

A Study on TV Viewing Habits of People in Lucknow District

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ABSTRACT

Originally seen as entertainment for adults and older children, nowadays television is watched by all age groups. Television has capability to provide substantial benefits for youngsters when it is used with awareness and for education purposes. As per the TAM Annual Universe Update – 2015 [2], India now has over 167 million households (out of 234 million) with television sets, of which over 161 million have access to Cable TV or Satellite TV, including 84 million households which are DTH subscribers. With the introduction of digitalization of cable TV and advancement of Indian television industry and viewership in India in the recent years, a study is required which bring forward the pattern of TV viewing habits of the people of India taking into consideration the age-composition, sex-composition, religious-composition etc. Primary data on 300 individuals were collected using pre-structured questionnaire from Lucknow. Statistical analysis has been done using Statistical Package for the Social Sciences (SPSS) Software. From the findings of this study we can conclude that in Lucknow District more than 80 percent people watch TV nowadays and almost all of them have cable TV connection. Out of those who had cable connection, about half of them had DTH while other half had Digital Cable connection. Most of the females preferred entertainment channels however males preferred watching entertainment, movies as well sports.