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**Does the Television Program Connectedness explain the
Television Viewership Patterns in Pakistani Housewives?**

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Abstract

Media always helps to reveal the real face of the societies while it is also a source of entertainment besides portraying the various societal allegories to illuminate the various issues of various societies. This research aims at interrogating the viewership pattern of housewives while gauging and identifying the existence of any sort of relationship between the viewership and the connectedness of individuals (Housewives) with the TV programs. In order to interrogate the outlined relationship, the frequency of viewership was questioned and level of connectedness with the programs was analyzed. Story, Cast, Acting of soap opera, Allegory (i.e. Dramas that are based on Serious/ Social Issues), escape factor, fashion factor, imitation factor, talk shows and reality shows were used as the proxies for program connectedness while stories and acting of soap opera, fashion factor and the morning talk shows are found to be the most preferred among the respondents/ housewives. The frequency of program viewership and the duration of television viewership were found to have significant relationship with all those various outlined proxies of program connectedness which has the huskier preference level.

Key Words: Connectedness, Television viewership patterns, Housewives, Soup Operas.

1. Introduction

Media is one of the significant organs in forming national identities. For the last ten years media in subcontinent was conquered by India. To begin with, the domination was in the form of movies but the advents of satellite television have altered the lives of people of subcontinent (Malhotra, 2000). After the liberalization of Indian media Indian satellite channels principally entertainment channels were launched swiftly and were followed by Pakistan and it is also the satellite television through which local content became more national (Sonwalkar, 2001). Ellis (2000) found that the western programs such as *The Bold and the Beautiful* that led the “cultural invasion,” which then provoked the competitions among the competitors in this industry while the competition has clearly been won by those channels that have developed programs based on Indian accepted culture, mainly film and film music, and have normally been able to give the birth to the worldwide forms of commercial television.

Media industry in Pakistan is at the growing stage and this paper aims at highlighting different panorama of this industry along with the weaknesses that cause of the failure to capture the audience and also, how these weaknesses could be tampered and taken care of. In particular this paper assesses the associations between the connectedness with the TV programs in relevance to the Housewives watching patterns and identifies the existence of any sort of relationship between the viewership and the connectedness.

2. Literature Review

The last decade has witnessed noteworthy changes in the media industry. The development of the cable television, undeviating broad casting satellites, teletext and additional broadcast television joined existing competitors for audience attention time, money and pleasure (Lin, 1993). Gardial, Clemons, Woodurff, Schumann, & Burns (1994) found that for audience satisfaction from the viewpoint of viewing behavior, no doubt that TV programs’ presentation plays a role. Gardial, et al. confirmed that consumers are more interested in evaluating satisfactions once the programs are viewed. Therefore, in relevance to it, TV programs quality becomes a significant antecedent of audience satisfaction they further stressed. TV viewing behavior relies on the factors such as group viewing, availability of shows and television channels at the time the viewer wants to watch, and the scale to which a viewer is paying attention to all his or her choices (Webster & Lichty, 1991). Webster and Lichty (1991) further concluded that the intensity of group viewing, paying attentions and frequency and duration to watch various programs are the attributes and essence of housewives in subcontinent. Indian satellite television networks particularly Star Plus catches the overseas formats and tries with the Hindi versions. “*Kyon kai saas bhi kabhi bahu thi*” (Indian satellite channel Star Plus famous soap opera) was most prominent soap opera in South Asia which has won the attention and time of most of the housewives of this region as it did not only provided the entertainment through its story, casts and acting but also allegorically paints the issues of every home of India and Pakistan (Ellis, 2000). In contrast, the actual fact lies that the Indian population lacks richness and quality life. The soap opera are very much opposite to the real life and entertain fantasies and make the audience happy and gives them another dream for living a rich life.

Fiske (1992) stressed that television characters/ casts undeniably appear as real people to viewers which translate the frequency of viewer ships. While, the grapevines about cast also matters for viewers to view programs. Hirschman and Thompson (1997) believed that the connectedness which includes various proxies i.e. story, cast, acting, allegory, fashion factor, and talk shows explain the strength of attachments that audiences develop with television programs in relevance to the duration and frequency of viewership.

3. Propositions and Hypotheses

Following propositions and hypotheses are developed in relevance to the literature cited above

for accessing and interrogating the viewership pattern of Pakistani housewives.

Proposition 1: Program Connectedness explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 1: Story of soap opera explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 2: Cast of soap opera explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 3: Acting of soap opera explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 4: Allegory explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 5: Escape factor explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 6: Fashion factor explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 7: Imitating factor explains the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 8: Morning talk shows explain the frequency of Television Viewership in Pakistani Housewives.

Hypothesis 9: Reality shows explain the frequency of Television Viewership in Pakistani Housewives.

Proposition 2: Program Connectedness explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 1: Story of soap opera explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 2: Cast of soap opera explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 3: Acting of soap opera explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 4: Allegory explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 5: Escape factor explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 6: Fashion factor explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 7: Imitating factor explains the duration of Television Viewership in Pakistani Housewives.

Hypothesis 8: Morning talk shows explain the duration of Television Viewership in Pakistani Housewives.

Hypothesis 9: Reality shows explain the duration of Television Viewership in Pakistani Housewives.

4. Research Methodology

4.1. Description of Data and Sampling

The various proxies which includes story, cast and acting of soap opera, allegory, escape factor, fashion

factor, imitation factor, morning talk shows and reality shows have been taken to represent program connectedness (predictor), while frequency for program viewership and duration for TV viewership have been taken to gauge the impact of all out lined predictor on them. The data for all stated constructs/ variables have been collected through the personal survey method. Whereas, random sampling technique is used to select the sample of 10,000 female respondents which include mostly housewives. While the econometrical test which is used to investigate our hypotheses and data, includes score analysis and optimal scaling.

5. Findings and Results

Table 1: Preference when the female viewers watch Television

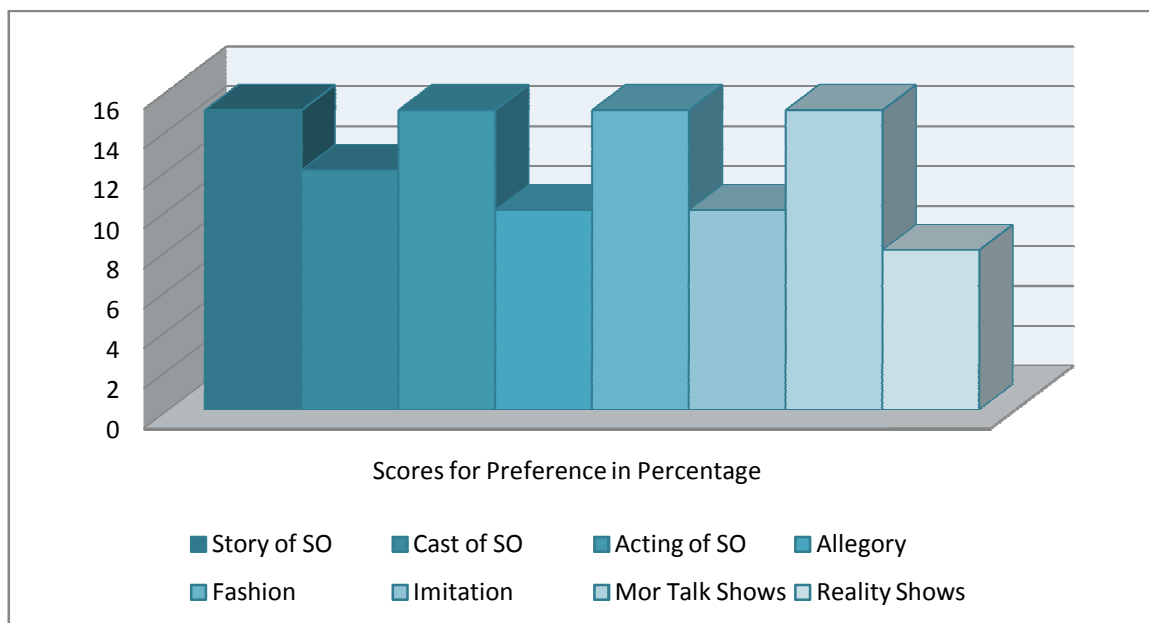
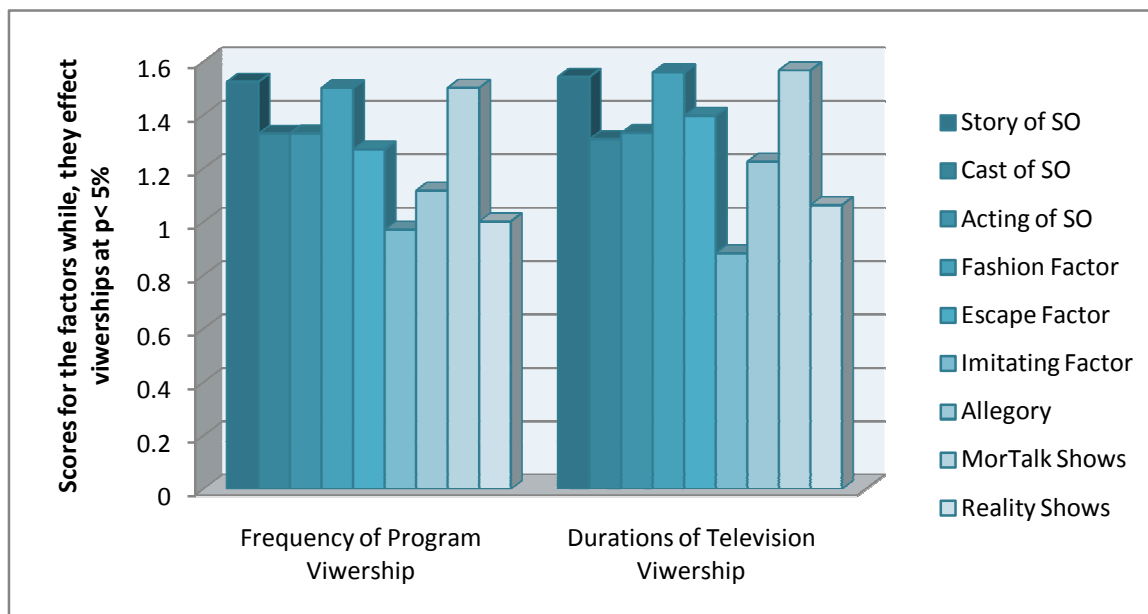


Table 2: Frequency of Program Viewership Vs Durations of Television Viewership



The findings of this paper tell few very interesting stories about the programs/ TV viewership patterns and behaviors of House Wives. As it is shown in table 1 that housewives equally and mostly prefer the stories and acting of soap operas, fashion programs and morning talk shows while they watch and view TV channels. The cast of soap opera, allegory and imitations are also under the significant amount of preference. Table 2 reveals that the stories and acting of soap operas, fashion factor and morning talk shows affect the most to frequency of viewership and duration of viewership. Whereas, Cast of the dramas/ films, escape factors and allegory are also the key players in affecting/ explaining the frequency and the duration of viewership. It is notable that all of the outlined constructs which includes story, cast, acting of soap opera, fashion factor, escape factor, imitating factor, and allegory and morning talk shows are the significant predictors at $p < 0.05$ in explaining /affecting the viewership patterns and behaviors of housewives.

6. Discussion and Conclusion

This paper concludes and portrays the insights of the television viewership pattern in Housewives belonging to Pakistan. It is found that housewives are inspired by the soap operas, fashion programs and talk shows the most and they view various soap operas, fashion programs and morning talk shows most frequently and most of the times.

While, the Housewives who feel an escape from daily life also frequently view the various programs and spend their leisure significantly in front of televisions. Housewives however, also most of the times watch all the episodes when there is a strong cast in drama/ film or else the drama / film keeps allegory in it. The construct of connectedness provided a new means for studying the effects of Story, Cast, Acting of soap operas and morning shows etc. and among them story of soap opera, fashion and morning shows, were found to be the most preferred attributes while Drama that are based on Serious/ Social Issues (Allegory) was found to be the preferred among the respondents/ house wives.

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