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

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Dr. S. Renugadevi, Professor, Department of commerce***

*Dr. N.G.P Arts and Science College, Coimbatore*

***Ms. P.Niranjana, II M.COM, Department of commerce***

*Dr. N.G.P Arts and Science College, Coimbatore*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**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. This study aims to analyse the attitude, satisfaction level, preferences of TV viewers towards Tamil channels. 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.

***Key words: TV viewers, Tamil channels, Attitude, Television***

**INTRODUCTION**

The electronic transmission of moving images and sound from a source to a receiver is known as television. Television has significantly influenced society by extending the senses of sight and sound beyond the boundaries of physical distance. Initiated in the early 20th century as a potential tool for education and interpersonal contact, it developed into a vibrant broadcast medium by the middle of the century, leveraging the framework of broadcast radio to reach audiences all over the world with news and entertainment. Watching television is a part of everyday life how it affects kids school performance, their family relationship. Television has made it possible for television to dazzle other media of communication. It serves through governments and advertisers to sell their goods and service.

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.

Television channelled today is very congested and so many channels are trying to capture more respondents to view particular channel by having new technologies. Each channel is different in its particular channel by having new technologies. Each channel is different in its programmes and also the presentation of timings. Hence, it becomes essential to know what factors affects the respondents to watch a particular channel and how the respondents select the channels and on what basis they are going to select.

The 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. One of the most important innovations ever made by humans is television. It enhances our standard of living and ways of life while providing us with creative ideas, amusement, and the opportunity to learn new skills. It transmits a variety of shows that we watch in a laid-back and pleasant manner.

**OBJECTIVES OF THE STUDY**.

* To know the attitude of TV viewers towards Tamil channels in Coimbatore City

**RESEARCH METHODOLOGY**

The study is based on empirical research by conducting survey. It is purely based on primary data from 150 respondents following convenience sampling method. Simple percentage analysis, factor analysis is the research tool used to analyse the study. A well-structured questionnaire was administered to analyse the viewers attitude towards selected Tamil channels in the Coimbatore city.

**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 |
| **Total** | **150** | **100** |

**Inference**

From the table it is inferred that majority (62%) of the respondents preferred to watch Vijay Tv.

**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 |
| **Total** | **150** | **100** |

**INFERENCE**

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

**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 |
| **Total** | **150** | **100** |

**Inference**

From the Table it is inferred that 40.7% of the respondents preferred to watch reality shows.

**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 |
| **Total** | **150** | **100** |

**Inference**

From the 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 | **3.88** |
| VIJAY TV | 37  185 | 81  324 | 22  66 | 4  8 | 4  4 | 150  587 | **3.91** |
| ZEE TAMIL | 22  110 | 35  140 | 76  228 | 10  20 | 6  6 | 150  504 | **3.36** |
| JAYA TV | 9  45 | 32  128 | 49  147 | 47  94 | 12  12 | 150  426 | **2.84** |
| COLORS TV | 15  75 | 30  120 | 60  180 | 20  40 | 25  25 | 150  440 | **2.93** |

**Inference**

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

**CONCLUSION**

The present study analysed the various factors relating to the consumers attitude towards Tamil channels and found that the consumers had a greater belief that television serials inform their viewers about their life style, purchasing behaviour, brands they need, updates with the products available in the market and keeps them in knowing about the changing fashions. Majority of the respondents preferred to watch Vijay Tv. Though there are some leading negative attitudes among the viewers like TV ads if excessive, confuse them. Repetition of the ads frequently, irritate the viewers in watching those TV commercials and which in turn may have a negative impact about those products.

**REFERENCES**

1. Dr. J. Madhubabu, Behal (2014) " The effect of Television serials on Rural women of Nizamabad Districts" Journal of Humanities and social science volume 25, Issue series 4 57-67. e- ISSN: 2279 - 0839, P- ISSN: 2279 - 0845. Www.ijhssi.org.

2. C.R. Senthilnathan, R.Jeyalakshmi, M.Manju Backiam, P. Vasumathi (2019) " Impact of Direct to Home (DTH) on Indian Television Viewers " International Journal of Recent Technology and Engineering Volume - 8, Issue - 2 S11, September 2019.

3. C. Karthika, P.P vijayalakshmi and Mayal. L pai (2018)" The reach of television viewing Habits and patterns in Kerala " International journal of pure and mathematics volume 118, No. 18, 2018.

4. N. Sikha C.V. Raju (2017)" Believability factor in Malayalam Reality shows: A study among the television viewers of Kerala" International Journal of Humanities and Social science invention Volume 6 issue-5 May 2017 P.P 10-14.