

An Empirical study on Factors Affecting the Reality Shows on Youngsters' Personality in India

¹Shikhil Munjal

Research Fellow, School of Management Studies

²Palvi Jearth

Research Fellow, School of Management Studies

³Dr. Gurcharan Singh

Professor, School of Management Studies

Abstract: Television is taken to be a crucial source of entertainment. All television programs, in particular the commercials, news, documentaries and cartoons, have effect on people of every age in numerous ways. Adults constitute one of the groups in society who spend a lot of time watching reality shows. In contemporary years, youngsters' are even named as "active media users". Every entertainment television channel is largely depending on Reality Shows to capture and retain the eyeballs of the audiences for their survival. Since the 1960s, communication scholars have sought to examine television's contributions to viewers' perceptions of a wide variety of topics and issues. Unfortunately, a little effort has been made to inspect the influence of television on youngsters' perceptions of social phenomenon. With the help of Factor analysis we identify the factors affecting frequency and time spent by youngsters on watching reality TV shows of India. In this study, an attempt is made to check the impact of internet on watching reality shows. The paper can assist the policy makers to urge the channels to take initiatives to intact the reality of reality shows and gain the confidence of viewers.

Keywords: Television, Reality Shows, youngsters', Internet, active media users

Introduction:

Reality shows are the trump cards of the producers of the television Industry. Common audience has got bored watching the never ending melodramatic daily soaps. From the use for something new the idea of reality shows sprang up. Simultaneously they generate good revenues for Television Industry and create a very good platform for thousands who want to achieve great things in their field of interest. The popularity of the Indian reality shows manifest the fact that these are short termed yet these present the perfect dose of entertainment. The characters which are the part of the Indian reality shows are for real. As a result it becomes easy for the target audience to link with the participants.

The stardom linked to the reality shows is enough drawing attention of common mass. But there are other shows also the idea of which is not praiseworthy like Swambhar. The Indian reality shows perform the trench of the emotional quotient of the viewers. However, simply the shows experience been impartially

successful. While a number of Indian shows achieved exceptional success, others were denied by the viewers despite being hosted by the celebrities. Another reason for the popularity of the reality shows is that these are the only alternatives to the overdramatic daily soaps.

Moreover, there are more believable than the episodes of the daily soaps which have somehow reached a saturation point. The Indian reality shows have also been consistently successful in offering a wide variety. Reality TV shows are selling like hot cakes. All you have to do is gather up a handful of average people or small time starlets create a dynamic situation and whoa, your reality show is ready to go on air. The better part through reality TV shows is that quick fame and recognition even to average people like you and me. Besides, the viewers get a kick out of all the emotional drama (which is scripted in most cases) that occurs on set. There is no inadequacy in reality show ideas, but most revolve around similar concepts.

The Indian reality shows flourished itself in a number of fields such as singing, dancing, comedy, quiz, modeling, stunts and a lot of other talents. The exciting amount of prize which has hardly been assumed by the common people made a marked difference in the popularity of the Indian Reality shows. The presence of well known celebrities has further contributed in raising participation of common people. The boom in the Indian reality shows took place right after the success story of KaunBnegaCrorepati, anchored by Amitabh Bachhan. This show offered a ceiling jackpot of 1 crore. The extraordinary success of this show get opened up plenty of avenues for such shows on Indian TV sets. The sponsors were ready to invest and to top it all there has been no shortage of participants.

The rising popularity of the reality shows on television channels has added a new scope to the production of TV programs. These shows give opportunities to the people residing the interiors of the country to exhibit their skill. These shows have not best adjusted the destinies of a number of television channels but in addition of many ordinary people. Celebrity reality shows are another feature of real world that has grows to be very popular with the audience.

Literature Review

(Andersen, Pfau, & Kang, 1996) in their paper examined television's contributions to viewers' perceptions. The author investigated the relationship between television viewing and perceptions of social reality among Native American adolescents. They also examined how television viewing is integrated into these adolescents' lives and how TV has become important socializing factor among native Americans.

(Verma & Larson, 2002) in their paper discussed the effects of TV on youth. Authors conducted a experimental study of 100 urban middle class Indian families to understand the context. TV viewing occupied 10.9% of these adolescents' time (about 12 h per week). Ninety percent of this viewing occurred at home, with majority of it, 73%, done with other family members, including 7% with grandparents,

uncles, or aunts. This indicated that TV viewing for these youth is typically a family activity and relaxed antidote to the stresses of the day that they share with their families.

(Leone, Peek, & Bissell, 2006) in their paper conducted a survey of 640 students from 2 universities was conducted to understand young people's estimates of 3 reality television programs on themselves and others. Respondents perceived reality television programs to affect others more than themselves, locating this genre in the "socially undesirable" content category. The perceptual gap was influenced somewhat by their view of the programs as realistic but not by actual exposure, enjoyment of or identification with the programs, all of which had no effect on perceptual gaps.

(Ferris, Smith, Greenberg, & Smith, 2007) in their paper applied a content analysis of 64 hours of reality dating shows and a survey of 197 young adults to determine the extent to which the content on these shows was related to actual dating attitudes, preferred date characteristics, and dating behavior of viewers of that genre. Results showed that male viewers, those who perceived higher realism in the shows, and those with higher average viewing scores were more likely to endorse attitudes found within the programming. Dating characteristics were portrayed infrequently, and no relationship between viewing and endorsement of those characteristics was found.

(Cohen & Weimann, 2008) in their paper explored the dynamics of social concern over reality shows. The author showed that perceived influence predicts willingness to censor reality shows but that, in addition to this direct effect, there is an indirect effect adds to the overall predictive value of the model. The extent of reality reviewing was positively related to perceived influence and to willingness to censor.

(Lundy, Ruth, & Park, 2008) in their paper explored the consumption patterns of college students regarding reality television, which is a complex phenomena. The study conducted on focus group indicated that while participants perceived a social stigma associated with watching reality television, they continue to watch because of perceived escapism and social affluent provided.

(Papacharissi & Mendelson, 2011) in their paper did a survey administered to reality TV viewers and found that people watched reality TV for time pass and reality entertainment. They analysed that people enjoyed reality TV the most for its entertainment and relaxing value. Regression analysis found the possibility of identifying predictors of amount of reality TV watching, perceived realism, and affinity with reality TV. Controlled with low mobility and low levels of interpersonal interaction, were more likely to watch TV programming to fulfill voyeuristic and companionship needs.

(Gurleen & Sukhmani, 2011) in their paper analyzed the behavior patterns among youngsters in North India. Authors conducted a factor analysis to identify the factors, which encourage television viewership among

youngsters and what are their program preferences. The study revealed that most of the young Indians watch television either most often or sometimes and spend about 3-5 hours in a day and males preferred 'knowledge based programs' while females preferred watching 'movies'.

(Narwal & Arora, 2012) in their paper analyzed the societal perceptions of reality issues. The authors used factor analysis and ANOVA to know about the views of people on reality shows. Factors extracted from factor analysis further used analysis of variance to see the differences in societal perceptions according to age, sex and occupation. Authors concluded that effects of reality shows are multi-pronged, far reaching and unpredictable, therefore these shows should be aired as such without editing, leaving no scope for any doubts of its authenticity.

(Bond, 2012) in his paper examined the law-like operations of the genre itself, and how legal narratives dovetail with the increasingly participatory nature of our "convergence culture. The author also examined how these shows constitute community and the role of the legalized subject within that community. How does the prevalence of images of judges and judging on reality TV fit into previous notions that media audiences empathize with legal processes by identifying with an "on-screen" jury, embodying shared, democratic decision-making?

(Tessitore, Pandelaere, & Kerckhove, 2013) in their working paper investigated the impact of a destination placement in reality television on tourism. Two experiments revealed that a reality show can change the image of the destination in which the show is set. This positively affects cognitive, affective and behavioral outcomes. It changed the perceptions in accordance with the depiction of the destination in the reality show, increased knowledge about the destination, favorably affects viewers' attitude toward the destination, and even more importantly, increases the intention to travel to the destination.

(Malur, Lakshmikantha, & Prashanth, 2014) in their paper examined the reasons behind viewer's preferences on watching reality shows and how these reality shows influenced the other tele-series. The study based on Bangalore city of India. They found that Entertainment factor take the priority while the educational quiz programs are preferred moderately and spiritual programs are the least watched among majority of respondents. Also, viewers agreed that dominating programs have eradicated the space for many value based programs which has resulted in losing morals and human values.

(Fetveit, 2015) in his paper discusses two main trust issues i.e. trust in discourse based upon photographic images in general and trust in specific discourses like documentary film, reality TV, nature photography etc. The author suggested that reality TV, itself, might be read partly as a symptom of unsettled issues in this transmutation. Reality TV powerfully reclaimed the evidential quality photography. In critical and independent documentary situation, this should be in interest not to allow reality TV too much influence on what 'reality' should be on television screens.

(Pugalendhi, 2015) in her paper explored television as a medium play an important role in the lives of urban Chennai women. The study conducted on population of 350 respondents belonging to the urban Chennai and found which programs females watched frequently. TV does play a very important role in the lives of these workingwomen and homemakers, as they are narrow-minded by what they see.

(Yafei & Li, 2017) in their paper explored possible factors leading to a successful mediation in Chinese mediation shows. In China, media always play an indispensable role in information dissemination, morality advocacy and policy explanation. The authors employed regression technique and content analysis on data of 166 episodes of one representative mediation show, Gold Medal Mediation. The successful media shows are largely dependent on disputes' motivation. The study looked at each episode without considering the integrity of dispute.

Objectives

To identify the factors affecting time spent and frequency on watching reality TV shows by adolescents of north India

Research Methodology

The paper is based on empirical method of research. 300 youngsters were interviewed for filling the questionnaire. Out of these 200 respondents gave good response, 100 questionnaires were not considered because of incomplete responses given by respondents. The sample area is taken only from Punjab region (Jalandhar, Ludhiana, Amritsar, Patiala, Bathinda, Hoshiarpur) Data was collected from Punjab Region only, 50 Smartphone users from each 6 districts (Ranking on the basis of Population) was selected by using random sampling technique from Punjab. Primary source of data is used for study with the help of questionnaire. Validity and Reliability of questionnaire also be checked. The Scope of the study was 300 adults of Punjab. Respondents above age 15 and below 30 were considered for collection of data. The extent of dependent variables is considered on Likert scale. The data is analyzed by using factor analysis. Appropriate statistical tools have been used for analyzing the data and interpreting the results..

DATA SOURCE

Both Sources of data (primary and secondary) has been used for present research. The data for primary sources are obtained with the help of questionnaire. Reliability and validity of the Questionnaires has also been checked. The data for secondary sources is obtained from various sources such as books, internet, journals, e-library, websites, articles, newspapers, research papers etc. in the same field.

Sampling technique: Non probability convenience sampling

Sample size:

DATA ANALYSIS AND INTERPRETATION

A number of 200 respondents were taken in the study for analysis. The demographic profile of the respondents covers age, gender, city, profession, income, and education.

Pilot study

The pilot study is done to check the reliability and validity of the questionnaire. We had done pilot study from 30 respondents who are expertise in marketing field. There are 43 statements taken for pilot survey but after the study we delete the 8 statements which were not relevant for our study and at the end we finalize with the 35 statements. We checking the reliability by using Cronbach's alpha, the results showing the value of cronbach's alpha as more than .70 i.e. .734 which was considered as reliable results. It is consider that the value for each construct should be greater than 0.7 to be taken as reliable. The Cronbach's alpha (reliability) for pilot study is .734. As a result, the data is found to be appropriate for further analysis.

Kaiser–Meyer–Olkin Measure of Sampling Adequacy		.79
Bartlett's Test of Sphericity	Approx. Chi–Square	3478.597
	Df	561
	Sig.	.000
Communalities		
Factors	Mean	Cronbach alpha
Entertainment Value	6.551	.955
Viewers' belief	2.868	.792
Knowledge and learning	3.185	.877
Participation	1.446	.619
Aggressive Marketing	2.783	.897
Perceived Benefits	1.409	.770
Socializing factor	1.457	.692
Publicity and Fame	1.416	.869
<i>Extraction Method: Principal Component analysis</i>		

Reliability Statistics

Cronbach's Alpha	N of Items
.917	33

CONCLUSION

The factor analysis was applied on the responses provided by respondents. Factor analysis is a good way of identifying underlying factors from a group of outwardly important variables. In the present study, the factor analysis was applied in order to identify the various reasons for watching reality shows by youngsters of

Punjab. The responses obtain were put to factor analysis and the results so obtain were subject to Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of sphericity. The chi-square value is 3478.597 with df 561, which is significant at 0.000 level. The value of KMO statistics (0.79) is also large (>0.5). Entertainment value and viewers' belief regarding reality shows are the major factors that affect the personality of youngsters' in Punjab. The study also found that independent factors such as participators do reality shows because of publicity and fame. They have less moral values as compare to society who is watching these reality shows. Knowledge and learning and aggressive marketing are also significant positive factors that affect the youth. Hence all factors are not considered equally important for factors affecting youngsters' personality.

References

- Andersen, S. S., Pfau, M., & Kang, J. G. (1996). Television Viewing and Perception of Social Reality Among Native American Adolescents. *Intercultural Communication Studies*, 6 (1), 75-89.
- Bond, C. D. (2012). *We, The Judges, The Legalized Subject and Narratives of Adjudication in Reality Television*. Retrieved 2018, from www.ssrn.com.
- Cohen, J., & Weimann, G. (2008). Who's Afraid of Reality Shows? Exploring the Effects of Perceived Influence of Reality Shows and the Concern Over Their Social Effects on Willingness to Censor. *Communication Research*, 35 (3), 382-397.
- Dahlberg, T. (2007). Understanding Changes in Consumer Payment Habits - Do Mobile Payments. *Proceedings of the 40th Hawaii International Conference on System Sciences - 2007*, (pp. 1-10).
- Dahlberg, T. (2007). Understanding Changes in Consumer Payment Habits - Do Mobile Payments. *Proceedings of the 40th Hawaii International Conference on System Sciences - 2007*, (pp. 1-10).
- Ferris, A. L., Smith, S. W., Greenberg, B. S., & Smith, S. L. (2007). The Content of Reality Dating Shows and Viewer Perceptions of Dating. *Journal of Communication*, 57, 490-510.
- Fetveit, A. (2015). Reality TV in the Digital Era: A Paradox in Visual Culture? *Media, Culture & Society*, 21 (6), 787-804.
- Gurleen, K., & Sukhmani. (2011). A Study Of TV Viewrship Patterns Among Youngsters In Northern India. *International Journal of Multidisciplinary Research*, 1 (5), 141-160.
- Jayakodi, J. (2017). An emiprical study on consumers adoption of mobile wallets with special refernces to chennai city. *International journal of research-granthaalayah*, 107-115.
- Kaur, R., & Singh, S. (2016). Mobile Commerce: Indian Perspectives. *International Journal of Innovative Research in Computer and communications engineering*, 4 (3), 4320-4326.
- Leone, R., Peek, W. C., & Bissell, K. L. (2006). Reality Television and Third Person Perception. *Journal of Broadcasting & Electronic Media*, 50 (2), 253-269.

- Lundy, L. K., Ruth, A. M., & Park, T. D. (2008). Simply Irresistible: Reality TV Consumption Patterns. *Communication Quarterly*, 56 (2), 208-225.
- Malur, P. G., Lakshmikantha, N., & Prashanth, V. (2014). Reeling the Reality: A study on contemporary Reality Shows and their Influence on other Entertainment Program Genres. *International Research Journal of Social Sciences*, 3 (8), 35-38.
- Narwal, M., & Arora, G. (2012). Societal Perception of Reality Shows. *International Journal of Marketing & Business Communication*, 1 (3), 11-23.
- Papacharissi, Z., & Mendelson, A. L. (2011). An Exploratory Study of Reality Appeal: Uses and Gratifications of Reality TV Shows. *Journal of Broadcasting & Electronic Media*, 51 (2), 355-370.
- Pugalendhi, R. (2015). A Study on the Television Programmes Popularity among Chennai Urban Women. *IOSR Journal Of Humanities And Social Science*, 20 (2), 37-43.
- Rouibah, K. (2009). The Failure of Mobile Payment: Evidence From Quasi Experimentations. *Proceedings of the 4th Euro American Conference on Telematics and Information Systems (EATIS 2009)*, (pp. 153-159).
- Saxena, N. (2017). Role of Mobile Wallet in Online Shopping. *International Journal of Advanced Engineering Research and Applications*, 106-116.
- Singh, N., srivastava, s., & sinha, N. (2017). Consumer preference and satisfaction of M-wallets: a study on North Indian consumers. *International Journal of Bank Marketing*, 944-965.
- TADSE, A. M., & NANNADE, H. S. (2017). A study on usage of Paytm. *An international multidisciplinary journal*, 3 (2), 1-11.
- Tessitore, T., Pandelaere, M., & Kerckhove, A. V. (2013). The Amazing Race to India: Prominence in Reality Television Affects Destination Image and Travel Intentions.
- Verma, S., & Larson, R. W. (2002). Television in Indian Adolescents' Lives: A member of the family. *Journal of Youth and Adolescence*, 31 (3), 177-183.
- Yafei, Z., & Li, C. (2017). Exploration of factors leading to successful mediation: A regression analysis of reality TV mediation show episodes in China. *and Li Chen*, 24-49.