

PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA
ENTREPRENEUR-BASED SHOW



**The research proposal is submitted
for the partial fulfilment of
MBA (Media Management) Degree**

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Devi Ahilya Vishwavidhyalaya Indore
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DECLARATION

I hereby declare that the project titled "**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW.**" is my original work and I am the sole person involved in the process of carrying out this task. I have followed the guidelines set out by the institute. I have completed and submitted the synopsis and executive summary for the same.

I have gathered the primary data from my respondents in the form of a questionnaire, which has been taken in its original form for analysis.

I have not violated the copyright norms of any of the publishers. If any act of mine, unknowingly, has led to any such violation, it will be my liability. Nowhere, is either of my guides responsible for my actions.

Bhoomika Paranjpe

CERTIFICATE

This is to certify that the accompanied dissertation entitled “**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**” by Bhoomika Paranjpe for the partial fulfilment of MBA (Media Management) degree of D.A.V.V. is her genuine work. She prepared this dissertation under my guidance and supervision. I consider this dissertation is fit for the submission.

Dr. Narayan Patidar

Dr. Chandan Gupta

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I would like to thank my mentor **Dr. Chandan Gupta , Director of EMRC., D.A.V.V.**

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Bhoomika Paranjpe

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**IF YOU THINK BEING AN ENTREPRENEUR IS RISKY, TRY WORKING
FOR SOMEONE ELSE FOR 40 YEARS AND LIVING OFF SOCIAL
SECURITY.**

-WARREN BUFFETT

1.0 Introduction -

Starting a new business is exciting and quite a piece of work as well, especially when you are setting up a completely new thing and following your passion by being a small entrepreneur. A business not only needs hard work, talent, desire, and persistence but it also needs something that will help it keep going and that is an investment. Without it, a business cannot survive, in fact, for any kind of business, small or big getting someone who will invest in them is far from easy.

Imagine having a reality television show that helps budding entrepreneurs to showcase their business model in front of some of the most successful business people from around the country. Surprising as well as amazing isn't it? Well, now this thing is a reality. In this world, where finding investors who are willing to provide funds for your dream is back-breaking, these types of shows exist and are making headlines. The name of the show is *Shark Tank*.

Entrepreneurs–

Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bringing good new ideas to market. Entrepreneurship that proves to be successful in taking on the risks of creating a start-up is rewarded with profits, fame, and continued growth opportunities. Entrepreneurship that fails results in losses and less prevalence in the markets for those involved.

- A **start-up** is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable business model. While entrepreneurship refers to all new businesses, including self-employment and businesses that never intend to become registered, start-ups refer to new businesses that intend to grow large beyond the solo founder. At the beginning, start-ups face high uncertainty and have high rates of failure, but a minority of them do go on to be successful and influential.
- A person who undertakes the risk of starting a new business venture is called an entrepreneur.
- “Entrepreneurship entails bearing the risk of buying at a certain price and selling at uncertain prices.”- Ricardo Cantillon.

1.1 History -

Shark Tank is originally an American business reality television series that first premiered in 2009. The show is the American franchise of the international format Dragons' Den, which originated in Japan as Money Tigers in 2001. It shows entrepreneurs making business presentations to a panel of five investors or "sharks," who decide whether to invest in their company.

The series has been a ratings success in its time slot, winning the Primetime Emmy Award for Outstanding Structured Reality Program four times (2014–2017) in the first four years of that category's existence. Prior to that in 2012–13, it won Outstanding Reality Program.

1.2 International versions of Shark Tank-

Shark Tank Australia

From 2015 until 2018, Shark Tank Australia was licensed from Sony Pictures Television (SPT), filmed at Fox Studios Australia, and aired on Network Ten.

Shark Tank Mexico

In 2016, Sony Pictures Television and ABC launched the Shark Tank Mexico franchise on Sony Channel, co-produced by Sony Pictures Television and Canal Sony.

Shark Tank Colombia

In 2018, Shark Tank Colombia was launched with Alexander Torrenegra, Frank Kanayet, Mauricio Hoyos, Ricardo Leyva and Juliana Barreto as investors, and Jean Claude Bessudo as guest investor.

Shark Tank Vietnam

In 2017, Sony Pictures Television launched and distributed the Shark Tank Vietnam franchise on VTV.

Shark Tank Nepal

In 2020, Shark Tank Nepal was announced to launch at 2021.

Shark Tank Malta

On 12 November 2021, Shark Tank Malta was announced for the Maltese National Television Program, TVM via promo and will later be released in April 2022.

Juragan Jaman Now (Indonesia)

On 12 February 2022, there is also an Indonesian adaptation of Shark Tank called Juragan Jaman Now which aired on Metro TV (Indonesian TV network). It is a similar concept like Shark Tank but the franchise wasn't licensed by Sony or other licenses.

1.3 Shark Tank India-

On 22 June 2021, Shark Tank India was announced for the SET India channel via promo and started airing on 20th December 2021 with Sharks aka investors as Ghazal Alagh, Vineeta Singh, Namita Thapar, Anupam Mittal, Ashneer Grover, Peyush Bansal & Aman Gupta.

It works as a platform that provide opportunities to the new Indian entrepreneurs to entice the sharks with their ideas.

1.4 Judges of Shark Tank India-

Sharks are self-made multi-millionaires and have a track record of success in being an entrepreneur. They make up the panel of judges that listen to the pitches made by the contenders, and decide whether they'd like to invest their own money to help build, market or mentor the contestant.



Let's learn about the judges of Shark Tank:

- Aman Gupta (Co-founder and Chief Marketing Officer of boAt)
- Anupam Mittal (Founder and CEO of Shaadi.com and People Group)
- Ghazal Alagh (Co-founder and chief of MamaEarth)
- Namita Thapar (Executive Director of Emcure Pharmaceuticals)
- Peyush Bansal (Co-founder and CEO of Lenskart)
- Vineeta Singh (CEO and co-founder of SUGAR Cosmetics)
- Ashneer Grover, MD and Co-founder of BharatPe

Aman Gupta - Co-Founder and Chief Marketing Officer at boAt

Aman Gupta is the Co-founder of boAt Lifestyle. He did his MBA from Kellogg School of Management. Aman Gupta founded BoAt in 2011 with Sameer Mehta. Before co-founding Boat, he was the director of sales at Harman International.

Anupam Mittal - Founder and CEO of Shaadi.com - People Group

Anupam Mittal is a Co-Founder and CEO of Shaadi.com - People Group. He has done his MBA in Operations and Strategic Management from the Boston College in the USA. He founded Shaadi.com in 1997.

Ghazal Alagh - Co-founder and Chief Mama of Mamaearth

Ghazal Alagh is the Co-Founder and Chief Mama at Mamaearth. She has done Bachelors in Information Technology and Intensive Courses in Modern Art, Design and Applied Arts from the New York Academy of Arts. Before founding Mamaearth Ghazal was a Corporate Trainer. She co-founded Mamaearth in 2016 with Varun Alagh.

Namita Thapar - Executive Director of Emcure Pharmaceuticals

Namita Thapar is the executive director of Emcure Pharmaceuticals. She is a chartered accountant from ICAI and earned an MBA from the Fuqua School of Business at Duke University.

Peeyush Bansal, founder as well as CEO of Lenskart.com

Peyush Bansal is the CEO and Founder of Lenskart. He did his undergraduate from McGill University and post-graduation from the Indian IIM Bangalore. He founded Lenskart in 2010 with the help of Amit Chaudhary and Sumeet Kapahi.

Vineeta Singh, CEO and Co-founder of SUGAR Cosmetics

Vineeta Singh is the Co-Founder and CEO of SUGAR Cosmetics. Vineeta Singh completed her electrical engineering from IIT Madras and later on went to pursue her Business Studies at IIM Ahmadabad. She co-founded Sugar Cosmetics in 2015 with Kaushik Mukharjee.

Ashneer Grover, MD and Co-founder of BharatPe

A Civil Engineer by profession, Ashneer Grover is the former Managing Director and Co-founder of *BharatPe*. He co-founded Bharatpe with Shashvat Nakrani in 2018, and announced his resignation from the same on February 28, 2022.

He frequently gets featured in the news and social media and has faced bundles of backlashes, and multitudinous memes for his rash temper and blunt replies to the Shark Tank pitchers. He was also caught in a controversy where Grover's voice was identified in a voice call with Kotak Wealth Management where he was not only abusing but also threatening the Kotak employee over the failure to secure financing for Nykaa's initial share sale. However, the voice is yet to be identified as Grover's, who is reportedly denying it.

Ashneer Grover was asked on January 19, 2022, by BharatPe to be on a voluntary leave of absence and was eventually asked to stay on a mandatory leave of absence. However, this was not due to the rash behaviour of Grover and neither due to his recent telephone incident but due to a financial fraud of BharatPe of an estimated two-digit crore amount, as of January 29, 2022. This financial misconduct also concerned Ashneer's wife and five other BharatPe employees. The unstable grounds that held Ashneer made it exceedingly difficult for him to return to his former position in the company and as the reports went that he might also be fired by the BharatPe Board, the reports went finally true, concluding in the resignation of Ashneer Grover.

1.5 Future of Shark Tank In India-

With India being a hub for start-ups, it is definitely a good time for a show like Shark Tank to come to India and explore the mind of new entrepreneurs. With such big names from all kinds of industries being the sharks in the show, it would definitely be a good opportunity for all those people who want to try pitching the investors to invest in their business.

1.6 Statement of Problem

The study of perception towards shark tank India entrepreneur based show.

1.7 Objective of the Research

The objective of the research study are as follow :

To know the audience interest and viewing perception towards the shark tank India show .

To find out various factors that influence the audience to watch shark tank India.

To find out audience change of perception towards the Start-up after watching shark tank.

1.8 Impact of shark Tank India

The impact of Shark Tank India' is clearly visible in India as Modi government has decided to engage start-ups for Vision India '47'. To initiate dialogue with them, it has been working with OTT platforms to organise a programme similar to Shark Tank India, a reality show being aired on Sony TV to understand their requirements and ideate 'future ready India' in 2047 when the country will be celebrating 100th year of independence.

The programme will be part of the ongoing Azadi Ka Amrit Mahotsav celebrations.

Shark Tank India has made a powerful impact on the middle-class population of India, which has always been afraid of taking risks and preferred government jobs over any business any day. The

show has been a medium to educate the Indian middle-class parents about the existing flourishing start-ups and the possible opportunities in the said field.

Shark Tank has a great impact on the Indian audience, as the 35-episode series showcased people of age group from teenage to people of retiring age pitching their business ideas in front of the Sharks and bagging investments in lakhs and crores. This is only the first successful season of Shark Tank and many more to come, where we can see unique ideas making their way towards success and people normalizing start-ups as a career. India is already producing CEOs for big-name companies in the west, now this is the time, India produces its CEO for its own start-ups and makes big in the world.

Shark Tank can be a medium of filling people with confidence and becoming independent. The main learning from the show can be to find an opportunity in everything rather than waiting for an opportunity. Shark Tank is an educating show that is a must-watch for not only people looking forward to starting a business but also, for people who want to learn about business, start-ups, finances, investment, and where the world is moving in terms of start-ups and investments.

Chapter – 2

LITERATURE REVIEW

2.0 INTRODUCTION

The current study is undertaken to study the Perception of Viewers toward Shark tank India Entrepreneur based show. Target group was youth who are 18+ years and were having aim to become an entrepreneur near future. However, it is clear from previous researches and studies.

The previous study done by Baylee Smith and Angelino Viceisza -

The findings from research have three policy implications. First, Shark Tank as a pitch competition mainly functions as an avenue towards complementary funding. Based on our data, it does not seem that this high-profile competition acts as a quality signal to other potential investors. Second, if at all, the signalling effect works in an unexpected direction for women entrepreneurs. So, to the extent that female contestants enter the tank in the hopes of reaching alternative sources of funding, they may want to be cautious. Finally, while this pitch competition has fairly clear implications for longer-run existence of the firm, it has no significant impacts on innovation (as measured by post-Shark Tank patent applications). This could very well be due to the fact that a substantial proportion of contestants already start with (provisional) patent applications.

Though the shows based on entrepreneurship will continue to attract a lot of people. The present study is an attempt to understand perception of viewers towards shark tank India show and various factors behind watching a show based on entrepreneurship.

Though the shows based on entrepreneurship will continue to attract a lot of people. The present study is an attempt to understand perception of viewers towards shark tank India show and various factors behind watching a show based on entrepreneurship.

My current research is on perception of viewers towards shark tank India that shows how much people like the show and concept of the show.

Those who are interested in entrepreneurship the show will motivate you and gives you so many new ideas and thoughts to start any new or small business.

About show – The show telecast on Sony TV and in this show 7 sharks are judges who are entrepreneurs in different genre.

In this show some women entrepreneur is also come and show our business.

In this show we saw people from all across the India come with excellent ideas.

The show's imdb rating was 8.9/10. The show was very trending and many memes related to the show trended.

The show was trending on social media platforms and was very popular among youth.

The show motivated youth and people to take interest in entrepreneurship.

2.1 Previous Research-

Topic- Bite me! ABC's Shark Tank as a path to entrepreneurship

By United States Navy, Washington, D.C., USA conducted by -Baylee Smith

By Spelman College, 350 Spelman Lane SW, Atlanta, GA, 30314, USA conducted by - Angelino Viceisza

Chapter – 3

METHODOLOGY

3.1 INTRODUCTION:

The present chapter deals with the methodology adopted to conduct the study. It deals with sample of study, procedure of sample selection, the design of study, procedure of data collection, tools and statistical techniques used to analyse the data. It describe about the way the tools were developed to collect the data. The detailed description is given in separate caption.

3.2 SAMPLE:

The current study entitled "**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**" will be conducted on the age group of 18 years and above. One hundred people will be randomly selected from urban and rural residential background.

The sample comprises of 100 randomly selected people, 50 were males and rest 50 were females. The detail description given in following tables:

3.3 DESIGN:

The study will be done by doing a survey. The Data will be conducted by developing questionnaire that consists of demographic and media profile related questions to study

the "**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**".

3.4 TOOL:

The tool that the investigator will use to collect data is through the questionnaire. The questions will comprise of demographic profiles as well as media profiles.

3.5 ANALYSIS:

Google Form analysis is used to analyse the data.

Chapter – 4

ANALYSIS AND INTERPRETATION OF DATA

4.0 INTRODUCTION:

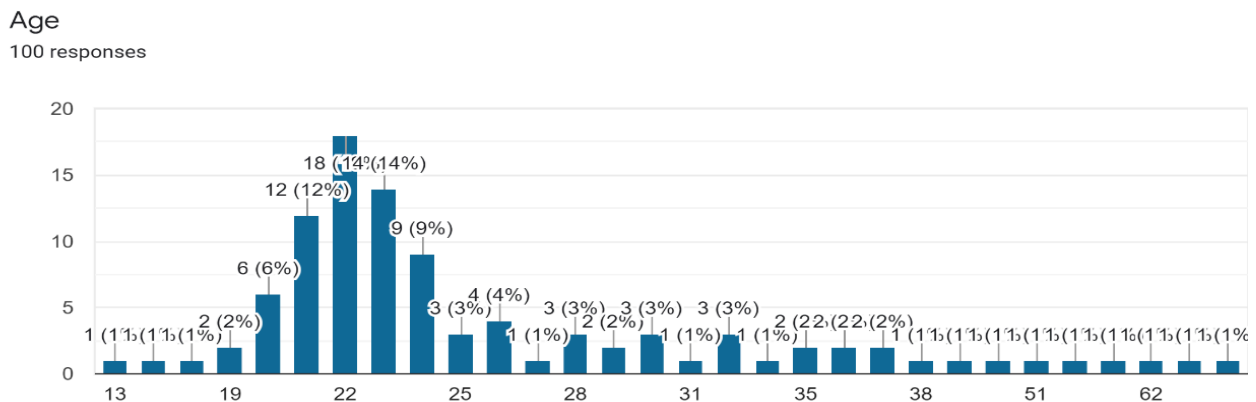
This chapter will be overlaying the facts evaluation of the research that we have carried out, as nicely as the various types of assessments carried out to decide the goals of the research have been met. The questionnaire was once electronically circulated in the shape of Google Forms amongst the citizen of India. The whole pattern measurement used to be 104 we distributed one hundred ten questionnaires and after the screening, I acquired 100 usable questionnaires.

4.1 GENERAL INFORMATION:

(Demographic Profile)

The questionnaire was prepared by the investigator to know the general information of the respondent. The result item are shown in the below Pie charts and Graphs.

- **Frequency and percentage value of respondents in reference to Age**

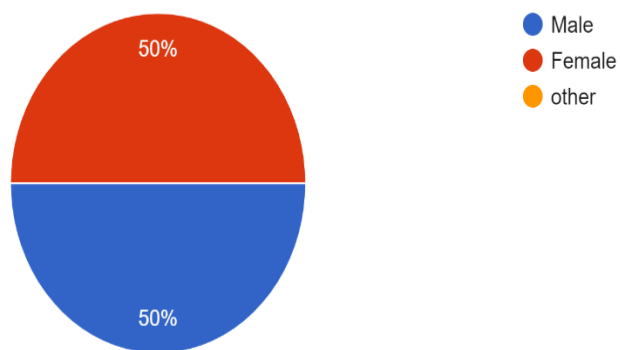


- The above graph depicts that the respondents majorly lie between the age group of 18 and above.

- **Frequency and percentage value of respondents in reference to Gender.**

Gender	Frequency	Percent
Female	50	50 %
Male	50	50 %
Total	100	100 %

Gender
100 responses

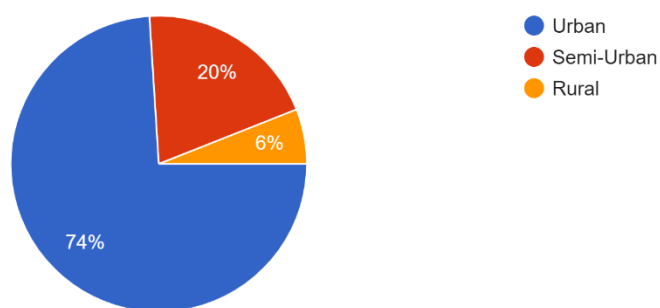


- The above table depicts that 50% respondents are female are 50% are male.

- **Frequency and percentage value of respondents in reference to Residential Background**

Your Residential Background?

100 responses



Residential Background	Frequency	Percent
Urban	74	74%
Semi - Urban	20	20%
Rural	6	6%
Total	100	100%

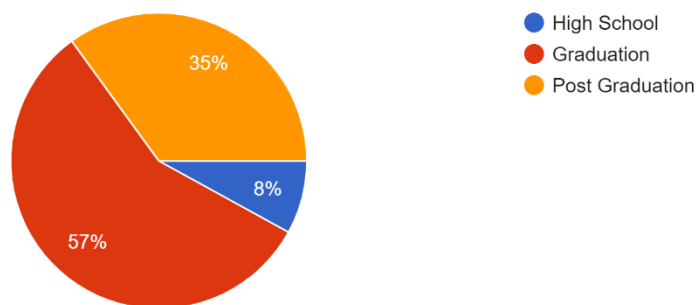
- The above table depicts that only 6% of all the respondents live in rural area, 20% in semi urban area and majority of respondents, i.e. 74% live in urban areas.

- **Frequency and percentage value of respondents in reference to Educational Qualification.**

Educational Qualification	Frequency	Percent
High School	8	8%
Graduation	57	57%
Post Graduation	35	35%

Highest level of education qualification ?

100 responses



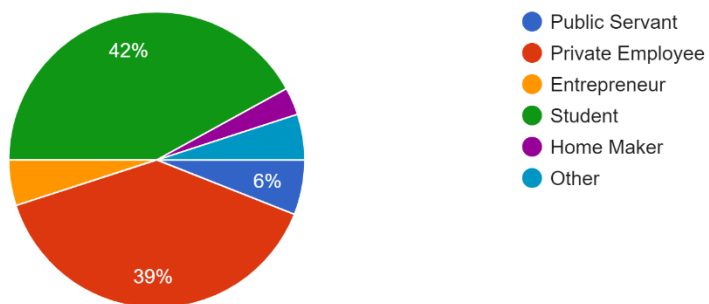
- The above table depicts the educational qualifications of the respondents. 35% respondents are post graduates, 57% are under-graduates and 8% are high school graduates.

- Frequency and percentage value of respondents in reference to Employment status.

Employment Status	Frequency	Percent
Public Servant	6	6 %
Private Employee	39	39%
Entrepreneur	5	5%
Student	42	42%
Home Maker	3	3%
Other	5	5%
Total	100	100%

Your employment status ?

100 responses



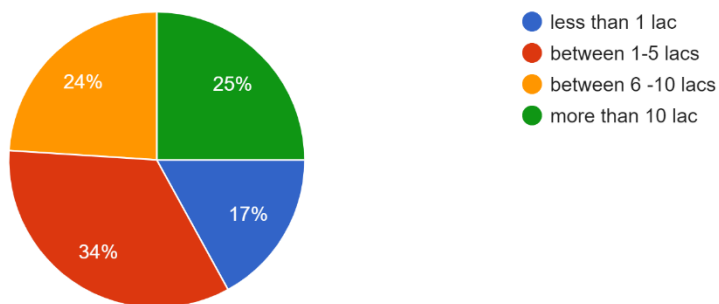
- The above table depicts that 42% are student, 39% are private employee, 6% respondents are public servant, 5% are entrepreneur, 3% are home maker and 5% are from other professions.

- **Frequency and percentage value of respondents in reference to Family Income.**

Family Income	Frequency	Percent
Less than 1 lac	17	17%
Between 1-5 lacs	34	34%
Between 6-10 lacs	24	24%
More than 10 lac	25	25%
Total	100%	100%

Family Income ?

100 responses



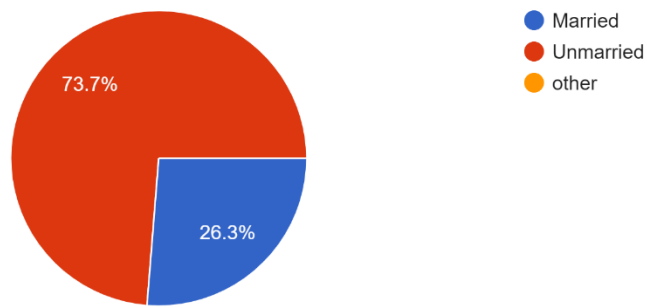
- The above table depicts that 17% respondents are having family income of less than 1 lac, 34% are from between 1-5 lac, 24% are from between 6-10 lac, 25% are from more than 10 lac.

- **Frequency and percentage value of respondents in reference to Marital Status.**

Marital Status	Frequency	Percent
Married	73	73.7%
Unmarried	26	26.3%
Other	0	0%
Total	99	99%

What is your martial status ?

99 responses



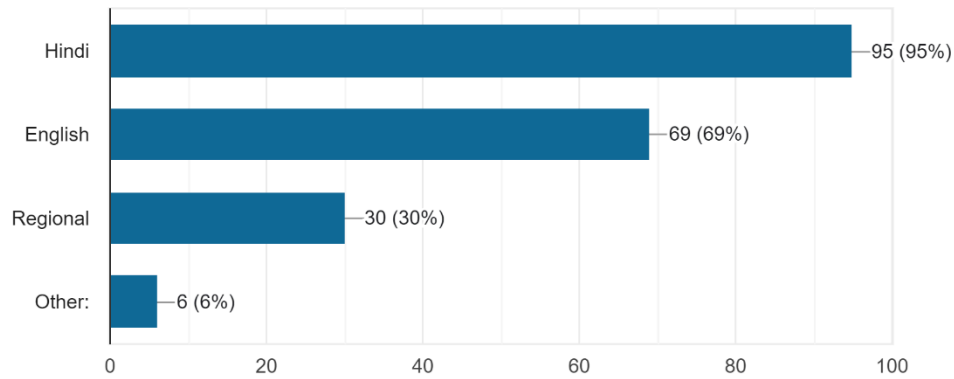
- The above table depicts that 73.7% of the respondents are married and 26.3% are unmarried.

- Frequency and percentage value of respondents in reference to Language spoken.

Language	Frequency	Percent
English	95	95%
Hindi	69	69%
Regional	30	30%
Other	6	6%
Total	100	100%

Which languages do you prefer to speak?

100 responses



- The above table depicts that 95% of the respondents prefer to speak English, 69% prefer to speak Hindi, 30% prefer to speak regional language, 6% prefer to speak other language.

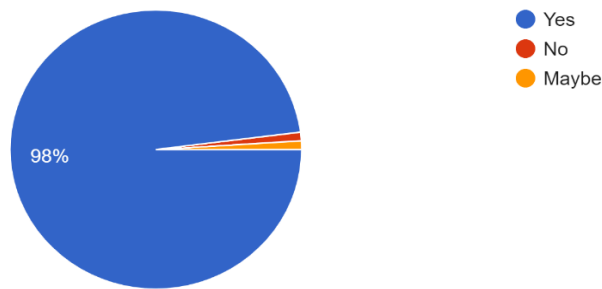
4.2 MEDIA PROFILE:

A questionnaire was prepared by the investigator according to which media habits were observed of respondents. The data is analyzed with the frequency and percentage. The result items are shown in the Pie charts and Graphs below.

Q -1 Frequency and percentage value of respondents in reference to do you have access to internet?

Do you have access to internet? *

100 responses

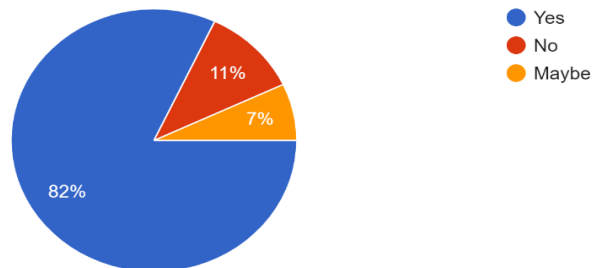


- The above chart depicts that 98% of the respondents have access to internet, 1% does not have access to internet. 1% select the 'maybe' option.

Q-2 Frequency and percentage value of respondents in reference to Do you access OTT Platforms ?

Do you access OTT Platforms ?

100 responses

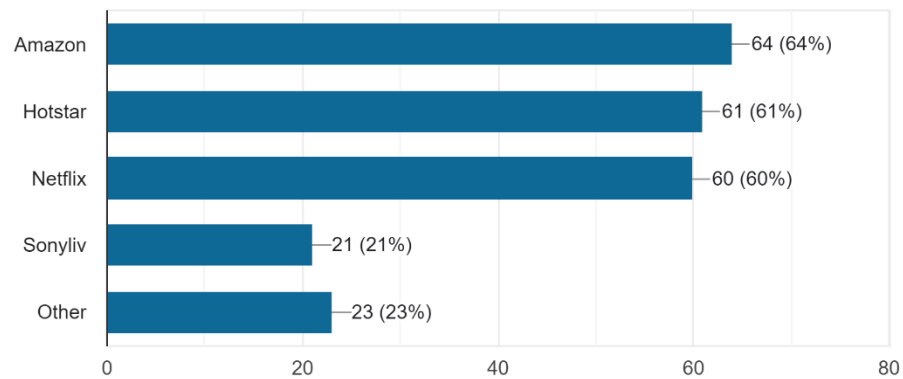


- The above chart depicts that 82% of the respondents have access to OTT platform, 11% does not have access to OTT platform. 7% selected the 'maybe' option.

Q – 3 Frequency and percentage value of respondents in reference to Which OTT Platforms you used mostly ?

Which OTT Platforms you used mostly ?

100 responses

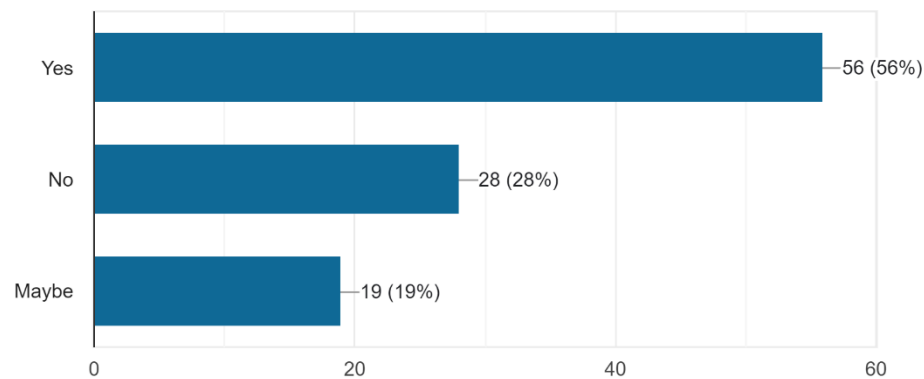


- The above graph depicts that 64% of the respondents use Amazon, 61% use Hotstar, 60% use Netflix, 21% use Sonyliv and 23% use other OTT platforms.

Q – 4 Frequency and percentage value of respondents in reference to Do you watch reality shows ?

Do you watch reality shows ?

100 responses

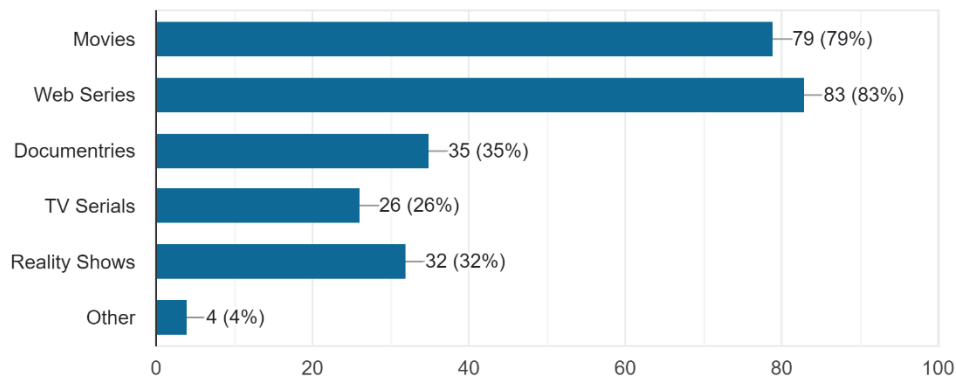


- The above graph depicts that 56% watch reality shows, 28% does not watch reality show and 19% selected maybe. The above graph depicts that 56% watch reality shows, 28% does not watch reality show and 19% selected maybe.

Q- 5 Frequency and percentage value of respondents in reference to Which type of Content you watched mostly ?

Which type of Content you watched mostly ?

100 responses

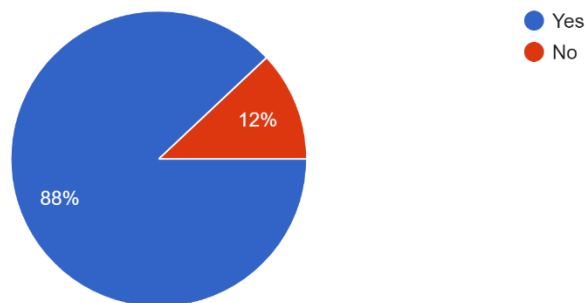


- The above graph depicts that 79% mostly watch movies, 83% watch web series, 35 % watch documentaries, 26% watch TV Serials, 32% watch reality show, 4% watch other contents.

Q – 6 Frequency and percentage value of respondents in reference to 'Do you watch Shark Tank India Show' ?

Do you watch Shark Tank India Show ?

100 responses

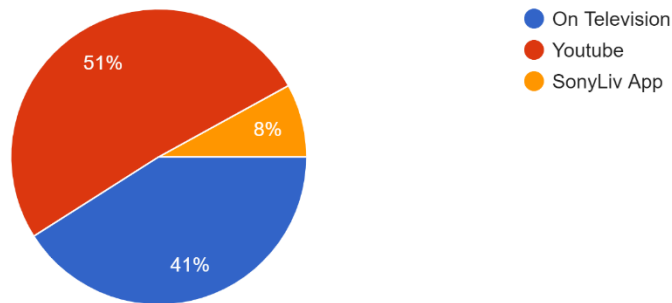


- The above chart depicts that 88% of responders watched shark tank India and 12% responders not watched shark tank India.

Q-7 Frequency and percentage value of respondents in reference to Where do you watch Shark Tank India ?

Where do you watch Shark Tank India ?

100 responses

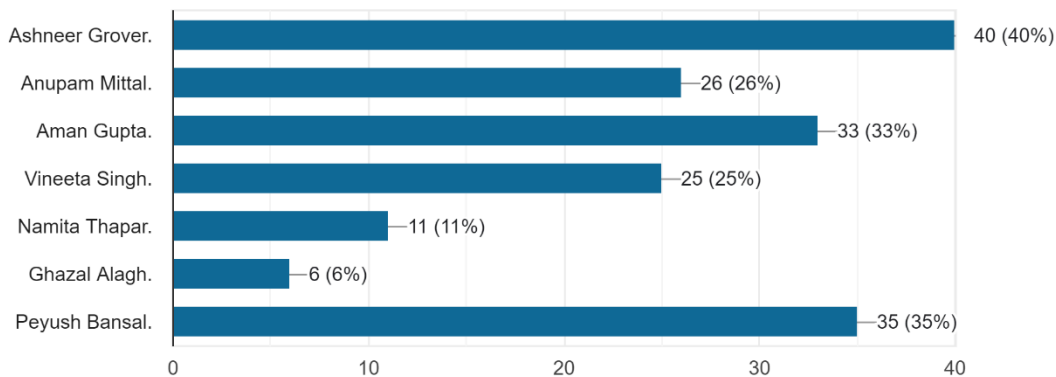


- The above chart depicts that 41% of the respondents watched shark tank on TV, 51% watched on YouTube 8% watched on sonyliv app.

Q-8 Frequency and percentage value of respondents in reference to Who is your favourite Shark In Shark Tank India ?

Who is your favorite Shark In Shark Tank India ?

100 responses

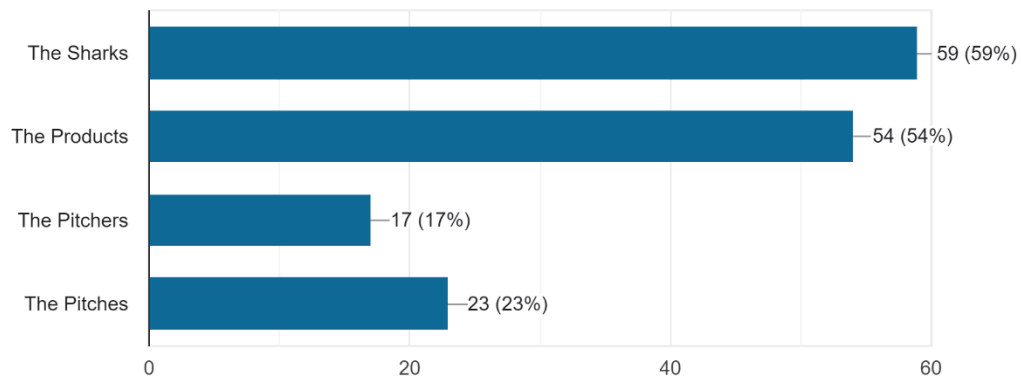


- The above graph depicts that 40% responders like Ashneer Grover, 26% like Anupam Mittal, 33% like Aman Gupta, 25% like Vineeta Singh, 11% like Namita Thapar, 6% like Ghazal Alagh, and 35% like Peyush Bansal.

Q- 9 Frequency and percentage value of respondents in reference to 'What attracts you the most in Shark Tank India' ?

What attracts you the most in Shark Tank India ?

100 responses

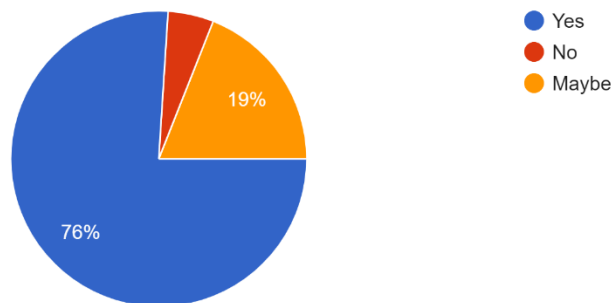


- The Above Graph depicts that 59% responders are attracted to the sharks, 54% are attracted to the products, 17% are attracted to the pitchers, and 23% are attracted to the pitches.

Q- 10 Frequency and percentage value of respondents in reference to Are you liked Shark Tank India Concept ?

Are you liked Shark Tank India Concept ?

100 responses

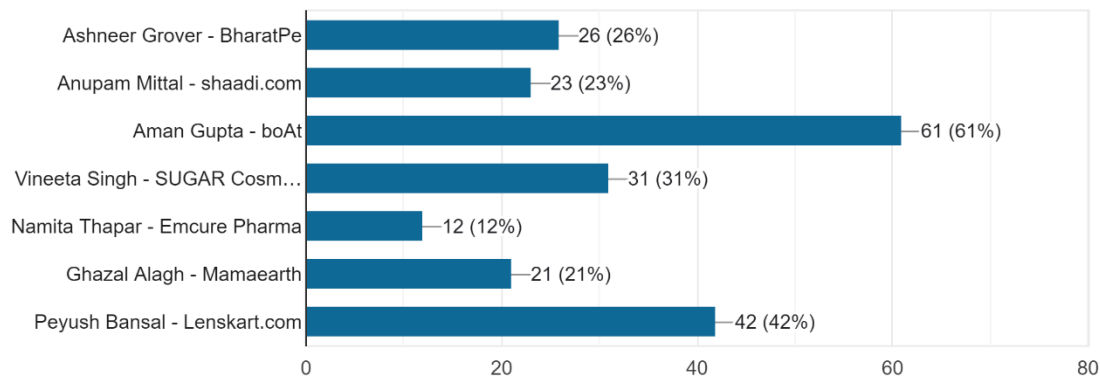


- The above chart depicts that 76% of the respondent like the concept, 5% does not like the concept and 19% selected the 'maybe' option.

Q-11 Frequency and percentage value of respondents in reference to In Shark Tank India which sharks company you liked most ?

In Shark Tank India which sharks company you liked most ?

100 responses

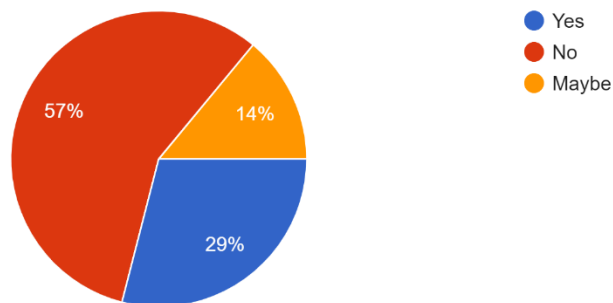


- The above graph depicts that 26% respondent like Bharatpe, 23% like Shaadi.com , 61% like boAt, 31% like Sugar Cosmetics, 12% like Emcure Pharma, 21% like Mamaearth, and 42% like Lenskart.com.

Q- 12 Frequency and percentage value of respondents in reference to 'Do you know the Sharks before the Shark Tank India' ?

Do you know the Sharks before the Shark Tank India ?

100 responses

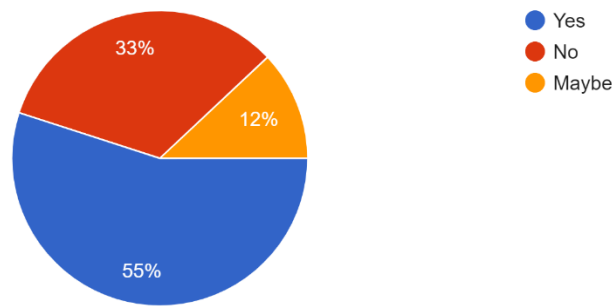


- The above chart depicts that 29% respondent know the sharks, 57% respondent does not know the sharks, and 14% respondent selected Maybe Option.

Q-13 Frequency and percentage value of respondents in reference to Did you know the terms EQUITY, REVENUE,ROI (Return on Investment),Turnover before this show ?

Did you know the terms EQUITY, REVENUE,ROI (Return on Investment),Turnover before this show ?

100 responses

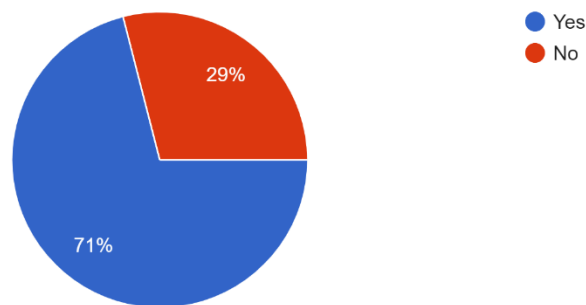


- The above chart depicts that 55% respondent know the terms before the show, 33% respondent does not know the terms before the show, and 12% respondent selected Maybe Option.

Q- 14 Frequency and percentage value of respondents in reference to Have you recommended anyone to watch Shark Tank India ?

Have you recommended anyone to watch Shark Tank India ?

100 responses

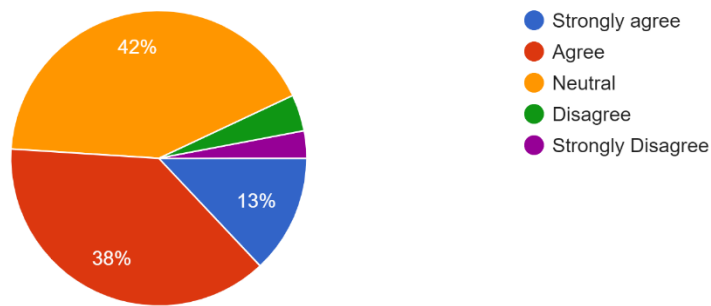


- The above chart depicts that 71% respondent recommended the show and 29% respondent does not recommended the show.

Q- 15 Frequency and percentage value of respondents in reference to Did Shark Tank India change your mind to move to start-up ?

Did Shark Tank India change your mind to move to startup ?

100 responses

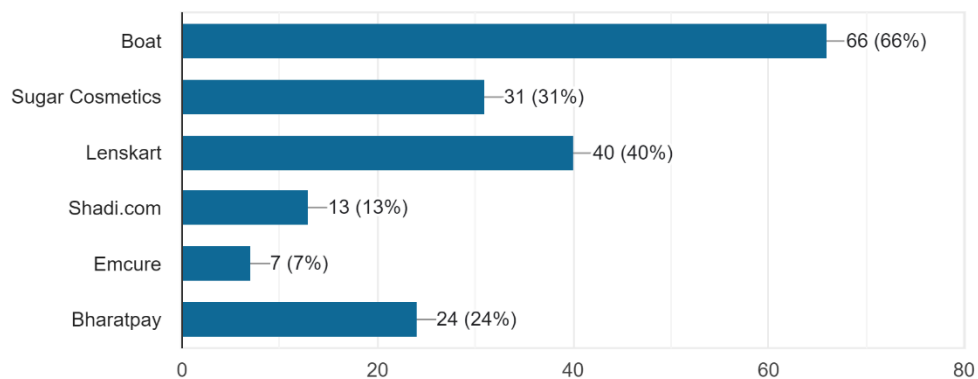


- The above chart depicts that 38% respondent agree to move to start-up, 4% respondent does not agree to move to start-up, 42% respondent selected neutral option, 13% respondent strongly agree to move to start-up and 3% respondent strongly disagree to move to start-up.

Q – 16 Frequency and percentage value of respondents in reference to Which Shark Tank India Brand is your favourite ?

Which Shark Tank India Brand is your favorite ?

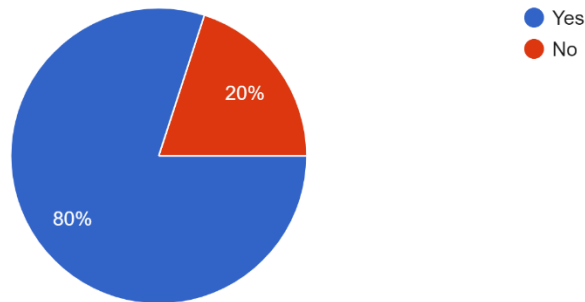
100 responses



- Above graph depicts that 66% of respondent like Boat , 31% like Sugar Cosmetics, 40% like Lenskart, 13% like Shaadi.com, 7% like Emcure Pharma and 24% like Bharatpay.

Q-17 Frequency and percentage value of respondents in reference to Does Shark Tank India Show Motivate You ?

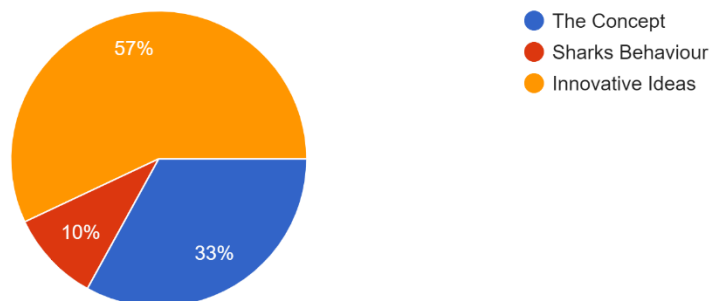
Does Shark Tank India Show Motivate You ?
100 responses



- Above Chart depicts that 80% respondent agree that show motivates them and 20% disagree.

Q- 18 Frequency and percentage value of respondents in reference to What you liked most in the show?

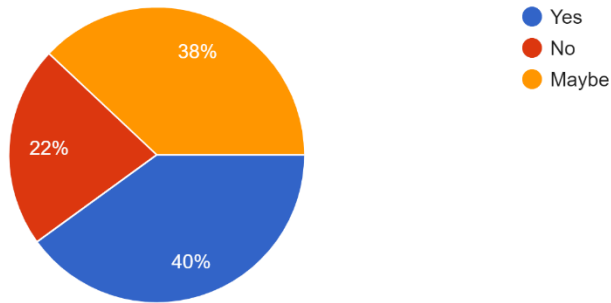
What you liked most in the show ?
100 responses



- Above Chart depicts that 57% respondent like the concept, 33% like the sharks' behaviour and 10% like the innovative ideas.

Q-19 Frequency and percentage value of respondents in reference to Does Show Motivated you to go in the entrepreneurship ?

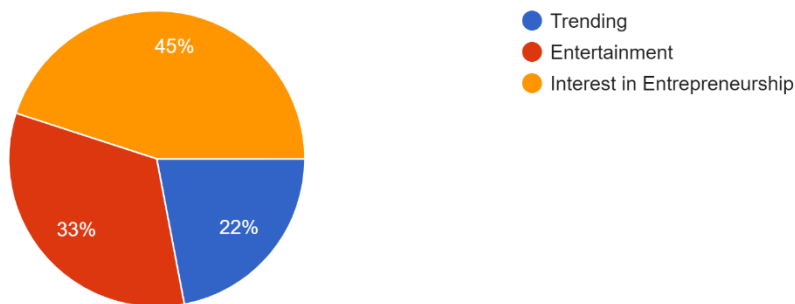
Does Show Motivated you to go in the entrepreneurship ?
100 responses



- Above Chart depicts that 40 % respondent agree that show motivated them to go in entrepreneurship, 22% respondent does not that show motivated them to go in entrepreneurship, and 38% respondent selected Maybe option.

Q- 20 Frequency and percentage value of respondents in reference to Why Did you watched Shark Tank India ?

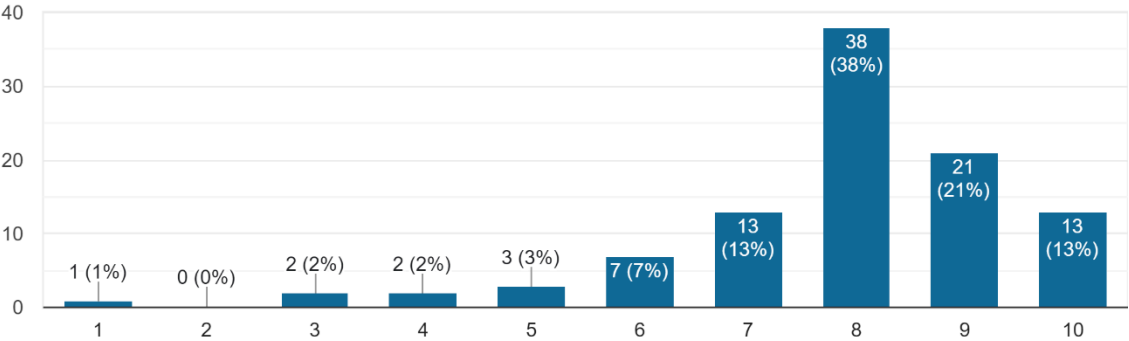
Why Did you watched Shark Tank India ?
100 responses



- Above Chart depicts that 22% respondent selected Trending option, 33% respondent Selected Entertainment, and 45% Selected Interest in entrepreneurship option.

Q- 21 How much do you rate on scale of ten "Shark Tank India" ?

How much do you rate on scale of ten "Shark Tank India"
100 responses



- Above graph depicts that 38% respondent rate the show 8 out of ten.

4.3 Findings and results-

Out of 100 Respondents –

FINDINGS OF DEMOGRAPHIC PROFILE OF RESPONDENTS

Finding 1 –Majority respondents are 18% of 22 age

Finding 2 – From the analysis, it is evident that out of 100 respondents 50% respondents are female and 50% are male. Hence it has been observed that percentage of female and male are same.

Finding 3 – From the analysis, it is evident that out of 100 respondents 74% belongs to urban area, 20% belong to semi urban area and 6% belong to rural area. Hence it has been observed that most of the respondents belong to urban area.

Finding 4 – From the analysis, it is evident that out of 100 respondents 57% are graduates, 35% are post graduation and 8% are high school graduate.

Finding 5 – From the analysis, it is evident that out of 100 respondents 42% are student, 39% are private employee, 6% respondents are public servant, 5% are entrepreneur, 3% are home maker and 5% are from other professions.

Finding 6 – From the analysis, it is evident that out of 100 respondents 17% respondents are having family income of less than 1 lac, 34% are from between 1-5 lac, 24% are from between 6-10 lac, 25% are from more than 10 lac.

Finding 7 - From the analysis, it is evident that out of 99 respondents 73.7% are unmarried and 26.3% are married.

FINDINGS OF MEDIA PROFILE OF RESPONDENTS

Finding – 1 From the analysis it is evident that out of 100 responders ,98% of the respondents have access to internet, 1% does not have access to internet. 1% select the 'maybe' option.

Finding – 2 From the analysis it is evident that out of 100 responders, 82% of the respondents have access to OTT platform, 11% does not have access to OTT platform. 7% selected the 'maybe' option.

Finding – 3 From the analysis it is evident that out of 100 responders, 64% of the respondents use Amazon, 61% use Hotstar, 60% use Netflix, 21% use Sonyliv and 23% use other OTT platforms.

Finding – 4 From the analysis it is evident that out of 100 responders, 56% watch reality shows, 28% does not watch reality show and 19% selected maybe. The above graph depicts that 56% watch reality shows, 28% does not watch reality show and 19% selected maybe.

Finding – 5 From the analysis it is evident that out of 100 responders, 79% mostly watch movies, 83% watch web series, 35 % watch documentaries, 26% watch TV Serials, 32% watch reality show, 4% watch other contents.

Finding – 6 From the analysis it is evident that out of 100 responders, 88% of responders watched shark tank India and 12% responders not watched shark tank India.

Finding – 7 From the analysis it is evident that out of 100 responders, 41% of the respondents watched shark tank on TV, 51% watched on YouTube 8% watched on sonyliv app.

Finding – 8 From the analysis it is evident that out of 100 responders, 40% responders like Ashneer Grover, 26% like Anupam Mittal, 33% like Aman Gupta, 25% like Vineeta Singh, 11% like Namita Thapar, 6% like Ghazal Alagh, and 35% like Peyush Bansal.

Finding – 9 From the analysis it is evident that out of 100 responders, 59% responders are attracted to the sharks, 54% are attracted to the products, 17% are attracted to the pitchers, and 23% are attracted to the pitches.

Finding – 10 From the analysis it is evident that out of 100 responders, 76% of the respondent like the concept, 5% does not like the concept and 19% selected the 'maybe' option.

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Finding – 14 From the analysis it is evident that out of 100 responders, 71% respondent recommended the show and 29% respondent does not recommended the show.

Finding – 15 From the analysis it is evident that out of 100 responders, 38% respondent agree to move to start-up, 4% respondent does not agree to move to start-up, 42% respondent selected neutral option, 13% respondent strongly agree to move to start-up and 3% respondent strongly disagree to move to start-up.

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Finding – 20 From the analysis it is evident that out of 100 responders, 22% respondent selected Trending option, 33% respondent Selected Entertainment, and 45% Selected Interest in entrepreneurship option.

▪ **FINDINGS OF PERCEPTION SCALE OF RESPONDENTS :**

Finding – 21 From the analysis it is evident that on the scale of 10 that 38% respondent rate the show 8 out of ten.

SUMMARY AND IMPLICATION

5.0 INTRODUCTION:

The methodology of the study has been discussed in the previous chapter. This chapter deals with results, their findings and their implication and their discussion are given in the present chapter.

5.1 RATIONALE:

The current study undertaken to study the "**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**" in this we find out the perception of the audiences towards the show and how many people's like the concept.

5.2 STATEMENT OF PROBLEM:

The study of perception towards shark tank India entrepreneur based show.

5.3 OPERATIONAL DEFINITIONS:

PREFERENCE

A feeling of liking or wanting someone or something more than someone or something else – Macmillan dictionary

MOTIVATION

- A motive is an inner state that energizes, activates, or moves and directs or channels

behaviour goals - Berenson and Steiner

- Motivation implies any emotion or desire which so conditions one's will that the

individual is properly led into action – Vance

- Motivation refers to degree of readiness of an organism to pursue some designated

goal and implies the determination of the nature and locus of the forces, including the

degree of readiness - The Encyclopaedia of Management

5.4 Objective of the Research:

The objective of the research study are as follow :

- To know the audience interest and viewing perception towards the shark tank India show .
- To find out various factors that influence the audience to watch shark tank India.
- To find out audience change of perception towards the Startup after watching shark tank.

5.5 SAMPLE SELECTION:

The current study entitled “**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**” will be conducted on the age group of 18 years and above. One hundred people will be randomly selected from urban and rural residential background.

5.6 PROCEDURE OF DATA COLLECTION:

The 100 randomly selected people were asked to read the statements carefully and select the option which is most suited to them. Online form of survey was used for the collection of data.

5.7 DESIGN:

The study will be done by doing a survey. The Data will be conducted by developing questionnaire that consists of demographic and media profile related questions to study the “**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**”

5.8 TOOLS:

To measure demographic and media profile a questionnaire was developed by the investigator. Questionnaire consisted of Demographic profile, Media Profile and Perception Scale. There were 9 items in demographic profile, 22 items on media profile. Therefore there were 29 items in all.

To measure the perception of respondents towards “**PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW**” perception scale was developed by the investigator. There were 2 items in the perception scale. There were 45options against each statement. These options were SA (Strongly Agree), A (Agree), , D (Disagree), and SD(Strongly Disagree) and (Neutral). The respondents were asked to read the statement carefully and select the best suitable option.

5.9 FINDINGS AND RESULTS

OUT OF 100 RESPONDENTS

FINDINGS OF DEMOGRAPHIC PROFILE OF RESPONDENTS

Finding – Majority respondents are 18% of 22 age .

Finding – From the analysis, it is evident that out of 100 respondents 50% respondents are female are 50% are male. Hence it has been observed that percentage of female and male are same.

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▪ **FINDINGS OF PERCEPTION SCALE OF RESPONDENTS :**

Finding – 21 From the analysis it is evident that on the scale of 10 that 38% respondent rate the show 8 out of ten.

5.10 IMPLICATIONS:

1. This research will be helpful to various channels.
2. It will also help several production houses.
3. Data miners can also use this research.

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ANNEXURE

PERCEPTION OF VIEWERS TOWARDS SHARK TANK INDIA ENTREPRENEUR BASED SHOW

Name*

Age*

Gender*

☐ Male

☐ Female

☐ other

Highest level of education qualification?*

☐ High School

☐ Graduation

☐ Post Graduation

What is your marital status?*

☐ Married

☐ Unmarried

☐ Other

Your employment status?*

- € Public Servant
- € Private Employee
- € Entrepreneur
- € Student
- € Home Maker
- € Other

Your Residential Background?*

- € Urban
- € Semi-Urban
- € Rural
- €

Family Income?*

- € less than 1 lac
- € between 1-5 lacs
- € between 6 -10 lacs
- € more than 10 lac

Which languages do you prefer to speak?*

- € Hindi
- € English
- € Regional
- € Other:

MEDIA PROFILE

Do you have access to internet?*

- € Yes
- € No
- € Maybe

Do you access OTT Platforms?*

- € Yes
- € No
- € Maybe

Which OTT Platforms you used mostly?*

- € Amazon
- € Hotstar
- € Netflix
- € Sonyliv
- € Other

Do you watch reality shows?*

- € Yes
- € No
- € Maybe

Which type of Content you watched mostly ?*

- € Movies
- € Web Series
- € Documentaries

- € TV Serials
- € Reality Shows
- € Other

Do you watch Shark Tank India Show?*

- € Yes
- € No

Where do you watch Shark Tank India?*

- € On Television
- € YouTube
- € SonyLiv App

Who is your favourite Shark in Shark Tank India?*

- € Ashneer Grover.
- € Anupam Mittal.
- € Aman Gupta.
- € Vineeta Singh.
- € Namita Thapar.
- € Ghazal Alagh.
- € Peyush Bansal.

What attracts you the most in Shark Tank India?*

- € The Sharks
- € The Products
- € The Pitchers
- € The Pitches

Are you liked Shark Tank India Concept?*

- € Yes
- € No
- € Maybe

In Shark Tank India which sharks company you liked most? *

- € Ashneer Grover-BharatPe
- [€ AnupamMittal-shaadi.com](#)
- € Aman Gupta-boAt
- € Vineeta Singh-SUGAR Cosmetics
- € Namita Thapar-Emcure Pharma
- € Ghazal Alagh - Mamaearth
- € Peyush Bansal-Lenskart.com

Do you know the Sharks before the Shark Tank India?*

- € Yes
- € No
- € Maybe

Did you know the terms EQUITY, REVENUE, ROI (Return on Investment),Turnover* before this show?

- € Yes
- € No
- € Maybe

Have you recommended anyone to watch Shark Tank India?*

- € Yes
- € No

Did Shark Tank India change your mind to move to start-up?*

- € Strongly agree
- € Agree
- € Neutral
- € Disagree
- € Strongly Disagree

Which Shark Tank India Brand is your favourite ?*

- € Boat
- € Sugar Cosmetics
- € Lenskart
- € Shadi.com
- € Emcure
- € Bharatpay

Does Shark Tank India Show Motivate You?*

- € Yes
- € No

What you liked most in the show?*

- € The Concept
- € Sharks Behaviour
- € Innovative Ideas

Does Show Motivated you to go in the entrepreneurship?*

- € Yes
- € No
- € Maybe

According to you, Why Shark Tank India Such a BigHit? *

Why Did you watched Shark Tank India ?*

- € Trending
- € Entertainment
- € Interest in Entrepreneurship

How much do you rate on scale of ten "Shark Tank India"?*

12345678910

