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Inter-generational viewership pattern of television

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Abstract

The study revealed that cent percent respondents had TV of LG followed by Sony and Samsung brands from last 10-15 years or more than 15 years. Mostly respondents gave preference to serials, news/politics and movies programmes. Cent per cent respondents of all age categories watch TV in their home and maximum from 1-2 and 2-3 hours in a day. The multi-tasks performed while watching TV in total were eating, use of mobile/texting, studying/office work and household chores.

Keywords: Television, viewership, brand, tasks, multitasking

Introduction

Media plays a central role in our society with the purpose to inform the public about present and past events and issues of public significance. Television has become one of the most key mass media in the current years. Originally, seen as a means of entertainment for the young and old, television in the twenty-first century is practically watched by all age groups, including infants. Television has immense capability to substantially benefit all when it is used for awareness generation and for learning purposes. With fast changes in today's life style, changes are seen in TV-viewing habits of women. Singh (2014)^[10] stated that television has a direct and straight relation with children lives. At early stage of their life, they become familiar with cartoon programmes on television. The early exposure to the television intermingle their lives with the characters they watch on television and affects their later life. It has been researched that television plays a significant role in the development of children's moral formation. But the social and economic dimension of Indian villages is different from cities. Television is a powerful medium through which information regarding different societal issues is disseminated. The process of information transmission was divided in to dissemination, interpretation and evaluation.

Television is considered to be a major source of entertainment especially the youngsters. Definitely, television is a powerful and attractive medium, capable to draw the attention of too many viewers irrespective of the literacy or illiteracy of its audiences. All television programs, especially the advertisements, news, documentaries and cartoons, affect people of all ages in different ways. The viewer has access to information from local, national and global levels. Television has proved that is a strong communication means and can affect the society a great deal (Anonymous 2017)^[3]. Today children spend more time viewing television rather than spending time with their parents and going out. Karaagac (2015)^[9] reported that children in urban areas spent on an average of 2.2 hours per day watching TV. TV programs in US showed 812 violent acts per hour, a typical American child would have followed 200,000 acts of violence, containing more than 16,000 murders, until the age of 18 years. Furthermore, 15-20 per cent of music videos and many of video games included violence. Children tend to imitate the characters they watch on TV because they cannot distinguish between fact and fantasy until 5 years of age. Utmost of the children demand from their parents the products they see or watch on TV. In an era of globalization, media and popular culture have shattered all the national boundaries and a new culture has reached to the remote areas in India. Watching television varies with the age group of the persons in India (Baya & Mberia 2014)^[4]. Acc. to Ahluwalia and Singh (2011)^[1] males preferred knowledge based programmes and females mostly preferred watching movies on TV. It could be seen that music programs were least preferred by males and females. All the age groups consistently preferred reality shows whereas news coverage was more preferred by higher age groups. This study was designed to study and analyzed the inter- generational viewership pattern of television among urban people of Hisar district and the use of television in their life.

Methodology

The study was conducted in two localities of Hisar city of Haryana State. Out of each selected locality, 20 respondents each from different age categories i.e. 16-30 years, >30-45 years, >45-60 years and above 60 years was selected randomly from both the sexes. Thus a total of 160 respondents were selected. A well-structured pre-tested interview schedule was developed keeping in view the dependent and independent variables and objectives of the study. The data were collected personally by the investigator with the respondents. Regarding 16-30 years age group, equal numbers of respondents (50% each) were males and females. Majority of respondents from all age categories were from general caste (77.5) followed by BC/OBC (12.5%) and SC (10%) in total. Almost all the respondents were married, except 16-30 years age group, where 80 per cent respondents were unmarried.

Results

Possession of TV their brand name and possession of year in households of respondents

Table 1 reveals possession of different media devices in the household of the respondents has been shown. It can be seen from the table that cent percent respondents of all age

categories had TV sets and mobile phone in their home. Information regarding type/brand of media device possessed in the household of respondents has also been presented in this table. Similar findings have been reported by Anonymous (2012) [2] who revealed that in India about 64 per cent of Indian households own a television set, of which 25 per cent live in Mumbai, Delhi or Kolkata. It can be seen from the table that majority of respondents possessed the LG TV (33.7%) followed by Sony brand (22.5%) and Samsung (18.1%). It can be concluded from table that respondents of all age categories had similar choices regarding type/brand of various media devices. Perhaps it was because all household have residents of different age category and commonly possessed similar devices. This table also depict that 40 per cent respondents possessed TV sets in their household for the last 10-15 years followed by more than 15 years (38.7%). Thus, it can be concluded from the table that majority of respondents were exposed to different media for considerable duration of time. This study is also supported by Jena (2014) [8] who reported that 24.2 per cent and 21.2 per cent respondents' families had LG followed by Samsung and Videocon brands of TV sets.

Table 1: Possession of TV their brand name and possession of year in households of respondents

Sr. No.	Media	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
1.	Possession of TV Set					
(a)	Yes	40(100)	40(100)	40(100)	40(100)	160(100)
(b)	No	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)
2.	Brand of T.V					
(a)	LG	15(37.5)	13(32.5)	11(27.5)	15(37.5)	54(33.7)
(b)	Sony	9(22.5)	5(12.5)	14(35.0)	8(20.0)	36(22.5)
(c)	Samsung	8(20.0)	7(17.5)	9(22.5)	5(12.5)	29(18.1)
(d)	Videocon	5(12.5)	9(22.5)	3(7.5)	4(10.0)	21(13.1)
(e)	Others	3(7.5)	6(15.0)	3(7.5)	8(20.0)	20(12.5)
3.	Year of possession					
(a)	Less than 10 year	16(40.0)	5(12.5)	7(17.5)	6(15.0)	34(21.2)
(b)	10-15 year	13(32.5)	22(55.0)	18(45.0)	11(27.5)	64(40.0)
(c)	More than 15 year	11(27.5)	13(32.5)	15(37.5)	23(57.5)	62(38.7)

Preference of TV programmes by respondents:

The most preferred TV programmes across different age groups have been presented in table 2. It can be seen from the table that regarding TV content consumption in age group 16-30, 1st rank (80%) was given to serials followed by music (77.5%) and news/politics (70%), while last rank was assigned to religious programmes (20%). Among age group >30-45, 1st rank was given to serials (87.5%) and music (87.5%) followed by movies (85%) and news/politics (82.5%) and last rank was assigned to religious programmes (30%). In age group >45-60, 1st rank was assigned to news/politics (82.5%) followed by serials (77.5%) and sports (75%).

Further, in age group above 60, 1st rank was given to religious programmes (72.5%) followed by serials (67.5%) and news/politics (62.5%) and movies (62.5%) and last preference was given to educational programmes (15.0%). Thus, it can be concluded from table 12 that mostly respondents gave preference to serials, news/politics and movies. However, findings of Gurleen and Sukhmani (2011) [7] revealed that all the age groups consistently preferred reality shows whereas news coverage was more preferred by higher age groups. The 16-30 age group respondents gave least preference to knowledge based programs.

Table 2: Preference of TV programmes by respondents

Sr. No.	Programs	Age categories								Total N=160 f(%)
		16-30 n=40 f(%)	Rank	>30-45 n=40 f(%)	Rank	>45-60 n=40 f(%)	Rank	Above 60 n=40 f(%)	Rank	
1.	News/Politics	28(70.0)	III	33(82.5)	III	33(82.5)	I	25(62.5)	III	119(74.3)
2.	Sports	18(45.0)	VII	24(60.0)	V	30(75.0)	III	20(50.0)	V	92(57.5)
3.	Music	31(77.5)	II	35(87.5)	I	28(70.0)	IV	14(35.0)	VI	108(67.5)
4.	Infotainment programs	15(37.5)	VIII	16(40.0)	VII	16(40.0)	IX	13(32.5)	VII	60(37.5)
5.	Movies	27(67.5)	IV	34(85.0)	II	26(65.0)	VI	25(62.5)	III	112(70.0)
6.	Serials	32(80.0)	I	35(87.5)	I	31(77.5)	II	27(67.5)	II	125(78.1)
7.	Educational programs	23(57.5)	V	20(50.0)	VI	20(50.0)	VIII	6(15.0)	VIII	69(43.1)
8.	Reality shows	22(55.0)	VI	31(77.5)	IV	27(67.5)	V	23(57.5)	IV	103(64.3)
9.	Religious programmes	8(20.0)	IX	12(30.0)	VIII	23(57.5)	VII	29(72.5)	I	72(45.0)

Multiple Response

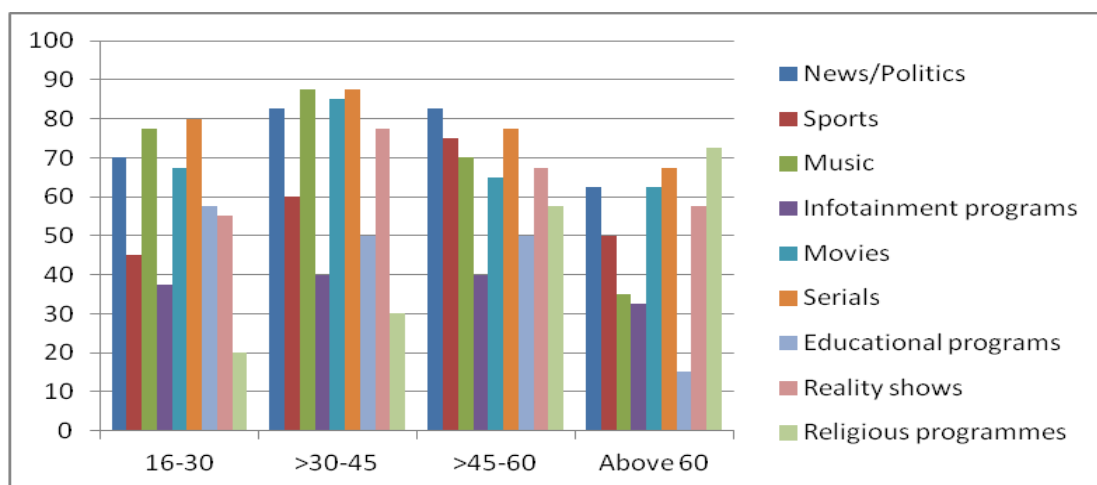


Fig 1: Preference of TV programmes by respondents

Distribution of respondents according to place of use of media

The table 3 comprises information about the place of use of media by respondents. It can be seen from table that cent per cent respondents of all age categories watch TV in their home while 10 per cent respondents of above 60 age group did not watch TV. It can also be seen from the table that maximum respondents of 16-30 year age watched TV for 1-2 hours (37.5%), followed by 2-3 hours (33.1%) and similar track was

observed for >30-45 years and above 60 years, however most of the >45-60 years category watched TV for 1-2 hours followed by 30 minutes to 1 hour. Among all categories maximum percentage of old age respondents watched TV for more than 3 hours (17.5%). Similar study are supported by Ahluwalia and Singh (2011) [1] who stated that on an 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.

Table 3: Distribution of respondents according to place of use of media

S. No.	Place of use	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
1.	T.V					
(a)	Home	40(100)	40(100)	40(100)	36(90.0)	156(97.5)
(b)	Do not watch	0(0.0)	0(0.0)	0(0.0)	4(10.0)	4(2.5)
2.	Duration of watching TV					
(a)	Less than 30 minutes	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)
(b)	30 min -1 hr	5(12.5)	6(15.0)	11(27.5)	0.00	22(13.7)
(c)	1-2hr	15(37.5)	13(32.5)	15(37.5)	14(35.0)	57(35.6)
(d)	2-3 hr	14(35.0)	16(40.0)	8(20.0)	15(37.5)	53(33.1)
(e)	>3hr	6(15.0)	5(12.5)	6(15.0)	7(17.5)	24(15.0)

Distribution of respondents according to multitasking while watching TV

Multi-tasking done by respondents during watching TV has been shown in table 4. It can be seen from the table that nearly half of the respondents in total (53.7%) did multitasking while watching TV, maximum by >30-45 years age group (60%). As regards the tasks done during watching

TV, cent per cent above 60 age group and large majority of 16-30 years (71.4%), >30-45 years (91.6%), >45-60 years (86.9%) ate food while watching TV. The tasks performed in total were eating (87.2%), use of mobile/texting (63.9%), studying/office work (24.4%) and household chores (46.5%). This study is supported by Davies (2015) [5] who reported that 99% of consumers admitted to multitasking while watching

TV. Eating was the most common multitasking activity (76%), followed by texting (69%) and online shopping (51%).

Other top multitasking activities included talking on the phone (59%) and exercising (27%).

Table 4: Distribution of respondents according to multitasking while watching TV

S. No.	Multitasking task while watching T.V	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
(a)	Yes	21(52.5)	24(60.0)	23(57.5)	18(45.0)	86(53.7)
(b)	No	19(47.5)	16(40.0)	17(42.5)	22(55.0)	74(46.2)
	Types of Multitasking*					
(a)	Eating	15(71.4)	22(91.6)	20(86.9)	18(100.0)	75(87.2)
(b)	Use of mobile/texting	18(85.7)	14(58.3)	18(78.2)	5(27.7)	55(63.9)
(c)	Study /Office work	11(52.3)	5(20.8)	5(21.7)	0(0.0)	21(24.4)
(d)	Household chores	7(33.3)	9(37.5)	17(73.9)	7(38.0)	40(46.5)

Multiple Response

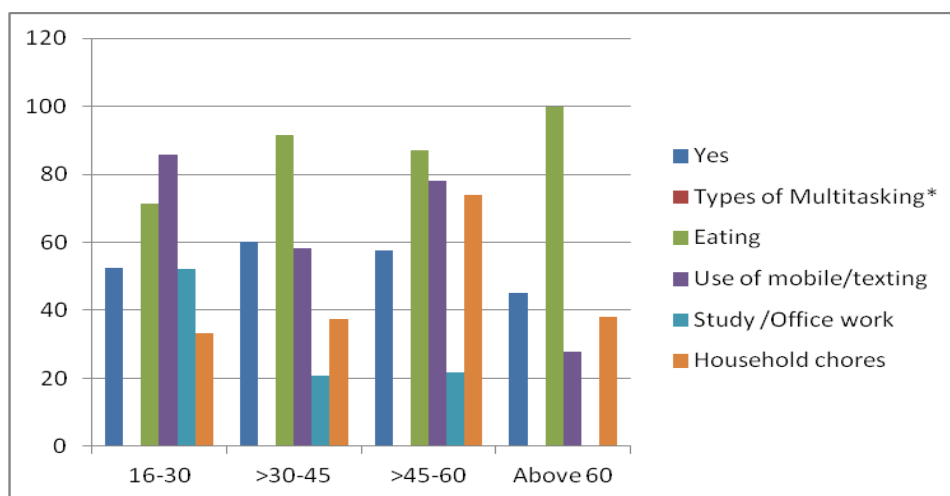


Fig 2: Distribution of respondents according to multitasking while watching TV

Conclusion

The study revealed that a considerable percentage of respondents did multitasking while watching TV and majority eat food. It is not recommended in science; therefore people should be educated not to eat while watching TV. Even when internet offers a world of possibilities for subjects, TV is still a powerful, productive and entertaining media among all age categories. Entertainment related programs were ranked highest by the majority of the respondents. Since majority of the respondents did not use any of the media for educational purposes, the top priority should be given to strengthen the educational usage of the powerful electronic media.

Reality shows has provided a stage for the people to show their talent, begin their career and sharpen their capability to have an insight of their own potential. TV is still the most important medium of communication among all sections of the society irrespective of age, and education most of the respondents watches TV regularly.

Mostly entertainment based programmes are being watched of the viewers. Among younger consumers, digital is surpassing print and television in importance. For this category, TV is still strong, but it's smaller than digital. Hence the TV business should not breathe easy, as the generational shift is happening.

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