

*Research Paper :*

## **Opinions of the nuclear families regarding their usage of DTH TV**

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### **ABSTRACT**

DTH TV is the next significant improvement since the invention of cable television. To know the opinions of the nuclear families regarding their usage of DTH TV, 80 families were selected as a sample of the study. Questionnaire was used as a tool for collection of the data. The majority of the families selected DTH TV because it provides high quality of picture and sound. DTH T.V. has enhanced the TV viewing experience of the families.

**Key words :** Digital television, DTH TV, Families, Reasons, Usage, Advantages.

GK and Science for children in the age group of 7-11 years. The content for this service is provided by 24x7guru.com. Showcase includes *private multiplex at home* from the comfort of your home, watch the latest blockbusters in original prints, with a single ad-break. Showcase events can be ordered once and enjoyed multiple times through the day. These are the some example of services provided by DTH TV. There are many more other services like these.

Looking to the benefits of DTH TV, \$800 million is being invested in the distribution of digital pay TV channels and interactive services over DTH satellite. According to In Stat market research (2008), today India has nearly 9.5 million DTH homes. In India till today, DTH system is launched by Tata Sky (in 1,700 towns, 3 million subscribers), Dish TV (in 2,200 towns, 4 million subscribers), Prasar Bharti's venture that is DD Direct. Recently, it is also launched by other firms like Sun TV (1.5 million subscribers) mobile operators Bharti Airtel Ltd (0.05 million subscribers) and Reliance Communications Ltd. (1 million subscribers). Videocon industry is ready to launch its DTH service (cited in Navya, 2008).

#### ***DTH TV and Families :***

In India TV viewing is a family affair. TV in any and every family is being watched together. It has become a prime source of entertainment for most Indian families. In India, television watching is treated as a family activity rather than an individual activity because only a few families possess two or more television activity that involves on intermeshing of the constantly changing personal agendas, moods and emotional priorities of each family member with the fluctuating agenda of programmes that enhanced from the television set. Television has been called as a member of the family. Since no other member of the family, commands direct attention, than television, for a substantial period of time.

Further, television is constructed by family member, it doesn't just happen. Viewers not only make their own interpretation of shows, they also construct the situation in which viewing takes place and the ways in which acts of viewing and programme content, are put to use at the time of viewing and in subsequent communications activity.

Television does not give families something to talk about, it directs their attention toward particular topics and, because families like to gather in front of the screen, the viewing situation is a convenient social setting in which to talk and otherwise communicate.

Changes in family structure are not likely to be directly related with the introduction of television sets in

Indian homes. Nevertheless, introduction of television is likely to bring about certain change in the familial interaction as well as behaviour pattern. At the behavioural level the family undergoes at once it acquires a television set. With television at homes, the time spent on outings in the evenings, for movies, shopping etcetera are substantially reduced. (Yadava and Reddy, 1988)

The television had an impact on the families. Television has gone from many changes from Doordarshan to today's digital television. The families experienced all the types of television. So, there are tremendous changes occurred in the television from Doordarshan to DTH TV like Doordarshan have capacity of around 20 -30 channels, cable have around 100 channels, whereas DTH have 200 channels. DTH have very good picture and sound quality compare to Doordarshan and Cable. DTH provides extra facilities such as video on demand, pay per view, parental lock etcetera. So, with advancement in technology more and more viewers are opting for DTH connection. What are the viewers' experiences with DTH TV and how it changed their viewing of TV needs to be found. This raises the following questions.

#### ***Research questions :***

In the light of above discussion, the following questions arise-

- What are the reasons behind selecting DTH TV?
- What are the advantages of using DTH TV?
- Are the users using the facilities provided by DTH to its optimum level?
- What are the problems faced by the users while using DTH TV?
- Are there any changes in the viewing behaviour of DTH users after the use of DTH TV?
- Are the users satisfied with this new technology?
- Whether new technology is beneficial for its consumer?

To search the answers to the above mentioned questions, a research study was proposed on "A study on utilization of DTH TV by the families".

#### ***Objectives :***

- To study the profile of the selected families having Direct-To-Home television in their homes.
- To study the reasons for selecting DTH television by the selected families having DTH television in their homes.
- To study the advantages of using DTH television identified by the selected families having DTH television in their homes.

- To study the extent of usage of the facilities provided by DTH television by the selected families having DTH television in their homes.
- To study the T.V. viewing behaviour of the selected families having DTH television in their homes.
- To study the changes that occurred in the selected families after the use of DTH television, in relation to the facilities provided by DTH.
- To study the problems in utilizing DTH TV by the selected families having DTH television in their homes.

*Delimitations*

The study is delimited to the nuclear families from Vadodara city having DTH television in their homes. The study is delimited to the families having DTH television of Dish TV and Tata Sky.

**METHODOLOGY**

*Population and sample of the study :*

The population of the study comprised of families having DTH TV in their homes residing in Vadodara city. The sample of the study consisted of 80 families having DTH TV in their homes. Mothers were selected as respondents for the study. Research method used was exploratory, as the study involved what and how much the families were satisfied after the use of DTH TV.

*Selection of the sample :*

The nuclear type of families having Tata Sky and

Dish T.V since last six months and more were selected as a sample of the study. There was DTH TV users in all the areas of the city; therefore twenty families were selected from each zone that is east (Vaghogia road, Ajwa Road, Panigate, Mandvi), west (Alkapuri, Subhanpura, Old Padra Road), north (Karelibaug, Harni Road, Sama, Nizampura) and south (Manjalpur, Makarpura, Rajmahel Road, Tarsali) zones of the city. In total 80 families were selected from the city.

To identify the families, the investigator took the help of DTH TV dealers for contacting the families. The families were contacted on telephone first to know whether they fit into the selection criteria or not. Those who fitted into the sample selection criteria were selected as sample of the study. The selected families also suggested the other subscribers of their area. Thus, the purposive sampling and snowball technique were used in selection of the sample.

*Construction of the research tool :*

A structured questionnaire was developed by the investigator to study the utilization of DTH TV by the families.

*Description of the research tool :*

The tool consisted of five sections. Section I consisted of the background information, section II dealt with the reasons for selecting DTH TV. Section III covered the usage of facilities provided by the DTH TV. Section IV

**Table 1 : Description of the research tool**

Section	Areas of study
<b>I</b>	
Part A	Background information – Background information of the family. – Subscription of DTH TV.
Part B	Television viewing behaviour
<b>II</b>	
Reasons for selecting DTH TV.	
<b>III</b>	
Usage of facilities provided by DTH TV. – Facilities provided by both Dish TV and Tata Sky – Exclusive for Tata Sky subscribers – Exclusive for Dish TV subscribers	
<b>IV</b>	
Part A	Advantages of using DTH TV over earlier connection.
Part B	Changes after the usage of DTH TV – T.V. viewing pattern – Daily routine activities – Expenditure pattern – Social interaction
Part C	Problems faced by families while using DTH TV.
<b>V</b>	
Satisfaction and suggestions for the DTH TV	

consisted of the advantages of using DTH TV, changes that occurred in the family members after the use of DTH TV in relation to the facilities provided by DTH and problems faced by the families while using the DTH TV. Section V dealt with the satisfaction level of the families regarding the use of DTH TV.

*Validation of the tool :*

The questionnaire was given to the five experts belonging to five different areas of the study to check the validity of the tool. Two were from Department of Extension and Communication, one from Department of Human Development and Family Studies, one from Department of Journalism and Communication and one from Department of Education. The experts were required to check the tool for its, content validity, nature of the statements, clarity of ideas and, appropriateness of response system.

*Pre-testing of the tool :*

The pre-testing of the tool was undertaken with five families having DTH TV. The purpose of pre-testing was to know the difficulty in following the questionnaire and to check the clarity of the language. Three “Dish TV” users and two “Tata Sky” users were randomly selected for the pre-testing of the tool. The repetition of the questions was identified in the pre-testing and necessary changes were implemented before finalizing the tool for the data collection. The respondents did not find any major problem in filling the questionnaire and the tool was found clear and understandable.

*Collection of the data :*

The data were personally collected by the investigators by administering the questionnaire during the month of November - December 2008. Before visiting the respondents, investigators contacted them on telephone and took the appointment for the visit. The mothers were requested to fill the questionnaire. The respondents returned the questionnaire within two to three days. The respondents took forty five minutes to fill the questionnaire.

*Scoring and categorization :*

For the section I [B] on TV viewing behaviour, the items were scored as follows:

Level	Score
Highly intense TV viewing behaviour	3
Moderately intense TV viewing behaviour	2
Less intense TV viewing behaviour	1

For section II on reasons for selecting DTH TV, no

score was given and it was calculated in percentage. For section III on usage of facilities provided by DTH TV, the items were scored as follows:

Level	Score
Most of the times	3
Sometimes	2
Rarely/never	1

**Table 3 : Areawise maximum and minimum possible scores**

Section	Area of the study	Basis	Minimum possible scores	Category	Maximum possible scores
I.	Age	TV viewing behaviour		Score	
Part B	Gender	Extent	Below 39 years	Younger	36
III	Age of mothers and fathers	Usage of facilities	39 - 54 years	Middle age group	2
	Facilities provided by	Extent	Above 54 years	Older	1
	Age of children	From Dish TV and Tata	Below 11 years	Young	17
		Sk	11 - 20 years	Adolescent	11
		Exclusive for Tata Sky	Above 20 years	Late Adolescent	33
		Exclusive for Dish TV	Below 19 scores	6	18
IV	T.V viewing	Advantages of using	19 scores	21	63
Part A	DTH TV	over earlier			viewing behaviour
	family members	connection	19 - 27 scores		Moderately intense
IV	Problems faced while		12		TV viewing behaviour
Part C	using DTH TV		Above 27 scores		Highly intense TV
					viewing behaviour

the family members, advantages of using DTH TV over earlier connection and problems faced while using DTH TV.

The range for item wise intensity indices for the study on utilization of DTH TV by the families regarding the above listed aspects was decided as follows:

Range of score	Extent
2.6 – 3.00	Great extent/Most of the times
1.6 – 2.59	Some extent/Sometimes
1.0 – 1.59	Less extent/Rarely or Never

Percentage and intensity indices were used to analyze the collected data.

### FINDINGS AND DISCUSSION

The results obtained from the present investigation are presented below:

#### *Profile of the families*

Majority of the mothers and fathers were from middle age group. Forty one per cent of the families had adolescent children, thirty three per cent of the families had late adolescent children and one fourth of the families had young children.

Nearly fifty four per cent (53.75%) of the families had four family members in their family.

Forty five per cent of the fathers and fifty two per cent of mothers had average educational qualification and majority of the mothers were not working as paid employees and fifty six per cent of the fathers were working as paid employees.

Nearly forty three per cent of the families had income between Rs 10,001 – Rs. 30,000.

Majority of the families possessed latest electronic gadgets and majority of the fathers were interested more than other family members in buying new technology.

Majority of the families had cable connection before DTH TV.

Nearly fifty five per cent of the families had DTH since last one to three years and in half of the families, fathers decided for taking DTH TV connection.

#### **Reasons for selecting DTH TV**

Fifty three per cent of the mothers, forty three per cent of the fathers, fifty five per cent of late adolescents and thirty nine per cent of the adolescents selected DTH TV because it provided high quality of picture and sound.

#### **Advantages of using DTH TV, over earlier connection:**

High quality of picture and sound was identified by the families as an advantage to great extent and good customer service, channels selection, 24 hours reception, wide numbers of free channels, and cost effectiveness were identified as advantages by the families to some extent.

#### **Usage of facilities provided by DTH TV:**

Facilities like ACTVE STAR News, ACTVE Newsroom, Cinema Active, and Music Active were used by the mothers sometimes and ACTVE STAR News was used by the fathers most of the times. Sometimes young children used facilities like ACTVE Games, ACTVE Learning, Movie Active, Kids Active, Music Active, Cinema Active, Kids Active used by the children to sometimes.

#### **TV viewing behaviour of the families:**

Majority of the mothers, majority of the adolescent and fifty five per cent of the late adolescent had moderately intense TV viewing behaviour. Nearly half of the fathers (48.75%) and majority of the young children had less intense TV viewing behaviour.

#### **Changes that occurred after the use of DTH TV:**

The following changes occurred in the mothers:  
Item wise Intensity Index Total score for an item Total number of respondents  
 Forty one per cent of the mothers started watching more number of films at home.

Thirty five per cent of the mothers started watching more number of programmes.

Nearly one fourth (23.68%) of the mothers got the information about different temples after the use of ACTVE Darshan.

Little less than thirty per cent of the mothers learnt new recipes after the use of ACTVE Cooking.

The following changes occurred in the fathers:

Nearly thirty four per cent (33.75%) of the fathers started watching exclusive channels.

Nearly one fourth (23.75%) of the fathers time duration of watching TV increased.

The following changes occurred in the young children:

Nearly thirty three per cent of the young children started watching few selected channels.

Nearly one fourth (23.33%) of the young children started spending more time in playing indoor games and developed keen interest in video games after the use of ACTVE Games.

The following changes occurred in the adolescent children:

Thirty five per cent (35.71%) of the adolescent children started watching more number of films at home

and started watching more number of programmes in English and other languages.

Nearly eighteen per cent of the adolescent children time duration of watching TV increased and started watching more number of channels and programmes.

The following changes occurred in the late adolescent children:

Nearly forty two per cent of the late adolescent children started watching more number of programmes.

Forty per cent of the late adolescent children started watching more number of films in English and other languages.

Thirty five per cent of the late adolescent children started watching more number of channels.

#### ***Problems faced while using DTH TV :***

No reception during rain and fog, operating two remotes, no access to local channels, costly packages were some of the problems faced by the families to some extent.

#### ***Satisfaction and suggestions for the future:***

High majority of the families were satisfied with the use of DTH TV.

High majority of the families will continue it in the future.

High majority of families will recommend others for DTH TV.

The families gave some suggestions like the universal remote or one remote should be made, Local channels should be provided, more number of free channels should be added

The present study focuses on the DTH TV as viable option against earlier television network service providing worth a marked shift in viewers' choice the facility. Valid reasons mention for the shift highlights more of facilities it provides with high quality resolution and lower cost effective subscription.

The present study reveal that with the DTH TV some of the families have started watching more number of channels. The reason is that the DTH provides more number of channels and it means viewers may have more choice of channels. TAM (2006-07) conducted a study to understand the usage behaviour of the DTH vs. the CAS subscribers. The findings of the study revealed that digital TV consumers accessed large number of channels in that span of time. Homes usually devote their time to watch the most 43 channels as compared to 30 channels offered through analog cable (cited in Verma, 2008).

The findings also revealed that digital TV viewers spent more time in front of the TV as compared to analog

viewers. While analog cable households spent 150 minutes per day, digital television households watched the television for at least 186 minutes per day. The same change was marked in the few of the families under the present study.

The findings of the present study reveal that the daily routine activities in families like the time of dinner and lunch, sleeping time etcetera do not change due to the DTH TV. It may be because families may not feel it important to spend special time on the DTH television instead of performing these activities. The families can watch the DTH during leisure time and, therefore, they may have a fixed time for the DTH TV. One reason for it may be that the programmes are telecast repeatedly with flexibility of time. In addition to it, there are facilities to record programmes and view lateron.

#### ***Changes that occurred in mothers:***

The findings of the present study showed that higher number of changes have occurred in mothers as compared to other members in a family. The reason is that there are special programmes of mothers' interest such as cookery shows, fashion shows etcetera. Since majority of mothers are housewives they may or adjust their work schedule according to TV programmes. The programmes have more dramas, entertainment based stories, emotional dramas. They interest women more than man and children. Hence, more changes have seen more in mothers than other members in a family. The findings show that mothers show moderately intense TV viewing behaviour. They prefer watching news and cinema. The DTH TV provides different bulletins on international news channels as well as movie channels. So mothers may start watching more number of films at home and more number of programmes at their convenience.

The findings of the present study reveal that higher percentage of the mothers get the information about different temples through the ACTVE Darshan facility. The ACTVE Darshan arranges telecast on different temples of India. Other channels or network services like cable, Doordarshan do not have this facility. Another reason would be that mothers have more spare time to watch it than other family members. Also mothers have more interest in viewing spiritual programmes. Therefore, they watch on regular bases and get more information about different temples. This is a unique facility that arouses religious feeling and favour among the young and the old. It may help to spend and consolidate Indian culture among them. Thus, the families have a positive role in social and cultural life.

The findings of the present study show that higher percentage of the mothers learnt new recipes and their

interest in preparing variety of food had increased. Cooking is considered to be the primary duty of women and prime interest for women and it cannot be scarified. In every family, members show different choice of food. Mothers are expected to fulfill their choice. To fulfill these demand women may try to learn new recipes. This demand may be encouraged them to learn new recipes. This encouragement may create interest in them for new varieties of food. The programme like the Khana Khjana, the Rasoi Show, the Cooking Show etcetera bring to them all relevant detail on how to prepare varieties of foods. Tasty food makes life in family faster and the DTH TV has its role to it.

#### ***Changes that occurred in fathers:***

It is reveal from the findings of the present study that the higher percentage of the fathers has started watching selected/exclusive channels. Fathers in families show special interest of viewing. For example, generally male members would like to watch news and sports programmes. The findings of the study reveal that facilities like ACTIVE news and ACTIVE sports are widely preferred by fathers. Therefore, they watch selected channels such as news channels and sports channels.

The findings of the present study further reveal that one forth of the fathers started with watching highlights of a cricket match instead of watching the complete match. The reason is that ACTIVE sports provides the facility on demand to watch "cricket" with choice of commentary language and its highlights on demand. Another reason may be that fathers may not be able to watch "day-night" matches as it would not suit with their working hours. On general observation, it may be said that out of all facilities ACTIVE sports facility is used by the higher percentage of fathers in families and, therefore, this change might have occurred in fathers. It seems to give them facility to flexible time to watch selected programmes. At the end of the day when they return home from their workplace this facility allows them good change from a day's fatigue with relaxation.

#### ***Changes that occurred in children:***

Higher percentage of the children starts watching more number of programmes and films in other languages too. The major reason is that the DTH provides more number of regional and English channels. Regional channels providing good programmes. Other new international channels also telecast variety of programmes. National and international programmes and films present new concepts and themes as compared to the Indian social drama. There is another reason too that

the DTH provides language selection facility with which children can watch other language programmes in Hindi or English. This allows them wider exposure of culture and ideas to help all round growth in them.

The findings of the present study also reveal that the higher percentage of the young children started watching selected/exclusive channels. The reason is that this age group shows special interest of viewing. For example generally the children like to watch cartoons, comedy programmes, and music channels. Many of these channels are round the clock channels and so they provide constant entertainment to children at flexible hours. Flexibility of timings allows children adjustment with their study and play hours and therefore, they may prefer to watch selected channels such as cartoon, movie and music channels.

The findings of the present study show that higher percentage of younger children spend more time in playing indoor games and develop interest in video games after the use of ACTIVE Games. The reason is that ACTIVE Games provides different interactive games like strategy, puzzle, arcade and cards quiz etcetera. The games are upgraded time to time by the source providers. So children may get a chance to play different games instead of playing the same outdoor games. Another reason is that children use ACTIVE Games more than other facilities. ACTIVE Games provides such large number of games which may help to develop creativity, observation, audio visual memory in children and so parents also allow children to play these games. It may influence children to play it on the TV and therefore they may start playing more indoor games. Trivedi (1991) investigated an impact of TV on children. The study reveal that their activities of play outside home are decreased, they had given up playing indigenous games and their interest in cricket and other costly games increases considerably. In addition, they get used to electronic gadgets and learn to operate computers effectively. It develops in them computer savvy attitude that helps them later on in life for study and profession.

The findings of the present study show that little more than thirty five per cent of the young children develop interest in reading informative/educative books after the use of ACTIVE Wizkids and ACTIVE Learning. The reason is that young children use ACTIVE Wizkids and ACTIVE Learning sometimes. Another reason is that it includes fun filled games covering mathematics, English and General Knowledge. The aim of this the television based games is to continue a child's learning at home. It includes colourful, and easy games, quizzes which may encourage them to read other informative books.

The findings of the study also reveal that thirty five per cent of the adolescents started watching more number of films at home. The reason is that the showcase facility is provided by the DTH. Through it they can watch latest released film in digital quality. For example recently on "Tata Sky" the Oscar winner film "Slumdog Millionaire" was telecast for the whole day just for rupees 25 only at different timings. When you watch movies in theatres and multiplex, it costs you more than Rupees 150 per person. It is cheaper to watch it on the DTH TV. Therefore, this may be a valid reason for watching films at home. It is cost effective and with homely facility.

Similar finding were reported in the study carried out by Bhokare (1999) on perception of housewives regarding the influence of the cable television on selected areas of their lives. Cost effectiveness and homely facility are the benefits that the study highlights through cases under the study.

The findings of the present study further reveal that higher percentage of the late adolescents started watching more number of programmes. This may be because the DTH TV provides more number of channels and so viewers have more scope for watching more programmes on different channels. Another reason would be that it provides high quality of picture and sound and it brings improvement in viewing and with more entertainment to the viewers. Therefore, this change was found to be occurring in late adolescent children.

All these major findings show that families get enhanced entertainment through TV viewing. Harris (2007) carried out a study on "The Digital Domain: Consumer attitudes on Digital TV Services, Benefits, and Features in Canada". The findings reveal that many of these digital subscribers had enhanced their television viewing experience by adopting digital based services such as video on demand, high definition programming and pay per view content. (www.decima.ca). This Canadian experience becomes now reality India too. With proliferation of DTH TV services with services providers like Tata Sky, Dish TV, Airtel TV, Big TV and now the IPTV by the BSNL. Strongly to compute the market with

so many players in the market subscribers may get better choice and more cost effective with greater facility of television viewing.

### **Conclusion and suggestions :**

It can be concluded at the end that the DTH TV should be adopted by more number of families, if it maintains its quality. There should be facilities which users can use easily and can understand the benefits of using it. The new technology in television should be introduced at affordable cost so that users will be able to enhance their TV viewing. It will certainly make the DTH TV more useful.

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A nuclear family is a type of family unit. It is made up of a husband, a wife, and their children. Not everyone agrees on what a nuclear family is. Some people say that a nuclear family does not include stepchildren or adopted children. Others say that a nuclear family may include stepchildren or adopted children. A nuclear family is a part of an extended family. The nuclear families gained their popularity in the mid-20th century when women ceased to depend on men and gained freedom to build their own careers. In addition, nuclear families with an unregistered marriage are increasingly gaining popularity, which implies joint living without any marital obligations. Nuclear families often contribute to a more versatile development of the child, attracting him or her to various interest clubs, children communities, and sports groups, which gives the child the opportunity to develop his or her abilities from an early age. At the same time, single-parent families rarely have a chance to pay for such activities for their children, which is the reason for limiting the child's experiences and does not give him or her the opportunity to reveal his or her potential. Opinions about nuclear power are cast in granite. They don't bend under pressure. They emerge unchanged after slamming into mountains of contrary evidence. I've always thought of this as the jewel of the country's nuclear fleet " if it gets closed prematurely then we could be looking at early shutdowns for all the plants," Zaitz said. "We could lose half of the United States' clean electricity at a time when we are painting our faces and holding up signs at climate marches. The thought of it made me feel sick." In 2011, Zaitz and her colleague Heather Matteson, a reactor operator, decided it was on them to stop that from happening. They hesitated out of fear they might get fired: After all, they were opposing the course of action that PG&E executives " their bosses " wanted. A nuclear family or elementary family is a family group consisting of a pair of a woman and a man (adults) and their children (one or more), considering a time after the pair engagement, different than Family-in-law . It is in contrast to a single-parent family, to the larger extended family , and to a family with more than two parents. Nuclear families typically centre on a married couple; the nuclear family may have any number of children. There are differences in definition among observers; some... In the meantime, a tsunami of panic had been unleashed among unconventional families. I spoke to a guy who shared the parenting with his son's two mums. His flatmate had decided that kids were super-spreaders (which, incidentally, they are not; Greg Fell, the head of public health in Sheffield, made this explicit point 10 days ago. The peculiar, quite endearing quality of this crisis is that we have gone back to the ground zero notion of the family " a nuclear two kids, mum and dad, plus possibly elderly parents, who live together and do what they are told " and then patiently work through all the possible outcomes. What if they fight?