

## Understanding of News Consumption Behavior among Millennials and Gen-X: A Comparative Study



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**ABSTRACT:** In India, communication technology has brought huge changes in information consumption behaviour. In the country, people especially the young generation spend more time online for different purposes. According to 2021 data in India, around 840 million people use the internet, in which 448 million people use various social media and, according to the 10th edition of the Reuters Institute for the Study of Journalism's Digital News Report 2021, 82 percent of Indians read the news online. Though, traditional media such as Radio, Newspapers, and Television also maintain their consistency in reaching people and providing various information to society. This scenario is rising the question that "does generational cohort influence on information-consuming behaviour?, and if so, what types of information Millennials and Gen-X (Generation-X) would like to access or consume? In this frame, the study has comparatively analyzed the behaviour of Millennials and Gen-X in consuming various development-related content that has been disseminated by both traditional and new media. Also, the study examined the development-related information coverage satisfaction level by media. For the study, 200 Millennials and Gen-X respondents were selected from the rural and urban area. Various statistical techniques have been used to analyse the data with help of SPSS software.

**KEYWORDS:** News, New Media, Traditional Media, Development Information, Millennials, Gen-X, Gen – Y, Information Consumption, Behavior and Satisfaction.

### 1. INTRODUCTION

From ancient caves to towering monuments, the human race has come a long way, guided by the hand of development. Development encompasses various aspects such as economy, technology, and education, all of which contribute to an upgraded lifestyle. It is through development that social progress is achieved, aiming to improve the well-being of individuals in society, allowing them to reach their full potential and experience holistic growth.

The amalgamation of new technology and the internet has revolutionized the world. Communication technology has undergone significant changes, bringing people closer together and making global connectivity more accessible through virtual or digital platforms. This transition into the digital dimension has enabled people to share knowledge, entertain each other, and promote dialogue between different cultures (Marshall McLuhan, 1962). Development plays a crucial role in driving social progress, as even small advancements can have a profound and lasting impact on society. Today, the media plays a vital role in highlighting development-related news, keeping people informed about current events and shaping our future. Through the media, society can be easily developed.

Development communication, broadly speaking, refers to the strategic interventions initiated by institutions and communities to bring about social change. The field of development communication has evolved to embrace the intentional use of communication technologies and processes to achieve socially beneficial goals, with a particular focus on communication for development. Additionally, the discourse surrounding development, generated and understood through development institutions and social movement organizations, holds great importance. Communication about development is a crucial aspect of driving progress (Wilks, K, 2006).

Research indicates that Indian newspapers cover development-related issues most frequently, while Chinese newspapers prioritize such issues more than Pakistani and Indian newspapers. Pakistani press, on the other hand, lacks frequency, prominence, and information related to the development sphere (Waqal A., Seyal W.A, Hassan T.U, 2018). Development journalism has had a significant impact on news consumption, but it is important to note that individual-level characteristics, such as socioeconomic

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status and political interest, are becoming increasingly influential predictors of news consumption in a rapidly evolving media landscape. Media environment characteristics also have additional effects on news consumption, beyond the influence of individual-level characteristics like education and political interest, and can even moderate the impact of these predictors (*Shehata, A & Strömbäck, J, 2011*).

The landscape of news consumption is undergoing rapid changes in the media environment. However, the importance of individual-level predictors of news consumption varies across different national media environments (*Shehata, A & Strömbäck, J, 2011*). Younger generations, such as Gen Z and Millennials, consume news differently, with a heavy reliance on smartphones. Digital tracking data from the US and UK reveal that these generations spend a significant portion of their waking hours interacting with smartphones, using them for communication, media consumption, gaming, and even news (*Kalogeropoulos, A., Suiter, J., Udris, L., & Eisenegger, M. (2019)*). Millennials primarily engage with technologies for entertainment and hedonic purposes, while Generation X individuals are driven more by utilitarian purposes and information search (*Cristina Calvo-Porrá, Rogelio Pesqueira-Sanchez, 2020*). It is worth noting that the analysis of news consumption often focuses on either ordinary or extraordinary patterns of phenomena, rather than considering both simultaneously (*Mitchelstein E., Boczkowski P.J, September 3, 2009*).

Users' interest in news and the availability of news sources play a significant role in shaping their news consumption habits. Perceptions of news source credibility also influence the choice of media outlets, resulting in different compositions of news repertoires. Additionally, the difference in the internal architecture of news repertoires, influenced by media choice, leads to diverging news agendas among the audience (*Yuan, E, 2011*). The Uses and Gratifications theory, initially applied to investigate mass communication media adoption behaviours, has been extended to study the motivations and gratifications of diverse technology uses. According to this theory, individuals' motives predict their technology use, gratifications, and subsequent effects (*Katz et al., 1974; Luo and Remus, 2014*).

In India, efforts have been made to exploit the potential of mass media for developmental purposes. Higher media involvement aids in achieving the desired goals. Development in journalism is not solely dependent on technological advancements; it also encompasses the acquisition of new skills and knowledge, fostering consciousness, and developing the human mind. Journalism serves as a means of planned change, imparting ideas, cultivating attitudes, and teaching the skills necessary for the development of mankind and the nation (*Senghal, A, 2016*).

Studies have shown that individuals with low levels of trust tend to prefer non-mainstream news sources such as social media, blogs, and digital-born providers. This association is stronger in northern European countries but weaker elsewhere. The motivation behind these associations may include seeking alternative views and attempting to validate the credibility of news (*Fletcher, R. & Sora, P, 2015*). Fake news, characterized by its sensational, exaggerated, and emotional nature, continues to be widely shared and consumed. Studies suggest that conservatives, right-wing individuals, the elderly, and less educated people are more likely to believe and spread fake news (*Baptista J. P and Gradim, A, 2019*). The consumption of fake news during the 2016 US presidential election revealed that the audience for fake news comprised a small, disloyal group of heavy Internet users. Social network sites played a significant role in generating traffic to fake news, raising concerns about the democratic implications of the fake news crisis (*Nelson J.L, Taneja H, 2018*).

The rapid changes in news consumption patterns due to social media and digital platforms have led to variations in the slant of news sites visited by individuals. Exposure to counter-attitudinal news can decrease negative attitudes toward opposing political parties. However, social media algorithms may limit exposure to counter-attitudinal news, potentially increasing polarization (*Levy, R, July 2021*). The online readership of US newspapers in the local market varies between hybrid readers (accessing both print and online versions) and online-only readers. Factors such as site satisfaction and user type predict readers' preferences, shedding light on the nature of multiplatform news consumption (*Chyi H.I, Yang. M.J., Lewis, S.C, Zheng, N, Mar 1, 2010*).

In India, over 75 percent of the population acquired new memberships for over-the-top (OTT) streaming platforms during the COVID-19 lockdown. This study highlights the adoption of OTT streaming services by Gen Z consumers during the lockdown period and emphasizes the need for companies to rethink their strategies to attract and retain Gen Z consumers in the post-lockdown era (*Anand, M. G., & Srinivas, N. 2020*). Different generations exhibit varying behaviours and preferences in terms of media consumption. While Gen Z heavily relies on new media and social media as news sources, Gen X and Baby Boomers still have a strong affinity for traditional media. Television continues to be a dominant medium for older generations, while smartphones and the internet have a greater influence on the media consumption habits of younger generations (*Karim, S, 2019*). Implementing OTT TV platforms can enhance the user experience for Generation Z, reducing cognitive overload and providing optimal user experiences (*Patch, H, 2018*). Social media communication significantly influences Millennials' and Gen Xers' choices of food products and tourist services. When making purchasing decisions, these generations rely on online.

The context of understanding news consumption satisfaction among Millennials and Gen-X is the lack of a comprehensive comparative study that specifically focuses on the factors influencing their news consumption behaviour and satisfaction levels. Although there are various studies exploring individual-level characteristics, media environment characteristics, and generational differences in news consumption, there is a need for a comparative analysis that directly compares the news consumption satisfaction of Millennials and Gen-X.

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Existing research has shown that Millennials heavily rely on digital platforms for news consumption, while Gen-X individuals exhibit a preference for traditional media. However, there is a gap in understanding the specific factors that contribute to their satisfaction levels within their respective news consumption patterns. Factors such as content preferences, credibility of news sources, user experience, information needs, and the impact of social media on news consumption satisfaction need to be explored in a comparative framework.

Furthermore, the influence of socio-demographic characteristics, such as socioeconomic status, educational background, and political interest, on news consumption satisfaction among these generational cohorts requires deeper investigation. Understanding how these individual-level characteristics intersect with media environment characteristics and generational differences will provide valuable insights into the factors that shape news consumption satisfaction among Millennials and Gen-X.

Addressing this research gap will contribute to a more nuanced understanding of the news consumption behaviour of Millennials and Gen-X and provide practical implications for media organizations, marketers, and policymakers in developing strategies that effectively cater to the unique needs and preferences of these generational cohorts.

### 2. METHODOLOGY

Research methodology involved the use of statistical analysis to analyze units of content or observations related to individual choice or media usage. For this research application, a pure research approach was used, employing an exploratory research method. The quantitative method, specifically non-probability purposive sampling, was employed to select participants for the study. The primary data collection tool was a closed-ended questionnaire, which was divided into three parts: socio-economic and demographic profiles, media exposure, and media consumption satisfaction.

The study included a sample of 200 respondents from both urban and rural areas of Mysore and Mandya districts. In Mysore district, data was collected from Nanjangud, HD Kote, and Mysore taluks, while in Mandya district, Srirangapatna taluk was selected. The study focused on two generational groups, Millennials and Generation X, who had at least used one form of gadget to read the news. The participants were mostly educated and had a good level of media literacy.

In terms of data collection locations, 100 samples were collected from Mysore Urban, and in Mysore Rural, Kalashwadi (25 samples), Belwadi village (15 samples), and Sidlingpura village (13 samples) were selected. In Heggadadevana Kote taluk, Alanahalli and Bachegowdana Koppalu villages were selected, collecting 15 samples. Nanjangud contributed 14 data points, while Bargoor and Bandavalu villages provided 18 data points. In Srirangapatna's taluk, Dasaragupe village contributed 18 data points.

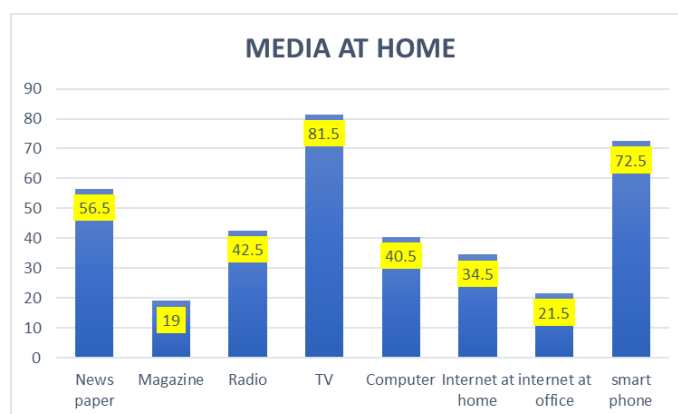
The data collected through the questionnaire were analyzed using SPSS software. Since non-probability sampling was used, nonparametric methods, specifically the Mann Whitney U test, were employed to test the hypothesis and compare the mean values of the two generational groups, Millennials and Gen X.

#### 2.1. Objectives

1. To understand the priority given by people to various information pattern.
2. To analyze the reliability of information obtained from various media sources.
3. To examine the level of information satisfaction among Gen-X and Millennials across different content categories.

### 3. DATA ANALYSIS

Graph No: 1 Media at home



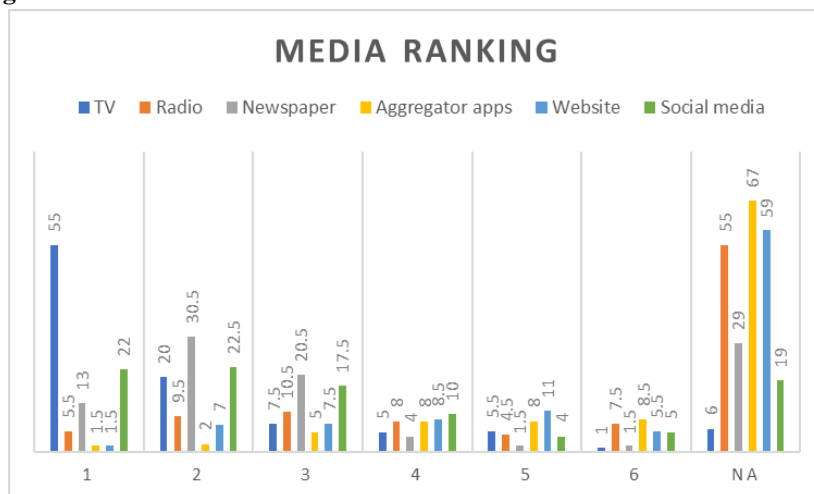
According to the data (Graph No 1), the highest percentage of respondents, accounting for 81.5%, own a television. This indicates that television is the most prevalent media platform among the respondents. Following television, 72.5% of the respondents own a smartphone, showcasing its popularity as a media device. The graph also reveals that 56.5% of the respondents use newspapers as a media source, indicating a significant reliance on print media. Additionally, 42.5% of the respondents utilize radio as a media platform. In terms of digital media, 34.5% of the respondents have internet access at home, suggesting a moderate level of internet

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connectivity. Furthermore, 21.5% of the respondents have internet access at their office, indicating a lower percentage compared to home internet access.

The data summarising that the media usage patterns among the respondents, with television and smartphones being the most prevalent media devices. The data sheds light on the popularity of different media platforms and provides valuable insights for media analysis and decision-making.

**Graph No.- 2: Media usage**



The data (Graph No: 2) analysing that, the most widely used media source for news is television, with a usage rate of 55%. In terms of digital media usage, majority of the respondents, accounting for 67%, do not use \*<sup>1</sup>aggregator apps to get news. Among digital media platforms, social media is used by 22% of the respondents for news consumption. The data also indicates that 13% of the respondents use newspapers for news and, 5.5% of the respondents use radio as a source of news, and 1.5% use social media exclusively for news consumption.

According to analysis, Television is the most widely used media source, followed by a lower usage rate of digital media platforms such as aggregator apps, social media, newspapers, radio, and social media exclusively for news.

**Table No: 1-Media Priority**

Sl. No	News segment	Mostly prioritized	Prioritized	Neutral	Less prioritized	Not prioritized
1	Political related	67.0	12.0	13.0	6.0	15.5
2	Sports related	21.0	31.5	32.5	9.5	5.5
3	Business related	9.5	18.0	27	29.5	14.5
4	Development related	14.5	22.0	24.5	20.0	19.0
5	Education related	18.0	20.0	23.0	25.0	14.0
6	Job related	11.5	19.0	28.0	22.0	19.5
7	Entertainment	55.0	15.5	15.5	7.0	6.0
8.	Agriculture	19.0	22.5	29.0	17.5	12.0
9	Religion	31.5	21.5	25.5	9.0	12.5
10	Law	14.5	18.0	29.0	20.0	18.5

The table (Table No: 1) provided gives an overview of the media priorities assigned to various issues by the respondents. The priorities are measured on a five-point scale, ranging from Most Prioritized to Not Prioritized. According to the data, political-related stories receive the highest priority, with 67% of respondents considering them as the most prioritized issue by the media. Entertainment follows closely behind, with 55% of respondents perceiving it as a highly prioritized issue by the media. Religion is ranked as the third most prioritized issue, with 31.1% of respondents perceiving it as a top priority for the media. Sports and agriculture are considered as highly prioritized issues by 21% and 19% of respondents, respectively. Education, law, development, job-related, and business-related issues receive varying levels of prioritization from the respondents. These issues fall within the range of 9.5% to 18% in terms of priority.

<sup>1</sup> Aggregator apps refer to platforms that collect and curate news content from various sources.

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In the prioritized scaling level, sports-related stories receive the highest priority, with 31.5% of respondents considering them as a top priority. Agriculture, development, religion, and education-related issues also receive a significant level of prioritization, ranging from 20% to 22.5% of respondents considering them as priorities. Agriculture, development, religion, and education-related issues also receive a significant level of prioritization, ranging from 20% to 22.5% of respondents considering them as priorities.

In the neutral level, several issues such as sports, agriculture, law, job-related, and business-related stories receive moderate levels of prioritization, with percentages ranging from 23% to 32.5%. In the less prioritized level, business-related stories are considered the least prioritized, with 29.5% of respondents perceiving them as not prioritized by the media. Education-related and job-related issues also receive lower levels of prioritization in this category.

Lastly, in the not prioritized level, job-related stories are perceived as the least prioritized issue, with 19.5% of respondents considering them as such. Development, law, political, and business-related stories also receive relatively lower levels of prioritization in this category.

The table analyzing that that political news and coverage play a significant role in the media landscape. This indicates the significance of entertainment-related content in the media industry. This reflects the importance of religious coverage and its impact on media content.

**Table No: 3-News Satisfaction**

Sl. No	News segment	Strongly satisfied	Satisfied	Neutral	Unsatisfied	Strongly unsatisfied
1	Political related	18.5	15.5	18	19.5	28.5
2	Sports related	18.5	25.5	31.5	13.5	10.5
3	Business related	6	22	34.5	22	25.5
4	Development related	9.5	24.5	27.5	20	18.5
5	Education related	12.5	22.5	30	18.5	16.5
6	Job related	12.5	14	29	21	24
7	Entertainment	34	26	24.5	7	8.5
8	Agriculture	14	17.5	33	19.5	16
9	Religion	9.5	18	31	17	24.5
10	Law	10.5	14.5	30	23	21

The table (Table No: 3) describing news consumption satisfaction across various topics, including Entertainment, Religion, Sports, Agriculture, Education, Law, Development, Job, Business, and Political news. The satisfaction levels are measured on a five-point scale, ranging from strongly satisfied to strongly unsatisfied.

According to the data, Entertainment-related content stands out with the highest level of strong satisfaction, (34%). It is also ranked second in terms of overall satisfaction level, with 26% of the respondents expressing satisfaction. Religion-related content follows closely behind, with 31.1% of the respondents expressing satisfaction. Sports-related news is considered satisfying by 21% of the respondents, highlighting the interest and relevance of sports coverage. Agriculture-related news receives a satisfaction level of 19%, indicating that it resonates with a notable portion of the respondents. Education-related and Law-related information both garner a satisfaction level of 18%, suggesting a moderate level of satisfaction among the respondents. Development-related and Job-related news are perceived with satisfaction levels of 14.5% and 11.5% respectively.

In the neutral satisfaction level, Business-related news stands out with 34.5% of the respondents expressing neutrality. Agriculture, Sports, Religion, Education, and Job-related news also receive moderate levels of neutrality, ranging from 30% to 33%. This suggests that these topics may not strongly sway the respondents' satisfaction or dissatisfaction.

The unsatisfied level is characterized by Law-related news as the highest, with 23% of the respondents expressing dissatisfaction. Business-related, Job-related, Development-related, and Political news also fall into this category, with dissatisfaction levels ranging from 19.5% to 22%. This indicates areas where improvements can be made to enhance news consumption satisfaction.

In the strongly unsatisfied level, Political news receives the highest dissatisfaction rate of 19.5%, followed by Business-related news at 22%. Religion, Sports, and Entertainment-related news also contribute to the strongly unsatisfied category. These findings shed light on aspects that may need attention and improvement to better meet the needs and expectations of the respondents.

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**Table No: 4-Reliable media**

Sl. No.	Media	Very helpful	Helpful	Neutral	Less Helpful	Not helpful	Don't know
1	T.V.	39.5	18.0	14.0	7.5	13.5	7.5
2	Radio	15.0	16.0	9.0	2.0	3.5	54.5
3	Newspaper	40.0	16.5	12.0	3.5	0.5	27.5
4	Social media	25.5	13.0	17.5	7.0	15.0	22.0
5	Aggregator apps	5.5	6.5	15.0	5.0	6.0	62.0
6	Website	12.5	12.0	7.5	4.0	4.5	59.5

The table (Table No: 4) provides information on the reliability of different media sources, including TV, Radio, Newspaper, Social Media, Aggregator Apps, and Websites. The reliability is measured on a six-point scale, ranging from very helpful to don't know. According to the data, respondents perceive newspapers as the most reliable source, with 40% stating that they find newspapers to be very helpful. TV follows closely behind, with 39.5% of respondents considering it as a very helpful source. Social media, websites, and aggregator apps are rated as very helpful by 25.5%, 12.5%, and 5.5% of respondents, respectively.

In the helpful scale, TV receives a rating of 18%, while newspapers are rated at 16.5%. Radio and social media are considered helpful by 16% and 13% of respondents, respectively. Websites and aggregator apps receive ratings of 12% and 6.5%. In the neutral scale, social media is rated as neutral by 17.5% of respondents, followed by aggregator apps at 15%. TV, newspapers, radio, and websites receive ratings of 14%, 12%, 9%, and 7.5%, respectively.

In the less helpful scale, TV is rated as less helpful by 7.5% of respondents, while social media, aggregator apps, websites, newspapers, and radio receive ratings of 7%, 5%, 4%, 3.5%, and 2% respectively. In the not helpful scale, social media receives a rating of 15%, followed by TV at 13.5%, aggregator apps at 6%, websites at 4.5%, radio at 3.5%, and newspapers at 0.5%.

In don't know scale, aggregator apps receive the highest rating of 62%, indicating a lack of knowledge about their reliability. Websites and radio follow closely behind at 59.5% and 54.5% respectively. Newspapers, social media, and TV receive ratings of 27.5%, 22%, and 7.5% respectively, indicating a relatively lower level of uncertainty.

These findings provide insights into the perceived reliability of different media sources. It suggests that respondents consider newspapers and TV to be the most reliable sources, while aggregator apps and websites are rated lower in terms of reliability. Social media receives varying ratings, with some respondents perceiving it as helpful, while others consider it not helpful or uncertain. These insights can inform media organizations and consumers about the trustworthiness of different media sources and help shape their news consumption choices.

### 3.1. Hypothesis: Satisfied of media coverage on below-mentioned information

**1. Statement:** "Media gives satisfaction Information on Political content."

H<sub>0</sub>-There is no significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement Media gives satisfaction Information on ***Political content***" under the sample study.

H<sub>1</sub>- There is a significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement 'Media gives satisfaction Information on ***Political content***" under the sample study.

**Table No: 5: Media gives satisfaction on Political**

Dimension	Age	Number	Mean	P- Value Sig. (2-tailed)
Media gives satisfaction Information on Political Content	Millennial	140	100.16	0.896
	Gen-X	60	101.30	

From the Pairwise comparisons by Mann-Whitney U test results provide an opinion about Television in the study area (Table No: 5), it is observed that there is no significant difference in mean (\* due to sample of Millennial and Gen-X are not equal the Mean value is not similar) scores between millennial and Gen-X respondent on the statement "Media gives satisfaction Information on ***Political Content***" (p= 0.896, p<0.05) at 5 percent level of significance. Hence, the null hypothesis (H<sub>0</sub>) is accepted, and the alternative hypothesis is rejected (H<sub>1</sub>).

The result summarizes that there is no different opinion between Gen-X and Millennial respondents on the statement Media gives satisfaction Information on ***Political Content***".

**2. Statement:** "Media gives satisfaction Information on Development related content."

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H<sub>0</sub>-There is no significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement Media gives satisfaction Information on ***Development related content***” under the sample study.

H<sub>1</sub>- There is a significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement ‘Media gives satisfaction Information on ***Development related content***” under the sample study.

**Table No: 6- Media gives satisfaction on Development related content**

Dimension	Age	Number	Mean	P- Value Sig. (2-tailed)
Media gives satisfaction Information on Development related content	Millennial	140	99.23	0.625
	Gen-X	60	103.48	

From the Pairwise comparisons by Mann-Whitney U test results provide an opinion about Television in the study area (Table No:6), it is observed that there is no significant difference in mean (\* due to sample of Millennial and Gen-X are not equal the Mean value is not similar) scores between millennial and Gen-X respondent on the statement “Media gives satisfaction Information on ***Development related content***” (p= 0.896, p<0.05) at 5 percent level of significance. Hence, the null hypothesis (H<sub>0</sub>) is accepted, and the alternative hypothesis is rejected (H<sub>1</sub>).

The result summarizes that there is no different opinion between Gen-X and Millennial respondents on the statement Media gives satisfaction Information on ***Development related content***”.

**3. Statement:** “Media gives satisfaction Information on Entertainment related content.”

H<sub>0</sub>-There is no significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement Media gives satisfaction Information on ***Entertainment related content***” under the sample study.

H<sub>1</sub>- There is a significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement ‘Media gives satisfaction Information on ***Entertainment related content***” under the sample study.

**Table No: 7- Media gives satisfaction Information on Entertainment related content**

Dimension	Age	Number	Mean	P- Value Sig. (2-tailed)
Media gives satisfaction Information on Entertainment related content	Millennial	140	99.95	0.832
	Gen-X	60	101.78	

From the Pairwise comparisons by Mann-Whitney U test results provide an opinion about Television in the study area (Table No: 7), it is observed that there is no significant difference in mean (\* due to sample of Millennial and Gen-X are not equal the Mean value is not similar) scores between millennial and Gen-X respondent on the statement “Media gives satisfaction Information on ***Entertainment related content***” (p= 0.896, p<0.05) at 5 percent level of significance. Hence, the null hypothesis (H<sub>0</sub>) is accepted, and the alternative hypothesis is rejected (H<sub>1</sub>).

The result summarizes that there is no different opinion between Gen-X and Millennial respondents on the statement Media gives satisfaction Information on ***Entertainment related content***”.

**4. Statement:** “Media gives satisfaction Information on religion content.”

H<sub>0</sub>-There is no significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement Media gives satisfaction Information on ***religion content***” under the sample study.

H<sub>1</sub>- There is a significant difference in Mean rating score [from a scale of *highly satisfied* to *highly not satisfied*] between Millennial and Gen-X respondents on the statement ‘Media gives satisfaction Information on ***religion content***” under the sample study.

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**Table No: 8- Media gives satisfaction Information on religion content**

Dimension	Age	Number	Mean	P- Value Sig. (2-tailed)
Media gives satisfaction Information on religion content	Millennial	140	105.60	0.050
	Gen-X	60	88.61	

From the Pairwise comparisons by Mann-Whitney U test results provide an opinion about Television in the study area (Table No. 8), it is observed that there is no significant difference in mean (\* due to sample of Millennial and Gen-X are not equal the Mean value is not similar) scores between millennial and Gen-X respondent on the statement ‘‘Media gives satisfaction Information on *religion content*’’ (p= 0.896, p<0.05) at 5 percent level of significance. Hence, the null hypothesis (H<sub>0</sub>) is accepted, and the alternative hypothesis is rejected (H<sub>1</sub>).

The result summarizes that there is no different opinion between Gen-X and Millennial respondents on the statement Media gives satisfaction Information on *religion content*’.

### 4. FINDINGS

Television emerged as the most prevalent media platform among the respondents, with 81.5% of them owning a television. Smartphones also gained significant popularity, with 72.5% of the respondents owning one. Furthermore, newspapers and radio were utilized by 56.5% and 42.5% of the respondents, respectively. In the realm of digital media, 34.5% of the respondents had internet access at home, while 21.5% had internet access at their office.

Regarding news consumption, television proved to be the most widely used media source, with a usage rate of 55%. Surprisingly, the majority of the respondents, accounting for 67%, did not use aggregator apps to obtain news. Social media served as a news source for 22% of the respondents, while newspapers and radio were utilized by 13% and 5.5% of the respondents, respectively. Only a small percentage, 1.5% of the respondents, relied exclusively on social media for news consumption.

These findings emphasize the continued significance of traditional media platforms such as television, newspapers, and radio. Simultaneously, they reflect the increasing adoption of digital media through smartphones and internet connectivity. By understanding these media usage patterns, media professionals and researchers can make informed decisions and develop strategies to effectively reach and engage with their target audiences.

The data further highlights that entertainment-related content garnered the highest level of strong satisfaction, with 34% of respondents expressing strong satisfaction. It also ranked second in terms of overall satisfaction level, with 26% of respondents expressing satisfaction. Religion-related content closely followed, with 31.1% of respondents expressing satisfaction. Sports-related news was considered satisfying by 21% of respondents, while agriculture-related news received a satisfaction level of 19%. Education-related and law-related information both garnered a satisfaction level of 18%, while development-related and job-related news were perceived with satisfaction levels of 14.5% and 11.5%, respectively.

In terms of neutral satisfaction levels, business-related news stood out, with 34.5% of respondents expressing neutrality. Agriculture, sports, religion, education, and job-related news also received moderate levels of neutrality. Law-related news had the highest dissatisfaction rate, with 23% of respondents expressing dissatisfaction. Business-related, job-related, development-related, and political news also fell into this category. Political news received the highest level of strong dissatisfaction at 19.5%, followed by business-related news at 22%.

The findings demonstrate that entertainment-related content had the highest level of strong satisfaction among respondents, followed by overall satisfaction. Religion-related content also ranked high in terms of satisfaction. Sports and agriculture news were considered satisfactory by a significant portion of respondents. Business-related news garnered the highest level of neutrality, while law-related news had the highest dissatisfaction rate. Job-related, development-related, and political news also received lower satisfaction ratings. These findings indicate varying levels of satisfaction and dissatisfaction among respondents across different content categories, providing insights into their preferences and highlighting areas that may require improvement in media content. Moving on, respondents perceived newspapers as the most reliable source, with 40% stating that they found newspapers to be very helpful. Television followed closely behind, with 39.5% of respondents considering it a very helpful source. Social media, websites, and aggregator apps were rated as very helpful by 25.5%, 12.5%, and 5.5% of respondents, respectively.

In terms of the helpfulness scale, television received a rating of 18%, while newspapers were rated at 16.5%. Radio and social media were considered helpful by 16% and 13% of respondents, respectively. Websites and aggregator apps received ratings of 12% and 6.5%. In the neutral scale, social media was rated as neutral by 17.5% of respondents, followed by aggregator apps at 15%. Television, newspapers, radio, and websites received ratings of 14%, 12%, 9%, and 7.5%, respectively.



## Understanding of News Consumption Behavior among Millennials and Gen-X: A Comparative Study

In the less helpful scale, television was rated as less helpful by 7.5% of respondents, while social media, aggregator apps, websites, newspapers, and radio received lower ratings. In the not helpful scale, social media received the highest rating of 15%, followed by television at 13.5%. Aggregator apps, websites, radio, and newspapers received lower ratings in this category.

In the "don't know" scale, aggregator apps received the highest rating of 62%, indicating a lack of knowledge about their reliability. Websites and radio followed closely behind at 59.5% and 54.5%, respectively. Newspapers, social media, and television received lower ratings in this category.

Lastly, the findings from the Mann-Whitney U test revealed that there is no significant difference in the mean scores between Millennial and Gen-X respondents regarding their satisfaction with political content in the media. This suggests that both age groups have similar opinions and levels of satisfaction when it comes to receiving information on political topics.

Similarly, there was no significant difference in the mean scores between Millennial and Gen-X respondents regarding their satisfaction with development-related, entertainment-related, and religion-related content in the media. This indicates that both age groups have similar opinions and levels of satisfaction when it comes to receiving information on these topics

## 5. DISCUSSION AND CONCLUSION

The findings of the study reveal interesting insights into media usage patterns, news consumption habits, content satisfaction, reliability perceptions, and age-related differences in consuming information.

The study analysed that television remains the most prevalent media platform among the respondents, followed closely by smartphones, newspapers, and radio. This highlights the continued significance of traditional media channels alongside the increasing adoption of digital media. Understanding these usage patterns can help media professionals and researchers make informed decisions to effectively reach and engage with their target audiences. Television emerges as the primary media source for news consumption, with a majority of respondents relying on it. While traditional sources like newspapers and radio are still utilized, social media also plays a role in news consumption, although to a lesser extent. These findings emphasize the need for media professionals to consider multiple platforms to cater to different preferences and reach a diverse audience.

Regarding content satisfaction, entertainment-related content receives the highest level of strong satisfaction among respondents, followed by religion-related content. Sports, agriculture, education, law, development, and job-related news also garner varying levels of satisfaction. These findings underscore the importance of tailoring content to meet audience preferences and enhance satisfaction levels across different content categories. In terms of reliability perceptions, newspapers and television are considered the most reliable sources by respondents. Social media, websites, and aggregator apps receive lower ratings in terms of reliability. These findings suggest that established media channels continue to be trusted sources, while digital platforms face challenges in terms of reliability perceptions. Media organizations can work towards building trust and credibility in the digital space to address these concerns.

The analysis comparing satisfaction levels between Millennial and Gen-X respondents indicates no significant differences in their satisfaction with political, development-related, entertainment-related, and religion-related content. This implies that both age groups have similar opinions and levels of satisfaction when it comes to receiving information on these topics. Understanding such age-related differences can help media professionals tailor content and engagement strategies to cater to different demographic groups effectively.

The study provides valuable insights into media usage, news consumption habits, content satisfaction, reliability perceptions, and age-related differences. These findings can guide media professionals in developing strategies to reach and engage their target audiences effectively while addressing areas of dissatisfaction and improving overall content satisfaction.

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