

Influence of Television on Family Management

BY

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Introduction

INTRODUCTION

Home is the eternal school of life. It is the basic unit of society. It is the centre of the family and social life, a place of happiness and comfort for entire family in all stages and conditions of life. Home is the place of abode of persons bound together by ties of affection, a place where affection of parents for each other, for their children and among all members of the family is nurtured and enjoyed.

Shamsuddin, (1984) refers to the house as a place on which the sun shines, while home is place in which the Sun(Son and daughter) shines. It gives us a place to live where the family members are protected from extremes of heat in summer and cold in winter.

Our foremost impressionable learning is obtained from home life. It lays foundation for the physical, mental, moral and spiritual well-being of its members. Thus the home sets the standards for a society.

It has been selected as a managerial unit for several reasons. First, the system chosen is concerned with people in their inmate living situation rather than in a business or industrial setting.

The family is a social institution of characteristic pattern in which men and women find an interpretation of the instinct of sex and parenthood with opportunity for growth through shared life as husband and wife and through shared experience that extends through the span of life.

Management in general term may be said to be planned activities directed towards accomplishing desired ends. It involves the weighing of values and the making of decisions. Every one learns to manage in some manner the resources at their disposal.

Management of the home becomes a means of using resources for the purpose of attaining family goals. It is looked upon as a way of achieving the supreme values from human relationship- (Nickel and Dorsey, 1970). Home Management is the natural outgrowth of human association in the home environment (Mullick, 1981).

The effective manager is one, who is able to carry out all the duties within the family. The homemakers is considered as a manager. In carrying her share of the daily managerial responsibilities, the homemaker must be frequently a teacher, energizer, evaluator, consumer, buyer, co-ordinator and worker.

Today woman stands as a beacon light. Her role is more explicit in developing the family and the nation, both economically and socially. This brings into focus the constitutional rights and opportunities provided to women by the state and socio-cultural institutions. They help to perform their roles in a most dynamic way. Thus we see that a large proportion of our women are part and parcel of the productive process in the development of the family and the nation.

Home-making is the most important function of woman. The homemaker is the guiding spirit in a home. A woman carries out the household activities like food preparation, food preservation, home-care, scrubbing, washing, sweeping, child care, etc., besides taking important decisions and other managerial practices such as planning, controlling and evaluating.

In the case of employed homemaker, she has to manage all her resources namely, time, energy and money. But in the case of full time homemaker, she spends her time only in the house. So management of resources can be more effectively done by the full-time homemaker than by the employed homemaker. She also has some leisure time at her

disposal which she spends this time either by performing productive leisure activities or by watching the Television to expand her knowledge on upto date world affairs.

In our country, Television is considered as a recreational and educational media. It has to play two major roles in our country, primarily it is required to educate and inform us an agent of social change. Secondly, it has to fulfil public expectation of being an entertainer (Saxena, 1984). According to him, the main objectives of TV can be summed up as follows:

1. To familiarise the audience with latest technical and scientific events
2. To provide healthy entertainment and
3. To acquaint the audience with importance of education, personal hygiene, health and family welfare etc.

Families need to use Television overtly and actively to provide pro-social and planned learning, not only between parents and children but also between husband and wife. It can also support family values, if the effort is made to mediate its effects (Hearold, 1970).

A sporadic survey was conducted by the investigator in connection with the project in the field of Home Management among the urban families in Coimbatore City. She observed that certain adjustments and changes were made in family

management due to the installation of Television in their homes. TV as a most powerful modern and mass communication media was recently introduced in Coimbatore City. Hence the investigator, as an interested person in the field of Advanced Family Resource Management has taken up an indepth study to find out the influence of Television on the managerial practices of the selected families with the following objectives.

1. To assess the socio-economic status of the Selected families
2. To study the influence of Television on the managerial practices of selected families and
3. To gain insight into the problems faced and suggestions offered by the homemakers.

It is hoped that the findings of the study will be of immense help to the homemakers in understanding her role as a communicator of sharing her knowledge, gained through viewing TV with her family members. It also throws light on the need for necessary adjustments to be made in conserving time, energy and money more effectively to make the family healthier and happier within its means.

Review of Literature

II. REVIEW OF LITERATURE

The literature pertaining to the research on "Influence of Television on Family Management" is reviewed under the following headings:

- A. Meaning and Definition of Home Management
- B. Management of Family Resources
- C. Factors Affecting the Use of Resources
- D. Role of Women in Family Welfare
- E. Television as a recreational, educational and advertising media.

A. Meaning and Definition of Home Management:

In the words of Gross, et al (1980) Home Management is concerned with the ways in which the family uses all resources and with quality of life resulting from that management. It consists of purposeful behaviour involved in the creation and use of resources to achieve family goals.

According to Devadas, (1970) "Home Management consists of making decisions about using family resources to achieve family goals. This process consists of three important steps namely planning, carrying out the plan and evaluating the results for future guidance". Goodyear and Klohr, (1965)

consider it as the process of realising the values and goals through the effective use of human and material resources.

It is important to recognise that management is a mental process and once we developed skills to go through this process, the method remains the same, regardless of the magnitude of the problem. This mental process calls for a series of decisions. All the managers whether in an industry or at home have one thing in common, they are all responsible for making decisions (Sarvarirayan, 1975).

Home management takes place in every home whether it is good or poor, there is still management. Its quality varies from one house to another. A study of management therefore is important for the purpose of improving one's ability to manage.

Brown, (1960) considers Management, as the way things are accomplished in an enterprise. More specifically, it means the effective use of people, money, equipment, materials and methods to accomplish a specified objective.

According to Deacon and Firebaugh, (1975) management is planning the use of resources and then implementing the plans to meet demands. It includes family management and

personal management. It is concerned with the ways in which a family uses all its resources and with the quality of life resulting from that management.

According to Gross and Crandall, (1970) and Mann, (1980) Home Management consists of a series of decision making up the process of using family resources to achieve family goals. The process consists of three or more or less consecutive steps planning, controlling the various elements of the plan while carrying it through, whether it is executed by oneself or by others and evaluating the result preparatory to future planning.

Home Management is a practical guide for young people who want to make their houses as real homes rather than mere shelters. It deals with selection, ownership and related family and community responsibilities. It is also concerned with housing needs during the various stages of family growth and development (Lewis, et al 1955).

Home Management is a commonly used term and every one knows in general what it means. In its simplest term, Management is using what we have, to get what we want. What we have consists of family resources of the family members. Goodyear and Klohr (1965) define Home Management

"as the process of realising values and goals through the effective use of human and material resources.

According to Nickell and Dorsey, (1976) "Management in general terms may be said to be planned activity directed towards accomplishing desired ends." " It makes use of the facts of all sciences associated with meeting a given situation or solving problem. Home Management is the administrative side of family living. It is planning, directing, guiding, co-ordinating and evaluating the use of human and material resources of the family for the purpose of attaining family goals.

In the words of Malone and Malone (1958) "Home Management is the natural outgrowth of human association in the home environment. It is as essential in the home as it is in the farm operation, for it applies to living as well as to make the living easier. Each area of management is important if the farm family is to do its best to reach the goals it seeks.

According to National Conference on the family life, (1948) Management in the home is a part of the fabric of living. Its threads are interwoven because decision-making activities consist of the process of using family resources

to reach family goals. It may be said that management is the watch-word for home-making activities, making them easier, simplifying the complex, relieving drudgery and tension of the homemaker and directing and guiding the human values in those channels from where we get most of our life.

According to Ranies and Bennett, (1964) "Management provides for the solution of individual and family problems. It includes meeting emergencies, willingly and well enough taking into consideration the dreams, ideals, needs and wants of family members. It means using resources to plan, to direct or control and to evaluate the activities in the home.

Management is a dynamic on-going process which encompasses those human actions directed toward the realisation of values and goals. The prime feature of such goal-directed activities is the systematic series of actions which constitute the making and implementing of inter-related decisions under conditions of uncertainty and limited resources (Schlater, 1962).

Mullick, (1981) considers "Home Management as the administrative side of family living. It involves decision-making that leads to action. It is a means for the final

accomplishment of the task. It makes the use of finding all science and the knowledge concerning all aspects of family life concerning economic social, psychological, physical, spiritual and technological aspect.

Bricker and Hayes, (1953) and Catarine and Starr, (1956) are of the view that, Home Management is a process which is made up of many decision-making activities directed toward certain ends or goals. Home Management is the way where a family uses what it has to get what it needs the wants and desires as a group and for the individuals within the group. It is a process by which families try to accomplish the things that are most important in living together.

Margaret (1966) defines Home Management "as a means of using resources to plan, to direct or control and evaluate the activities of the home. Each individual, and family group, has its fountain of resources".

B. Management of Family Resources:

Managing resources means more than just using them which takes time to assess the qualitative and quantitative aspect of each one of them. It also means to analyze

the best use of which should be put to bring about the highest degree of satisfaction. Managing resources encompasses both their allocation and use. It means taking the time to look ahead to future demands as well as the present ones. It means making sure that if and when resources are needed, they are available in quantity and quality which bring satisfaction (Swanson, 1981).

In the words of Churchman, (1968) resources are the supply reservoir for use in the system's specific actions and are necessary in some form to solve every management for meeting complex and unique needs.

Resources are means for meeting demands. The critical criterion of a resources is that they are the means for achieving goals and for meeting demands placed upon the family by certain events. Resources may become available from activities internal to the family system or through interactions with other system. It has want satisfying power and utility is the satisfaction derived from them (Deacon and Firebaugh, 1975).

The aim of effective management is to use the family's resources in a way that will bring greatest satisfaction in the family, (Gross, and ~~C~~andall, 1970).

Homemakers are daily using resources at their disposal alternatively, time instead of money, knowledge or skill instead of time and hundreds of other combinations. The more thoughtfully the use of resources is planned for their use directed in to planned channels, the richer will be the life of family.

Nickell and Dorsey (1970) consider time, energy and money as important resources in managing the house-keeping activities. These three resources need management in the family in order to utilize it properly with availability and they are closely interrelated, the management and use of one affecting the other.

Time is a resource common to all individuals. It is a quantitative resource in that it can be measured. However the quantity available on any given day is limited to twenty four hours. Although it can be measured it cannot be seen. It is therefore an intangible resource (Swanson, 1981).

Time Management is necessary to eliminate some of the less significant activities and to increase one's skill in accomplishment of routine task. Time is used in such a manner that it is a means to attain individual and family goals. (Nickell and Dorsay, 1970).

Effective management requires to recognise the fact that time has value that can be controlled and that to use it advantageously, demand techniques and skills (Bonda 1956 and Mitra, 1977).

Devadas, (1970) opines that time management concerns not only with the number of hours spent in each activity but how effectively those hours are spent. The wise management of time will play an important part in one's success. But for understanding effect, the homemaker requires a recognition.

Time management is most appealing for women as it has become even more important because of the part to be played by them in political, social and cultural fields along with their home life. Daily routine tasks such as dish-washing, laundering, meal preparation, cleaning etc., need skill in management of time to accomplish them successfully (Singh, 1978).

Jones & Burnham (1958) view that money is the source of needs and pleasure. In modern life, it is necessary to have money to exchange for almost all material things that are needed.

Money is obtained from income. Family income is that stream of money, goods, services and satisfactions that come under the control of the family to be used by them, to satisfy the needs and desires and to discharge obligations (Nickell and Dorsey, 1967). Family income is the flow of money into the family over a given period of time. It is made up of wages, salaries, interest, dividends, rents or profits from self-operated business.

Money management is a necessity if the individual or family is to achieve their desired quality of life. It is important for financial survival. It is more than budgeting the income. It involves both the financial spending plan and the family financial plan.

Like other aspects of management, it is a learned skill that should be continuously practiced. To manage money resources effectively, one should know how net worth, expenditure commitments, spending patterns, wants and needs and attitudes influence and direct money management.

Energy is a resource which needs management in the family. It differs from individual to individual the homemaker is the person who needs management in energy.

Energy is commonly defined as the capacity to do work. The work of our society is largely done by harnessing resources of energy which are finite. From their earliest earth origins human beings have continuously sought to minimize their labour through the use of tools (Clark, 1977). Energy can be changed in form, but cannot be created or destroyed.

Goodyear and Klohr, (1965) define energy "as an inherent or internal power and capacity for action". The energy that each individual has to use, both for work and recreational activities depends on his physical heritage and on his mental and physical health. (Savarirayan, 1975).

Quantitative aspects of this resource varies with individuals. Some have more than others, supply of this resource may also vary some what, some days the energy is more than other days. This variation in quantity also occurs not only from day to day but also within the day.

C. Factors Affecting the Use of Resources:

The word resources signifies a means of supplying a want. They are a means to an end, something on which we can draw upon to achieve our purpose or g^oals.

Resources are an integral part of the management process. They are the means by which homemaker achieves her goals. The aim of effective management is to use family resources in a way that brings fulfilment to the family (Smith, 1980).

Since management is mainly concerned with the use of resources to achieve family goals, the factors which affect the use of resources equally affect the out come of management (Savarirayan, 1975).

The factors which affect the homemakers use of resources are mainly those which determine the kind and amount of work that must be done each day (Jackson and Hayden, 1974).

According to Nickell and Dorsey (1970) although many factors affect the time and energy expenditure in the home, those which have the greatest influence are size and composition of the family, income, household standard, location of the house, the household equipment and home furnishing, work and activities of members of the family and seasonal changes. Other than these, the factors affecting the use of resources are the socio-economic group to which a family belongs; the stages of the family life cycle and the gainful employment of the homemaker (Savarirayan, 1975).

1. Size and Composition of the family

According to Nickell and Dorsey (1970) The number of persons in the family shows the expected linkage with the use of resources. The larger the number, the more the resources used will be.

Gross, et al (1980) are of the view that the stages of life cycle will also affect the use of resources. In the beginning family stage, the goals, values and standards are set. It is the adjustment period. So the resources will not be properly utilized. In the expanding stage, the homemaker devotes full time to homemaking activities. In this stage more resources are used. In contracting stage, the resources used will be less. So there must be enough sources for use.

2. Income:

Income of the family determines to a large extent the manner in which the needs and wants of the family can be satisfied (Paolucci and Schlater, 1963).

When the amount of income is ample, the homemaker has some choice about how she uses her time and effort in home making. If the money for household use decrease the homemaker has less choice in the use of family resources (Khosla, 1975).

3. Household standards:-

In the words of Mary (1938) household standards will influence the time and energy expenditure of all its members. In most families, standards exist for performing tasks and activities and for finished product and completed tasks. These standards set the goals to be achieved. If the standards are unreasonable or too high to attain easily and undue amount of resource like time, money and energy may be spent.

4. Location of house:

The location of the home, its nearness to the wage earner's work, to school, shopping centres, commercial services recreational centres and the transport facilities, the availability, etc., will affect the resources, (Nickell and Dorsey, 1970).

5. House equipment and furnishings:

The size and arrangement of the house, the age and type of construction, the materials and finishes used and the equipments and furnishings with in the house greatly affect the kind and amount of work that must be done in home. The poorly planned houses aged houses require more resources to maintain (Gross and Crandall 1970).

6. Occupation of the family members:

The occupation or profession of the father and other members of the family and their hours of work may make very definite demands upon the homemaker's resources.

If the head is in high profession, the homemaker will use more resources.

7. Environment:

The environment both the near and the household includes an important cluster of factors that affect the household work (Deacon and Firebaugh, 1975).

8. Occupation of the homemaker

If the homemaker is employed, the resources used will be very she has only little time. She should balance time between the household task and also to the job outside the house. Her energy is also limited because more energy is spent on various activities so she must balance. She has more money compared to other woman. So she use more money to compensate other resources (Jha, 1983).

9. Seasonal Changes:

The homemaker uses the resources that show the effect of season on the homemakers work and is specially marked in the farm households where gardening, care of poultry and other outside tasks become much heavier during certain months of the year.

10. Socio-economic group to which the family belong:

Savarirayan (1975) opines that affliction to one of the classes is based on the sources of income, occupation living area and type of house. The use of resources will depend upon ~~the~~ whether the family belong to high income, middle income or low income.

D. Role of Women in Family Welfare:

"She has the rights to participate in minute details of the activities of man and she has the same right of freedom and liberty as he. She is entitled to a supreme place in her own sphere of activity as man is in his" Gandhi, (1970).

The homemaker is the key stone of the family, whether joint, extended or nuclei. Women are born for a certain role. They are like Mother Earth -all embracing, endless and protective. In the role of mother, there is the element of sacrifice, and this self-denial uplifts her into Godliness, sub¹imitation since mother is one who can trust, who is for-ever, loyal who never ~~aks~~ asks but always gives. There is total confidence in her (Jain, 1975).

Cultural tradition shape women's role varied across Class, caste, regional and religious groups (Shah, 1974).

Family types shows that woman from nuclear families are less likely to be limited exclusively to household work than women from joint families. Among the additional tasks, they may perform the most likely seems to be doing their own shopping. The need to handle cash does not seem to be related to family composition(Gore, 1968).

For homemaker the many respective tasks involved are feeding, clothing the family and carrying for the home may leave insufficient time, energy for companionship with husband and children. Social and community activities or the pursuit of hobbies and other personal interest .Dave and Jadashivaish (1981).

In the words of Kappor, (1986) a woman is regarded as the nuclei of the family. She acts as an earner in the family in order to meet the demands of her family members and thereby raising the standards of living. Women workers are those who do work which comes under the category of labour, physical work like construction work, mine work, semi-skilled work in factory, skilled work and domestic service.

According to Gulati(1985) woman held an honoured position in the family. She was the joint-owner of the household and was known as Ardhangini of her husband, though in actual practice, she had a sub-ordinate position.

According to Reddy, (1984) the important functions of homemakers in the family are:

- a. Production
- b. Household work
- c. Rearing of children
- d. Give and take of affection
- e. Companion to husband
- f. Educating children and
- g. Working in the field or office

Women is considered as "SAKTHI" indicating her power at home and at work in the community. In general, a woman is considered the nucleus of the family and bliss for her members. In the modern world women has to face a complex life and thus plays various roles. Her primary biological function of motherhood is slowly receding and its place is gradually being taken by manifold activities (Spitzee, 1976).

Indian tradition defines the woman as 'Girhalakshmi' and in most cases the village woman controls the internal affairs of the households, though in this late 20th century, they are slowly gaining importance in the external affairs which has been male dominated in the past. (Akhileswartiway, 1984)

In the words of Kulkarni, (1961) traditionally Indian woman were considered as a sublime expression of Indian civilization, where woman are honoured, the 'gods' are pleased, where they are not honoured no ceremonies are effective. In the past, the wife always supposed to participate in religious ceremonies along with her husband. In fact no religious rite was complete without her presence. She was called 'Ardhanagini or the otherhalf" (Rao and Rao 1982).

Proulx, (1978) views that women the primary responsibility for household and family activities. They have eritical responsibilities in to-day's society. Illiterate homemakers no less than the most educated, make decisions daily which affect the next generation on which our society depends (Shah, 1984).

Gandhi, (1959) opines that fundamentally man and woman are one, their problems must be one is essence. The soul in both is the same. The two lead the same life and have the same feelings. Each is a complement of the other. One cannot live without the other's active help. One's home is not the house, made up of brick and motor, it is the wife who makes the home. A home without the wife is like wilderness".

In words of Ruud, and Hall (1978) woman can dedicate much of her time to making life interesting for her husband and children and managing a home smoothly.

Woman has to play the role not only as a mother of the human race but as educators of the society. She is the symbol and custodian of culture and values. Woman should therefore raise their voice against those trends which affect the unity and culture in the society (Tribhuvan, 1971).

Woman plays a key role in the family living. The spread of famine is due partly to the population explosion in which woman as the child bearer plays a primordial part and partly to insufficient agricultural production, where she again has an essential though generally under estimate role. Moreover the task of preparing meals in the home, which is such enormous sources of saving or waste is entirely in their hands. Again woman in her maternal role is an educator, especially during early childhood and must be able to speak out against the kind of development (Helvisipila, 1977).

According to Our Prime Minister, Rajiv Gandhi (1985) woman's contribution to humanity through history whether

it is the work place, society or in the home has been no less than anybody. If women do their roles well, they will contribute to better understanding, greater peace and a more wholesome life for the humanity.

E. Television as a recreational Educational and advertising media:-

Television is the picture of an action taken with short radio waves across space to the receiver. TV is first an action; then a picture; then electricity; then radio waves; then electricity again and finally a picture again in the receiver as expressed by Jeanne and Benedix, 1965).

Postman, (1979) states that Television is concerned with showing concrete people and concrete situations toward which the viewer responds on emotional grounds. This means, the television viewer does not need to process the written or verbal symbol and translate it into a visual image. In the simple way, pre-requisites are not required for viewing a TV programme. TV becomes an easy way to escape pressures at the same time to be informed or entertained.

Television being a medium created by modern Technology the symbols, rituals, words and images flashed on, it become synonymous with the society's vision of progress and modernisation. The mosaic of messages radiating from the electronic systems get wedged into the unconscious and constructs women's position in the society is a burning issue (Alva, 1986).

Dashi, (1983), Aggarwal, (1973) Television is basically a medium of routine entertainment and information. It will play an effective role in development, once its novelty is worn out, it will serve as illustrations of the possibilities and significance of commercial activities and of their relationships to community recreation. Televisions are sources of amusement around the clock and calender for millions of people. They have brought the concrete hall, the stage sports events and the public forum into the home for individual and group enjoyment as viewed by Mayer and Bill, (1976).

Kinder, (1976) Television is no longer a dream and the programme also relate to community recreational activities which consist of talent shows, broad-casts of sports, play ground and sports reporting, play-time broadcasts, teenage show, disc, jokey recording, awards,

programmes and special events, recreational news, local drama and music talent, nature recreation interests, game hours, story telling, readings etc.

Sain, (1986) views that keeping the family in good humour and lively is an art. We need relaxation and would feel highly relaxed when we participate in some kind of entertainments. It would not possible for us to go for entertainment outdoors all the time. If the woman in the house finds time to entertain the family, naturally there would be no need for outing. TV can and does act as a entertaining agent in the family (Streeter, et al(1982)).

According to Kochvar, (1978) and Cabel, (1972) TV is the excellent modes of education because of their vast potential. They are being used in a big way in education in the developed as well as in developing countries. In several countries, TV was specifically introduced as a means of promoting educational, economic and social development.

A TV set provided at the centre brings the world around near to them besides providing a break of entertainment in the normal prosaic life (Nair, 1985).

TV for educational purpose has a great deal of imaginative planning and co-ordination between media-man and educational practitioners is necessary, (Meacham, 1973).

The part of TV in the field of education, is still to be decided. School and administrators are looking towards, educational TV with the hope that it may help the increased and crowded conditions in schools. Any how experts have been studying the different aspects of TV to class room use. It is a powerful new audio-visual device. But it is not easy to facilitate all educational institutions with TV sets in the under developed countries like India (Sharma and Moquemuddin, 1982).

Bell and Vogel, (1960) observes that children from Kindergarten years through the secondary grade preferred contact with the media in company with their families. It shows TV is a better media for education. The nation's most elusive Nutrition Education audience-the elderly and very young ethnic groups and the urban and rural poor can be taught on nutrition successfully. The medium used is TV. (Brent, 1974). TV can be a most powerful Educational Method because it combines speaking, writing and showing. TV is mass demonstration to thousands of viewer at all the same time.

Shah, et al (1974) confirms that TV is one of the most versatile audio-visual aids ever developed. Its ability to convey life and events in action will have a profound influence upon what teachers and students think and do in the future. The educators are using and testing TV as an educational medium. The eye ear mindness of students make TV one of the most promising of present day educational forces. It has been said to be "the black board dramatized the picture brought to life. It offers a vitality and newness which attracts attention, creates interest and stimulates a desire to learn.

TV appeals to both the sense of sound and light. As a result it combines the two to produce high impact commercials. Finally the fact that a product or service is promoted on TV may build a prestigious image of the products and its sponsor. The pleasure derived from watching TV is atleast potentially transferable to the advertising messages delivered through the medium (Rathor, 1973).

The advertising cannot be viewed in isolation with a variety of factors such as time spent on watching television IQ, parental interventions and general life

experience, all interacting with the effects of TV advertising to prepare the child as a consumer. Its impact lies in the fact that TV advertisements are only really effective when directed towards selling a product with attempts to balance the advertisements on nutrition and education generally found to be unsuccessful (Newell, et al 1984).

Dunn, Barban, (1982) opines that TV advertising is effectively done as a supplementary medium. A large number of retailers have made temporary use of TV. in large stores seemed to use it more effectively and continuously. It is considered as a advertising media because it is appeal of the human voice. Voice has bask appeal value. Its inflection and persuasive tones can attract attention when a printed advertisement lies on a desk or is in newspaper hidden from view-when one adds to this voice appeal the visual feature of TV an impressive combination results. Practically no effort is required by the listener to receive the advertising message. He may hear it while he is reclining in a comfortable chair orlying on a sofa.

Rivers (1967) opines that among existing channels of communication in India, Television is the fastest



growing medium. TV advertising in India has gained considerable importance as a powerful medium of communication. Eventhough the emphasis has been on commercial relevance, social advertising has also began to play a role in the context of the developing socio-economic ethos and norms in the country.

The advertising aims to fulfil the human need to require and send information about availability of products, brands and services. Infact, TV advertising is becoming popular day by day because of economy, speed and convenience (Lall, 1986), Aaker and Mayer, (1983) TV has substantial advantages for an advertiser as it deliver the message with the combined impact of sight, motion and sound.

The way a culture utilises a medium such as TV is dependent on the existing cultural values and patterns of social relationships in that society. The role of TV in terms of their perceptions of social good, to which this medium can be put are based generally on the existing values of that society and in terms of the goals towards which the leaders of such societies want to produce. The successful assimilation of a new medium

such as TV will depend on the cultural values that it helps to develop and foøster in society(Goonasekara, 1986).

TV station functions not only as sources of news and entertainment, but often present programme of definite local community value. This practice is encouraged by the Federal Communications Commission Policy providing that a portion of the time of each station must be devoted to public service features by Warren(1955).

TV is considered as a better media than other media. So TV has become the most powerful modern and mass communication media(Rau, 1986). Apart from the conventional educative programme TV can be used for better dessimation of social and cultural values.

Experimental Procedure

III. EXPERIMENTAL PROCEDURE

The procedure for the study on "Influence of Television on Family Management" consisted of a household survey with 100 urban families residing in Coimbatore City with the following headings:-

1. Selection of the Area
2. Selection of the Sample
3. Selection of the Method
4. Conducting the Survey
5. Consolidating and Presenting the data.

1. Selection of the Area:

The investigator selected one hundred families residing in Urban Coimbatore namely Gandhipuram, Saibaba Colony, R.S. Puram and North Coimbatore. These areas were chosen due to easy accessibility to the investigator from her place of study.

2. Selection of the Sample:

The universe of the study consisted of 100 families drawn from middle and high income groups who had purchased Television during the last year.

3. Selection of the Method:

Interview is a method, in which data are collected by asking questions pertaining to the enquiry from persons from whom the information is to be obtained (Gupta, 1982 and Shukla & Gulshan, 1983).

Interview schedule is a two-way method which permits an exchange of ideas and information. It is unique in that it involves the collection of data through direct verbal interaction between the interviewee and the interviewer (Sidhu, 1984).

A detailed interview schedule was prepared to gather information on the family background, sources of income, general details on TV, details on various aspects of TV such as recreational, health, managerial aspects and use of resources, TV as a advertising media and on the managerial practices of family living.

4. Conducting the Survey:

The Schedule prepared by the investigator was pretested by conducting a pilot study among five families. As mentioned by Elhance(1984) the purpose of the pilot study is to know the type of response that may ultimately get from the respondents. Some questions may be found to be

inappropriate and may need a change. Some concepts may need clarification as the sample respondents may have displayed confusion while answering questions.

The advantages of the pilot study are improving data collecting routines, trying to score technique, revising locally developed measures and checking the appropriateness of standard measures.

Based on the pilot study the schedule was modified and used for collecting information. The carefully prepared interview schedule is given in Appendix I.

The investigator approached the selected families at their leisure time. She introduced herself and explained to them the purpose of her study. The necessary information was thus collected and recorded.

5. Consolidating and presenting the Data:-

The details gathered from the selected respondents were analysed, tabulated and presented under Results and Discussion.

Results and Discussion

RESULTS AND DISCUSSION

The results pertaining to the study on "Influence of Television on Family Management" is discussed under the following headings:

- A. Socio-economic Status of the Families
- B. Details on the Purchase of Television
- C. Recreational Aspect of Television
- D. TV as a Media of Advertisement
- E. Managerial Aspects of Family Resources
- F. Effect of TV on Health
- G. Problems and Suggestions Given by the Homemakers.

A. Socio-economic status of the Families:

The Socio-economic status of the families determine their standard of living. It comprises of information about the size and type of family, age of the heads and homemakers, educational and occupational status of the selected heads and homemakers and family income.

1. Type of family:

Table I shows the percentage distribution of selected families according to the type of family

TABLE I

TYPE OF FAMILY		
S.No.	Type	Percentage
1.	Joint	15
2.	Nuclear	85

From Table I, it is clear that a majority of 85 per cent of the families were belonging to nuclear type, whereas the remaining 15 per cent of them were from joint family system. This reflects the disintegrating nature of the joint family system in India.

2. Size of family:

Table II depicts the distribution of selected families according to the size of the family.

TABLE II
SIZE OF THE FAMILY

S.No.	Family size	Percentage
1.	Small (1-3)	16
2.	Medium (4-6)	77
3.	Large (7 and above)	7

It is understood from the above table that 77 per cent of the families were comprised of medium size having 4-6 family members, 16 per cent of them represented the small family norm and the rest of seven per cent were belonging to the large family.

3. Age of the heads and homemakers:

Table III shows the percentage distribution of selected families according to the age group of the heads of families and their counterparts.

TABLE III

AGE OF THE HEADS AND HOMEMAKERS

S.No.	Particulars	Percentage
a)	<u>Age of Heads (in years)</u>	
	Below 30	2
	31-40	27
	41-50	42
	51 and above	27
b)	<u>Age of the Homemakers (in years)</u>	
	Below 30	15
	31-40	47
	41-50	27
	51 and above	11

Table III gives details with regard to the age of the heads of the families and the homemakers. Of the 100 families surveyed, 42 per cent of the heads were belonging to the age group between 41-50 years, 27 per cent of them represented an age interval of 31-40 years and 51 and above respectively.

A majority of the homemakers (47 per cent) were aged between 31-40 years, 27 per cent of them were falling

under the age of 41-50 years and only 15 per cent of them were aged below 30 years. It is clear from the above table that a higher percentage of the heads and homemakers were in the expanding stage, while a minority of them were in the contracting stage.

4) Educational Status of Heads and Homemakers:

The educational status of the heads and homemakers are shown in Table IV

TABLE IV

EDUCATIONAL STATUS OF THE HEADS AND HOMEMAKERS

S.No.	Educational status	Percentage
a) <u>Heads:</u>		
	Primary	3
	Secondary	16
	Higher-secondary	6
	Graduates	44
	Post-graduates	29
b) <u>Homemakers:</u>		
	Primary	9
	Secondary	46
	Higher-secondary	6
	Graduates	34
	Post-graduates	3
	Diplomo holders	2



Table IV indicates the educational status of the selected heads and homemakers. It is clear that 44 per cent and 29 per cent of the selected heads of families were graduates and post-graduates respectively. Sixteen per cent of them were educated up to secondary level, and 6 per cent studied upto higher secondary school level.

Details on the educational status of the selected homemakers reveals the fact that 46 per cent of them studied upto secondary grade level, 34 per cent of them were graduates and only 9 per cent of them, were educated upto primary school level.

B) Occupational Status of Heads and Homemakers:

The occupational status of the heads and homemakers are presented in Table V

TABLE V
AL
OCCUPATION STATUS OF HEADS
AND HOMEMAKERS

S.No.	Occupation	Percentage
a)	<u>Heads:</u>	
	Professional	35
	Semi-skilled	35
	Business	15
	Retired	15
b)	<u>Homemakers</u>	
	Full-time homemakers	77
	Professional	18
	Semi-skilled	5

The occupational status of the heads reveals that out of one hundred families, 35 per cent of the heads were professionally employed as Engineers, Doctors, Teachers etc., Only 15 per cent of them were engaged themselves in the business field and retired.

Regarding the occupational status of the selected homemakers, it is understood that a majority of the homemakers (77 per cent) were engaged in home-making activities. Only 23 per cent of them were gainfully employed in professional and semi-skilled jobs.

Hence from the findings of this study, it is understood that the occupational status of the homemaker had an influence of purchasing TV.

6. Family income:

Table VI depicts the monthly income of the selected families.

TABLE VI

MONTHLY INCOME OF THE FAMILIES

S.No.	Income level	Percentage
1.	Below Rs.1000/-	1
2.	Rs.1001-2000/-	1
3.	Rs.2001-4000	37
4.	Rs.4001 and above	61

The above table illustrates that a higher percentage (61 per cent) of the selected families represented the very high income group. Around 37 per cent of them received an income of Rs.2001 to 4000 per month. Only 2 per cent of the families were drawing below Rs.2000/- per month. This indicates that a majority of the selected households were leading a high standard of living.

B. General Details of the Purchase of Television:

The General details on the purchase of TV comprised on the following information:

1. Reasons for the purchase of TV
2. Type and Brand name of TV
3. Additional units purchased along with TV
4. Cost of the Television
5. Reasons for buying particular brand

6. Details on watching the TV

7. Arrangements made in the interior

1. Reasons for the purchase of TV:

The investigator requested the selected homemakers to state the reasons for possessing the Television in their homes. Table VII furnishes the reasons mentioned by the selected respondents.

TABLE VII

REASONS FOR PURCHASE OF TV

S.No.	Reasons	Percentage
a.	To make use of leisure properly	76
b.	To increase the general knowledge	66
c.	To keep in touch with world events	48
d.	To raise the standard of living	16
e.	To satisfy the desire of children	16

It is interesting to note that a majority of 76 per cent of families bought TV to make use of their leisure profitably, while 66 per cent of them purchased it in order to improve their general knowledge. To keep

in touch with upto date information on world events was mentioned by 48 per cent of the families; only 16 per cent of them purchased TV to raise their standard of living and to satisfy the wants and desires of childre respectively.

It is clear that most of the families purchased Television to make use of their leisure time properly, and also to increase their knowledge on current world affairs.

2) Type and brand name of TV

The investigator requested the respondents to state the brand name of their TV.

TABLE VIII

DETAILS ON TYPE AND BRAND NAME OF TV

S.No.	Particulars	Percentage
1.	<u>Type</u>	
	a. Black and white	29
	b. Colour	71
2.	<u>Brand</u>	
	a. Beltec	20
	b. & Dynora	13
	c. Solidaire	13
	d. BPL	6
	e. Orsone	5
	f. ECTV	5
	g. Sony	5
	h. Other Brands	33

It is evident from table VIII that a majority (71 per cent) of the families were having colour TV in their houses whereas only 29 per cent of them purchased Black and white.

Beltec was the common brand found in 20 per cent of the families. Dyanora and Solidare TV were preferred by 13 per cent of the households. The other brand names of TV possessed by 33 per cent of the families are given in Appendix II.

It is encouraging to note that a higher percentage of (.89per cent) purchased TV on ready cash basis and only 8 per cent of them availed the credit facilities from the shop dealers. Three per cent of them received TV from their parents as gifts at the time of their marriage.

3. Additional units purchased along with TV

Table IX gives details on addition units purchased by the families along with TV

TABLE IX

ADDITIONAL UNITS PURCHASED

S.No.	Additional units	Percentage
1.	TV cover	25
2.	Vedio	18
3.	TV stand	14
4.	Remote control	5
5.	Stabiliser	5

From Table IX it is understood that 25 per cent of the families possessed cloth and plastic covers to keep the TV to be free from dust, 18 per cent of the families possessed vedio in their homes 14 families had stand designed for keeping the TV and only 5 per cent of them had remote control and stabiliser for the easy operation of the TV.

4. Cost of the Television

The cost incurred in purchasing the TV reveals the fact that 40 per cent of the households spent Rs.10,000 - Rs.15,000/- to possess colour TV in their homes. An amount of Rs.5001 to 10,000/- was seemed to be the monetary value of TV among 26 per cent of the families. Among 19 per cent of the families who were having black and white bought for

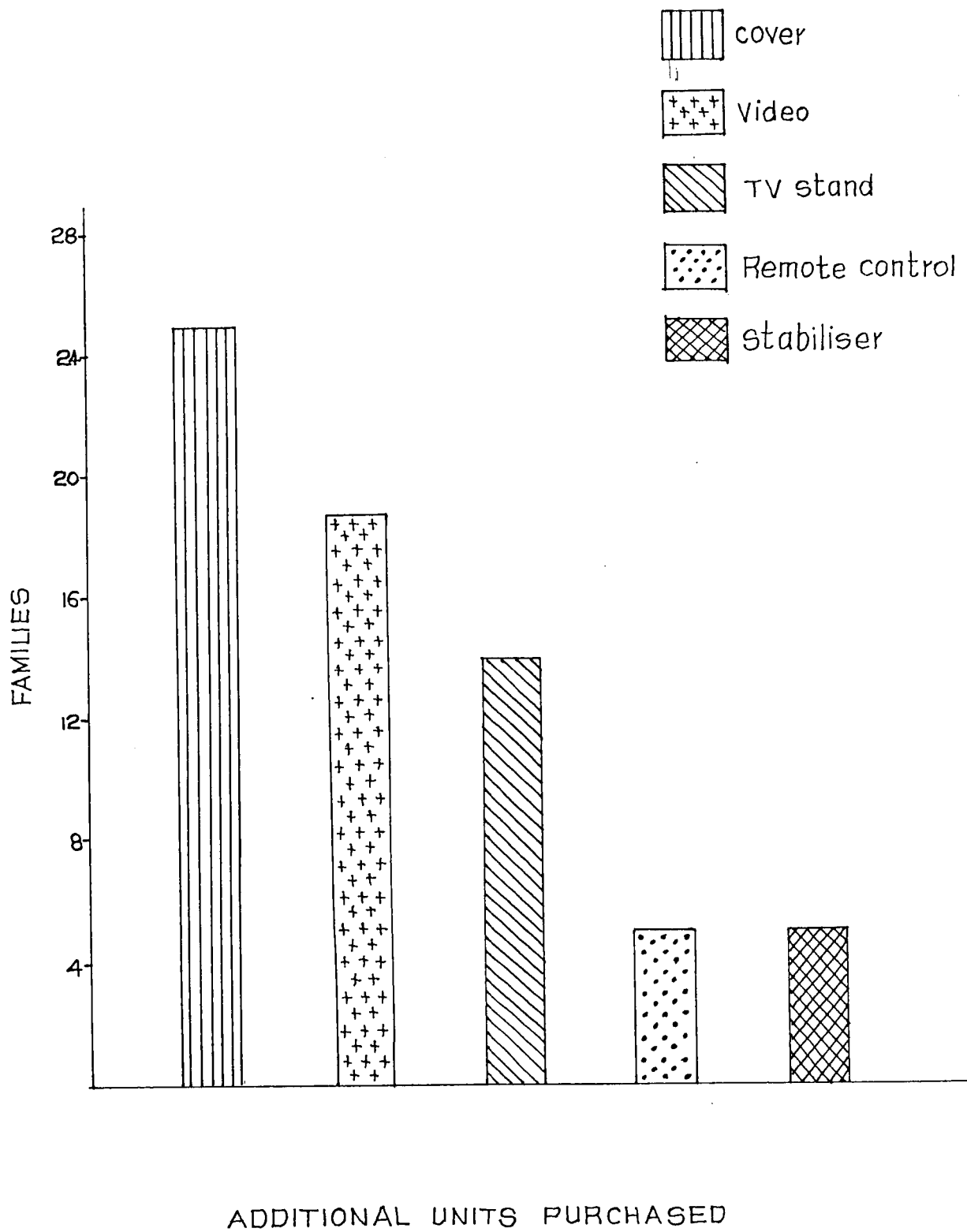


Figure.I

for below Rs.5000/- Only very few families (15 per cent) were afford to spent Rs.15,000/- and above to buy video along with colour TV.

From the findings of this study, it is clear that as the family income increases, the proportion of money spent on TV also increases. This is fact in coincidence with 'Engle's Law of Consumption.

5. Reasons for buying particular brand:

The reasons mentioned by the families for buying the particular are shown in Table X

TABLE X

REASONS FOR BUYING PARTICULAR BRAND

S.No.	Reasons	Percentage
1.	Good quality	86
2.	Influence of friends/relatives	29
3.	Cheap and Best	24
4.	Influence of Advertisements	6
5.	Provision of bank loan	6

Table X indicates the reasons given by the selected families for buying partifular brand of TV shows

that a higher percentage of them(86 per cent) purchased TV because of their good quality. Twenty nine per cent of them were motivated by friends/relatives. Cheap and best were mentioned as the criteria for possessing the TV; Six per cent of them were attracted by advertisements and also due to the provision of loan availed by the Banks.

6. Details on watching the TV

A majority of the homemakers (93 per cent) were viewing TV daily and the rest of the 7 per cent were seeing the TV when ever they had interest and time.

It is interesting to note that all the homemakers were viewing TV mostly with their family members; besides 13 per cent of them watched the TV with thier friends who were residing in the neighbourhood area having no TV in their homes. Eight per cent of them expressed their favourable attitude and trait of viewing TV evenwhile entertaining guests.

7. Arrangements made in the interior

Among the one hundred families interviewed, only 43 per cent of the families kept their TV in a convenient place in their drawing room; placing it in an ⁱⁿ ~~an~~ convenient place due to lack of space in their homes, were expressed by 57 Percent of them.

The selected families were asked to express the type of ^{adjustments} made in the interior with special reference to the function of the room and placement of furniture. Twenty eight per cent of the families shifted their furniture to a place where they could be able to see the TV in an convenient position. In 20 per cent of the families, their study area was changed from the main hall to the bed room due to the disturbance caused during, study hours, Thirteen per cent of them combined their TV hall with the dinning area to have meals while awatching the TV.

C. Recreational Aspect of Television:

The recreational aspect of TV consists of the following details:-

1. Type of recreation enjoyed and before and after purchase of TV
2. Changes made in leisure activities
3. Details on the use of video

1. Type of recreation enjoyed and before and after purchase of TV

Table XI reveals the type of recreation enjoyed by the families before and after buying TV.

TABLE XI

TYPE OF RECREATION ENJOYED

S.No.	Recreational items	Before	After
a.	Going for movie	71	31
b.	Reading story books	66	55
c.	Going for picnic	37	30
d.	Visiting friends house	37	18
e.	Stitching garments	18	11
f.	Playing indoor/out door games	16	10
g.	Performing hobbies	14	11

Among the 100 families surveyed it was interesting to note that 40 per cent of the m dropped the idea of going for movie, because of the installation of TV in their houses. Visiting friends house at leisure was reduced in 28 per cent of the families. TV posed a hindrence to reading books in 11 per cent of the families. Whereas the other type of leisure activities like going for picnic, stitching garments, playing indoor/outdoor games and performing hobbies were seemed to be negligible.

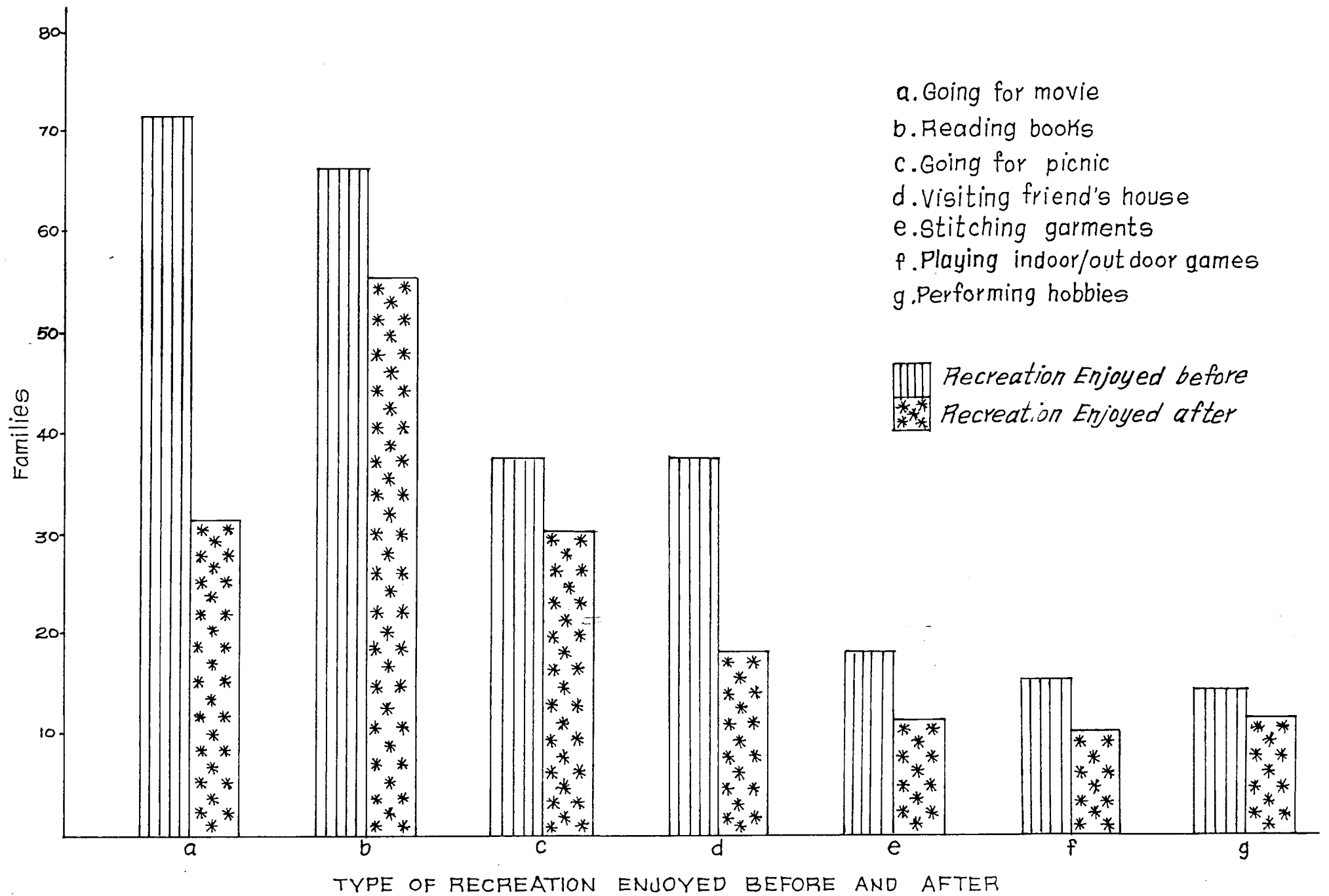


Figure. II

2. Change made in leisure activity:

The changing trends seen among the selected families because of having TV shows that majority of about 72 per cent had no change in performing their hobbies. Only in 18 per cent families, they were motivated to do the work. The hobbies were much affected adversely among 10 per cent of the Households.

In reference to the friendship, 64 per cent of them did not find any change. Twenty per cent of them improved their friendship with others and in 10 per cent of the families preferred to watch TV than going for other recreational centres. 30 per cent of them were interested in reading story books and in performing their hobbies.

3. Details on the use of video:

Among the hundred families selected only 18 per cent of them were having video along with TV. Fifty six per cent of the families watched video weekly while 22 per cent of them expended on video daily. Eleven per cent of the families enjoyed by seeing video cassettes only on special occasions.

Ninety per cent of the heads and homemakers enjoyed video cassettes only at night and the remaining 10 per cent watched in the afternoon. Fifty seven per cent of the families watched video for about more than three hours daily watching more than one cassette compared to forty three per cent seeing one cassette for about three hours.

D. TV as a Media of Advertisement:

The investigator was interested to know the homemaker's opinion on the advertisement seen. The information was gathered on the following aspects:-

1. Details on advertisements viewed
2. Influence of advertisements on purchase
3. Opinion of homemakers on advertisements.

1. Details on advertisements viewed:

A majority of the homemakers (99 per cent) were interested to see the advertisements, and were watching almost all the advertisements concerned with food items, beverages, detergents, textiles equipments, cosmetics, medicines, vehicles and saving institutions.

2. Influence of Advertisement on Purchase:

Among the hundred families surveyed, only 40 per cent of them were motivated to buy the products after watching the TV.

Seventy six per cent of the homemakers changed their brands while buying food items, detergents, cosmetics and beverages. Advertisements regarding medicine and textiles did not influence their purchasing trend. Nineteen per cent of them were motivated to buy equipments like mixer, grinder, etc., only 10 per cent of them purchased vehicles after seeing advertisements in TV.

3. Opinion of Homemakers on Advertisements:

From the survey conducted, it was understood that most of the (99 per cent) families considered TV as a better media of advertisement. Seventy per cent of them revealed that the knowledge of the product available in the market were known to them by seeing TV. Fifty per cent of the families were more pleased with the advertisements telecasted through TV. Forty per cent of them gained knowledge about the operation and use of consumer goods whereas 28 per cent of them were familiar with the quality and price.

E. Managerial Aspects of Family Resources:

The managerial aspect of time and energy throws light on the type of adjustments made by the homemakers, in the household work. It was understood that all the selected

homemakers made certain type of adjustments to conserve time and energy to watch TV programmes.

1. Type of Adjustments made:

From the table XII it is evident that the type of adjustments made by the homemaker.

TABLE XII

TYPE OF ADJUSTMENTS MADE

S.No.	Type of Adjustments	Percentage
a.	Postponing the work	90
b.	Starting and finishing the work earlier	70
c.	Using labour saving equipment	55
d.	Asking the servant to do the work	40
e.	Trying to simplify the work	25

From the above table, it is evident that ninety per cent of the families were postponing their work to some other time in order to see TV programmes; 70 per cent of them could able to start their household tasks earlier; use of labour saving devices was reported by 55 per cent; 40 per cent of the families engaged servant to do the

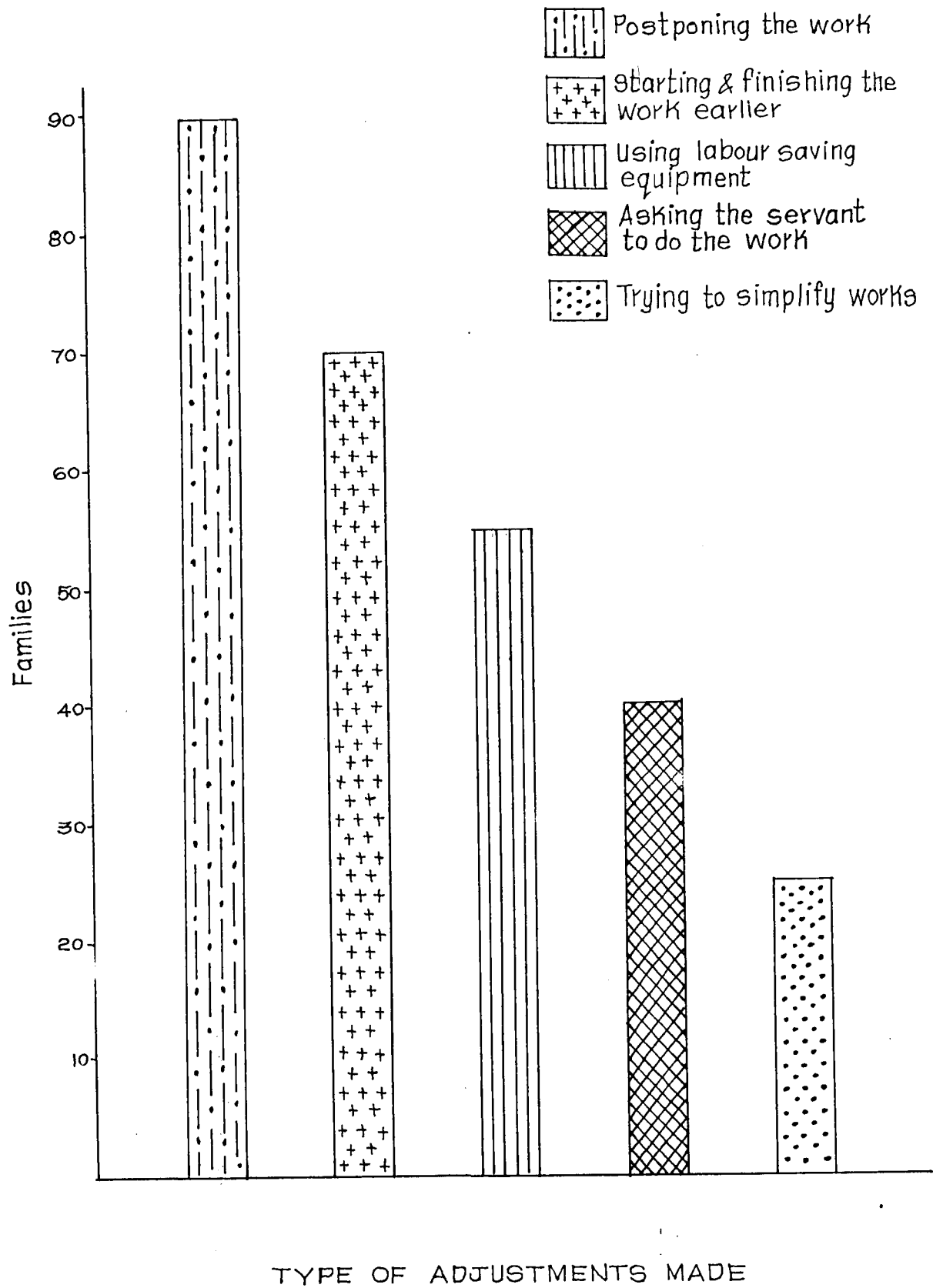


Figure. III

household work and the over all supervision was done by them 25 per cent of them followed work simplification methods to finish the work in time.

2. Additional expenditure incurred on TV:

Out of the hundred families surveyed 69 per cent of them were spending below Rs.15/- per month in addition to the electricity charge where as the rest of them spent around Rs.15-30 extra than after the installation of TV in their homes. Out of 18 families having video in their homes, 39 per cent of them were spending below Rs.20/- per week for buying cassettes, 33 per cent of them were spending about Rs.20-40. Around Rs.41-60 was the expenditure as mentioned by 28 per cent of the families.

It was understood from the survey that only 30 per cent of the families were providing snacks to the friends and visitors while watching over the TV. Twenty per cent of them were spending about Rs.10-15/- per week; 50 per cent of the families were spending about Rs.15 to 20.

3. Monetary Benefits in having TV:-

Among one hundred families surveyed, around 57 per cent felt that they had saved money after the purchase of TV where as 43 per cent had reported that they were spending more money from their hands resulting in more electricity

bill, buying more cassettes and in giving snacks to their friends.

The respondents were asked to mention the ways through which they could able save money in having TV. It was evident that 67 per cent of them did not go out for movie after the installation of TV in their homes and they felt that around Rs.25-100 per month was thus saved; 13 per cent did not undertake any picnic or sight-seeing during holidays and could save around Rs.500-1000/year. Twenty five per cent of them found that around Rs.25-50 per month was saved instead of buying story books for the family members.

F. Effect of TV on Health:

The investigator was interested to find out the effect of TV on the homemaker's health conditions are furnished as below:

1. Effect of TV on Eye sight and
2. Problems faced regarding health

1. Effect of TV on Eye sight:

Out of the one hundred families surveyed, around 81 per cent of them did not face any difficulty in their vision only about 19 per cent of them complained that

eye sight was affected due to watching over TV daily for a long time.

2. Problems faced regarding health:

Only around 25 per cent of the homemakers faced health problems such as head ache, back pain , eye irritation and fatigue. Table XIII shows the problems faced by them in regard to their health.

TABLEXIII

PROBLEMS FACED REGARDING HEALTH			
S.No.	Problems	NÖ. of families	Percentage
a.	Headache	20	80
b.	Back pain	20	80
c.	Eye irritation	19	76
d.	Fatigue	10	40

It is revealed from the above table that a majority of eighty per cent of the homemakers suffered from headache and back pain. About 76 per cent of them had eye irritation because of viewing the TV and only 40 per cent were feeling tired by seeing the TV Programmes.

G. General problems faced by the family members:-

From the survey conducted, it was found out that the selected families were facing certain problems in having TV and are discussed in table XIV

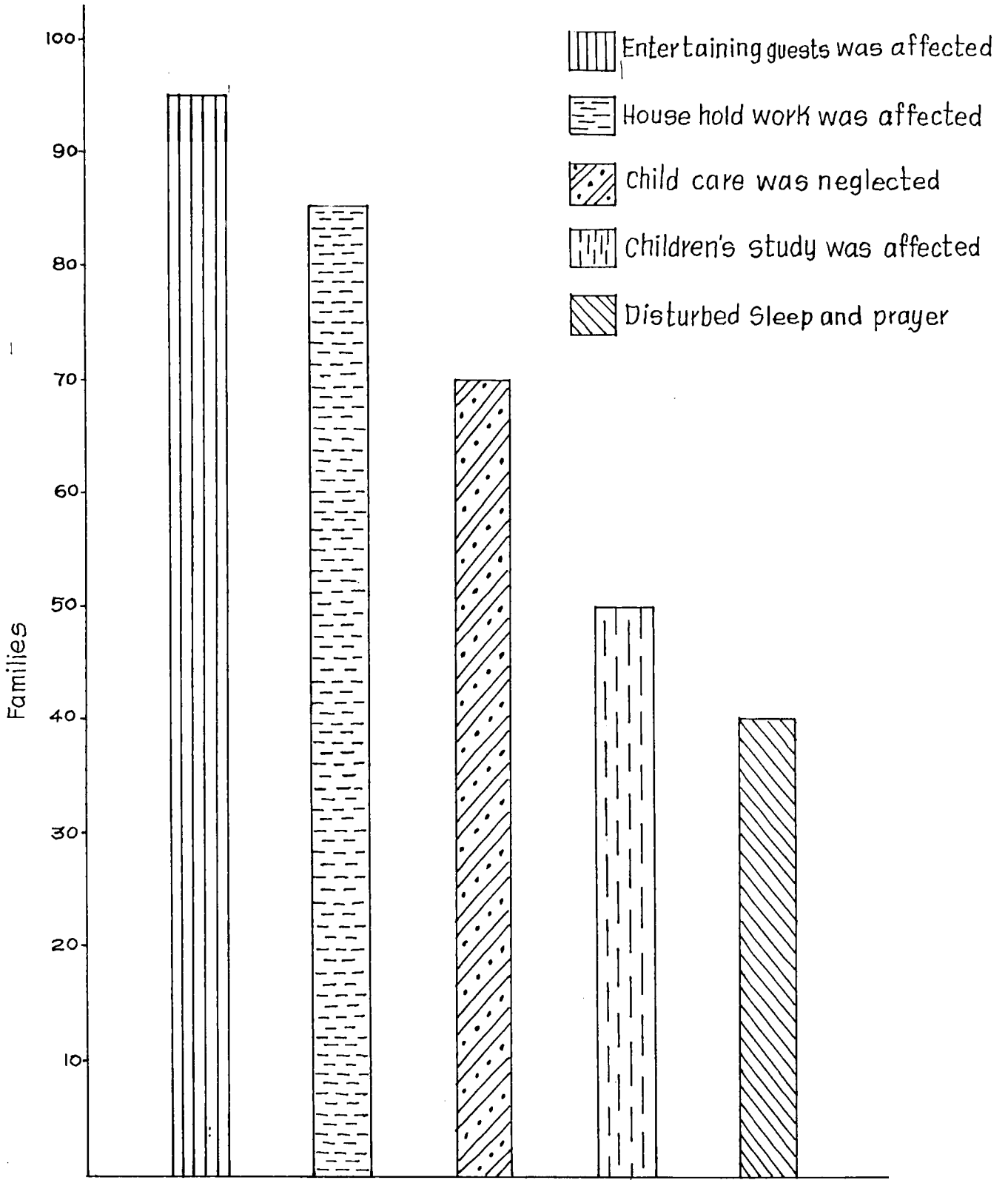
TABLE XIV

GENERAL PROBLEMS FACED BY THE
FAMILY MEMBERS

S.No.	Problems	Percentage
a.	Entertaining the guests was affected	95
b.	Household work was affected	85
c.	Child care was neglected	70
d.	Children's study was affected	50
e.	Disturbed sleep and prayer	40

=====

A majority (95 per cent) of the homemakers reported that they could not entertain their guests when they were watching TV programmes. In 85 of the families they could not perform the household work as planned before. Seventy per cent of them felt that they could not look after their children properly.



PROBLEMS FACED BY FAMILY MEMBERS

Figure. IV

Children were not able to attend to their studies were expressed by 50 per cent of the Homemakers. sleep and prayer was disturbed for 40 per cent of the homemakers, because of the other family members were seeing the programmes late in the night and 30 per cent of the homemakers viewed that watching over the TV programmes created misunderstanding among family members in the operation.

H. Suggestions given by the Homemakers

The selected homemakers were requested to give their suggestions to make the programmes an interesting and entertaining item. Seventy four per cent of the homemakers felt that the programmes were adequate and satisfactory and only about 26 per cent of them opined that the programmes telecasted in TV should focus attention on some areas. Fifteen per cent of the homemakers felt that they need more programmes on dance, dramas, serials and films. Fifty per cent of the homemakers gave suggestions that the TV stations must telecast more educational and informative programmes.

Fifty per cent of the homemakers suggested that the programmes should be telecasted one hour before the

scheduled time. Children's programmes could be telecasted in the evening, so that they could concentrate on their studies at night. 15 per cent of them *felt* *x* sports programmes should be shown for a short period of time and homemakers programmes like 'Manaimatchi' can be telecasted during afternoon so that the full time homemakers *x* can see the programmes without any disturbance.

Summary and Conclusion

V. SUMMARY AND CONSLUSION

The research on "Influence of Television on family management" was conducted among the one hundred middle and high income families residing in Coimbatore. The findings of the study are summarised as follows:

1. The socio-economic background of the families reveals that a majority of the selected families were of nuclear type. Seventy seven per cent of them were medium sized families. Fourty two per cent of the heads were found to be between 41-50 years of age and fourty seven per cent of the homemakers were aged between 31-40 years. Among the selected families, fourty four per cent of the Heads were graduates and fourty six per cent of the Homemakers were studied upto secondary grade level. Majority of the homemakers were full time homemakers. Sixty one per cent of the families represented the high income group.

2. A majority of the families (76 per cent) were bought Television to make use of their pleisure profitably. 71 per cent of them were having colour TV in their homes. Beltec was the common brand found among the majority of the families. Majority of the (67 per cent) families purchased

additional unit such as TV cover, TV stand, video, remote control and stabiliser. Forty per cent of the household spent around Rs.10,000 to 15,000 to possess colour TV in their homes.

3. Eighty per cent of the families purchased TV because of good quality. A majority of the homemakers (93 per cent) were viewing TV daily and mostly along with their family members. Fifty seven per cent of them kept their TV in an inconvenient place due to lack of space in their homes. In 61 per cent of the families, special adjustments were made in the interior in carrying out the household activities and placing the furniture.

4. It was understood that Forty per cent of the families dropped the idea of going for movie twice in a month due to the installation of TV in their homes. It is noted that only 18 per cent of the selected families were possessing video. Fifty six per cent of them watched video once in a week. Most of them (90 per cent) of the heads and homemakers were enjoyed the video in the night.

5. It is interesting to note, a majority of the homemakers (99 per cent) were interested in seeing the advertisements telecasted in TV. It was found out that 60 per cent of them did not change their purchasing trend in buying consumer goods.

6. Among 40 per cent who were influenced through TV advertisement changed their items like beverages, detergents and cosmetics.

7. From the survey conducted it was understood that most of them (99 per cent) considered TV as a better media of Advertisement. Seventy per cent of the families revealed that the knowledge of product available in market were known by seeing TV.

8. From the survey, it was clear that all the selected homemakers, made certain adjustments in their household work, to conserve time and energy. Majority of them (90 per cent) were postponing their household work to some other time. Seventy per cent of them could able to start their work early in order to complete it in advance.

9. Sixty nine per cent of the families were spending below Rs.15/- per month for paying electricity bill because of TV. 39 per cent of them spent below 20 Rs/ week for buying cassettes and 50 per cent of them were providing snacks for the guests and spending about Rs. 15 to 20.

10. It was interesting to note that around 57 per cent of them felt that they could save money in possessing the TV. Forty per cent of them reduced to go out for seeing movie, and they saved around 25 to 100 Rs. month.

11. It was observed that around 81 per cent of the families did not face any defect in their eye sight. Only twenty five per cent of them were facing health problems such as headache, back pain, eye irritation and fatigue because of watching TV.

12. Ninety per cent of the homemakers reported that they could not entertain their guests because of watching the programme in TV and 85 per cent of them could not perform their household tasks in time as ~~planned~~ planned earlier.

13. Seventy four per cent of the families were satisfied with the programme telecasted from the TV station. Out of the 26 per cent of them who felt that the programmes were not adequate, and suggested that more educational and informative programmes, should be shown.

14. Fifty per cent of the homemakers offered suggestions that programmes concerned with women (Mani Matchi) should be scheduled in the afternoon and children's programmes must be telecasted in the evenings.

It is concluded from the study that the homemakers need some sort of diversion from their normal routine household tasks. TV as a mass communication media, enables the homemakers to utilize their leisure hours productively. Viewing TV at home may be of a great help to the homemakers to improve their educational and social development. It acts as a great boon in conserving and augmenting the family resources for effective and efficient management of the home.

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Appendices

APPENDIX I

AN INTERVIEW SCHEDULE TO ELICIT INFORMATION REGARDING THE
"INFLUENCE OF TELEVISION ON FAMILY MANAGEMENT"

I. GENERAL INFORMATION:

- 1. Name of the interviewer : K. Meena
- 2. Name of the interviewee :
- 3. Address

- 4. Type of the family : Nuclear Joint
- 5. Size of the family : Small (1 - 3)
Medium (4-6) Large (7 and above)

6. Family Background:

S. No.	Name of the family member	Age	Sex	Education	Occupation	Income/month in Rs.
--------	---------------------------	-----	-----	-----------	------------	---------------------

Other sources of income:

- a. Land
- b. Rent
- c. Business
- d. Any other

Total family income = Rs./month

II. GENERAL DETAILS ON TELEVISION:

1. Mention the factors that influenced you for the purchase of T.V.?

- a. To increase the general knowledge
- b. To have prestige value
- c. To make use of leisure time properly
- d. To keep upto date on world event
- e. Any other

2. Details on the purchase of T.V.

S. No.	Brand Name	Type of T.V colour	Mode of purchase			Additional units purchased	Price in Rs.
			White	Credit	Cash		
		Black					

3. List the reasons for buying that particular Brand of T.V?

- a. Good quality
- b. Influence of others
- c. Provision of bank loan
- d. Cheap and best
- e. Any other (specify)

4. Details on watching the T.V:-

- a) How often do you watch the T.V?
 - i) Daily
 - ii) Weekly

iii) Rarely

iv) Special occasions

v) Any other

b. With whom do you watch T.v?

i) With the family members

ii) With the guests

iii) With friends

iv) Any other

5. Adjustments made in the interior;!

a. Whether T.V. is placed in the convenient place?

Yes

No

b. Whether any adjustments made in the interior of the house because of TV?

Yes

No.

If yes,

i) Chan^aging the study area

ii) Combining dining with TV Hall

iii) Shifting the furniture to other place

iv) Any other

III. RECREATIONAL ASPECT OF TV

1- What type of recreation you had before/after purchase.

S.No.	Recreational items	Before	After
-------	--------------------	--------	-------

- a. Going for movie
- b. Visiting friend's house
- c. Playing indoor/outdoor games
- d. Stitching garments
- e. Performing special hobbies
- f. Reading books
- g. Going for Picnic
- h. Any other (specify)

2. Do you stop going out at present because of having TV at home?

Yes

No

If yes reasons

If No, please Reasons:

a. Free time is spent in watching T.V.

a. Not interested in watching the T.V.

b. Interest in seeing the programmes

b. Only evening times are engaged with programmes

c. Any other

c. Any other

3. Do you think that

a. Your hobbies are inhibited/enhanced ^{due} ~~to~~ to T.V.

b. Your friendship is neglected/improved

c. Do you prefer watching T.V is better than reading story books(or)other leisure activities

IV. T.V. AS A MEDIA OF ADVERTISEMENT:

1. Do you see advertisement?

Yes

No

2. What type of advertisement do you see daily?

Please give details:

S.No.	Type of advertisements seen	whether inhibited or motivated	Remarks

3. Did any one of the advertisements has influenced you to change over buying products?

Yes

No

If yes, mentioned the type of products

No.	Advertisement	Product bought before	change of brand	Change of items	Change of shop	Level of satisfaction		
						Satisfied	Less satisfied	Not at all satisfied

a. Brinks

b. Toilet soap

c. Washing powder

d. Textiles

e. Food items

f. Equipment

g. Cosmetics

h. Any other

=====

4. Do you feel that TV.acts as a better media of advertisement?

Yes No

If Yes reasons

- a) Clear understanding of the product
- b) Practical application of the product
- c) Attracts the consumers
- d) Availability of the product is known
- e) Any other

V. Managerial Aspects of resources

1. Whether any adjustments made by the homemaker in the household workd

Yes No

Ways and means of adjustments

- a) Postponing the work
- b) Starting and ~~finis~~ finishing the work earlier
- c) Use of labour saving equipment

d. Asking the servants to do the work

e. Try to simplify the work

f. Any other

2. Though you have invested much on TV do you feel that you have saved more?

Yes

No

If yes in what way:

a) Going for movie is minimised

b) Going to picnic is dropped,

c) Buying story books is reduced

d) Any other

e. Any other

If no, give reasons

a) More electricity charge

b) More money spent on buying video cassettes

c) Buying story books is reduced

d) Any other

e) Spending money to buy snacks

3. Do you invite friends and relatives to see the TV programmes?

Yes

No

4. Do you like to entertain them in between TV programme?

Yes No

5. How often do you provide snacks for them?

Daily Weekly Rarely

6. How much money do you spend on T V.

S.No.	Type of expenditure	Amount spent
-------	---------------------	--------------

- a. Payment of Electricity bill
- b. Buying cassettes
- c. Providing snacks
- d.

=====

7. Do you find any monetary gain in your expenditure on recreation after buying Tv?

Yes No

If yes give details

S.No.	Type of recreation	Amount spent before	Amount spent after	Amount saved	Remarks
-------	--------------------	---------------------	--------------------	--------------	---------

- a. Going for movies
- b. Buying story books
- c. Visiting friends house
- d. Going for Picnic
- e. Performing hobbies
- f. Any other (specify)

=====

VII. HEALTH ASPECT:

1. What is the effect of TV in your eye sight?

2. Do you sit late at night and watch the TV?

Yes No

3. If yes, your reaction:

S.No.	Type of illness	Daily	Rarely	Sometimes
	a. Head-ache			
	b. Back-pain			
	c. Eye irritation			
	d. Fatigue			
	e. Any other			

- a. Head-ache
- b. Back-pain
- c. Eye irritation
- d. Fatigue
- e. Any other

=====

VIII. PROBLEMS A FACED By the Homemakers

1. Do you came across with any problems because of watching over the TV in your home?

Yes No

If yes

- a. Entertaining the guests /friends^{with} is affected
- b. Household work is affected,
- c- Child care is neglected
- d. Children's study is affected
- e. Disturbed sleep and prayer

2. Do you feel that your children are spending more time on Tv?

Yes No

3. By watching TV do you feel that parent-childhood relationship is affected/improved?

Suggestions

Do you think that the number of programmes are adequate/inadequate. If inadequate mention the type of programme which you would like to see?

S.No	Type of programmes	Time	Remarks
------	--------------------	------	---------

APPENDIX II

DETAILS ON BRAND NAME OF TV

S.No.	Brand	Percentage
a.	Onita	4
b.	Uptron	4
c.	Nicky Tasha	3
d.	Western	3
e.	Diglona	3
f.	PHX 20	2
g.	Philips	2
i.	Keltron	2
j.	Crown	2
k.	Kingstar	1
l	Crona Crona	1
m	JVC	1
n	Konar	1
o	Scaner	1
p	Teltronix	1
q	Cheer Telecot TV	1
r	Tokai	1