



Research Article

TO STUDY AUDIENCES VIEW ABOUT REALITY TELEVISION SHOW: EMPIRICAL STUDY

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ABSTRACT

Purpose: The Study is aimed to understand current trends about Reality Television Show

Objective: To determine perception of Audiences towards the Reality Shows

Design/methodology/approach: The paper is constructed on the basis of Descriptive research. A sample size was of 103 respondents who filled the questionnaire. A questionnaire is created by using rank order scale and managed by using convenience sampling. The Researchers could add finding to the body of knowledge of research in Reality Show which is otherwise very limited in public domain.

Research Scope: This study is confined only to online viewers. This study has been conducted to analyses the current trends of Reality Television show. Further, it investigates experience and preference of the respondents in Reality Show.

Practical implications: The findings can provide some significant scope for Directors, Reviewers and Marketers in directions, reviews and promotions respectively.

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INTRODUCTION

The reality programs that are available in today's media environment, which were once limited to crime-drama series and specials edited together from amateur videos and surveillance footage, now encompass a wide range of formats, themes, and content areas. They are featured on every broadcast network and most major cable stations. There are obvious reasons for broadcasters' enthusiasm. The shows are relatively inexpensive to produce, offer considerable scheduling flexibility, and are less dependent on actors and writers than scripted programming. Reality programs have also proven to be popular with the teen and young-adult audiences that are prized by the industry. In fall of 2003, the top new show on each of the major broadcast networks was a reality program (Carter, 2003). The next spring, six of the top ten shows among 18 to 49 year olds were reality programs (Schmuckler, 2004). The prevalence, popularity, and high profile of these shows have helped prompt researchers to investigate how audiences' respond to reality programs and to seek to explain the nature of the programs' appeal.

Consider the scenario of the Indian television around twelve years before. What comes to our mind when we think of that time? Simplicity and yet pure entertainment was the main focus of Indian television of that time. Each channel provider had something different to provide according to variety of tastes of different people.

With limited number of providers and limited number of serials, the quality of both was maintained at its best. "Sa Re Ga Ma" was the only music show across all channels telecasted every Friday 10pm showing best of its talent from all over the country. Every week it was a treat to watch it as no other channel provided with such a concept. Soon, thereafter, came much hyped "Indian Idol" with great marketing and promotion to give India its first singing sensation. It was the first reality show on Indian television which gave a strong competition to other channels. It was successful in gathering many eyeballs for that time period. When this was happening how come other channels could compromise on their TRPs?

There came a series of musical reality shows running simultaneously on almost every channel. Each with its promising outcomes presented differently. Initially, it seemed to be a boon to Indian television as it attracted a lot of viewers. Later it became more of a rivalry among channels to increase their TRPs than to provide quality of entertainment. Then came some Reality shows with hardly any concept behind and they were lost somewhere in the mid despite of a good beginning.

This is how the revolution was marked by the reality shows. But now the scenario is even more different. Having started with musical shows, no side of entertainment is left untouched in the present. Be it dance, comedy, anchoring or judging, you name it and it is there in front of you. Season after season arrives without having the trace of the winners of the previous season. Nobody knows the reality of these "Reality Shows".

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Most of the Indian television channels are telecast with different categories of reality shows, like celebrity reality, prank reality, talent hunts, makeovers, Indian Idol, Nach Baliye, MTV Roadies and Dating shows. Reality shows has emerged as a new form of concept for the viewers with including unscripted dramatic or humorous situations, documentary on actual events, and featuring ordinary people instead of professional celebrities. These realities shows means to search for the talent like acting, singing and dancing. Most of the reality shows have a voting system where general people select the most talented candidate.

Reality shows are came from USA. The mother of this concept is European countries have given sizeable contribution as well. When in the year 1993 reality shows comes no one thought that the one day such reality shows would be life line of dipping of the TV channels. Reality Shows are fast replacing the daily 'daughter-in-law versus mother-in-law' soaps television. The high TRPs of the reality shows made them the number one choice of every possible television channel. From Talent-Hunt shows, to dance dramas, to acting- flicks, talk shows, chat-shows cookery shows, art and craft shows, astrology shows the list is endless. All such shows have engulfed (flow over and swamp) most of the television space and they have a strong audience. Anything that strikes the emotional chord is an instant hit in our country.

Reality shows have a strong reflection of the dreams, aspirations, struggle and emotions of the common-man. Hence people tend to relate very strongly to the characters of such shows.

Reality shows are mostly family catchers. Grand-parents, parents, children all watch such shows mostly together. The formats of most show are such that they attract audience across age-groups and genders. Hence reality shows provide an ideal platform to send a strong message to the entire family at one go and make them to think and discuss together about shows or product. The formats of the reality shows have a built-in quick response – seeking factors from the audience.

The realities in India have opened floodgates for the marketers. Everyone is making a lot of money and no one seems to be complaining. After all it is giving gains to everyone. The various television channels exploited the potential of reality shows and saw a huge surge in popularity. 'Kaun Banega Crorepati,' India's take on 'Who Wants to Be a Millionaire,' catapulted Star TV to the number one position, which it enjoys. Similarly, Sony's popularity saw a huge rise after it launched Indian Idol, an adaptation of a hit British reality show. It was reality television that wrote the destiny of television channel Star One. The two reality shows, The Great Indian Laughter Challenge and Nach Baliye, are to a great extent responsible for the popularity that Star One has got.

Reality television is a win-win situation for everyone, be it contestants, channels or the viewers. The high TRPs that these shows command explain the advantage they have for television channels. For the viewers, they are refreshing change from the sleepy Saas-Bahu dramas. The biggest gainers, however, are the contestants who are provided with the right platform to showcase their talent. There is a lot of untapped talent in our country and these shows by extending their reach to small cities provide an opportunity to bring out this hidden talent. Kaun Banega Crorepati, Amul Star Voice of India on Star

plus and Indian Idol on Sony TV and Sa Re Ga Ma Pa on Zee TV it has been proven that the formats are huge success in India. Channel and Producers get more from these reality shows because more people's are interested to participate in reality shows and also these shows makes history like Amul Star Voice of India, Indian Idol and Sa Re Ga Ma Pa etc. Then there are the glitzy talent shows, mostly singing or dancing, which make us all, feel that any other talent is worthless unless it can be taken to the stage.

Literature review

According to Hall (2009), explored that Perceptions of the Authenticity of Reality Programs and their relationships to Audience Involvement, Enjoyment, and Perceived Learning and also whether viewer perceptions of reality programs authenticity were associated with audience involvement, enjoyment, and perceived learning. Four dimensions of perceived authenticity were identified has cast eccentricity, representativeness, candidness, and producer manipulation. Papacharissi and Mendelson (2007) stated that in exploratory study of Reality Appeal: Uses and Gratifications of Reality TV Shows surveyed to reality TV viewers which revealed that (1) the most salient motives for watching reality TV were habitual pass time and reality entertainment (2) those who enjoyed reality TV the most for its entertainment and relaxing value also tended to perceive the meticulously edited and frequently preplanned content of reality interaction as realistic (3) those externally controlled, with low mobility and low levels of interpersonal interaction, were more likely to watch reality TV programming to fulfill voyeuristic and companionship needs. Reiss and Wiltz (2004) investigated that "Why people watch Reality TV" assessed the appeal of 16 basic motives using the Reiss Profile standardized instrument and rate that how much they watched and enjoyed various reality television shows. The results suggested that the people who watched reality television had above-average trait motivation to feel self-important and, to a lesser extent, vindicated, friendly, free of morality, secure and romantic as compared with large normative samples.

According to Ramli and Sharifah (2006), Basic desires and Reality television: factors influencing viewership of *Akademi Fantasia* in Malaysia have examined the functions of 16 basic desires in influencing people to watch *Akademi Fantasia*. Researchers also tried to discover whether demographic characteristics like age, gender and education level played a role in making audience watch *Akademi Fantasia*. The study concluded that the factors which influence viewership of *Akademi Fantasia* are the desire for social contact, curiosity, tranquility and social status. These desires are related to motivations to have fun, socialize, wants new and exciting experiences, likes to watch television, and *Akademi Fantasia* seemingly provides the best choice for them. Lad (2005) studied that viewers of reality television who are addicted to these daily programs often get deeply involved in any situation. Often, certain reality television shows are based on topics that have no thought process or concepts. The audience thus gets hooked on to TV shows, which do not really have any intelligent concept. Cohen (2007) explored patterns of viewing of reality shows and tries to explain the willingness to participate in such shows. The results of a survey of 600 Israeli adults reveal a relatively high level of viewing of reality shows and a lower, but not insignificant, level of willingness to participate in such shows. Though demographic variables

provide some insight into viewing and willingness to participate, positive attitudes and parasocial relationship with favourite reality participants are stronger predictors of these tendencies. Deery (2004) stated that Reality TV as Advertainment and cited that reality TV has become a key site for experiments and entertainment programming, and hence provides insights into current developments in commercial culture. Focusing on the genre's exchange value, research paper examines Reality TV's commodification of various aspects of experience from privacy to diversity and, even more pragmatically, its development as a rich advertising vehicle for the digital era. Scott and Hogg (2004) claimed that The Effects on College-Age Students reveal the shows will continue to add more twists to the plot, to increased ratings, to lower production costs and to captivate audiences. To better understand the relationship to our society, the study examines the impact of Reality TV on rural mid-western college students. Results of data analysis revealed that demographics do contribute to how mediated messages are perceived by the students. Patino, Velitchka, Kaltcheva and Smith (2011) adds that Appeal of Reality Television for Teen and Pre-Teen Audiences - The Power of Connectedness and Psycho Demographics mentioned that with the continued popularity of reality television among young viewers, it is vital to identify pre-teen and teen audiences who not only watch a reality program but have a high level of connectedness to it.

Henry (2011) stated in Celebrity verses Non-celebrity view of parasocial relationships with Characters in reality-based television programs mentioned that research of parasocial relationships suggests audiences engage in one-sided relationships with their favourite personae in the media. Study attempts to explore two types of reality stars: those who had fame before being on reality television and those who have fame because of the show. Trendiya (2009) stated that main target age group of these reality shows is 18 -25 yrs old that's young generation of India which comprises around 65% of the total India population. Definitely aiming them would be profitable. Anyway these games/shows are based on voting via SMS which is a proven big money making tactics apart from collecting the advertisement revenues. Seeing the demand for such shows, MTV has almost stopped playing music and has completely become RTV (Reality TV) with shows like On the Job (about unusual jobs), Splits villa (dating based show), Fast & Gorgeous, Stunt Mania (bike and adventure based), Connected (about twins), Teen Diva (beauty based) and many more. The shows like Big Boss, Emotional Atyachar, Splilvilla, Love Lock-up etc are examples of our growing lust for intrusion in private lives of people and for that matter, even voyeurism. Scripted jokes, crying for no reason, sensational twists, over-whelming emotions and actions, and trivialised quarrels have become an integral part of reality shows (Parniland Yodha 2011). According to Krishnan (2010), stated that what does a viewer gets from these shows. What starts as a curiosity about the show can turn into a complete addiction. Saurav (2010) had explored the others than playing with the future of the contestants, these shows has also excel in flirting with the sentiments of the public. Besides all this, reality shows have a huge potential to exploit the TRP. The number of advertisements they bring in, the amount of viewership associated with them and the enormous popularity they enjoy especially among the masses in smaller towns is both excellent and amazing. Therefore although most of us simply see the glitz and the glamour associated with these

reality shows, a whole lot of thinking and planning goes on behind these shows in order to turn them into a lucrative investment for the producers. Tewari (2009) claimed that there has been much debate about reality TV shows and whether they are ethical or not, but no one has been able to completely justify themselves. Reality television is a win-win situation for everyone, be it contestants, channels or the viewers. The high TRPs that these shows command explains the advantage they have for television channels. For the viewers, they are refreshing change from the somnolent Saas-Bahu dramas. The biggest gainers, however, are the contestants who are provided with the right platform to showcase their talent. There is a lot of untapped talent in country and these shows by extending their reach to small cities provide an opportunity to bring out this hidden talent.

Study Objective

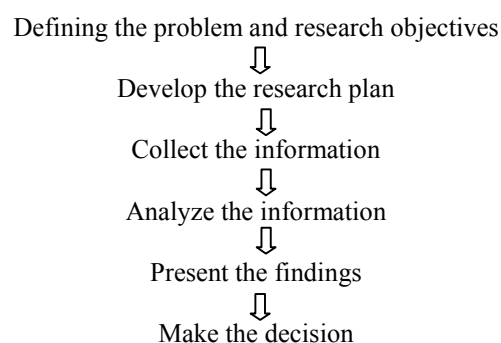
To determine perception of Audiences towards the Reality Shows

METHODOLOGY

Marketing Research is the process of collecting and analyzing and ultimately arrives at certain conclusion. Research comprises of defining and redefining problems, formulating hypothesis, or suggesting solutions, collecting, organizing, and evaluating data, making deductions and reaching conclusions. The main aim of the research is to find out the truth which is hidden and which has not been discovered as yet. Market analysis has become an integral tool of business policies these days. Research, thus replaces intuitive business decisions by more logical and scientific decisions.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it studied various steps that are adopted by a researcher in studying research problem along with the logic behind them. The researcher should not only know how to develop certain indices or tests, how to calculate chi-square etc.

Research Process



Research Design

In fact, a major difference between exploratory and descriptive research is that descriptive research is characterized by the prior formulation of specific hypotheses. The paper is constructed on the basis of Descriptive research. Thus, the information needed is clearly defined. As a result, descriptive research is preplanned and structured. It is typically based on representative samples. A formal research design specifies the methods for selecting the sources of information and for collecting data from those sources. A descriptive design

requires a clear specification of the who, what, when, where, why and way (the six Ws) of the research.

Sample size

A sample size was of 103 respondents who filled the questionnaire.

Sampling approach

The sampling approach used was convenience sampling. The Questionnaire was constructed and filled through on-line and off-line. According to Patton (2003), "Strategically select as case that is pertinent to the objective of the study and that will allow the subject to be investigated fully". Sampling strategies like information rich, convenience and criterion are usually applied in the selection of case.

Data collection

The data has collected in the form of Primary Source (structured Questionnaire) and from Secondary Sources. Secondary sources via through different websites, newspapers, magazines, journals.

Scope of the Study

This study is confined only to online viewers. This study has been conducted to analyze the current trends of Reality Television show. Further, it investigates experience and preference of the respondents in Reality Show.

Relationship between Dependent variable and Independent variables

Independents Variables

1. Participants
2. Review
3. Acting
4. Dialogue
5. Song
6. Costume
7. Judge
8. Show Time
9. Anchor
10. Channel
11. Guest appearance
12. Sponsors
13. Task
14. Place
15. Shelf Life
16. Genre

Dependent Variable: Watching the Reality Show

Participants: The Participants of the Reality Show influences the perception of the viewers. The Reality Show can be Talent Show, Talk Show, Stunt Show, Dating Show, and Comedy Show.

Review: The viewers will be affected by the positive and negative reviews of participants, judges, anchors and the overall show from the Experts or opinion Leaders.

Acting: Viewers are interested in the acting of the anchor and the participants.

Dialogue: The dialogue include the punch line of the Reality Show and its participants. It also includes the delivery of speech, comments by judge, and their rationality of thinking

etc.

Costume: All including judge, participants and anchor of designers dress. Viewers watch Reality Show to know the fashion trend which may help them in purchasing costume for them.

Genre: The script is made very juicy and spicy to lure viewers' attention. Sometimes controversies are created because of such Genre.

Song: The viewers are lured by the title song of the Reality Show and hence watch it on regular basis.

Judge: The viewers are likely to watch the show if they like the judge. The judge can be a choreographer, playback singer, senior actress or actor, even people support or any other celebrities of recent past etc.

Show time: Viewers watch Reality Show because it's been shown at a particular time convenient to them. If it's shown in the noon time, then housewives will find it convenient to watch such shows and so on with adult show etc

Channel: The producers will produce the Reality Show on a channel which is watched by mass. If the show is placed on Channel [V], then it will grab attention of the youth. If it's placed on Star TV, then it's made for all.

Anchor: Viewers watch Reality Shows because of Anchor's characteristics like funny, intelligent, etc.

Place: Reality Talent Show is watched because viewers want to see new places or unknown territory etc. Sometimes they watch because they are interested in the activities of participants.

Guest Appearance: The viewers are inclined towards the Reality Show when they come across the advertisement showing that there will be guest appearance of celebrities in the next episode.

Shelf Life: The Shelf life of show will speak about itself because longevity of show can only possible if show carry bare minimum level of rating. The shelf life of show will determine about commercial success of program.

Task: Task will help to watch the Reality Show. Some impossible task, some hard task, some intelligence task and many more task can help viewers to watch the reality show.

Sponsors: All the talk Reality Show are sponsored by some or other organization. That help viewers to decide about watching the show may not be directly but indirectly.

RESULT AND DISCUSSION

Out of different variables that taken in to consideration for study as influential factor to watch Reality TV show in ascending (rank) order are as follow 1. Task 2. Acting 3. Genre 4. Participants 5. Dialogue 6. Song 7. Anchor 8. Channel 9. Show time 10. Review 11. Costume 12. Judge 13. Shelf –life 14. Guest appearance 15. Place 16. Sponsor. The respondents were give highest rating to Task given in the Reality Show and least rating to Sponsors who sponsored the event for viewing the Reality show. Most of the respondents whom researchers reached are in the view that they watching the Reality Show mostly because of the Task they assigned, Acting they perform, Genre of the show, Participants itself because they entertain them. The least affecting variables or factors like

Sponsors who are sponsored the show, Place where shooting are taking place or the Guest appearance of the shows. The Researchers could add finding to the body of knowledge of research in Reality Show which is otherwise very limited in public domain.

Limitations

Again this study does not immune to some limitations like list of variables or numbers of variables because they are not inclusive in nature and still some variables can be added or deleted in the course of another study. The result is analyzed on certain set of respondents like who are similar in nature and behavior; it may possible result can vary in term of another Geographic segmentation, Demographic segmentation, Psychographic segmentation etc. A study of research in due time may also change the entire findings. That will add another dimension to the result.

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