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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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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.*
