

An Empirical Study to Measure Television Viewership Pattern among Young Adults in Gujarat

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Abstract

This study involves the Indian viewers who still enjoy watching TV. Tv Viewing in India has grown by 12 per cent since 2016, as per the Television Audience Analysis Council (BARC)'s India Study. It shows even with the popularity of smartphones with free data that powered the growth of OTTP networks including hot stars and Netflix, But Still Indian love to watch the TV set. TV is the very popular and affordable source of entertainment. This paper attempts to measure television Viewership Pattern among Young Adults in Gujarat. A survey method with structured questionnaire using Likert scale was circulated to the sample of population. Regression, Chronbach alpha, Descriptive statistics is applied using SPSS to analyze and interpret the data. This study shows that for the youth of Ahmedabad (Gujarat), there is a very huge scope and big opportunity to launching an exclusive channel. This research is important since it is feasibility analysis to start a general entertainment platform for young people.

The research will provide a standardized input to the BARC about Viewership pattern of youth of Ahmedabad City and also helpful to the Production houses and branded companies and advertisers to reach their audience.

Key words: *Television Industry, Television Viewing Habits, Content, Measuring television Viewership Pattern.*

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1. Introduction

1.1 Television

For nearly four decades Indian Television Industry has its existence. The first 17 years of content offered were mainly in black & white. In the early nineties, Indian Television Industry ignited with the broadcast of satellite TV by foreign programmers like CNN, Star TV, and later on by domestic channels such as Zee TV and Sun TV in the Indian household. The Sudden Violence of cable TV channels in the Indian scene overshadowed the government-owned TV channel Doordarshan which was then the only television channel across India. Competition became growing among the different TV channels that resulted in the commercialization of electronic media. Significant changes in lifestyle, attitude, the behavior is brought by television and it is been seen that it is ruling our lives. The liberalization of television with the development of new broadcasting technology led to a huge number of competing TV stations and to a diversity of available programs. Television is a medium that is adaptive and can contribute to development.

1.2.TV Viewership Pattern According to BARC Report

BARC India is India's only TV viewership measurement company and is stated as the world's largest audience measurement service. According to a report of the Broadcast Audience Research Council (BARC), it was studied that those who agree with the popular belief that the youth (15-30) of today do not like watching television, this could be a surprise! India's Youngsters contribute an overwhelming 33 percent share of eyeballs in the overall television viewership

The Youth population composition is relatively skewed towards males, but the viewership shares researcher studied that the female viewership is comparable to that of males. Both categories have contributed an equal share to TV viewership, i.e. 50% each.

On weekends and weekdays, viewership of the youth on TV follows a steady trend across. It is seen viewership is the highest during Prime Time which starts in the morning from 6:00 am rises steadily throughout the day and is at the peaks between 8.30-9.00 pm. While the Reach and the Impressions is a peak between 8.30-9.00 pm on both weekdays and weekends and the gap between Reach and Impressions is slightly higher on

weekends representing that there are not enough conversions when it is compared to the weekday.

Surprisingly study says that TV viewership by Youth residue at the same levels on weekday & weekend with negligible deviations. A typical Indian youth likes to start the day with film-based content based on the preferred choice afterward they prefer some content classified as Miscellaneous, and News/Business content. As the day progresses towards Prime Time they proceed with the viewership of Serial-based content and film-based content starts declining. This viewership of Miscellaneous content position 1800 hrs is being driven by Reality Shows and Talent search programs that are usually at peak on weekends and contribute to the high viewership.

Definition: -

TV Viewership Analytics refers to the event of collecting and combining data or the collected and combined data on the audience of a TV program or content to determine their particular behavioral patterns related to their geographic location and reactions to the program.

2. Literature Review

The researcher has studied most of the research papers which were based on children and family viewership pattern as Indian TV viewership is family centered activity as said by Partho Dasgupta, CEO of BARC India. Suneera Tandon (2018) through her research states that Tv viewership pattern has shot up by 12% from 2016 according to Broadcast India Survey by Broadcast Audience Research Council. This shows that the invention of smart gadgets and low-price data has given the rise of on-demand networks as Hotstar and Netflix, Despite Indians' love to watch television sets. Youth that falls under the age group (15-30) contributes 33% of Viewership while adults (age group of 31-50) are at the second position i.e 32% out of the total Viewership, According to BARC (2018). Synergyzer (2018) found that the prime-time (7 pm to 9pm) & post-prime-time (9 pm to 11pm) was the most viewed times and shared the slot of highest ratings overall with post-prime-time having 33.6 percentage followed by prime-time with a minor difference of 1.5 i.e. 32.1 percentage. In both, the time slots prime-time & post-prime-time female share was high at 33.5 percentage & 34.0 percentage compared with male share at 30.8

percentage & 33.2 percentage respectively. Sandhya Keelery (2019) Stated that general entertainment channels in 2019 made the highest share of television viewership in India. Movie channels followed by nearly 24%, while news stood third at that time. since 2018, Viewership for news increased significantly, likely due to the central and state government discussions about Article 370, the CAA, and the general election. Ahluwalia and Singh (2011) found in their research that on average, children watch two hours or less of TV daily, and most of them indulged in bedtime TV Viewing. They watched TV primarily for entertainment and for learning. Childrens’ most preferred program was childrens’ shows/serials, followed by cartoon/animated programs. Sinha (2013) showed in their study that the supreme importance of Television and other media in our society can hardly be overemphasized. The media plays an important role and has become more and more universal and formed an integral part of society. Knowingly or unknowingly media shapes our thought processes and attitudinal patterns.

3. Research Methodology

3.1. Research Objectives

The researcher has conducted the study to identify the TV Viewing habits of youth (age group 18 to 30) in Ahemdabad City and specific objectives of the study are:

- To examine the frequency and Hours spent on watching television by the Young adults.
- To study various kinds of content preferred by young adults based on attitudes, values, lifestyle, and behavior.
- To Study Fashion, Lifestyle, Attitude, Behavior affects preference for television viewership.
- To examine the viewership pattern various reasons for watching television programs.

3.2. Research Type

The research has followed the Empirical study that has used the evidence that is demonstrated to be true in respect of Television Viewership pattern among the

adults to reach the research outcomes. The evidence is obtained through direct or indirect observation.

3.3. Research Design

Type of research is Exploratory and Conclusive Descriptive Research. Under same category, it is Single cross-sectional study.

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3.4. Target Population Definition

- **Target Population:** - Young adults (Age group of 18 to 35) who are viewers of Television.
- **Element:** -Young adults (Age group of 18 to 35) who are viewers of Television.
- **Sampling Technique:** - Convenience sampling is used of Nonprobability sampling
- **Extent:** - Ahmedabad City
- **Sample Size:** - Below mentioned formula can be used to determine the sample size (Nargundkar,2003).

$$n = p(1-p) * (z/e)^2$$

In the above formula,

n= Sample size

p= Frequency of occurrence of something expressed as a proportion, here p=0.50

z (Confidence Level) = Z is the Value associated with confidence level from a standard normal distribution. In simple terms, the Confidence level can be defined as the probability that a confidence interval will include the population parameter.

For this study, the researcher has taken a 95% confidence level (Here from the standard distribution level, z value is 1.96) based on preceding studies.

e= e is the level of precision that is the tolerance level. Here, the researcher has assumed a tolerance error of 0.08.

So here,

$$\begin{aligned}n &= 0.5 (1-0.5) (1.96/0.08)^2 \\&= 0.25 (600.25) \\&= 150\end{aligned}$$

Using the above formula, the sample size derived is 150. 150 sample size is adequate to estimate the population proportions with a 95% confidence level and a tolerance level of 0.08. Researcher has collected 411 samples which is more than adequate according to the formula.

3.5. Research Instrument

The research instrument is a structured questionnaire to measure the TV Viewership Pattern. The questionnaire is having only closed-ended questions. The five-point Likert scale is used by the researcher to accomplish the objectives of the research.

3.6. Data Collection Plan

Secondary Data

To get approaching into the research area and to develop the hypothetical framework the information was composed of published material such as various, research papers, magazines, journals, books newspapers, report, conference proceedings and reports published by Government (Government Sources), Report of BARC (Broadcast Audience Research Council). Officials platforms like speeches and lectures are also used as secondary data sources. Online databases (Computerized full-text databases) such as Proquest, Emerald, Sage, SSRN, Google Scholar, and many more websites are used to collect secondary data.

Primary Data

The researcher has chosen the offline mode of collecting sampling physically and was with respondents until the whole questionnaire was not filled out among youth (age group between 18 to 30) in Ahmedabad. The method of sampling will be Convenience sampling with a total sample of 411 youth. For qualitative data, the collection researcher has conducted in-depth interviews of youths to measure the TV Viewership Pattern. For quantitative data collection, the structured questionnaire was used.

3.7. Data Analysis

For the analysis purpose SPSS (statistical package for the social Science) is used. The analysis is divided into two parts that are descriptive statistics and inferential statistics. Under descriptive statistics screening, coding, decoding, tabulation, and bar charts are applied while under inferential statistics Cronbach's Alpha is used for data reliability and regression is applied.

4. Data Analysis

4.1 Respondent's Profile

<i>Table 1 Respondent Profile</i>				
Sr.no	Factors	Particulars	Frequency	Percent
1	Gender	Female	167	40.6
		Male	244	59.4
		Total	411	100.0
2	Marital Status	Married	55	13.4
		Unmarried	356	86.6
		Total	411	100.0
3	Age	18 – 23 year	321	78.1
		24 – 29 year	68	16.5
		30 – 35 year	22	5.4

		Total	411	100.0
4	Occupation	Student	329	80.0
		salaried	59	14.4
		Businessman	11	2.7
		Housewife	12	2.9
5		Total	411	100.0
6	Education	SSC	13	3.2
		Hsc	153	37.2
		Graduation	147	35.8
		Postgraduate	98	23.8
		Total	411	100.0
7	Monthly Income	Less than 20000	318	77.4
		20001 to 40000	57	13.9
		40001 to 60000	21	5.1
		Above 60000	15	3.6
		Total	411	100.0
		Less than 20000	318	77.4
8	Family Members	1 to 3	80	19.5
		4 to 6	286	69.6
		7 to 9	34	8.3
		above 9	11	2.7
		Total	411	100.0

4.2. Reliability Test

It is important to find out the internal constituency of the measurement before further analysis. Cronbach's alpha coefficient of reliability can be used to find out the reliability of the scale. Inter item correlation and Item to total correlation is also used to find out how the item is internally correlated and how it is correlated with the other items. According to Nunnally (1978), Cronbach's alpha value of more than 0.70 indicates a

good level of internal consistency.

Reliability Statistics

Cronbach's Alpha	.738
No. of items	13

Here, the reliability coefficient is found to be more than 0.70 i.e it is 0.738 which provides good construct reliabilities.

4.3 Analysis of Regression

Hypothesis

H₀: There is no Significant effect of preference on television viewership pattern

H₁: There is a significant effect of preference on television viewership pattern

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545 ^a	.297	.272	.874
Predictors (constant),:-Preference				

The model summary of the Television viewership pattern based on preference is given in the model summary table and it shows the coefficient of determination (R square) under the model which is 0.297 which means the preference variable explains 29.7%of variations in the viewership pattern of Television based on preference.

ANOVA^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.

1	Regression	127.836	14	9.131	11.957	.000 ^b
	Residual	302.403	396	.764		
	Total	430.238	410			
a. Dependent Variable: Fashion, Lifestyle, Attitude, Behavior affects my preference for television viewership.						
b. predictors: preference						

The ANNOVA Table is used to assess the overall significance of the specific regression model. In ANNOVA Table, specifically the F –Value (11.957) and the p-value are 0.000. It indicates that the model is significant as the p-value is less than 0.05 (at $\alpha=0.05$ level), so it provides enough accuracy for the significance of the model and is considered as evidence for the same.

Coefficients

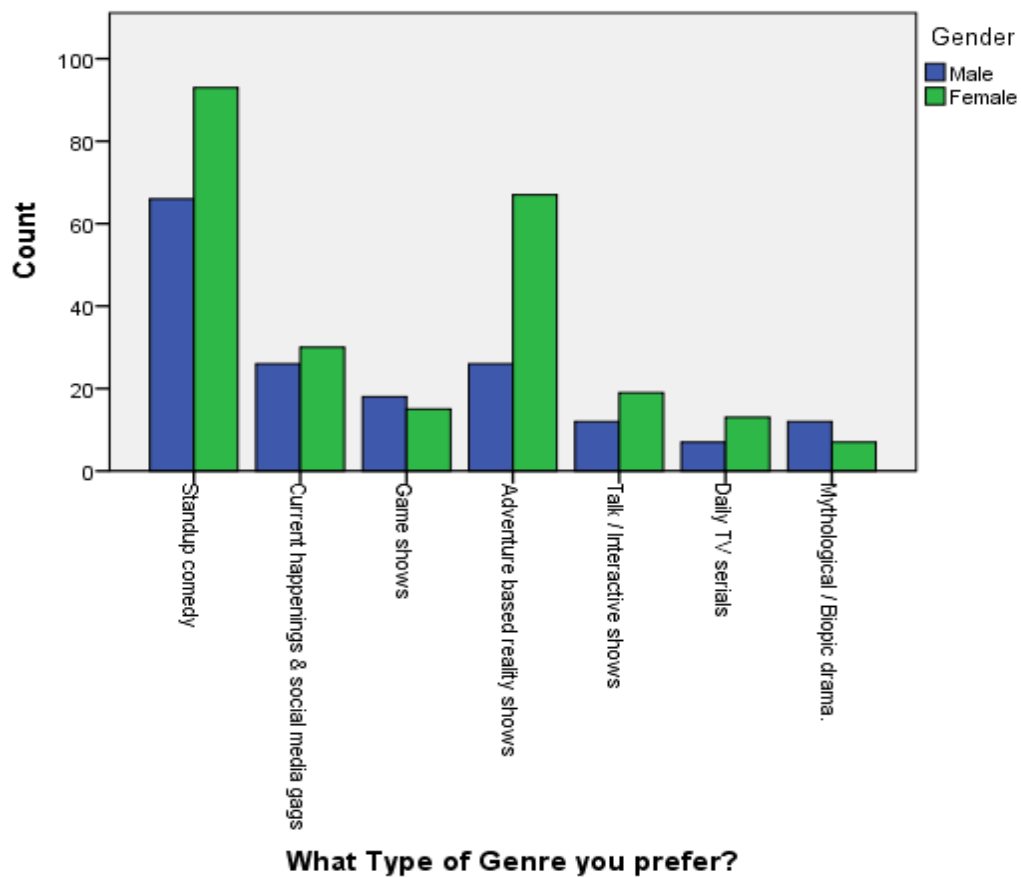
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.790	.272		2.907	.004
I Watch Tv during my free time	.017	.050	.017	.340	.734
Youth have more likings towards their favorite actor/actress films.	.014	.052	.014	.266	.791
It is believed that good stories, messages, talented actors, and innovation affect Viewership.	.212	.050	.205	4.227	.000

I Spent more time per day watching TV	-.081	.054	-.086	-1.495	.136
Watching TV is Part of my Routine Schedule	.084	.055	.093	1.545	.123
I Subscribe my TV Data Plan Every Month	.061	.042	.074	1.445	.149
How much you pay per month for your TV Subscription?	-.040	.057	-.032	-.696	.487
What Type of Genre do you prefer?	-.051	.025	-.091	-2.069	.039
Why do You Watch Tv ? I watch TV because	.023	.035	.030	.662	.509
What do you learn from your preferred genre?	-.049	.028	-.082	-1.757	.080
I enjoy watching dating shows.	.120	.045	.137	2.663	.008
I Prefer other genre rather than daily soaps.	.064	.050	.065	1.294	.196
TV viewing helps the viewers to be acquainted with the latest updates in various fields, regarding sports, academics, and politics.	.053	.053	.049	1.002	.317
I prefer the Music and Dance category over any other category.	.255	.049	.254	5.214	.000

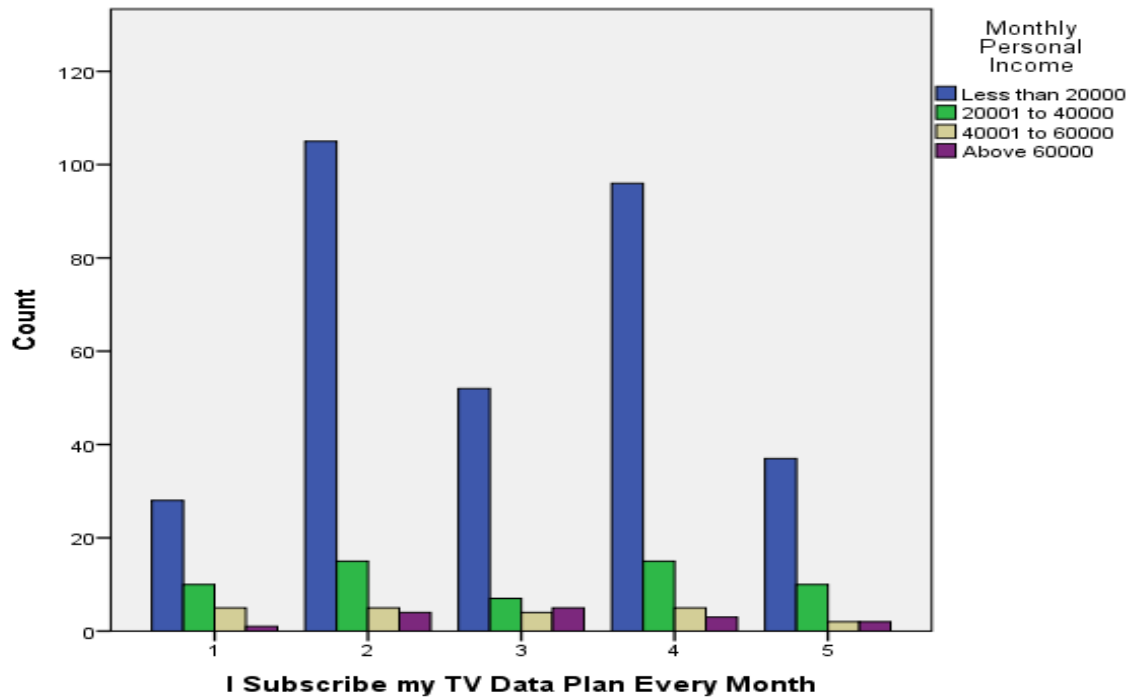
a. Dependent Variable: Fashion, Lifestyle, Attitude, Behavior affects my preference for television viewership.

So lastly researcher concludes that preference has a significant effect on television viewership pattern, so the Null hypothesis is rejected and the alternative is accepted.

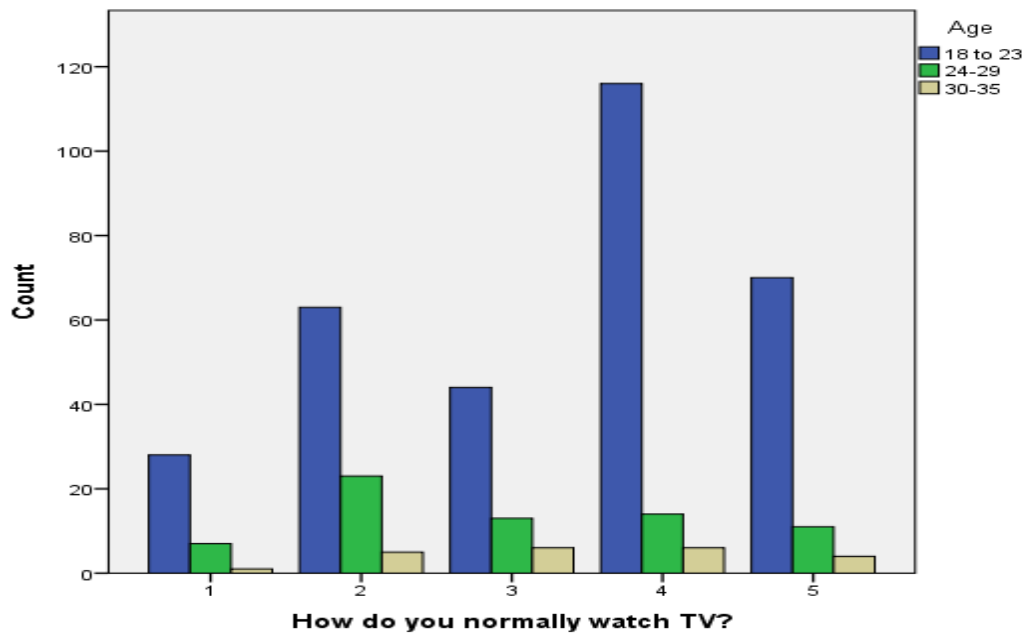
Bar Graph 1 : Based on the genre it is studied by the researcher that viewership of Female is more than Males



Bar Graph 2 : Based on every month is preferred by the lower income group.



Frequency of watching Tv.



6. Findings and Discussion

The researcher's study reveals that the viewership pattern differs based on age, gender, Education Monthly income, etc. The viewership based on genre among females is more than male. Reliability test was done using Cronbach's alpha. The study even examined the various objectives identified by the researcher. The first objective was based on the frequency of watching Television about age which is shown with help of bar Graph 1 and conclusion was drawn that youth are the peak audience of the TV compare to other age groups. The respondent profile shows the frequency of demographic factors. Another objective was to study the attitudes, values, lifestyle, and behavioral preferences based on their channel choice, type of content, shows watched was also studied by using regression and the alternative hypothesis was accepted. Even the income group also affects the tv viewership pattern income group of less than 20000 are the active users of television and are at higher compare to other income groups showed in bar graph 2. The reason for viewership is because the standup comedy and adventures based on reality shows create the viewership for television.

7. Conclusions

From the study it can be concluded that the viewership pattern is based on genre age, gender, etc. so it is advisable to marketers who want to catch the audience especially young audiences so this research will be helpful to them as most of the viewers of television are the youth. The production house is advisable to start a channel, especially for youth. This research will be also helpful to BARC and it will be added to their bunch of studies.

8. Limitations of the Study

The study is limited specifically to Ahmedabad city and a specific sample size that is 150. Limited time and cost constraints can also be considered as limitations.

9. Further Scope

This kind of research study can be conducted in other cities and states. A comparative study between different cities and states can also be undertaken.

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