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

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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 Ausatashils 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
Televiewing 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 televiewing behaviour of agricultural programmes

<table>
<thead>
<tr>
<th>Uses</th>
<th>Maximum extent</th>
<th>Some what extent</th>
<th>Never extent</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of new technologies</td>
<td>54</td>
<td>42.18</td>
<td>74</td>
<td>57.18</td>
</tr>
<tr>
<td>Increased knowledge</td>
<td>47</td>
<td>36.71</td>
<td>81</td>
<td>63.18</td>
</tr>
<tr>
<td>Information exposure</td>
<td>44</td>
<td>34.37</td>
<td>84</td>
<td>65.62</td>
</tr>
<tr>
<td>Help ful for decision making</td>
<td>54</td>
<td>42.18</td>
<td>74</td>
<td>57.81</td>
</tr>
<tr>
<td>Use full for adoption</td>
<td>61</td>
<td>47.65</td>
<td>67</td>
<td>52.34</td>
</tr>
<tr>
<td>No appreciable benefit</td>
<td>33</td>
<td>25.76</td>
<td>87</td>
<td>67.96</td>
</tr>
<tr>
<td>Extent of usefulness index</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Freq: Frequency; Per: Percentage
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 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.
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 5: Distribution of rural women according to their preferences of rural women with reference to agricultural programmes

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Programmes</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Agricultural programmes</td>
<td>104</td>
<td>81.25 III</td>
</tr>
<tr>
<td>2.</td>
<td>Entertainment programmes</td>
<td>119</td>
<td>92.96 I</td>
</tr>
<tr>
<td>3.</td>
<td>Community programmes</td>
<td>107</td>
<td>83.59 II</td>
</tr>
<tr>
<td>4.</td>
<td>Home programmes</td>
<td>96</td>
<td>75.00 IV</td>
</tr>
<tr>
<td>5.</td>
<td>Educational programme</td>
<td>87</td>
<td>67.96 V</td>
</tr>
</tbody>
</table>

Table 6: Distribution of rural women according to their constraints

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

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.

5. Acknowledgement

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6. References