

TV viewing behaviour of rural women for social advertisements on health and hygiene practices

■ Sumita Bhalla and Preeti Sharma*

Department of Extension Education and Communication Management, Punjab Agricultural University, Ludhiana (Punjab) India

Email: preetisharmahsee@pau.edu

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ABSTRACT

A large proportion of population around the globe is being informed by mass media. Television occupies a special status amongst the mass media, because of its potential to communicate to the sense organs *i.e.* eyes and ears simultaneously. Television which has become a part and parcel of our life today is greatly used for educating, informing and entertaining the masses. It helps to broaden not only the horizons of knowledge and understanding of the programme, but also approaches of rural development among the masses. Social advertisement is one of the approach being used by profit and non profit organizations for rural development. It is the design, implementation and control of programme seeking to increase the acceptability of the social ideas, cause or practices among the target group. In India, social advertising is used for social welfare theme such as *Swach Bharat*, vaccination, child health, family planning, primary health care etc. by government as well as others including various non-government organizations. Therefore, the present study was conducted with the objective to study the TV viewing behaviour of rural women for social advertisements on health and hygiene practices. The study was conducted in two districts *i.e.* Gurdaspur and Ludhiana of Punjab, India. Total 160 respondents from eight randomly selected villages from both the districts were randomly selected for data collection. The most frequently telecasted five social advertisements on *Swach Bharat Abhiyan*, use of ORS/Zinc during diarrhoea, pregnancy check up, immunization and breast feeding were selected randomly. An interview schedule was prepared to collect the data from the selected respondents. The findings revealed that majority of the respondents had medium to high level of exposure to mass media. Majority of the respondents had moderate (71.88%) level of TV viewing behaviour. It is suggested that all the organizations working for rural development must make use of this mass media *i.e.* television and must disseminate the message using social advertisements on television.

*Author for correspondence

INTRODUCTION

A large proportion of population around the globe is being informed by mass media. Print, television, radio and new media such as internet are the most popular

media. Television occupies a special status amongst the mass media, because of its potential to communicate to the sense organs *i.e.* eyes and ears simultaneously. Television which has become a part and parcel of our life today is greatly used for educating, informing and

entertaining the masses. It helps to broaden not only the horizons of knowledge and understanding of the programme, but also approaches of rural development among the masses. In addition to entertainment, television also provides factual and technical information to the different groups of population such as youth, children, men and women. Today, mass media is regarded as an instrument of social change. These play a dominant role in the process of development by conveying information and persuasive message. At present in India 183 million households possess television covering 99 million households in rural India and 84 million households in urban India. Television covers 64 per cent of Indian population (BARC, 2016). Its inherent ability to reach the masses implies that it has a vital role in building (and influencing) public opinion and creating awareness. Advertisements on television have a significant place during telecasting various programmes. Advertisements generate income for the TV channel but at the same time, arouse new wants in individuals, stimulate old ones, and facilitate the means for their fulfillment.

Advertisements are telecasted throughout the day - beginning with early morning to late night on all sorts of ideas, products and services. In the era of modernization, advertisements influence the lives of almost every person, young or old, poor or rich, illiterate or literate, rural and urban in some direct or indirect manner. The term advertisements means, "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Social advertisement is another dimension of TV advertisement.

Social advertisement defined as advertising and promotion to create awareness among clients/recipients. The advertisers want to influence target markets to do one of these things accept behaviour, reject a potentially undesirable behaviour (e.g. starting drinking), modify a current behaviour, abandon an old, undesirable behaviour (Kotler *et al.*, 2002). Tripathi (1996) in an article on social advertising: Cause for Concern stated that social advertisement is the design, implementation and control of programme seeking to increase the acceptability of the social ideas, cause or practices among the target group. Some contemporary issues relevant to societies needs are selected, raised and its causes are promoted both by profit and non profit organizations. In India, social advertising is used for social welfare theme such as *Swachh Bharat*, vaccination, child health, family

planning, primary health care etc. by government as well as others including various non-government organizations. Therefore, the present study was conducted with the following objectives:

Objectives:

- To explore the telecast preferences of rural women.
- To study the TV viewing behaviour of rural women for social advertisements on health and hygiene practices.

MATERIAL AND METHODS

The study was conducted in Punjab state. Two districts of Punjab were selected purposively keeping in mind the development aspects of both the districts. Two blocks from each of the selected districts were selected randomly. From each of the selected blocks, two villages were selected randomly. From each of the selected village 20 rural women were selected randomly. So, in total from eight selected villages, there were 160 respondents for data collection. All Government sponsored social advertisements pertaining to health and hygiene practices telecasted on TV channels were recorded during a selected week at a particular time. Out of the recorded social advertisements, the most frequently telecasted five social advertisements on *Swachh Bharat Abhiyan*, use of ORS/Zinc during diarrhoea, pregnancy check up, immunization and breast feeding were selected. An interview schedule was prepared to collect the data from the selected respondents. The collected data was compiled and analyzed using various statistical techniques.

OBSERVATIONS AND ANALYSIS

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Possession of television :

The data given in Table 1 indicates the distribution of the respondents according to their possession of television set. Most of the respondents (89.38%) possessed TV for more than 10 years whereas only 10.63 per cent respondents possessed TV from last 5-10 years. Majority of the respondents (71.25%) had only one TV set in their homes and nearly one fourth of the

respondents (28.75%) had more than one TV sets in their homes. The number of television sets was significantly different in both the districts at 5 per cent level of significance. A large proportion of respondents of Ludhiana districts (41.25%) had more than one television set as compared to respondents of Gurdaspur district (16.25%). It may be due to higher annual income of respondents of Ludhiana district.

Majority of the respondents (72.50%) placed their TV sets in their bed room followed by 41.25 per cent rural women who liked to place their TV sets in the lobby near kitchen and rest of the respondents *i.e.* 13.13 per cent respondents placed TV sets in their drawing room. It can be concluded that respondents had easy access to view TV when they were engaged in some household activities or during relaxation hours.

Telecast network:

The data presented in Table 2 indicates that more than half of the respondents (55%) of Gurdaspur district

had DTH dish network provided by government on minimal charges whereas only 13.75 per cent respondents of Ludhiana possessed DTH dish network.

A large proportion of respondents of Ludhiana district (41.25%) had cable connection followed by 17.50 per cent respondents having private dish network whereas only 6.25 per cent respondents of Gurdaspur district had private dish network. It can be concluded that a large proportion of Ludhiana respondents had combination of DTH dish network and cable network connections whereas a large proportion of Gurdaspur respondents had DTH dish network provided by Government. A statistically significant difference was also found in both the districts for all types of telecast network connections.

Preference for viewing different channels:

The data in Table 3 revealed that most of the respondents (82.50%) viewed DD Punjabi followed by 76.25 per cent respondents who viewed Star plus. Majority of the respondents viewed PTC Punjabi

	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Years of possession							
5-10	7	8.75	10	12.50	17	10.63	0.77
>10	73	91.25	70	87.50	143	89.38	0.77
No of TV sets							
1	47	58.75	67	83.75	114	71.25	3.49*
>1	33	41.25	13	16.25	46	28.75	3.49*
Placement of TV sets**							
Drawing room	16	20.00	5	6.25	21	13.13	2.58*
Bedroom	52	65.00	64	80.00	116	72.50	2.12*
Lobby near kitchen	42	52.50	24	30.00	66	41.25	2.89*

**Multiple Response

* indicate significance of value at P=0.05

Telecast network	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
DTH dishnetwork	11	13.75	26	32.50	37	23.13	2.81*
Private dish network	14	17.50	5	6.25	19	11.88	2.20*
Cable network	13	16.25	25	31.25	38	23.75	2.23*
Private dish network + Cable network	9	11.25	6	7.50	15	9.38	0.81
DTH dish network+ Private dish network	13	16.25	6	7.50	19	11.85	1.71
DTH dish network+ Cable network	20	25.00	12	15.00	32	20.00	1.58

* indicate significance of value at P=0.05

(68.75%), DD News (66.25%), Zee TV (65.63%), Colours (64.38%) and Life ok (55.00%). Nearly one third of the respondents had the viewership for Sony (35.00%) and NDTV (28.75%). Only 16.88 per cent respondents viewed Zee News and very few *i.e.* 6.25 per cent respondents viewed *Zindagi* channel. It can be concluded that majority of the respondents viewed government channels like DD Punjabi and DD News.

Although a statistically significant difference was found in both the districts regarding preference for viewing DD Punjabi, DD News, Sony and NDTV at 5 per cent level of significance. Gurdaspur respondents preferred to view DD Punjabi and DD News than

Ludhiana respondents. It may be due to the fact that a large proportion of Gurdaspur respondents had DTH dish network which telecasted DD channels only.

Time spent on TV viewing:

The data presented in the Table 4 pertaining to the television viewing time of the respondents revealed that most of the respondents (95.63%) viewed television for 1-2 hours daily and only 3.75 per cent respondents viewed television for 3-4 hours and very few respondents *i.e.* 0.63 per cent respondents viewed television for more than 4 hours.

Table 5 discusses the most preferred TV viewing

TV channel	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	F	%	F	%	
DD Punjabi	61	76.25	71	88.75	132	82.50	2.08*
Star Plus	64	80.00	58	72.50	122	76.25	1.11
PTC Punjabi	55	68.75	55	68.75	110	68.75	0.00
Zee	55	68.75	50	62.50	105	65.63	0.83
Colours	51	63.75	52	65.00	103	64.38	0.17
DD News	44	55.00	62	77.50	106	66.25	3.01*
Life Ok	47	58.75	41	51.25	88	55.00	0.95
Sony	19	23.75	37	46.25	56	35.00	2.98*
NDTV	16	20.00	30	37.50	46	28.75	2.45*
Zee News	10	12.50	17	21.25	27	16.88	1.48
Zindagi	6	7.50	4	5.00	10	6.25	0.65

**Multiple response

* indicate significance of value at P=0.05

TV viewing hours	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
1-2 hours	77	96.25	76	95.00	153	95.63	0.39
3-4 hours	2	2.50	4	5.00	6	3.75	0.83
> 4 hours	1	1.25	0	0.00	1	0.63	1.00

Viewing time	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Morning hrs (5-10 a.m)	3	3.75	3	3.75	6	3.75	0.00
Before noon hrs (10a.m-12 noon)	3	3.75	0	0.00	3	1.88	1.75
After noon hrs (12- 4 p.m)	17	21.25	21	26.25	38	23.75	0.74
Evening hrs (4-8p.m)	31	38.75	29	36.25	60	37.50	0.33
Night hrs (8-11p.m)	24	30.00	23	28.75	47	29.38	0.17
Late night hrs (11p.m onwards)	2	2.50	4	5.00	6	3.75	0.83

time of the respondents. A large proportion of the respondents (37.50%) preferred evening hrs (4p.m.-8 p.m.) followed by 29.38 per cent respondents who preferred night hrs (8 p.m.-11p.m.) for watching television. Nearly one fourth of the selected rural women (23.75%) preferred after Noon hrs (12-4p.m.). It can be concluded from Table 4 and 5 that most of the respondents watched television for 1-2 hrs/day only and a large proportion preferred evening hours (4p.m. to 8p.m) for watching television.

Engagement while viewing TV:

The data given in Table 6 indicates that majority of the respondents (60.00%) viewed television while doing household activities, on the other hand 40.00 per cent respondents liked to sit properly and watch television.

Preference for viewing type of advertisement:

The data in Table 7 reveals that majority of the respondents (71.88%) preferred to view social advertisements, on the other hand only 28.13 per cent respondents preferred to view commercial advertisements.

Nature of viewing social advertisement:

The data presented in Table 8 shows that majority of the respondents (58.75%) viewed social advertisement purposefully while 41.25 per cent respondents viewed

them causally.

Purpose of viewing social advertisement:

The data given in Fig. 1 reveals the purposes of the respondents to view social advertisements on television. Majority of the respondents (81.25%) viewed these advertisements for improving health, followed by 74.38 per cent respondents who viewed social advertisement to learn new things, 69.38 per cent respondents viewed social advertisement to improve hygiene, 63.75 per cent respondents for the sake of general knowledge. Nearly half of the respondents *i.e.* 48.75 per cent reported that they viewed social advertisements for entertainment and only 17.50 per cent respondents viewed advertisement for watching favorite celebrities. The findings are in line with the studies conducted by Sodhi (1990); Singh (1994) and Alhassan and Kwakwa (2013).

Extent of viewing social advertisement:

Table 9 indicates that majority of the respondents *i.e.* 68.75 per cent viewed social advertisements sometimes while watching television, 30.63 per cent respondents viewed as and when it appears while viewing television whereas 0.63 per cent respondents stopped viewing T.V when advertisement appeared.

Activities	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Sit and watch	28	35.00	36	45.00	64	40.00	1.29
Attend to house - hold activities	52	65.00	44	55.00	96	60.00	1.29

Type of advertisement	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Social advertisement	53	66.25	62	77.50	115	71.88	1.58
Commercial advertisement	27	33.75	18	22.50	45	28.13	1.58

Nature of viewing	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Causally	30	37.50	36	45.00	66	41.25	0.96
Purposefully	50	62.50	44	55.00	94	58.75	0.96

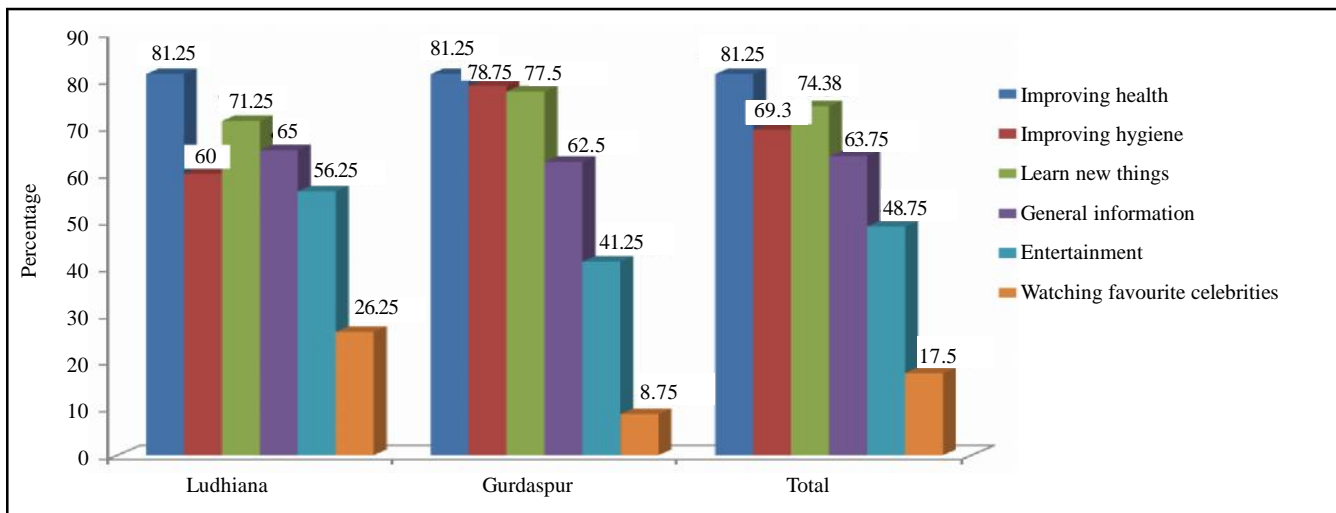


Fig. 1 : Graphical representation of respondents according to purpose of viewing social advertisement

Frequency of viewing	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
As and when it appears while viewing TV	27	33.75	22	27.50	49	30.63	0.86
Sometimes while watching TV	52	65.00	58	72.50	110	68.75	1.02
Stop viewing TV when advertisement appear	1	1.25	0	0.00	1	0.63	1.00

Sharing of information:

The data given in Table 10 indicates that 70.00 per cent respondents shared their information with their friends followed by 63.75 per cent respondents with their family members. Nearly half of the respondents shared information with relatives (49.38%) and neighbors (42.50%), only 6.88 per cent respondents shared information with Anganwadi worker/Asha worker/ Doctor. Varalakshami (1985) also reported that 96.83 per cent female viewers discussed the telecasted information with others.

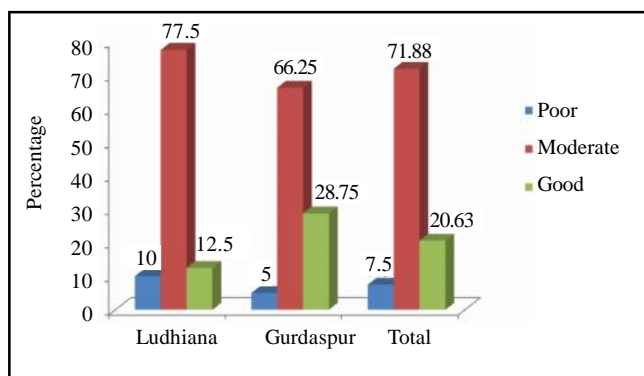


Fig. 2 : Graphical representation of respondents according to TV viewing behaviour towards social advertisements

TV viewing behaviour:

The data given in the Fig. 2 reveals the television

Persons	Ludhiana n ₁ =80		Gurdaspur n ₂ =80		Total		z value
	f	%	f	%	f	%	
Family members	55	68.75	47	58.75	102	63.75	1.32
Neighbors	39	48.75	29	36.25	68	42.50	1.60
Relatives	40	50.00	39	48.75	79	49.38	0.16
Friends	51	63.75	61	76.25	112	70.00	1.73
Anganwadi worker/ Asha worker/ Doctor	11	13.75	0	0.00	11	6.88	3.44*

* indicate significance of value at P=0.05

viewing behaviour of the respondents towards social advertisements. TV viewing behaviour is referred to the viewing time, extent, purpose and nature of viewing television and sharing of information with others. It was calculated for each of the respondents on the basis of their response to these aspects of TV viewing for social advertisements. Then the scores were categorized as poor (8-14) moderate (15-21) and good (22-28) TV viewing behaviour categories. Majority of the respondents (71.88%) had moderate TV viewing behaviour followed by 20.63 per cent respondents who had good TV viewing behaviour for social advertisements and only 7.50 per cent of the respondents had poor TV viewing behaviour. A significant difference was found in both the districts in terms of good TV viewing behaviour.

Comparatively more respondents of Gurdaspur (28.75%) had good TV viewing behaviour than Ludhiana respondents (12.5%). It may be due to the fact that majority of the respondents of Gurdaspur were housewives while Ludhiana respondents were engaged in some kind of outside jobs. Another fact is that, as a large proportion of Gurdaspur rural families had DTH network connection and majority of them viewed DD channels (govt. sponsored), their TV viewing behaviour for social advertisements was better as compared to Ludhiana respondents.

Conclusion:

The study concluded that rural women of Punjab had moderate TV viewing behaviour for social advertisements on health and hygiene practices. Majority of them viewed these advertisements purposefully and shared the information with their friends and family members. It is suggested that all the organizations working for rural development must make use of this

mass media *i.e.* television and must disseminate the message using social advertisements on television. It is also suggested that frequency of telecasting these social advertisements should also be increased in private channels as viewership for private channels was also found good.

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