

A Study on the television watching patterns of viewers in Chennai

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Abstract: Television in India started through the SITE experiment which was collaborated jointly by NASA and ISRO as a test measure to gauge about the prospects of Cable television in India in 1975. Television then became synonymous with the people at large thanks to the central governments' initiative of telecasting agricultural and educational programs. The programs were a success and then people began to have a fondness for Television. The effectiveness and impact of the program led to tremendous growth of TV sets and the increase in popularity of Television in India. As years progressed, there were various categories of programs that were introduced. After around two decades of the state ownership, the private players came into existence of TV shows and greatly increased the reach and popularity of various shows of varied genre among the masses. This research study aims to explore the television shows preferred by the users and to find out the popularity of various TV programs. The study will also seek answers in finding out about the preference of users in watching TV and TV shows. The researchers have used quantitative research approaches to elicit response from the respondents.

Key Words: Television, viewers, watching, pattern.

1. INTRODUCTION:

1.1 Television

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975. In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE ((Satellite Instructional Television Experiment)) program. For the first 17 years, broadcasting of television spread haltingly and transmission was mainly in black & white. By 1976, the government found itself running a television network of eight television stations covering a population of 45 million spread over 75,000 square kilometres. Faced with the difficulty of administering such an extensive television system television as part of All India Radio, the government constituted Doordarshan, the national television network, as a separate Department under the Ministry of Information and Broadcasting.

1.2 Television programs and Users

In the past few years Television has seen the upward growth trend with innovative technologies being deployed by broadcasters. Of the modern day inventions, the advent and spread of television channels across the globe has subtly changed the contours of social relationship. The literature on the effects of TV viewing are less. Very few studies are done in Tribal district like Khammam, where people from all social category come together for their education. Man is a social animal and socializing plays an important role in keeping ourselves concerned about others in neighborhood and close relations. Television is the window of the world. The glamour and glory of television has attracted all sectors of society. It has literally hypnotized the children. Today the beneficial and adverse effects of television is a matter of great concern. The harmful effects have been often postulated and reported. But no serious scientific attempts have been made to confirm this. Television viewing is quite random these days. People are more addicted to it rather than giving time to their dear ones. The number of TV owning homes has come a long way, more than 100 million TV households have been accounted for so far. The cable operators have done a good job by building up a cable and satellite penetration of 90 million homes all over India. Most viewers in future will, however, be watching their TV mainly via cable, terrestrial and direct to home television delivered via satellite. Cable TV infrastructure will have improved. From the past few decades television has crawled to Indian homes. Now the television has its firm roots in many houses across the length

and breadth of the country. Accessibility to television is on increase day by day and has been accepted by the society. Varieties of programmes viz. News, Sports, Educative, Entertainment, Cartoon, etc are available round the Television viewing habits and their effects among urban users and viewers.

2. REVIEW OF LITERATURE

2.1 *Television Impact and Viewing*

Television is considered as an electronic carpet which seems to transport millions of persons each day to far off places (Trivedi, 1991). It is relatively a new medium that has made its impression on every aspect of mundane life. It is bouncing its signal on space satellites and uses oceanic cables to transmit live telecast to its beneficiaries. This electronic medium ensures its visibility without any global discrimination. It is reported that television made its visibility some more than sixty years ago. People were not only sceptical about it, but were also jealous, unkind and even hostile. Over a short span of time, however, it emerged as a remarkable medium of communication, entertainment and education. It needs to be mentioned that it found its space in all countries of the world and has transformed our planet into a 'gigantic electronic village' bringing various people and continents close (Bushan, 1992). Over the years it became a central dimension of our everyday activity and in our country it has grown at a phenomenal pace. In India, television was introduced 25 years after its invention and 30 years after its inception through Government efforts to introduce public service broadcasting. The idea was primarily education and access to rural population. Today, average Indian home has cable and satellite access and the viewer gets information from local, national and global networks. The sheer number of channels gives him options of multiple natures. It is a powerful medium with extraordinary reach. No one can doubt its potential as a catalyst of social change. Even the perforation of cable and satellite television channels has penetrated in all corners of the country cutting across demographic and geographic barriers. It is generally believed that television has become a very powerful medium and its contact, no doubt, can change the likes and dislikes, learning and social habits. In recent years increased attention has been focused by many professionals with regard to its impact on human lives at any stage of development. Television is considered to be potentially strong agent for children, adolescents and other family members, especially with its combined 2 effects of audio and visual.

2.2 *Popularity Television shows in India*

Madhusudan, K. (2006) in his study suggested that traditional media are local and are able to establish direct rapport with the audiences. They are low cost media as compared to the sophisticated mass media. Mohanty B. B. (1995) suggested that agricultural extension, health education, population education, rural development and public information through the use of modern mass communication media have become more popular for the use of the rural urban masses. Polts, et. al. (2008) conducted a study on the effect of television whether young adults can accurately recall the programs they watched years earlier. The study indicated that participants reported ecologically valid pattern of TV viewing and recalled more content frequently viewed programs that from ones viewed less frequently. Accuracy of recalled content was very high. Test-retest reliability indicated very high consistency in TV viewing.

3. RESEARCH METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study.

4. OBJECTIVES OF THE STUDY:

The main objectives of the study are

- To find out how many hours' viewers watch television every day and every week.
- To find parameters that attracts viewers to watch a programs.
- To identify the regularity and time spent on watching television by viewers.
- To find out the kind of television programs that interests the viewers.

Table 4.1

Respondents age:

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18 - 21	156	62.4	62.4	62.4
21 - 25	83	33.2	33.2	95.6
25 -30	10	4.0	4.0	99.6
Above - 30	1	.4	.4	100.0
Total	250	100.0	100.0	

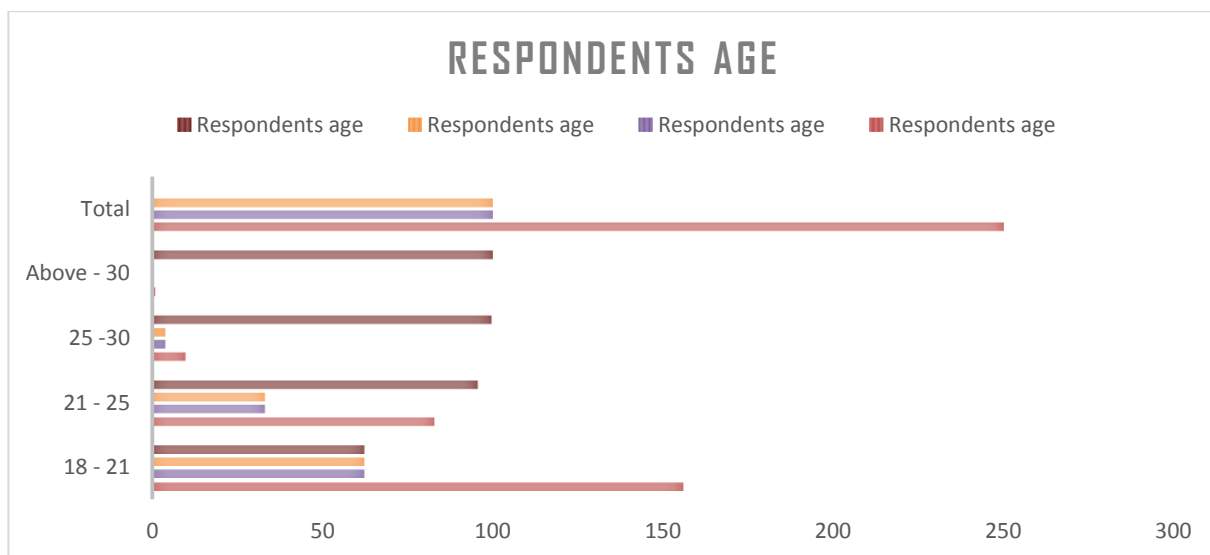


Figure 4.1

Table 4.2

Gender details of the respondents:

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	115	46.0	46.0	46.0
Female	135	54.0	54.0	100.0
Total	250	100.0	100.0	

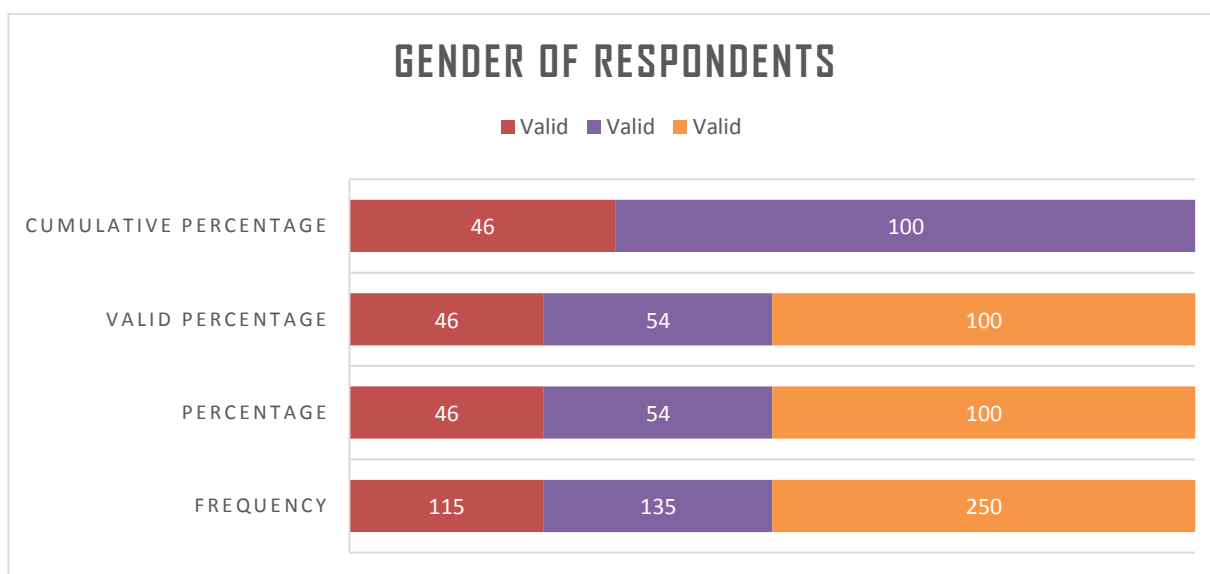


Figure 4.2

Table 4.3

Educational Qualification of the respondents:

Educational Qualification	Frequency	Percentage	Valid Percentage	Cumulative Percentage
UG	141	56.4	56.4	56.4
PG	54	21.6	21.6	78.0
M.Phil	30	12.0	12.0	90.0
Ph.D	25	10.0	10.0	100.0
Total	250	100.0	100.0	

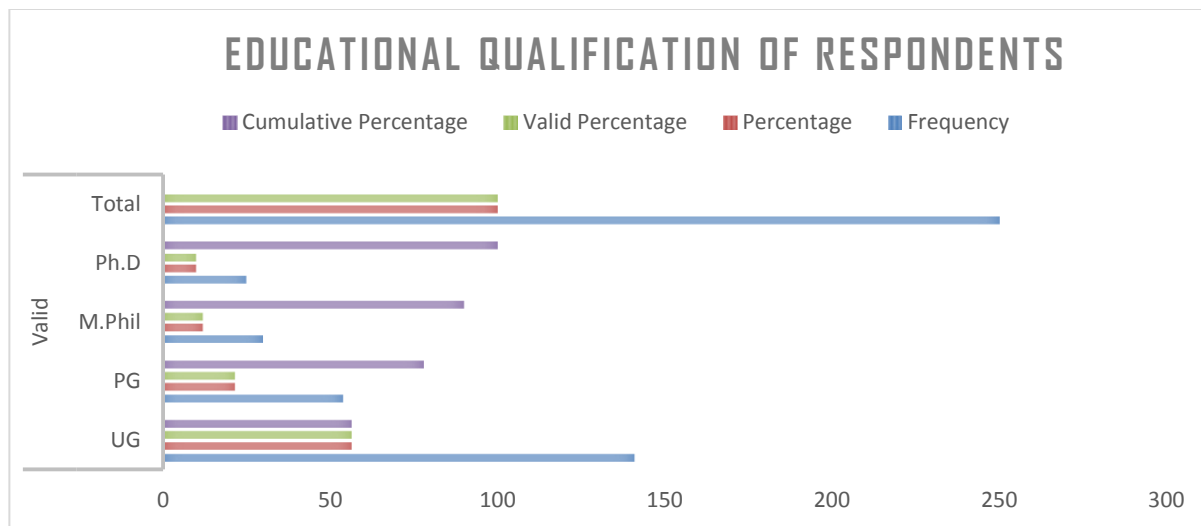


Figure 4.3

Table 4.4

Geographical Area of the Respondents:

Geographical Area	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Urban	99	39.6	39.6	39.6
Suburban	52	20.8	20.8	60.4
Rural	99	39.6	39.6	100.0
Total	250	100.0	100.0	

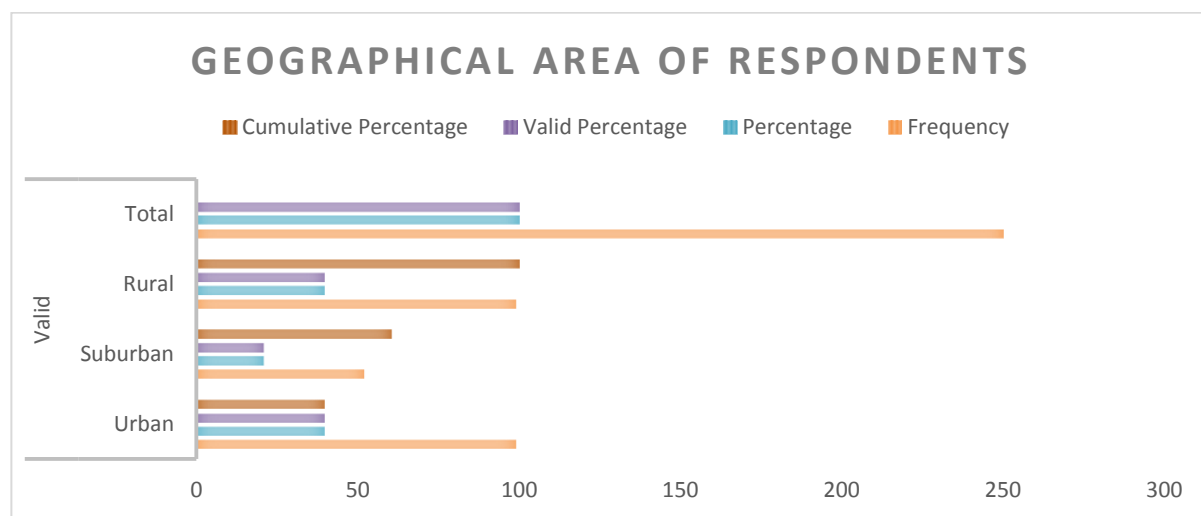


Figure 4.4

Table 4.5

Channel of Medium preferred

Medium	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Cable	158	63.2	63.2	63.2
DTH	56	22.4	22.4	85.6
Internet	30	12.0	12.0	97.6
Mobile Apps	6	2.4	2.4	100.0
Total	250	100.0	100.0	

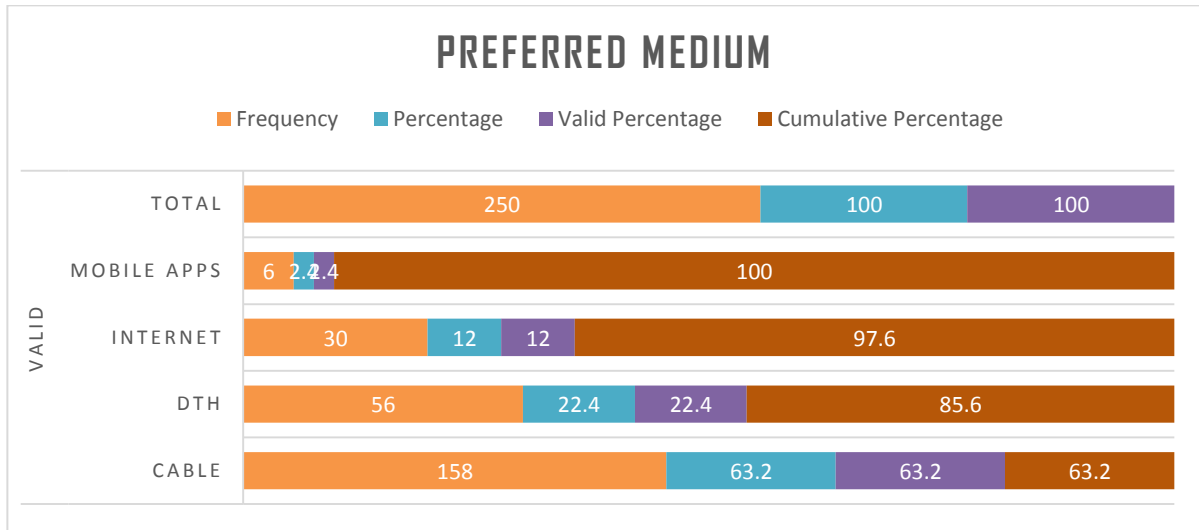


Figure 4.5

Table 4.6

Preferred timing of watching programs:

Preferred Timing	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Morn 7am-9am	23	9.2	9.2	9.2
Even 6.30pm8.30pm	126	50.4	50.4	59.6
Night8.30pm11.30pm	101	40.4	40.4	100.0
Total	250	100.0	100.0	

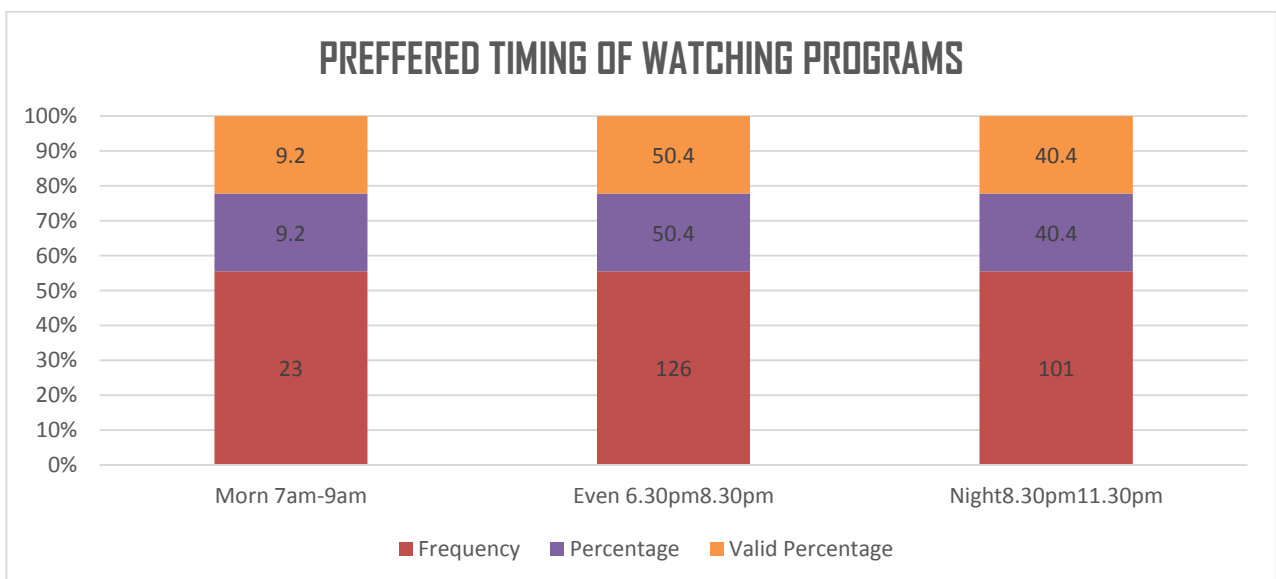
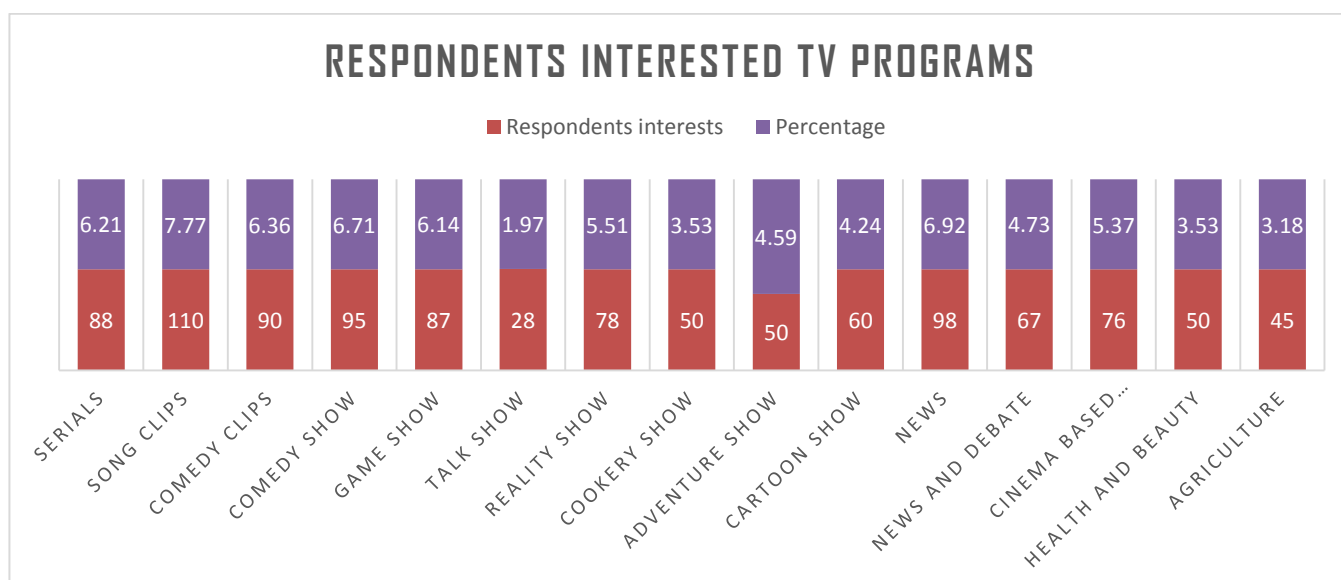


Figure 4.6

Table 4.7*Interested TV programs of the respondents:*

Television show	Respondents interests	Percentage
Serials	88	6.21
Song Clips	110	7.77
Comedy Clips	90	6.36
Comedy Show	95	6.71
Game Show	87	6.14
Talk Show	28	1.97
Reality Show	78	5.51
Cookery Show	50	3.53
Adventure Show	50	4.59
Cartoon Show	60	4.24
News	98	6.92
News And Debate	67	4.73
Cinema Based Program	76	5.37
Health And Beauty	50	3.53
Agriculture	45	3.18

**Figure 4.7****Table 4.8***Popular Television channel among the respondents:*

Channels	Respondents interests	Percentage
Vijay TV	155	9.42
Sun TV	165	10.03
Zee Tamizh	140	8.51
Kalaignar TV	110	6.69
PuthiyaThalaimurai TV	130	7.90
Sun Music TV	180	10.94
Adhithiya TV	160	9.73
Sirippoli TV	150	9.12
Chutti TV	85	5.17
Thanthi TV	115	6.99

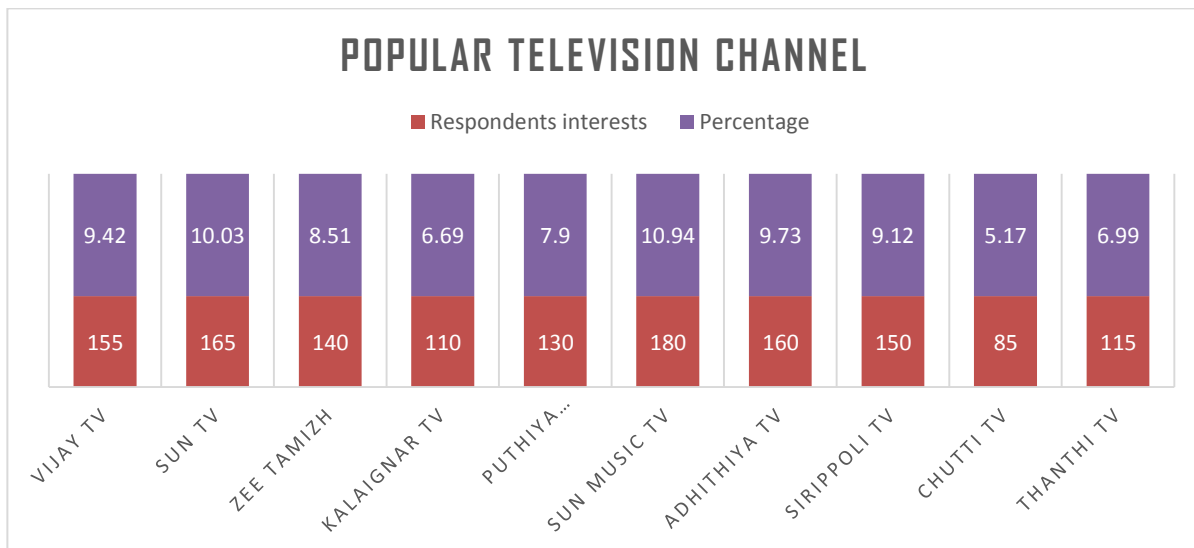


Figure 4.8

Table 4.9

TV Show Ranking:

Television Show	Respondents Interests	Percentage	Rank
Serials	110	5.83	2
Song Clips	122	6.47	1
Comedy Clips	109	5.78	3
Comedy Show	105	5.57	4
Game Show	90	4.77	9
Talk Show	85	4.50	11
Reality Show	98	5.19	6
Cookery Show	96	5.09	7
Adventure Show	78	4.13	12
Cartoon Show	67	3.55	13
News	101	5.35	5
News And Debate	73	3.87	14
Cinema Based Program	89	4.72	10
Health And Beauty	70	3.71	15
Agriculture	94	4.98	8

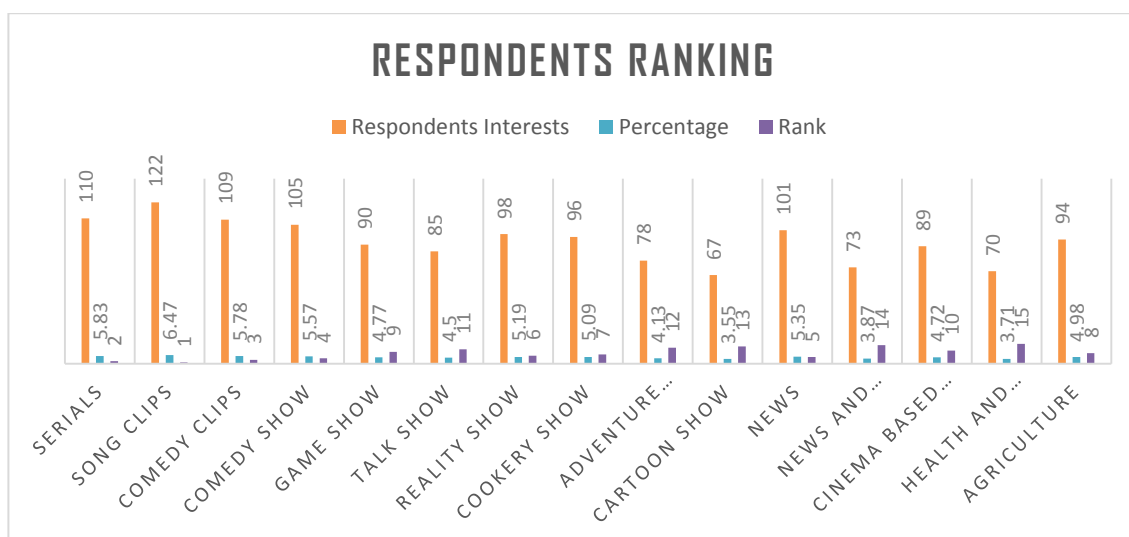


Figure 4.9

Table 4.10

Watching same Program Twice on the same day:

Watching same program Twice	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	96	38.4	38.4	38.4
No	154	61.6	61.6	100.0
Total	250	100.0	100.0	

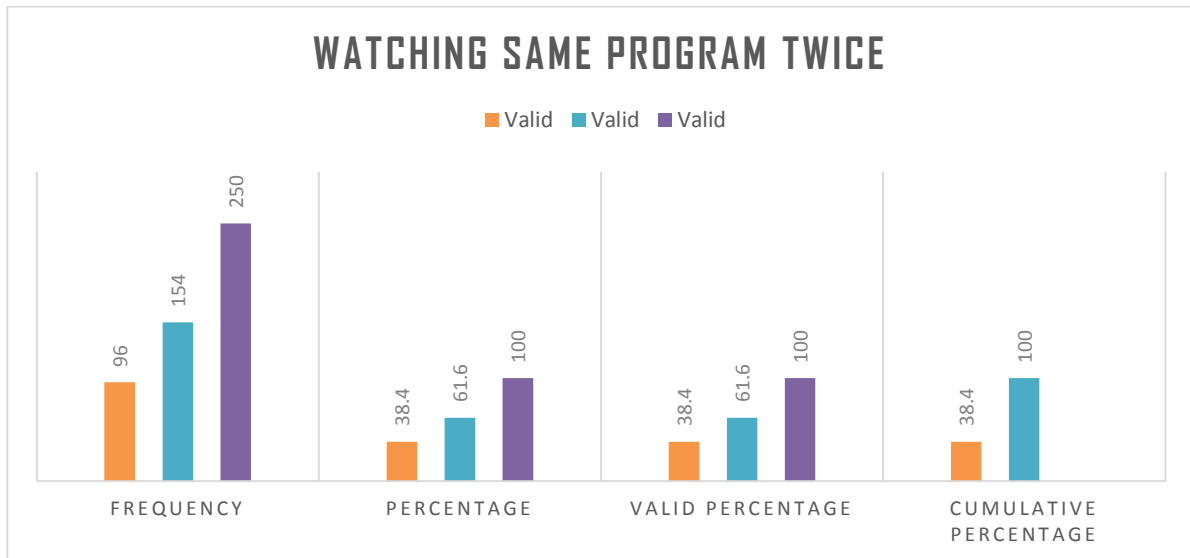


Figure 4.10

Table 4.11

Watching Re -Telecast of Missed TV program:

Re- Telecast of missed TV program	Frequency	Percentage	Valid Percentage	Cumulative Percent
Yes	175	70.0	70.0	70.0
No	75	30.0	30.0	100.0
Total	250	100.0	100.0	

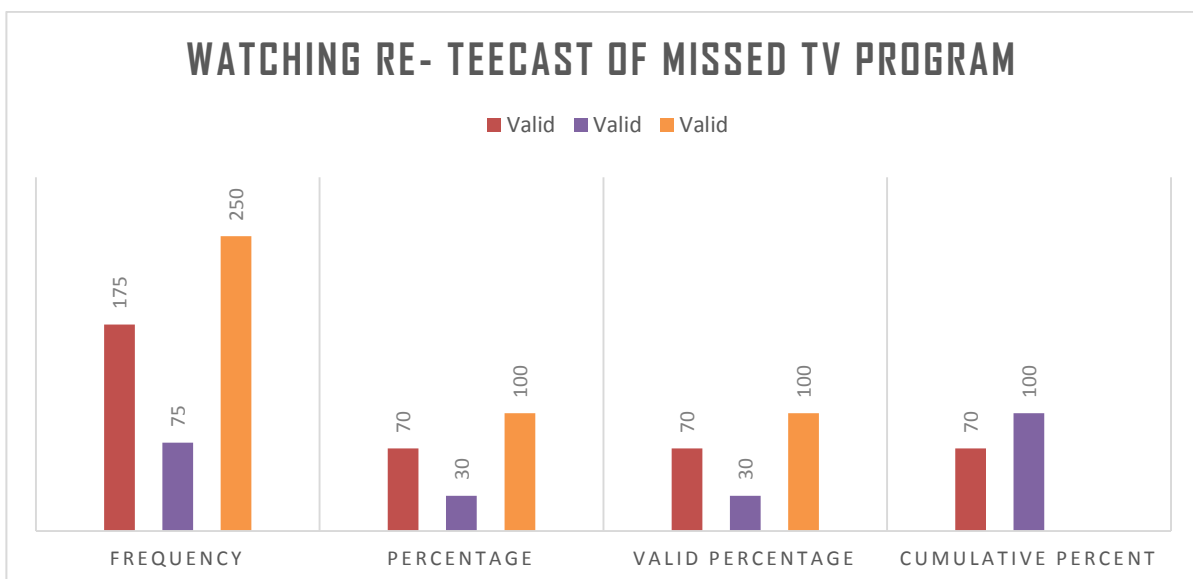


Figure 4.11

Table 4.12

Watched missed episodes of favourite Program over Internet:

Watched missed episodes of favourite Program over Internet	Frequency	Percentage	Valid Percentage	Cumulative Percentage
All times	53	21.2	21.2	21.2
Sometimes	60	24.0	24.0	45.2
Rarely	120	48.0	48.0	93.2
Never	17	6.8	6.8	100.0
Total	250	100.0	100.0	

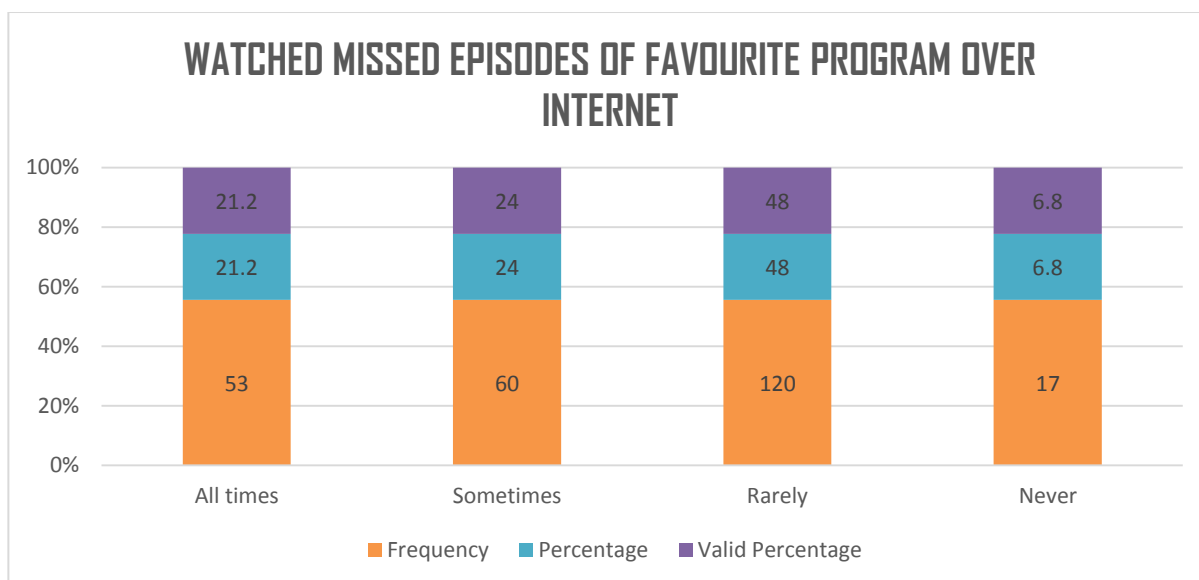


Figure 4.12

Table 4.13

Programs recommended by the respondents:

Recommendation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	217	86.8	86.8	86.8
No	33	13.2	13.2	100.0
Total	250	100.0	100.0	

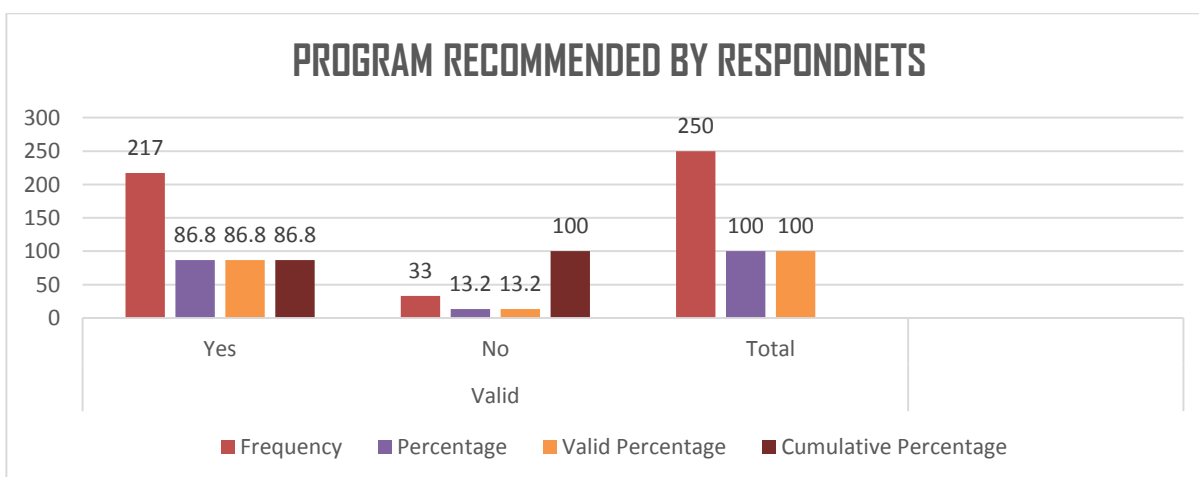


Figure 4.13

Table 4.14

Recommendation of liked programs by the respondents:

Liked Recommendation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	214	85.6	85.6	85.6
No	36	14.4	14.4	100.0
Total	250	100.0	100.0	

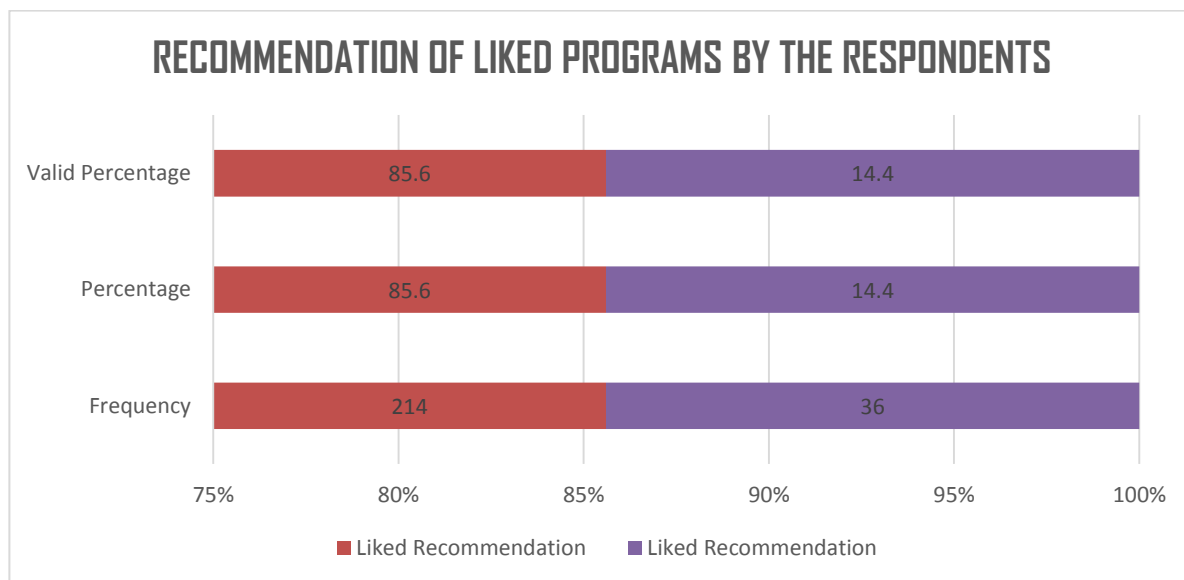


Figure 4.14

Table 4.15

Respondents' reaction for TV Program watched – Like:

Reaction	Percentage of respondents				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	strongly disagree
Will discuss with my close friend (s) regarding the program	34.0	51.6	8.0	5.6	.8
Will post a positive feedback in social media	12.8	34.8	22.4	26.4	3.6
Will upload the program videos in YouTube	8.8	21.2	24.8	38.4	6.8
Will share the videos in SNS (Social Networking sites)	10.4	22.0	20.8	38.4	8.4
Will just watch, never tell anyone , anything regarding the TV program	10.8	23.2	26.4	24.8	14.8

Table 4.16*Respondents' reaction for TV Program watched – Dislike*

Reaction	Percentage of respondents				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	strongly disagree
1. Will discuss bad about the program with my friend(s) or relative or parents	18.0	36.8	16.0	18.0	11.2
2. Will post a negative feedback/comments in Face book	6.8	19.2	20.8	45.5	7.6
3. Will post bad comments about the program in YouTube	5.6	14.4	24.0	41.6	14.4
4. Will never watch the program	16.0	30.8	30.8	16.8	5.6
5. Will tell others not to watch the program	13.2	31.2	24.0	24.0	7.6

5. FINDINGS:

- It has been found from that, the majority of respondents are between (18-21) years with 62.4%. The second majority of respondents belong to age groups(21-25)years with 33.2% Respondents between (21-30)years of age groups seem to be very less of just 4.0% and respondents of age groups above 30 are also very less with 0.4% comparatively (Table 4.1 and Figure 4.1).
- It has been found from that, female respondents were maximum with 135 numbers among the total 250 respondents with 54.0% male respondents seem to be comparatively less with 115 members among 250 respondents with 46.0% (Table 4.2 and Figure 4.2).
- The educational qualification of majority of respondents were under graduation with 56.4%. The second majority of respondent's educational qualification is post-graduation with 21.6%. Following this M. Phil degree seems to be qualification of next majority of respondents with 12.0%. The qualification of the least majority of respondents is Ph.D. with 10.0% (Table 4.3 and Figure 4.3).
- Majority of the respondents equally belongs to urban and rural with 39.6%. Following this the next majority of respondents belongs to suburban area with 20.8% (Table 4.4 and Figure 4.4).
- The preferred channel of medium by maximum respondents is cable television with 63.2%. The second most channel of medium preferred by respondents is DTH with 22.4%. 12.0% respondents prefer Internet as channel of medium, the least preferred channel of medium by respondents were mobile applications with just 2.4%(Table 4.5 and Figure 4.5).
- Maximum of 50.4% of respondents consider (6.30 - 8.30) PM as the most preferable time for watching TV programs. Following this maximum respondents of 40.4% consider (8.30 - 11.30) PM as preferred timing for watching TV programs. (7 - 9) AM is considered as the least preferred timing for TV programs by 9.2% of the respondents (Table 4.6 and Figure 4.6).
- It was found that the most interested TV shows preferred by respondents is Song clips with 7.77%. The next most interested TV shows preferred by respondents is news with 6.92%. Following this Comedy Shows occupies major interest among respondents with 6.71%. Comedy clips stands next to comedy shows with about 6.36% respondents' interest. The study reveals that song clips and news shows are the most preferred TV shows among the respondents over the other TV shows. Followed by comedy clips, serials occupies major interest among respondents with 6.21%. Game shows take away 6.14% of respondents' interest, following the major shows. Other television shows like reality shows, cinema based programs, news and debate, adventure, programs seems to be gradually decreases respondents interest with 5.51%, 5.37%, 4.37% , 5.59%. (Table 4.7 and Figure 4.7).

- As far as the popularity of various TV channels are concerned, Sun Music is the most popular TV channel with 10.94% respondents preferring it followed by Sun TV with 10.03%. Adithya TV comes next with 9.73% followed by Vijay TV with 9.42%. Sirippoli comes next with 9.12% followed by Zee Tamizh with 8.51%. PuthiyaThalaimurai comes next with 7.90% followed by Thanthi TV with 6.99%. Kalaignar TV comes next with 6.69% followed by Chutti TV with 5.17%(Table 4.8 and Figure 4.8).
- When the respondents were asked to rank their favourite program, Song clips ranks 1st among respondents with 6.47% followed by Serials which was ranked 2nd by 5.83% respondents. Comedy Clips comes next with 5.78% respondents giving it the 3rd rank followed by Comedy Shows with 5.57% respondents giving it the 4th rank. News was the next with 5.35% respondents giving it the 5th rank and Reality shows comes next with 5.19% respondents giving it the 6th rank. The study shows that song clips and serials are the most ranked TV shows by the respondents than the others.
- Cookery shows comes next in the list with 5.09% respondents giving it rank 7 and agriculture shows comes next with 4.98% respondents giving it the 8th rank. Compared to the programs listed above, Game shows ranks 9th among respondents with 4.77%. Cinema based programs comes next with 4.72% respondents giving it the 10th rank and Talk Shows comes next with 4.50% respondents giving it the 11th rank. Adventure shows is ranked 12th by 4.13% respondents. Carton shows occupies the 13th rank by virtue of 3.55% respondents. News and Debate comes occupies the 14th rank by 3.87% respondents. Health and Beauty is ranked 15th by 3.71% respondents(Table 4.9 and Figure 4.9).
- When respondents were probed whether they watch the same program in TV, it was found out that that 61.6% respondents responded negatively that they do not watch the same TV program twice on the same day. 38.4% respondents responded positively that they watch the same TV program twice on the same day. Viewers doesn't show keen interest to watch same television programs twice (Table 4.10 and Figure 4.10).
- When respondents were queried whether they watch the re- telecast of missed program in TV, 70 % of the respondents replied in the affirmative that they watch the re- telecast of the missed TV programs. 30% of the respondents replied in the negative that they do not watch the re- telecast of the missed TV programs. Maximum Viewers prefer to watch re-telecast of missed TV Program, viewers show more interest in television shows, that they never miss their program at any cause (Table 4.11 and Figure 4.11).
- When questioned about watching missed episodes of TV programs over Internet to the respondents, it was found out that 48% of the respondents replied that they rarely watch the missed episodes of their favourite TV program over internet. 24% of the respondents said that they sometimes watch the missed episodes through internet. Viewers very rarely prefer to watched missed program through internet, they rarely use internet to watch television program
- 21.4% of the respondents replied in the affirmative that they watch the missed episodes all times over the internet. The least were 6.8% of the respondents who said that they never watch the missed episodes over internet (Table 4.12 and Figure 4.12).
- When queried regarding recommendation of programs of interest to the respondents, it was found out that 86.8% of the respondents will recommend their interested program to their friends and family. 13.2% of the respondents responded negatively that they will not recommend their interested programs to their friends and family. Maximum viewers recommend a television program to their friends, family and others if they like (Table 4.13 and Figure 4.13).
- When questioned whether the respondents will recommend their favourite TV programs, 85.6% of the respondents replied in the affirmative that they are highly likely to recommend their liked programs to their friends and family. 14.4% of the respondents replied in the negative that they are unlikely to recommend their liked programs to their friends and family(Table 4.14 and Figure 4.14).
- When investigated about the reactions of the respondents when they like a TV program, it was found that 51.6% of the respondents agreed to the statement that they will discuss about the TV program with their close friend(s) regarding the program and 34.0% strongly agreed to the above statement.
- Viewers who likes a program, discuss about the program with close friends, will post a positive feedback in social media and they less prefer to upload the program videos in YouTube and share the videos in Social networking sites even if they like the program (Table 4.15).

- When asked about the reaction of the respondents when they do not like a TV program, it was found out that 36.8% of the respondents agreed that they will discuss badly about the program with their friend(s) or relative or parents and 18.0% of the respondents strongly agreed and disagreed to the same statement. 11.2% of the respondents strongly disagreed to the same statement. 45.5% of the respondents disagreed that they will post a negative feedback/ comment in Facebook and 20.8% of the respondents neither agreed nor disagreed to the same statement.
- Viewers who dislikes a program, gives a negative feedback to their friends or relative or parents will never shows interest to watch program and will never recommend that television program to others. Though viewers dislikes a program, maximum viewers disagree to post negative feedback or comments in face book and also in YouTube (Table 4.16).

6. CONCLUSION:

Female viewers shows more interest than male viewers in spending time in television, sharing views towards programmes and recommending programmes to friends, family and others. As far as the age group of respondents are concerned, the majority of respondents are between (18-21) with 62.4%. From the above study, it can be inferred that there is wide popularity among viewers in watching television shows. Also, viewers have claimed that the anchoring of the program, the background music and the theme of the program and their knowledge about the program host creates an interest to watch TV program. Viewers also are more likely to watch the same episode of the program on the same day twice on the same day. The study also revealed that the viewers are watching the missed episodes of their TV programs over the internet. Also, it has been found from the study that viewers share about the program which they like among to friends and family. They would also discuss about it with their close friends. The study reveals that the viewers also post positive feedback on the program and a section of viewers upload videos in YouTube when they like a program. The study unveils the existence and acceptance of television medium among viewers in Tamil Nadu, even in the midst of unparalleled development of new media technology in the contemporary situation. Similarly, viewers utilize new media to share and express their desired television related contents, there exists a bridging between new media and television, so does new media constitutes reason to the sustainability of television among young population, would really proposes scopes for further research development.

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