A Study on TV Viewers Satisfaction Level on TV Shows in Madurai City

R. Saravanan¹ and P. Bala Krishnan²

¹(Assistant Professor, PG Department of Commerce with CA, Syed Hameedha Arts and Science College, Kilakarai, Tamil Nadu, India)
²(Head & Assistant Professor, PG Department of Commerce with CA, Syed Hameedha Arts and Science College, Kilakarai, Tamil Nadu, India)

Abstract: Nowadays television is one of the better entertainments. Maximum time spent by all age group people in watching Television. In this content a research study was formulated with the objectives of identifying the personal profile of TV viewers, to highlight the satisfaction level on TV shows of TV viewers in Madurai city. The study was related to 300 TV viewers in the area of Madurai city of Tamil Nadu. In this study percentage analysis and ranking method have been applied for analysis of data. Among the various TV shows News and comedy shows highly satisfy the TV viewers in Madurai city.

Keywords: TV viewers, Satisfaction, preference and TV show.

I. INTRODUCTION

In the modern world, happening in the world are brought within four walls thanks to the invention of Television. Television Medias were appreciated by all. That many shows were organized by the television channels. Better quality and standard were maintained in the shows. They relaxed from their tension by watching TV. But if we consider the present shows almost in all TV channel, the situation in entirely changed. Due to the fast track sound systems and effects and various shows like HPO, AXN and modern songs and serials in Tamil channels create head ache to the viewers. Further the costumes by the actress and even by the programmers in all channels make trouble the viewers. Normally the parents cannot watch the TV along with their children at one stage because of the costume and scene in the TV. Further the serials shown in the TV make even the children to become a criminal in future because of the terror scene in the TV. Instead of making the viewers get relaxed from tension and creating a patriot and good citizen of the country the TV channels influence the viewer to do malpractice and murders even for unnecessary reasons.

Significance of the study

Television Channels are very congested and so many channels are trying to capture more respondents to view a particular channel by having new technologies. Each channel is different in its shows and also the presentation of timings. Hence it becomes essential to know what factors affects the respondents to watch a particular channel and how the respondents select the channels and on what basis they are going to select.

II. REVIEW OF LITERATURE

Ahuwalia and Singh (2011) found in their study that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV Viewing. They watched TV primarily for entertainment and for learning. Children “most preferred program was childrens” shows/serials, followed by cartoon/animated programs.

Giacomo Corneo (2002) found out in his research that in OECD countries watching television is by far the most time-consuming form of leisure. Surprisingly, television viewing is positively correlated with work hours across countries. Workers and capitalists are shown to exhibit opposite preference orderings over equilibrium. The relative ability of those two groups in capturing a country’s government may explain which equilibrium is selected.

Verma and Larson (2002) in their study found that adolescents watch television for 12 hour per week on an average. The study further indicates that Television viewing is seen as a major source of stress relieving activity. It was concluded in the study that 29% of viewers watch television for purpose of learning/education.

Fatima (2000) suggests through research that TV has a long-term effect on people’s thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values.

Objectives of the study

- To study the personal profile of TV viewers in Madurai city.
- To study the purpose for view TV Shows in Madurai city.
- To analyze satisfaction level of TV viewers among various TV Shows in Madurai city.
- To offer valuable suggestions and conclusion.
III. METHODOLOGY OF THE STUDY

The total sample size 300 viewers were selected for the study on the basis of convenient sampling method because the universe is not clearly defined. The primary data has been collected from viewers of Madurai city those who are willing to answer interview schedule alone.

Data collection

The researcher collected the primary data through the interview schedule. The schedule was distributed directly by the researcher himself to the viewers. Both the primary and secondary data were used by the researcher for the study purpose.

Construction of tools

The information used in this study was gathered by the researcher with the help of a structured interview schedule. First the schedule was pretested through pilot study among 15 respondents. In the light of their suggestions it was modified and the final draft was prepared for the final study.

Area of the study

The coverage of the area is confined to Madurai city alone. This enabled the researcher to make a comprehensive study and complete it within the scheduled time.

IV. ANALYSIS AND FINDINGS

Table 1: Personal Profile of TV Viewers

<table>
<thead>
<tr>
<th>SI. No</th>
<th>Attributes</th>
<th>Analytical Tool Employed</th>
<th>Major Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age</td>
<td></td>
<td>53 percent of the viewers are belong to the age group of 21-40</td>
</tr>
<tr>
<td>2.</td>
<td>Gender</td>
<td></td>
<td>60 percent are male viewers and 40 percent are female viewers</td>
</tr>
<tr>
<td>3.</td>
<td>Educational composition</td>
<td>Percentage Analysis</td>
<td>40 percent are degree holders among viewers</td>
</tr>
<tr>
<td>4.</td>
<td>Marital status</td>
<td></td>
<td>65 percent of viewers are married</td>
</tr>
<tr>
<td>5.</td>
<td>Family size</td>
<td></td>
<td>80 percent of viewers are in nuclear family</td>
</tr>
<tr>
<td>6.</td>
<td>Occupation</td>
<td></td>
<td>28 percent of viewers are business men</td>
</tr>
<tr>
<td>7.</td>
<td>Monthly Income</td>
<td></td>
<td>48 percent of viewers get less than 10000 monthly income</td>
</tr>
</tbody>
</table>

Source: Primary data

It is depicted that Table no 1 represents personal profile of TV viewers in Madurai city. It is understood from the age of respondent analysis that respondents fall in the age group 21 to 40 years constitute 53 per cent. In the study area majority of the respondents 60 per cent are male and 40 per cent of the respondents are female. The educational background of the respondents reveals that 40 per cent of the respondents are degree holders. The type of family depicts that the most of them 80 per cent are living as nuclear family and remaining 20 per cent are living as joint family. It is concluded that the majority of the respondents 28 per cent are business people. Income level reveals that 48 per cent of the respondents' income level is less than 10000.

Table 2: Purpose Wise Classification of the TV Viewers

<table>
<thead>
<tr>
<th>S. No</th>
<th>Purpose of watching TV</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Educational</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>News</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Information’s</td>
<td>60</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Entertainment</td>
<td>145</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

The Table 2 reveals that the purpose for watching TV shows nearly half of the viewers 48 percent view TV programmer for entertainment, 25 percent view TV show for News purpose, 20 percent view TV show for information and only 7 percent of the viewers watch if for educative purpose.

Table 3: Viewers Satisfaction Level on TV Shows

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particular</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
<th>Weight</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Film</td>
<td>105</td>
<td>185</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>1295</td>
<td>IV</td>
</tr>
<tr>
<td>2</td>
<td>Comedy</td>
<td>170</td>
<td>110</td>
<td>15</td>
<td>5</td>
<td>-</td>
<td>1335</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Songs</td>
<td>170</td>
<td>100</td>
<td>20</td>
<td>10</td>
<td>-</td>
<td>1330</td>
<td>III</td>
</tr>
</tbody>
</table>
Health show 35 150 75 35 5 1075 VII
Cooking Show 85 65 60 60 30 1015 X
Serial 110 30 50 55 55 985 XI
Debate 55 125 55 55 10 1060 IX
News 180 105 15 - - 1365 I
Sports 100 85 45 25 45 1070 VIII
Discussion Show 45 80 60 30 85 870 XV
Geographic Show 58 85 42 50 65 921 XIII
Investigation Show 55 120 30 40 55 980 XII
Song competition 45 195 35 15 10 1160 VI
Dance competition 85 145 35 20 15 1165 V
Cartoon Show 35 115 20 95 35 920 XIV

Source: primary data

It is evident from the Table 3 that satisfaction level of viewers about the news are higher and is ranked first (1365) next to it comedy show is ranked second (1335) and songs are ranked third (1330) discussion show is ranked last (870) which may be made interesting in the future period.

V. SUGGESTIONS AND CONCLUSION

Women viewers are interested in partly working and partly watching the shows. They are watching show only for entertainment. Therefore, the viewers can use their rest time for watching shows. They can use their time by educating their children and make their children to achieve good rank in their study.

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. 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. 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. 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. They can make show in such a way that will increase the knowledge and awareness of the viewers. This will be more useful to the developing countries like India.

Limitations of the study

- Level of accuracy of results of research is restricted to the accuracy level with which the respondents have given answers and the accuracy level of the answer cannot be predicted.
- The findings are based solely on the information provided by respondents and there is a possibility of biased results.
- The sample size was restricted to 300 due to the busy schedule of TV viewers.
- The study is confined within Madurai city due to time and cost constraints.

Scope for further research

Research can be carried out “TV viewers’ preference among various TV channels” in the selected study area/ district/state. A comparative study on “Satisfaction level among Urban and Rural Background TV viewers”

VI. REFERENCES
