A STUDY ON VIEWERS PERCEPTION TOWARDS TELEVISION CHANNELS

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Abstract:

Television is one of our world's most important means of communication. In the current scenario there are lots of TV channels which are available for the viewers that shows content of various genres like news, entertainment, infotainment, music, lifestyle, kids' program, and religious program that happens far away. Television influences people in their social behavior, political views, buying habits and so on since it was developed over 80 years ago. It is an important way of spending time our free and shapes people's opinions about various issues. A very large number of viewers watch TV to stay up to date of the happenings, events, taking place in their areas, regions, states, countries or in the world over. The existence of alternatives demands increased based on the unique and diverse needs of viewers, preference, and choice of television stations.

INTRODUCTION:

The ministry of information and broadcasting (MIB), government of India, says that with the growth of television channels from 130 channels in 2004 to 800+ channels in 2016, India has become the third largest TV market with close to 154 million TV households, next to China and the United States. The value of the TV industry is valued at Rs 50,140 Crores in 2014 from RS 18,300 Crores in 2006. The television and broadcasting industry has grown almost to 100 million viewers in 2010 to reach a total of above 600 million viewers by the start of 2015. Each of the segments in television like television distribution, advertising, and content, registered robust growth during 2010 to 2016; the distribution industry grew by 16.4% in the year 2016.Television rating point (TRP) is given by the broadcast audience research council of India. Monthly

only once this survey (TRP) given by BARC (broadcast audience research council). October – 16 TRP rating given by BARC.

OBJECTIVES:

- To know the television viewing habits among Coimbatore district.
- To analyze the customer satisfaction towards Tamil television channels.
- To examine the factors determining the attitude of viewers towards Tamil channel.
- To identify preference and expectations of viewer's and presentation styles of Tamil channels.
- To analyze the impact of television shows on the audience.

STATEMENT OF PROBLEM:

The television has done the work of influencing the attitude of People. It has transformed the tendency of people to view, think and understanding has changed. Television has now made people understand in terms of things and circumstance even with a logical point of view. The way TV programs viewing habit existed among rural people is a great deal more liberated than urban peoples. Rural people have enough of time to television access and significantly exposed too many channels in the state. The way TV programs viewing habit existed among rural women of Coimbatore is a great deal more liberated than urban area women.

RESEARCH METHODOLOGY:

There are various which are used in analyzing data. The following tools are used for representing and analyzing data.

Tools:

1) Simple Percentage analysis.
2) Chi Square Test

Percentage Analysis:

Percentage methods refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Percentage = (No. of Respondents / Total No. of Respondents) x 100

Chi Square Test:

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

REVIEW OF LITERATURE:

- **Pukalani (2019),** though the television watching and learning has an agreeable growth among Chennai urban women. homemakers were spend 5 hours per day for watching soap opera and some homemakers spending 3 hours for cookery show, less homemakers spending 2 hours approximately for watching horoscope programs in Chennai urban areas.

- **Ullah, etc. al (2018),** study findings that Television plays an important role in our daily life; it has some positive as well as negative impact. Social behavior is the product of environment, media way to development but most of our adolescent's female adopt negative traits from electronic media. Finally, study finding show that extensive viewer of media programs cause of low academic grades among most of the female students.

- **Shruti (2016),** According to study, majority (40%) said that they watch news programs and old movies. Only 3% watch programs with a special thrust on politics. The remaining members (57%) mostly watch programs such as serials, family-oriented discussions crime stories or sports based programs.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANLYSIS:

ANNUAL INCOME	HOW MUCH MONEY THEY SPENT FOR WATCHING TV				Total
	Rs.100 – Rs.250	Rs.250 – Rs.500	Rs.500 - Rs.1000	More than 1000Rs.	
Less than 2 lakhs	7	16	9	1	33
2 lakhs to 5 lakhs	7	29	17	0	53
5 lakhs to 10 Hours	1	10	9	1	21
More than 10 Hours	1	1	0	1	3
Total	16	56	35	3	**110**

CHI SQUARE VALUE (X^2) = (Observed value – Expected value)^2/Expected value.

Degree of freedom = (Row - 1)*(Column - 1)

 = (4-1)*(4-1)

Degree of Freedom=9

Calculated Value of X^2=17.65282

Table value = 16.919

Hypothesis:

HO: There is no significance relationship between dependent variable and independent variable level of significance 5%

H1: There is a significant relationship between dependent variable and independent variable level of significance 5%.

Interpretation:

In the above comparative analysis, the calculated value (17.65282) is more than the table value 16.92 at 5% level of significance. Hence Null hypothesis is accepted.

Thus, there is significant relationship between the annual income and the amount spend for watching television by respondents per month.

FINDINGS, SUGGESTION AND CONCLUSION:

FINDING THROUGH PERCENTAGE ANALYSIS:

1. The majority 52.7% of respondents are Male.
2. The majority 77.3% of respondents are Unmarried.
3. The majority 48.2% of respondents are belongs to 2 Lakh to 5 Lakh of annual income.
4. The majority 51.8% of respondents are from urban areas.
5. The majority 50.9% of respondents having 3 to 6 members in their family.
6. The majority 60.0% of respondents from Nuclear family.
7. The majority 40.0% of respondents watch television for 1 -2 hours.
8. The majority 52.0% of respondents watch television on Night.
9. The majority 25.5% of respondents prefer to watch Comedy contents.
10. The majority 38.2% of respondents watch programs by their own choice.
11. The majority 30.9% of respondents observing with recommendations made by others.
12. The majority 46.4% of respondents prefer to watch televisions on Holidays.
13. The majority 65.5% of respondents prefer Tamil Television Channels.
14. The majority 41.8% of respondents strongly agreed the television has changed their lifestyle.
15. The majority 48.2% of respondents felt relaxed at sometimes after watching television.
16. The majority 50.0% of respondents felt that somewhat they believe on reality shows.
17. The majority 51.8% of respondents are watching advertisement only at sometimes.
18. The majority 47.3% of respondents watch all content of the news program which is weather, sports, local news and national news.
19. The majority 31.8% of respondents often skips advertisements or switch over to other channels.
20. The majority 27.3% of respondents prefer to watch Polimer News

21. The majority 34.5% of respondents are likely to watch movies rather than serials, cartoons etc.,

22. The majority 40.9% of respondents prefer to watch BBC for international news.

23. The majority 27.3% of respondents choose Hotstar for watching programs.

24. The majority 50.9% of respondents are spending about 250 Rs. to 500 Rs. for the Television connection and operating expenses.

FINDINGS THROUGH CHI-SQUARE TEST:

1. There is a significant difference between annual income and the amount spend by the respondents for watching television per month.

SUGGESTIONS:

1. To sustain in the market and to take the majority TRP ratings all the news channels should think of repositioning strategies on timely basis.

2. Viewer's satisfaction is most important and all efforts to retain their attention should be done using the various factors like covering all the aspects of contents and shows.

3. News channels should try to broaden the coverage of the contents such as current affairs, education, sports, business, cinema, health care and social security so that the viewers do not shift the preference.

4. Women viewers are interested in partly working and partly watching the shows. Therefore, the viewers can use their rest time for watching shows.

5. They can use their time by educating their children and make their children to achieve good rank in their study.

6. Now a day's all the TV channels have their own specialized show and serials. Whatever may the show who ever may be a channel, the main purpose is to entertain the audience.

7. Though all the channels have family serials, all of them make negative impact on the minds of the family members who watch the serials; all of them watch the serials, because almost in all serials criminal activities by the family members with their close relations are exhibited on television.

8. Though these types of serials bring more income particularly the younger generation will be caused more by the TV serials. So making this type of serials should be avoided at an audience.

9. Instead of showing more number of serials and entertainment shows. They can allot time for motivating students and young generation to engage their time mostly in production activities and habits among the viewers. This will be more useful to the developing countries like India.

CONCLUSION:

However, today's television has not just limited its scope by providing a careeroriented lesson or classroom teaching from reference material, textbooks but to teach society in adopting a normal behavior. Television in all possible manners has paved the way to inform or educate a viewer which have been beyond one's imagination and understanding. There have been many examples when television on various subjects played a major role in providing educational content, information to a group of students, general viewers. Television has proved the only source of informative learning apart from the classroom teaching. Based on

the above analysis here researcher could conclude that Indian television dominated by the infotainment genre with maximum viewership and profit with maximum foreign ownership and programs. Each viewer is different, behaves differently, and having his own preferences, likes and dislikes. News stations carry the responsibility to provide, clear, pure, updated, accurate, timely information to the viewers. The study brings various important facts in light about the preference.

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