

VIEWERS BEHAVIOUR TOWARDS VIJAY TELEVISION PVT.LTD CHENNAI

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ABSTRACT

Television is playing a vital role in Indian society. Indian people mostly spend their time on watching Indian media as compare to other channels. This study is to find out the Viewers Behavior of Vijay Television. The study was made at Vijay Television private limited. The topic titled, "A study of viewer's behavior at Vijay Television private limited" concentrates on analyzing the marketing opportunities and to know the activities and facilities provided by company to satisfy viewers. An attempt has been made to find out the viewership details, the most preferred channel, and the most preferred programmes in the channel. And also to find out the viewer's behavior towards the channel and to find their interest and expectations. The type of research design used was descriptive research design. The sample size of 100 was mentioned by the organisation, while the sample design used for this study is disproportionate stratified random sampling, data was collected through non-disguised structured questionnaire distributed directly to the respondents by the researcher. The data collected were both primary & secondary in nature. The collected data has been analysed using statistical tools such as percentage method and Chi square method.

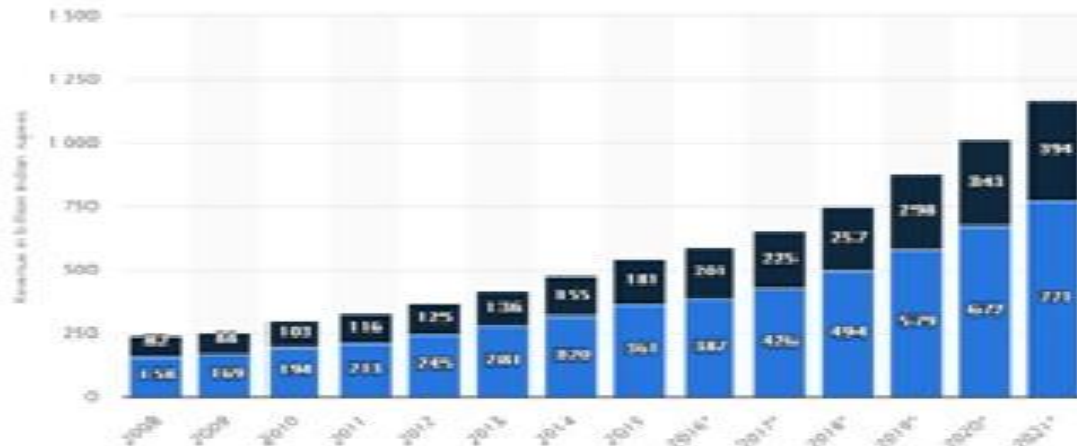
After analyzing the data, general & specific findings are sorted out through interpretation. In this crucial study on the subject "Viewers Behavior in Vijay TV India Ltd". The researcher covered the different places in Tamil Nadu and found that the people likes and interest in the general entertainment channel. In short the researcher concludes the research work with the findings that the programs and serials which are telecasted in the Vijay TV are accepted by the people.

THE INDIAN TELEVISION INDUSTRY

The Indian Television Industry is at an attractive growth phase with burgeoning channels and rich content. The sector which had only five channels in the year 1991, today has 550 channels with over 600 Million viewers and is worth \$ 6.6 Billion. 138 Million households in India have television sets and the country is the third largest TV market in the world next only to China and the United States. The growth in reality shows and niche channels have contributed as well as benefited from the growth of the industry. Considering the increasing number of homes with satellite connections, the industry is set for steady growth. The total number of TV channels (both private and government owned) grew from 461, in 2009 to 626 in January 2011. The number of news and current affairs channels was 312 and that of Non-News and current affairs channels was 314 up till January 2011.

The television industry is expected to grow by 12.9 per cent cumulatively over 2009-14. The maximum growth was slated to occur in 2010, (15.6 per cent), followed by 2012 (13 per cent). Television advertisement revenue was slated to grow by 20 per cent and touched a total of US \$ 2804.3 Million in 2011. Also it was projected that TV remained the highest grosser of revenues in 2011 too and it cornered 45.7 per cent of the total ad pie this year, a further rise from 44.5 per cent in 2010. With regard to the market structure of the television industry, the top four players are Star, Zee, Sun and Sony, as the following Table depicts the market share of such companies in India. Tamil Nadu is one of the biggest television markets in the country and estimated at ' 12,220 Cr., is expected to touch ' 22,540 Cr., by 2016, according to Deloitte-FICCI report and when it comes to subscription, Tami Nadu is the largest market in South India. In 2012 revenue collection was put at ' 2,940 Cr., and expected to increase to ' 5,400 Cr., by 2016.

REVENUES OF TV INDUSTRY



Sun TV Network continues to maintain its position as India's largest media conglomerate. It has 33 TV channels which reach more than 95 million households in the country. According to the latest figures released by BARC India (Broadcast Audience Research Council), Sun TV Network continues to dominate ahead of Hindi and English channels. Sun's channels can be viewed in 27 countries, including the US, Canada, European countries, Singapore, Malaysia, Sri Lanka, South Africa, Australia and New Zealand. Competition (Star Vijay and Zee Tamil) from Star India and Zee Entertainment, respectively, have really not been able to make much of a dent so far. It is not for lack of trying. However, with the recent success of Star Vijay's Bigg Boss and Zee Tamil reaching double-digit figures, finally it looks as though some kind of churn may be happening in the industry.

The so-called conservative Tamil viewers were never supposed to accept an in-your-face reality show such as Bigg Boss. Star Vijay took a gamble and launched Bigg Boss in Tamil. During its telecast between June and September, Sun TV's viewership, which has always been 60-65%, dropped slightly below 50%. This was in the urban markets of Tamil Nadu. Star Vijay, however, has not been able to sustain that lead. It seems to be conceding space to Zee Tamil. Siju Prabhakaran, cluster head, South Business, Zee Entertainment Enterprises Ltd, says that Zee was growing in the North while others were fighting it out in the South. "The South is a great TV market. TV penetration and viewership is much higher in the South. It is more literate. Consumption patterns, too, are higher," says Prabhakaran. Zee Tamil unveiled a new brand identity and launched its HD channel in October. The rebranding coincided with Zee Network's silver jubilee celebrations, with all the network channels going through a change of look and positioning.

Zee has been steadily increasing its market share in the highly lucrative Tamil market. The Tamil entertainment industry accounts for about ₹2,000 crore and is one of the largest regional markets in the country. It is a priority market for advertising for many retailers. Zee Tamil, which was an also-ran when it was launched, has registered steady growth in the last two years. It has been experimenting with new shows and serials in the past year, and has seen its market share increase from less than 5% to 15%. For several months it edged past Star Vijay, which has retained the number two position for many years. "We want to increase our audience base further," says Prabhakaran. "The kind of prime time shows that were popular a few years ago have undergone a change in the last two years." Obviously, Zee TV wants to take on Sun TV, whose serials have occupied the top slots in viewership forever.

In a market study the channel carried out recently, it was found that women-centric serials and serials that do not drag on for years tend to attract more viewership. It also found that viewers look for variety more often as they lose interest in reality shows that run for months together. Movie slots attract a lot of viewers during weekends. Zee TV has managed to acquire two recent Tamil blockbusters and the much-awaited new movie of Rajinikanth. Prabhakaran says, "With a refreshed brand purpose, we are striving to erase the lines between the younger and older generations, especially women, urging them to unite and embrace progress and change in all forms." Zee Tamil has launched a multimedia campaign to drive home its plans. It has hired actor

Jyothika as its brand ambassador. “We wanted a brand ambassador who actually stands for our values. Jyothika, both with her on-screen and off-screen persona, symbolises a perfect blend of changing views but unchanging values.”

The channel has been conducting events across towns and rural areas. “We take the cast and crew of popular serials and do fun shows in smaller towns.” This is important as Sun has a stranglehold on rural Tamil markets. Prabhakaran adds Zee Tamil has broken into the remotest parts of the state and has got people from there to appear on its channel. “We go find talent and not wait for talent to approach us.” The channel has been producing new original serials which they say are doing very well with the core audience, the women. “New, healthy completion is evolving. Viewers are getting more options. Competition is good for everybody,” he says. Zee is betting on a new fiction series, its successful reality shows adapted to attract the Tamil audience, and programmes for younger modern women. It is making programmes to appeal to women across age groups.

Market leader Sun TV Network has always believed that families who watch television together stay together. It has not wanted to produce anything to upset its traditional audience. It is still the most profitable media company in the country, although net profits have been coming down. It is expected to do very well with its IPL franchise and growing FM radio network. It has just announced that it is getting back into film production. Sun Network will end the financial year with a profit of over Rs 1,000 crore. After its IPO in 2005, the company has not had to go back even once to the shareholders for additional funds. Sun is not going to be a pushover.

How is Sun going to deal with Zee and Star nipping into its market share? And what is it doing to regain lost ground in Telugu? Gemini TV, from the Sun stable, is no longer the market leader. Zee Telugu has grabbed that position. Zee is now planning to enter the Kerala market as well. Is Sun planning any programme changes? So far, Sun has maintained a customary silence.

Vijay – South India’s premier entertainment channel. A fully owned subsidiary of the Star Group, Vijay is the reigning television channel in all Tamil Homes across the country. Vijay Television is broadcasting in 9 countries. The countries are India, Sri Lanka, Singapore, Vietnam, Japan, Canada, Hong Kong, United States, United Kingdom and the Headquarters is located in Chennai, Tamil Nadu, India. A Pioneer in providing innovative television programmes and original entertainment in the form of concept shows, film related content, Hollywood and Kollywood block busters, and innovative game shows, and Vijay was the first south Indian channel to introduce the concept of reality television to the audiences. This gives Vijay its premier status amidst the imitating competition as viewers naturally prefer high quality original content that is aired in India, Sri Lanka as well as the US, catering to the entire Tamil Diaspora. Aimed at reaching out to the young and old alike, Vijay pioneered in creating unique programmes for each segment. The popularity and fan following several of these programmes have gained over the years stand testimony.

More than a decade ago, Vijay had a different beginning. Promoted by the Udayar group as Golden Eagle Communications Television channel in January 1995, the channel started airing 7 hours of entertainment content every day. Then, Vijay Mallya’s United Breweries (UB Group) took over the management in December 1995 and the channel was re-christened as Vijay Television and began operations from January 1996. Again, Unilazer Group (UTV) took over the channel in 1998 and Vijay Broadcasting Pvt. Ltd.,(VBCPL) was formed as a UTV Company and started broadcasting programs from the first of July, 2001.

During these years, Vijay TV as a brand got firmly registered in the minds of the Tamil audiences. The channel always believed that audience-centric content was its niche and cultivated a culture of innovation on a regular basis. Slowly the channel began to rise as an equal contender to the then popular channels in the market. As the channel grew in popularity, Star Group took over Vijay Television Limited in August 2001 and Vijay Television has become a 100% subsidiary of Star Group since August 2004. Today, Vijay is the leading Tamil Television Channel as it continues its winning streak through the niche it always believed in – innovation.

STATEMENT OF THE PROBLEM

STAR Vijay TV is the most effective advertising medium. It generates the most profit, creates more sales and consistently outperforms everything else. STAR Vijay Television stands head and shoulders above other media in driving business results. STAR Vijay TV is enormous and by far the most popular medium for all age groups. It is the TV channel's unique ability to deliver huge audience figures in a short space of time that is part of the reason it is the most effective type of advertising around STAR Vijay TV advertising has many short-term effects.

NEED FOR THE STUDY

In the present world, television is occupying the major entertainment time in everyone's life. An attempt has been made to find out the viewership details, the most preferred channel, and the most preferred programmes in the channel. And also to find out the viewer's behavior towards the channel and to find their interest and expectations.

OBJECTIVE OF THE STUDY

- ✓ To study and identify the viewer's interest & preference.
- To know the viewer's behavior and response towards Vijay TV.
- To understand the marketing opportunities.
- To know the activities and facilities provided by company to satisfy viewers.
- To identify the problems and prospects.
- To give the suggestions and recommendation

RESEARCH DESIGN

Descriptive type of research has been adopted for this research and description of a phenomenon or characteristics associated with the population are also dealt with.

SAMPLE SIZE

- ✓ The sample method is used for the research is a randomized sampling method.
- ✓ Sample Size is 300.

METHOD OF DATA COLLECTION

The data needed for the research study were collected by two sources primary data and secondary data.

- ✓ **Primary Data** - Primary data is collected through Questionnaire.
- ✓ **Secondary Data** - Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

RESEARCH INSTRUMENT

The researcher constructed a structured questionnaire for data collection.

QUESTIONNAIRE DESIGN

Closed ended question:

Respondents' answers are limited to a fixed set of responses. Most scales are closed ended. Other types of closed ended question include

Multiple choice questions:

The respondents have several options from which to choose.

Scaled questions.

Open ended questions No options or predefined categories are suggested. The respondent's supplies their own answer without being constrained by fixed set of possible response.

LIMITATIONS OF THE STUDY

Interviews can be easily terminated by respondents.

- Some respondents might be busy with their work, mobile switched off or not reachable so we cannot get information from them.
- The information got from the respondents may be biased. Some respondents will not disclose all the information.
- The interview was conducted only to the Vijay TV viewers who sent SMS for the contest/ voting, etc.
- It is expensive because all information is gathered through Telephone. It is not possible to get all the information from the respondent.
- Due to telephonic survey the sample size is very high. Therefore it is a time consuming process.
- Sometimes we cannot get the exact respondent to whom we called.
- Sometimes call will took more time it makes delay to complete the target respondent.
- Sometimes misunderstanding of information may happen.

FINDINGS:

- 41.1 per cent of respondents were Watching TV 2 – 5 Hours per Day.
- 86.2 per cent of respondents spend more time on TV during both Weekdays and Weekend.
- 68.5 per cent of respondents using Cable Connection for their TV.
- 99.6 per cent of respondents receive the Good clarity of Signal for Vijay TV.
- 38.6 per cent of respondent's favorite genre of channel is General Entertainment.
- 31.5 per cent of respondents watching Saravanan Meenatchi as the one of the top 5 programmes watching in TV.
- 48.9 per cent of respondents watch Super Singer Junior in Vijay TV.
- 40.7 per cent of respondent's favorite host is Mr. Gopinath.
- 32.2 per cent of respondents watching Saravanan Meenatchi serial in Vijay TV.
- 38.7 per cent of respondents like the character Saravanan/ Meenatchi.
- 78.6 per cent of respondents said the Pace/twist and turns in the serial is Very Good.
- 77.4 per cent of respondents watch mostly the Original telecast of the Serial/Programs.
- 91.0 per cent of respondents have the awareness of the program Bigg Boss
- 58.5 per cent of respondents were not responding for the Bigg Boss contest Questions.
- 79.4 per cent of respondents came to know the program Bigg Boss through Vijay TV.
- 71.3 per cent of respondents have not seen the program Peridinum Peridukel.

- 88.7 per cent of respondents have not seen the program Munjenmam.
- 35.2 per cent of respondents described Vijay TV as Excellent.
- 32.7 per cent of respondents gave feedback/idea to telecast the NEWS in Vijay TV.
- 75.9 per cent of respondents would like to participate in Group discussion in Vijay TV5.2

SUGGESTIONS

The following are the few strategic suggestions presented to the respective teams and the creative heads.

- For this existing modern world many things happening each and every second. It is better to telecast the NEWS or like top 10 NEWS. The viewers can be benefited through this.
- It is important that do not stop the serials in the middle. Many respondents got irritated and it reduces the interest of the viewers.
- Improve the feedback for the SMS contest, so that the viewers will be interested and more patronage to the contest.
- Vijay TV almost widely reached all over in Tamil Nadu but yet in some remote places it has not reached, the problem has to be rectified.
- Job oriented and education related programs benefits both the Vijay TV and the viewers will be improved and also attracts more number of new viewers and satisfies existing viewers.

CONCLUSION

In this crucial study on the subject “Viewers Behavior in Vijay TV India Ltd”. The researcher covered the different places in Tamil Nadu and found that the people likes and interest in the general entertainment channel. In certain questions the researcher found that people having the awareness about the NVOK and eagerly watching it. Further the researcher found that the lot of acceptance for the program NVOK and they learning more knowledge. In short the researcher concludes the research work with the findings that the programs and serials which are telecasted in the Vijay TV are accepted by the people.

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