

# A STUDY ON TV VIEWERS ATTITUDE TOWARDS SELECTED TAMIL CHANNELS IN COIMBATORE CITY

## Abstract

The public benefits from entertainment industry rapid evolution and convergence. Nowadays it is typical for a home to have at least one television in industrialised nations. In fact, television is so pervasive that it is challenging to picture a home without it. It can consider the range of programmers, priceless information it modifies, and the function it fulfils on a daily basis life. On television, there are many different kinds of programmers. A weather report can be viewed by viewers to be ready for the day. The purpose of this study is to examine TV viewers' attitudes, satisfaction levels, and preferences for Tamil networks. This study is based on the response of 150 viewers selected from the different wards of the city of Coimbatore city. Simple percentage analysis, Factor Analysis has been used as a research tool to analyse the study. This paper is analysed the findings on the basis of charts and graphs and finally concludes that most of the television viewers are spending time on watching serials, news, reality programs and etc., and people are prepared to pay more quality content and high-definition viewing.

**Keywords:** TV viewers, Tamil channels, Attitude, Television

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## **I. INTRODUCTION**

Television is the electronic transfer of moving images and sound from a source to a receiver. Television has had a huge impact on society by expanding the senses of sight and sound beyond the limits of physical distance. It began in the early twentieth century as a possible instrument for education and interpersonal contact, but by the middle of the century, it had evolved into a vibrant broadcast medium, utilizing the framework of broadcast radio to reach audiences all over the world with news and entertainment. How does watching television effect children's school achievement and family relationships.

Television has enabled television to dazzle other forms of communication. It facilitates the sale of products and services by governments and advertisers.

Today, every TV channel has its own unique series and specialised programming. No matter the show or channel, the primary goal is to keep the audience entertained. Despite the fact that there are family-focused serials on all the channels, they all have a negative psychological influence on the family members who watch them because nearly all of them feature close family members engaging in criminal activity. The TV station does, however, get more money from these kinds of serials. The general population will suffer from it.

Today's television channels are quite crowded, and many channels are attempting to attract more viewers by utilizing innovative technology. Each channel is distinct in its own right due to the introduction of new technologies. Each channel's programming and presentation of timings are unique. As a result, it is critical to understand what factors influence respondents to watch a certain channel, how respondents select channels, and on what basis they will select.

TV series will distract viewers, especially the younger generation, more. Making this kind of serials should therefore be avoided as much as possible as television media has a greater impact on the public. Instead of continuously airing more serials and entertainment programmes, they may create programming that would expand viewers education and understanding. The developing nations like India will benefit more from this. Television is one of the most significant human inventions. It raises our living standards and ways of life while giving us with creative ideas, entertainment, and the opportunity to master new skills. It broadcasts a variety of shows that we enjoy watching in a relaxed and enjoyable atmosphere.

## **II. OBJECTIVES OF THE STUDY**

To learn about TV viewers attitude towards Tamil channels in Coimbatore City

## **III. RESEARCH METHODOLOGY**

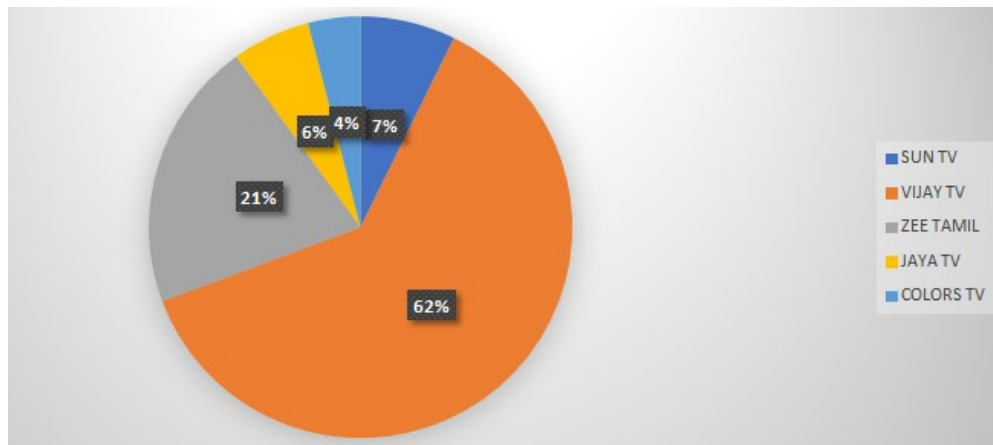
The study is based on empirical research conducted through a survey. It is entirely based on original data collected from 150 respondents using the convenience sampling approach. The research tool utilized to analyse the study is simple percentage analysis, often known as factor analysis. A well-structured questionnaire was used to assess viewers' attitudes toward selected Tamil channels in Coimbatore.

#### IV. ANALYSIS AND INTERPRETATIONS

**Table 1: Channels Preferred by the Respondents**

Channels Preferred	Respondents	Percentage
Sun tv	11	7.3
Vijay tv	93	62
Zee Tamil	31	20.7
Jaya tv	9	6
Colors tv	6	4
<b>Total</b>	<b>150</b>	<b>100</b>

**Inference:** Above table it is inferred that majority (62%) of the respondents preferred to watch Vijay Tv.



**Figure 1**

**Table 2: Time Spent to watch TV on a Day**

Time Spent	Respondents	Percentage
Less Than 30 Min	31	20.7
30 Min- 1 Hrs	45	30
1 Hrs – 2 Hrs	54	36
2 Hrs – 3 Hrs	20	13.3
<b>Total</b>	<b>150</b>	<b>100</b>

**Inference:** Above table it is inferred that maximum (36%) of the respondents spent 1 Hr to 2 Hrs per day to watch TV.

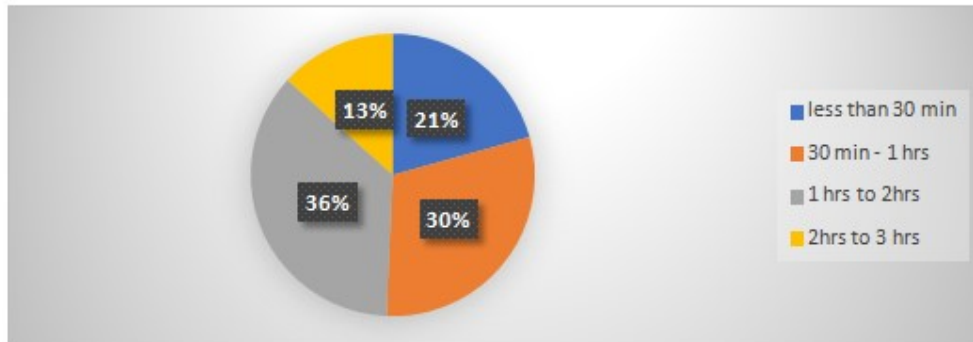


Figure 2

Table 3: Programs Preferred by the Respondents

Programs Preferred	Respondents	Percentage
Serials	22	14.7
Comedy	35	23.3
Reality shows	61	40.7
News	11	7.3
Movie	21	14
<b>Total</b>	<b>150</b>	<b>100</b>

**Inference:** Above table it is inferred that maximum (40.7%) of the respondents preferred to watch reality shows.

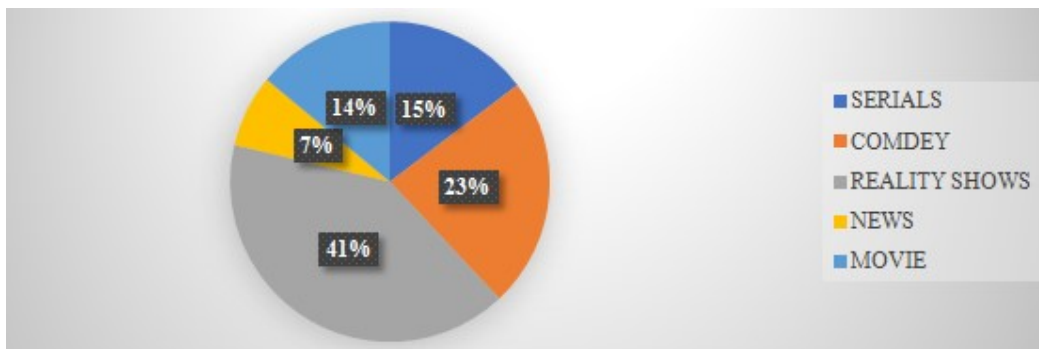
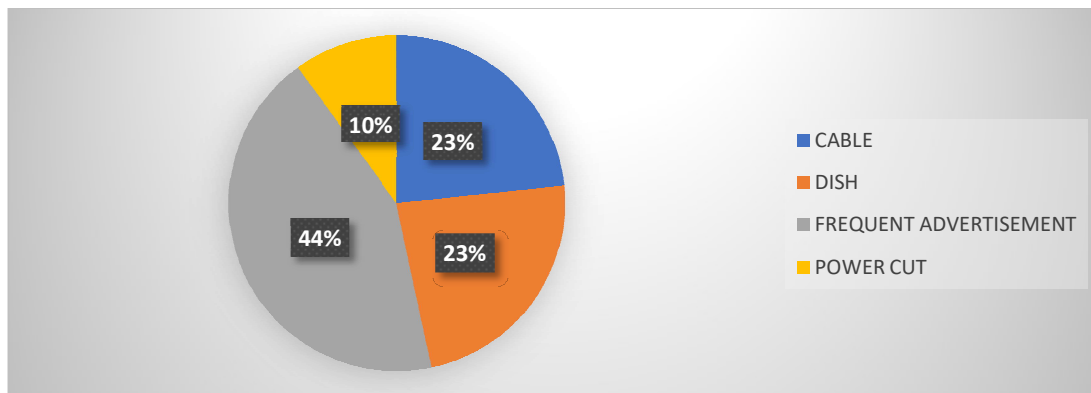


Figure 3

Table 4: Problems Faced by the Respondents while Watching TV Channels

Problems	Respondents	Percentage
Cable	35	23.3 %
Dish	35	23.3 %
Frequent Advertisement	65	43.3 %
Power Cut	15	10
<b>Total</b>	<b>150</b>	<b>100</b>

**Inference:** Above table it is inferred that majority (43.3%) of the respondents says, frequent advertisement is the major problem while watching TV.



**Table 5: Level of Satisfaction of Respondents on various TV channels**

TV Channels	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Mean score
Sun Tv	62 310	34 136	36 108	10 20	7 7	150 581	<b>3.88</b>
Vijay Tv	37 185	81 324	22 66	4 8	4 4	150 587	<b>3.91</b>
Zee Tamil	22 110	35 140	76 228	10 20	6 6	150 504	<b>3.36</b>
Jaya Tv	9 45	32 128	49 147	47 94	12 12	150 426	<b>2.84</b>
Colors Tv	15 75	30 120	60 180	20 40	25 25	150 440	<b>2.93</b>

**Inference:** Above table it is inferred that, the respondents are highly satisfied Vijay TV with the mean score (3.91).

## V. CONCLUSION

The current study examined the various factors influencing consumers' attitudes toward Tamil channels and discovered that consumers had a stronger belief that television serials inform their viewers about their lifestyle, purchasing habits, the brands they require, product updates, and keeping up with changing fashions. The vast majority of respondents preferred to watch Vijay Tv. Though there are some leading negative sentiments among viewers, such as TV advertisements that, if overwhelming, confuse them. The repeated repetition of advertisements irritates viewers watching those TV commercials, which may have a negative impact on those products.

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