals, biased reporting, or erroneous material.
8. The rapid evolution of media technologies makes investments susceptible to becoming outdated soon. It can be expensive and time-consuming to keep up with technology advances.

5. STRUCTURE OF ABCD ANALYSIS :

Numerous qualitative data-derived factors that have an impact on the four specified constructs—Advantages, Benefits, Constraints, and Disadvantages—have been found, along with the fundamental key component of the youth audience.

Figure 1 illustrates internal and external influences on the strategy model, concept, or systems. All of the terms used to describe the internal and external contexts in which a business operates—advantages, benefits, constraints, and disadvantages—are related to these environments. It is possible to come up with an in-depth listing of these components and focus on the main underlying determinant issues that are most likely to control the model using the ABCD analysis framework as a guide. As an outcome of this examination, more is discovered about the actual determinant problems as well as the underlying structure of the dependent variables. The Critical Constituent Element (CCE) is then identified by giving each factor a weight based on its importance after creating this list. This quantitative assessment identifies the construct influencing the model, strategy, and concepts.
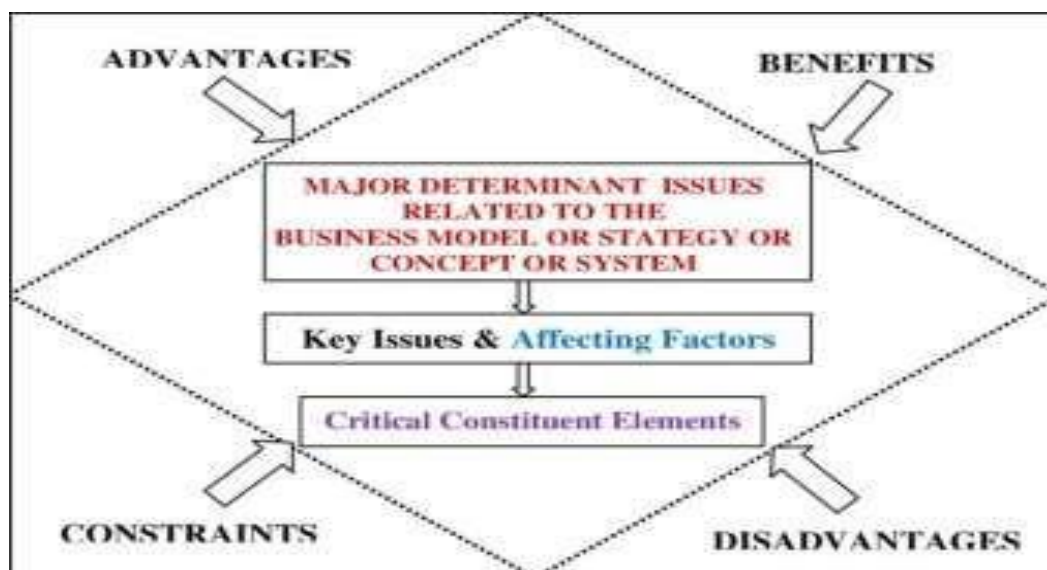
Source: Aithal, P. S., et al. (2015) [8].

Fig. 1: The ABCD analysis framework's block diagram illustrating the issues influencing the business model, concept, or system.

6. KEY ATTRIBUTES AFFECTING EVALUATION OF YOUTH AUDIENCE IN LOCAL MEDIA :

The primary factors influencing the concept of local media audience are investigated and analysed, and unique noteworthy characteristics of each determining factor are determined. The major features, which include advantages, benefits, constraints, and disadvantages are the primary characteristics of the determinant issues for determining the contributing aspects of each construct. To shorten the analysis's timeframe, the critical determining issues are assessed. For each issue, the determined critical characteristics are displayed in Table 4.

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 138

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

Table 4: List of determinants issues and their key attributes for evaluation of youth audience and media

S. No.	Determinant Issues	Key Attributes
1	Organisational / company Issues	Goal, risk, innovation, sustainability
2	Employee issues	Attracting and retaining talented workforce, motivating employees, development & training workforce, maintaining performance standards
3	Customer issues	Demographic, consumption patterns, services, customer delight
4	Technological issues	Upgrading technology, cost & investment issues, user friendliness
5	Strategic issues	Competitive strategies, marketing strategies, growth strategies

Source: Compiled by the author

7. FACTORS ANALYSIS OF YOUTH AUDIENCE IN LOCAL MEDIA :

A number of determinant concerns, including consumer issues, technological issues, organisational issues, employees' issues, and strategic issues will be examined as part of the factor analysis for the factors influencing local media audiences. Interactions from focus groups are used in the qualitative analysis. The discovered determining concerns and important qualities are shown in Table 5.

Table 5: Analysis of the factors that influence local media audience

Determinant issues	Key attributes	advantages	Benefits	Constraints	Disadvantages
Organisational / company Issues	Goal	Build brand awareness	Financial rewards	Financial support	Adapting to the challenges
	Risk	Financial stability and growth	Effective utilization of resource	Coping with changes	Lower financial rewards
	Innovation	Improve productivity	Competitive	High cost	Uncertain return
	Sustainability	Survival and growth	High quality and productivity	Expensive	Limited resources
Employee issues	Attracting and retaining workforce	Higher productivity	Wider range of skills	Recruitment and retention cost	Selection of incompetent employees
	Motivating employees	Enhance productivity	Increasing efficiency	Too high expectations	Employee turnover
	Development and training workforce	Reviewing and upgrading the competencies	Career Advancement	Costly and time consuming	Sometimes ineffective
	Maintaining performance standards	Enhance organisational productivity	Reduce wastage	Slow return and time intensive	Discourage employees
Customer issues	Demographic	Audience understanding	Better marketing	Losing audience	Unsatisfied audience
	Consumption pattern	Study audience needs	Audience engagement	Wrong prediction	Unfulfilled audience needs
	Product/Services	Competitive advantage	Attract and retain audience	Cut-throat competition	Audience disappointment

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 139

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

	Customer Delight	Loyal audience	Satisfied audience	Loss of brand image	Audience annoyance
Technological issues	Upgrading technology	Competitive edge	High opportunities	High budget	Continuous technological advancement
	Cost and investment issues	Sustainable growth	Financial benefits	Lack of funds	Inefficient use of funds
	User friendly	Attract audience	Audience contentment	High investment and skills	Unsuccessful attempt
Strategic issues	Competitive strategies	Sustainable growth	High profit margins	Loose brand position	Lower financial returns
	Marketing strategies	Wider market share	Higher profits	Uneconomical	May not yield high returns
	Growth strategies	Wide range of products and services	Gain audience trust	Threat of competition	Strive for survival

Source: Compiled by the author

8. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENTELEMENTS :

The important constituent elements for each variable are examined using the elementary analysis method. It is necessary to identify the "CCE" and list it alongside four additional tables (Tables 6-9) that include elements from the ABCD analysis. The order of these components can alternatively be determined by their score or weight. To evaluate how each ABCD construct compares to the others, a quantitative investigation must produce findings for each construct. Table 6 depicts an elementary analysis based on the Advantages of Local media audience.

Table 6: Elementary analysis Advantages of Local media audience

S. No.	Determinant Issues	Key attributes	Advantages	Critical Constituent Factors
1	Organisational / company Issues	Goal	Build brand awareness	Draw audience attention
		Risk	Financial stability and growth	overcome challenges
		Innovation	Improve productivity	Reduce cost
		Sustainability	Survival and growth	Improved profitability
2	Employee issues	Attracting and retaining workforce	Higher productivity	Grow within the company
		Motivating employees	Enhance productivity	Good incentives
		Development and training workforce	Reviewing and upgrading the competencies	Employee retention
		Maintaining performance standards	Enhance organisational productivity	Job security
3	Customer issues	Demographic	Audience understanding	Grow the company's audience
		Consumption pattern	Study audience needs	Audience gratification

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 140

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		Product/Services	Competitive advantage	Capture audience attention
		Customer Delight	Loyal audience	Devoted audience
4	Technological issues	Upgrading technology	Competitive edge	Improve business agility
		Cost and investment issues	Steady growth	Increase revenue streams
		User friendly	Attract audience	Best audience experience
5	Strategic issues	Competitive strategies	Robust growth	Handle variabilities
		Marketing strategies	Wider market share	Increase brand awareness
		Growth strategies	Wide range of products and services	Cater different audiences

Source: Compiled by the author

Several issues and challenges are discovered using factor analysis and elementary-based analysis. The analysis of local media audience is shown in the following table in a simple manner based on advantages. In Table 7, the Focus Group's important constituent element is shown together with the Benefit Factors of local media audience.

Table 7: Benefit factors influencing the evaluation of local media audience

S. No.	Determinant Issues	Key attributes	Benefits	Critical Constituent Factors
1	Organisational / company Issues	Goal	Financial rewards	Financial stability
		Risk	Effective utilization of resource	Overcome the challenges
		Innovation	Competitive	Brand recognition and value
		Sustainability	High quality and productivity	Greater revenue generation
2	Employee issues	Attracting and retaining workforce	Wider range of skills	Artistic output
		Motivating employees	Increasing efficiency	Employee loyalty
		Development and training workforce	Career Advancement	Job surety and increase in the pay scale
		Maintaining performance standards	Reduce wastage	Get the best out of employees
3	Customer issues	Demographic	Better marketing	Reach out to the audience
		Consumption pattern	Audience engagement	Audience satisfaction
		Product/Services	Attract audience	Retain audience
		Customer Delight	Satisfied audience	Returning(repeat) audience
4	Technological issues	Upgrading technology	High opportunities	Advanced performance/output

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 141

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		Cost and investment issues	Financial benefits	Financial steadiness
		User friendly	Audience contentment	Greater audience loyalty
5	Strategic issues	Competitive strategies	High profit margins	Economic growth
		Marketing strategies	Higher profits	Invest in Research &Development
		Growth strategies	Gain audience trust	Expanded market, products, and services

Source: Compiled by the author

Analysing several issues and concerns leads to the development of the basic analysis. Table 8 provides a basic breakdown of the analysis based on the constraints placed on the evaluation of local media audience.

Table 8: Elementary Analysis for Constraints factors in evaluating the local media audience

S.NO	Determinant issues	Key attributes	Constraints	Critical Constituent Factors
1	Organisational / company Issues	Goal	Financial support	Unachievable targets
		Risk	Coping with changes	Nonexistence of business
		Innovation	High cost	Increase in debt
		Sustainability	Expensive	Reduced income/loss
2	Employee issues	Attracting and retaining workforce	Recruitment and retention cost	Increased expenses
		Motivating employees	Too high expectations	Demotivated employees
		Development and training workforce	Costly and time consuming	Need huge funds and excellent resource persons
		Maintaining performance standards	Slow return and time intensive	High work pressure
3	Customer issues	Demographic	Losing audience	Reduced market share
		Consumption pattern	Wrong prediction	Waste of time and resources
		Product/Services	Cut-throat competition	Loss of market position
		Customer Delight	Loss of brand image	Irregular audience/audience loss
4	Technological issues	Upgrading technology	High budget	Financial burden
		Cost and investment issues	Lack of funds	Financial debts
		User friendly	High investment and skills	Inadequate funds and experts
5	Strategic issues	Competitive strategies	Loose brand position	Risk of loss
		Marketing strategies	Uneconomical	Inefficient use of funds

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 142

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		Growth strategies	Threat of competition	Struggle for survival

Source: Compiled by the author

Any construct's fundamental parts can be found using the elemental analysis method. Table 9 lists the drawbacks to evaluate the local media audiences as well as the crucial component that the focus group recognised as being important.

Table 9: Elementary Analysis of disadvantages factors in evaluating the local media audiences

S. No.	Determinant issues	Key attributes	Disadvantages	Critical Constituent Factors
1	Organisational / company Issues	Goal	Inefficient to cope with the challenges	Unsuccessful business
		Risk	Lower financial rewards	Increase in debt /loss
		Innovation	Uncertain return	High stress/ lower productivity
		Sustainability	Limited resources	The challenge to manage all the resources
2	Employee issues	Attracting and retaining workforce	Selection of incompetent employees	Undesired output
		Motivating employees	Employee turnover	Increase the recruitment and training cost
		Development and training workforce	Sometimes ineffective	Dead investment
		Maintaining performance standards	Discourage employees	Work stress
3	Customer issues	Demographic	Unsatisfied audience	Declining market share
		Consumption pattern	Unfulfilled audience needs	Audience dissatisfaction
		Product/Services	Audience disappointment	Declining brand position
		Customer Delight	Audience annoyance	Declining brand image
4	Technological issues	Upgrading technology	Continuous technological advancement	Challenging and costly
		Cost and investment issues	Inefficient use of funds	Ineffective results
		User friendly	Unsuccessful attempt	Waste of funds
5	Strategic issues	Competitive strategies	Lower financial returns	Deflation of market position
		Marketing strategies	May not yield high returns	declining profit/loss
		Growth strategies	Strive for survival	Closure of business

Source: Compiled by the author

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 143

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

9. QUANTITATIVE CRITICAL CONSTITUENT ELEMENT FOR THE EVALUATION OF YOUTH AUDIENCE IN LOCAL MEDIA AS PER ABCD ANALYSIS FRAMEWORK :

In accordance with the four components of the ABCD Analysis framework—Advantages, Benefits, Constraints, and Disadvantages—the research approach entails outlining the numerous Determinant concerns and the Key Attributes pertaining to each Determinant. The critical constituent elements (CCE) were identified by further elemental investigation of the main characteristics. After including every Critical Constituent Element, each construct's data was tallied independently. According to a Likert scale, each element has been given the following ratings: 1 = Unsatisfactory, 2 = Neutral, and 3 = Satisfactory (Joshi, A., et al. (2015) [56]).

The replies for each element were gathered through a focus group discussion (N=10). All responses based on each critical issue were added up and the score of the key attributes was tallied. Each determinant issue's sum of the key attribute scores was calculated. Finding the combined score for each Construct (Advantages, Benefits, Disadvantages, Constraints, and Disadvantages) is the second stage. For this, the mean determinant score was calculated by estimating the arithmetic mean of all the scores (Key Attributes + Construct Score + CCE) for each determinant. To determine the quantitative comparison, these Means scores for the Advantages. To determine the quantitative comparison, these Means scores for the Advantages, Benefits, Constraints, and Disadvantages were compared. The proposed model is regarded as supportive if the Advantages and Benefits scores are found to be much higher than the scores of Constraints and Disadvantages, and vice versa. For a better understanding of these constructs, the determinant mean scores were then graphically displayed as a vertical bar graph.

Table 10: Elementary analysis based on advantages in evaluating local media audience

S. No.	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Factors	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Organisational / company Issues	Goal	Build brand awareness	Draw audience attention	30	120	158.6
		Risk	Financial stability and growth	overcome challenges	30		
		Innovation	Improve productivity	Reduce cost	30		
		Sustainability	Survival and growth	Improved profitability	30		
2	Employee issues	Attracting and retaining workforce	Higher productivity	Grow within the company	29	119	
		Motivating employees	Enhance productivity	Good incentives	30		
		Development and training workforce	Reviewing and upgrading the competencies	Employee retention	30		
		Maintaining performance standards	Enhance organisational productivity	Job security	30		

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 144

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

3	Customer issues	Demographic	Audience understanding	Grow the company's audience	30	120	
		Consumption pattern	Study audience needs	Audience gratification	30		
		Product/Services	Competitive advantage	Capture audience attention	30		
		Customer Delight	Loyal audience	Devoted audience	30		
4	Technological issues	Upgrading technology	Competitive edge	Improve business agility	30	89	
		Cost and investment issues	Steady growth	Increase revenue streams	29		
		User friendly	Attract audience	Best audience experience	30		
5	Strategic issues	Competitive strategies	Robust growth	Handle variabilities	29	88	
		Marketing strategies	Wider market share	Increase brand awareness	30		
		Growth strategies	Wide range of products and services	Cater different audiences	29		

Source: Calculated by the author

Table 11: Elementary analysis based on benefits in evaluating local media audience

S. No.	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Factors	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Organisational / company Issues	Goal	Financial rewards	Financial stability	30	118	154.4
		Risk	Effective utilization of resource	Overcome the challenges	29		
		Innovation	Competitive	Brand recognition and value	30		
		Sustainability	High quality and productivity	Greater revenue generation	29		
2	Employee issues	Attracting and retaining workforce	Wider range of skills	Artistic output	29	119	
		Motivating employees	Increasing efficiency	Employee loyalty	30		

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 145

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

		Developme nt and training workforce	Career advanceme nt	Job surety and increase in pay scale	30		
		Maintainin g performan ce standards	Reduce wastage	Get the best out of employees	30		
3	**Customer issues**	**Demograp hic**	Better marketing	Reach out to the audience	30	120	
		Consumpti on pattern	Audience engagemen t	Audience satisfaction	30		
		Product/Se rvices	Attract audience	Retain audience	30		
		Customer Delight	Satisfied audience	Returning(repeat) audience	30		
4	**Technolog ical issues**	**Upgrading technology**	High opportuniti es	Advanced performanc e/output	30	86	
		Cost and investment issues	Financial benefits	Financial steadiness	27		
		User friendly	Audience contentme nt	Greater audience loyalty	29		
5	**Strategic issues**	**Competitiv e strategies**	High profit margins	Economic growth	29	88	
		Marketing strategies	Higher profits	Invest in Research & Developme nt	30		
		Growth strategies	Gain audience trust	Expanded market, products, and services	29		

Source: Calculated by the author

Table 12: Elementary analysis based on constraints in evaluating local media audience

S. No.	Determin ant Issues	Key Attributes	Factors Affecting	Critical Constitue nt Factors	Key Attribute s Total Score	Issues Total Score	Total Score (Mean Value)
1	**Organisat ional / company Issues**	**Goal**	Financial support	Unachieva ble targets	12	50	65.5
		Risk	Coping with changes	Nonexisten ce of business	12		
		Innovation	High cost	Increase in debt	14		

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 146

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS
PUBLICATION

		Sustainability	Expensive	Reduced income/loss	12		
2	**Employee issues**	**Attracting and retaining workforce**	Recruitment and retention cost	Increased expenses	13	51	
		Motivating employees	Too high expectations	Demotivated employees	13		
		Development and training workforce	Costly and time consuming	Need huge funds and excellent resource persons	12		
		Maintaining performance standards	Slow return and time intensive	High work pressure	13		
3	**Customer issues**	**Demographic**	Losing audience	Reduced market share	13	51	
		Consumption pattern	Wrong prediction	Waste of time and resources	13		
		Product/Services	Cut-throat competition	Loss of market position	12		
		Customer Delight	Loss of brand image	Irregular audience/audience loss	13		
4	**Technological issues**	**Upgrading technology**	High budget	Financial burden	13	39	
		Cost and investment issues	Lack of funds	Financial debts	13		
		User friendly	High investment and skills	Inadequate funds and experts	13		
5	**Strategic issues**	**Competitive strategies**	Loose brand position	Risk of loss	13	36	
		Marketing strategies	Uneconomical	Inefficient use of funds	12		
		Growth strategies	Threat of competition	Struggle for survival	11		

Source: Calculated by the author

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 147

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

Table 13: Elementary analysis based on disadvantages in evaluating local media audience

S.NO	Determinant Issues	Key Attributes	Factors Affecting	Critical Constituent Factors	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Organisational / company Issues	Goal	Inefficient to cope with the challenges	Unsuccessful business	11	45	63.6
		Risk	Lower financial rewards	Increase in debt /loss	11		
		Innovation	Uncertain return	High stress/ lower productivity	11		
		Sustainability	Limited resources	The challenge to manage all the resources	12		
2	Employee issues	Attracting and retaining workforce	Selection of incompetent employees	Undesired output	12	45	
		Motivating employees	Employee turnover	Increase the recruitment and training cost	11		
		Development and training workforce	Sometimes ineffective	Dead investment	11		
		Maintaining performance standards	Discourage employees	Work stress	11		
3	Customer issues	Demographic	Unsatisfied audience	Declining market share	10	42	
		Consumption pattern	d audience	nce action	1		
		Product/Services	Audience disappointment	Declining brand position	11		
		Customer Delight	Audience annoyance	Declining brand image	10		
4	Technological issues	Upgrading technology	Continuous technological advancement	Challenging and costly	12	36	
		Cost and investment issues	Inefficient use of funds	Ineffective results	12		
		User friendly	Unsuccessful attempt	Waste of funds	12		

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 148

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

SRINIVAS PUBLICATION

5	**Strategic issues**	**Competitive strategies**	Lower financial returns	Deflation of market position	12	35	
		Marketing strategies	May not yield high returns	declining profit/loss	12		
		Growth strategies	Strive for survival	Closure of business	11		

Source: Calculated by the author

10. GRAPHICAL REPRESENTATION OF AFFECTING FACTORSFOR EVALUATING LOCAL MEDIA AUDIENCE :

The focus group analysis evaluated the critical constituent elements, determinant issues, and key attributes in the above table by allocating numerical weights. These rankings are expressed as 3 for Satisfactory, 2 for Neutral, and 1 for Not Satisfactory.
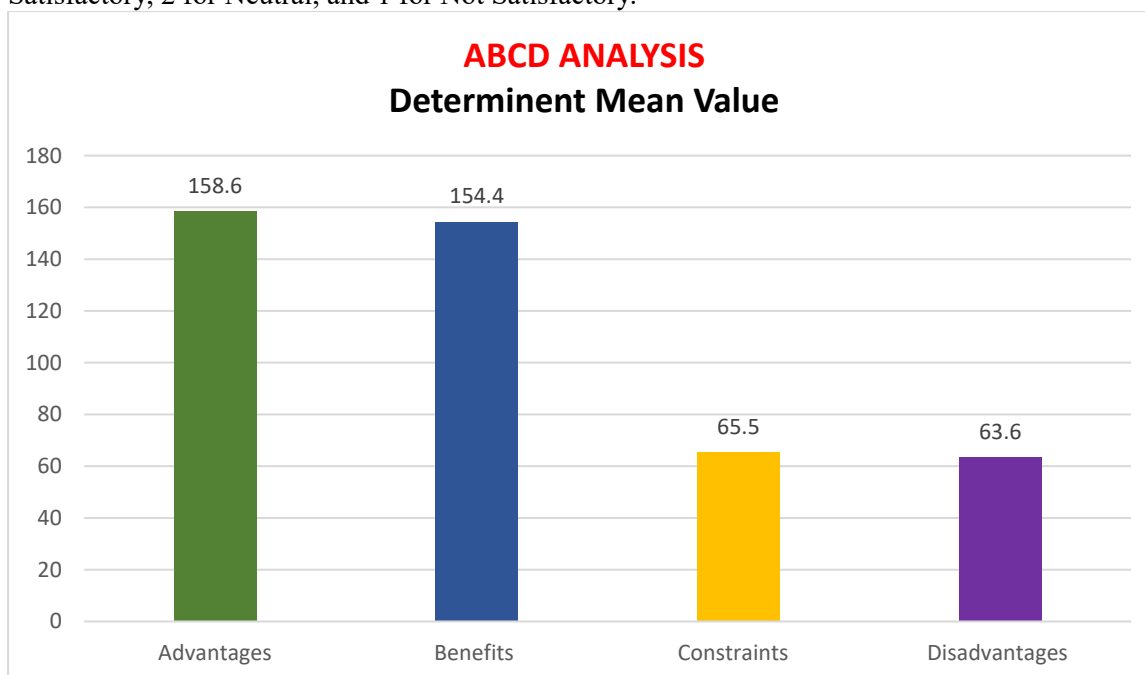
Source: Calculated by the author

Fig. 2: Total mean score of the variables influencing the assessment of the local media audience

11.FINDINGS :

Figure 2 provides the estimated values of determinants with regard to the four ABCD framework structures. About the Benefits, Constraints, Advantages, and Disadvantages, the mean values of the determinants are 158.6, 154.4, 65.5, and 63.6, respectively. This demonstrates that the average score of the advantages and benefits is substantially higher than the limitations and drawbacks.

12. CONCLUSION :

The ABCD analytical framework finds resources that are advantageous to society. It is a comprehensive idea that simplifies the study of various business models, strategies, ideas, or systems. The variables impacting each construct are identified by using the fundamental elements of determinant issues known as the key characteristics. The study was undertaken to analyse the advantages, drawbacks, limitations, and positives. The quantitative CCE analysis used the acceptable mean score. Considering empirical research findings and the ABCD analytical framework to evaluate the factors involved in evaluating youth audiences in local media helps in deciding whether we should accept or reject based on the constructs' overall score. The results open the door for further research on this strategy for different researchers.

Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 149

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

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PAGE 151

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PAGE 152

International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 4, November 2023

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Velita Sibon Lobo., et al. (2023); www.supublication.com

PAGE 153