

## **A study on viewers satisfaction towards Tamil news channels at Chennai**

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### **Abstract**

The Television media which are always the most powerful means of mass communication in the world can serve as the medium of information, education and entertainment and thus television has become an essential part of our life. "Television is a combination of technology and cultural forms" (Williams, 1975) and as this industry also finds itself at the heart of all kinds of commercial and industry strategies. Television is a medium which is used to express the social concern and the political views creatively. In India it is one of the huge industries which have thousands of programs in different languages and 50 percent population of every house own a television. Televisions in the recent days have grown tremendous because of new markets, cultural introduction, and in situations becoming a challenge to even the government as they bring out the unfamiliar images to the audience. The present study is based on the identification of viewership preference/satisfaction towards Tamil news channels. The competition in the news channel industry in the current scenario hinges on this very factor. The paper attempts to explore the impact of viewer's satisfaction and their preference on various Tamil news channels and the overall satisfaction on the viewership, the effect of repositioning efforts, and preference for news channels based on various factors.

**Keywords:** Media, Viewership

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### **Introduction**

The Indian entertainment and media industry has outperformed the Indian economy and is one of the fastest growing sectors in India. It is riding on the back of economic growth and escalating income levels that India has been experiencing in the past years. This is significantly benefitting the entertainment and media industry in India as this is a cyclically sensitive industry and it grows faster when the economy is expanding. An added boost to the entertainment and media industry in India is from the demographic point of view where the consumer spending is rising due to increasing disposable incomes on account of sustained growth in income levels and reduction of personal income tax over the last decade. This provides an immense potential for growth since advertising revenues are the key to every segment in the Indian entertainment and media industry. National television news was the most trusted. According to research conducted by Britain's media regulator office of communication television was by far the most important source for news. Television news is as important as a provider of public information, what is happening to television news, globally becomes one of the key areas of concern, not only for those who study, consume or produce television news but for society as a whole. News is not merely a media product but a vehicle for engagement in the democratic process, feeding off and into domestic politics and international relations. The growing commercialism of airwaves as a result of privatization of global communication hard and software the deregulation of broadcasting and the technological convergence between television, telecommunication and computing industries, have fundamentally changed the ecology of broadcasting. With the globalization of television, the commercial model of broadcasting with its roots in United States and largely dependent on advertising -has become the dominant model across the world.

As television news has been commercialized the need to make it entertaining has become a crucial priority for broadcasters, as they are forced to borrow and adapt characteristics from entertainment genres and modes of conversation that privilege an informal communicative style, with its emphasis on personalities, style, storytelling skills and spectacles. News gathering particularly is an expensive operation requiring high levels of investment and consequently media executives are under constant pressure to deliver demographically desirable audiences for news and current affairs programming to contribute to profits or at least avoid losses. India's growing economy, a vast, rapidly expanding middle class (variously estimated to be between 200 and 250 million) with aspirations to a Western lifestyles and a fast-growing advertising sector have made the Indian media market exceptionally attractive. The proliferation of television channels and news in particular came at the same time as a historic decline in the audience for news programming. Thus in an increasingly competitive market, broadcasters were chasing to increase market share-but only a bigger slice of a diminishing cake.

### **Objectives of the Study**

1. To study the various Tamil news channels.
2. To examine the viewer's satisfaction of the Tamil news channels.
3. To find out the various factors influencing the viewer's satisfaction.
4. To the impact of the factors on the satisfaction of the viewers.
5. To find the areas of excellence and the areas of improvement for the Tamil news channels.

### **Scope of the Study**

The scope of the study can be extended further by studying the impact of each factor on the viewer's behavior. The study can

also be extended further to analyze the impact of the news channels on the people's mindset and behavior.

**Hypotheses**

**Hypothesis 1:**

**Null hypothesis:** The timely information and news coverage do not have any influence on the viewers' satisfaction.

**Alternative Hypothesis:** The timely information and news coverage influence the viewers' satisfaction.

**Hypothesis 2:**

**Null hypothesis:** The quality and content of the news do not have any influence on the viewers' satisfaction.

**Alternative hypothesis:** The quality and content of the news influence the viewers' satisfaction.

**Hypothesis 3:**

**Null hypothesis:** The accuracy of information and the reliability do not show any impact on the viewers' satisfaction.

**Alternative hypothesis:** The accuracy of information and the reliability show much impact on the viewers' satisfaction

**Hypothesis 4:**

**Null hypothesis:** The anchoring and presentation style do not show any impact on the viewers' satisfaction.

**Alternative hypothesis:** The anchoring and presentation style show much impact on the Viewer's satisfaction

**Research Methodology:**

**Research design:**

The research design used for this study is both exploratory and descriptive in nature.

**Sample design: Sampling frame:**

Sample frame is taken from the population of Chennai city who usually watch Tamil news channels

**Sampling method:**

Non-probability sampling (convenience sampling)

**Sample size:**

A sample of 150 viewers has been chosen for collecting primary data

**A sample unit has been taken from those respondents who watch Tamil news.**

The sampling method adopted is convenient sampling. This involved the respondents who are interested to answer the questionnaire and the people who watch TV and news channels in particular were approached.

**Data Analysis:**

**Viewers Satisfaction/Preference towards Tamil News Channel**

In this section, an attempt has been made to analyze, interpret and draw the conclusions by taking consumers' views towards Tamil News Channels. The respondent's views on various

aspects on Tamil News channels have been presented given below.

**Data and Sources of data:**

The study is based mainly on primary data. Primary data has been collected from the viewers at the Chennai cities. People who watch TV a lot are given preference. The primary data was collected through questionnaires personal interviews and the group discussions.

**Secondary Sources:**

The secondary sources of data were collected from magazines, Internet, Books, and various marketing journals. Information of the news channels is collected through various websites.

**Data analysis:**

Data were analyzed with the help of tables, charts and graphs using Percentage analysis.

**Table 1:** Preferences for News Channel

Puthiya Thalaimurai	37%
Thanthi TV	18%
Polimer News	15%
Sun News	14%
News7	4%
Lotus News	3%
Others	9%

**Interpretation**

Puthiya Thalaimurai is most preferred channels because of various factors like updated information, anchoring, presentation style and most important is news content. Therefore it is contributing 37% preference on viewer's satisfaction.

**Table2:** Level of Satisfaction with the Preferred Channel

Factors	Level of Satisfaction	Ranking
Timely Information	21.81	VI
Coverage	21.56	VII
Accuracy	20.45	VIII
Quality	23.03	V
News Content	19.31	X
Presentation Style	20.4	IX
Reliability	31.26	I
Entertainment	24	IV
Anchoring	25.14	III
TRP Rating	28.88	II

**Table3:** Level of satisfaction with the following segment

Segments	Level of Satisfaction	Ranking
Current Affairs	25.92	I
Education	24.96	II
Sports	18.3	VI
Business	20.68	IV
Cinema	19.02	V
Health Care	17.18	VII
Social Security	23.1	III

**Findings:**

- Puthiya Thalaimurai is the most familiar channel and also the preferred channel out of the sample size.

- Viewers depend mostly on the channel for the current affairs and also because of the reliability factor.
- The major contribution for the popularity of the channel among the viewers is also because of the anchoring and presentation styles.
- Viewer's watch news channel for updating themselves in the areas of education, business and current affairs.
- Majority of the viewers watch the news channels less than an hour.
- Quality of news and news content are also the reasons for the TRP results of Puthiya Thalaimurai
- Overall viewer's satisfaction is high in the news channel Puthiya Thalaimurai when compared to other news channels in Tamil.

### **Suggestions**

- ✓ To sustain in the market and to take the majority TRP ratings all the news channels should think of repositioning strategies on timely basis.
- ✓ To create edge in the market it is very important that news channels depend on the reliability, coverage, updated information and most concerned factor, anchoring and also the presentation styles.
- ✓ News channels should take the services of hoardings, newspapers and internet in order to update their quality of news.
- ✓ Viewer's satisfaction is most important and all efforts to retain their attention should be done using the various factors like covering all the aspects of news from political news to that of economic news which impact the viewers.
- ✓ News channels should try to broaden the coverage of the contents such as current affairs, education, sports, business, cinema, health care and social security so that the viewers do not shift the preference.

### **Conclusion**

The paramount significance of media in today's society can hardly be over-emphasized. The role of media has become so all pervasive that it has become an integral part of the fabric of society and whether we acknowledge it or not, it plays a very influential role in shaping our thought processes and attitudinal patterns. "TV is the most convenient source of getting NEWS." "Among the selected TV News channels Puthiya Thalaimurai is the most popular TV Tamil News channel." Many programs are nowadays telecasted on the TV news channels related to sports, crime, society and religion. But still people like to watch current happenings more on TV news channel than other Programs.

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