

# PROMOTION OF ENTREPRENEURSHIP THROUGH TAMIL TELEVISION CHANNELS – A STUDY WITH SPECIAL REFERENCE TO SATTUR CITY

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## Abstract

Entrepreneurship is a major driver of innovation, competitiveness and growth. Without more entrepreneurship it will not be possible to reach the targets. This report explores the possibilities of TV Channels to promote the entrepreneurs in sattur. Television Channels are the mediums of reaching a wider audience. They can report their plans directly what an obvious way to be an entrepreneur. For entrepreneurs, Television Channels can provide an interesting and truthful information even the entertainment way. To some extent the media can set the example it is necessary to attract more Indians, especially young entrepreneurs. The title of this report is very new. Research on factors affecting career choices, and more research that examines what role characteristics are fundamental to an entrepreneur. The media is relatively strong. And the media is too much to reinforce the existing approaches rather than replacing them.

## Keywords:

Entrepreneurship Development, Culture, Mass media.

## Statement of the problem:

Television plays a significant role in entertaining people by way of telecasting movies, comedy, reality shows, music and educational content and so on. Television has some negative side i.e., it do not provide scope for new entrepreneurs who are ready to serve the society through their new invented quality product or service. Because television channels are not interested to lose more profits from big corporate. That notes the researcher conduct research on this.

## Objectives of the Study

1. To study the demographic profile of the entrepreneurs
2. To Study the attitude of the entrepreneurs
3. To measure the level of satisfaction of entrepreneurs

## Research Methodology

The survey method has been adopted for the purpose of the study. Sample of 50 entrepreneurs from sattur were selected by convenient sampling method. Primary and secondary data were used in the study. The

researcher have visited all the places and contacted 50 respondents from their place. Secondary data were collected from text books, magazines, journals and from various internet sources related to the study.

### Hypothesis

- There is no relationship between the Age and Entrepreneurs in sattur City

### **1. Analysis of Attitude of Entrepreneurs in Sattur City**

#### **Analysis of Demographic Profile of the Sample Respondents**

**Table 1**  
**Demographic profile of Entrepreneurs**

<b>Characteristics</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
<b>Age</b>		
Below 30 years	6	12
31 to 40years	10	20
41 to 50 years	20	40
51 to 60	12	24
Above 60 years	2	4
<b>Gender</b>		
Male	20	40
Female	30	60
<b>Marital status</b>		
Married	40	80
Unmarried	10	20
<b>Level of Education</b>		
No formal education	3	6
Up to school level	9	18
Under graduate	15	30
Post graduate	17	34
Professionals/ Diploma	6	12
<b>Monthly Income</b>		
Less than 10,000	6	12
Rs.10,001 to Rs. 15,000	11	22
Rs.15001 to Rs.20,000	12	24
Rs.20001 to Rs. 25000	10	20
Rs. 25,001 to Rs.30,000	8	16
Above Rs. 30,001	3	6
<b>Occupation</b>		
Government Employee	23	46
Private Employee	27	54

Table 1 shows that maximum 20 respondents are came under 41 to 50 years category, 60 per cent of the respondents are female, 80 per cent of the respondents are married, 34 per cent of the respondents are post graduates, 24 per cent of the respondent have earned Rs.15001 to Rs.20000 per month and 54 per cent of the respondents have occupied in private sector. Table 2 shows the mode of views of the Sample Respondents

**Table 2****Mode of Views**

Sl. No.	Mode of Views	Number of Respondents	Percentage (%)
1	Offline	44	88
2	Online	6	12
<b>Total</b>		<b>50</b>	<b>100</b>

Table 2 Shows that the majority of the respondents 88 per cent are watching Television through offline mode and very few 12 per cent are Watching Television through online mode. Table 3 shows the details of Frequency of Watching Television Channels in a day.

**Table 3****Frequency of Watching Television Channels in a day**

Sl. No.	Frequency of Watching Television Channels	Number of Respondents	Percentage (%)
1	Less than 2	14	28
2	3- 5	21	42
3	6 -8	12	24
4	Above 9	3	6
<b>Total</b>		<b>50</b>	<b>100</b>

Table 3 inferred that the majority of the respondents 42 per cent are watching 3-5 Television Channels and very few 6 per cent are watching above 9 Television channels. Table 4 shows the details of Hours spend to watch Television in a day

Table 4

## Hours spends for watch Television per day

Sl. No.	Number of Hours	Number of Respondents	Percentage (%)
1	Less than 1 hour	7	14
2	2 hours	23	46
3	3 hours	16	32
4	Above 4 hours	4	8
<b>Total</b>		<b>50</b>	<b>100</b>

Table 4 exhibits that the maximum of the respondents 46 per cent are watching Television 2 hours per day and very few 8 per cent are Watching Television Channels above 4 hours per day.

### 2.1. Rank the Channel preference of the Respondents Ranking of Television Channels

Table 5

Sl.no.	Programs	Total Garret score	Mean	Rank
1	Sun TV	3573/50	71.46	II
2	Zee Tamil	3127/50	62.54	III
3	Kalaingar TV	2510/50	50.20	IV
4	Vijay TV	3720/50	74.40	I
5	Jaya TV	2426/50	48.52	V

Above Table 5 explains the Channel preference of the respondents. First rank is assigned to Vijay TV, second rank is Sun TV, third rank is Zee Tamil, fourth rank is Kalaingar TV and final and fifth rank is Jaya TV.

### 2.2 Measure the Age and the level of satisfaction

$H_0$ : There is no relationship between the Age and Entrepreneurs in Sattur City

### Table 6 Shows that the Age and the level of satisfaction of the Respondents

Table 6

Sl. No.	Age	Level of Satisfaction			Total
		High	Medium	Low	
1	Below 40	5	6	5	16
2	Above 40	9	19	6	34
<b>Total</b>		<b>14</b>	<b>25</b>	<b>11</b>	<b>50</b>

Table 6 inferred that out of 50 respondents in above 40 Age categories, 9 respondents are comes under high satisfaction level, 19 respondents are comes under medium satisfaction level and 6 respondents are low

satisfaction level. The following are the hypothesis formulated to test there is no relationship between the Age and Entrepreneurs in Sattur City

$$\text{Degree of freedom} = (r-1)(c-1) = (2-1)(3-1) = 2$$

$$\text{Calculated Value} = 7.69$$

$$\text{Table Value} = 5.99$$

Since the calculated value is more than table value, the null hypothesis rejected. Therefore there is a significant relationship between the Age and Entrepreneurs.

### **Finding of the Study**

1. (40%) respondents are comes under the age group of 41-50 years categories.
2. More than half of (60%) belongs to female.
3. More than three fourth (80%) are married categories.
4. More than one fourth (34%) are having the educational qualification of post graduate.
5. Less than one fourth (24%) are earning the monthly Income of Rs.15,001 – 20,000.
6. Maximum 54 per cent of the respondents are working under private employee.
7. Majority of the respondents 88 per cent are watching TV through offline.
8. 42 per cent are watching 3-5 Television Channels in a day.
9. 46 per cent are watching Television 2 hours in a day.
10. First rank is assigned in Vijay TV.

### **Conclusion**

After analyze the research presented, the television has grow to be a most important source of Entrepreneurship development than other media. Here the researcher concludes that television playing an important role to develop new entrepreneur through various Channels like Sun TV, Zee Tamil, Vijay TV, Kalaignar TV and Jaya TV.

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