



PGDASM

Explore—Journal of Research for UG and PG Students

ISSN 2278 – 0297 (Print)

ISSN 2278 – 6414 (Online)

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<http://www.patnawomenscollege.in/journal>

A study of the channel viewing habits of the population of Patna (A study conducted with Special Reference to Religious, Entertainment, News and Sports Channels)

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Received : December 2010

Accepted : February 2011

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Abstract : *Television viewing with regard to habitual responses in terms of preferential priorities, is an important contributor to the entire concept of TRP evaluation & functions which is as an important input to aide marketing strategy development, as far as television channel entrepreneurs are concerned. This research work has been conceived, planned and designed to probe into the channel viewing habits of the masses especially with regard to selective channel outlets.*

Keywords : *Middle Income Group, Upper middle income group, Mindset , Perception , Channel Viewing Habits.*

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Introduction :

Television viewing has become an important area of activity as far as the masses are concerned. Today, every individual wishes to view channels of his / her own choice and the desire to view a particular channel arises because of choice, preference, etc. and this results in an affinity with the channel concerned.

This study is an attempt to assess various issues concerned with channel viewing and would definitely facilitate us in selecting different approaches which would explain different aspects concerning channel viewing habits. (Gupta 61:153-159)

Hypothesis of the Research :

In this study the hypothesis is that every individual possesses different feelings with regard to viewing a channel in terms of his/her preference and desire; which to a large extent is dependent on his / her demographic profile.

Objectives :

This study aims to achieve the following purpose / objectives :

- To identify Channel viewing groups on the basis of the specific market segmentation approach.
- To determine the various criteria factors which would help in determining the channel viewing habits.
- To identify, assess and monitor the different channel viewing segments which could be used as a primary base, on the basis of which the concept of viewing of channel could be further explored.

Methodology Adopted :

Any project must follow a methodical line of action in terms of a disciplined methodology.

Primary Data Source: It was gathered on the basis of :

- Personal interview with individuals belonging to middle income group and upper middle income group.
- Questionnaires seeking information from residents of Patna.
- Stratified random sampling was done. Stratification was done on the basis of specific strata of the society in terms of their views regarding Channel Viewing Habits.

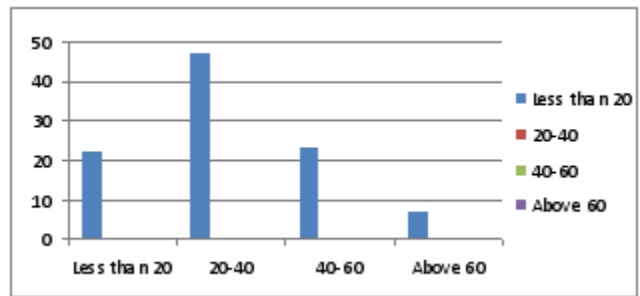
Sample size = 300 respondents

Major findings of the Research :

The research has revealed several interesting observations.

AGE

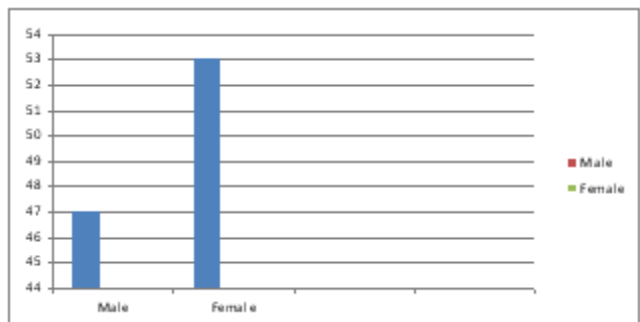
AGE (In. Yrs)	NO. OF RESPONDENTS	PERCENTAGE
Less Than 20	67	22%
20-40	141	47%
40-60	68	23%
Above 60	24	8%



During our research, we found that 22% of the respondents were less than 20 yrs, 47% respondents were of 20 -40 yrs, 23% respondents were of 40 – 60 yrs and 8% respondents were above 60 yrs.

GENDER

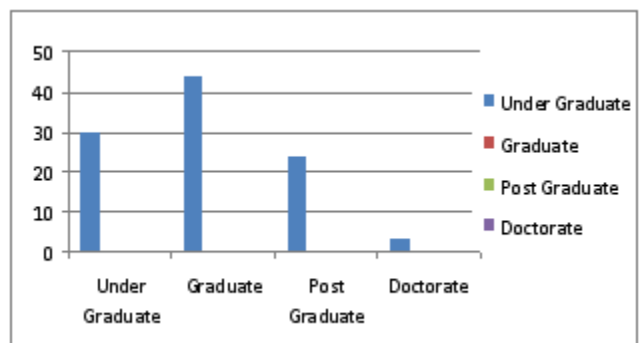
GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	142	47%
Female	158	53%



Out of 300 respondents 47% respondents were male and 53% respondents were female.

EDUCATIONAL-PROFILE

EDUCATION STATUS	NO. OF RESPONDENT	PERCENTAGE
Under Graduate	89	29.66%
Graduate	131	43.66%
Post Graduate	71	23.66%
Doctorate	09	3%

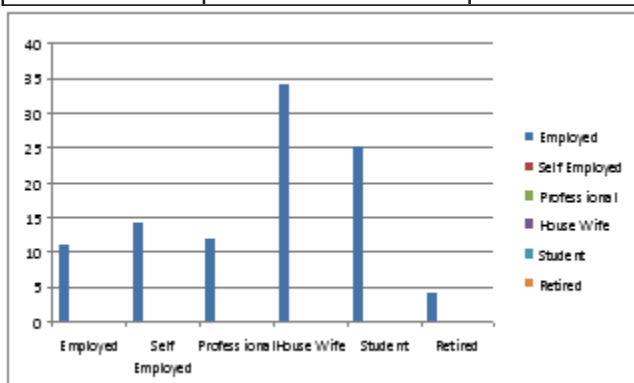


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Out of 300 respondents 29.66% respondents were undergraduate, 43.66% respondents were graduate, 23.66% respondents were post graduate and 3% respondents were doctorate.

OCCUPATIONAL PROFILE

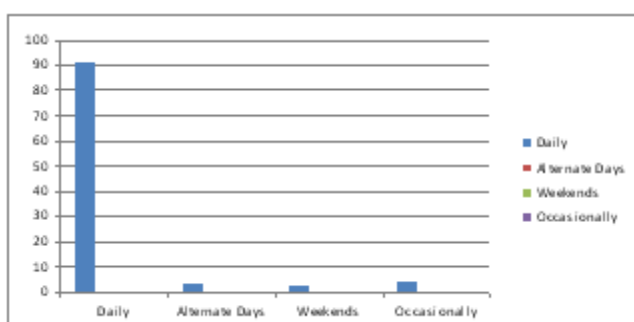
OCCUPATIONAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Employed	33	11%
Self – employed	41	14%
Professionals	36	12%
House wife	103	34%
Students	75	25%
Retired	12	4%



Out of 300 respondents 11% respondents were employed, 14% respondents were self employed, 12% respondents were professionals, 34% respondents were house wives, 25% respondents were students, 12% respondents were retired.

FREQUENCY OF WATCHING T.V

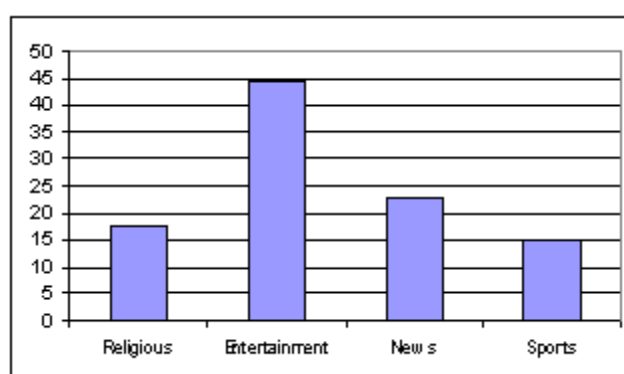
FREQUENTLY WATCH T.V	NO. OF RESPONDENTS	PERCENTAGE
Daily	273	91%
Alternate days	10	3%
Weekends	5	2%
Occasionally	12	4%



Out of 300 respondents 91% respondents watch television daily, 3% respondents watch T.V. on alternate days, 2% respondents watch T.V. on weekends, 4% respondents watch occasionally.

CHANNEL PREFERENCE

CHANNEL YOU WATCH	NO. OF RESPONDENTS	PERCENTAGE
Religious	96	17.91%
Entertainment	237	44.21%
News	123	22.94%
Sports	80	14.92%

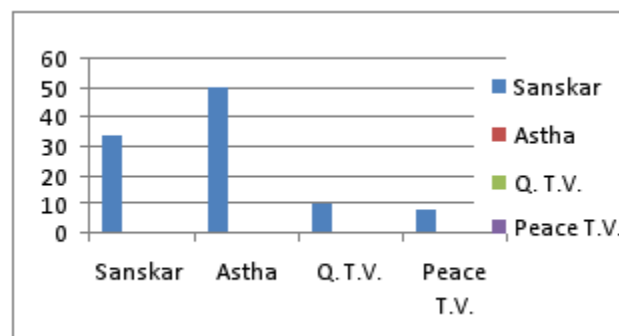


17.91% prefer to watch religious channels, 44.21% watch entertainment channels, 22.44% watch news channels and 14.92% respondents watch sports channel.

FAVOURITE CHANNELS VERSUS VIEWERS SEGMENTS

(A) RELIGIOUS - 96

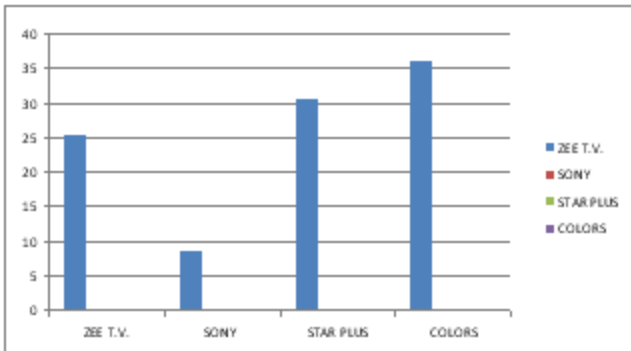
FAVOURITE CHANNEL	NO. OF RESPONDENTS	PERCENTAGE
Sanskar	32	33.33%
Astha	48	50%
Q.T.V	9	9.37%
PeaceT.V	7	7.29%



33.33% prefer to watch Sanskar channel, 50% watch Astha channel, 9.37% watch Q.T.V, 7.29% watch Peace T.V.

(B) ENTERTAINMENT- 237

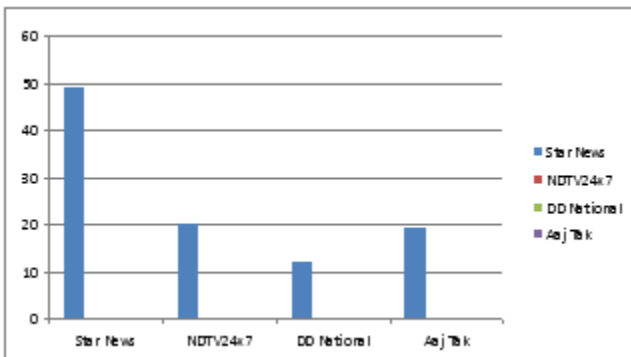
FAVOURITE CHANNEL	NO. OF RESPONDENTS	PERCENTAGE
ZEE T.V	60	25.31%
SONY	20	8.43%
STAR PLUS	72	30.37%
COLORS	85	35.86%



25.31% prefer to watch Zee.T.V., 8.43% prefer to watch Sony T.V., 30.37% prefer to watch Star Plus, 35.86% watch Colors.

(C) NEWS CHANNELS -123

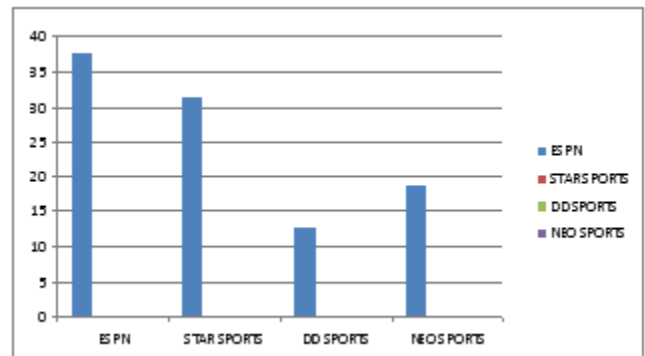
FAVOURITE CHANNEL	NO. OF RESPONDENTS	PERCENTAGE
Star news	60	49%
NDTV 24x7	25	20%
D.D National	15	12%
Aaj tak	23	19%



49% prefer to watch Star News, 20% prefer to watch NDTV 24x7, 12% prefer to watch D.D National 19% prefer to watch Aaj tak.

(D) SPORTS CHANNEL- 80

FAVOURITE CHANNEL	NO. OF RESPONDENTS	PERCENTAGE
ESPN	30	37.5%
STAR SPORTS	25	31.25%
D.D. SPORTS	10	12.5%
NEO SPORTS	15	18.75%

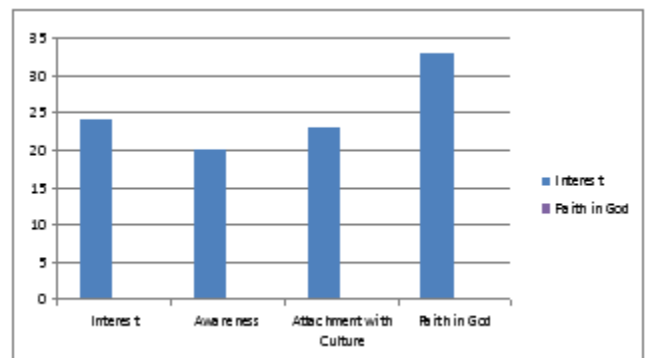


37.5% prefer to watch ESPN, 31.5% prefer to watch Star Sports, 12.5% prefer to watch D.D. Sports and 18.75% prefer to watch Neo Sports.

RATIONALITY BEHIND WATCHING SPECIFIC CHANNEL

(A) RELIGIOUS CHANNEL

REASON TO WATCH PROGRAMME	NO.OF RESPONDENTS	PERCENTAGE
Interest	23	24%
Awareness	19	20%
Attachment with culture	22	23%
Faith in God	32	33%



24% prefer to watch religious channel because they are interested, 20% prefer to watch awareness 23% for attachment with culture and 33% for faith in God.

(B) ENTERTAINMENT CHANNEL

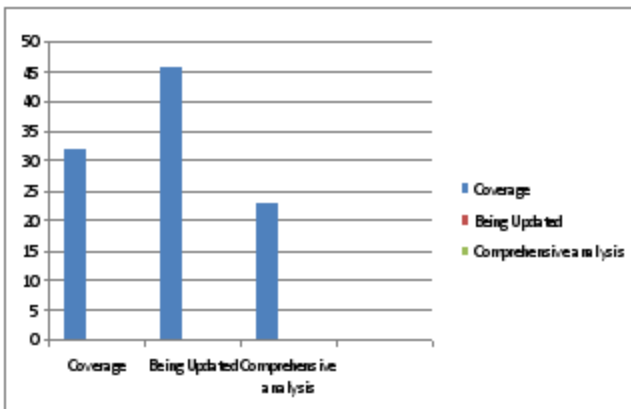
REASON	NO. OF RESPONDENTS	PERCENTAGE
To Pass time	60	25.31%
For relaxation	102	43.03%
Interest	34	14.34%
Knowledge	41	17.29%



25.31% prefer to watch entertainment channels to pass time, 43.3% prefer for relaxation, 14.4% prefer for interest and 32% prefer for knowledge.

(C) NEWS CHANNEL

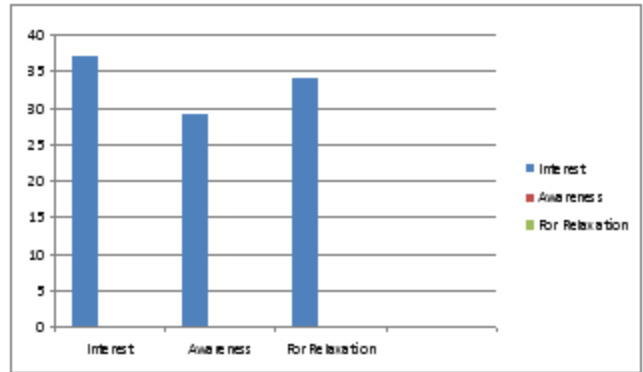
REASON TO WATCH PROGRAMME	NO. OF RESPONDENTS	PERCENTAGE
Coverage	39	31.70%
Being updated	56	45.52%
Comprehensive analysis	28	22.76%



31.70% prefer to watch news channels for coverage, 45.52% prefer for being updated and 22.76% prefer for comprehensive analysis.

(D) SPORTS CHANNEL

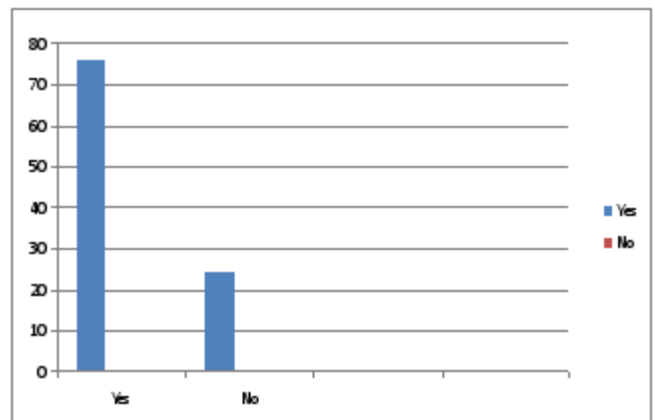
REASON TO WATCH PROGRAMME	NO. OF RESPONDENTS	PERCENTAGE
Interest	30	37%
Awareness	23	29%
For relaxation	27	34%



37% prefer to watch sports channel for interest, 29% prefer for awareness, and 34% prefer for relaxation.

OPINION TOWARDS TELEVISION VIEWING

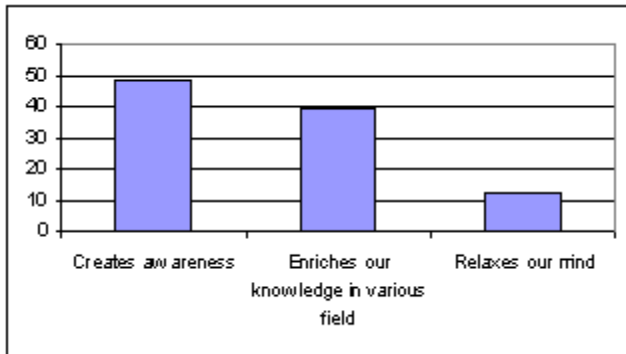
TELEVISION ARE BENEFICIAL	NO OF RESPONDENTS	PERCENTAGE
YES	228	76%
No	72	24%



Out of 300 respondents 76% think that television is beneficial for the viewers while, 24% think that it is not beneficial for the viewers.

REASON FOR SAYING YES (228)

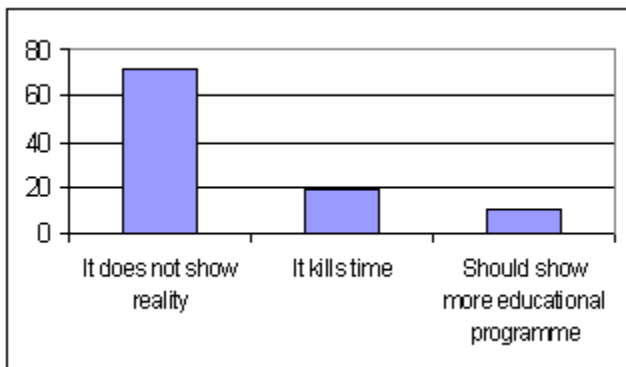
IF YES ,WHY?	NO .OF RESPONDENTS	PERCENTAGE
Creates awareness	110	48.24%
Enriches our knowledge in various field	90	39.47%
Relaxes our mind	28	12.28%



Out of 228 respondents 48.24% think that it create awareness, 39.47% think that it enriches our knowledge in various fields, and 12.28% think that it helps to relax our mind.

REASON FOR SAYING NO (72)

IF NO, WHY?	NO OF RESPONDENT	PERCENTAGE
It does not show reality	51	71%
It kills time	14	19%
Should show more educational programme	7	10%



Out of 72 respondents 71% think it is not beneficial because it does not show reality, 19% think it kills time, 10% want more educational programmes.

Conclusion :

The impression drawn from this research study specifies that entertainment channels are the most popular ones as against any other channels that are watched by target audience.

The most popular entertainment channel among the viewers is colors followed by Star Plus, Zee T.V. and Sony in Patna

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