A STUDY OF CHANGING TELEVISION VIEWERSHIP HABITS AMONG COLLEGE STUSENTS

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Abstract

Television viewership through the use of internet and smart phone has affected the viewership statistics. According to BARC Broadcast India survey 2018 in Urban areas, average, time spent per viewer to watch television is about 4 hours 06 minutes, while in rural India, it is about 3 hours and 27 minutes **(www.m.economictimes.com).** Keeping in view the increasing use of smart phone in present time, popularity of TV in earlier time and average time spent per viewer to watch television in rural and urban India, present study has been taken to examine television viewership habits among college students in present time. This study is an attempt to know whether popularity of television among youngster is still same as it was earlier or is it decreasing due to its substitutes. The study was primary data based and collected from different college students of district Bilaspur in Himachal Pradesh using Google form. This study concludes that majority of college students assume that smart phone has replaced Television and use of smart phone has minimized their time to watch television. Finally study implies that this tendency may affect the future marketing efforts and direct marketers towards internet based promotion to attract youngster instead of traditional television advertisements.

Keywords: Television, Smartphone, COVID 19, E-Learning, Rural India, Urban India, College Students

INTRODUCTION

During COVID 19 lockdown the use of smart phone among students has increased significantly due to govt. initiative for e-learning. Smartphone that is complex combination of mobile phone and computer perform many typical functions. It results to replace many devices. It was the time when radio and television were only the source of information/entertainment. At that time when Ramayana and Mahabharata were broadcasted on television, majority of Indian were before the television and there was a situation of lockdown. Now scenario is different, today television is in our hand in the form of smart phone. Smartphone have become an integral part of human life. Studies reveal that mobile phone has consumed our two to three hours in a day and promoting isolation despite other physical and psychological problems. Technology has changed everything. Change is the law of nature which never changes. Over a long period of time even human tastes and life style too changes. There are number of change agents that force human being to react in particular way.

Science and technology are important change agents that influence human behavior significantly.

Moreover, today is the time of science and technology and it has increased the pace of change. Many things are obsolescing from the market since there are no more users of these things. Typewriter has been replaced by computer, our Dhoti and Kurta has been replaced with formal suit and jeans, landline phone has been replaced with mobile phone, Black and white TV has been replaced with Colour LED and so on. It is gradual process and will continue. Studies reveal that over a long period of time human tastes and value changes significantly.

RATIONALE OF THE STUDY

Studies reveal that mobile phone has consumed our two to three hours in a day and promoting isolation despite other physical and psychological problems. According to Broadcast Audience Research Council's (BARC) Broadcast India survey 2018 in urban areas, average, time spent per viewer to watch television is about 4 hours 06 minutes, while in rural India, it is about 3 hours and 27 minutes (www.m.economictimes.com/). Moreover, according to BARC overall, TV viewership grew by 9%, driven by average time spent clocking 4 hours 02 minutes daily in 2020 from 03 hours 42 minutes in 2019. Viewership surged by GECs news, movies and kids channels, largely due to COVID 19 lockdown. The report has also mentioned that due to the pandemic live sports events and sports viewership dipped for most of the years (www.indiantelevision.com/). So keeping in view the increasing use of smart phone in present time, popularity of TV in earlier time and average time spent per viewer to watch television in rural and urban India, present study has been taken to examine television viewership habits among college students in present time. This study is an attempt to know whether popularity of television among youngster is still as it was earlier or is it decreasing due to its substitutes. Target group for the study is college students since they are initiator/influencer in many household purchase decisions.

REVIEW OF LITERATURE

A brief detail of review of literature in this field is given as below:

Babette (1996), in his report concluded that the nature of the learning environment or instructional context in which the use of an educational television program is embedded can have an important influence on learning. While there exist only a few studies that have examined the role of the

instructional context in learning from television, it is clear from these studies that the use of and effective learning from a given television program is dependent on how well the program integrates with the curriculum, teachers' roles, other learning materials, activities, the viewing context, assessment practices, and the broadcasting schedule. **Gurleen and Sukhmani (2011)** , in their study reported that most of the young Indians watch television either "most often" or "sometimes" and spend about 3-5 hours daily. The study also highlights that generation of knowledge and learning, medium of relaxation and pass time are important reasons for Indian youth to watch television. It is also concluded in the study that males preferred knowledge based program and females mostly prefer watching movies. All the age groups consistently preferred reality shows whereas; news coverage was more preferred by higher age groups. **Katie et. al (2011**), found that technology is changing the manner in which students may view television programming. College students have unprecedented control over their reception or avoidance of advertising messages. This level of control allows them to view or not view television programming as they deem fit, where they deem fit, when they deem fit and how they deem fit.

Cha (2016), suggest that the focus group participants feel affection for television as a *medium* itself — a feeling that is independent of the content available on television. The motives for seeking social television include a sense of community, social bonding with existing networks, and reinforcement of an online persona, entertainment, information sharing, social movement, self-documentation, and incentives. **Mohanambigai (2018)** reported in his dissertation that there is a significant relationship between television viewing habits of school going children and obesity, mental health & academic performance. He has also added that the American Academy of Pediatrics recommends that children's total media time (television, video and videogames) has to be limited to no more than 1-2 hours of quality programming per day, that too under parental supervision. The content of television programs has to be screened / scrutinized by some health authorities like pediatricians, psychiatrists and academicians. **Ambachew and Sofiya (2019),** in their research work concluded that there is no significant relationship between hours of television watching and students' academic achievement. A significant majority of students watch television at least more than one hour a day. Further in this study it is suggested that parents should appropriately mediate and control the television watching behavior of their children.

OBJECTIVES OF THE STUDY

The following are the main objectives of the present study: -

1. To determine the average time spent by college students to watch television program.

2. To determine the prime time television of college students.

3. To identify the most popular channel (i.e. sports, news, entertainment, comedy) among college students.

4. To know that does the use of smart phone affect the watching time of television among college students.

5. To examine the significance of relationship between demographical variables (gender, age, class and stream) and television viewership habits of college students.

HYPOTHESIS

In the present study following hypothesis have been developed to test the relationship between selected demographical variables and television viewership habits of college students: -

H_{01}: There is no significant association between gender and frequency of watching television

H_{02}: There is no significant association between age and frequency of watching television

H_{03}: There is no significant association between class and frequency of watching television

H_{04}: There is no significant association between stream and frequency of watching television

H_{05}: There is no significant association between gender and level of attention while watching television

H_{06}: There is no significant association between age and level of attention while watching television

H_{07}: There is no significant association between class and level of attention while watching television

H_{08}: There is no significant association between stream and level of attention while watching television

H_{09}: There is no significance difference between frequency of watching television and level of attention while watching television

RESEARCH METHODOLOGY

The present study is descriptive in nature as it attempts to describe the television watching habits among college students. The scope of the study is restricted to district Bilaspur of Himachal Pradesh in India. Population of present study comprises of students who are studying in different government colleges of district Bilaspur. The study is basically primary data based and it is collected with the help of structured questionnaire using Google form. However, secondary data has been used to conduct thorough review of literature which has been collected from books, journals and internet. The collected data has been presented in tabular form and analyzed with the help of percentage and chi-square test goodness of fit.

ANALYSIS AND INTERPRETATION

It is obvious that demography of the respondents has influence on their perception and attitude. In the present study college students of different demographic features have been included to find out the answer of research questions. Demographical profile of respondents has been presented in table 1 given below:

Table 1: Demographic Characteristics of Respondents

S. No	Demographic Variable	No. of respondents	Percentage
1	**Gender:**		
	Male	110	30.1
	Female	255	69.9
	Total:	**365**	**100**
2	**Age(Years):**		
	17-19	209	57.3
	20-22	150	41.1
	23-25	06	1.6
	25+	NIL	-
	Total:	**365**	**100**
3	**Class:**		
	UG	278	76.2

	PG	87	23.8
	Total:	**365**	**100**
4	**Stream:**		
	Arts	128	35.1
	Commerce	100	27.4
	Science	122	33.4
	Vocational	15	4.1
	Other	--	--
	Total:	**365**	**100**
5	**Background/area:**		
	Rural	297	81.4
	Urban	33	9
	Semi-Urban	35	9.6
	Total:	**365**	**100**
6	**Parents Occupation:**		
	Govt. Employee	65	18
	Private Employee	75	20.5
	Business man	24	6.5
	Agriculture	139	38
	Other	62	17
	Total:	**365**	**100**
7	**Parents Income(monthly):**		
	Below 20,000	265	72.6
	Between 20,001-30,000	53	14.5
	Between 30,001-40,000	30	8.3
	Above 40,000	17	4.6
	Total:	**365**	**100**

Source: Data compiled through questionnaire using Google form

Objective First: The first objective of the study was to determine the average time spend by college students to watch television program. From table 2 it is evident that 46.9 college students watch television program rarely. There are 11.8% each college students who watch television program either once in a week or few times in a month respectively. There are only 14.2% college students who watch television program daily. When college students were asked that how attention ally they watch television program then it was found that 34.2% college students give only 5% attention while 29.6% give 6-20% attention. There were only 1.1% college students who watch television program with more than 81% attention (Table 2.(a)). Regarding average time spend on watching televising program it was observed that 49% college students watch television

program up to one hour while 35.9% watch one to two hours daily (Table 2(b). Finally it was evident that 46% college students prefer to watch television program in the night. It was followed by 27.9% and 20% college students who preferred to watch television program in afternoon and evening respectively (Table 2(c)), Thus, on the basis of above analysis it is concluded that majority of college students don't watch television program regularly. They watch it either rarely or once or twice in a week. Further it is concluded that most of the college students watch television programs unintentionally and nearly half of college students watch television program up to one hour while 35.9% college students watch it for one to two hours.

Table2: Television Viewership habits among College Students

Particular	No. of respondents	Percentage
How often do you watch television programs?		
Every day/night	52	14.2
Several times per week	56	15.3
Once in a week	43	11.8
A few times a month	43	11.8
Rarely/never	171	46.9
Total:	365	100
Table 2 (a) on an average, how engaged are you in watching a television program (in other words how attention ally you watch television program)?	**No. of respondents**	**Percentage**
0-5%	125	34.2
6-20%	108	29.6
21-40%	82	22.5
41-60%	24	6.6
61-80%	22	6
81-100%	4	1.1
Total:	**365**	**100**
Table 2 (b) How much time do you spend on watching television in a day/night?	**No. of respondents**	**Percentage**
Up to one hour,	179	49
1-2,	131	35.9
2-3,	45	12.3
3-4,	9	2.5
4-5,	-	-
5 and above	01	0.3
Total:	**365**	**100**

Table 2 (C) What is your favorite time to watch television regularly?	No. of respondents	Percentage
Morning	22	6
Afternoon	102	27.9
Evening	73	20
Night	168	46
Total:	**365**	**100**

Source: Data compiled through questionnaire using Google form

Objective Two: The second objective of the study was to determine the prime time television of college students when they actually prefer to watch television program. For this purpose two supplementary questions were asked to the college students. First question was related to mode of watching television program and second was related to preferred time for watching television programs. Regarding mode of watching television program it was observed that 46.3% college students prefer to watch television program on TV sets while 24.9% college students prefer smart phone to watch television program (Table 3). While investigating about prime time television among college students it was found that 26.3% prefer to watch television program 8 PM onward, 23.6% 7 PM onward and 20.5% 9 PM onward (Table 3(a). Thus, it is concluded that though half of college students prefer to watch television program on TV set however, one fourth college students prefer to watch the same on smart phone. Moreover, 7 to 9 PM is prime time television among majority of college students.

Table 3 Prime time television among college students

How do you watch television programmes?	No. of respondents	Percentage
On smart phone	91	24.9
On TV Set	169	46.3
More on TV set and less on smart phone	33	9
More on smart phone and less on TV set	37	10.1
Equally on TV set and smart phone	35	9.6
Total:	**365**	**100**
Table 3 (a) What is your prime time to watch television?		
7PM onward	86	23.6
8 PM onward	96	26.3
9 PM onward	75	20.5
10 PM onward	13	3.6
Other	95	26
Total:	**365**	**100**

Source: Data compiled through questionnaire using Google form

Objective Third: The third objective of the study was to examine the most popular channel (i.e. sports, news, entertainment, comedy) among college students. For this purpose some popular channel segment (News, sports, comedy, discovery, music, drama, study etc.) were selected and response was sought at six point Likert scale. From table 4 it is observed all type of TV programs are preferred by college students as in all cases average score is above to the standard average score (i.e. 3.5) at six point Likert scale. Standard deviation was below two in all cases and skewness was also negative. It shows that college students watch these channels frequently. P value of Chi-square test was found significant in all cases at 5% level of significance. It highlight that opinion of the respondents was not equally distributed but distributed more towards one end. While ranking these channels on the basis of average score then it was observed that news channels are watched more by the college students and it is followed by music and discovery channels respectively.

Table 4: Preference of college students for watching different categories of TV Channel

| Nature of Channel | How often do you watch these channels | | | | | | Total | Mean | Rank | SD | SK | P value |
	Every day/night	Several times per week	Once in a week	A few times a month	Once in a month	Never						
Music	116 (31.78)	129 (35.34)	27 (7.39)	40 (10.95)	18 (4.93)	35 (9.58)	365 (100)	4.49	2	1.59	-1.00	<0.05
Sports	59 (16.16)	143 (39.17)	38 (10.41)	43 (11.78)	33 (9.04)	49 (13.42)	365 (100)	4.01	6	1.65	-0.64	<0.05
Discovery/science	70 (19.17)	142 (38.90)	38 (10.41)	46 (12.60)	37 (10.13)	32 (8.76)	365 (100)	4.18	3	1.56	-0.70	<0.05
News	193 (52.87)	112 (30.68)	26 (7.12)	10 (2.73)	10 (2.73)	14 (3.83)	365 (100)	5.16	1	1.24	-1.95	<0.05
Movies	61 (16.71)	124 (33.97)	51 (13.97)	39 (10.68)	48 (13.15)	42 (11.50)	365 (100)	3.95	7	1.63	-0.51	<0.05
Comedy	79 (21.64)	125 (34.24)	60 (16.43)	31 (8.49)	22 (6.02)	48 (13.15)	365 (100)	4.17	4	1.64	-0.78	<0.05
Drama	54 (14.79)	122 (33.42)	42 (11.50)	39 (10.68)	35 (9.58)	73 (20)	365 (100)	3.73	9	1.77	-0.39	<0.05
Religious	60 (16.43)	121 (33.15)	44 (12.05)	35 (9.58)	44 (12.05)	61 (16.71)	365 (100)	3.82	8	1.74	-0.43	<0.05
Study channels	95 (26.02)	122 (33.42)	34 (9.31)	27 (7.39)	27 (7.39)	60 (16.43)	365 (100)	4.13	5	1.79	-0.70	<0.05
Other	52 (14.24)	122 (33.42)	30 (8.21)	28 (7.67)	35 (9.58)	98 (26.84)	365 (100)	3.54	10	1.89	-0.24	<0.05

Source: Data compiled through questionnaire using Google form

Objective Fourth: The fourth objective of the study was to investigate the effect of smart phone on watching television time among college students. To find out the answer of this question some concerned questions were asked to the college students and response was recorded at five point Likert scale, where 1 represent

strongly disagree and 5 represent strongly agree. From the table it is evident that majority of college students are of the opinion that smart phone has replaced Television and it has minimized their time to watch television program. However, majority of college students are strongly agree that watching of television program on television set is more interesting and convenient. The mean value is above to the standard average i.e. 3.5 at five point likert scale and skewness is negative with minimum standard deviation. It supports our above analysis. Further significant value of chi-square test at 5% level of significance also support our discussion that opinion of respondent is not equally distributed but distributed more toward one end i.e. agree or strongly agree. Thus, on the basis of above analysis it is concluded that majority of college students are of the opinion that smart phone has replaced Television and use of smart phone has minimized their time to watch television.

Table 5: Use of Smartphone effect the watching time of television among College Students

S. No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	SD	SK	P value
1	Do you think that smartphone has replaced Television?	101 (27.67)	144 (39.45)	69 (18.90)	42 (11.50)	9 (2.46)	365 (100)	4.17	1.23	-1.03	<0.05
2	Do you think that use of smart phone minimize your time to watch television	76 (20.82)	179 (49.04)	77 (21.09)	28 (7.67)	5 (1.36)	365 (100)	4.29	1.12	-1.15	<0.05
3	Watching TV program on television set is more interesting and convenient	74 (20.27)	160 (43.83)	94 (25.75)	32 (8.76)	5 (1.36)	365 (100)	4.16	1.16	-0.87	<0.05

Source: Data compiled through questionnaire using Google form

Objective Fifth: The fifth objective of the study was to test the significance of relationship between demographical variables (gender, age, class and stream) and television viewership habits of college students. From testing of hypothesis it was observed that there is significance relationship between frequency of watching television and attention level while watching television. It shows that comparatively those college students who watch television program frequently watch them attention ally with interest or vice-versa. Like this there is significant

relationship between gender and attention level while watching television. This significant value of chi square at 5% level of significance reveals that girls' students watch television programs comparatively with attention and interest to those of boys' students. (Table 6)

Table 6: Summary of Testing of Hypothesis

H01 there is no significant association between gender and frequency of watching television	P>0.05	Accepted
H02 there is no significant association between age and frequency of watching television	P>0.05	Accepted
H03 there is no significant association between class and frequency of watching television	P>0.05	Accepted
H04 there is no significant association between stream and frequency of watching television	P>0.05	Accepted
H05 there is no significant association between gender and level of attention while watching television	**P<0.05**	**Rejected**
H06 H02 there is no significant association between age and level of attention while watching television	P>0.05	Accepted
H07 there is no significant association between class and level of attention while watching television	P>0.05	Accepted
H08 there is no significant association between stream and level of attention while watching television	P>0.05	Accepted
H0 9 there is no significance difference between frequency of watching television and level of attention while watching television	**P<0.05**	**Rejected**

FINDINGS OF THE STUDY

On the basis of above analysis the following findings have been extracted: -

• Majority of college students don't watch television program regularly. They watch it either rarely or once or twice in a week.

• Further it is concluded that most of the college students watch television programs unattentionally.

• Nearly half of college students watch television program up to one hour while 35.9% college students watch it for one to two hours.

• It is also concluded that though half of college students prefer to watch television program on TV set however, one fourth college students prefer to watch the same on smart phone.

• It is observed from the study that, 7 to 9 PM onward is prime time television among majority of college students.

• It is also evident that all type of TV programs viz. news, music, drama, discovery, study, movie, comedy etc. are liked by college students but news

channels are watched more by the college students and it is followed by music and discovery channels respectively.

- Study highlights that majority of college students are agree that smart phone has replaced Television and use of smart phone has minimized their time to watch television.

- Finally, it was observed that comparatively those college students who watch television program frequently watch them attention ally with interest or vice-versa. Like this girls' students watch television programs with attention and interest as compared to boys' students

LIMITATIONS OF THE STUDY

The primary data for the study has been collected during second Covid 19 lockdown from govt. colleges' students of District Bilaspur in Himachal Pradesh using sampling technique hence the result of the study may be affected from sampling error, Moreover, its result may not hold true to other segments of population.

IMPLICATIONS OF THE STUDY

The findings of the study reveals that one fourth college students prefer to watch television program on smart phone. It has increased the usages time of mobile phone among college students. So it may have certain heath issue. Market studies also reveal that mobile phone has consumed our two to three hours in a day and promoting isolation despite other physical and psychological problems Moreover, result of the study may be helpful for marketers to design appropriate promotional strategies for their products and services through internet and smart phone to target youngster.

CONCLUSION

Popularity of television programs among college students has been decreasing. It has reduced their television viewership time up to two hours which was about 4 hours 06 minutes in urban areas and about 3 hours and 27 minutes in rural India (According to Broadcast Audience Research Council's (BARC) Broadcast India survey 2018, www.m.economictimes.com). The use of smart phone among college students has replaced Television and it has minimized their time to watch television. It is also supported by the results of other studies which reveal that

mobile phone has consumed our two to three hours in a day and promoting isolation despite other physical and psychological problems

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