

Viewers Preference of Television Channels in Coimbatore City



Management

KEYWORDS :

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INTRODUCTION

To meet the family expenditure and fulfill the requirements of the family members it is necessary to earn money by the family members at a maximum. Because in modern days the needs and wants of the family increases day by day, further the fashion changes and atmosphere of the locality where we stay also increases the needs to maintain dignity among others. Nowadays both the father and mother of the family are in a position to earn money to grow their children. In work place either it may be a private concern or government office there is more problems and tension to the workers and employees. Further in business place irrespective of the nature of the business all the workers including the proprietor of the concerns work together facing various problems in their day to work. If we consider the women they work with tension always because of their family thinking. The television in olden days was considered as the best entertainment and time pass for all age groups. Television Medias were appreciated by all. That much programmes were organized by the television channels. Better quality and standard were maintained in the programmes. At any time the family members in group could view TV programmes. Both the men and women including children enjoyed well by viewing TV programme, They relaxed from their tension by watching TV. But if we consider the present programmes almost in all TV channel, the situation is entirely changed. Due to the fast track sound systems and effects and various programmes 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 can not watch the TV along with their children at one stage because of the costumes and scene in the TV. The actresses expose their body parts which are to be kept with full safety. 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 influences the viewer to do malpractice and murders even for unnecessary reasons.

The emerging trend in the preference likes and dislikes life style or fantastically influenced by the positive trends in the discretionary income. The liberalization of economy makes the ways for the internationalization of fashion, culture and civilization. The sophistication in the development of communication technologies paves avenues for the development of entertainment facilities the opening of new air-conditioned picture places, open air-theaters, disco and pub, drama centers, music centers, new television channels fascinate masses to entertain and enjoy. The increasing urbanization and domination of corporate sector in the development processes make the business conditions conducive for the development and expansion of entertainment facilities.

Communication means anything that is said by one and understood by another; it can also be social interaction between society and an individual satisfying the needs of both. We call it as a process with a series of actions ever in motion and conveying some idea or thought either positively or negatively ending in sharing of a total experience. It is also an agent of social change.

It puts forward the social and cultural norms of its members and society on the whole in its capacity to reach a large audience. Communication means delivering information, attitudes and ideas to a large and heterogeneous audience through media. It is a fact that societies took ages to grow. The growth of society and its development is in direct proportion to the process of

communication of that society. The social systems are formed by rules and roles. Once they are established, they in turn determine the processes of communication of their own members. As time goes on, they affect each other mutually and also adjust to the new cultural patterns introduced from time to time.

The definition of communication was given by two researchers saying "communication process consists of introducing information that leads the receiver to reappraise his environment and through that reappraise his needs and his ways of attaining information or his social relationships and attitudes and beliefs with the society is possible". This definition throws a light on the cyclical role of communication. It focuses on how the needs and communication reaches to each other all the time and follow the principle of natural selection. Any expression which is successfully adopted and often used by individual and institution becomes convention. It is related to over all development of society. Communication is a continuous interaction which helps to bridge the gap between individual and society and it is an important instrument of economics as well as political change.

MASS MEDIA – ITS ROLE IN NATIONAL INTEGRATION

To create and keep up human understanding between the organization and the public, to promote a product or idea or service, the role of public relations comes in, which is the art of dealing with the public at large through a two-way communication process. It is the life blood of Public Relation in promoting ideas or products. Public Relations media is vast; it has an important role to play in promoting the concept of national integrity and national unity, which are of prime importance to every citizen.

Social homogeneity is achieved in a nation by having diverse cultures, languages, religions and laws by creating interaction among them and thus uniting them; Here the mass media comes in. Due to satellite communication, which was brought into our national life in 1975-76 a large number of towns and villages in India were exposed to sports events, cultural events and political events through TV programmes. They also saw important foreign dignitaries and great international leaders which made them feel that they had entered the mainstream of national life. "The media should not be manipulated for selfish gains by presenting false propaganda or falsehoods to the public otherwise it will lose its credibility. Since the public imitates the cine stars and others on the screen, the impact of television programmes on them is great. The access that the people determine the effectiveness of the media. TV combines sound and picture and speed so it is considered to be powerful medium but there should be large number of TV sets to make effective. News paper is another powerful media but in a country where the majority is illiterate, it is the TV which becomes a most powerful media.

The main instruments of social awareness are radio, TV and cinema. Television usage was started in 1969 in India for educational purposes. Now it covers 80% of the population. It is a fast medium so it requires persons who work it to be alert and fast. The participation of the people has to be encouraged hence we have programs in which the people are invited to take part.

HISTORY OF TELEVISION

After the printing press, the most important invention in communication technology till now has been television. Television has changed the way teachers teach, governments govern, religious leaders preach, and the way we organize the furniture

in our homes. Television has changed the nature, operation and relationship to their audiences of books, magazines, movies and radio. The computer, with its networking abilities, may overtake television as a medium of mass communication, but television defines even its future.

Television, as we are aware, is the most powerful change agent of social and economic scenarios of the globe. It has proved to be the most fascinating, captivating and reciprocating communication tool so far. Everybody has been bitten by the bug of the idiot box: children, women, young, old, executives and housewives start and end their days with television. Life cannot be imagined without this magical invention of John Logie Boyd.

In 1952, 108 stations were broadcasting to 17 million television homes. By the end of the decade, there were 559 stations, and nearly 90% of U.S. households had televisions. In the 1950s more television sets were sold in the United States (70 million). The technical standards were fixed, stations proliferated and flourished, the public tuned in, and advertisers were enthusiastic.

ORIGIN AND GROWTH

Experimental television broadcasting was started in United States of America in 1920s. In those days mechanical scanning disc was used to scan a picture but the experiments could not succeed in scanning a picture speedily. The electric television tube was invented in 1923. Subsequently picture tube, the electronic camera and the television home receivers were invented. It was only in 1930s that the TV Stations were set up in New York and London. They offered regular telecast programmes. In advanced countries television had become popular and started finding their place in many American homes in the late 1940s and early 1950s. This brought in further advancement in the form of satellite communication. The first communication satellite known as 'Early Bird' was launched in 1962. This was important milestone in the history of communication. The year 1962 was said to be starting of Age Satellite Communication. In the year 1965 international satellite system known as Intelsat began operating and in 1971 Inter sputnik began progress which in this sphere has been phenomenal.

"Today more than 120 countries have earth stations linked to satellites for transmission and reception. 33 satellite systems have literally transformed the modern world into a global village as far as communication is concerned". In 1970s more sophisticated transmission techniques were invented employing optical fibre, cables and computer technology. Other developments are introduced are video, video cassettes, audio cassettes, video tape-recorder, video record player, cable television and pay television. The Direct Broadcasting Systems greatly facilitated direct transmission of television programmes. The year 1983 was declared as world communications year sponsored by United Nations.

GROWTH OF TELEVISION IN INDIA

The demand for introduction of television had been there for many years from different quarters of the society like industrialists, politicians, educational institutions etc. In 1959 an experimental television was started to train personnel and particularly to discover what television would achieve in community development and formal education. UNESCO offered a grant of \$ 20,000 and offered equipment from the United States. Philips (India) demonstrated its use at an exhibition in New Delhi. The range of transmitter was 40 kilometers and the audience comprised members of 180 tele clubs which were provided free sets by UNESCO. The year 1961 witnessed educational television programmes on science for teachers. In the year 1965 entertainment programmes were introduced under pressure from manufacturers and the public. In the year 1967 Indian TV went into rural programmes and KRISH DARSHAN programmes for farmers in 80 village tele clubs in Delhi and Harayana were started. The commercial telecast for the first time introduced in 1976. In 1977 terrestrial transmitters were put up at selected six centres to extend television coverage. In 1982 INSAT - IA India's first communications satellite was placed in geostationary orbit but failed in its operation. In 1983 INSAT - I B has been successfully launched in orbit by the American shuttle challenger.

The significant development that took place in the year 1976 From 1976 TV was separated from the All India Radio and constituted a new body under banner called as Doordarshan. Now television or doordarshan is one of the media units of the Ministry of Information and Broadcasting.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. The main objectives have been to study is the behaviour of the viewers of the leading Tamil satellite channels.
2. To identify the factors influence of the consumer to select a particular channel and
3. To test the reaction of the viewers about pay channel price hike.

SIGNIFICANCE OF THE STUDY

Television Channels today is 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 programmes 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.

METHODOLOGY

The present research work is descriptive and analytical based on empirical observations and comprehensive survey. The present study is Consumer's Preference towards Television Channels. Initially the researcher developed a set of questionnaire relating to the consumer preference towards television channels. Then the questionnaire are developed and reviewed by the subject experts. Some additions, modifications and deletions of questions are made according to the opinion of the experts. Out of various towns in Tamil Nadu State, Coimbatore is selected for the study based on population and size of the town. The field survey technique and questionnaire method were employed to collect data. A sample size of 300 respondents was taken to obtain an accurate study, the respondents were selected using stratified random sampling method from amongst the list of normal residents of Coimbatore City. Personal interviews were also conducted with the respondents. The study covers in Coimbatore city in the state of Tamil Nadu. The study area is more textiles and industrial oriented. The familiarity of the researcher with the conditions of town was one of the reasons for the purpose of this selection of the study area.

COLLECTION OF DATA

In this study both primary as well as secondary data were used. The primary data were collected through questionnaire and the secondary data were collected in Coimbatore corporation office, magazines, newspapers, journals and books etc. First of all the researcher has created a good rapport with respondents to get the adequate and reliable information. Since the respondents belong to town area, the researcher explained the nature of questions very smoothly. Whenever, they have doubt regarding any questions, the researcher clearly explained the purpose and meaning of the questions. The researcher spends 45 minutes per respondents to get the relevant information. The data collected were classified, tabulated, codified, analyzed and interpreted. The collected data were analyzed with reference to the each of the specific objectives of the study. The statistical tools used for the study are percentages and Chi-square test. Simple analysis is done on the basis of percentage to total of sample respondents.

ANALYSIS AND INTERPRETATION OF DATA

The results of the analysis of the collected data are presented below:

TABLE 1
OPINION OF RESPONDENTS IN GENDER CATEGORY

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	122	40.7
2.	Female	178	59.3
	Total	300	100.00

Source: Primary Data

From the above table it is found that 59.3% of the respondents belong to Female Gender and 40.7% of the respondents belong to Male. It is inferred that most of the respondents are in the Female Gender.

TABLE 2
OPINION OF RESPONDENTS TOWARDS AGE GROUP

Sl. No.	Age Group	Number of Respondents	Percentage
1.	Below 20 years	48	16.0
2.	21 – 30 years	176	58.7
3.	31 – 40 years	36	12.0
4.	Above 41 years	40	13.3
	Total	300	100.00

Source: Primary Data

From the table 2, it is found that 58.7% of the respondents belong to the age group of 21 - 30 years, 16% of the respondents belong to below 20 years, 13.3% of the respondents belong to 31 - 40 years. It is concluded that most of the respondents belong to the age group of 21 - 30 years.

TABLE 3
OPINION OF RESPONDENTS TOWARDS NATURE OF FAMILY

Sl. No.	Nature of Family	Number of Respondents	Percentage
1.	Nuclear Family	214	71.3
2.	Joint Family	86	28.7
	Total	300	100.00

Source: Primary Data

From the table it reveals that 71.3% of the respondents belong to nuclear family and 28.7% of the respondents belong to Joint Family. It is concluded that most of the respondents belong to Nuclear Family.

TABLE 4
OPINION OF RESPONDENTS TOWARDS OCCUPATION

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Employees	84	28.0
2.	Professionals	36	12.0
3.	Businessmen	36	12.0
4.	Retired Persons	4	1.3
5.	Housewives	26	8.7
6.	Agriculturists	4	1.3
7.	Students	104	34.7
8.	Others	6	2.0
	Total	300	100.00

Source: Primary Data

From the table it is found that 34.7% of the respondents are students, 28% of the respondents belong to as employees, 12% of the respondents are employed, 12% of the respondents are professionals and business oriented, 2% of the respondents belong to others and 1.3% of the respondents belong to retired and Agriculture category. It is concluded that most of the respondents are students.

TABLE 5
OPINION OF RESPONDENTS TOWARDS MONTHLY INCOME

Sl. No.	Monthly Income	Number of Respondents	Percentage
1.	Below Rs.5,000	62	20.7
2.	Rs.5,001 – Rs.10,000	112	37.3
3.	Rs.10,001 – Rs.15,000	76	25.3
4.	Rs.15,001 – Rs.20,000	24	8.0

5.	Above Rs.20,000	26	8.7
	Total	300	100.00

Source: Primary Data

From the table it is found that 37.3% of the respondents belong to the monthly income group of Rs.5001 – Rs.10,000, 25.3% of the respondents belong to below Rs.5,000, 8.7% of the respondents belong to above Rs.20,000 and 8% of the respondents belong to Rs.15,001 – Rs.20,000. It is concluded that most of the respondents belong to the monthly income as Rs.5,001 – Rs.10,000.

TABLE 6
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Sl. No.	Educational Qualification	Number of Respondents	Percentage
1.	Below SSLC	22	7.3
2.	Higher Secondary	28	9.3
3.	Graduates	100	33.3
4.	Post Graduates	116	38.7
5.	Professionals	30	10.0
6.	Others	4	1.3
	Total	300	100.00

Source: Primary Data

From the table it is found 38.7% of the respondents completed post graduation, 33.3% of the respondents completed graduation, 10% of the respondents is professionals, 9.3% of the respondents have completed higher secondary, 7.3% of the respondents have completed below SSLC and 1.3% of the respondents belong to as a others. Thus, it is concluded that most of the respondents belong to the education category of graduates.

TABLE 7
OPINION OF RESPONDENTS TOWARDS SPENDING LEISURE TIME

Sl. No.	Time Spending	Number of Respondents	Percentage
1.	Watching TV	140	46.7
2.	Going to Cinema	22	7.3
3.	Reading Books	38	12.7
4.	Listening to Music	58	19.3
5.	Gardening	16	5.3
6.	Others	26	8.7
	Total	300	100.00

Source: Primary Data

From the table it is found that 46.7% of the respondents belong to spending Leisure time for watching TV, 19.3% of the respondents spend their leisure for listening to music, 12.7% of the respondents spend the time read for books, 8.7% of the respondents belong to others category, 7.3% of the respondents spend the time for going to cinema and 5.3% of the respondents spend their time in gardening. It is concluded that most of the respondents belong to spending leisure time in watching TV.

TABLE 8
OPINION OF RESPONDENTS TOWARDS PREFERENCE FOR NATURE OF CHANNEL

Sl. No.	Nature of Channel	Number of Respondents	Percentage
1.	Tamil	162	54.0
2.	English	44	14.7
3.	Sport	26	8.7
4.	News	18	6.0
5.	Cartoon	18	6.0
6.	Discovery	16	5.3

7.	Animal Planet	14	4.7
8.	Others	2	0.7
	Total	300	100.00

Source: Primary Data

From the table it is found that 54% of the respondents prefer to watch Tamil Channel, 14.7% of the respondents watch English, 8.7% of the respondents watch Sports, 6% of the respondents watch News and Cartoon, 5.3% of them like to watch Discovery, 4.7% of the respondents watch Animal Planet and 0.7% of the respondents belong to others. It is concluded that most of the respondents prefer to watch Tamil Channel.

TABLE 9
OPINION OF RESPONDENTS TOWARDS MOST WATCHED TAMIL CHANNEL

Sl. No.	Tamil Television Channels	Number of Respondents	Percentage
1.	Sun	120	40.00
2.	Vijay	60	20.00
3.	Kalaingar	50	16.67
4.	Jaya	40	13.33
5.	Pothigai	10	3.33
6.	Raj	12	4.00

TABLE 10
GENDER AND TYPES OF CHANNELS PREFERENCE

Gender	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Male	23 (65.88)	35 (17.89)	16 (10.57)	8 (7.32)	5 (7.32)	9 (6.51)	7 (5.69)	0 (0.81)	122
Female	139 (96.12)	9 (26.11)	10 (15.43)	10 (10.68)	13 (10.68)	7 (9.49)	7 (8.31)	2 (1.19)	178
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the gender of the respondents and the types of television channels preferred is not significant.

As the calculated Chi-square value (84.132) is greater than the table value (14.067) at 5% level of significance for 7 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the gender of the respondents and the types of television channels preferred is significant.

TABLE 11
AGE GROUP AND TYPES OF CHANNELS PREFERENCE

Age Group	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Below 20 years	12 (25.92)	17 (7.04)	10 (4.16)	2 (2.88)	1 (2.88)	1 (2.56)	5 (2.24)	0 (0.32)	48
21 - 30 years	115 (95.04)	15 (25.81)	8 (15.25)	7 (10.56)	13 (10.56)	10 (9.38)	6 (8.21)	2 (1.17)	176
31 - 40 years	14 (19.44)	7 (5.28)	5 (3.12)	5 (2.16)	4 (2.16)	1 (1.92)	0 (1.68)	0 (0.24)	36
Above 41 years	21 (21.6)	5 (5.87)	3 (3.47)	4 (2.40)	0 (2.40)	4 (2.13)	3 (1.87)	0 (0.27)	40
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)
Null hypothesis: The association between the age group of the respondents and the types of television channels preferred is not significant.

As the calculated Chi-square value (68.236) is greater than the table value (32.671) at 5% level of significance for 21 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and the types of television channels preferred is significant.

7.	Polimer	8	2.67
	Total	300	100.00

Source: Primary Data

From the table 9, it is found that 40% of the respondents belong watch Sun TV, 20% of the respondents watch Vijay TV, 16.67% of them are watching Kalaingar TV, 13.33% of the respondents watch Jaya TV, 3.33% of the respondents prefer Pothigai, 4% of the respondents prefer Raj TV and 2.67% of the respondents choose Polimer TV. It is concluded that most of the respondents are preferred Sun TV.

RELATIONSHIP BETWEEN GENDER AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

Today women are equally competing with men in all the fields, including business, military organization, space research centers, housewives and watching televisions. In the study area most of the television programmes are highly supported by women and these women watching televisions at their home by way of forming the groups and family members. For the purpose of the study, gender was studied under two categories viz. male and female. The sample consists of 122 (40.7%) male respondents and 178 (59.30%) female respondents. The types of television channels preferred by the respondents are given in table 10 and Chi-square test is applied to find out the association between the gender of the respondents and the types of television channels preferred.

RELATIONSHIP BETWEEN AGE GROUP AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

Age becomes relevant to respondents because it refers to maturity and experience. Therefore, the age of the respondents indicates the relative position in types of television channels preferred. For the purpose of the study, age group was studied under four categories viz. below 20 years, 21 - 30 years, 31 - 40 years and above 41 years. The sample consists of 176 (%) 21 - 30 years respondents and 48 (%) respondents are below 20 years. The types of television channels preferred by the respondents are given in table 11 and Chi-square test is applied to find out the association between the age group of the respondents and the types of television channels preferred.

RELATIONSHIP BETWEEN TYPE OF FAMILY AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

The type of family denotes the joint and nuclear families. The joint family is generally supposed to be a characteristic peculiar to the Hindus. However, nuclear family can be considered as the outcome of industrialization and urbanization. The type of family to which the sample respondents belong is shown in table 12 and Chi-square test is applied to find out the association between the type of family of the respondents and the types of television channels preferred.

TABLE 12
TYPE OF FAMILY AND TYPES OF CHANNELS PREFERENCE

Type of Family	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Nuclear Family	136 (115.56)	26 (31.39)	15 (18.55)	11 (12.84)	6 (12.84)	9 (11.41)	10 (9.99)	1 (1.43)	214
Joint Family	26 (46.44)	18 (12.61)	11 (7.45)	7 (5.16)	12 (5.16)	7 (4.59)	4 (4.01)	1 (0.57)	86
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the type of family of the respondents and the types of television channels preferred is not significant.

As the calculated Chi-square value (34.069) is greater than the table value (14.067) at 5% level of significance for 7 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the type of family of the respondents and the types of television channels preferred is significant.

TABLE 13
OCCUPATION AND TYPES OF CHANNELS PREFERENCE

Occupation	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Employees	54 (45.36)	4 (12.32)	9 (7.28)	5 (5.04)	4 (5.04)	3 (4.48)	4 (3.92)	1 (0.56)	84
Professionals	24 (19.44)	3 (5.28)	1 (3.12)	2 (2.16)	2 (2.16)	2 (1.92)	2 (1.92)	0 (0.24)	36
Businessmen	23 (19.44)	2 (5.28)	3 (3.12)	2 (2.16)	2 (2.16)	2 (1.92)	2 (1.92)	0 (0.24)	36
Retired Persons	1 (2.16)	1 (0.59)	0 (0.035)	1 (0.24)	0 (0.24)	0 (0.21)	0 (0.19)	0 (0.03)	4
Housewives	8 (14.04)	2 (3.81)	4 (2.25)	3 (1.56)	4 (1.56)	4 (1.39)	2 (1.21)	0 (0.17)	26
Agriculturists	1 (2.16)	1 (0.59)	0 (0.35)	1 (0.24)	0 (0.24)	0 (0.21)	0 (0.19)	0 (0.03)	4
Students	50 (56.16)	30 (15.25)	8 (9.01)	3 (1.56)	5 (6.24)	5 (5.55)	4 (4.85)	1 (0.69)	104
Others	1 (3.24)	1 (0.88)	1 (0.52)	1 (0.24)	1 (0.62)	1 (0.32)	0 (0.28)	0 (0.04)	6
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the occupation of the respondents and the types of television channels preferred is not significant.

As the calculated Chi-square value (73.22) is greater than the table value (67.505) at 5% level of significance for 49 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the occupation of the respondents and the types of television channels preferred is significant.

TABLE 14
MONTHLY INCOME AND TYPES OF CHANNELS PREFERENCE

Monthly Income	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Below Rs.5,000	36 (33.48)	11 (2.27)	3 (5.37)	3 (3.72)	4 (3.72)	3 (3.31)	2 (2.89)	0 (0.41)	62
Rs.5,001 – Rs.10,000	62 (60.48)	12 (16.43)	8 (9.71)	7 (6.72)	10 (6.72)	6 (5.97)	6 (5.23)	1 (0.75)	112
Rs.10,001 – Rs.15,000	50 (41.04)	10 (11.15)	6 (6.57)	3 (4.56)	1 (4.56)	3 (4.05)	2 (3.55)	1 (0.51)	76
Rs.15,001 – Rs.20,000	5 (12.96)	6 (3.52)	5 (2.08)	3 (1.44)	1 (1.44)	2 (1.28)	2 (1.12)	0 (0.16)	24
Above Rs.20,000	9 (14.04)	5 (3.81)	4 (2.25)	2 (1.56)	2 (1.56)	2 (1.39)	2 (1.21)	0 (0.17)	26
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the monthly income of the respondents and the types of television channels preferred is not significant.

RELATIONSHIP BETWEEN OCCUPATION AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

The act of occupying possession where a person is employed or one habitual employment, profession, craft or trade is known as occupation. Occupation of the respondents plays a vital role and significant part in taking a decision on a particular issue. Hence a survey was undertaken to know the occupational status of the respondents. The sample respondents are grouped on the basis of their occupation into eight groups namely, employees, professionals, businessmen, retired persons, housewives, agriculturists, students and others as shown in table 13 and Chi-square test is applied to find out the association between the occupation of the respondents and the types of television channels preferred.

RELATIONSHIP BETWEEN MONTHLY INCOME AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

Income is an economic indicator, which determines not only the levels of living but also the sophisticated life and economic status of a family. The monthly income of the respondents has been taken into account for the study. The income of the sample respondents is divided into three groups namely those below Rs.5,000, Rs.5,001 – Rs.10,000, Rs.10,001 – Rs.15,000, Rs.15,001 – Rs.20,000 and above Rs.20,000 as shown in table 14 and Chi-square test is applied to find out the association between the monthly income of the respondents and the types of television channels preferred.

As the calculated Chi-square value (64.438) is greater than the table value (41.337) at 5% level of significance for 28 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the monthly income of the respondents and the types of television channels preferred is significant.

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND TYPES OF TELEVISION CHANNELS PREFERRED BY THE RESPONDENTS

Education grips the mind of the young and the old and has the power to determine the purpose for which knowledge and experience will be used. It can also be used to create new attitude or to generate a work - force with new values, work ethics and

new skills and positive orientation. It is in this context, this variable is analyzed through the table 15, which gives the distribution of the sample respondents with their level of education and Chi-square test is applied to find out the association between the educational qualification of the respondents and the types of television channels preferred.

**TABLE 15
EDUCATIONAL QUALIFICATION AND TYPES OF CHANNELS PREFERENCE**

Educational Qualification	Type of Television Channels Preference								Total
	Tamil	English	Sports	News	Cartoon	Discovery	Animal Planet	Others	
Below SSLC	5 (11.88)	6 (3.23)	3 (1.91)	0 (1.32)	7 (1.32)	0 (1.17)	0 (1.03)	1 (0.15)	22
Higher Secondary	9 (15.12)	13 (4.11)	0 (2.43)	0 (1.68)	0 (1.68)	5 (1.49)	1 (1.31)	0 (0.19)	28
Graduates	71 (54)	12 (14.66)	7 (8.67)	10 (6)	0 (6)	0 (5.33)	0 (0.27)	0 (0.67)	100
Post Graduates	58 (62.64)	8 (17.01)	15 (10.05)	2 (6.96)	11(6.96)	10 (6.17)	11 (5.41)	1 (0.77)	116
Professionals	17 (16.2)	3 (4.4)	1 (2.6)	6 (1.8)	0 (1.8)	1 (1.6)	2 (1.4)	0 (0.2)	30
Others	2 (2.16)	2 (0.59)	0 (0.35)	0 (0.24)	0 (0.24)	0 (0.21)	0 (0.19)	0 (0.03)	4
Total	162	44	26	18	18	16	14	2	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the educational qualification of the respondents and the types of television channels preferred is not significant.

As the calculated Chi-square value (137.552) is greater than the table value (55.758) at 5% level of significance for 35 degrees of

freedom, the null hypothesis is rejected and it could be concluded that the association between the educational qualification of the respondents and the types of television channels preferred is significant.

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the gender of the respondents and most preferred Tamil television channels is given in table 16.

**TABLE 16
GENDER AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS**

Gender	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaingar	Jaya	Pothigai	Raj	Polimer	
Male	39 (48.8)	27 (24.4)	17 (20.33)	24 (16.27)	6 (4.07)	7 (4.88)	2 (3.25)	122
Female	81 (71.2)	33 (35.6)	33 (29.367)	16 (23.73)	4 (5.93)	5 (7.12)	6 (4.75)	178
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the gender of the respondents and most preferred Tamil television channels is not significant.

As the calculated Chi-square value (19.393) is greater than the table value (12.592) at 5% level of significance for 6 degrees of

freedom, the null hypothesis is rejected and it could be concluded that the association between the gender of the respondents and most preferred Tamil television channels is significant.

RELATIONSHIP BETWEEN AGE GROUP OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the age group of the respondents and most preferred Tamil television channels is given in table 17.

**TABLE 17
AGE GROUP AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS**

Age Group	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaingar	Jaya	Pothigai	Raj	Polimer	
Below 20 years	12 (19.2)	5 (9.6)	15 (8)	12 (6.4)	1 (1.6)	2 (1.92)	1 (1.28)	48
21 - 30 years	73 (70.4)	43 (35.2)	28 (29.33)	17 (23.47)	5 (5.87)	4 (7.04)	6 (4.69)	176
31 - 40 years	14 (14.4)	7 (7.2)	5 (6.00)	5 (4.8)	2 (1.2)	2 (1.44)	1 (0.96)	36
Above 41 years	21 (16.00)	5 (8.00)	2 (6.67)	6 (5.33)	2 (1.33)	4 (1.6)	0 (1.07)	40
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the age group of the respondents and most preferred Tamil television channels is not significant.

As the calculated Chi-square value (33.693) is greater than the table value (28.869) at 5% level of significance for 18 degrees of

freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and most preferred Tamil television channels is significant.

RELATIONSHIP BETWEEN TYPE OF FAMILY OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the type of family of the respondents and most preferred Tamil television channels is given in table 18.

TABLE 18
TYPE OF FAMILY AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS

Type of Family	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaignar	Jaya	Pothigai	Raj	Polimer	
Nuclear Family	89 (85.6)	48 (42.8)	43 (35.67)	23 (28.53)	3 (7.13)	5 (8.56)	3 (5.71)	214
Joint Family	31 (34.4)	12 (17.2)	7 (14.33)	17 (11.47)	7 (2.87)	7 (3.44)	5 (2.29)	86
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the type of family of the respondents and most preferred Tamil television channels is not significant.

As the calculated Chi-square value (29.678) is greater than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is rejected and it could be con-

cluded that the association between the type of family of the respondents and most preferred Tamil television channels is significant.

RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the occupation of the respondents and most preferred Tamil television channels is given in table 19.

TABLE 19
OCCUPATION AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS

Occupation	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaignar	Jaya	Pothigai	Raj	Polimer	
Employees	44 (33.6)	15 (16.8)	11 (14.00)	10 (11.2)	1 (2.8)	1 (3.36)	2 (2.24)	84
Professionals	19 (14.4)	5 (7.2)	5 (6.00)	3 (4.8)	1 (1.2)	2 (1.44)	1 (0.96)	36
Businessmen	19 (14.4)	5 (7.2)	5 (6.00)	3 (4.8)	1 (1.2)	2 (1.44)	1 (0.96)	36
Retired Persons	2 (1.6)	1 (0.8)	1 (0.67)	0 (0.53)	0 (0.13)	0 (0.16)	0 (0.11)	4
Housewives	11 (10.4)	6 (5.2)	4 (4.33)	2 (3.33)	1 (0.87)	2 (3.33)	0 (0.69)	26
Agriculturists	1 (1.6)	1 (0.8)	1 (0.67)	1 (0.00)	0 (0.13)	0 (0.16)	0 (0.11)	4
Students	23 (41.6)	26 (20.8)	22 (17.33)	20 (13.87)	5 (3.47)	4 (4.16)	4 (2.77)	104
Others	1 (2.4)	1 (1.2)	1 (1)	1 (0.8)	1 (0.2)	1 (0.24)	0 (0.16)	6
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the occupation of the respondents and the preference of Tamil television channels is not significant.

As the calculated Chi-square value (39.334) is greater than the table value (55.758) at 5% level of significance for 42 degrees of freedom, the null hypothesis is rejected and it could be con-

cluded that the association between the occupation of the respondents and the preference of Tamil television channels is significant.

RELATIONSHIP BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the monthly income of the respondents and most preferred Tamil television channels is given in table 20.

TABLE 20
MONTHLY INCOME AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS

Monthly Income	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaignar	Jaya	Pothigai	Raj	Polimer	
Below Rs.5,000	25 (24.8)	18 (12.4)	15 (10.33)	4 (20.8)	0 (2.06)	0 (2.48)	0 (1.65)	62
Rs.5,001 – Rs.10,000	64 (44.8)	19 (22.4)	13 (18.67)	9 (14.93)	5 (3.73)	2 (4.48)	0 (2.99)	112
Rs.10,001 – Rs.15,000	10 (30.4)	23 (15.2)	15 (12.67)	12 (10.13)	2 (2.53)	7 (3.04)	7 (2.03)	76
Rs.15,001 – Rs.20,000	9 (9.6)	0 (4.8)	0 (4.00)	14 (3.2)	1 (0.8)	0 (0.96)	0 (0.64)	24
Above Rs.20,000	12 (10.4)	0 (5.2)	7 (4.33)	1 (3.47)	2 (0.87)	3 (1.04)	1 (0.69)	26
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the monthly income of the respondents and the preference of Tamil television channels is not significant.

As the calculated Chi-square value (151.157) is greater than the table value (36.415) at 5% level of significance for 24 degrees of freedom, the null hypothesis is rejected and it could be con-

cluded that the association between the monthly income of the respondents and the preference of Tamil television channels is significant.

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND MOST PREFERRED TAMIL TELEVISION CHANNELS

In order to find out the association between the educational qualification of the respondents and most preferred Tamil television channels is given in table 21.

TABLE 21
EDUCATIONAL QUALIFICATION AND OPINION TOWARDS MOST PREFERRED TAMIL TELEVISION CHANNELS

Educational Qualification	Preference of Tamil Television Channels							Total
	Sun	Vijay	Kalaignar	Jaya	Pothigai	Raj	Polimer	
Below SSLC	8 (8.8)	11 (4.4)	3 (3.67)	0 (2.93)	0 (0.73)	0 (0.88)	0 (0.59)	22
Higher Secondary	13 (11.2)	7 (5.6)	6 (4.67)	2 (3.73)	0 (0.93)	0 (1.12)	0 (0.75)	28
Graduates	49 (40.00)	23 (20.00)	23 (16.67)	3 (13.33)	2 (3.33)	0 (4.00)	0 (2.67)	100
Post Graduates	31 (46.4)	11 (23.2)	14 (19.33)	32 (15.47)	8 (3.87)	12 (4.64)	8 (3.09)	116
Professionals	17 (12.00)	8 (6.00)	3 (5.00)	2 (4.00)	0 (1.00)	0 (1.20)	0 (0.80)	30
Others	2 (1.6)	0 (0.8)	1 (0.67)	1 (0.53)	0 (0.13)	0 (0.16)	0 (0.11)	4
Total	120	60	50	40	10	12	8	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the educational qualification of the respondents and the preference of Tamil television channels is not significant.

As the calculated Chi-square value (103.93) is greater than the table value (43.773) at 5% level of significance for 30 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the educational qualification of the respondents and the preference of Tamil television channels is significant.

SUGGESTIONS

According to the study, the researcher likes to suggest the following aspects.

1. Women viewers are interested in partly working and partly watching the programmes. The watching programme is only entertainment. Therefore, the viewers can use their rest time for watching programmes.
2. They can use their time by educating their children and make their children to achieve good rankers in their studies.
3. The rate per channel should be made known to all the viewers of cable television especially in rural areas.
4. The serials are too sentimental and emotional. Women are more addicted on serials. This may affect their mental health. Therefore, the channels should not telecast too sentimental and emotional programmes. It should serve the purpose of entertainment.
5. Like telephone exchange, complaint centre or help line center for cable television should be placed in every area. Therefore, that immediate action can be taken against the local cable operators in case of grievances.

6. Too much of influence in political issues. It should be reduced. Information by these channels should be people centered and not politics centered.
7. All the channels telecast only cine-based programmes, especially in festival seasons. The channel should give the meaning of that particular festival at least in one programme.
8. More channels should be allotted for giving good thought provoking information for adults and kids. Therefore, they can choose their right path for their bright future.

CONCLUSION

Nowadays all the TV Channels have their own specialized programme and serials. Whatever may the programme whoever 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, because almost in all serials criminal activities by the family members with their close relations are exhibited on television. Though this type of serials bring more income to the TV Channels. It is not good for the citizens as a whole. Particularly the younger generation will be caused more by the TV Serials. So making this type of serials should be avoided at a maximum because the television media has more influence on the audience. Instead of showing more number of serials and entertainment programmes in all time. They can allot time for motivating students and young generation to engage their time mostly in production activities and moulding them good culture and habits among the viewers. They can make programme 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.