

A STUDY ON CONSUMER PREFERENCE OF TELEVISION CHANNELS IN COIMBATORE CITY

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Abstract - Communication means anything that is said by one and understood by another; it can also be social interaction between society and an individual satisfying the needs of both. We call it as a process with a series of actions ever in motion and conveying some idea or thought either positively or negatively ending in sharing of a total experience. It is also an agent of social change. The social systems are formed by rules and roles. Once they are established, they in turn determine the processes of communication of their own members. As time goes on, they affect each other mutually and also adjust to the new cultural patterns introduced from time to time.

Keywords- Brand, Brand Image, Brand loyalty, Product Promotion, Brand Identity.

INTRODUCTION

“^[1,2]Communication process consists of introducing information that leads the receiver to reappraise his environment and through that reappraise his needs and his ways of attaining information or his social relationships and attitudes and beliefs with the society is possible”. ^[2,3]The main instruments of social communication and awareness are radio, TV and cinema. Television usage was started in 1969 in India for educational purposes. Now it covers 80% of the population. From 1976 TV was separated from the All India Radio and constituted a new body under banner called as Doordarshan. Now television or doordarshan is one of the media units of the Ministry of Information and Broadcasting. Apart from this, we now have innumerable television channels from which viewers can choose from.

^[6,8] The definition of communication was given by two researchers saying “communication process consists of introducing information that leads the receiver to reappraise his environment and through that reappraise his needs and his ways of attaining information or his social relationships and attitudes and beliefs with the society is possible”. ^[5,7]This definition throws a light on the cyclical role of communication. It focuses on how the needs and communication reaches to each other all the time and follow the principle of natural selection. Any expression which is successfully adopted and often used by individual and institution becomes convention. It is

related to over all development of society. Communication is a continuous interaction which helps to bridge the gap between individual and society and it is an important instrument of economics as well as political change.

A SHORT HISTORY OF TELEVISION:

After the printing press, the most important invention in communication technology till now has been television. Television has changed the way teachers teach, governments govern, religious leaders preach, and the way we organize the furniture in our homes. ^[9,11]Television has changed the nature, operation and relationship to their audiences of books, magazines, movies and radio. The computer, with its networking abilities, may overtake television as a medium of mass communication, but television defines even its future.

Television, as we are aware, is the most powerful change agent of social and economic scenarios of the globe. It has proved to be the most fascinating, captivating and reciprocating communication tool so far. ^[10]Everybody has been bitten by the bug of the idiot box: children, women, young, old, executives and housewives start and end their days with television. Life cannot be imagined without this magical invention of **John Logie Boyd**.

In 1952, 108 stations were broadcasting to 17 million television homes. By the end of the decade, there were 559 stations, and nearly 90% of U.S. households had televisions. In the 1950s more television sets were sold in the United States (70 million).The technical standards were fixed, stations proliferated and flourished, the public tuned in, and advertisers were enthusiastic.

ORIGIN AND GROWTH

^[12]Experimental television broadcasting was started in United States of America in 1920s. In those days mechanical scanning disc was used to scan a picture but the experiments could not succeed in scanning a picture speedily. The electric television tube was invented in 1923. Subsequently picture tube, the electronic camera and the television home receivers were invented. ^[13]It was only in 1930s that the TV Stations were set up in New York and London. They offered regular telecast programmes. In advanced countries television had become popular and started finding their place in many American homes in the late 1940s and early 1950s. This brought in further advancement in the form of satellite communication. The first communication satellite known as 'Early Bird' was launched in 1962. This was important milestone in the history of communication. The year 1962 was said to be starting of **Age Satellite Communication**. In the year 1965 international satellite system known as **Intelsat** began operating and in 1971 **Inter sputnik** began progress which in this sphere have been phenomenal.

"Today more than 120 countries have earth stations linked to satellites for transmission and reception. 33 satellite systems have literally transformed the modern world into a **global village** as far as communication is concerned". In 1970s more sophisticated transmission techniques were invented employing optical fibre, cables and computer technology. Other developments are introduced are video, video cassettes, audio cassettes, video tape-recorder, video record player, cable television and pay television. The Direct Broadcasting Systems greatly facilitated direct transmission of television programmes. The year 1983 was declared as world communications year sponsored by United Nations.

GROWTH OF TELEVISION IN INDIA

The demand for introduction of television had been there for many years from different quarters of the society like industrialists, politicians, educational institutions etc. In 1959 an experimental television was started to train personnel and particularly to discover what television would achieve in community development and formal education. UNESCO offered a grant of \$ 20,000 and offered equipment from the United States. Philips (India) demonstrated its use at an exhibition in New Delhi. The range of transmitter was 40 kilometers and the audience comprised members of 180 tele clubs which were provided free sets by UNESCO. The year 1961 witnessed educational television programmes on science for teachers. In the year 1965 entertainment programmes were introduced under pressure from manufacturers and the public. In the year 1967 Indian TV went into rural programmes and KRISH! DARSHAN programmes for farmers in 80 village tele clubs in Delhi and Harayana were started. The commercial telecast for the first time introduced in 1976. In 1977 terrestrial transmitters were put up at selected six centres to extend television coverage. In 1982 INSAT – IA India's first communications satellite was placed in geostationary orbit but failed in its operation. In 1983 INSAT – I B has been successfully launched in orbit by the American shuttle challenger.

The significant development that took place in the year 1976 From 1976 TV was separated from the All India Radio and constituted a new body under banner called as Doordarshan. Now television or doordarshan is one of the media units of the Ministry of Information and Broadcasting.

SITE and INSAT:

The successful launching of satellite instructional television experiment (SITE) in 1970s and INSAT in 1980s on its operation have opened up great vistas to the role of television in the developmental support communication as well as mass education in India. The Indian satellite can relay television programmes in all parts of the country. Simultaneously a large number of low power and high power transmitters have been installed all over the country to relay television programmes from the satellite.

Pay TV

Also called as over-the-air TV or subscription TV or fee TV. A type of television operation existing in United States. Under this system coded signals are broadcast over the air. The signals are to be unscrambled by a decoder. The television set of the viewer is attached with a special decoder for this purpose. The subscriber has to bear periodical service charges, installation cost and payment for viewing programmes. The pay television system operates under regulations.

TELEVISION FOR HIGHER EDUCATION AND INSAT-1B

India has made a significant stride in the application of new-technology to education. It could succeed to launch the Indian National Satellite Television in Mid 1980s.

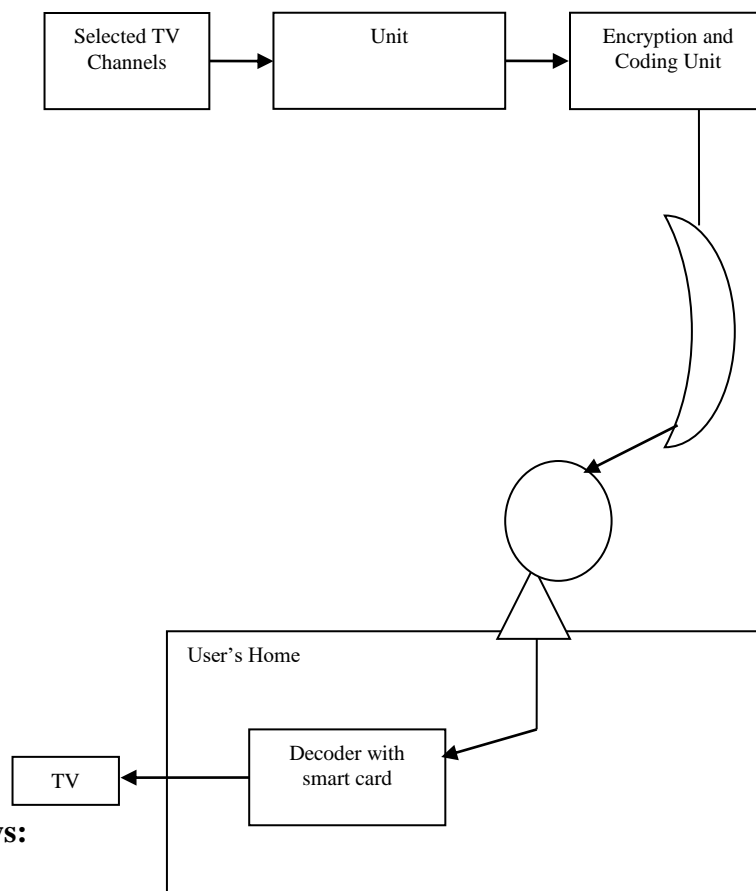
The INSAT system introduced drastic change in the communication infrastructure in the country. Undoubtedly it has created a potential network for communication and is used as an effective mass communication audio-visual medium.

Mass Communication Unit - UGC

The University Grants Commission has set up a Mass Communication Unit in the UGC office for implementing the development programme of mass communication system and the programmes in the Universities, and coordinating the activities of the Education Media Research Centre and Audio-Visual Research Centres. This Mass Communication Unit is coordinating the functioning of the EMRCs and AVRCs and looking into the administrative aspects of funding the media centres, software as well as technical aspects and the related matters.

Countrywide Classroom

University Grants Commission has taken the initiative for utilization of INSAT. The programmes initiated by 'Countrywide Classroom' mark the successful beginning in this direction. The telecasts of UGC programmes in higher education titled 'countrywide classroom' began on 15 August 1984, on an experimental basis. The TV programmes are telecasted daily between 13:00 to 14:00 p.m (except on Sundays and other notified holidays) with repeat telecasts from 4:00 to 5:00 p.m.



Theoretical Reviews:

Newscast:

A television newscast means a broadcast of news in a television programme. The viewers see and listen to the newscast. Newscaster is a person who presents news broadcast. In a television newscast the same radio technique of reading out the news from a script is followed. The matter may be on cards or on electronic teleprompter. Some important and significant news cannot be presented in a television newscast simply because cameras cannot be present at all places where such events take place. Such events are an invasion, war and other

calamities etc, but it is possible to have a television newscast of certain events like swearing-in-ceremonies, inaugurations, parade, arrivals and departures of foreign dignatories etc., But the reading of news may be interrupted with a view to facilitate to exhibit map, moving picture, still etc., generally silent.

Quiz Programme

An important and popular television programme is quiz. It is a broadcast of a game or competition in which a small number or group of people's knowledge is tested by asking questions. It gives a sort of amusement to the audience. Quiz contest is conducted by Doordarshan in English as well as regional languages.

Interview Programme

Interview is a oral face-to-face conversion between interviewer and interviewee(s). Television broadcast interview programmes also. It may be between two or more people. Similarly interview may be personality interview, Literacy, content, group interviews etc.,

Documentaries

Television documentary or feature is a film programme in television. Like cinema documentaries screened in motion picture theatre, television documentaries can feature any subject of interest or giving information on real situations, people, news. For instance a documentary on pottery making, pollution, poverty, famine, political situations in some other countries etc., They create interest enlightenment, or entertainment. Television documentary takes the form of a direct presentation of the substance of a problem or a experience or a situation.

Music and Dance

Music is the art of arranging and combining tones or sounds in order and often together to make a complete unit intended to communicate some emotion, thrill, entertainment or amusing. A music in a television is pleasant to hear and view. A film or a play that includes a large amount of singing, dancing and music. Musician is a person who is skilled in music or playing a musical instrument. A dance is a series of moves or steps in time to music by making a series of rhythmic steps. Television broadcast dance and music performers to the television screens. The national programmes of Dance and Music are in English or Hindi with introduction of performer.

News Programmes

News programmes on Doordarshan include panel discussion, news bulletins, news magazines etc. They are either in English or Hindi.

OBJECTIVES OF THE STUDY:

- To segment consumers based on age, education and occupation.
- To identify the factors influencing consumers in selecting a particular channel.
- To test the reaction of the viewers about pay channel price hike.

RESEARCH METHODOLOGY:

Research design: The research is descriptive and analytical based on empirical observations and comprehensive survey.

Sampling design:

- Population: The study covers in Coimbatore city in the state of Tamilnadu. Residents of Coimbatore city were the population.
- Sample size: 150
- Sampling technique: Stratified Random Sampling

Research Instrument: Researcher developed a set of questionnaire relating to the consumer preference towards television channels which served as the research instrument.

Data Collection: In this study both primary as well as secondary data were used. The primary data were collected through questionnaire and the secondary data were collected in Coimbatore corporation office, magazines, newspapers, journals and books etc.,

Analysis tools: The collected data were analyzed with reference to the each of the specific objectives of the study. The statistical tools used for the study are percentages, ANOVA and chi-square test. Simple analysis is done on the basis of percentage to total of sample respondents.

SIZE OF THE FAMILY AND CHANNEL PREFERRED (Chi-Square Analysis)

Levels Of Significance	Degrees Of Freedom	Calculated Value	Table Value	Inference
0.05	12	11.784	21.026	There does not exist a significant relationship between size of the family and the choice of channels

AGE AND CHANNEL PREFERRED (Chi-Square Analysis)

Levels Of Significance	Degrees Of Freedom	Calculated Value	Table Value	Inference
0.05	18	30.679	28.869	There exists a significant relationship between age and the choice of channels

EDUCATION AND CHANNEL PREFERRED (Chi-Square Analysis)

Levels Of Significance	Degrees Of Freedom	Calculated Value	Table Value	Inference
0.05	24	35.626	36.415	There does not exist a significant relationship between education and the choice of channels

OCCUPATION AND CHANNEL PREFERRED (ANOVA analysis)

Level Of Significance	Inference
0.05	Occupation does not influence the brand preferences.

	Sum of squares	Df	Mean square	F	Sig.
Between groups	25.116	7	3.588	.737	0.641
Total	690.944	142	4.866		
	716.060	149			

CONCLUSION:

Nowadays all the TV Channels have their own specialized programme and serials. Whatever may the programme, whoever may be a channel, the main purpose is to entertain the audience. They can allot time for motivating students and young generation to engage their time mostly in production activities and moulding them with good culture and habits among the viewers. They can introduce programme in such a way that it will increase the knowledge and awareness of the viewers. This will be more useful to the developing countries like India.

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