

# Growing Disinterest of People towards New Channels

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## Abstract:

The Indian entertainment and media industry is one of the fastest-growing sectors in India and has outperformed the Indian economy. The growth of this sector is a function of the overall growth of the economy. Day by day the TV channels are adding up but the indulgence in watching television is reportedly declining. Starting of new channel is not charming for viewers now. Present study is focused on finding of interest for new channels among different age groups.

**Keywords : Disinterest , TV Channels , Entertainment**

## Introduction:

Television was always big in India. The country's TV viewership monitoring agency, has increased its estimates for audience size and television penetration, saying the medium now is watched by 780 million citizens in the South Asian nation. More than 100 channels are working in India. It is difficult to decide for a viewer which channel should see. Quality level of all channels is not so much different. In past, a channel telecasted all types of programs but at present channels are categorized as cultural, sports, fashion, movie, news etc.

## Objective of Study:

- Finding of interest in persons of age 16-25 years towards new channels
- Finding of interest in persons of age 26-35 years towards new channels
- Finding of interest in persons of age 36-45 years towards new channels
- Finding of interest in persons of age above 45 years towards new channels

## Hypothesis:

1. There is no significant interest in persons of age 16-25 years towards new channels.
2. There is no significant interest in persons of age 26-35 years towards new channels.
3. There is no significant interest in persons of age 36-45 years towards new channels.
4. There is no significant interest in persons of age above 45 years towards new channels.

**Methodology:**

Descriptive method was applied for present study. 1000 persons of age 16-60 years were randomly selected as sample. It consists of 250 rural male, 250 rural female, 250 urban male and 250 urban female. They were interviewed using a self prepared questionnaire. Collected data was tabulated and analyzed using percentile tool.

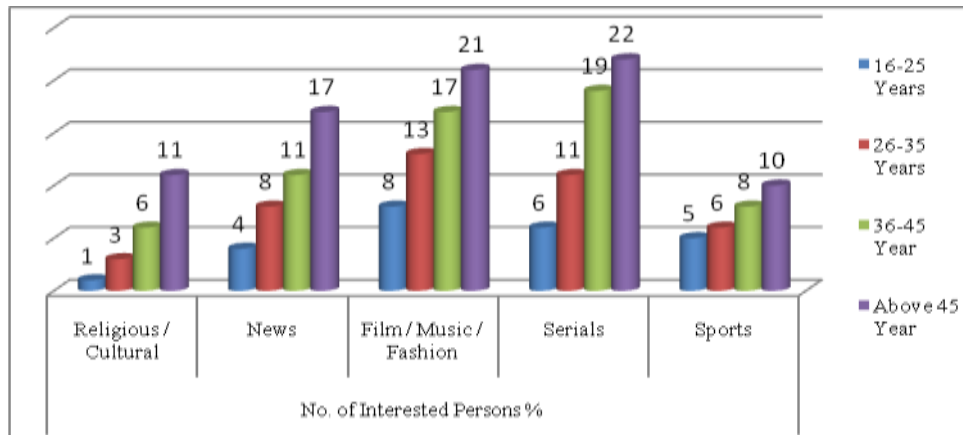
**Finding and Analysis:****Table-1: Status of Viewers Interest towards New Channels**

Age Group	No. of Interested Persons %				
	Religious / Cultural	News	Film / Music / Fashion	Serials	Sports
16-25 Years	1	4	8	6	5
26-35 Years	3	8	13	11	6
36-45 Year	6	11	17	19	8
Above 45 Year	11	17	21	22	10

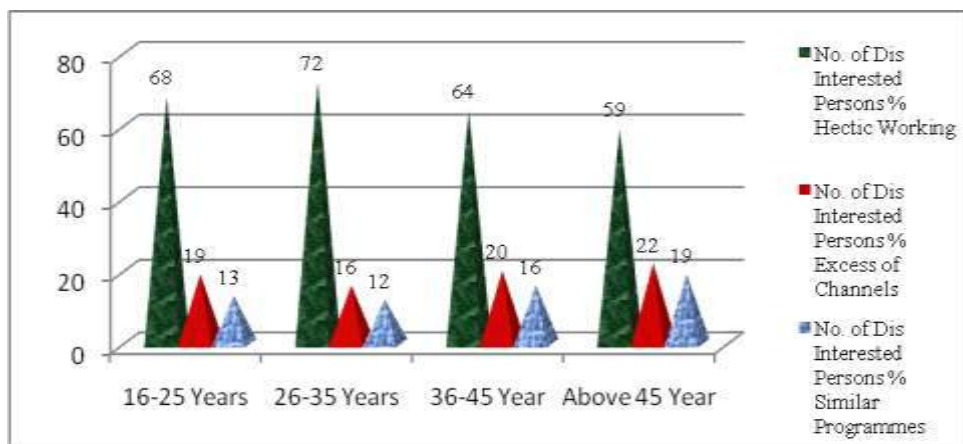
**Table-2: Reasons of Disinterest towards New Channels**

Age Group	No. of Disinterested Persons %		
	Hectic Working	Excess of Channels	Similar Programs
16-25 Years	68	19	13
26-35 Years	72	16	12
36-45 Year	64	20	16
Above 45 Year	59	22	19

Data shows that viewers of age 16-25 years show only 1% interest for religious or cultural channel, 4% for news channel, 8% for film, fashion based, 6% for serials and 5% for sports. Hence hypothesis 1, there is no significant interest in persons of age 16-25 years towards new channels is accepted.



**Chart-1: Status of Viewers Interest towards New Channels**



**Chart-2: Reasons of Disinterest towards New Channels**

Among the viewers of 26-35 years, interest found just 3% for religion, 8% for news, 13% for film, 11% for serials and 6% for sports. Thus hypothesis 2, there is no significant interest in persons of age 26-35 years towards new channels is accepted.

The viewers belonging age 36-45 years show interest 6% for religious, 11% for news, 17% for film, 19% for serials, 12% for serials and 8% for sports. Therefore hypothesis 3, there is no significant interest in persons of age 36-45 years towards new channels is accepted.

Interest found highest among age group above 45 years. 11% showed interest towards religious, 17% for news, 21% for film, 22% for serials and 10% for sports. Hence hypothesis 4, there is no significant interest in persons of age above 45 years towards new channels is accepted.

## Conclusion:

Disinterest is increasing towards all types of channels among all age group viewers. With the increasing age, disinterest among viewers is decreasing. There are many reasons of disinterest towards new channels. Lack of time is major reason of disinterest; however excess of channels is also a hurdle in the way of new channels.

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