

## **A Study on Television Viewing Habit Among Rural Women of Kanyakumari District**

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### **Abstract**

Televisions play a vital role in the lifestyle of common people. TV programs have high acceptance and impact among its viewers and housewives in particular. Its peculiar quality evokes a kind of addiction among the viewers. The insight of the individuals urges to view the shows regularly without missing any episodes. Development of science and technology helps them to enjoy the TV programs at right time. Thus watching serials became a regular practice of many of them. This article is a study about the mind set of television viewing habit among rural women of kanyakumari district.

**Keywords:** lifestyle, television, rural women

### **Introduction**

All television programs, especially the commercials, news, documentaries and cartoons, affect people of all ages in different ways. Women constitute one of the groups in society who spend a lot of time watching television. In recent years, women are even named as “active media users”. “Television is a powerful medium through which information regarding different societal issues is disseminated. The process of information transmission was divided into dissemination, interpretation and evaluation” (Verma, 265). Tamil Nadu has distributed free television to all the families and it is made used by the citizens too. “Television is the most powerful of all the media of mass communication. It is in fact, a revolution in communication process in a modern society. It has brought not only the whole world into the homes of the viewers but has earned their

confidence as regards its reliability. They have become vulnerable to its influence. People are regularly exposed to it” (Kamlesh, 226).

The citizens are kept busy with 24x7- TV channels. Until 1991, Indian audiences received a controlled, development oriented and propaganda induced television programming. As the penetration of cable and satellite television channels increased in India, Medias influence has brought in a mixed cultural Patten and posed a threat to local culture.

### **Review of Literature**

Pugalendhi, (2015) has found that though the television watching habit, learning has an courteous growth among Chennai urban women. homemakers spend 5 hours per day for watching serials and some homemakers spending 3 hours for cookery show, less homemakers spending 2 hours approximately for watching horoscope programs in Chennai urban areas.

Ullah, et. al (2014) study findings that Television plays an important role in our daily life, it has both positive and negative impact. Social behavior is environments product, media influences adolescents female to adopt negative traits from electronic media. Finally study finding show that extensive viewer of media programs cause of low academic grades among most of the female students.

Munshi, Shoma (2010), The new Indian woman was depicted as an independent and assertive woman, a successful wife and mother, who often had a career or worked outside the home, and led a lifestyle that was significantly different from existing rural lifestyles. These soap operas were an instant success and attracted very high viewership all over India.

Nazakat (2011), Television, especially the commercialization and Westernization of television in the Kurdistan Region, has created a new vista for the Kurdish women that are revolutionizing the way she looks at the world and at herself.

Bettye A. Grable, (2005), Interpretive Group Informants Use Heavy Viewing of TV Content as A Mirror For Acquiring Social and Career-Related Information. Over sixty percent (63.6%) of informants agreed that they saw people and lifestyles that they wanted to acquire in television

depictions and more than 66.6% agreed that they watched television to get ideas about how to dress. study indicate that black females use TV depictions more to help them to make decisions about their lives.

### **Statement of the Problem**

The television has done the work of influencing the attitude of women. Television has transformed the tendency of women to view, think and understanding has changed. Television has now made women understandable in terms of things and circumstances even with a logical point of view. Television has also worked to influence women in many ways. Its effect can be well understood today by the changes in women's speaking, debating, awareness and life style. The way TV programs viewing habit existed among rural women of Kanyakumari is a great deal more liberated than urban women. Rural women have enough of time to television access and significantly exposed to many channels in our country. Raosays "television may lead women to scrutinise their social position and may help the reason for female headway." Women educate themselves through televisions. They look for news, movies, reality shows, special programmes, serials, etc. men see this habit of women watching television as a negative factor.

### **Scope of the study**

Tamil Nadu has so many channels and famous for this media industry. Even though Kanyakumari is part of Tamil Nadu people there watch Malayalam channels also. This study helps to find out the situational change of television viewing its impact and acceptance.

### **Objectives of the study**

1. To understand the television watching pattern of Kanyakumari district rural women.
2. To find the most preferred television channel of Kanyakumari district rural women.
3. To understand the preferred timing for watching television Kanyakumari district rural.
4. To pinpoint the language in which they like watching programs.
5. To identify the regularity and time spent on watching television by among women.

### Research methods

This research is based on qualitative data and the sample of the study is Kanyakumari district women. The study was conducted to make note of various television-viewing habits among rural women of Kanyakumari district and to identify the factors, which encourage television viewership among them. A Sample of 100 respondents from 4thalkuesnamely Kalkulam, Vilavancode, Agasitheswaram and Thoivalai of kanyakumari district were selected for analysis. Study employed survey method and followed conventional technique. Thus the primary data was collected by a questionnaire with few options. Questionnaire is with two parts, first one is to collect personal data and the second one to collect research data. The questionnaire was originally written in Tamil and translated in to English for the purpose of documentation. The study also highlighted the TV program preferences among rural women.

### Limitations

1. This research is limited within kanyakumari district.
2. The study was limited to rural women.
3. Only Tamil and Malayalam channels were selected for the study.
4. Only those women having a minimum qualification of High School or above were selected for research.

### Data Analysis

Sample size N=100

Percentage Analysis was done to find out the results

**Table 1 : Sample Classification on the basis of Age**

Age	Number	Percentage
21 – 30	29	29%
31 - 40	31	31%
41 - 50	30	30%
51 – 60	10	10%

From the table it is understood that the selected people has 29% of the sample size is 21-30 age group, 31% belongs to age group of 31-40 years, 30% belongs to age group of 41-50 years and 51 to 60 contribute 10%. The majority of the age group among the selected women are 31 to 40 %.

**Table 2 : Sample Classification on the basis of Qualification**

Qualification	Number	Percentage
10 <sup>th</sup> standard	35	35%
12 <sup>th</sup> standard	31	31%
UG Degree	23	23%
PG Degree	11	11%

On the basis of qualification, 10<sup>th</sup> pass contribute 35% and 12<sup>th</sup> pass contribute 31%. Women with UG degree fall 23% and PG with 11%

**Table 3 : Sample Classification on the basis of Status**

Status	Number	Percentage
Home Makers	63	63%
Workers	27	27%
Students	10	10%

In terms of status the total sample size id divided in to three homemakers, workers and students. Students are very less with 10%. Workers contribute more than 25% and homemakers fall in majority with 63% which is more than 50% of total sample.

### Percentage Analysis with Research Data

**Table 4 :Question 1 Do you watch TV?**

Option	No. of Respondents	Percentage
Yes	95	95%
No	5	5%

According to the table 95% of women use to watch TV and the remaining 5% do not watch TV or may not have TV in their home.

**Table 5 : Question 2 At what time you like watching TV?**

Option	No. of Respondents	Percentage
Morning	1	1%
Afternoon	6	6%
Evening	44	44%
Night	44	44%
Don't use TV	5	5%

According to the table women do not prefer to watch TV in the morning time. Only 1 % of women watch TV during morning time. it is because the shows at that time may be not interesting or women do not have time to watch TV because of their busy morning schedule. 6% of women preferred to watch TV during afternoon. This 6% is purely homemakers so they get time to watch during afternoon. The most preferred timing is evening and afternoon. 44% of women preferred evening and other44% prefer night. This timing is peek timing mostly serials are telecasted during this hours.

**Table 6 : Question 3 Which channels do you love watching on TV?**

Option	No. of Respondents	Percentage
News	8	8%
Entertainment	66	66%

Sports	6	6%
Religious	10	10%
Science	5	5%
Don't use TV	5	5%

News channels were viewed by 8% of women. Majority of women (66%) watch entertainment programs like, movies, reality shows, serials, etc... 6% is interested in sports channels, 10% for religious programs, 5 for science related channels and 5 percentage do not use TV.

**Table 7 : Question 4 Do you schedule your work according to your favorite program?**

Option	No. of Respondents	Percentage
Yes	68	68%
No	12	12%
Sometimes	15	15%
Don't use TV	5	5%

68% of women adjust their timing according to their favorite shows, other 15% sometimes do this.

**Table 8 : Question 5 How do you use TV?**

Option	No. of Respondents	Percentage
Regularly	77	77%
Holidays	12	12%
Sometimes	6	6%
Don't use TV	5	5%

According to the table more than 75% of women regularly watch TV. 12% of women prefer to watch only on holidays and other 6% watch TV rarely.

**Table 9 : Question 6 How long you spend per day in watching TV?**

Option	No. of Respondents	Percentage
I Hour	9	9%
More than 1 Hours	32	32%
More than3 Hours	36	36%
More than 3 hours	18	15%
Don't use TV	5	5%

According to the table mostly women spend their time in watching TV for about three hours. 18% of women watch TV for more than 3 hours.

**Table 10 : Question 7Which language you prefer in watching TV?**

Option	No. of Respondents	Percentage
Tamil	5	5%
Malayalam	9	9%
	81	
Don't use TV	5	5%

According to the table 5% of women watch Tamil channels and 9% watch Malayalam channel. But 81% watch both Tamil and Malayalam This is because once Kanyakumari was with Kerala and now with Tamil Nadu.

**Table 11 : Question 8 Does watching TV changed your lifestyle?**

Option	No. of Respondents	Percentage
Yes	62	62%
No	33	33%
Don't use TV	5	5%

62% of the women have accepted that watching TV has changed their lifestyle.



**Table 12 : Question 9 Do you feel relaxed after watching TV?**

Option	No. of Respondents	Percentage
Yes	93	93%
No	1	1%
Sometimes	1	1%
Don't use TV	5	5%

According to the table 93% of women feel relaxed after watching TV.

**Table 13: Question 10 How does TV watching affect you?**

Option	No. of Respondents	Percentage
Positive	93	93%
Negative	2	2%
Don't use TV	5	5%

93% have positive influence on watching TV.

### **Findings**

1. Most of the rural women in Kanyakumari district are daily watching TV.
2. Most of the rural women in Kanyakumari district are giving importance to entertainment programs.
3. Majority of women watch both Tamil and Malayalam Channels.
4. TV is predominantly influencing the lifestyle of ruralswomen in Kanyakumari district.
5. Most of the rural women in Kanyakumari district positively influenced by watching TV.
6. Most of the rural women in Kanyakumari district are daily watching TV for relaxation.

## Discussion

Vijayalakshmi (2005) found that “Male are more inclined towards news, sports, and educational programs, whereas females preferred serials, music and feature films”. (Verma, 270). This is again made true by the present study. Majority of the rural Kanyakumari district women prefer to entertainment program. Thus entertainment is the main motivating factor for women. Since the sample group give equal importance to Tamil and Malayalam channels there is a practice of mixed tradition and culture. At the same time they gain lot of information through that. Majority of rural women watch TV for less than three hours. Even though they watch entertainment programs the timing is not exceeding above three hours. So, this is a positive change.

## Suggeations

1. Media ethics is must.
2. Entertyainment progrms must tru to convey a positive message.
3. Sonce large percentage of rural women are watching TV t is important to Empowering media proficiency.
4. Audio tutoring can be advocated.

## Conclusion

The outcome of this research propose the main source of entertainment of rural women is TV. influnce of entertanment programs in TV influence the rural womens education, lifestyle, talk, dressing, walking, food habits and behaviour. TV is a source of information wish proclaims the evils n society and educate then indirectly.

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