

## **A Study on the Television Programmes Popularity among Chennai Urban Women**

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**Abstract:** Television has a brisk audience throughout the world. The accessibility of television has enabled viewers to update information about entire world; this paper explores how television as a medium plays an important role in the lives of urban Chennai women. A study was designed to compare the viewing habits of workingwomen and homemakers to analyze the respective role played by this important medium in these two groups. An effort was taken by the researcher to determine which sect of the women are heavy television viewers and what sort of television programs they give importance too. This study population included of the 350 respondents belonging to the urban Chennai, which included KK Nagar, Guindy, Mylapore and Porur. The data was collected through a structured questionnaire. The plan of research was to categorize the urban women into two categories; namely, workingwomen and homemakers. The results of this preliminary study gave an insight into the role television played in influencing and improving life and practices among the Chennai urban women. This study also provides the basic input as to how television programs create social awareness in the lives and minds of Chennai urban women.

**Key Words:** Television Programmes, Chennai Urban Women, Working Women And Homemakers. (Hm) & (Ww)

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### **I. Introduction:**

Over the years, television has been contributing to society in innumerable ways. There are huge and varied benefits from viewing television show. Some of these are promotion of positive aspects of social behavior, such as share manners cooperation, morals, cultural experiences and norms in sexual relationships.

Television has been a subject of discussion ever since it was introduced in India as an experimental educational service 1959. Factor such as the existence of 24 hours television channels have led to the longer or non-stop viewing periods of the television. Their content and the portrayal of lifestyles and cultures have tremendous influence on the viewers.

With an explosion in the number of television channels in the past ten years in India, media viewing habits of working women and homemakers have undergone a revolutionary change. This has in its turn profoundly affected their lifestyles, their world-views, their ambition, the language they speak and the dresses they wear. This change has been most visible in the urban areas, where satellite channels have multiplied in practically every home today where women are more aware, more independent and with a more global perspective.

Television is still probably the most influential mass media for maximum of today's population. This fact reinforces the fact that the most of our social thinking patterns and the popular mass media tool modulates behavior. Here, four discrete localities in urban Chennai were chosen for the study, which included KK Nagar, Porur, Mylapore and Guindy. The hypothesis was that the people in these metropolitan areas differ in their habit of watching television programmes, and the study was aimed at the viewing habits among homemakers and working women from these areas. Viewing habits are bound to affect the living styles in general. In this study a comparison was made between the home makers and workingwomen and their respective benefits they have derived from the through this global media.

#### **The study was focused at the following criteria:**

- a. Programmes preferred by working and homemakers in age group 25 to 55 in four metropolitan areas in choice across the group
- b. Number of hours spent in front of TV by this age group
- c. Viewing habits

#### **Research Objectives:**

The specific objectives of the study included:

1. To identify the regularity and time spent on watching television by homemakers and workingwomen in a population cross section in urban Chennai.
2. To identify the priority among the television Programmes viewed.
3. To categorize types of programmes preferred by homemakers and working women.

## II. Research Methodology:

The data was collected from four areas of Chennai urban, which included - KK Nagar, Guindy, Mylapore and Porur. A survey was conducted on 1<sup>st</sup> week of December 2014. The data belonging to the homemakers and workingwomen were analyzed individually. Income groups were categorized and the standard deviations of the samples of the four Chennai areas resulting from the separate analyses are reported at the end of this study.

It is typical to use surveys to explore audience's needs, interests and beloved TV Programmes, but also their opinions and benefits derived from the Programmes. A typical survey helps to collect information from people through a "questionnaire" containing questions or items related to the topic of interest. However this manner is useful as long as they restrict the knowledge of people to the percent of viewers, the titles of audience's favorite Programmes and things like that, or as long as they want to measure people's benefits derived by the survey method.

### Participants

In mandate, to qualify for the survey, respondents were required age group between 25 to 55 years and they had to indicate the TV programs they watch on a daily basis. Of the 400 individuals who agreed to complete the survey, only 350 (87%) met these criteria. The data analysis was thus based on these responses. It was decided to split the two categories of women (HM & WW) and three age groups like 25- 35, 36- 45 and 46- 55.

### Survey

It was planned to ask five common questions according to TV viewing habits among Chennai urban women. It was attempted determine the unique reasons and how many hours' urban women watched TV Programmes and what they felt and learnt from TV Programmes. It was planned to provide the same questions to both, homemakers and workingwomen in different areas of Chennai urban.

## III. Results:

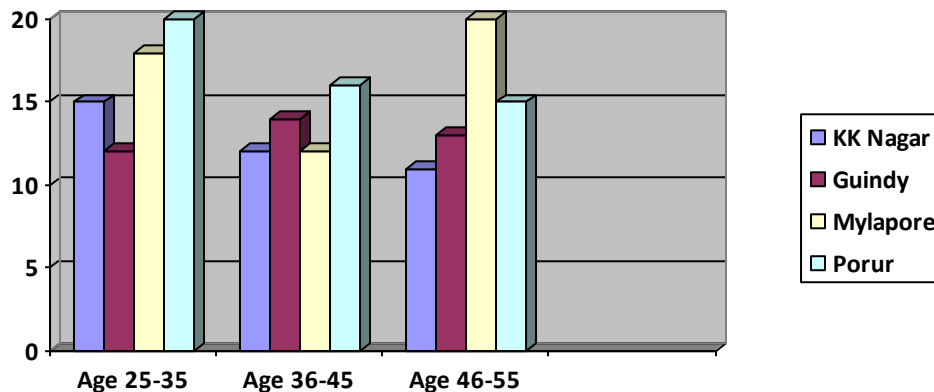
Although common variables were available for analysis, for this study; Reported results are confined to the findings that were most relevant to answering the research questions.

The researcher splits three kinds of age group among workingwomen & homemakers:

**Table-1**

Homemakers	Age Groups 25-35	Age Group 36-45	Age Groups 46-55
Workingwomen			

Number of Homemakers who watch TV Programmes in Chennai urban areas (Figure-1)



**Table-2**

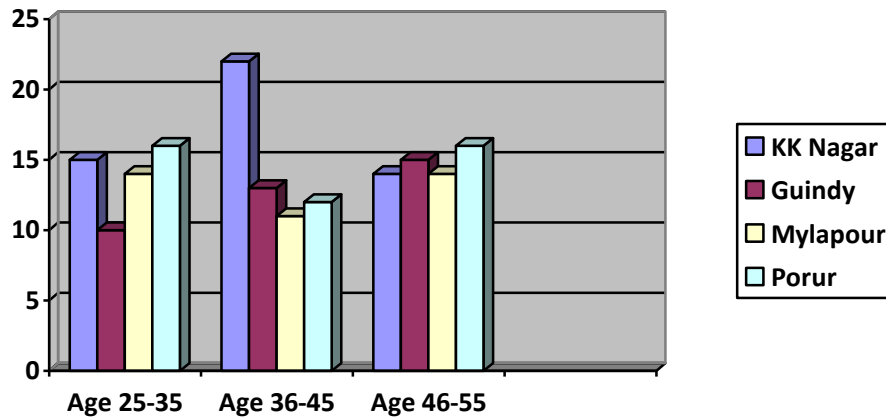
Areas of Chennai	Age 25-35 (HM)	Age 36-45(HM)	Age 46-55(HM)
KK Nagar	15	12	11
Guindy	12	14	13
Mylapore	18	12	20
Porur	20	16	15

This table shows in details of four areas of Chennai urban. Data was collected from 38 Respondents (HM) in KK Nagar area and 39 Respondents from Guindy and 50 from Mylapore then finally 51 respondents from Porur. Nearly the data were collected from 178 respondent in Chennai city.

❖ Highest Number (HM) of respondent from Porur: 51

Simultaneously the researcher was collected data from working women from all areas of Chennai. Then he found quantity difference between Chennai women's.

No of Viewers (Working Women) they watched TV Programmes in Chennai urban areas (Figure-2)



The table no- 3 shows age wise the number of workingwomen were frequently watched TV Programmes in four areas of Chennai urban.

**Table-3**

Areas of Chennai	Age 25-35	Age 36-45	Age 46-55
KK Nagar	15	22	14
Guindy	10	13	15
Mylapore	14	11	14
Porur	16	12	16

Information was collected the data from 51 Respondent (WW) in KK Nagar area and 38 Respondents (WW) from Guindy and 39 (WW) from Mylapore then finally 44 (WW) respondents from Porur. Overall 172 (WW) respondents 'data collected from four areas in Chennai.

❖ Highest Number of viewers (WW) from KK Nagar: 51

**Table-4**

No of Respondent	Age (25-35)	Age (36-45)	Age (46-55)
Homemakers (HM)	65 Respondents	54 Respondents	59 Respondents
Workingwomen (WW)	55 Respondents	58 Respondents	59 Respondents
Overall Respondent	120 Respondents	112 Respondents	118 Respondents

Figure no -3shows No of Viewers (HM &WW) their watched TV Programmes in Chennai urban areas.

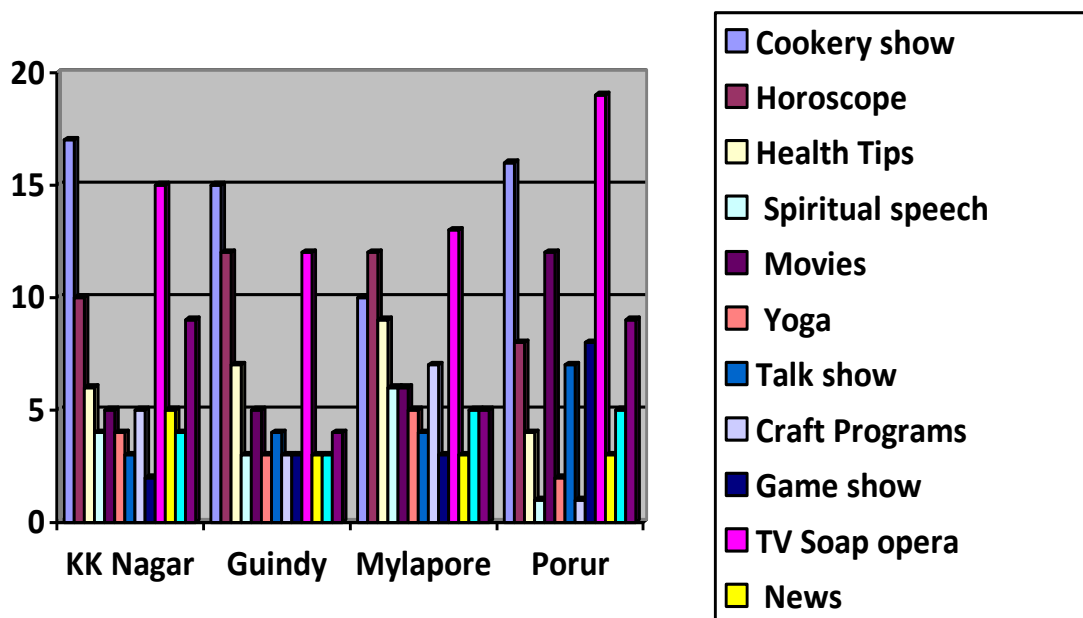
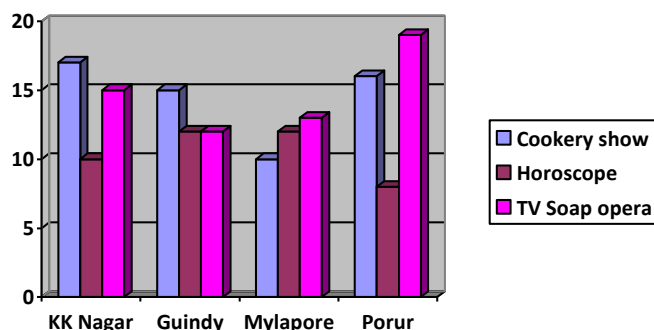


Figure-3.

Table-5

TV Programmes	KK Nagar	Guindy	Mylapore	Porur
<b>Cookery show</b>	<b>17</b>	<b>15</b>	<b>10</b>	<b>16</b>
<b>Horoscope</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>8</b>
Health Tips	6	7	9	4
Spiritual speech	4	3	6	1
Movies	5	5	6	12
Yoga	4	3	5	2
Talk show	3	4	4	7
Craft Programmes	5	3	7	1
Game show	2	3	3	8
<b>TV Soap opera</b>	<b>15</b>	<b>12</b>	<b>13</b>	<b>19</b>
News	5	3	3	3
Songs	4	3	5	5
Other useful Programmes	9	4	5	9

Most of the viewer's concentrate to watch on Cookery show, TV Soap operas and Horoscope in their everyday life. (Table-5).

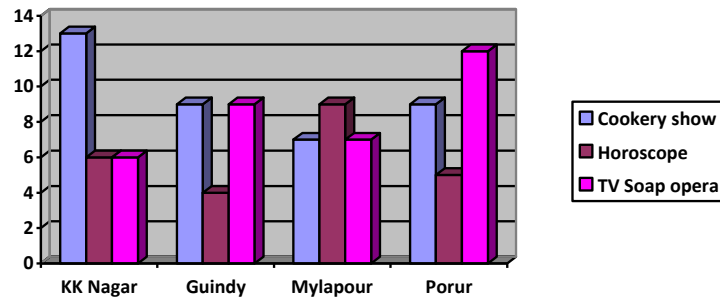


Most of the Viewers (HM-WW) watched these three Programmes in four areas (Figure-4).

Table-6

TV Programs	KK Nagar	Guindy	Mylapore	Porur
Cookery show	17 viewers	15 viewers	10 viewers	16 viewers
TV Soap opera	15 viewers	12 viewers	13 viewers	19 viewers
Horoscope	10 viewers	12 viewers	12 viewers	8 viewers
Over all viewers	42 viewers	39 viewers	35 viewers	43 viewers

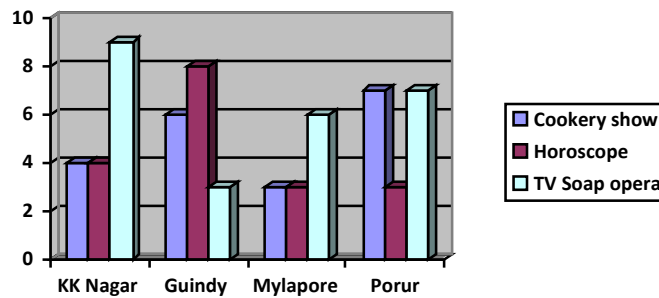
This table-6 shows the number of viewers (HM-WW) those who heavily watching these 3 Programmes.



Most of the Viewers (HM) watched these three Programmes in four areas (Figure-5)

**Table -7**

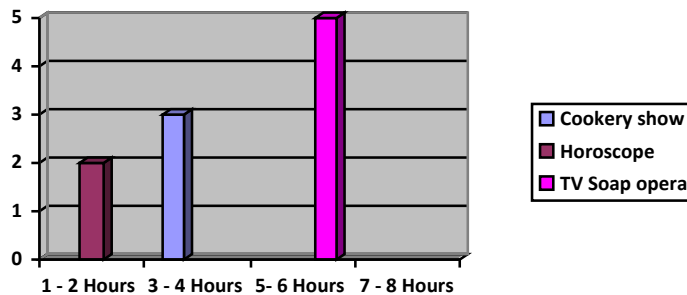
Programmes	KK Nagar	Guindy	Mylapore	Porur
Cookery show	13 viewers	9 viewers	7 viewers	9 viewers
Horoscope	6 viewers	4 viewers	9 viewers	5 viewers
TV Soap opera	6 viewers	9 viewers	7 viewers	12 viewers



Most of the viewers (WW) watched these three Programmes in the four areas. (Figure-6)

**Table -8**

Types of Programmes	KK Nagar	Guindy	Mylapore	Porur
Cookery show	4 viewers	6 viewers	3 viewers	7 viewers
Horoscope	4 viewers	8 viewers	3 viewers	3 viewers
TV Soap opera	6 viewers	9 viewers	7 viewers	12 viewers



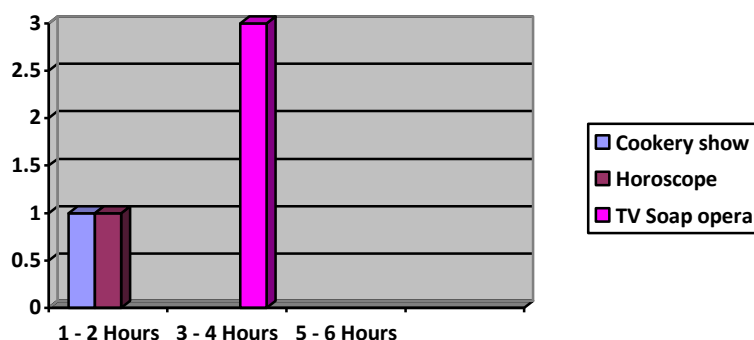
About how many hours watched TV Programmes by homemakers (HM) (Figure-7)

**Table-9**

TV Programmes	1 - 2 Hours	3 - 4 Hours	5 - 6 Hours
Cookery show		3 hours	
Horoscope	2 hours		
TV Soap opera			5 hours

Most of the homemaker has spent notable hours to watch particular Programmes like Cookery show; horoscope and TV Soap opera. Those Viewers heavily watched these three programs in four areas. (See table - 9) Particularly homemakers was spend 5 hours per day for watching soap opera and some home makers spending

3 hours for cookery show, less homemakers spending 2 hours approximately for watching horoscope Programmes in Chennai urban areas.



About how many hours watched TV Programmes by working women (WW) (Figure-8)

**Table -10**

TV Programmes	1 - 2 Hours	3 - 4 Hours
Cookery show	1 hours	
Horoscope	1 hours	
TV Soap opera		3 hours

Researcher finally analyzed that: Most of the workingwomen were spending extra hours to watch particular Programmes like Cookery show; horoscope and TV Soap opera. Those Viewers heavily watched these three programs in four areas of Chennai (See table -10) Particularly homemakers was spend 3 hours per day for watching soap opera and some home makers spending 1 hours for cookery show, less homemakers were spending 1 hours approximately for watching horoscope Programmes in Chennai urban areas.

#### IV. Discussion

**Cookery show:** The Researcher has found one thing usually homemakers are spending less time in the kitchen after being inspired by TV food programs. All of the cookery shows create an impact among Chennai urban women, that is way of good cooking, food maintain, food habits, prepare foods styles, healthy foods, during the cooking shows the chef giving a Solution for health problem, The food programming on television makes the genre an interesting topic for this study; however, there has been amazingly little research conducted on the tremendous popularity of TV shows. Cookery Shows could be used to improve the public’s knowledge about healthy eating practices as well as a way to increase individual self-motivation with regards to cooking fresh and easy meals. Cooking shows that people will watch a show committed to entertainment and education.

The purpose of this paper was to study why people watch food programs, to study how this might affect Chennai urban women’s relationship with food, and to determine if cooking shows are a practical method to promote healthier eating habits, which could, in turn, help decrease obesity. To realize this, Researcher studied existing nonfiction on what affects media choices with regards to cooking programs.

#### **Horoscope:**

Predicting life has now become a profitable way of earning money among not just small time astrologers but even with popular TV channels, with many gaining popularity over the years bright Programmes on astrology from morning 6 am till 10.30 am. A couple of channels have such programs in the afternoon too. These days’ youngsters too have become passionate followers of these astrologers and watch their daily dose of horoscope reading, which predict their future.

But with a lot of astrologers doing advising on TV, Some Astrologer creates a positive feeling among people. Though such advising on TV does not give 100 per cent results, at that particular moment people feel satisfied hoping to see something good in future. An astrologer is creating an impact with all kind of people, including politicians, celebrities and commoners approaching them. “It is also very common to see astrologers making predictions on famous people on various channels. Most of the Chennai urban women “Every morning, they are watching almost all the predictions particularly about their stars. So when we are getting some sort of advising sitting at home, why not take advantage? Not that we will follow everything said by each astrologer. At least, it gives some solution.” they said.

### **Tamil soap opera:**

A crucial element that defines the soap opera is the open-ended serial nature of the narrative, with stories spanning several episodes. One of the defining features that make a television program a soap opera, according to Albert Moran, is "that form of television that works with a continuous open narrative. Each episode ends with a promise that the storyline is to be continued in another episode. "Latest years Hindi into Tamil dubbed serials has been coming in Tamil TV Channels"

The main characteristics that define soap operas are "an emphasis on family life, personal relationships, sexual dramas, emotional and moral conflicts; some coverage of topical issues; set in familiar domestic interiors with only occasional excursions into new locations, Fitting in with these characteristics, most soap operas follow the lives of a group of characters who live or work in a particular place, or focus on a large extended family. The storylines follow the day-to-day activities and personal relationships of these characters. In many soap operas, in particular daytime serials in Tamil TV Channel, the characters are frequently attractive, sensitive, glamorous and wealthy. Soap operas from the Tamil channel tend to focus on more everyday characters and situations, and are frequently set in working class environments. Many of the soaps opera explore social realist storylines such as family discord, marriage breakdown or financial problems. Recent years Tamil dubbed soap opera has been airing in Tamil Channels which consuming Romance, secret relationships, extramarital affairs, and genuine love have been the basis for many soap opera storylines.

In the recent past, the shortage power through electricity which is prevalent in the entire India has been much felt here in Chennai. The awareness of this shortage in power consumption and electricity seems to be very less among Chennai urban women. Though the television watching and learning has an agreeable growth among Chennai urban women, it is also to be emphasized that Chennai urban women they are to avoid unnecessary TV Programmes. Once people focus their minds to save electricity, electrical power can be saved judiciously and may also be distributed to other areas of Tamilnadu and the nation.

### **V. Conclusion:**

This research set out to find out the dimensions on homemakers and workingwomen of the four areas in Chennai urban. Who is spend more time to watch TV Programmes and which Programmes frequently their watching,it was found that these homemakers and workingwomen have similar trend in their viewing habits.it was also found that the workingwomen and homemakers of four areas differed on many aspects. What emerges from this study is that TV does play a very important role in the lives of these workingwomen and homemakers, as they are narrow-minded by what they see. This quantitative research can help further the public understanding of Society relationship with TV and how TV communicates certain social values. It is also a Useful methodology to investigate the proposed research questions were exposed to a discriminant analysis.

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