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## **An inherent analysis on the acceptance and preference of television shows among College students in Pondicherry**

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### **Abstract**

Television in India started through the SITE experiment which was collaborated jointly by NASA and ISRO as a test measure to gauge about the prospects of Cable television in India in 1975. Television then became synonymous with the people at large thanks to the central governments' initiative of telecasting agricultural and educational programs. The programs were a success and then people began to have a fondness for Television. The effectiveness and impact of the program led to tremendous growth of TV sets and the increase in popularity of Television in India. As years progressed, there were various categories of programs that were introduced. After around two decades of the state ownership, the private players came into existence of TV shows and greatly increased the reach and popularity of various shows of varied genre among the masses. This research study aims to explore the television shows preferred by the users and to find out the popularity of various TV programs. The study will also seek answers in finding out about the preference of users in watching TV and TV shows. The researchers have used quantitative research approaches to elicit response from the respondents.

**Keywords:** Television, students, medium, acceptance, preference

### **Introduction**

#### **Television**

The history of television in India started around later fifties. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Under this circumstances, television in India was introduced on September 15, 1959 in Delhi when UNESCO gave the Indian Government \$20,000 and 180 Philips TV sets. The programs were broadcast twice a week for an hour a day on such topics as community health, citizens' duties and rights, and traffic and road sense. In 1961 the broadcasts were expanded to include a school educational television project.

#### **Television programs and Students**

Since the inception of televisions in the early 1900s, it has grown to become a very large part of our lives, especially college students. For our generation, watching TV has become more accessible than ever. From streaming TV on our cell phones and tablets to downloading episodes on our computers, TV is an integral part of our everyday lives as college students, and it has become a big source of entertainment, and sometimes procrastination. College is a time in which most students experience the freedom to manage their own lives for the first time. We're faced with managing our own schedules, which are often over booked and tiresome, but we still find time to incorporate procrastination and relaxation by sitting down on the couch and turning on the TV.

### **Literature Review**

#### **Television Impact and Viewing**

Television is considered as an electronic carpet which seems to transport millions of persons each day to far off places (Trivedi, 1991). It is relatively a new medium that has made its impression on every aspect of mundane life. It is bouncing its signal on space satellites and uses oceanic cables to transmit live telecast to its beneficiaries. This electronic medium ensures its visibility without any global discrimination. It is reported that television made its

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visibility some more than sixty years ago. People were not only sceptical about it, but were also jealous, unkind and even hostile. Over a short span of time, however, it emerged as a remarkable medium of communication, entertainment and education. It needs to be mentioned that it found its space in all countries of the world and has transformed our planet into a ‘gigantic electronic village’ bringing various people and continents close (Bushan, 1992). Over the years it became a central dimension of our everyday activity and in our country it has grown at a phenomenal pace.

**Popularity Television shows in India**

Madhusudan, K. (2006) in his study suggested that traditional media are local and are able to establish direct rapport with the audiences. They are low cost media as compared to the sophisticated mass media. Mohanty B. B. (1995) suggested that agricultural extension, health education, population education, rural development and public information through the use of modern mass

communication media have become more popular for the use of the rural urban masses.

**Objectives of the Study**

- To find the preferred timing for watching television among college students.
- To find what creates and interest for viewers to watch a programs among college students.
- To identify the regularity and time spent on watching television by college students.
- To find out the preferred television programs that interests the college students.

**Research Methodology**

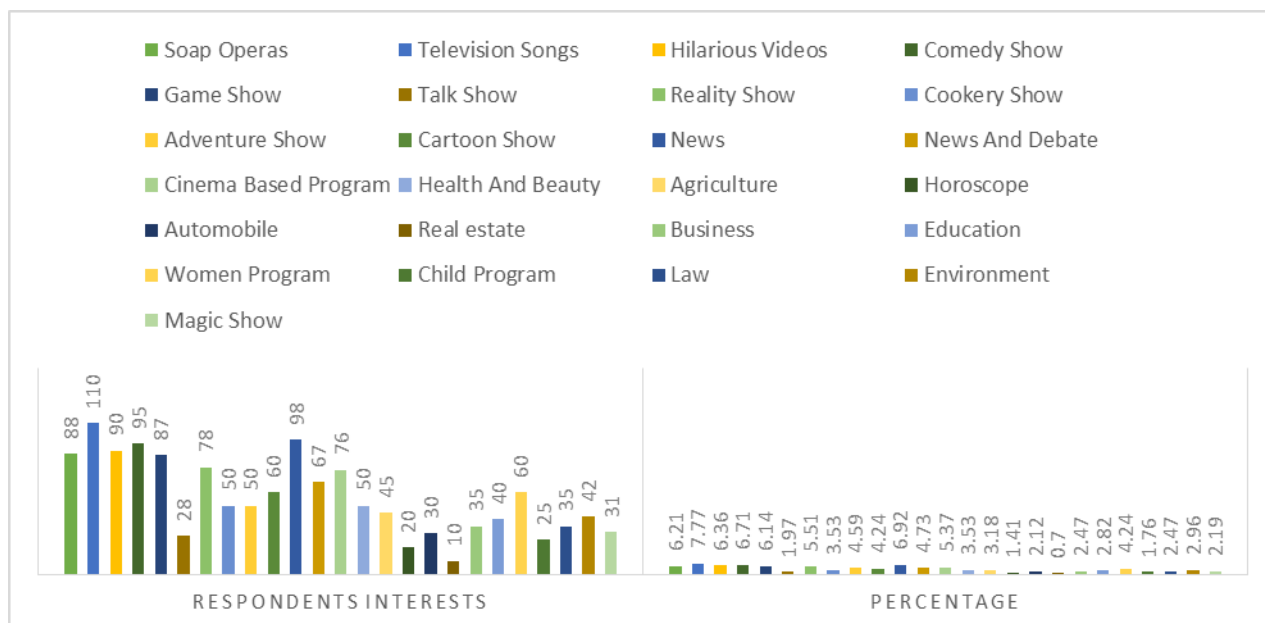
The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study.

**Table 1: Age category**

Age Group	Frequency	Percentage	Percentage	Cumulative Percentage
19 - 21	155	62.3	62.3	62.3
22 - 25	82	33.2	33.2	95.6
26 -30	12	4.0	4.0	99.6
Above - 30	1	.4	.4	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	<b>100.0</b>	

**Table 2: Category of Gender**

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	115	46.0	46.0	46.0
Female	135	54.0	54.0	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	<b>100.0</b>	



**Fig 1: Category of Television shows & user interest**

**Table 3: Positioning of Television shows by respondents**

Television Show	Respondents Interests	Percentage	Position
Soap Operas	110	5.83	2
Television Songs	122	6.47	1
Hilarious Videos	109	5.78	3
Comedy Show	105	5.57	4

Game Show	90	4.77	9
Debates	85	4.50	11
Reality Show	98	5.19	6
Culinary Show	96	5.09	7
Puzzle Show	78	4.13	12
Toon and animation	67	3.55	16
News	101	5.35	5
News And Debate	73	3.87	14
Movie Shows	89	4.72	10
Beauty and Fitness	70	3.71	15
Farming	94	4.98	8
Horoscope	38	2.01	24
Automobile	45	2.38	22
Real estate	24	1.27	25
Business	43	2.28	23
Education	75	3.97	13
Women's' Program	60	3.18	18
Children Program	48	2.54	21
Law	54	2.86	19
Environment	63	3.34	17
Mystic Show	50	2.65	20

**Table 4:** Viewing Program twice a day

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	96	38.4	38.4	38.4
No	154	61.6	61.6	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	<b>100.0</b>	

**Table 5:** Viewing Re -Telecast of Missed Television program

	Frequency	Percentage	Valid Percentage	Cumulative Percent
Yes	175	70.0	70.0	70.0
No	75	30.0	30.0	100.0
<b>Total</b>	<b>250</b>	<b>100.0</b>	<b>100.0</b>	

**V. Findings**

- The majority of respondents are between (19-21) years with 62.3%. The second majority of respondents belong to age groups(22-25) years with 33.2% Respondents between (26-30)years of age groups seem to be very less of just 4.0% and respondents of age groups above 30 are also very less with 0.4% comparatively.
- Female respondents were maximum with 135 numbers among the total 250 respondents with 54.0% male respondents seem to be comparatively less with 115 members among 250 respondents with 46.0%.
- The most interested TV shows preferred by respondents is Television Songs with 7.77%. The next most interested TV shows preferred by respondents is news with 6.92%. Following this Comedy Shows occupies major interest among respondents with 6.71%. Hilarious Videos stands next to comedy shows with about 6.36% respondents' interest. The study reveals that Television Songs and news shows are the most preferred TV shows among the respondents over the other TV shows. Followed by Hilarious Videos, Soap Operas occupies major interest among respondents with 6.21%. Game shows take away 6.14% of respondents' interest, following the major shows. Other television shows like reality shows, Movie Shows, news and debate, adventure, woman programs seems to be gradually decreases respondents interest with 5.51%, 5.37%, 4.37% , 5.59% and 4.24%. Following this Mystic Shows has least interest among respondents with 2.19%. Automobile shows ends up as

- the least preferred TV show with 2.12% respondents showing interest. Child programs are also given least preference with 1.76% by the respondents. Among the 25 various TV shows, horoscope and real estate shows occupies the maximum least preferred show among the respondents with 1.4% and 0.70% comparatively.
- Most popular television show among students are comedy shows, game shows, reality shows, Movie Shows, women programs, whereas the least popular television programmes among students are education show , Puzzle Show, Farming show, business show and child program. The peak interested television shows of students are Television Songs and News and most least interested show of students are Mystic Show and horoscope. Students show more interest in watching songs show and also news, as they prefer television for entertainment and also for information. Though male students show more interest in watching television shows equivalent to female students , automobile based shows didn't attract them much as songs and comedy shows.
- When the respondents were asked to position their favourite program, Television Songs is positioned 1st among respondents with 6.47% followed by Soap Operas which was ranked 2nd by 5.83% respondents. Hilarious Videos comes next with 5.78% respondents giving it the 3rd rank followed by Comedy Shows with 5.54% respondents giving it the 4th rank. News was the next with 5.35% respondents giving it the 5th rank and Reality shows comes next with 5.19% respondents giving it the 6<sup>th</sup> rank. The study shows that Television

Songs and Soap Operas are the most ranked TV shows by the respondents than the others.

- Culinary Shows comes next in the list with 5.09% respondents giving it rank 7 and Farming shows comes next with 4.98% respondents giving it the 8th rank. Compared to the programs listed above, Game shows ranks 9th among respondents with 4.77%. Movie Shows comes next with 4.72% respondents giving it the 10th rank and Debates comes next with 4.50% respondents giving it the 11th rank. Puzzle Shows is ranked 12th by 4.13% respondents. Education programs comes next with 3.92% respondents giving it the 13th rank. News and Debate comes occupies the 14th rank by 3.87% respondents. Beauty and Fitness is ranked 15th by 3.71% respondents. Cartoon shows occupies the 16th rank by virtue of 3.55% respondents.
- Environment shows were ranked 17th by 3.34% respondents. Women's Program were ranked 18th by 3.18% respondents. Law Programs took the 19th rank by virtue of 2.96% respondents. 2.65% respondents gave Mystic Show the 20th rank. Compared with other ranking of programs, Child program has the 21st rank courtesy of 2.54% respondents. 2.38% respondents gave Automobile programs the 22nd rank and compared to it, Business programs comes next with 2.28% respondents giving it the 23rd rank. Horoscope programs and Real estate programs are the least preferred programs among the respondents with 2.01% and 1.27% respectively and were ranked 24th and 25<sup>th</sup>.
- When respondents were enquired whether they watch the same program in TV, it was found out that that 61.6% respondents responded negatively that they do not watch the same TV program twice on the same day. 38.4% respondents responded positively that they watch the same TV program twice on the same day. Students doesn't show keen interest to watch same television programs twice.
- When respondents were probed whether they watch the re- telecast of missed program in TV, 70 % of the respondents replied in the affirmative that they watch the re- telecast of the missed TV programs. 30% of the respondents replied in the negative that they do not watch the re- telecast of the missed TV programs. Maximum Students prefer to watch re-telecast of missed TV Program, students show more interest in television shows, that they never miss their program at any cause.

### Conclusion

Among all the respondents who were part of the study, female respondents showed more interest than male respondents in spending time in television. As far as the age group of respondents are concerned, the majority of respondents are between (18-21) with 62.4%. From the above study, it can be inferred that there is wide popularity among viewers in watching television shows. Viewers also are more likely to watch the same episode of the program on the same day twice on the same day. The study also revealed that the viewers are watching the missed episodes of their TV programs over the internet. The study unveils the existence and acceptance of television medium among viewers in Pondicherry, even in the midst of unparalleled development of new media technology in the contemporary situation.

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