

## **A MIMIC Model Approach for Viewers' Response Analysis of Mass Entertainment Television Channels**

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### **Abstract**

With digital revolution, rapid multiplication of channels has resulted in scarcity of attention faced by broadcasters in the context of an advertiser supported television program distribution system. Ex-post program rating information does not serve the purpose of exploring their selling points adequately. Viewers are heterogeneous in demographic features. Two latent factors (a) coverage and content of programs and (b) quality of presentation are found to be important determinants of channel attraction to be reflected by observed indicator variables. To handle two sets of relationships: one between latent factors and observed indicator variables and the other between latent factors and exogenous demographic features, Structural Equation Model (SEM) can be applied. In the present study a special variant of SEM, Multiple Indicators-Multiple Indicator Causes (MIMIC) model has been used. Data analysis reveals that for (a), niche programs like news based, health-cooking based and travelogues and for (b) absence of vulgarity are found to have highest factor loadings. Two demographic features age and occupation of respondents are found to play significant role. Equipped with such information, channels might segment their heterogeneous market more effectively and reach each segment with specific program characteristics, leading to an expected long run channel loyalty.

### **Keywords**

Channel characteristics, Mass entertainment TV channel, Structural Equation Model, MIMIC model, Rating points.