

Watching Priorities of Tamil Infotainment Programmes by Chennai TV Viewers

Afaq Ahmad,¹ Hadwin Charli Durai.S² & Muleta Husen Sedato³

Abstract:

Identification of key aspects of television watching habits and the behaviour of Chennai viewers in terms of watching their selective infotainment programmes help the channels, programmers, and the advertisers to penetrate their audience and strengthen their market-driven business. The TV operators, programmers and owners develop a clear vision of their targeted audience which helps them improvise the content, presentation, timing, and marketing strategies for high yielding prospects. Chennai is a mixture of different demographic settlements, people come here from various parts of Tamil Nadu, a South Indian state. The nature of the results can be extended to a larger Tamil audience. The current research focuses on the people's television viewing patterns, their behaviour and habits. It also explores the attitudes of multiple demographic audiences towards their engrossment for television programmes of different genres. It aims to understand the viewing patterns of various demographic audiences; finds out the ratio of viewership for each of the programmes genres; and, explores television viewing habits of Chennai audience.

Keywords: Chennai, TV Viewers, Viewing Patterns, Audience Behaviour, Attitudes, Habits, Tamil TV Programmes, Infotainment Programmes

INTRODUCTION

Television audiences are of various demographic, psychographic and geographic in nature. Researchers have proved throughout their studies that television viewing patterns and behavior significantly vary to the above said audience segments. Viewers show notable viewing priorities in terms of timings, needs, and programme choice. In spite of being same gender the programme preferences differs in terms of geographic and psychological audiences. It is also proved that the motives decide the pattern, preferences and behavior of Television viewing. The current research focuses on the people's television viewing patterns, their behaviour and habits. It also explores the attitudes of multiple demographic audiences towards their engrossment for television programmes of different genres. It aims to understand the viewing patterns of various demographic audiences; finds out the ratio of viewership for each of the programmes genres; and, explores television viewing habits of Chennai audience.

To find out the viewing patterns, habits, and taste to watch specific Tamil infotainment programmes are of utmost importance in terms of adjudicating and penetrating the target audience by various regional channels in Chennai region. Therefore, the survey conducted by the researchers fills the gap of research in this area of study and paves way to distinguish the audience of different age groups to have inclination for specific TV programmes in Tamil dialect. The market-driven

¹ Researcher, Department of Mass Communication, Aligarh Muslim University, India.
Email: afaqmasscom@gmail.com

² PhD Scholar, Department of Journalism & Mass Communication, Lovely Professional University, Phagwara, Punjab, India. Email: charlidurai@gmail.com

³ Lecturer, Department of Governance & Development Management, Oromia State University, Ziway, Oromia, Ethiopia. Email: mulersedato@gmail.com

approach of Tamil TV channels might have satiated by analyzing the infotainment-oriented viewers in Chennai region.

RESEARCH METHODOLOGY

The methodology adopted to carry out this research is descriptive in nature. Survey method is used to get primary data. Closed ended questionnaire, as a research tool was designed to collect primary data and non-probability sampling method and purposive sampling were adopted to get results. A total of 300 respondents as a sample size of all age groups, male and female, in Chennai region were taken into account for the study. T-Tests, Frequencies, Percentile, ANOVA, Chi-Square, and CROSSTABS were also presented while interpreting the data in tables. All the data readings are represented only in percentage values.

The survey was limited to a period of one and a half month from November to December 2016. In spite of extensive data available in the analysis only few inferences have been highlighted due to various constraints yet leaving enormous data for other researchers to infer pertaining to their research needs. The demography educational qualification is not about what they are studying at present but of what they have appeared already.

REVIEW OF LITERATURE

Ugalde, Martínez-de-Morentín, & Medrano-Samaniego (2017) studied how youngsters watch television. To analyze their viewing habits, they administered two types of questionnaires to 553 adolescents. Television viewing Habits Questionnaire comprised 10 variables inquiring reason for viewing, identification with the character, perceived realism, time spent watching, alternative activities, television genres, conversation, perceived family environment, and parental mediation while The Television Values Questionnaire had 21 item scales. They found out two patterns of television viewing 1) Conflictive-Passive which was dominant in young males for both entertainment purpose and countering family conflicts 2) Committed-Positive which was established among young females for social commitment and thought freedom. They also have mentioned that the age and gender differences had a notable variance in viewing patterns.

Ajantha (2014) identified that adolescents watched television more during weekend's than in weekdays. Ajantha also established the highest level of independent TV watching but a notable level of co-watching too. Mostly entertainment viewing pattern was observed. Entertainment channels and entertainment programmes gained high percentage viewership ratings. Programmes like movie songs, reality programmes like dance and song competitions were highly watched.

Lawrence and Wozniak (1989) found that independent Television watching habit was observed mostly among children and if at all co-viewing existed it was more common with siblings than of friends and parents. Rossiter and Robertson (1975) found that parents who had household duties and were looking after young children spend less time on TV.

Hopkins and Mullis (1985) explored that in family co-viewing habits of television, kids of both genders showed greater agreement levels towards fathers than mothers. This means that there revolves an interaction among family members while watching TV programmes. Perse (1990) identified ritual television watching as a deciding viewing pattern for media use. Damratoski, Field, Mizell, & Budden (2011) observed that 7pm to 10 pm was the prime time for television watching

among college students between age 19-23 especially on Sunday. Their findings also revealed that 26.6 percent students preferred watching Situational Comedy, 26.6 percent Sports and 26.6 percent Reality programmes being most popular television genres. Pugalendhi (2015) recorded those housewives in Chennai city spent 5 hours on soap opera and 3 hours on cookery. Appell (1963) registered that escapism from stress, strain and boredom was the motivating factor behind watching television programmes. Haines et al., (2012) found in their study that 50 percent of children watched TV for more than 2 hours. TV was even watched inside bedroom for putting kids to sleep. Rubin (1983) recorded significant correlations between pass time/habit and companionship and escape viewing.

DATA ANALYSIS

Table 1.1 Demographics of people watching television programmes

DEMOGRAPHICS OF PEOPLE VIEWING TV PROGRAMMES	
Age groups	Percentage
10 to 20	48.3
21 to 30	27.3
31 to 40	10.0
41 to 50	5.0
>51	9.3
Gender	
Male	47.0
Female	53.0
Employment status	
Not Working	64.3
Working	34.0
Part-time Job	1.7
Education Qualification	
Below 10 th	10.0
10 th	5.7
12 th	52.3
Under Graduate	17.7
Post Graduate	9.0
Professional	5.3
Marital status	
Married	28.0
Unmarried	72.0

Findings:

From the table 1.1 it is found that age groups between 21-30 watched TV Programmes with highest percentage of 27.0 percent; females 53 percent against Males in gender and the variable not working 64.3 percent as highest in employment status, variable 12th standard is highest in education demography (not necessarily to be studying at present but can be of failed or appeared long before years) and finally unmarried people with 72 percent in marital status.

Table 1.2 Percentages of number of hours watching TV in a day

Hours Spent Per Day	1	2	3	4	5	6	7	8	10	12
%	16.0	28.7	18.3	12.3	7.0	5.0	3.3	4.7	2.0	.3

Findings:

Table 1.2 finds that 2 hours is the highest screen hours per day with the percentage of 28.7

Table 1.3 Percentages of number of days watching TV in a week

Days Spent Per Week	1	2	3	4	5	6	7
%	1.3	5.7	4.3	4.0	10.3	3.7	1.3

Findings:

From Table 1.3, 5 days is the highest viewed number of days per week with 10.3 percentages.

Table 1.4 Percentages of TV Genres being watched

Prog. Genres	NBI P	DT K	CO M	RE AL	SE R	MV	MV S	FT LS	S& T	G& C	SP T	EN G	RE L	OT S	TL S	RD S
%	93.3	95.0	94.7	90.3	67.0	95.0	85.7	68.0	3.7	87.3	22.7	20.3	7.3	26.3	4.5	13.3

Findings:

From Table 1.4 the most highly watched genres were Debates and Talk shows and Movies with 95 percent each.

Table 1.5 Percentages of information and entertainment sought

Percentage Ranges	0	1 to 25%	25 to 50%	51 to 75%	76 to 100%
% number of people seeking information	1.3	50.7	41.0	3.7	3.3
% number of people seeking entertainment	1.3	3.3	13.0	41.7	40.7

Findings:

In Table 1.5 out of information and entertainment seeking, entertainment ranks high with 40.7 percent for ranges between 76 to 100 percent.

Table 2.1 Percentages of various age groups watching each of the TV genres

Age	Programme Genres															
	NBIP	DTK	COM	REAL	SER	MV	MVS	FTLS	S&T	G&C	SPT	ENG	REL	OTS	TLS	RDS
10-20	30.7	33.3	7.0	43.3	43.0	47.0	46.3	44.7	2.3	45.0	2.3	1.0	.3	7.0	.3	5.0
21-30	19.3	20.0	6.3	25.3	25.3	25.7	26.3	23.7	1.0	25.3	.7	.0	.7	.7	1.5	4.7
31-40	9.3	9.0	.3	9.7	6.3	8.7	7.7	5.0	.0	7.3	.7	.7	.7	.3	.7	2.0
41-50	5.0	4.7	.3	4.7	4.3	5.0	4.0	3.7	.0	3.7	.7	.7	.7	.7	1	1.3
>51	9.0	8.7	.7	7.3	5.7	8.7	7.3	6.7	.3	6.0	.3	.0	.0	.7	1.0	.3

Findings:

It is found in Table 2.1 that entertainment genres Comedies, Movies, Gossip and chats, Reality shows, Movie songs, Serials, are highly watched by all age groups followed by infotainment

programmes, Debates and Talk shows and then information genres like News and News Based Information Programmes. It is also inferred that teenagers (10-20 age) are exposed most to TV than aged people above 50. This probably could be the reason that the prime-time evening programmes are most watched by teenagers and they captivate the TV sets in spite of the home staying housewives and retired persons inclusive of 21 to 50 aged working members.

Table 2.2 Percentages of demography, age group and levels of information and entertainment seeking

Age	0		1 to 25%		25% to 50%		51% to 75%		76% to 100%	
	infor	ent	infor	ent	infor	ent	infor	ent	infor	Ent
10-20	.7	.3	30.0	.3	16.0	5.3	.7	18.7	1.0	3.7
21-30	.3	.3	11.3	1.3	13.3	3.3	1.0	12.3	1.3	0.0
31-40	.0	.3	4.0	.3	4.7	2.0	.7	4.0	.7	.3
41-50	.0	.3	1.3	.7	2.7	.7	.3	2.3	.7	.0
>51	.0	.0	4.0	.7	4.3	1.7	1.0	4.3	.0	.7

Findings:

From Table 2.2 the range above 50 percent, especially 76 to 100 percent level, entertainment is the most sought media among the two factors; information and entertainment. The ages between 10-20 marked the highest level of entertainment seeking from TV media.

Table 2.3 Percentages of age group demographics spending number of hours on watching TV per day

Age	Hours Spent Per Day		
	1H to 3H	3H to 7H	7H to 15H
10-20	28.0	16.3	4.0
21-30	20.7	5.3	1.3
31-40	8.0	2.0	.0
41-50	3.0	1.0	1.0
>51	5.7	3.0	.7

Findings:

Table 2.3 proved that most number of hours being spent on watching TV per day is 1 to 3 hrs followed by 3 to 7 hrs. The age groups 10 to 20 scale is the highest in watching followed by age group 21 to 30.

Table 2.4 Percentages of age group demographics spending number of days on watching TV per week

Age	Days Spent Per Week	
	1D to 3D	3D to 7D
10-20	3.7	44.7
21-30	3.7	23.7
31-40	1.7	8.3
41-50	1.0	4.0
>51	1.3	8.0

Findings:

Table 2.4 proves that the greatest number of days being spent on watching TV per week is 3 to 7 days. The age groups 10 to 20 scale the highest in watching followed by age group 21 to 30. But

most of the samples in the range 10-20 age is actually from age 17 to 20, normally to be undergraduate college going potentially in shifts allowing ample time for them to be exposed to TV either in the mornings or in evenings.

Table 3.1 Percentage of males and females watching each of the different television genres

Gen	Programme Genres															
	NBIP	DTK	COM	REAL	SER	MV	MVS	FTLS	S&T	G&C	SPT	ENG	REL	OTS	TLS	RDS
	50.7	50.0	45.0	44.3	28.3	45.0	41.7	24.7	2.0	43.3	17.0	11.7	2.3	8.0	1.2	4.
	38.7	44.0	49.7	46.0	44.3	49.0	44.0	43.3	1.7	44.3	5.7	8.7	5.0	18.3	3.3	8.

Findings:

It is found from Table 3.1 that males ranked highest on information needs in News and News Based Information Programmes and concerning infotainment genre on Debate and Talk Shows, on the entertainment motives pertaining to genres Movies, Comedies and Reality Shows. Females ranked highest on entertainment needs like movies, comedies, reality shows, movie songs, gossip and chat show, serials and lesser viewership levels on infotainment and information genres.

Table 3.2 Percentage distribution of gender demographics seeking information (infor) and entertainment (ent)

Gen	0		1 to 25%		25% to 50%		51% to 75%		76% to 100%	
	infor	ent	infor	ent	infor	ent	infor	ent	Infor	ent
M	1.0	.7	28.7	1.3	21.0	6.3	2.3	20.3	1.7	18.3
F	.3	.7	22.0	2.0	20.0	6.7	1.3	21.3	1.5	22.3

Findings:

Table 3.2 found that both the genders seek entertainment from TV at greater levels between 51 and 100 ranges. Females are more vulnerable to entertainment.

Table 3.3 Gender demographics percentage of number of hours exposed to TV programmes per day

Gen	Hours Spent Per Day		
	1H to 3H	3H to 7H	7H to 15H
M	29.3	12.3	1.7
F	36.0	15.3	5.3

Findings:

Table 3.3 identifies that females spend a greater number of hours in a day than men being exposed to TV. The highest number of hours being 1 to 3 hours and next nearer is 3 to 7 hours by both the genders.

Table 3.4 Gender demographics percentage of number of days exposed to TV programmes per week

Gen	Days Spent Per Week	
	1D to 3D	3D to 7D
M	5.3	41.0
F	6.0	47.7

Findings:

Table 3.4 finds that females spend more days in a week than men watching TV. The highest number of days falls in the range between 3 to 7 days by both the genders.

Table 4.1 Educational Qualification and percentages of people watching various television genres

Education	Programme Genres															
	NBI P	DT K	COM	REA L	SER	MV	MVS	FTL S	S&T	G&C	SPT	ENG	RE L	OTS	TLS	RDS
Below 10 th	6.0	7.7	10.0	9.7	7.7	10.0	9.7	9.3	.0	8.7	1.0	1.7	1.3	4.3	1.3	2.3
10 th	5.7	5.7	5.0	5.3	3.3	5.7	3.7	2.7	.0	3.3	.7	.0	.3	.3	.3	1.3
12 th	33.0	35.7	50.0	46.0	49.3	50.3	46.3	49.7	2.7	48.3	15.0	12.0	1.7	17.3	.7	1.0
UG	12.7	13.3	16.3	16.0	16.7	16.7	15.7	16.3	.7	15.0	2.7	2.3	2.0	2.0	1.0	4.0
PG	6.0	6.3	8.0	8.0	7.3	7.0	9.0	8.3	.3	7.3	1.7	2.7	1.3	2.0	.7	3.0
PROF	4.0	3.3	5.3	5.3	5.3	5.3	5.0	4.3	.0	4.7	1.7	1.7	.7	.3	.5	1.7

Findings:

From the table 4.1 it is found that highest viewership levels were found among people who belong to 12th qualification (not necessarily to be studying at present but can be of failed or appeared long before years). Inferences: The possible reason for this result could be the gender, as mostly females and house wives exposed themselves to TV either for entertainment or time pass and to be engaged with.

Table 4.2 Educational Qualification and percentage of level of information and entertainment people seek from television

Education	0		1 to 25%		25% to 50%		51% to 75%		76% to 100%	
	infor	ent	infor	ent	infor	ent	infor	ent	Infor	ent
Below 10 th	.0	0	5.3	0	4.7	1.3	.0	4.0	.0	4.7
10 th	.0	0	2.3	0	2.3	1.7	1.0	2.3	.0	1.7
12 th	1.0	.3	29.7	0	20.7	5.7	.7	22.7	.3	23.7
UG	.0	.7	8.3	1.3	7.0	2.7	1.0	6.7	1.3	6.3
PG	.3	.3	3.0	1.3	4.0	.7	.7	3.7	1.0	3.0
PROF	.0	0	2.0	.7	2.3	1.0	.3	2.3	.7	1.3

Findings:

According to Table 4.2 at a higher range between 51-100 %, it is entertainment motive that is highly sought after in comparison with information need. Variable 12th grade (not necessarily to be studying at present but can be of failed or appeared long before years) stands highest level of television watching and highest level of entertainment seeking of other educational variables.

Table 4.3 Educational Qualification and number of hours, people spend on Television in a day

Education	Hours Spent Per Day		
	1H to 3H	3H to 7H	7H to 15H
Below 10 th	4.0	3.0	.3
10 th	3.7	2.0	.0
12 th	32.0	15.7	4.7
UG	14.3	5.0	1.0
PG	6.3	1.7	1.0
PROF	5.0	.3	.0

Findings:

It is noted in Table 4.3 that according to education demography, higher percentage of hours spent on TV per day is variable 12th grade (not necessarily to be studying at present but can be of failed or

appeared long before years). Yet all the educational grades spent most hours between 1-3 and next lesser hours between 3-7 and the least between 7 to 15 hours watching TV

Table 4.4 Educational status and number of days people watch Television in a week

Education	Days Spent Per Week	
	1D to 3D	3D to 7D
Below 10 th	.3	9.7
10 th	.7	5.0
12 th	5.3	47.0
UG	3.3	14.3
PG	1.0	8.0
PROF	.7	4.7

Findings:

Table 4.4 records that according to education demography, higher percentage in number of TV watching is between 3 to 7 days and those who were at 12th grade (not necessarily to be studying at present but can be of failed or appeared long before years) were highly prone.

Table 5.1 Employment status of people watching each of the genres in percentages

Emp	Programme Genres															
	NBIP	DTK	COM	REAL	SER	MV	MVS	FTL S	S&T	G&C	SPT	ENG	RE L	OTS	TL S	RDS
NW	41.0	45.0	61.3	57.7	59.7	62.0	61.0	57.0	3.0	59.7	16.7	14.7	3.0	22.0	2.5	8.3
W	26.3	25.0	31.7	31.7	32.7	31.3	32.3	34.0	.7	26.0	16.7	5.3	4.3	3.7	1.7	4.3
PTJ	1.0	1.7	1.7	1.7	1.0	1.7	1.7	1.7	.0	1.7	1.3	.3	.0	.7	.3	.7

Findings:

The Table 5.1 denotes that the highest television watching variable is NW-Not Working people spending ample time on Television on all programmes followed by W-Working members and the last PTJ-Part Time Job persons as least Television viewers.

Table 5.2 Employment status of people spending number of hours on TV watching in a day

Emp	Hrs Spent Per Day		
	1H to 3H	3H to 7H	7H to 15H
NW	36.3	21.7	6.3
W	27.3	6.0	.7
PTJ	1.7	.0	.0

Findings:

Table 5.2 reveals that, Not Working members spent the greatest number of hours per day watching TV. Higher percentage of watching duration was 1-3 hours of all the three variables of employment demography.

Table 5.3 Employment status of people spending number of days on TV watching in a week

Emp	Days Spent Per Week	
	1D to 3D	3D to 7D
NW	6.3	59.7
W	4.7	27.7
PTJ	.3	1.3

Findings:

It is found that, Not Working members spent the greatest number of days per week watching TV. Likewise, higher percentage between 3 to 7 days per week is being spent on TV.

Table 5.4 Employment Status of people opting information and entertainment levels.

Emp	0		1 to 25%		25% to 50%		51% to 75%		76% to 100%	
	infor	Ent	Infor	ent	infor	ent	infor	Ent	infor	ent
NW	1.3	.3	36.3	1.0	24.0	8.3	1.7	25.7	1.0	29.0
W	.0	1.0	12.7	2.3	17.0	4.7	2.0	15.7	2.3	10.3
PTJ	.0	.0	1.7	.0	.0	.0	.0	.3	.0	1.3

Findings:

From table 5.4 it is found that below 50 percent of all Not Working, Working and Part Time Job people watched TV programmes for information purpose than of entertainment, whereas above 51 to 100 percent people watched TV programmes most for entertainment purpose. Of Not Working, Working and Part Time Job employment demographic people, Not Working people were the most to watch TV programmes and their main objective was entertainment.

Table 6.1 Marital Status of people watching different genres

MS	Programme Genres															
	NBIP	DT K	COM	REA L	SER	MV	MVS	FTL S	S&T	G&C	SPT	ENG	REL	OTS	TLS	RDS
MD	19.3	22.3	25.0	25.0	26.3	26.0	27.0	17.7	.3	21.0	4.3	3.3	4.0	4.0	3.0	9.7
UM	47.7	50.3	69.7	65.3	68.7	69.0	66.3	63.3	3.3	66.3	18.3	17.0	3.3	22.3	1.5	3.5

Findings:

From the above table 6.1, it is found that unmarried persons were frequent viewers of TV programmes. Entertainment genres like comedies, movies and movie songs were most watched and ranks high in viewership levels.

Table 6.2 Marital Status analysis on information and entertainment seeking percentage

MS	0		1 to 25%		25% to 50%		51% to 75%		76% to 100%	
	Infor	ent	infor	ent	infor	ent	infor	ent	Infor	ent
MD	.0	.7	9.3	2.0	15.0	4.0	2.0	14.7	1.7	6.7
UM	1.3	.7	41.3	1.3	26.0	9.0	1.7	27.0	1.7	34.0

Findings:

It is found that both married and unmarried persons opted for more of entertainment from the range 51 percent to 100 percent with the greater percentage of entertainment seeking from unmarried persons.

Table 6.3 Marital Status analysis on hours spent per day on TV

MS	Hours Spent Per Day		
	1H to 3H	3H to 7H	7H to 15H
MD	20.0	6.3	1.7
UM	45.3	21.3	5.3

Findings:

Table 6.3 identifies that Unmarried people spent more hours in a day on TV and both Married and Unmarried people spent more or less compulsory of 1-3 hours per day.

Table 6.4 Marital Status analysis on days spent per week on TV viewing

MS	Days Spent Per Week	
	1D to 3D	3D to 7D
MD	5.0	23.0
UM	6.3	65.7

Findings:

Table 6.4 reveals that unmarried people spent a greater number of days per week watching TV than married people

SUMMARY, CONCLUSION AND SUGGESTIONS

From the above findings and inferences, it is comprehended that teenagers between ages 17 to 20 are comparatively more involved in watching television than other age groups. While housewives, old aged and retired persons have the habit of watching entertainment programmes especially Movies, Movie Songs, Comedies, Reality Shows, Gossip and Chat programmes. They spend maximum 1-3 hours and even 3-7 hours on watching. It is also noted that this age group had intensive habit of watching TV a greater number of days in a week. This is a very positive sign of watching pattern towards television, albeit other mediums like computers, internet and mobile phones also keep them occupied.

It is commonly understood that mostly this age group captivates TV set and remote in their house when they are available either watching programmes all alone or others as co-viewers with this particular age group. The study also proved that in gender demography, males have less TV viewing habits contrary to females. The female percentage of television watching behavior, the hours spent on TV and the number of days being exposed to television in a week is much higher than their opposite gender. It is once again proved from the above tables and analysis that females watched entertainment-oriented programmes compared to the information-inclined TV programmes. In fact, these females have contributed to the highest percentage values for age groups demography 10-20 range and non-working demographics.

Likewise, as far as 12th pass outs were concerned, they completed their studies long before and now staying at home as housewives - having much time to spend on TV during day time yet have their own limitations of personal time frames and constraints. Concerning the demography of marital status, unmarried people are recorded as having more television watching attitudes, possibly more females being unmarried meaning to be college students between ages 17-20 and extending to other age groups too. Males are established as having less television watching behaviour in comparison to females. The amount of time in hours spending on television viewing in a day and the number of days spent per week on TV by male is lower than their female counterpart.

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ABBREVIATIONS:

COM-Comedies	Infor-Information	PTJ-Part Time Job
Ent-Entertainment	M –Male	Prog.-Programmes
Emp-Employment	MD-Married	RDS-Road shows
D-Days	MS-Marital Status	REAL-Reality Shows
DTK-Debates and Talk Shows	MV-Movie	REL-Religious
ENG-English Channels	MVS-Movie Songs	SER-Serials
F-Female	NBIP-News and News Based Information	SPT-Sports
FTLS- Food Tourism and Lifestyle	Porgrammes	S&T-Science and Technology
Gen-Gender	NW-Not Working	TLS-Teleshopping
G&C-Gossip and chats	OTS-Others	UG-Under Graduate
Hrs % H-Hours	PG-Post Graduate	UM- Unmarried
	PROF-Professional	W-Working

