

## **TV VIEWERSHIP PATTERN OF YOUTH IN TAMIL NADU (INDIA)**

**D. GOKULNATH<sup>1</sup> & DEEPA NAIR<sup>2</sup>**

<sup>1</sup>PGDM, ITM Business School, Kharghar, Navi Mumbai, Maharashtra, India

<sup>2</sup>Associate Professor, ITM Business School, Kharghar, Navi Mumbai, Maharashtra, India

### **1. ABSTRACT**

The study was conducted to identify the various television-viewing habits among youth of Tamil Nadu (India) and to analyse the content that is preferred by youth. It also helps to understand the mix of programmes that youth of Tamil Nadu like especially with the changing current trends. The effect of western cultural invasion and globalisation has brought about lot of changes in the socio-cultural scene with consequences on the entertainment industry. Sampling was done among 200 youth (age group 18 to 30). The results shows that youth are more interested in music, movies and comedy related programmes. It is proved that female youth are interested in daily soaps and lifestyle shows whereas male youth like watching knowledge based programmes and foreign content. And there is a good scope for launching an exclusive channel for youth in Tamil Nadu (India). This study is important as it is a feasibility study for launching a youth general entertainment channel.

**KEYWORDS:** Social, Cultural, Youth, Foreign, Knowledge, Exclusive, Entertainment, Channel