

CREATION OF ENGAGEMENT INDEX

Prepared for: Association of
Indian Magazines
Prepared by: Media & Retail Group
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BACKGROUND

IMRB had conducted the magazine engagement study* in 2010 for AIM and established the force of magazines as an engaging medium

AIM has now created Engagement Index for each media, hence providing comparability between media on engagement

*Sample - 3600 across 10 cities

KEY OBJECTIVE

To showcase
magazines as
an engaging
medium

**Engagement Measures
Across Media:**

Partial Engagement Indices

Mind Measures

Escapism

Information

Stimulation

Attitude towards Advertising

Benchmarking Media:

**Creation of
a Engagement Index**

HOW DO WE CREATE THE ENGAGEMENT INDEX

CREATING THE SCORES

Involvement Measures

-1

This medium is in the background while I am doing something else

I take frequent breaks when I am using this media

+1

I normally pay full / undivided attention to this medium while I am consuming it

I consume this medium when I am alone

I consume this medium when I am with my friends / family

Range of Scores: -2 to +2

However, since the score range will vary for parameters, we would need to normalize it to allow for comparisons

NORMALIZING THE SCORES

Involvement Range of
+2 to -2 converted into
an index from 0 to 100

e.g.
1 converts
to a normal
range
of 80

- Once the normalization is done, the normalized numbers are then added up
- Then the overall average for all media is taken and the average scores for each media are divided by it
- Post that the medium with the lowest score is taken, and taking it as the base, the rest of the media are indexed to it
- These indexes indicate the strength and weaknesses of each medium on the given partial engagement indice
- Having arrived at the medium level indices, how do we arrive at a total index for the medium?

TWO STEPS PROCESS

STEP 1:

Running a regression on a key dependent variable - *Involvement Measures* for example and evaluating the hierarchy of each of the partial engagement indices

STEP 2:

Evaluating each medium on the partial engagement indices and arriving at a final Engagement index

STEP 1:

REGRESSION ANALYSIS

REGRESSION FOR ARRIVING AT A HIERARCHY OF INDEPENDENT VARIABLES

Dependent Variable : Involvement Measures

- This medium is in the background while I am doing something else
- I normally pay full / undivided attention to this medium while I am consuming it
- I take frequent breaks when I am using this media
- I consume this medium when I am with my friends / family
- I consume this medium when I am alone

Independent Variables :

- Mind Measures • Escapism • Information • Stimulation
- Attitude towards Advertising

EVALUATING THE MEDIA

- There is a need to evaluate the performance of each medium on this hierarchy
- What would that mean?

Stronger Performance of a medium on a high ranking index :

Indicates that the medium is higher on driving Engagement

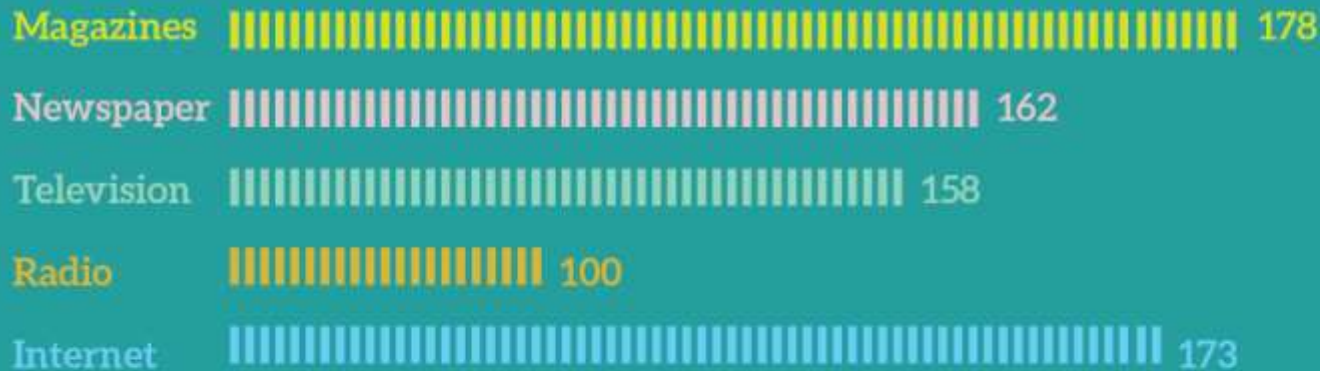
MIND MEASURES - COMPONENTS

Weight:
0.59

Statements which constitute Mind Measures

- This medium matches my personal interests / personality
- This medium shows how I can approach problems
- This medium is trustworthy & reliable
- This medium helps me stand out and create an impression
- This medium is like an undemanding companion

Mind Measures - Magazines on Top



Magazines play multiple roles in the consumers life: someone they can rely on, someone they can relate with, someone who helps them out when they face a problem, all this while being an undemanding companion - Need to look at Magazines' performance on the next important variable!

ES.CAP.ISM (NOUN)

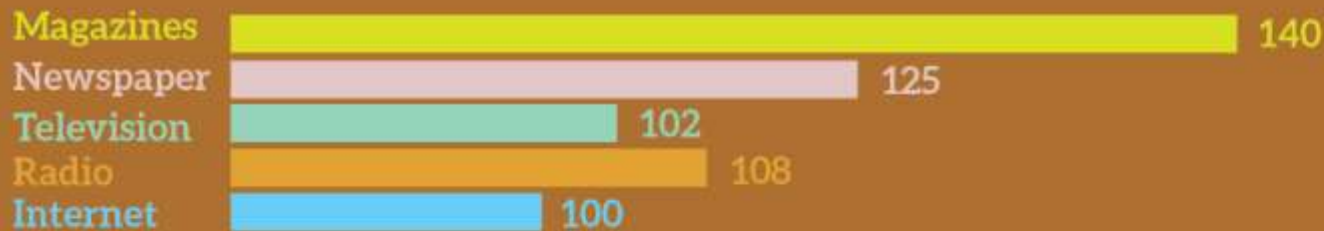
Weight:
0.20

The tendency to escape from daily reality or routine by indulging in daydreaming, fantasy, or entertainment.

Statements which constitute Escapism

- This medium is relaxing and a good escape
- I can consume this medium anywhere & anytime

MAGAZINES ARE THE GO TO MEDIUM HERE TOO!



No medium comes even close.

When consumers look to escape the mundaneness of life, they turn to magazines. They are instantly transported to another world, where the world moves at a pace which they are at ease with. Getting lost in flights of fantasy is a desirable side effect

All one needs to do is pick up a magazine.

IN.FOR.MA.TION (NOUN)

Weight:
0.20

**Knowledge derived from
study, experience, or instruction.**

Statements which constitute Information

- I am always discovering something new with this medium
- This medium keeps me updated with latest styles and trends
- This medium helps me in expanding my knowledge

FOR INFORMATION SEEKING - MAGAZINES AHEAD OF TV & NEWSPAPERS



Magazines trump both TV & Newspapers when it comes to the consumers' information needs. Magazine content is highly customized & relatable and consumers seek to consume magazines actively. Magazines are seen as knowledge enhancing as they provides a sense of wonder: of discovering new things

STIMULATE (VERB)

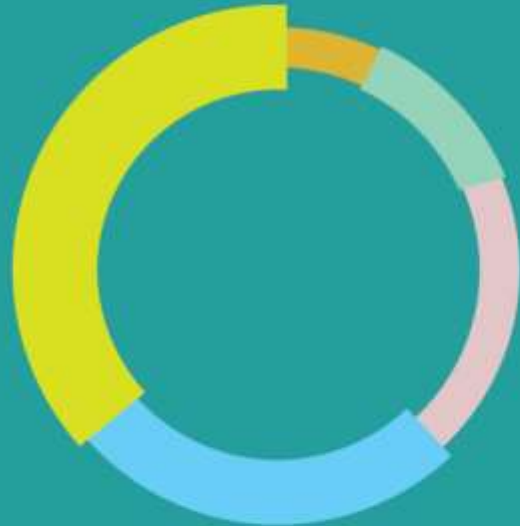
Weight:
0.18

TO EXCITE OR INVIGORATE,
OFTEN SPURRING ONE TO ACTION

Statements which constitute Stimulation

- This medium helps me understand the opinions of others
- This medium touches and inspires me
- This medium helps in a better social interaction

Magazines stimulate the most!



Magazines	207
Internet	201
Newspaper	191
Television	188
Radio	100

With a daily overdose of information from newspapers & TV, consumers turn to magazines to stimulate themselves. The magazine consumer is the thinking consumer, who chooses to stimulate himself with the information of his choice, not information which is forced upon him. It simplifies the complex world for him, and makes him adept at dealing with problems and people.

ATTITUDE TOWARDS ADVERTISING-COMPONENTS

Parameters
that make up Attitude
towards Advertising

Ad
Seeking

Ad
Avoidance

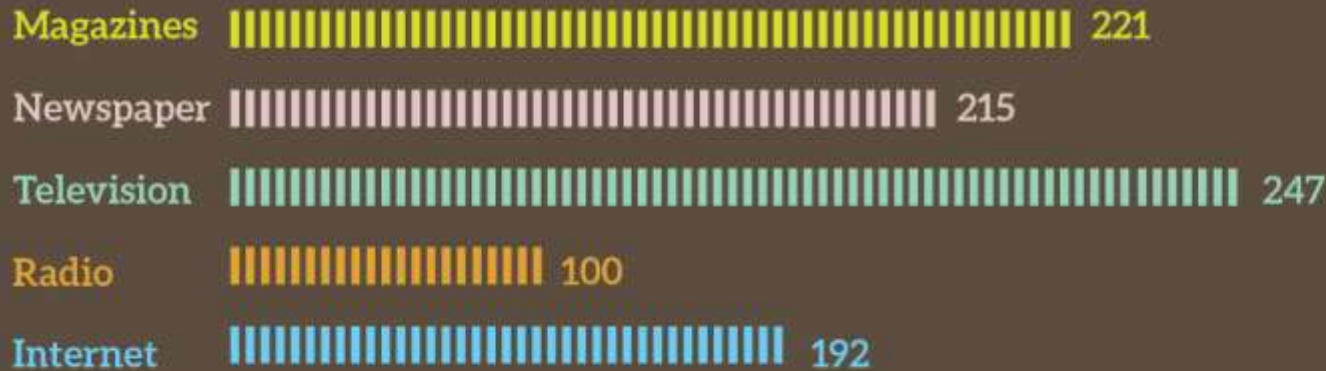
AD SEEKING

Weight:
0.14

Statements which constitute Ad Seeking

- Ads provide useful information about new products / services
- Ads add to the experience of consuming the medium
- Pay more attention to ads as I find them more useful

ADS ARE NOT IRRITANTS IN MAGAZINES!



TV has the advantage of being an audio visual medium, where advertising can come alive, and the scope for experimentation and innovation is immense.

Despite this advantage, Television is only marginally ahead of Magazines. Consumers seek advertising in magazines as they find contextualized advertising: Ads which increase their awareness of relevant products / services.

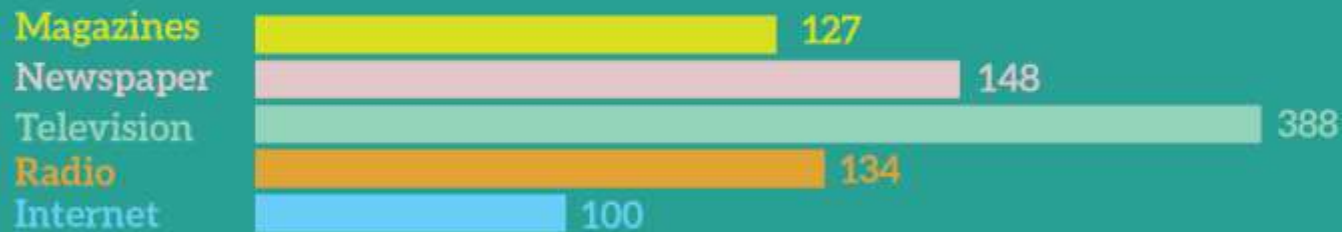
AD AVOIDANCE

Weight:
-0.32

Statements which constitute Ad Avoidance

- Ads appear at inconvenient moments in this medium
- Advertisements in this medium should be eliminated

AD AVOIDANCE LOW FOR MAGAZINES!



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STEP 2:

**BRINGING
IT ALL
TOGETHER**

CALCULATION OF ENGAGEMENT INDEX

- A weighted average will provide us with the Engagement Index for each medium
- So how do different mediums fare on the Engagement Index?

THE ENGAGEMENT INDEX

Engagement Indices	Magazines	Newspaper	Television	Radio	Internet
Mind Measures (0.59)	178	162	158	100	173
Need State: Escapism (0.20)	140	125	102	108	100
Need State: Information (0.20)	271	226	232	100	295
Need State: Stimulation (0.18)	207	191	188	100	201
Attitude Towards Advertising: Ad Seeking (0.14)	221	215	247	100	192
Attitude Towards Advertising: Ad Avoidance (-0.32)	127	148	388	134	100
Overall Index	215	183	104	90	212
Re-indexing overall Index	239	204	116	100	236

**MAGAZINES ARE THE MOST INVOLVING MEDIUM,
AND ARE ABOUT TWICE AS INVOLVING AS RADIO AND TELEVISION!**