

A Discriminant Analysis of Viewers' Perception towards Prime Time Television Shows with special reference to Indore.

Dr. Sapna Premchandani

Associate Prof.

S.R.G.P. Gujarati Professional

Institute, (DAVV, affiliated)

Indore

Abstract

Using discriminant analysis, this study attempts to identify two groups of television viewers: those with high media consumption and those with low media consumption. In addition to this viewers' perception towards various TV shows/programs telecast in prime time were examined to discriminate between high and low media consumption. The results of discriminant analysis indicated that viewers with low media consumption can be reliably distinguished from viewers with high media consumption by youth shows, game (sports) shows.

Key words: Prime Time, Viewers' perception, Discriminant Analysis etc.n

Introduction

A full-fledged entertainment-centered television programming in India was commenced in the early 1980s. The TV revolution took place in 1984 when India's first soap opera was broadcasted on Doordarshan. TV programs became so popular after the success of Hum Log, Buniyaad and Khandaan. Now in this multi-media world it has grown tremendously and become a vital instrument of transmission of knowledge and information about current events. It offers an endless series of programs that are informative, educational, instructive, enjoyable interesting and entertaining. Indian TV shows or drama serials, certainly, have attracted a large and loyal fan base. These TV shows enjoy a significant and enormous fame among the existing society and they have found a good place for themselves. In the current study researcher attempts to identify the shows that discriminant between people with low media consumption and the people with high media consumption

Prime Time Television Shows

Prime time is the time slot when most of the viewers prefer watching television i.e the peak viewing time on television. In India, **prime time** is the time generally between 7p.m.-12a.m. midnight and considered to have the largest television audience of the day. This media industry has introduced variety of programs in prime time as it is believed that the best content and the most popular programs such as comedies, dramas, newsmagazines and high-profile sports events shown in prime time. With increased number of Indian TV channels and television networks, more and more people have acquainted themselves with various kinds

of TV shows on different channels. These television channels are easy to access. Some of the famous channels are Star Plus, Zee TV, Sony, Colors and Star Sports, Life OK etc. Watching television is a part of daily routine. In India most of television viewers are fond of TV serials such as family drama, mythological shows, talk shows, game shows, youth oriented, crime shows, satire shows, women oriented, news, and career guidance programs etc. An overview of the various shows is:

Family drama: These shows generally give a picture of the family related stories. They often revolve around a character or characters that are in critical and crucial moment into their lives. Eg. diya aur bati etc.

Comedy Shows: A funny, hilarious and humor based program on TV or radio. The contemporary meaning of **comedy** is any conversation, chat, talk or work generally intended to be entertaining or to amuse by inducing laughter, especially in theatre or television. Eg. Comedy nights with Kapil.

Satire Shows: A show that criticizes weakness or bad qualities of people, society, government or politics in a constructive and humorous way. These shows are type of comedy where they satire on a section of society or politics and point criticism using humor. A common feature of satire is strong irony or sarcasm. They present the problem in a humorous manner eg. Lapataganj, office-office etc.

Crime shows: These shows are based on real or fiction stories related to crime. A **crime drama** is a type of drama show which has as its primary focus or heroes people whose main occupation is to investigate, punish or commit crimes—especially homicide, assault, robbery. Eg crime patrol, red code, bhanwar etc.

Mythological shows: These shows are based on the mythological stories. The term "**mythology**" can refer either to the study of myths, or to a body or collection of myths eg. Mahadev, Veer Hanumaan.

Reality shows: Reality show is a type of TV program so as to presents supposedly unscripted dramatic or humorous and entertaining situations, documents real events, and usually features common people instead of specialized actors, sometimes in a contest or other situation where a prize is awarded. Eg. Kaun Banega Cropati, Big Boss etc.

Youth show: Every day on TV, some new shows are being introduced, enabling the viewers to choose to pick from many shows. Youth show is defined as the programs that intentionally central to young persons and adolescents and are exiting, thrilling and promising for them. Eg. Khatroan ke khiladi.

Sports shows: These shows are basically sports programs like various matches, their highlights, and amazing facts

of various sports etc. telecast by various TV channels.

Literature Review

It is commonly agreed that television has become one of the important sources of the most broadly shared images and messages in history (Gerbner et al., 1986).

From the available literature, it has been observed that Mohana Krishnan, (2014) studied viewer's perception towards watching national English news channels in Kerala (India) and found that almost all the segment of population were eager to watch news updates on local news channels ahead of others. But their perception towards watching other news channels especially English was unknown. Parul N. et al (2014) Studied television reality show in India, 'Satyamev Jayate' and revealed that television shows backed by sound research and clarity of message can act as potential change agents in modifying the perceptions of the audience and generating increased sensitivity towards various social discords. Rajagopal (2002) reported that TV shows have a stronger impact on shaping gender images in people, female oriented serials influence women to become self conscious about their manifestation as a measure of their worth. Since the 1960s, communication scholars have examined television's contributions to viewers' perceptions of a wide variety of topics and issues. Valaskakis (1983) examined television viewing tastes and habits among the Inuit Indians of the Eastern and Central Arctic . The findings revealed that the amount of different types of programming was significantly different among the Inuit Indians. Unfortunately, little/no effort has been made to investigate the viewers' perception towards prime time television shows and discriminate them in two groups as high media consumption and low media consumption on the basis of prime time TV programs. The above identified gap provided the basis for this research work.

Objectives

- To study viewer's perception towards prime time television shows.
- To study viewing pattern of people towards prime time TV shows.
- To discriminate TV viewers in two groups on the basis of prime time television shows.

Research Methodology

Methods and Procedures

The study was descriptive in nature. Statistical tool like KMO and discriminant analysis was applied.

Sample

The study was carried on 174 prime time TV viewers in

Indore, who were selected on random basis. Of the total number of participants 62.1% spent 1-3 hrs watching TV per day during prime time with low media consumption group and 37.9% spent 3-5 hrs and more watching TV per day during prime time with high media consumption group.

Tools for data collection

A survey instrument in the form of questionnaire was used for the purpose of collecting the main data for the study. This scale consisted of 32-items. Participants were asked to evaluate themselves on each of the 32-items with response

possibilities ranging from 1= strongly disagree to 5= strongly agree. In the current study, the cronbach's alpha was found to be highly satisfactory 0.752, which exceeded the recommended cutoff value of 0.7; and is reasonable enough to conclude that the scale is reliable.

Data Analysis and Findings

The current study attempted by categorizing the viewers who spent 1-3 hrs watching TV every day as low media consumption group and those who spent 3-5 hrs and more as high media consumption group.

Table-1

Group Statistics					
Group		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Low media consumption	Prime Time	15.8056	2.19370	108	108.000
	Family show	11.2500	2.12297	108	108.000
	Mythology show	9.0833	1.76214	108	108.000
	Youth show	8.9722	1.63180	108	108.000
	Crime show	18.3056	2.71878	108	108.000
	Reality show	15.5833	2.37245	108	108.000
	Satire show	9.8333	2.10695	108	108.000
	Comedy show	6.9537	1.35608	108	108.000
	Game (Sports) show	9.8056	1.62606	108	108.000
High media consumption	Prime Time	16.3182	2.51249	66	66.000
	Family show	11.2727	1.66914	66	66.000
	Mythology show	8.6364	1.65145	66	66.000
	Youth show	10.1364	1.49755	66	66.000
	Crime show	19.0000	2.31384	66	66.000
	Reality show	14.9545	2.58654	66	66.000
	Satire show	10.3788	1.82938	66	66.000
	Comedy show	7.0000	1.22788	66	66.000
	Game (Sports) show	10.5303	1.89915	66	66.000
Total	Prime Time	16.0000	2.32603	174	174.000
	Family show	11.2586	1.95818	174	174.000
	Mythology show	8.9138	1.72989	174	174.000
	Youth show	9.4138	1.67644	174	174.000
	Crime show	18.5690	2.58796	174	174.000
	Reality show	15.3448	2.46749	174	174.000
	Satire show	10.0402	2.01830	174	174.000
	Comedy show	6.9713	1.30552	174	174.000
	Game (Sports) show	10.0805	1.76490	174	174.000

It can be seen from the table-1 that there is a difference in the mean values of TV shows like youth show and game (sports) show in the two groups. In high media consumption group, the mean values of youth show and game (sports) show are 10.1364 and 10.5303 respectively which are significantly

higher than the mean score of youth show and sports show (8.9722, 9.8056 resp.) in low media consumption group. It may mean that viewers in low media consumption group prefer to watch youth shows and sports programs during the prime time.

Table-2

Tests of Equality of Group Means					
	Wilks' Lambda	F	df1	df2	Sig.
Prime Time	.988	2.001	1	172	.159
Family show	1.000	.005	1	172	.941
Mythology show	.984	2.763	1	172	.098
Youth show	.886	22.171	1	172	.000
Crime show	.983	2.984	1	172	.086
Reality show	.985	2.686	1	172	.103
Satire show	.983	3.027	1	172	.084
Comedy show	1.000	.051	1	172	.821
Game (sports) show	.960	7.154	1	172	.008

Results (Table-2) of the study indicated that people prefer to watch television during prime time, irrespective of low media consumption and high media consumption group. It can be seen from table-2 that the TV shows like youth show and game (sports) show are statistically significant. The results are in tune with confidence that individually,

statistical difference exists in these shows among the two groups. It may mean that viewers of low media consumption group prefer to watch these programs in prime time where as viewers in high media consumption group enjoy variety of programs.

Table-3

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.831	31.131	8	.000

Wilks' Lambda is the ratio of within group variance to total variance and its value lies between 0 and 1. A lower value of Wilks' Lambda indicates a superior function. It can be seen

from Table-3 that the value of Wilks' Lambda is significant with chi-square distribution value of 31.131 and 8 degree of freedom. This shows that discriminant model is significant.

Table-4

Standardized Discriminant Function and Structure Coefficients

Standardized Discriminant Function Coefficients		Structure Coefficient
	Function	
	1	
Family show	-1.539	.796
Mythology show	.524	.452
Youth show	.798	.294
Crime show	3.916	.292
Satire show	.164	-.277
Comedy show	-.557	.038
Game (sports) show	.388	.013
Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions		
Variables ordered by absolute size of correlation within function.		

Hair et al. 1995 opined that the standardized discriminant coefficients indicate the relative discriminatory power of the predictor variables in discriminating between the two groups but it is not advisable to rely solely on it. Green et al. (1988); pointed out that "standardized coefficients only allow an ordinal interpretation of variables importance. In order to overcome this limitation associated with the standardized coefficients the alternative method can be used for assessing the relative discriminatory power of independent variables. Hair et al. (1995) suggested the use of discriminant loadings (i.e. the correlations between each independent variable and the discriminant function) as an

alternative approach to evaluate relative discriminatory power.

The relative importance of the variables in discriminating between the two groups can be examined by the values of Structure **Coefficient**. In Structure **Coefficient**, variables ordered by absolute size of correlation within function. Table-4 showed the absolute values (regardless of the sign) of predictor variables in structure **Coefficient** and found that youth show is the most important variable followed by game (sports) show.

Table-5

Canonical Discriminant Function Coefficients	
	Function
	1
Family show	-.784
Mythology show	.304
Youth show	.504
Crime show	1.522
Satire show	.082
Comedy show	-.426
Game show	.224
(Constant)	-3.527
Unstandardized coefficients	

The unstandardized discriminant function can be obtained from the results given in table-5 **Canonical Discriminant Function Coefficients**

The mathematical form of the discriminant analysis model is:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + b_k X_k$$

Where Y = Dependent variable

b_s = Coefficient of independent variables

X_s = Predictor or independent variables

The estimated discriminant function is presented below

$$Y = -3.527 + 0.224 X_1 - 0.426 X_2 + 0.082 X_3 + 1.522 X_4 + 0.504 X_5 + 0.304 X_6 - 0.784 X_7$$

Table-6

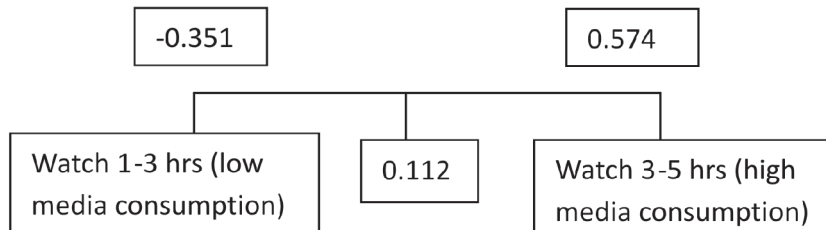
The value of unstandardized discriminant function evaluated at group means i.e Functions at Group Centroids.

Functions at Group Centroids	
Group	Function
Low media consumption	-.351
High media consumption	.574
Unstandardized canonical discriminant functions evaluated at group means	

The cut-off point for classification is obtained by taking the average of the two groups

$$\text{Avg.} = \frac{-0.351 + 0.574}{2} = 0.112$$

$$= 0.112$$



Now, if the score is greater than 0.112, than it would be classified as high media consumption of watching television programs where as if the score is less than 0.112, than it would be classified as low media consumption of watching television programs. Finally prime time television

viewers' can be discriminanted as high media consumption and low media consumption by youth shows and game (sports) shows.

The classificatory ability of the model is given in the table-7

Table-7

Classification Results ^{a,c}					
Group			Predicted Group Membership		Total
			Low media consumption	High media consumption	
Original	Count	Low media consumption	92	16	108
		High media consumption	35	31	66
	%	Low media consumption	85.2	14.8	100.0
		High media consumption	53.0	47.0	100.0
Cross-validated ^b	Count	Low media consumption	85	23	108
		High media consumption	39	27	66
	%	Low media consumption	78.7	21.3	100.0
		High media consumption	59.1	40.9	100.0
a. 70.7% of original grouped cases correctly classified.					
b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.					
c. 64.4% of cross-validated grouped cases correctly classified.					

It can be seen from table-7 that out of 108 viewers who spent 1-3 hrs watching TV programs every day, 92 have been classified correctly. Similarly, out of 66 viewers who spent 3-5 hrs watching TV every day, 31 have been classified correctly. The hit ratio is 70.7% which is reasonably good. The result of cross-validation indicates the accuracy of 64.4% (Table-7).

Summary Of Findings

- It was seen that estimated discriminant function was significant and therefore used for further analysis.
- The youth show and sports programs were found to be important variables that discriminant between high and low media consumption of television programs.
- Structure coefficient indicated the relative importance of the variables in discriminating between the two groups.
- The hit ratio is 70.7% which is reasonably good.
- The result of cross-validation indicates the accuracy of 64.4%.

Conclusion

It is fact that TV has grown enormously and becomes an important gadget of transmission of knowledge, entertainment and information about current events.

The findings of this study give some insights into the perceptions of TV viewers that distinguish viewers with low media consumption from viewers with high media consumption.

Finally, it can be concluded that viewers in low media consumption group enjoy their leisure time by watching youth shows like khatroan ke khiladi, nach baliye, etc. and sports shows like different matches, their highlights and various sports events etc. As these shows are full of excitement, pleasure, enthusiasm and thrill. This brings in an edge to the youth show because of the different and at times, scary, frightening adventures the contestants experience in the show. Viewers should read the disclaimer or notice that comes before the youth show and do not try stunts. Viewers in high media consumption enjoy all the others programs telecasted during prime time.

Limitation

One of the limitations of the study is that the total population of Indore City is too large, whereas the sample analysis is limited to 174 TV viewers only and it is not large enough to generalize the findings of the study. Second, most of the TV viewers are entertaining program oriented and not channel oriented. Third, the sample has been chosen from Indore and nearby areas, and so it still needs to be explored whether the findings of this study can be replicated in a different geographical area for further verification and generalization.

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