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Case Study

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Hues Entertainment Ltd: Getting to know the Indian viewer

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Abstract:

Hues Entertainment Ltd is an Indian media conglomerate operating across the spectrum such as television broadcasting, print, movie production and over-the-top (OTT) platforms. The case begins by introducing readers to Kunal, a first-year MBA student in a Business school in India. As Kunal progresses through his summer internship, he is exposed to various research approaches used in decision-making by managers and policymakers. The case examines qualitative research as a method of gaining rich consumer insights into complex business and social problems. The discussion goes beyond traditional qualitative techniques such as focus group discussions and semi-structured interviews and elaborates on contemporary techniques used in practice. The case facts present the class with an interesting business situation involving complex issues. It will help participants appreciate the application of research approaches such as ethnography and methods such as observation and projective techniques in real-life business contexts. It is most suited for discussion in courses such as Social Research Methods, Business Research Methods, Marketing Research, and Design Thinking at the Master's level in any Business curriculum, most suited for any Qualitative research focused course.

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