

Factors Influencing Choice of T.V. Channels : An Empirical Investigation

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Abstract

An attempt has been made in this paper to analyze the factors affecting choice of television channels. Data was collected from 120 respondents through google forms. Exploratory factor analysis followed by regression was performed to see the relationship of independent variable over the dependent variable. Results confirmed that information, knowledge, awareness and pleasure seeking emerged as significant positive indicators of customer satisfaction leading to selection of TV channels. This study will help to predict that which media is preferred mostly by the consumers for watching television channels.

Key Words

TV Channels, Information, Customer Satisfaction.

INTRODUCTION

The Indian Media and Entertainment (M&E) industry is a sunrise industry for the developing Indian economy. It is also on the edge of growth due to rising consumer demand which, in turn, leads to an increase in advertising revenues. The industry has been largely driven by increasing digitization and higher internet usage over the last decade. There has been significant growth in TV channels covering news movies, kids' programmes, entertainment, life style, religious programmes etc. Most of viewers watch T.V. to stay up-to-date of the activities taking place in their areas, regions, states, countries or all over the

world. The viewers' decision-making process is subjective of internal and external factors and it can be measured by his choice of channels, programs and the number of repeat visits. By measuring the factors that influence viewers' preferences and satisfaction, television stations can develop marketing strategies that are responsive to customers' needs and wants which, in turn, helps to achieve a competitive advantage. Indian media and entertainment (M&E) industry grew at a CAGR of 10.90 per cent from FY17-18; and is expected to grow at a CAGR of 13.10 per cent to touch Rs. 2,660.20 billion (US\$ 39.68 billion) by FY23 from Rs. 1,436.00 billion (US\$ 22.28 billion) in FY 18 (IBEF, 2018). India's media consumption has grown at a CAGR of 9 per cent between 2012-18, almost nine times that of US and two times that of China. The industry provides employment to 3.5-4 million people, including both direct and indirect employment in CY 2017. Newspaper readership in India has increased by 40 per cent to 407 million in 2017 from 295 million in 2014. India's advertising revenue is projected to reach Rs 1,232.70 billion (US\$ 18.39 billion) in FY23 from Rs 608.30 billion (US\$ 9.44 billion) in FY18 (IBEF, 2018). The Government of India has supported Media and Entertainment industry's growth by taking various initiatives such as digitizing the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance. India's pay-television industry is expected to grow at a compound annual growth rate (CAGR) of 9.2% to touch \$14.5 billion in revenue by 2021 compared to \$ 9.4 billion in 2016 (IBEF Report, 2018).

This study will help in understanding the factors which lead to customer satisfaction regarding watching of particular channels. It will also help to understand that which media is preferred mostly by the consumers for watching television channels.

LITERATURE REVIEW

The crux of few studies which have been conducted to understand factors leading to choice of television channels have been described below :

Wachira *et al.* (2011) conducted a research on the factors that influence consumer preference of television stations by public primary school teachers in Langta Division, Nairobi. This study was a cross-sectional survey undertaken among the 56 public primary school teachers in Langta Division using questionnaires using descriptive statistics such as the frequencies, mean and the standard deviations. The study found out that Citizen T.V. was preferred by majority., News coverage, the type of programs aired, T.V. stations presenters,

and clear reception of the T.V. station signals as the major factors that influence preference of Television stations by public primary school teachers in Langta Division.

Nazakat (2011) compared the commercialization and westernization of television in the Kurdistan Region and found that TV has created a new vista for the Kurdish women. The study accentuated that modern Kurdish women are viewers of the foreign mass media; they compare and contrast their lives with those that they witness in the films and soaps of international television productions. This leads to misperception in terms of the conflict between the traditional Kurdish way of life and the contemporary lifestyles they observe on the television.

Gurleen and Sukhmani, (2011) studied T.V. viewership patterns among youngsters in Northern India, reveals that most of the young Indians watch television either, most often "or sometimes" and spend about 3-5 hours daily. Various reasons for Indian youth to watch television, mainly four factors emerged as most significant which includes Generation of Knowledge and Learning, Medium of Relaxation, Pass time, and Stress management tool. It can be concluded from the study that males preferred knowledge-based programs and females mostly prefer watching movie.

Vandana (2011) analyzed the impact of television on rural women. Results of the study found that 47% respondents spent 1-2 hours in a day on viewing television. 48% respondents like to watch family serials. Majority of respondents reported 30% change in their dresses and 23% change in food habits after watching Television.

Singh and Sandhu (2011) conducted a study to make note of various television viewing habits among youngsters of Northern India and to identify the factors, which encourage television viewership among youngsters. A sample of 750 respondents from 5 states of Northern India were selected for analysis. Factor analytic approach was applied on 14 statements to find the reason for television viewership. The study concluded that most of the young Indians view television as a learning tool and there and consider as their favourite time pass activity. It was further concluded from study that there was no significant difference in frequency of watching television between males and females.

Devdas *et al.* (2013) conducted a research on cultural impact of television on urban youth - an empirical study in Karnataka. Survey method using questionnaire was conducted, in 4 urban centers of Karnataka between December 2012 and February 2013. A systematic stratified sampling method

was employed, 800 samples were selected for study. The data analysis shows that television has profound influence on its viewers especially on younger generations. Both young male viewers and young female viewers are inclined to cultural impact amounting from television. This study supports the argument that men and women generally differ in their reaction to television programs.

Ramana and Hari (2014) highlighted that most of the people around 20-35 age group watch Television at night and late night for about 1-3 hours daily. With increase in age, there is a noteworthy transformation in the pattern of television viewing. Education and qualification levels lead to no significant change in the pattern of television viewing. It was also confirmed in the study that people watch the television for attaining knowledge and learning. Males preferred to watch television shows, debates and discussions and movies as these programs supplement their understanding and provide pleasure. Females mostly prefer to watch serials, television shows and movies as these provide them of fun, comedy, and sadness & tragedy in the programs. All age groups have a preference for serials in entertainment channels for 1-3 hours at evening either alone or with family and thereby felt normal.

Sammy and Hallen (2014) conducted a research on the impact of television viewing in influencing adolescents sexual behaviour. The paper sought to investigate T.V. influence on the sexual behaviour of adolescents by addressing the following three fundamental concerns, how television influences sexual behaviour of adolescents, the extent to which T.V. viewing may determine the sexual behaviour of adolescents, and the potential dangers associated with exposure to sexual content on T.V. The paper found that adolescents often seek sexual information from television content rather than their parents or other adults by being attracted to programs with sexual content. There was need for the education of students, parents, media organizations, government and the entire society on the negative effects T.V. has on adolescent's sexual behavior. This awareness would help in understanding of the problems as it affects the adolescents.

Kumar *et al.* (2015) conducted a research on study on consumer preference towards DTH service in Coimbatore city. Questionnaire, Journals, Articles, and Magazines and various relevant websites were used for collecting data. The sample of 200 respondents, convenient random sampling and the Statistical Tools such as Descriptive analysis, Chi-square test, ANOVA, Average Rank were applied. Majority of the respondents had given a top priority to channels like Sports, followed by Music, News, Movie, Business, Kids Special, Serials and socio economic and demographic profile of the respondents was

significantly related to Quality.

Morshid and Sarkar (2015) conducted a research to specify the factors affecting consumers' perception towards Bangladesh Television. The survey was undertaken at Dhaka City and a sample size of 200 was taken to understand the impact of factors like entertainment, technology, information, program, on viewers' choice. Data was analyzed using statistical tools like Paired t-test, Frequencies, crosstabs, regression analysis, and correlation. From the data analysis, 20 factors were found significant influencing the dependent variable. The significant variables emerged from the study were amusement, enjoyment, drama, picture quality, sound quality, coverage, etc. The study also identified factors like entertainment, technology, information, programme and attitude towards Bangladesh T.V. From the regression analysis, it had been found that the value of R square is 0.934. The means independent variables have 93% impact over the dependent variable. Adjusted R square is .934 which is close to R square.

Malik (2016) conducted a research on factor affecting preference for television news channels among school teachers with special reference to District Sirsa, Haryana. Data was collected from the school teachers with a sample size of 42 teachers in Kendriya Vidyalaya in Sirsa district with the help of semi structured questionnaire and analyzed using descriptive statistics. The findings were that most of the respondents watched T.V. for more than 30 minutes and the preferred news channel such as Aaj Tak and ABP news, station airs highly influence the choice and preference of television stations, preferred local programs as compared to foreign programs based on the language of programs, tastes and issues that are relevant to the viewers' lives.

Westenberg (2016) conducted a study on the influence of YouTubers on teenagers. The main objective of the study was that parents should know more about the behavior of their teenagers on YouTube and make rules about what should be allowed and what should not. Interviews were used to explore views, experiences, beliefs and motivations from both the teenage viewers and the YouTubers. A sample of 16 in-depth interviews with 20 teenagers in total and 4 in-depth interviews with 4 YouTubers in total. The findings were that YouTube had replaced T.V. and was a part of the daily routines of teenagers, watched videos every day, talk to their friends about YouTubers, join friends chats with other fans, own or follow fan accounts, send personal messages to their favorite YouTubers, wear merchandise and go to fan meetings. Although it was such a big part of their lives, many parents are not aware of this community on YouTube and didn't not knew what their children do online.

Based on above literature review, an effort was made to understand the factors which influence consumers to watch the particular channels and in which

media such as Television, Netflix and YouTube. An attempt was also made to understand the behavior of consumers regarding choice of TV channels after TRAI new regulations for the Television and broadcasting. Based on the literature review, following hypothesis have been framed:

- H1(a) : There is a significant positive association between customer satisfaction and information.
- H1(b) : There is a significant positive association between customer satisfaction and awareness.
- H1(c) : There is a significant positive association between customer satisfaction and knowledge.
- H1(d) : There is a significant positive association between customer satisfaction and pleasure seeking.

METHODOLOGY

The data was collected by filling questionnaire from 120 consumers through GOOGLE forms.

An online questionnaire was designed and send to 300 respondents. Out of which, 120 responses were received. Since, all the respondents had answered the questionnaire, therefore 120 responses which were complete in all aspects were analyzed in this study.

Cronbach's Alpha Scores for Reliability Measurement

Cronbach's Alpha was used to measure the reliability of the questionnaire. The questionnaire was tested for its reliability and overall reliability score as depicted by Cronbach's Alpha which was 0.944. Further analysis on reliability of the scales was conducted by examining the Cronbach's Alpha scores for each construct. Information demonstrated the reliability of .920. Awareness demonstrated the reliability of .817. Knowledge demonstrated the

Table 1
Cronbach's Alpha

Independent Variables	No. of Items	Cronbach's Alpha
Information	7	.920
Awareness	5	.817
Knowledge	3	.801
Pleasure Seeking	2	.807
Dependent Variables		
Customer Satisfaction	1	.845

reliability of .801 and pleasure seeking demonstrated the reliability of .807. The dependent variable that was customer satisfaction showed the reliability of .845

RESULTS AND DISCUSSION

Demographic profile of the respondents indicated that most of them were of young age 16-24 (49%) and were students (53%). Most of the respondents watched TV for less than one hour (75 %).

Table 2
Demographic Profile

	Total Number	Valid Percentage
Male	67	55.832
Female	53	44.166
Age		
16-24	49	40.833
25-35	34	28.333
36-49	37	30.833
Profile of Respondents		
Students	64	53.333
Employees	56	46.666
Time Spent on TV in a Day		
Less than One Hour	90	75
1-3 Hours	22	18
4-5 Hours	5	4
More than 5 Hours	4	3
Channels Preferred by Respondents		
News	45	38
Entertainment	40	33
Movie	16	14.54
Educational	8	7.2
Sports	6	5
Media Preferred to Watch Favorite Channels		
TV	30	25
Youtube	65	54.16
Netflix	5	0.04
Voot	4	0.03
Amazon Prime	3	0.03

Table 3 shows mean and standard deviation of the items. The item "I can get the information of rich heritage of various states" had the highest mean indicating its significance in selecting the T.V Channels.

Table 3
Descriptive Statistics of the Variables

Particulars	Mean	Std. Dev.
I can get the information of rich heritage of various states	3.176471	1.394148
Uninterrupted power supply and weather conditions help me in continue watching.	2.647059	1.280769
The new regulations of TRAI are informative and I can customize the channels	2.815126	1.28969
It helps me to get latest in academics.	2.8151	1.29514
I recommend watching T.V. channels to my friends.	2.957983	1.330918
I get to know about variety available in one product.	3.0504	1.33942
Viewing T.V. programs make me aware about rituals and traditions	3.1615	1.27106
I acquire familiarity with rare plant and animal life by watching T.V. progrmames.	3.0924	1.33399
The various dance shows, music shows etc. being telecasted in different channels make me aware about update talents among youth.	2.8235	1.28648
The advertisements in T.V. programmes help me to get an idea about various sales promotions offered by the companies.	3.1092	1.31992
T.V. programs make me aware about information I need.	3.3109	1.23335
Programs in T.V. channels enhance my knowledge interior designing and dressing senses etc.	2.9160	1.25266
Advertising in T.V. channels enhance my knowledge about new brands	2.7479	1.33543
I am habitual of watching T.V. programmes in different channels.	3.084034	1.220138
I watch T.V. for pleasure seeking.	2.7731	1.21737
Family members can spend quality time together in today's hectic scheduled world.	2.8992	1.39852

Factor Analysis

Factor analysis was performed on 15 items to group similar variable into dimensions. The solution's KMO Measure of Sampling Adequacy was 0.875 above the highest standard. The value of Bartlett's test of sphericity is 1161.380 (df : 153) and is significant at less than .01% indicating that the assumption of multivariate normality was met (Table 4).

Factor analysis was performed on all the items to recognize their relative importance and accordingly these factors were classified as Information, Awareness, Knowledge and Pleasure Seeking (Table 5). These four factors explained 74.4% of total variance. Information emerged as a major factor and explained 24.961% of total variance. I can get knowledge about rich heritage emerged as an important item (.883) followed by I find these programs useful (.748) and uninterrupted power supply helps me to watch the programs (.729). Awareness emerged as a major factor and explained 21.238% of total variance. Viewing T.V. programs enriches my knowledge emerged as an important item (.853) followed by acquiring familiarity with rare plants and animals life (.742) and various dance shows and music shows provide learning experience (.727). Knowledge emerged as an important factor and explained 15.576% of total variance. I get idea about activities like interior designing and dressing sense emerged as an important item (.740) followed by it is one of leisure activities (.687) and I am habitual of watching media (.686). Pleasure seeking emerged as an important factor and explained 12.345% of total variance. I watch T.V. for pleasure seeking emerged as an important item (.879) followed by family members can spend quality time together (.866)

Table 4
KMO Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	1161.380
	Df	153
	Sig.	0.000

Table 5
Rotated Component Matrix

	Infor- mation	Aware- ness	Know- ledge	Pleasure Seeking
I can get the information of rich heritage of various states	0.883			
I feel satisfaction while watching T.V. programmes.	0.748			
Uninterrupted power supply and weather conditions help me in continue watching.	0.729			
The new regulations of TRAI are informative and I can customize the channels.	0.644			
It helps me to be get latest in academics.	0.573			
I recommend watching T.V. channels to my friends.	0.563			
I get to know about variety available in one product.	0.543			
Viewing T.V. programmes make me aware about various rituals and traditions.		0.853		
I acquire familiarity with rare plant and animal life by watching T.V progrmames.		0.742		
The various dance shows, music shows etc. being telecasted in different channels make me aware about update talents among youth.		0.727		
The advertisements in T.V. programmes help me to get an idea about various sales promotions offered by the companies.		0.699		
T.V. programs make me aware about information I need.		0.549		
Programs in T.V. channels enhance my knowledge interior designing and dressing senses etc.		0.740		
Advertising in T.V. channels enhance my knowledge about new brands			0.687	
I am habitual of watching T.V. programmes in different channels.			0.686	
I watch T.V. for pleasure seeking.				0.879
Family members can spend quality time together in today's hectic scheduled world.				0.866

Table 6
Total Variance Explained

Component	Initial Eigen-values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
1.	8.819	51.878	51.878	8.819	51.878	51.878	4.243	24.961	24.961
2.	1.686	9.920	61.799	1.686	9.920	61.799	3.610	21.238	46.199
3.	1.258	7.400	69.199	1.258	7.400	69.199	2.648	15.576	61.775
4.	0.837	4.921	74.120	0.837	4.921	74.120	2.099	12.345	74.120
5.	0.685	4.031	78.151						
6.	0.642	3.775	81.926						
7.	0.550	3.235	85.160						
8.	0.498	2.932	88.092						
9.	0.443	2.609	90.701						
10.	0.366	2.152	92.853						
11.	0.283	1.665	94.518						
12.	0.246	1.444	95.962						
13.	0.184	1.080	97.042						
14.	0.174	1.021	98.063						
15.	0.138	0.814	98.878						
16.	0.106	0.624	99.501						
17.	0.085	0.499	100.000						

Extraction Method : Principal Component Analysis.
Correlation Analysis

Table 7
Correlation Matrix

	TEL1	TEL2	TEL3	TEL4	TEL5	TEL6	TEL7	TEL8	TEL9	TEL10	TEL11	TEL12	TEL13	TEL14	TEL15	TEL16	TEL17	CSI
TEL1																		
TEL2	.683**																	
TEL3	.392**	.339**																
TEL4	.291**	.326**	.443**															
TEL5	.329**	.200*	.498**	.656**														
TEL6	.305**	.206*	.540**	.518**	.830**													
TEL7	.416**	.301**	.413**	.441**	.583**	.575**												
TEL8	.470**	.274**	.478**	.525**	.630**	.548**	.578**											
TEL9	.328**	.272**	.572**	.527**	.682**	.671**	.586**	.534**										
TEL10	0.177	0.173	.502**	.413**	.499**	.470**	.516**	.410**	.751**									
TEL11	.493**	.465**	.377**	.380**	.344**	.324**	.401**	.426**	.563**	.590**								
TEL12	.213*	0.173	.588**	.422**	.545**	.599**	.572**	.462**	.777**	.672**	.381**							
TEL13	.247**	.280**	.611**	.343**	.548**	.619**	.546**	.483**	.673**	.473**	.340**	.791**						
TEL14	.282**	.291**	.480**	.479**	.556**	.634**	.444**	.384**	.707**	.547**	.500**	.597**	.618**					
TEL15	.215*	.202*	.417**	.390**	.518**	.511**	.430**	.445**	.650**	.531**	.464**	.692**	.766**	.678**				
TEL16	.220*	.214*	.368**	.377**	.358**	.400**	.470**	.362**	.665**	.594**	.534**	.666**	.550**	.712**	.701**			
TEL17	.247**	.257**	.512**	.364**	.475**	.451**	.521**	.351**	.596**	.598**	.386**	.530**	.609**	.576**	.618**	.573**		
CSI	.416**	.301**	.413**	.441**	.583**	.575**	1.000**	.578**	.586**	.516**	.401**	.572**	.546**	.444**	.430**	.470**	.521**	

Table 7 shows the correlation among different items. Most of the items were found significant at 0.001. In order to examine the validity of constructs, a series of correlation tests were conducted. Pearson's Correlation Coefficient was employed which indicates the dependence strength between the constructs. Correlations are significant for all the constructs.

Regression Analysis

Regression was conducted to identify the important predictors of consumer preferences regarding T.V. channels. As shown in Table 8 and Table 9, the constructs that seem to significantly influence overall consumer preferences are Information ($B = .158$, $t = 2.106$, $p = 0.037$), Awareness ($B = 0.148$, $t = 1.048$, $p = .004$), Knowledge ($B = 0.134$, $t = 1.209$, $p = 0.003$), Pleasure Seeking ($B = 0.376$, $t = 3.230$, $p = 0.002$), determinants to consumer preferences. ANOVA results were significant for all the independent variables i.e. Information, Awareness, Knowledge and Pleasure Seeking. R is .682. R square is .465 and the adjusted R square is .447. p value was found insignificant for awareness and knowledge. It may be due to the fact that respondents might view T.V Channels for pleasure seeking and gaining information. For awareness and knowledge they may consider other sources like Google etc.

Table 8
Regression Analysis

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Model	(Constant)	0.676	0.284		2.378	0.019
1	Information	0.162	0.077	0.158	2.106	0.037
	Awareness	0.169	0.161	0.148	1.048	0.004
	Knowledge	0.151	0.125	0.134	1.209	0.003
	Pleasure Seeking	0.413	0.128	0.376	3.230	0.002
Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.682a	0.465	0.447		0.91757	

Table 9
Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.516	4	20.879	24.799	.000b
Residual	95.980	114	0.842		
Total	179.496	118			

Note : Dependent variable is Customer satisfaction and independent variables are the factors such as Information, Awareness, Knowledge and Pleasure seeking. It shows significance level of .000.

Table 10
Results of Hypotheses Proposed

Hypotheses Proposed	Result
H1(a) : There is a significant positive association between customer satisfaction and information.	Accept
H1(b) : There is a significant positive association between customer satisfaction and awareness.	Accept
H1(c) : There is a significant positive association between customer satisfaction and knowledge.	Accept
H1(d) : There is a significant positive association between customer satisfaction and pleasure seeking.	Accept

DISCUSSION AND CONCLUSIONS OF THE STUDY

This study investigated factors which determine factors influencing the choice of T.V. channels. The study shows that information, awareness, knowledge and pleasure seeking are critical success factors which influence attitude of consumers towards specific programs. Generation of knowledge emerged as a significant variable. This is in line with previous studies of Gurleen and Sukhmani (2011), Singh and Sandhu (2011) and Sammy and Hellen (2014). Pleasure seeking also emerged as a significant variable influencing satisfaction from TV channels. This is consistent with previous studies of Devdas and Ravi, (2015) and Mehrab (2015). Similarly, awareness and information also emerged as significant factors. This finding supports the previous studies of Singh and Sandhu (2011) and Sammy and Hellen (2014) Thus, it makes us conclude that Indian people watch T.V. with multi-channels and good state. The study is useful for channel makers

to focus on system quality. Unstable quality and low internet speed results in disconnection leading to negative influence on consumers interest. Therefore, service providers should also focus on building high quality transmission network.

LIMITATIONS OF THE STUDY

In every research, there are unavoidable limitations. This research, too, has the same. The research is only restricted to 120 respondents. The responses may also be biased. Further, this research is restricted to only respondents from North Indian states including Punjab, Haryana, Himachal, Delhi, U.P. This research could be undertaken in other parts of the country as perception of the people viewing T.V. programs or channels vary from region to region. This study considered only four factors i.e. Information, Awareness, Knowledge, and Pleasure Seeking. Future research studies can consider few more factors like price value facilitating conditions, social norms and service quality. This study leaves significant space for researchers to analyze perceived risk which inhibit consumers to avoid online channels.

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