

# A STUDY ON ATTITUDE OF TELEVISION VIEWERS IN MADURAI CITY

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## Abstract:

The main purpose of this study is to determine the attitude of the television viewers in Madurai City. The survey method has been adopted for the purpose of the study. Sample of fifty respondents from television viewers in Madurai District 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. The findings of this study revealed that there is a significant relationship between the age and the level of satisfaction of the Television viewers in Madurai City. This study also indicates that there is no significant relationship between the occupation and the level of satisfaction of the Television viewers in Madurai City. After investigation the research presented, the television has grow to be a most important source of entertainment and media for domestic and working, educated and uneducated, low age group or elderly television viewers.

## 1. Introduction

India television industry's market size have positioned at 592 billion U.S. dollars in the financial year 2017 and it reflected this popularity. The advancements in technology and the availability of services such as Direct to Home (DTH) and PayTelevision outcome in remarkable increase in the number of subscriptions and revenue generation for the television industry in India. As of 2017, about maximum 31 per cent of Television owning individuals are in Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Kerala. Total viewerships in Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Kerala have grown eight per cent year-on-year to reach 259 million in 2017. Total viewership in west, north and east had reached 221 million, 209 million and 146 million, respectively in the same period.<sup>1</sup>

## 2. Research Methodology

The survey method has been adopted for the purpose of the study. Sample of fifty respondents from television viewers in Madurai District 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.

## 3. Objectives

1. To Study the attitude of the television viewers in Madurai City
2. To analyse the preference of the television viewers in Madurai City
3. To measure the level of satisfaction of the television viewers in Madurai District

## 4. Hypotheses

1. There is no relationship between the Age and level of satisfaction of the Television viewers in Madurai City

<sup>1</sup> Annual Report of Media and Entertainment, Indian Brand and Equity Foundation for the month of February 2019.

2. There is no relationship between the Occupation and level of satisfaction of the Television viewers in Madurai City

## 5. Analysis of Attitude of Television Viewers in Madurai City

### 5.1. Analysis of Demographic Profile of the Sample Respondents

Table1:demographic profile of television viewers

Characteristics	Number of Respondents	Percentage (%)
<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	7	14
Private Employee	18	36
Self employed/ Business	9	18
Others	16	32

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 36 per cent of the respondents have occupied in private sector. Table 2 shows the details of Preference of Television Channels of the Sample Respondents

Table 2: preference of television channels of the sample respondents

Sl. No.	Television Channels	Number of Respondents	Percentage (%)
1	Star Vijay	4	8
2	Sun TV	9	18
3	PuthiyaThalaimurai	8	16
4	Zee Tamil	2	4
5	Sun Music	6	12
6	Discover Tamil	3	6
7	K TV	7	14
8	Adithya TV	1	2
9	Kalaingar TV	4	8
10	Polimer	6	12
<b>Total</b>		<b>50</b>	<b>100</b>

Table 2 clears that the maximum 18 per cent of the respondents are watching Sun Television and very few 2 per cent of the respondents are watching Adithya TV. Table 3 shows the details of **Mode of Viewers**

Table 3:mode of viewers

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

Table 3 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 4 shows the details of Frequency of Watching Television Channels in a day.

Table 4:frequency of watching television channels in a day

Sl. No.	Frequency of Watching of 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 4inferred that the majority of the respondents 42 per cent are watching 3-5 Television and very few 6 per cent are watchingabove 9 Television channels. Table 5 shows the details of **Hours spendsfor watch Television in a day**

Table 5: 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 5 exhibits that the maximum of the respondents 46 per cent are watching Television 2 hours and very few 8 per cent are Watching Television Channels above 4 hours.

## 5.2. Rank the various Programs in Television channels

Table 6: rank the various programs in television channels

Sl.no.	Programs	Total Garret score	mean	Rank
1	News	3573/50	71.47	II
2	Movies and songs	3127/50	62.55	III
3	Sports	2510/50	50.21	IV
4	Serial programs	3720/50	74.4	I
5	other programs	2426/50	48.53	V

From the above Table 6 explain the programs of the Television first rank is assigned Serial, second rank is News, third rank is Movies and songs, fourth rank is sports and final and fifth rank is other programs like cooking programs and the like.

## 5.3. Measure the Level of Satisfaction

### 5.3.1. Age and the level of satisfaction of the Television viewers in Madurai City

H<sub>0</sub>: There is no significant relationship between the Age and the level of satisfaction of the Television viewers in Madurai City

Table 7 Shows that the Age and the level of satisfaction of the Television viewers in Madurai City

Table 7: age and the level of satisfaction of the television viewers in madurai city

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 8 inferred that out of 50 respondents in above 40 Age categories, 9 respondents are come under high level, 19 respondents are come under medium level and 6 respondents are low level. The following are the hypothesis formulated to test the relationship between Age and the level of satisfaction of the Television viewers in Madurai 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 the level of satisfaction of the Television viewers in Madurai City

### 5.3.2. Occupation and the level of satisfaction of the Television viewers in Madurai City

**H<sub>0</sub>:** Occupation and the level of satisfaction of the Television viewers in Madurai City

Table 9 shows that the Occupation and the level of satisfaction of the Television viewers in Madurai City.

**Table 9:** Occupation and the level of satisfaction of the Television viewers in Madurai City

Sl. No.	Occupation	Level of Satisfaction			Total
		High	Medium	Low	
1	Government Employee	2	3	2	7
2	Private Employee	6	8	4	18
3	Self employed/ Business	3	3	3	9
4	Others	3	11	2	16
<b>Total</b>		<b>14</b>	<b>25</b>	<b>11</b>	<b>50</b>

Table 9 inferred that out of 18 respondents in Private Employee categories, 6 respondents are come under high level, 8 respondents are come under medium level, 4 respondents are come under low level. The following are the hypothesis formulated to test the relationship between Occupation and the level of satisfaction of the Television viewers in Madurai City.

$$\text{Degree of freedom} = (r-1) (c-1) = (4-1) (3-1) = 6$$

$$\text{Calculated Value} = 7.48$$

$$\text{Table Value} = 12.59$$

Since the calculated value is less than table value, the null hypothesis accepted and the Occupation and the level of satisfaction of the Television viewers in Madurai City. Therefore, there is no significant relationship between the Occupation and the level of satisfaction of the Television viewers in Madurai City.

### Finding of the Study

1. Less than half of the (40%) respondents are come 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 (30%) are having the educational qualification of under graduate.

5. Less than one fourth (24%) are earning the monthly Income of Rs.15,000 – 20,000.
6. Maximum 36 per cent of the respondents are working under private employee.
7. Majority of the respondents 18 per cent are watching Sun TV.
8. 88 per cent of the respondents are watching Television through offline mode.
9. 42 per cent are watching 3-5 Television in a day.
10. 46 per cent are watching Television 2 hours in a day.
11. 38 per cent are viewing Television for specific Programme only.
12. First rank is assigned in Serial programs.
13. There is a significant relationship between the age and the level of satisfaction of the Television viewers in Madurai City.
14. There is no significant relationship between the Occupation and the level of satisfaction of the Television viewers in Madurai City.

## Conclusion

After analyze the research presented, the television hasgrow to be a most important source of entertainment and media for domestic and working, educated and uneducated, low age group or elderly television viewers. Many of its optimistic and pessimistic results can also be clearly observed. While there is a growing dependency on television viewers, many of the social and economic effects are also visible. Even though, the various types of optimistic and pessimistic influences, the importance of television viewers cannot be underestimated.

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