

Televiewing Behaviour of Rural Women towards Agricultural Programme: A Case Study in Latur, Maharashtra, India

P. G. Waghmare, D. D. Suradkar and K. Venkatesha*

Dept. of Extension Education, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra (431 402), India

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Correspondence to

*E-mail: venkateshk671@gmail.com

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Abstract

The aim of the study is to find out the extent of usage of agricultural programme on television by rural women, study the viewing behaviour and time spent for agricultural programme and identify the preferences of rural women with reference to agricultural programmes on television. The findings of the study is majority 60.94 of the respondents belonged to middle age group, 32.03% educated up to secondary school level, 81.26% rural women had medium family size, 81.25% of rural women had medium annual income, higher percentage 64.84% of respondents were found in medium land holding category, (82.03%) of the rural women had medium social participation, 70.31% of the respondents had medium level of mass media use, 64.84% of rural women had medium level of extension contact, 77.34% had medium level of socio-economics status, majority of the respondents (65.62%) had purchased television sets in between 3 to 4 years, (92.18%) viewed channel star plus, the credibility index was 81.80%, 92.96% of the rural women preferred entertainment programmes. As concerned to the media credibility, extent of usefulness and discuss of programmes only age was positively and significantly related. At the same time there was no other independent variable like education, family size, annual income, land holding, social participation, mass media use, extension contact and socio economic status had non-significant relationship. It was revealed that, 100% of the respondents expressed the problem was electricity problem and 88.28% respondent expressed more commercial breaks. Majority of the respondents said that lack of time (60.15%), information is not timely (59.37%), use of difficult terms (44.53%), inconvenient time (28.90%), too much information in less time (27.34%).

1. Introduction

Television as a mass medium is an institutionalized source of information for creating awareness about the innovations. It is one of the most versatile audio-visual aid ever developed. Its ability to convey life and event in action has a profound influence upon masses. It is a powerful educational tool also. The eye and ear mindedness of rural women makes television as one of the most promising media of the present day educational sources. Television, an innovation of the year 1936, has reached every part of the globe within a short span of seven decades. It has become popular because of its tremendous visual and audible appeal.

a. To create awareness among the rural viewers and to acquaint themselves with the latest technical and scientific knowledge with regard to crop cultivation practices, use of fertilizers, soil-testing, dairying, animal husbandry, sericulture, horticulture,

fishery, poultry, weather forecasts, etc.

b. To enlighten rural viewers about the importance of education, personal hygiene, health and family welfare.

c. To provide healthy entertainment.

- Objectives of study.
- To study the personal characteristics of rural women.
- To find out the extent of usage of agricultural programme on television by rural women.
- To study the relationship between personal characteristics of rural women with televiewing behaviour of agriculture programmes.
- To study the viewing behaviour and time spent for agricultural programmes.
- To identify the preferences of rural women with reference to agricultural programmes on television.
- To identify the constraints in use of agricultural programmes and obtain their suggestions.



2. Materials and Methods

The study was conducted during the year of 2012–13 in the Latur district of Maharashtra state. Latur, Chakur, Renapur and Ausatahsils were selected randomly for the study. 16 villages spread over 4 tahsils were selected randomly for the study. The rural women of the selected villages were considered as the population of the study. 8 respondents from each selected village were selected randomly. Thus, the final sample size comprised of 128 respondents for the study.

2.1. Variables of the study

2.1.1. Independent variable

Age, Education, Family size, Annual income, Land holding, Social participation, Mass media use, Extension contact and Socio-economic status.

2.1.2. Dependent variable

Televiwing Behaviour and Time spent.

2.2. Instrument for data collection

An interview schedule was prepared keeping in view the objectives of the study and also based on the information available in the review of literature. The structured schedule was used for data collection by following personal interview method.

2.3. Statistical Tools

- Percentage, • Frequency, • Mean, • Standard deviation,
- Coefficient of correlation

3. Results and Discussion

3.1. Profile of rural women

Result shows that, 60.94 of the respondents belonged to middle age group, 21.88% of them were young aged, 32.03% educated up to secondary school level, 27.34% of them were having middle school level, and 16.42% were educated up to higher secondary (Table 1). Majority of the respondents were without education, majority (81.26%) rural women had medium family size while 17.18% rural women had big family size. 01.56% rural women found from small family size, 81.25% of rural women had medium annual income followed by 02.34 and 16.41% had low and high annual income, respectively. Higher percentage 64.84% of respondents were found in medium land holding category, 25.00% of the respondents were found in small land holding category and 10.16% in big land holding category, majority (82.03%) of the rural women had medium social participation while, 04.68% of them had low social participation. Only, 13.29% of rural women were having high level of social participation, 70.31% of the respondents

had medium level of mass media use. Low and high level of mass media use was observed with 09.37% and 20.32% of the respondent respectively, 64.84% of rural women had medium level of extension contact followed by 24.21 and 10.95% had low and high extension contact, respectively, 77.34% had medium level of socio-economics status, followed by 21.10% and 01.56% had high and low socio-economics status respectively.

3.2. Extent of usage of agricultural programme on television by rural women

Results regarding extent of usage noticed that 47.65% of the respondents expressed use full for adoption as use of viewing television programmes to maximum extent, followed by 42.18% of the respondents expressed awareness of new technologies as use of viewing television programmes and 67.96% of the respondents expressed that no appreciable benefit from the usefulness, followed by 65.62% of them expressed usefulness gives an exposure of information (Table 2). Extent of usefulness index is 79.03.

3.3. Relationship between personal characteristics of rural women with televiwing behaviour of agricultural

Table 1: Distribution of the rural women according to their extent of usage of agricultural programme

Uses	Maximum extent		Some what extent		Never		Index
	Freq.	Per.	Freq.	Per.	Freq.	Per.	
Aware-ness of new technologies	54	42.18	74	57.18	00	00.00	80.72
Increased knowl- edge	47	36.71	81	63.18	00	00.00	78.90
Informa- tion ex- posure	44	34.37	84	65.62	00	00.00	78.12
Help ful for decision making	54	42.18	74	57.81	00	00.00	80.72
Use full for adop- tion	61	47.65	67	52.34	00	00.00	82.72
No ap- preciable benefit	33	25.76	87	67.96	08	06.25	73.17
Extent of usefulness index							79.03

Freq: Frequency; Per: Percentage



Table 2: Relationship between personal characteristics of rural women with their televiewing behaviour programmes

Sl. No.	Variables	Media credibility	Extent of usefulness	Discuss of programme
1.	Age	0.231*	0.227*	0.213*
2.	Education	-0.074 ^{NS}	0.08 ^{NS}	0.186 ^{NS}
3.	Family size	0.182 ^{NS}	0.184 ^{NS}	0.136 ^{NS}
4.	Annual income	0.188 ^{NS}	0.188 ^{NS}	0.190 ^{NS}
5.	Land holding	0.185 ^{NS}	0.159 ^{NS}	0.163 ^{NS}
6.	Social participation	0.176 ^{NS}	0.179 ^{NS}	0.099 ^{NS}
7.	Mass media use	-0.043 ^{NS}	0.180 ^{NS}	0.167 ^{NS}
8.	Extension contact	-0.178 ^{NS}	0.178 ^{NS}	0.157 ^{NS}
9.	Socio-economic status	-0.129 ^{NS}	0.185 ^{NS}	0.174 ^{NS}

*Significant at (p=0.05); NS: Non significant

programmes

Results show that, as concerned to the media credibility, extent of usefulness and discuss of programmes only age was positively and significantly related (Table 3). At the same time there was no other independent variable like education, family size, annual income, land holding, social participation, mass media use, extension contact and socio economic status had non-significant relationship.

3.4. Viewing behaviour and time spent for agricultural programmes

Results show that, majority of the respondents (65.62%) had purchased television sets in between 3 to 4 years followed by above 5 years (21.09%), 13.28% respondents had purchased television sets before 2 years, noticeable percentage of the respondents (92.18%) viewed channel star plus followed by Sony (89.84%) (Table 4). Colors (86.71%), ZEE TV (85.15%) and Z Marathi (79.68%), DD1 (75.78%), 60.15% of the

Table 3: Distribution of rural women according to their cable connection

Sl. No.	Channels	Percentage
1.	Star plus	92.18
2.	ZEE TV	85.15
3.	Sony	89.84
4.	Z Marathi	79.68
5.	DD 1	75.78
6.	Colors	86.71

n=128

Table 4: Distribution of rural women according to their time spent towards television programmes

Sl. No.	Prog rammes	Time spent				Average time spent	
		D (min.)	T (%)	H (%)	L (%)	Min.	Sec.
1. Agricultural programmes							
	1. Krishi darshan	30	0.78	27.34	71.87	1	28
	2. Grameen Bharat	30	2.34	32.03	65.62	1	36
	3. Amchi matiamchi manse	30	00.00	11.71	88.28	1	17
2. Home programmes							
	1. Suruchi	30	13.28	86.71	00.00	2	13
	2. Ami sare-kavaye	30	17.18	75.78	07.03	2	10
	3. Master cock	30	06.25	83.59	10.15	1	96
3. Community programmes							
	1. Teleshopping	30	00.00	19.53	80.46	1	19
	2. News	30	1.56	39.84	58.59	1	42
	3. Quiz	30	00.00	25.00	75.00	1	25
	4. Jyotishya	30	00.00	15.62	84.37	1	15
4. Any other							
	1. Dhevyani	30	60.15	39.84	00.00	2	60
	2. Mala sasuhavi	30	35.93	63.28	00.78	2	35
	3. Pavitra rishta	30	32.81	70.40	00.78	2	32
	4. Crime story	30	28.12	67.96	03.90	2	24
	5. Songs	30	26.56	67.18	06.25	2	20
	6. Reality shows	30	31.25	68.75	00.00	1	31

respondents strongly agreed that telecasted programmes are accurate, followed by useful (54.68%) and timely (50.56%). 64.84% of the respondents agreed for television was simple language.

3.5. Preferences of rural women with reference to agricultural programmes on television

Results show that, 81.25% of the respondents prefer agricultural programme (Table 5). As considered to home programmes 75.00% of the respondents prefer this programme.

Table 5: Distribution of rural women according to their preferences of rural women with reference to agricultural programmes

Sl. No.	Programmes	Frequency	Percentage	Ranks
1.	Agricultural programmes	104	81.25	III
2.	Entertainment programmes	119	92.96	I
3.	Community programmes	107	83.59	II
4.	Home programmes	96	75.00	IV
5.	Educational programme	87	67.96	V

3.6. Constraints in use of agricultural programmes and their suggestions

Results show that, 100% of the respondents expressed the problem was electricity problem and 88.28% respondent expressed more commercial breaks (Table 6). Majority of the respondents said that lack of time (60.15%), information is not timely (59.37%), use of difficult terms (44.53%), inconvenient time (28.90%), too much information in less time (27.34%).

Table 6: Distribution of rural women according to their constraints

Sl. No.	Constraints	Frequency	Percentage
1.	Lack of time	77	60.15
2.	Information is not timely	76	59.37
3.	Electricity problem	128	100.00
4.	Inconvenient time	37	28.90
5.	Use of difficult terms	57	44.53
6.	More commercial breaks	113	88.28

4. Conclusion

Results shows that, 60.94 of the respondents belonged to middle age group, 32.03% educated up to secondary school level, 81.26% rural women had medium family size, 81.25% of rural women had medium annual income, higher percentage 64.84% of respondents were found in medium land holding category, (82.03%) of the rural women had medium social participation, 70.31% of the respondents had medium level of mass media use, 64.84% of rural women had medium level of extension contact, 77.34% had medium level of socio-economics status, majority of the respondents (65.62%) had purchased television sets in between 3 to 4 years, (92.18%) viewed channel star plus, the credibility index was 81.80%, 92.96% of the rural women preferred entertainment programmes.

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