

A STUDY TO EVALUATE THE AUDIENCE'S SATISFACTION TOWARDS THE CHANGES OF THE TELEVISION PROGRAMS DURING THE LOCKDOWN

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Abstract

Individuals were restricted to their homes for the duration of the lockdown, and as a consequence, families were occupied for an extended period of time. The unparalleled increase in Television viewership amidst the whole family has abided as a habit. This covid 19 authenticated the evolution and modification of Television in the lockdown. The large flood of television viewers has resulted in the emergence of new consuming habits as a consequence of the massive influx of viewers. Many people were addicted to their television sets, which they watched more often throughout the week and at all hours of the day. Males and their families began to dominate the viewing unit, which had previously been controlled by women. As the whole family watches television together at all hours of the day and night, on-prime time has been changed into new prime time, with a huge increase in viewership. There were tremendous change in the programs which is analyzed and also should need to figure out the Television consumption during the lockdown days and high time to find out whether the audiences were satisfied with the changes of major programs during the lockdown days. The Methodology incorporated is Quantitative approach to analyze the changes of programs in the television channels, Television consumption by the audiences and the satisfaction/dissatisfaction with the changes of programs during the lockdown days.

Keywords: Television, programs, Audience, satisfaction, viewing pattern, media tools, Consumption, paradigm shift and Lockdown

Introduction

The shootings were deadlocked due to the covid 19 lockdown and unforthcoming episodes of latest shows were consumed. Many Television channels renewed the old and recent hits of some programs [1-4]. Majority of them were also airing famous web shows on their channels to retain the slots engaged as people look for Television and streaming platforms to remain entertained as they spent time indoors for numerous days [5-8].

All the video shots were dangled from March 19th 2020, influencing the on-air shows nevertheless few of them have episode banks till the end of that month [9]. Some programs were broadcasted on people demand. Entertainment programs came again to include the fancied quantity of spice and drama in the night time. In the unrivalled hour of social distancing, Television producers and directors wanted to contribute healthy entertainment for the whole family "varied from real original programs to season's shows beyond the genre categories"[10-12]. To drive out the melancholy of lockdown, television broadcasters produced the devoted lumps for comedy, drama, romance to offer the public the best satisfied content [13]. As, we all focused to come out of the pandemic, Television broadcasters preferred and pursued to be our companion for the entire entertainment. Audiences also had the choices to binge-watch episodes of past hits [14]. Television video casters make ensured with audiences to spend time indoors due to the Corona virus breakout; they were focusing at contributing entertaining content for the whole family. The audience has a broad diversity of content to view and adored this extended family time together [15].

Covid 19 basically replaced people's reasons for watching TV. While before it was much connected with diversion and unwinding, the people we spoke to were widespread with concern and turned to TV to alleviate the stress of COVID-19. Television was contributed a sanctuary during lockdown for those searching friendly, familiar, secured and safe" content which gave an escape from the worrying realities of the Covid 19 pandemic [16].

Aim

The major aim is to study on the changes in the Television programs during the lockdown days.

Objectives

The research's specific goals are to look at the major changes that have happened in the television business programs in the lockdown days and to identify the more usage of media tool and to figure out the Television consumption during the lockdown days and whether the audiences were satisfied with the changes of programs or not during the lockdown days and to examine whether there will be paradigm shift in the viewing pattern of the television after the lockdown days.

Research Problem

Due to the covid situation the whole country went into lockdown and all the industries came to halt. When coming to media industry the shootings of all the entertainment programs, movies were cancelled to avoid the pandemic. People’s movements were restricted and most of them started to work at their home. Everybody confined to see the four walls of their home. They were forced to beat their boredom through by watching television, mobiles etc. During this moment, people could feel that there is big paradigm shift in the way of watching television

Research Methodology

In this research, the quantitative approach was utilised to examine the changes in television programmes over the course of a year during the lockdown days and also used to figure out the television consumption and to evaluate the audience’s satisfaction towards the changes of the television programs during the lockdown. A random sample of 100 respondents was gathered from various places surrounding Chennai, representing various age groups such as university students , working men and women from various professionals , house wives and also among elder people.

Result Analysis

100 samples were taken from various professionals, housewives and seniors of college students, working men and women from different parts of Chennai city. Both men and women volunteered to participate in the survey. In Gender, there is a 50% of men and 50% of women participated in this survey (**Table 1- Gender**).

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	50	50.0	50.0	50.0
Female	50	50.0	50.0	100.0
Total	100	100.0	100.0	

Table 1- Gender

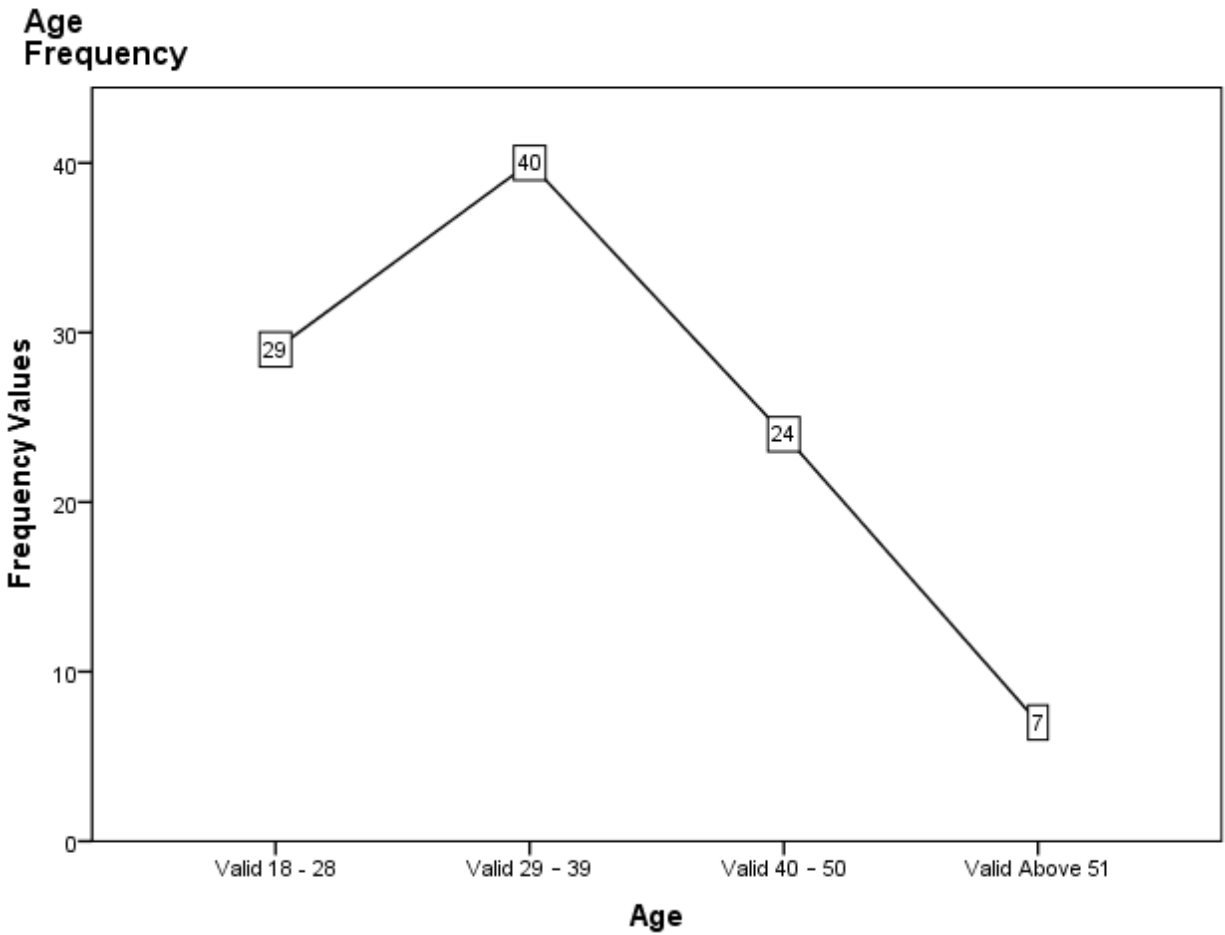


Figure 1- Frequency of age

Table 1 and Figure 1 shows that the younger age group of the population are the prime users of media. Especially the age group from 29 – 39, who have pretty settled lifestyle and money has better access these media tools spend more time on the social media and television. Followed by the Millennial and Gen Z’s from age group 18 - 28 who are tech savvy with their gadgets is more engaged in social media and new gen apps for entertainment

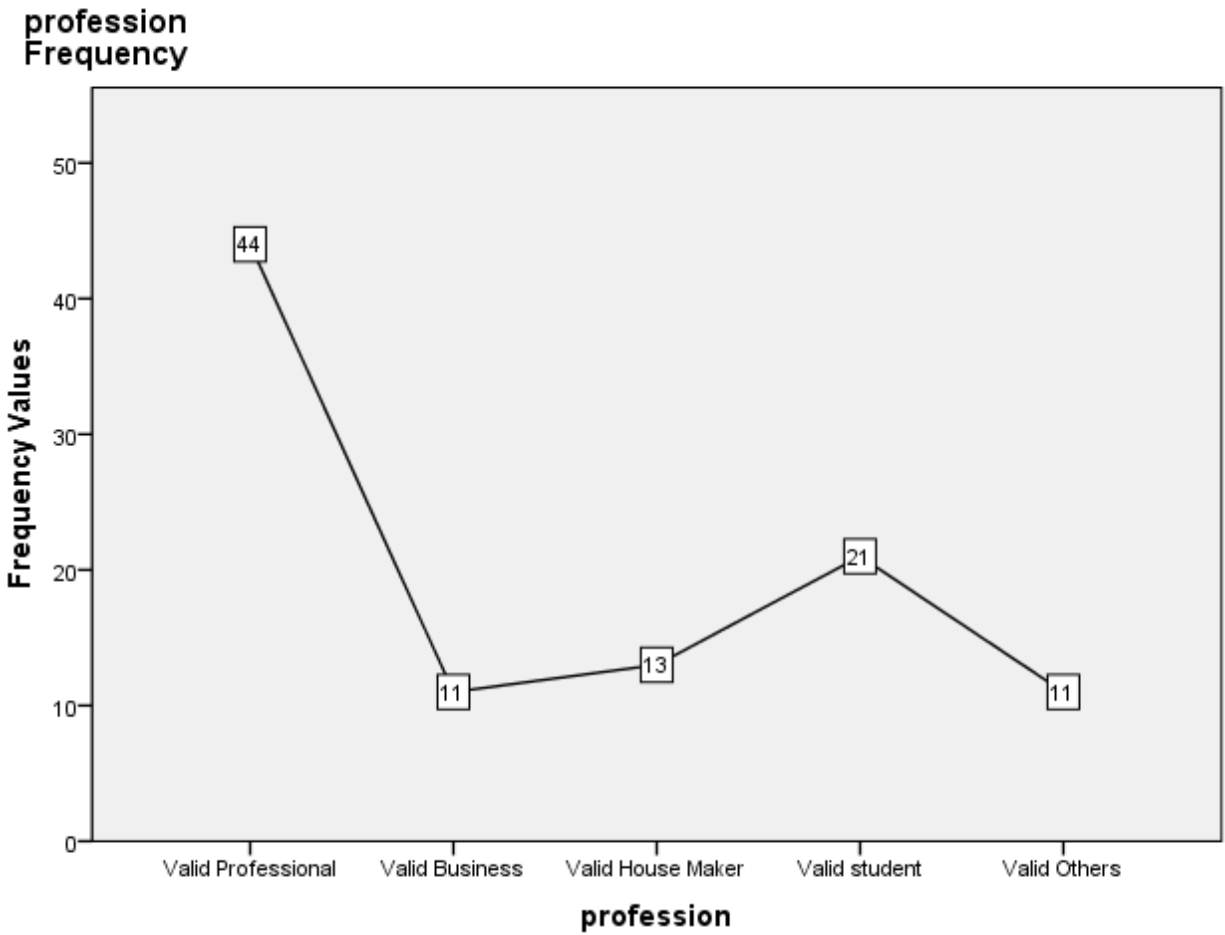


Figure 2- Frequency of Profession

Figure 2 shows that the Professionals have better access to media and entertainment when come compared other professions because they had more time and extra cash to spend on entertainment and luxury. Then follows the students group who were also always connected to Internet & Media, this group was drawn into the kicks of media world. Though they liked it or not they spent more time on social media & gadgets

One Sample t-Test Sig. (2-tailed)

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Usage of Media tool	100	21.50	4.476	.448	45.805	0.001**
Media Consumption	100	6.17	1.664	.166	31.070	0.001**
The Most Viewed programs	100	11.85	3.050	.305	35.578	0.001**
The Most missed-out programs	100	13.81	5.191	.519	24.679	0.001**
ICT VS Television	100	5.51	1.894	.189	23.817	0.001**
Viewing pattern	100	4.45	1.452	.145	23.759	0.001**

Table 2 – One sample t- Test

**One-Sample Test
 Test Value = 01 t**

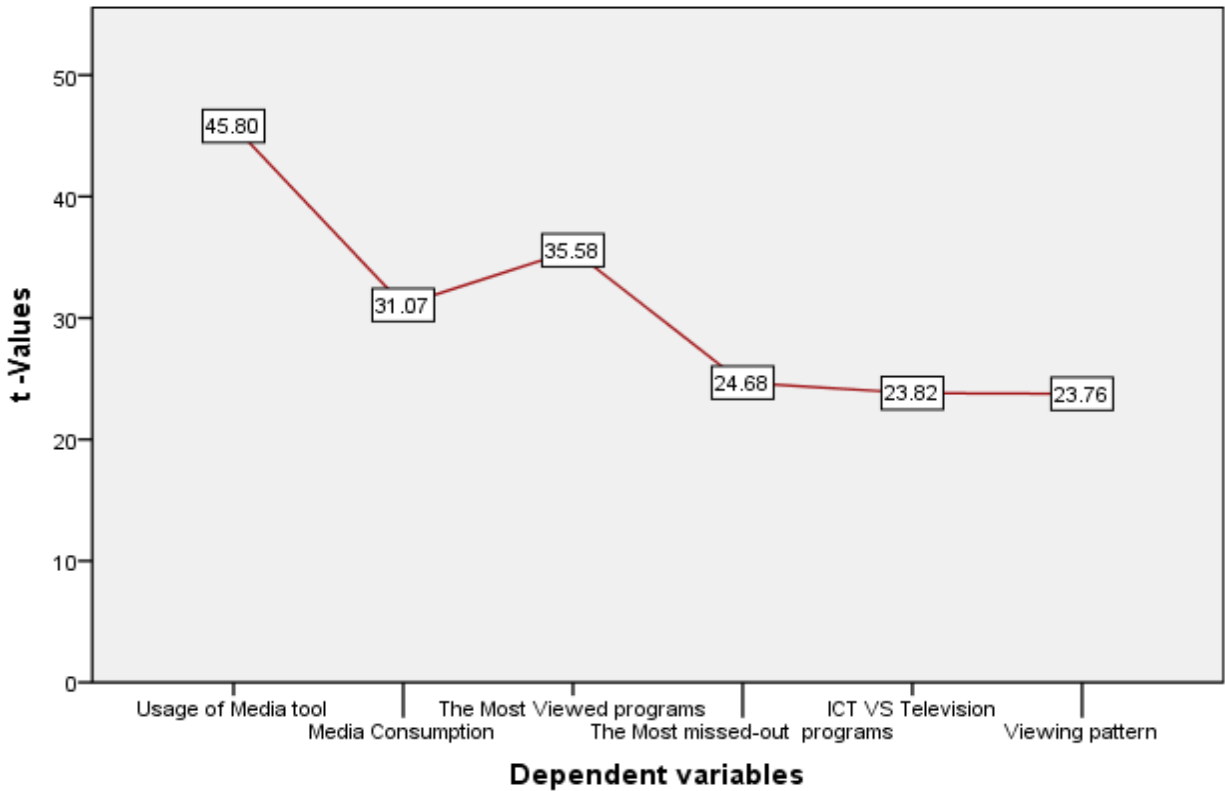


Figure 3- One Sample test- Dependent variables

Chi-Square Test Statistics

	Chi-Square	df	Asymp. Sig.
Usage of Media tool	46.160 ^a	17	0.001**
Media Consumption	157.760 ^b	7	0.001**

The Most Viewed programs	50.920 ^c	13	0.001**
The Most missed-out programs	33.960 ^d	16	0.006**
ICT VS Television	13.820 ^e	6	0.032*
Viewing pattern	66.600 ^e	6	0.001**

Table 3 – Chi-Square Test

Usage of Media tool:

Table (2) and Figure (3) shows that in One sample t.-Test the Mean value was 21.50 Std. Deviation 4.476 t-value was 45.805 and its significant value was 0.001**. Table (3) The Chi-Square value for the Use of Media tool is 46.160a, and the Asymptotic value is 1. 0.001**a, which is deemed a significant value according to the Chi-Square test findings. In 0 cells, expected frequencies less than 5 are observed (or.0 percent). The 5.6 cell frequency is the very bare minimum that might be expected. When comparing one sample t-Test and Chi-Square test for Usage of media tool, one sample t-test showed higher value whereas in chi-square relatively low value turned up.

During the lockdown days people movement were restricted, people were confined to four walls and to burn their free time, the most preferred entertainment tool during this lockdown days was the Mobile / Smart phones. Indeed it was a handy tool people carry it every time, wherever they move and with the help of continuous & fast internet access, people use it widely for entertainment purpose and end up spending longtime on it. It is also evident that people were mostly hooked to social media sites and here YouTube takes the pole position for most accessed social media application, followed by whatsapp, Instagram and Facebook respectively in the preference list.

Media Consumption:

Table (2) and Figure (3) shows that in One sample t.-Test Mean value was 6.17 Std. Deviation 1.664 t-value was 31.070 and its significant value was 0.001**. Table (3) According to the Chi-Square test, the Chi-square value for media consumption is 157.760b, and the Asymptotic value is 1. This equation has a significant value of 0.001**. In 0 cells, expected frequencies less than 5 are observed (or.0 percent). The minimum cell frequency estimated is 12.5 times per second. For Media Consumption, the t-Test and Chi Square test were used to compare two samples of the same object, Chi-square showed very high value whereas in one sample t-Test moderate value turned up. The next on the preference list for the entertainment tool is the television. During the initial phase of lockdown Television channels offered variety of programs both Informative news and entertainment content. Local regional television channel's viewership gathered momentum during these lockdown days, for the most preferred Tamil television channel Star Vijay Group channel won the race among audience followed by Sun group and Zee group channels respectively.

The most viewed programs:

Table (2) and Figure (3) shows that in One sample t.-Test Mean value was 11.85 Std. Deviation 3.050 t-value was 35.578 and its significant value was 0.001**. Table (3) the Chi-Square test for the Most Viewed programs shows the Chi-square value 50.920c and Asymp. Significant value is 0.001c. In 0 cells, expected frequencies less than 5 are observed (or.0 percent). The minimal minimum cell frequency will be 7.1, according to estimates. When comparing both One sample t-Test and Chi-Square test for the most viewed programs, both the tests showed moderate value but Chi-square slightly higher when compared with One sample t-Test. When it came to most viewed programs on televisions people didn't really have any real preference, they had plethora content in the offering so they didn't stick to any specific program. The next most common program watched by audience was the News.

The most missed out programs:

Table (2) and Figure (3) shows in One sample t.-Test Mean value was 13.81 Std. Deviation 5.191 t-value was 24.679 and its significant value was 0.001**. Table (3) the Chi-Square test for the most missed-out programs shows

the Chi-square value 33.960 and Asymp. Significant value is 0.006. In 0 cells, expected frequencies less than 5 are observed (or 0 percent). 5.9 times per second is the estimated minimum cell frequency. When comparing both One sample t-Test and Chi-Square test for the The most missed out programs, both the tests showed moderately low value. Though there were new variety of programs and shows on television people still missed some of the legacy programs which they loved watching before the lockdown. Because of the movement restrictions, the regular television production were hampered, this again altered the viewing pattern of many people. During these lockdown days the most missed out program was Bigg Boss season 4 followed by super singer. People also missed-out some of their favorite & most anticipated live sporting events like IPL, Olympics and Euro 2020.

ICT VS TELEVISION

Table (2) and Figure (3) shows one sample t-Test Mean value was 5.51 Std. Deviation 1.894 t-values were 23.817 and its significant value was 0.001**. Table (3) the Chi-Square test for ICT VS Television shows the Chi-square value 13.820 and Asymp. Significant value is 0.032. When comparing both one sample t-Test and “Chi-Square test” for the Viewing Pattern, “Chi-square test” very low value when compared with one sample t-Test. ICT has definitely taken over the Television in the lockdown. Though in the initial days of lockdown people were glued to both mediums but television gradually started to lose the race as there were not enough content to broadcast. People had to settle down for repeated TV serials and old movies. This shifted the balance in favor of other ICT mediums and Social Media.

Viewing Pattern

Table (2) and Figure (3) shows in One sample t-Test Mean value was 4.45 Std. Deviation 1.452 t-value was 23.759 and its significant value was 0.001**. Table (3) the Chi-Square test for viewing pattern shows the Chi-square value 66.600 and Asymp. Significant value is 0.001. In 0 cells, expected frequencies less than 5 are observed (or 0 percent). The minimum cell frequency estimated is 14.3 times per second. When comparing both one sample “t-Test and Chi-Square test” for the Viewing Pattern, Chi-square test high value when compared with one sample t-Test. The million dollar question arises, Is there a Paradigm shift in the viewing pattern? The answer is definitely big YES! Most of the people believed a new creature in ICT was born in the form of social media & OTT and Television is not the dominant player any more. The next big question is will they return to old conventional way of watching Television after lockdown? Here the people don't have a definite answer, though they see new a Competitor is born in the Media & Entertainment industry, they are not fully convinced enough that it will overtake the television industry in near future. People still believe television has something to offer and here they take a neutral stand.

One Way ANOVA(Factor: Media Consumption)

		Sum of Squares	df	Mean Square	F	Sig.
Usage of Media tool	Between Groups	332.139	7	47.448	2.644	0.015
	Within Groups	1650.861	92	17.944		
	Total	1983.000	99			
The Most Viewed programs	Between Groups	120.632	7	17.233	1.982	0.066
	Within Groups	800.118	92	8.697		
	Total	920.750	99			
The Most missed-out programs	Between Groups	335.355	7	47.908	1.890	0.080
	Within Groups	2332.035	92	25.348		
	Total	2667.390	99			
ICT VS Television	Between Groups	70.024	7	10.003	3.230	0.004
	Within Groups	284.966	92	3.097		
	Total	354.990	99			
Viewing pattern	Between Groups	29.628	7	4.233	2.174	0.044
	Within Groups	179.122	92	1.947		
	Total	208.750	99			

Table 4 – on way ANOVA

ANOVA
F

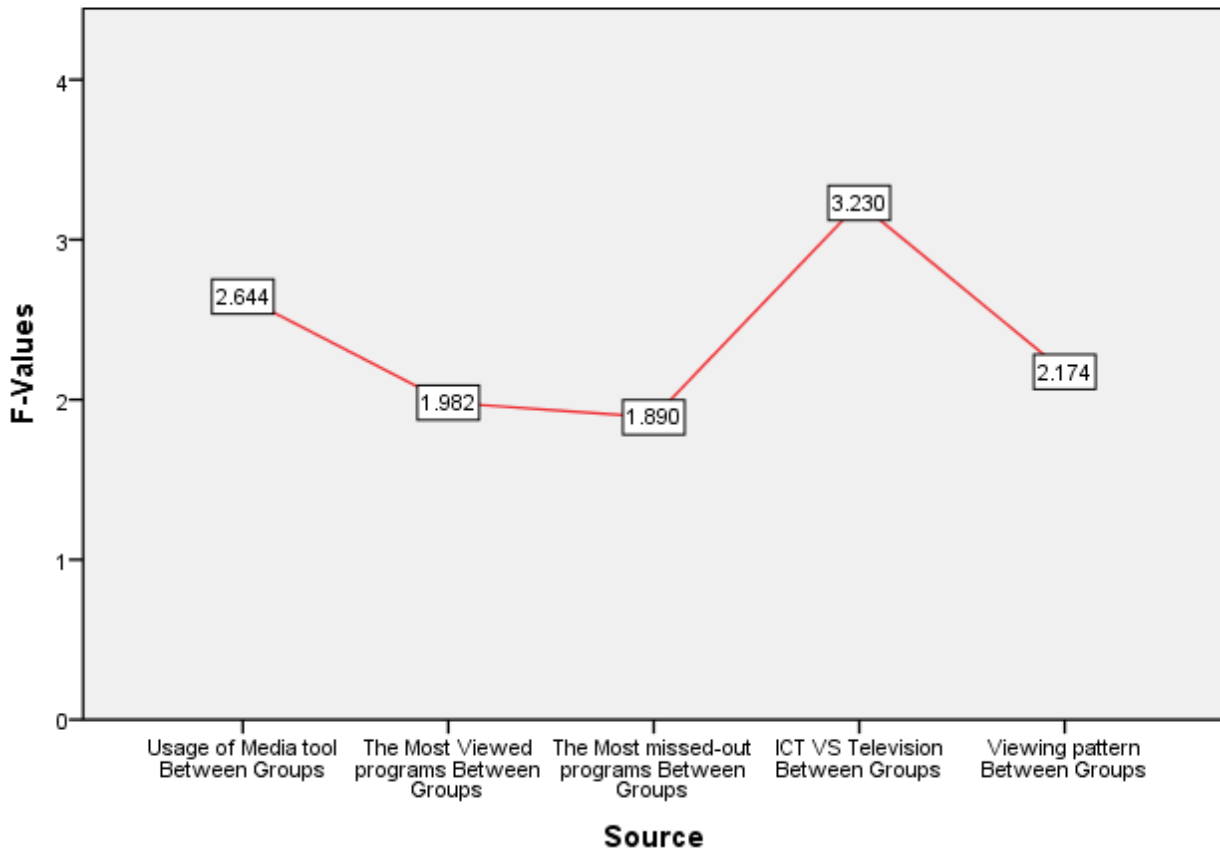


Figure 4 -ANOVA

Usage of media tool

Table 4 and Figure 4 shows the One Way ANOVA (Factor: Media Consumption) Usage of Media tool Between Groups F value was 2.644 Significant value. 0.015 within group’s total. Within groups one way ANOVA shows the most preferred entertainment tool during this lock downs days was the Mobile / Smart phones. Indeed it was a handy tool people carry it every time, The young population from age group 29 - 39 used it widely for entertainment purpose and ended up spending longtime on it.

People from age group 18 -28 were mostly hooked to social media sites and here YouTube takes the pole position for most accessed social media application, followed by whatsapp, Instagram and Facebook respectively in the preference list. Though social media was used vigorously, it was not able to take over the TV media in the lockdown days. People’s willingness towards watching the television was not reduced though they were using the social media at times.

The most viewed programs

Table: 4 and Figure: 4 shows the One Way ANOVA (Factor: Media Consumption) The Most Viewed programs Between Groups F value was 1.982 significant values. 0.066 within group’s total. Within groups, one way ANOVA shows the most preferred Tamil television channel Star Vijay Group channel won the race among audience followed by Sun group and Zee group channels respectively. When it came to most viewed programs on televisions people didn’t really have any real preference, they had plethora content in the offering so they didn’t stick to any specific Program. The next most common program watched by audience was News programs.

The most missed out programs

Table 4 and Figure 4 shows the One Way ANOVA (Factor: Media Consumption) The Most missed-out programs Between Groups F value was 1.890 significant values. 0.080 within group’s total. Within groups One way ANOVA shows that during these lockdown days most of the youngsters missed out on program like Big Boss season 4 followed by super singer. People also missed-out some of their favorite sports events like IPL, Olympics and Euro 2020.

ICT VS Television

Table 4 and Figure 4 shows the One Way ANOVA (Factor: Media Consumption) ICT VS Television between Groups F values was 3.230 significant value. 0.004 within groups total. Within groups, one way ANOVA shows the ICT has definitely taken over the Television in the lockdown. People had to settle down for repeated TV serials and old movies. This shift didn’t go well the young audience, so they gradually moved to other ICT mediums and Social Media.

Viewing Pattern

Table 4 and Figure 4 shows the One Way ANOVA (Factor: Media Consumption) Viewing pattern Between Groups F value was 2.174 significant values. 0.044 within groups total. Within groups, one way ANOVA shows the paradigm shift in the viewing pattern. Yes! Definitely there is a Paradigm shift in the viewing pattern. The younger generation believes they have better offering in other ICT mediums & Social Media when compared with conventional television programs. Will they return to old conventional way of watching Television after lockdown? Here the people don’t have a definite answer, though they see new a creature is born in the media and entertainment industry, they are not fully convinced enough that it will overtake the Television industry in near future. People still believe television has something to offer and here they take a neutral stand.

HYPOTHESIS TEST

S.No	Null Hypothesis	Test	Sig.	Decision
1	The categories of Usage of Media tool occur with equal probabilities.	One-Sample Chi-Square Test	0.001	Reject the null hypothesis
2	The categories of Media Consumption occur with equal probabilities.	One-Sample Chi-Square Test	0.001	Reject the null hypothesis
3	The categories of The Most	One-Sample Chi-	0.001	Reject the null

	Viewed programs occur with equal probabilities.	Square Test		hypothesis
4	The categories of The Most missed-out programs occur with equal probabilities.	One-Sample Chi-Square Test	0.006	Reject the null hypothesis
5	The categories of ICT VS Television occur with equal probabilities	One-Sample Chi-Square Test	0.032	Reject the null hypothesis
-6	The categories of Viewing pattern occur with equal probabilities.	One-Sample Chi-Square Test	0.001	Reject the null hypothesis

Table 5 – Hypothesis test

Furthermore, when hypotheses were tested through a non-parametric study, all the factors obtained significant values in Table 5 – Hypothesis test.

Conclusion

It's not so much a TV or digital issue as it is a TV plus digital world, with both serving a distinct purpose and growing at a disproportionately quicker pace than other forms of media communication. The usage of both platforms is increasing. When compared to digital, television remained the most popular medium and emerged as the most potent common unifier platform among consumers and marketers, as it saw unparalleled viewership throughout the lockdown, with over half of India turning in on a daily basis. People were moderately satisfied with the changes involved in the television programs during the lockdown days. They didn't have heart to reject the changes in the TV media rather they embraced the change and enjoyed in watching the TV programs during the lockdown.

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