

## Chapter -4

### Data Analysis and Interpretation

The researcher identified many diverse out come and the result have been appropriately interpreted in tabular forms. The researcher has interviewed 400 respondents and found that all the respondents are having television sets at their home and having both cable and satellite TV connectivity.

**Table no 4.1 Distribution of religion of the respondents interviewed for the research study.**

Sl. No.	Religion	Total number of respondents out of 400	%
1	Hindu	271	67.75
2	Muslim	87	21.75
3	Christian	42	10.5
	Total	400	100

Out of 400 respondents 67.75% of respondents are Hindu, 21.75% of respondents are Muslims and 10.5% of respondents are Christian.

**Table No. 4.2 Distribution of mother tongue of the respondents.**

Sl. No.	Mother Tongue	Total number of respondents out of 400	%
1	Bengali	292	73
2	Non Bengali	108	27
	Total	400	100

In the second table out of 400 respondents 73% respondents' mother tongue is Bengali and 27% respondents are non Bengali as their mother tongue is Hindi, khasi , Manipuri ,Bodo ,Dimasa , Mizo ,Bhojpuri and Rajasthani. As because silchar is a Bengali dominated town that's why most of the respondents mother tongue is Bengali.

**Table No.4.3 Distribution of Ages of the respondents.**

Sl.No.	Age	Total number of respondent out of 400	%
1.	19-25	110	27.5
2.	26-30	47	11.75
3.	31-35	55	13.75
4.	36-40	66	16.5
6.	41-45	62	15.5
7.	46-50	60	15
	Total	400	100

Out of 400 respondents 27.5% of respondent belongs to age group of 19 to 25, 11.75% of respondent belongs to age group of 26 to 30, 13.75% of respondent belongs to the age group of 31 to 35, 16.5% of respondent belongs to age group of 36 to 40, 15.5% of respondent belongs to the age group of 41 to 45, 15% of respondent belongs to age group of 46 to 50.

**Table No.4.4. Occupation of the respondents**

Sl.No.	Occupation	Total number of respondent out of 400	%
1.	Students	176	44
2.	Working women	114	28.5
3.	Homemakers	110	27.5
	Total	400	100

Out of 400 respondents 44% of respondents are students, 28.5% of respondents are working women and 27.5% of respondents are homemakers.

**Table No. 4.5 Distribution of types of colleges the student respondents study in.**

Sl.No.	Types of college	Total number of respondent out of 176	%
1.	Co-education	109	61.93
2.	Girl's college	67	38.07
	Total	176	100

Out of 400 respondents 61.93% of respondents are students among them 38.07% of students study in Co-education and 67% of respondents study in girl's college.

**Table No.4.6. Marital status of the respondents.**

Sl. No		Married	%	Unmarried	%	Divorcee	%	Widow	%	others	%	Total respondents	%
1.	students	0	0	141	35.25	0	0	0	0	0	0	141	35.25
2.	Workingwomen	65	16.25	47	11.75	4	1	9	2.25	0	0	125	31.25
3.	Homemakers	68	17	50	12.5	2	0.5	14	3.5	0	0	134	33.5
4.	Total no. of respondents out of 400	133	33.25	238	59.5	6	1.5	50	12.5			400	100

Out of 400 respondents 33.25% of respondents are married in which 16.25% of respondents are workingwomen 17% of respondents are homemakers, 59.5% of respondents are unmarried in which 35.25% of respondents are students 11.75% of respondents are workingwomen 12.5% of respondents are homemakers, 1.5% of respondents are divorcee in which 1% of respondents are

workingwomen and 0.5% of respondents are homemakers, 12.5% of respondents are widow in which 2.25% of respondents are workingwomen 3.5% of respondents are homemakers.

**Table No.4. 7. Distribution of educational qualification of the respondents.**

Sl.No.		Metriculate	%	H.S	%	Degree	%	Post Graduate	%	Any other	%	Total	%
1.	Students	0	0	10	2.5	84	21	49	12.25	6	1.5	149	37.25
2.	Workingwomen	8	2	9	2.25	42	10.5	64	16	4	1	127	31.75
3.	Homemakers	12	3	30	7.5	59	14.75	23	5.75	0	0	124	31
4.	Total no. of respondents out of 400	20	5	49	12.25	185	46.25	136	34	10	2.5	400	100

Out of 400 respondents 5% of respondents are matriculate in which 2% of respondents are workingwomen and 3% of respondents are homemakers, 12.25% of respondents are higher secondary pass in which 2.5% of respondents are students 2.25% of respondents are workingwomen 7.5% of respondents are homemakers, 46.25% of respondents are graduate in which 21% of respondents are students 10.5% of respondents are workingwomen 14.75% of respondents are homemakers, 34% of respondents are post graduate in which 12.25% of respondents are students 16% of respondents are workingwomen 5.75% of respondents are homemakers, 2.5% of respondents have other qualifications like they are either B.ed or PhD holders in which 1.5% of respondents are students and 1% of respondents are workingwomen.

**Table No.4.8. Distribution of family structure of the respondents.**

Sl.No.		Nuclear	%	Joint Family	%	Extended Family	%	Total no. of respondents	%
1.	Students	105	26.25	45	11.25	4	1	154	38.5
2.	Workingwomen	76	19	32	8	0	0	108	27
3.	Homemaker	109	27.25	27	6.75	2	0.5	138	34.5
4.	Total no. of responders out of 400	290	72.5	104	26	6	1.5	400	100

Out of 400 respondents 72.5% of respondents have nuclear family in which 26.25% of respondents are students 19% of respondents are workingwomen 27.25% of respondents are homemakers, 26% of respondents have joint family in which 11.25% of respondents are students 8% of respondents are workingwomen 6.75% of respondents are homemakers, 1.5% of respondents have extended family in which 1% of respondents are students 0.5% of respondents are homemakers.

**Table no.4.9. Respondents' family members.**

Sl.No.		1-3	%	3-6	%	6-9	%	9 above	%	total	%
1.	Students	22	5.5%	89	22.25	16	4	22	5.5	149	37.25
2.	Workingwomen	31	7.75	63	15.75	16	4	12	3	122	30.5
3.	Homemakers	51	12.75	48	12	8	2	22	5.5	129	32.25
4.	Total no. of responders out of 400	104	26	200	50	40	10	56	14	400	100

Out of 400 respondents 26% of respondents have 1-3 numbers of family members in which 5.5% of respondents are students 7.75% of respondents are workingwomen 12.75% of respondents are homemaker, 50% of respondents have 3-6 numbers of family members in which 22.25% of respon-

dents are students 15.75% of respondents are workingwomen 12% of respondents are homemakers, 10% of respondents have 6-9 numbers of family members in which 4% of respondents are students 4% of respondents are workingwomen 2% of respondents are homemakers, 14% of respondents have above 9 family members in which 5.5% of respondents are students 3% of respondents are workingwomen 5.5% of respondents are homemakers.

**Table no.4.10 . Respondent's monthly income.**

	5000-10,000	%	10,000-15000	%	15000-20000	%	20000-30000	%	30000-40000	%	40,000 above	%	total	%
<b>Students</b>	4	1	8	2	4	1	69	17.25	46	11.5	20	5	151	37.75
<b>Working women</b>	24	6	32	8	8	2	22	5.5	10	2.5	16	4	112	28
<b>Home makers</b>	10	2.5	14	3.5	16	4	38	9.5	30	7.5	29	7.25	137	34.25
<b>Total no. of respondents out of 400</b>	38	9.5	54	13.5	28	7	129	32.25	86	21.5	65	16.25	400	100

Out of 400 respondents 9.5% of respondents monthly income is 5000-10,000 in which 1% of respondents are students 6% of respondents are workingwomen 2.5% of respondents are homemakers, 13.5% of respondents monthly income is 10,000-15000 in which 2% of respondents are students 8% of respondents are workingwomen 3.5% of respondents are homemakers, 7% of respondents monthly income is 15,000-20,000 in which 1% of respondents are students 2% of respondents are workingwomen 4% of respondents are homemakers, 32.25% of respondents monthly income is 20,000-30,000 in which 17.25% of respondents are students 5.5% of respondents are workingwomen 9.5% of respondents are homemakers, 21.5% of respondents monthly income is 30,000-40,000 in which 11.5% of respondents are students 2.5% of respondents are workingwomen 7.5% of respondents are homemakers, 16.25% of respondents monthly income is above 40,000 in which 5% of respondents are students 4% of respondents are workingwomen 7.25% of respondents are home-maker.

**Table no.4.11. Respondents watching daily soaps.**

	<b>Yes</b>	<b>percentage</b>	<b>No</b>	<b>percentage</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	131	32.75	22	5.5	153	38.25
<b>Working women</b>	96	24	14	3.5	110	27.5
<b>Homemaker</b>	126	31.5	11	2.75	137	34.25
<b>Total no. of respondents out of 400</b>	353	88.25	47	11.75	400	100

Out of 400 respondents 88.25% of respondents watch daily soaps in which 32.75% of respondents are students 24% of respondents are workingwomen 31.5% of respondents are homemakers, 11.75% of respondents doesn't watch daily soaps in which 5.5% of respondent are students 3.5%v of respondents are workingwomen 2.75% of respondents are homemakers.

**Table No. 4.12. Number of soaps they watch daily.**

	<b>1-2</b>	<b>%</b>	<b>2-3</b>	<b>%</b>	<b>3-4</b>	<b>%</b>	<b>4-6</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	63	15.75	58	14.5	34	8.5	27	6.75	182	45.5
<b>Working women</b>	61	15.25	34	8.5	11	2.75	12	3	118	29.5
<b>Homemaker</b>	59	14.75	27	6.75	18	4.5	22	5.5	126	31.5
<b>Total number of respondents out of 400</b>	183	45.75	119	29.75	48	12	50	12.5	400	100

From the above table it is observed that out of 400 respondents 45.75% of respondents watch 1 to 2 soaps daily in which 15.75% of respondents are students , 15.25% of respondents are working

women and 14.75% of respondents are homemakers, 29.75% of respondents watch 2 to 3 soaps daily in which 14.5% of respondents are students , 8.5% of respondents are working women, 6.75% of respondents are homemakers, 12% of respondents watch 3 to 4 soaps daily in which 8.5% of respondents are students, 2.75% of respondents are working women, 4.5% of respondents are homemakers, 12.5% of respondents watch 4 to 6 soaps daily in which 6.75% of respondents are students, 3% of respondents are working women, 5.5% of respondents are homemakers.

**Table No. 4.13. Respondents watching repeat telecast of their favourite soaps.**

	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	85	21.25	69	17.25	154	38.5
<b>Working women</b>	41	10.25	81	20.25	122	30.5
<b>Homemaker</b>	82	20.5	42	10.5	124	31
<b>Total number of respondents out of 400</b>	208	52	192	48	400	100

Out of 400 respondents 52% of respondents watch repeat telecast of their favourite soaps in which 21.25% of respondents are students, 10.25% of respondents are working women, 20.5% of respondents are homemakers, whereas, 48% of respondents do not watch repeat telecast of their favorite soaps in which 17.25% of respondents are students, 20.25% of respondents are workingwomen, 10.5% of respondents are homemakers.



**Table No.4.14. Time spent on serials.**

	<b>1hr.</b>	<b>%</b>	<b>2hr.</b>	<b>%</b>	<b>3hr.</b>	<b>%</b>	<b>4hr</b>	<b>%</b>	<b>More than 4 hrs</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	62	15.5	70	17.5	8	2	10	2.5	10	2.5	160	40
<b>Working women</b>	56	14	40	10	7	1.75	6	1.5	8	2	117	29.25
<b>Homemaker</b>	44	11	40	10	20	5	14	3.5	5	1.25	123	30.75
<b>Total number of respondents out of 400</b>	162	40.5	150	37.5	35	8.75	30	7.5	23	5.75	400	100

Out of 400 respondents 40.5% of respondents watch soaps for 1 hour in which 15.5% of respondents are students 14% respondents are workingwomen 11% homemakers, 37.5% of respondents watch soaps for 2 hours in which 17.5% of respondents are students 10% of respondents are workingwomen and 10% of respondents are homemakers, 8.75% of respondents watch soaps for 3 hours in which 2% of respondents are students 1.75% of respondents are workingwomen 5% of respondents are homemakers, 7.5% of respondents watch soaps for 4 hours in which 2.5% of respondents are students 1.5% of respondents are workingwomen 3.5% of respondents are homemakers, 5.75% of respondents watch soaps for more than 4 hours in which 2.5% of respondents are students 2% of respondents are workingwomen and 1.25% of respondents are homemakers.

**Table No.4. 15 Types of programmes.**

	<b>Daily Soaps</b>	<b>%</b>	<b>Weekly soaps</b>	<b>%</b>	<b>Reality Shows</b>	<b>%</b>	<b>Movies</b>	<b>%</b>	<b>Sports and news</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	88	22	8	2	18	4.5	20	5	10	2.5	144	36
<b>Working women</b>	62	15.5	4	1	18	4.5	18	4.5	24	6	129	32.25
<b>Homemaker</b>	88	22	10	2.5	20	5	6	1.5	6	1.5	130	32.5
<b>Total no. of respondents out of 400</b>	238	59.5	22	5.5	56	14	44	11	40	10	400	100

Out of 400 respondents 59.5% of respondents watch daily soap in which 22% of respondents are students 15.5% of respondents are workingwomen 22% of respondents are homemakers, 5.5% of respondents watch weekly soaps in which 2% of respondents are students 1% of respondents are workingwomen 2.5% of respondents are homemakers, 14% of respondents watch reality shows in which 4.5% of respondents are students 4.5% of respondents are working women and 5% of respondents are homemakers, 11% of respondents watch movies in which 5% of respondents are students 4.5% of respondents are workingwomen and 1.5% of respondents are homemakers , 10% of respondents watch sports and news in which 2.5% of respondents are students 6% of respondents are workingwomen and 1.5% of respondents are homemakers.

**Table No.4.16 Types of TV serials.**

	<b>Fami ly Dra ma</b>	<b>%</b>	<b>Lov e Stor y</b>	<b>%</b>	<b>Viole nt</b>	<b>%</b>	<b>Come dy</b>	<b>%</b>	<b>Horro r and detecti ve</b>	<b>%</b>	<b>Tot al</b>	<b>%</b>
<b>Students</b>	63	15.75	49	12.25	15	3.75	35	8.75	17	4.25	179	44.75
<b>Working women</b>	36	9	6	1.25	25	6.25	45	11.25	10	2.5	122	30.5
<b>Home maker</b>	45	11.25	16	4	12	3	19	4.75	7	1.75	99	24.75
<b>Total no. of responde nts out of 400</b>	144	36	71	17.75	52	13	99	24.75	34	8.5	400	100

Out of 400 respondents 36% of respondents watch family drama in which 15.75% are students 9% of respondents are workingwomen 11.25% of respondents are homemakers, 17.75% of respondents watch love stories in which 12.25% of respondents are students 1.25% of respondents are workingwomen 4% of respondents are homemakers, 13% of respondents watch violent serials in which 3.75% are students 6.25% of respondents are workingwomen 3% of respondents are homemakers, 24.75% of respondents watch comedy serials in which 8.75% of respondents are students 11.25% of respondents are workingwomen 4.75% of respondents are homemakers, 8.5% of respondents watch horror and detective serials in which 4.25% of respondents are students 2.5% of respondents are workingwomen and 1.75% of respondents are homemakers.

**Table No.4.17 Preference of channels.**

	Zee	%	Star Plus	%	Sony	%	Colours	%	Life OK	%	Total	%
<b>Students</b>	41	10.25	42	10.5	19	4.75	26	6.5	24	6	152	38
<b>Working women</b>	31	7.75	36	9	12	3	14	3.5	10	2.5	103	25.75
<b>Homemaker</b>	43	10.75	62	15.5	16	4	11	2.75	13	3.25	145	36.25
<b>Total no. of respondents out of 400</b>	115	28.75	140	35	47	11.75	51	12.75	47	11.75	400	100

Out of 400 respondents 28.75% of respondents watch Zee in which 10.25% of respondents are students 7.75% of respondents are workingwomen 10.75% of respondents are homemakers, 35% of respondents watch Star Plus in which 10.5% of respondents are students 9% of respondents are workingwomen 15.5% of respondents are homemakers, 11.75% of respondents watch Sony in which 4.75% of respondents are students 3% of respondents are workingwomen 4% of respondents are homemakers, 12.75% of respondents watch Colours in which 6.5% of respondents are students 3.5% of respondents are workingwomen 2.75% of respondents are homemakers, 11.75% of respondents watch Life OK in which 6% of respondents are students 2.5% of respondents are workingwomen 3.25% of respondents are homemakers.

**Table No.4.18. Preferred viewing time.**

	<b>Lunch time</b>	<b>%</b>	<b>Mid afternoon</b>	<b>%</b>	<b>Early evening</b>	<b>%</b>	<b>Prime time</b>	<b>%</b>	<b>Night time</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	23	5.75	11	2.75	7	1.75	28	7	88	22	157	39.25
<b>Workingwomen</b>	8	2	4	1	6	1.5	26	6.25	78	19.5	122	30.5
<b>Home Makers</b>	27	6.75	10	2.5	9	2.25	14	3.5	61	15.25	121	30.25
<b>Total no. of respondents out of 400</b>	58	14.5	25	6.25	22	5.5	68	17	227	56.75	400	100

Out of 400 respondents 14.5% of respondents prefer watching soaps at lunch time in which 5.75% of respondents are students 2% of respondents are workingwomen 6.75% of respondents are homemakers, 6.25% of respondents prefer watching soaps at midafternoon in which 2.75% of respondents are students 1% of respondents are workingwomen 2.5% of respondents are homemakers, 5.5% of respondents prefer watching soaps at early evening in which 1.75% of respondents are students 1.5% of respondents are workingwomen 2.25% of respondents are homemakers, 17% of respondents prefer watching soaps at prime time in which 7% of respondents are students 6.25% of respondents are workingwomen 3.5% of respondents are homemakers, 56.75% of respondents prefer watching soaps at night time in which 22% of respondents are students 19.5% of respondents are workingwomen 15.25% of respondents are homemakers.

**Table No.4. 19. Duration of Serials.**

	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	46	11.5	107	26.75	153	38.25
<b>Working women</b>	26	6.5	82	20.5	108	27
<b>Homemaker</b>	71	17.75	68	17	139	34.75
<b>Total number of respondents out of 400</b>	143	35.75	257	64.25	400	100

Out of 400 respondents 35.75% likes storylines that last for a long time, up to several years in which 11.5% of respondents are students 6.5% of respondents are workingwomen 17.75% of respondents are homemakers, 64.25% does not like storylines that last for a long time, up to several years in which 26.75% of respondents are students 20.5% of respondents are working women and 17% of respondents are homemakers.

**Table No.4. 20. Choice of characters.**

	<b>Affa</b>	<b>%</b>	<b>Annoy</b>	<b>%</b>	<b>Confid</b>	<b>%</b>	<b>Amusing/F</b>	<b>%</b>	<b>Loo</b>	<b>%</b>	<b>Tot</b>	<b>%</b>
	<b>ble</b>		<b>ing</b>		<b>ent</b>		<b>unny</b>		<b>ks</b>		<b>al</b>	
									<b>goo</b>			
									<b>d</b>			
<b>Student</b>	0	0	10	2.5	58	14.5	31	7.75	54	13.5	153	38.25
<b>Workin</b>	7	1.75	0	0	60	15	22	5.5	25	6.25	114	28.5
<b>Home</b>	4	1	2	0.5	59	14.75	30	7.5	38	9.5	133	33.25
<b>Total</b>	11	2.75	12	3	177	44.25	83	20.75	117	29.25		100
<b>no.</b>												
<b>respond</b>												
<b>ents out</b>												
<b>of</b>												
<b>400</b>												

Out of 400 respondents 2.75% like affable character in which 0 of respondents are students 1.75% of respondents are workingwomen 1% of respondents are homemakers, 3% of respondents like annoying character in which 2.5% of respondents are students 0% of respondents are workingwomen 0.5% of respondents are homemakers, 44.25% of respondents like confident character in which 14.5% of respondents are students 15% of respondents are workingwomen 14.75% of respondents are homemakers, 20.75% of respondents like amusing and funny character in which 7.75% of respondents are students 5.5% of respondents are workingwomen 7.5% of respondents are homemakers, 29.25% of respondents like looks good character in which 13.5% of respondents are students 6.25% of respondents are workingwomen 9.5% of respondents are homemakers.

**Table No.4.21 Choice of Story lines.**

	<b>Twist &amp; Turns</b>	<b>%</b>	<b>Those that deal with current issues</b>	<b>%</b>	<b>Relationship based.</b>	<b>%</b>	<b>Family feud</b>	<b>%</b>	<b>Epic &amp; Religious</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	80	20	60	15	21	5.25	3	0.75	11	2.75	175	43.75
<b>Working women</b>	32	8	35	8.75	30	7.5	13	3.25	8	2	118	29.5
<b>Homemakers</b>	36	9	21	5.25	20	5	20	5	10	2.5	107	26.75
<b>Total no. of respondents out of 400</b>	148	37	116	29	71	17.75	36	9	29	7.25	400	100

Out of 400 respondents 37% of respondents like twist and turns storylines in which 20% of respondents are students 8% of respondents are workingwomen 9% of respondents are homemakers, 29% of respondents like storylines those that deal with current issues in which 15% of respondents are students 8.75% of respondents are workingwomen 5.25% of respondents are homemakers, 17.75%

of respondents like relationship based storylines in which 5.25% of respondents are students 7.5% of respondents are workingwomen 5% of respondents are homemakers,9% of respondents like storylines based on family feud in which 0.75% of respondents are students 3.25% of respondents are workingwomen 5% of respondents are homemakers, 7.25% of respondents like storylines based on epic and religious stories in which 2.75% of respondents are students 2% of respondents are workingwomen 2.5% of respondents are homemakers.

**Table No.4.22 Frequency of watching soap opera.**

	<b>Rarely</b>	<b>%</b>	<b>Once a week</b>	<b>%</b>	<b>2 or 3 times a week</b>	<b>%</b>	<b>Daily</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	26	6.5	6	1.75	50	12.5	69	17.25	151	37.75
<b>Working women</b>	24	6	2	0.5	35	8.75	65	16.25	126	31.5
<b>Home makers</b>	15	3.75	4	1	20	5	84	21	123	30.75
<b>Total no. of respondent out of 400</b>	65	16.25	12	3	105	26.25	218	54.5	400	100

Out of 400 respondents 16.25% of respondent watch soaps rarely in which 6.5% of respondents are students 6% of respondents are workingwomen 3.75% of respondents are homemakers, 3% of respondents watch soaps once a week in which 1.75% of respondents are students 0.5% of respondents are workingwomen 1% of respondents are homemakers,26.25% of respondents watch soaps 2 or 3 times a week in which 12.5% of respondents are students 8.75% of respondents are workingwomen 5% of respondents are homemakers, 54.5% of respondents watch soaps daily in which 17.25% of respondents are students 16.25% of respondents are workingwomen 21% of respondents are homemakers.



**Table no.4.23. Enticing trailers.**

	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Can't say</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	72	18	30	7.5	51	12.75	153	38.25
<b>Workingwomen</b>	56	14	22	5.5	46	11.5	124	31
<b>Homemaker</b>	86	21.5	17	4.25	20	5	123	30.75
<b>Total no. of respondents out of 400</b>	214	53.5	69	17.25	117	29.25	400	100

Out of 400 respondents 53.5% of respondents says that yes the trailers entice them to watch soaps in which 18% of respondents are students 14% of respondents are workingwomen 21.5% of respondents are homemakers, 17.25% of respondents says that trailers does not entice them to watch soap in which 7.5% of respondents are students 5.5% of respondent are workingwomen 4.25% of respondents are homemakers, 29.25% of respondents says that they can't say whether trailers entice them in which 12.75% of respondents are students 11.5% of respondents are workingwomen 5% of respondents are homemakers.

**Table no.4. 24 The reason for watching a soap opera.**

	To spend time	%	To be entertained	%	Reality aspects	%	For latest fashion	%	For Para social interaction	%	total	%
<b>Students</b>	41	10.25	75	18.75	14	3.5	30	7.5	2	0.5	162	40.5
<b>Working women</b>	27	6.75	60	15	8	2	15	3.75	4	1	114	28.5
<b>Home maker</b>	42	10.5	59	14.75	10	2.5	8	2	5	1.25	124	31
<b>Total no. of respondents out of 400</b>	111	27.75	195	48.75	32	8	53	13.25	11	2.75	400	100

Out of 400 respondents 27.75% of respondents watch soaps to spend time in which 10.2% of respondents are students 6.75% of respondents are workingwomen 10.5% of respondents are homemakers, 48.75% of respondents watch soaps to entertain themselves in which 18.75% of respondents are students 15% of respondents are workingwomen 14.75% of respondents are homemakers, 8% of respondents watch soaps for reality aspects in which 3.5% respondents are students 2% of respondents are workingwomen 2.5% of respondents homemakers, 13.25% of respondents watch soaps for latest fashion in which 7.5% of respondents are students 3.75% of respondents are workingwomen 2% of respondents are homemakers, 2.75% of respondents watch soaps for para social interaction in which 0.5% of respondents are students 1% of respondents are workingwomen 1.25% of respondents are homemakers.

**TableNo.4.25. Other actions they perform while watching soap opera.**

	Chopping vegetables	%	Taking care of house	%	Flipping through magazines	%	Taking meal	%	Talking over phone	%	Pay contn	%	Total	%
Students	4	1	15	3.75	11	2.75	70	17.5	12	3	32	8	144	36
Working women	16	4	42	10.5	8	2	35	8.75	18	4.5	10	2.5	129	32.25
Home maker	16	4	60	15	5	1.25	26	6.5	8	2	12	3	127	31.75
Total no. of respondents out of 400	36	9	117	29.25	24	6	131	32.75	38	9.5	54	13.5	400	100

Out of 400 respondents 9% of respondents chop vegetables while watching soap opera in which 1% of respondents are students 4% of respondents are workingwomen 4% of respondents homemakers, 29.25% of respondents take care of house hold activities while watching soap opera in which 3.75% of respondents are students 10.5% of respondents are workingwomen 15% of respondents are homemakers, 6% of respondents flip through magazines while watching soap opera in which 2.75% of respondents are students 2% of respondents are workingwomen 1.25% of respondents are homemakers, 32.75% of respondents take meal while watching soap in which 17.5% of respondents are students 8.75% of respondents are workingwomen 6.5% of respondents are homemakers, 9.5% of respondents talk over phone while watching soaps in which 3% of respondents are students 4.5% of respondents are workingwomen 2% of respondents are homemakers, 13.5% of respondents pay full concentration while watching soap in which 8% of respondents are students 2.5% of respondents are workingwomen 3% of respondents are homemakers.

**Table no 4.26. Watching daily.**

	<b>Bade Achhe LagteHain</b>	<b>%</b>	<b>Amrit Manthan</b>	<b>%</b>	<b>Diya aur Baati Hum</b>	<b>%</b>	<b>Dil se Di Dua.</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	54	13.5	26	6.5	50	12.5	34	8.5	164	41
<b>Workingwomen</b>	50	12.5	5	1.25	44	11	9	2.25	108	27
<b>Homemaker</b>	34	8.5	14	3.5	68	17	12	3	128	32
<b>Total no. of respondents out of 400</b>	138	34.5	45	11.25	162	40.5	55	13.75	400	100

Out of 400 respondents 13.5% of respondents watch *Bade Achhe Lagtey Hain* in which 13.5% of respondents are students 12.5% of respondents are workingwomen 8.55 of respondents are homemakers, 11.25% of respondents watch *Amrit Manthan* in which 6.5% of respondents are students 1.25% of respondents are workingwomen 3.5% of respondents are homemakers, 40.5% of respondents watch *Diya Aur Baati Hum* in which 12.5% of respondents are students 11% of respondents are workingwomen 17% of respondents are homemakers, 13.75% of respondents watch *Dil Se Di Dua.. Saubhagyavati Bhava* in which 8.5% of respondents are students 2.25% of respondents are workingwomen 3% of respondents are homemakers.

**Table no.4.27. The soaps that they can't miss and watch on a regular basis.**

	Bade aachelagteyha i	%	AmritManth an	%	DiyaaurBaa ti hum	%	Dil se didua ..	%	Tot al	%
Students	59	14.75	25	6.25	46	11.5	30	7.5	160	40
Workingwom en	52	13	4	1	53	13.2 5	6	1.5	115	28.75
Homemaker	30	7.5	12	3	73	18.2 5	10	2.5	125	31.25
Total no. of respondents out of 400	141	35.25	41	10.25	172	43	46	11. 5	400	100

Out of 400 respondents 35.25% of respondents watch *Bade Achhe Lagtey Hain* on a regular basis and can't miss it in which 14.75% of respondents are students 13% of respondent are workingwomen 7.5% of respondents are homemakers, 10.25% of respondents watch *Amrit Manthan* on a regular basis and can't miss it in which 6.25% of respondents are students 1% of respondents are workingwomen 3% of respondents are homemakers, 43% of respondents watch *Diya Aur Baati Hum* on a regular basis and can't miss it in which 11.5% of respondents are students 13.25% of respondents are working women 18.25% of respondents are homemakers, 11.5% of respondents watch *Dil Se Di Dua ... Saubhagyavati Bhava* on a regular basis in which 7.5% of respondents are students 1.5% of respondents are workingwomen 2.5% of respondents are homemakers.

**Table no.4.28. Reasons for liking.**

	<b>Entertai nment</b>	<b>%</b>	<b>Inform ation</b>	<b>%</b>	<b>They depic t...</b>	<b>%</b>	<b>To keep yours elf..</b>	<b>%</b>	<b>Fascin ated..</b>	<b>%</b>	<b>To tal</b>	<b>%</b>
<b>Students</b>	67	16. 75	10	2. 5	40	1 0	12	3	26	6. 5	15 5	38. 75
<b>Working women</b>	46	11. 5	7	1. 75	40	1 0	10	2. 5	22	5. 5	12 5	31. 25
<b>Homema ker</b>	50	12. 5	12	3	28	7	16	4	14	3. 5	12 0	30
<b>Total no. of responde nts out of 400</b>	163	40. 75	29	7. 25	108	2 7	38	9. 5	62	15 .5	40 0	10 0

Out of 400 respondents 40.75% of respondents like these serials because of entertainment in which 16.75% of respondents are students 11.5% of respondents are workingwomen 12.5% of respondents are homemakers, 7.25% of respondents like these serials for information in which 2.5% of respondents are students 1.7% of respondents are workingwomen 3% of respondents are homemakers, 27% of respondents like these serials because they depict the real life in which 10% of respondents are students 10% of respondents are workingwomen 7% of respondents are homemakers, 9.5% of respondents like these serials to keep themselves updated on fashion in which 3% of respondents are students 2.5% of respondents are workingwomen 4% of respondents are homemakers, 15.5% of respondents like these serials because of the fascination for a particular character in which 6.5% of respondents are students 5.5% of respondents are workingwomen 3.5% of respondents are homemakers.

**Table No.4.29. Option they use if they miss any episode.**

	<b>Record it</b>	<b>%</b>	<b>Repeat telecast</b>	<b>%</b>	<b>Call friend to know latest</b>	<b>%</b>	<b>Wait avidly for the next episode</b>	<b>%</b>	<b>Neither of these</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	8	2	68	17	22	5.5	22	5.5	46	11.5	166	41.5
<b>Working women</b>	4	1	46	11.5	14	3.5	14	3.5	38	9.5	116	29
<b>Homemaker</b>	0	0	56	14	12	3	8	2	42	10.5	118	29.5
<b>Total no. of respondents out of 400</b>	12	3	170	42.5	48	12	44	11	126	31.5	400	100

Out of 400 respondents 3% of respondents record their favourite soaps if they miss any episode in which 2% of respondents are students 1% of respondents are workingwomen, 42.5% of respondents watch repeat telecast of their favourite shows in which 17% of respondents are students 11.5% of respondents are workingwomen 14% of respondents are homemakers, 12% of respondents call a friend to know the latest in which 5.5% of respondents are students 3.5% of respondents are workingwomen 3% of respondents are homemakers, 11% of respondents wait avidly for the next episode in which 5.5% of respondents are students 3.5% of respondents are workingwomen 2% of respondents are homemakers, 31.5% of respondents does nothing if they miss any episode in which 11.5% of respondents are students 9.5% of respondents are workingwomen 10.5% of respondents are homemakers.

**Table No.4.30. Respondents giving equal priority to doing something such as homework or household activity.**

	Ye s	%	Almo st	%	No	%	Hav e to thin k	%	Can' t say	%	Tot al	%
<b>Students</b>	26	6.5	28	7	47	11.7	20	5	30	7.5	151	37.7
<b>Working women</b>	15	3.75	15	3.75	61	15.2	16	4	15	3.75	122	30.5
<b>Homemake rs</b>	26	6.5	26	6.5	47	11.7	22	5.5	20	5	141	35.2
<b>Total no. of respondent s out of 400</b>	67	16.7	55	13.7	15	38.7	58	14.	65	16.2	400	100

Out of 400 respondents 16.75% of respondents take equal priority to doing something such as homework or household activity in which 6.5% of respondents are students 3.75% of respondents are workingwomen 6.5% respondents are homemakers, 13.75% of respondents almost take equal priority to doing something such as homework or house hold activity in which 7% of respondents are students 3.75% of respondents are workingwomen 6.5% of respondents are homemakers, 38.75% of respondents doesnot take equal priority to doing something such as homework or household activity in which 11.75% of respondents are students 15.25% of respondents are workingwomen 11.75% of respondents are homemakers, 14.5% of respondents express that they have to think whether they take equal priority to doing something such as homework or household activity in which 5% of respondents are students 4% of respondents are workingwomen 5.5% of respondents are homemakers, 16.25% of respondents says that they can't say whether they take equal priority to doing something such as homework or house hold activity in which 7.5% of respondents are students 3.75% of respondents are workingwomen 5% of respondents are homemakers.



**Table No. 4.31 Discuss the storylines with.**

	<b>Fami</b>	<b>%</b>	<b>Frien</b>	<b>%</b>	<b>Junio</b>	<b>%</b>	<b>Acquainta</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>Tot</b>	<b>%</b>
	<b>ly</b>		<b>ds</b>		<b>rs</b>		<b>nces</b>		<b>o</b>		<b>al</b>	
									<b>on</b>			
									<b>e</b>			
<b>Students</b>	46	11.5	62	15.5	20	5	1	0.25	17	4.25	146	36.5
<b>Working women</b>	37	9.25	68	17	6	1.5	4	1	26	6.5	141	35.25
<b>Home makers</b>	21	5.25	79	19.75	0	0	0	0	13	3.25	113	28.25
<b>Total no. of respondents out of 400</b>	104	26	209	52.25	26	6.5	5	1.25	56	14	400	100

Out of 400 of respondents 26% of respondents discuss the storylines with their family in which 11.5% of respondents are students 9.25% of respondents are workingwomen 5.25% of respondents are homemakers, 52.25% of respondents discuss the storylines with their friends in which 15.5% of respondents are students 17% of respondents are workingwomen 19.75% of respondents are homemakers, 6.5% of respondents discuss the storylines with their juniors in which 5% of respondents are students 1.5% of respondents are workingwomen 0% of respondents are homemakers , 1.25% of respondents discuss the story lines with the acquaintances in which 0.25% of respondents are students 1% of respondents are workingwomen 0% of respondents are homemakers, 14% of respondents discuss the storylines with no one in which 4.25% of respondents are students 6.5% of respondents are workingwomen 3.25% of respondents are homemakers.

**Table No. 4.32. Storylines are accurate and representation of real life.**

	<b>Ye s</b>	<b>%</b>	<b>Almo st</b>	<b>%</b>	<b>Complete ly unreal</b>	<b>%</b>	<b>N o</b>	<b>%</b>	<b>Can' t say</b>	<b>%</b>	<b>Tot al</b>	<b>%</b>
<b>Students</b>	42	10.5	40	10	6	1.5	26	6.5	20	5	134	33.5
<b>Working women</b>	68	17	39	9.75	8	2	16	4	16	4	147	36.75
<b>Home Makers</b>	18	4.5	46	11.5	10	2.5	27	6.75	18	4.5	119	29.75
<b>Total no. of respon dents out of 400</b>	128	32	125	31.25	24	6	69	17.25	54	13.5	400	100

Out 400 respondents 32% respondents says yes and think that the storylines are accurate and representation of real life in which 10.5% of respondents are students 17% of respondents are workingwomen 4.5% of respondents are homemakers, 31.25% of respondents almost think that the storylines are accurate and representation of real life in which 10% of respondents are students 9.75% of respondents are workingwomen 11.5% of respondents are homemakers, 6% of respondents think that the storylines are completely unreal and are not accurate and also does not represent real life in which 1.5% of respondents are students 2% of respondents are working women 2.5% of respondents are homemakers, 17.25% of respondents does not think that the storylines are accurate and representation of real life in which 6.5% of respondents are students 4% of respondents are workingwomen 6.75% of respondents are homemakers, 13.5% respondents say that they can't say whether the storylines are accurate and representation of real life in which 5% of respondents are students 4% of respondents are workingwomen 4.5% of respondents are homemakers.

**Table No.4.33. Characters are similar to real life people.**

	<b>Ye s</b>	<b>%</b>	<b>Almo st</b>	<b>%</b>	<b>Complete ly unreal</b>	<b>%</b>	<b>N o</b>	<b>%</b>	<b>Can 't say</b>	<b>%</b>	<b>Tot al</b>	<b>%</b>
<b>Students</b>	30	7.5	62	15.5	17	4.25	27	6.75	16	4	152	38
<b>Working Women</b>	33	8.25	36	9	10	2.5	28	7	16	4	123	30.75
<b>Home Makers</b>	21	5.25	44	11	15	3.75	36	9	9	2.25	125	31.25
<b>Total no. of respon dents out of 400</b>	84	21	142	35.5	42	10.5	91	22.75	41	10.25	400	100

Out of 400 respondents 21% of respondents say yes that the characters are similar to real life people in which 7.5% of respondents are students 8.25% of respondents are workingwomen 5.25% of respondents are homemakers, 35.5% of respondents say that almost similar to the real life people in which 15.5% of respondents are students 9% of respondents are workingwomen 11% of respondents are homemakers, 10.5% of respondents find the characters completely unreal in which 4.25% of respondents are students 2.5% of respondents are workingwomen 3.75% of respondents are homemakers, 22.75% of respondents says the characters does not represent real life people (no) in which 6.75% of respondents are students 7% of respondents are workingwomen 9% of respondents are homemakers, 10.25% of respondents says that they can't say whether the characters represent real life people in which 4% of respondents are students 4% of respondents are workingwomen 2.25% of respondents are homemakers.

**Table no.4.34 Affinity with storylines.**

	<b>Almo</b>	<b>%</b>	<b>Quit</b>	<b>%</b>	<b>Very</b>	<b>%</b>	<b>Unlike</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Tot</b>	<b>%</b>
	<b>st</b>		<b>e</b>		<b>unlike</b>		<b>ly</b>		<b>t</b>		<b>al</b>	
			<b>close</b>		<b>ly</b>				<b>at</b>			
			<b>e</b>						<b>all</b>			
<b>Students</b>	32	8	28	7	39	9.75	43	10.75	29	7.25	174	43.5
<b>Working Women</b>	42	10.5	31	7.75	25	6.25	40	10	21	5.25	159	39.75
<b>Home Makers</b>	7	1.75	8	2	9	2.25	30	7.5	16	4	70	17.5
<b>Total no. of respondents out of 400</b>	85	21.25	67	16.75	73	18.25	113	28.25	66	16.5	400	100

Out of 400 respondents 21.25% of respondents says that the story lines almost represent them in which 8% of respondents are students 10.5% of respondents are workingwomen 1.75% of respondents are homemakers, 16.75% of respondents says storylines are quite close to them in which 7% of respondents are students 7.75% of respondent are workingwomen 2% of respondents are homemakers, 18.25% of respondents find the storylines very unlikely in which 9.75% of respondents are students 6.25% are workingwomen 2.25% of respondents are homemakers, 28.25% of respondents find it to be unlikely in which 10.75% of respondents are students 10% of respondents are workingwomen 7.5% of respondents are homemakers, 16.5% of respondents says that storylines does not represent them in which 7.25% of respondents are students 5.25% of respondents are workingwomen 4% of respondents are homemakers.

**Table No.4.35. Borrowing from real life.**

	<b>Almo st</b>	<b>%</b>	<b>Nearl y</b>	<b>%</b>	<b>Very Unlike ly</b>	<b>%</b>	<b>Unlike ly</b>	<b>%</b>	<b>No t At all</b>	<b>%</b>	<b>Tot al</b>	<b>%</b>
<b>Students</b>	20	5	62	15. 5	8	2	40	10	26	6. 5	156	39
<b>Working women</b>	16	4	46	11. 5	12	3	19	4.7 5	22	5. 5	115	28.7 5
<b>Home makers</b>	29	7.25	36	9	7	1.7 5	21	5.2 5	36	9	129	32.2 5
<b>Total no. of responde nts out of 400</b>	65	16.2 5	144	36	27	6.7 5	80	20	84	21	400	100

Out of 400 respondents 16.25% of respondents says that the soap operas are almost borrowing from real life in which 5% of respondents are students, 4% of respondents are workingwomen, 7.25% of respondents are homemakers. 36% of the respondents says soap operas are nearly borrowing from real life in which 15.5% of respondents are students, 11.5% of respondent are workingwomen, 9% of respondents are homemakers. 6.75% of respondents find it to be very unlikely that soap operas are borrowing from real life in which 2% of respondents are students, 3% are workingwomen and 1.75% are homemakers. 20% of respondents find it to be unlikely that soap operas are borrowing from real life in which 10% of respondents are students, 4.75% are workingwomen and 5.25% are homemakers. 21% of respondents says "not at all" when the captioned research question was put in front of them in which 6.5% are students, 5.5% are workingwomen and 9% are homemaker.

**Table no.4.36 What makes them wait for every episode of these serials.**

	<b>Dramatic Tension</b>	<b>%</b>	<b>Pleasure</b>	<b>%</b>	<b>Entertainment</b>	<b>%</b>	<b>Personal...</b>	<b>%</b>	<b>Pull of ..</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	39	9.75	20	5	56	14	9	2.25	10	2.5	134	33.5
<b>Workingwomen</b>	27	6.75	32	8	48	12	8	2	15	3.75	130	32.5
<b>Homemaker</b>	50	12.5	29	7.25	35	8.75	11	2.75	11	2.75	136	34
<b>Total no. respondents out of 400.</b>	116	29	81	20.25	139	34.75	28	7	36	9	400	100

Out of 400 respondents 29% of respondents wait for dramatic tension of these serials in which 9.75% of respondents are students 6.75% of respondents are workingwomen 12.5% of respondents are homemakers, 20.25% of respondents wait for every episode of these serials as they derive pleasure in which 5% of respondents are students 8% of respondents are workingwomen 7.25% of respondents are homemakers, 34.75% of respondents wait for every episode of these serials because of entertainment in which 14% of respondents are students 12% of respondents are workingwomen 8.75% of respondents are homemakers, 7% of respondents wait for every episode of these serials for personal identification in which 2.2% of respondents are students 2% of respondents are workingwomen 2.75% of respondents are homemakers, 9% of respondents wait for every episode of these serials because of pull of a character in which 2.5% of respondents are students 3.75% of respondents are workingwomen 2.75% of respondents are homemakers.

**Table no.4.37 Respondents' favourite character.**

	Priya %	Natasha %	Shipra %	Ayesha %	Juhi %	Amrit %	Nimrit %	Sandhya %	Minakshi %	Santosh %	Sia %			
Students 32	8	10	2.5	4	1	1.25	10	2.5	8	2	40	3.50	6	1.5
Working women 31	7.75	0	0	2	0.5	4	1	0.5	2	0.5	52	0.50	8	2.00
Home maker 20	5	2	0.5	2	0.5	9	2.25	4	1	1	35	7.25	15	3.75
Total no. of respondents out of 400	20.75	12	3	8	2	1.5	10	2.5	23	3.5	127	31.75	45	11.25

Out of 400 respondents 20.75% of respondents like Priya in which 8% of respondents are students 7.75% of respondents are working women 5% of respondents are homemakers, 3% of respondents like Natasha in which 2.5% of respondents are students 0.5% of respondents are homemakers, 2% of respondents like Shipra (Priya's mother) in which 1% of respondents are students 0.5% of respondents are working women 0.5% of respondents are homemakers, 1.5% of respondents like Ayesha (Priya's sister) in which 0.75% of respondents are students 0.5% of respondents are working women 0.25% of respondents are homemakers, 2.5% of respondents like Juhi (Ram's sister-in-law) in which 1.25% of respondents are students 0.5% of respondents are working women 0.75% of respondents are homemakers, 5.75% of respondents like Amrit in which 2.5% of respondents are students 1% of respondents are working women 2.25% of respondents are homemakers, 3.5% of respondents like Nimrit in which 2% of respondents are students 0.5% of respondents are working women 1% of respondents are homemakers-

ers, 31.75% of respondents are like Sandhya in which 10% respondents are students 13% of respondents are workingwomen 8.75% of respondents are homemakers, 11.25% of respondents like Meenakshi in which 3.5% of respondents are students 0.5% of respondents are workingwomen 7.25% of respondents homemakers,7.25% of respondents like Santosh(bhabo) in which 1.5% of respondents are students 2% of respondents are workingwomen 3.75% of respondents are homemakers,2.75% of respondents like Sia in which 1.5% of respondents are students 0.75% are workingwomen 0.5% of respondents are homemakers, 8% of respondents like Piu in which 3.75% of respondents are students 1.75% of respondents are workingwomen 2.5% of respondents are homemakers.

**Table No.4. 38. Reason for liking Priya.**

	<b>With strict principle</b>	<b>%</b>	<b>Negative character</b>	<b>%</b>	<b>Similar to your personality</b>	<b>%</b>	<b>Fun loving</b>	<b>%</b>	<b>Out spoken</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	13	15.66	0	0	6	7.23	4	4.82	9	10.84	32	9.64
<b>Working Women</b>	12	14.44	0	0	9	10.84	0	0	10	12.05	31	27.35
<b>Home Makers</b>	9	10.84	0	0	0	0	5	6.02	6	7.23	20	24.09
<b>Total no. of respondents out of 400</b>	34	40.96	0	0	15	18.07	9	10.84	25	30.12	83	100

Out of 83 (20.75%) respondents 40.96% of respondents find Priya to be with strict principle in which 15.66% of respondents are students 14.46% of respondents are working women 10.84% of homemakers, 0% of respondents find her to be negative, 18.07% of respondents find her to be similar



with their personality in which 10.84% of respondents are students 10.84% of respondents are workingwomen 0% of respondents are homemakers,10.84% of respondents find her to be fun loving in which 4.82% of respondents are students 0% of respondents are workingwomen 6.02% of respondents are homemakers, 30.12% of respondents find her to be outspoken in which 10.84%of respondents are students 12.05% of respondents are workingwomen 7.23% of respondents are homemaker.

**Table No.4.39. Reasons for liking Natasha.**

	With strict Principle	%	Negative character	%	Similar to your Personality	%	Fun Loving	%	Outspoken	%	Total	%
Students	1	8.33	4	33.33	0	0	3	25	2	16.66	10	83.33
Working women	0	0	0	0	0	0	0	0	0	0	0	0
Home makers	0	0	0	0	0	0	2	16.66	2	16.66	2	16.66
Total no. of respondents out of 400	1	8.33	4	33.33	0	0	5	41.66	4	33.32	12	100

Out 12 ( 3%) respondents 8.33% find Natasha to be with strict principle in which 8.33% of respondents are students 0% workingwomen 0% of respondents are homemaker, 33.33% find her character to be negative in which 33.33%of respondents are' students , 0% of respondents find her to be similar with their personality, 41.66% of respondents her to be fun loving in which 25% of respondents are students 0% of respondents are workingwomen 16.66% of respondents are homemaker,33.32% of respondents find her to be outspoken in which 16.66 % of respondents are students 0% respondents are workingwomen 16.66% of respondents are homemaker.

**Table No.4.40. Reasons for liking Shipra (Priya's mother).**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Outspoken	%	Total	%
Students	0	0	0	0	0	0	3	37.5	1	12.5	4	50
Working women	0	0	1	12.5	0	0	1	12.5	0	0	2	25
Home makers	0	0	0	0	0	0	2	25	0	0	2	25
Total no. of respondents out of 400	0	0	1	12.5	0	0	6	75	1	12.5	8	100

Out of 8 (2%) respondents only 12.5% of respondents that is the working women find Shipra's character to be negative,75% of respondents find shipra to be fun loving in which 37.5% of respondents are students 12.5% of respondents are workingwomen 25% of respondents are home-maker,12.5% of respondents that is the students find her to be outspoken.

**Table No.4.41. Reasons for liking Ayesha (Priya's sister).**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Outspoken	%	Total	%
Students	0	0	2	33.33	0	0	1	16.66	0	0	3	50
Working women	0	0	2	33.33	0	0	0	0	0	0	2	33.33
Home makers	0	0	0	0	0	0	1	16.66	0	0	1	16.66
Total no. of respondents out of 400	0	0	4	66.66	0	0	2	33.33	0	0	6	100

Out of 6 (1.5%) respondents 66.66% of respondents find Ayesha character to be negative in which

33.33% of respondents are students and working women, 33.33% of respondents find her to be fun loving in which 16.66% of respondents are students and homemaker.

**Table No. 4.42 Reasons for liking Juhi (Ram's sister-in-law).**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Outspoken	%	Tot al	%
Students	2	20	0	0	1	10	0	0	2	20	5	50
Working women	1	10	0	0	0	0	0	0	1	10	2	20
Home makers	2	20	0	0	0	0	0	0	1	10	3	30
Total no. of respondents out of 400	5	50	0	0	1	10	0	0	4	40	10	100

Out 10 (2.5%) respondents 50% of respondents find Juhi to be strict with principle in which 20% of respondents are students 10% of respondents are working women 20% of respondents are homemaker, 10% of respondents that is the students think juhi to be similar with their personality, 40% of respondents find juhi to be outspoken in which 20% of respondents are students 10% of respondents are working women 10% of respondents are homemakers.

**Table No.4. 43. Reasons for liking Amrit.**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Outspoken	%	Total	%
Students	1	4.34	9	39.13	0	0	0	0	0	0	10	43.47
Working women	0	0	4	17.39	0	0	0	0	0	0	4	17.39
Home makers	2	8.69	7	30.43	0	0	0	0	0	0	9	39.13
Total no. of respondents out of 400	3	13.04	20	86.95	0	0	0	0	0	0	23	100

Out of 23 ( 5.75%) respondents 13.04% of respondents find Amrit to be strict with principle in which 4.34% of respondents are students 8.69% of respondents are homemaker,86.95% of respondents find amit to be negative in which 39.13% of respondents are students 17.39% of respondents are workingwomen 30.43% of respondents are homemaker.

**Table No.4. 44. Reasons for liking Nimrit.**

With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Simple thinking	%	Total	%
3	21.42	0	0	1	7.14	0	0	4	28.57	8	57.14
0	0	0	0	0	0	0	0	2	14.28	2	14.28
0	0	0	0	0	0	0	0	4	28.57	4	28.57
3	21.42	0	0	1	7.14	0	0	10	71.42	14	100

Out of 14 (3.5%) respondents 21.42% of respondents that is only the students find Nimrit to be strict

with principle, only 7.14% of respondents that is again the students find her similar with their personality, 71.42% of respondents find Nimrit to be simple thinking in which 28.57% of respondents are students 14.28% of respondents are workingwomen 28.57% of respondents are homemaker.

**Table No.4. 45. Reasons for liking Sandhya.**

	With strict principle	%	Negative character	%	Similar to your personality	%	Simple thinking	%	Careeristic	%	Total	%
Students	12	9.44	0	0	6	4.72	6	4.72	16	12.59	40	31.49
Working women	18	11.81	0	0	8	6.29	5	3.93	12	9.44	43	33.85
Home makers	12	9.44	0	0	2	1.57	6	4.72	15	11.81	35	27.55
Total no. of respondents out of 400	42	33.07	0	0	16	12.59	17	13.38	52	40.94	127	100

Out of 127( 31.75%) respondents 33.07% of respondents find Sandhya to be strict with principle in which 9.44% of respondents are students 11.81% of respondents are workingwomen 9.44% of respondents are homemaker, 12.59 % of respondents find sandhya to be similar with their personality in which 4.72% of respondents are students 6.29% respondents are workingwomen 1.57% of respondents are homemaker, 13.38% of the respondents find sandhya to be simple thinking in which 4.72% of respondents are students 3.93% of respondents are workingwomen 4.72% of respondents are homemakers,40.94% of respondents find sandhya to be careeristic in which 12.59% of respondents are students 9.44% of respondents are workingwomen 11.81% of respondents are homemaker.

**Table No.4. 46. Reasons for liking Meenakshi.**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Outspoken	%	Total	%
<b>Students</b>	0	0	3	6.66	0	0	10	22.22	1	2.22	14	31.11
<b>Working women</b>	0	0	1	2.22	0	0	1	2.22	0	0	2	4.44
<b>Home makers</b>	0	0	14	31.11	0	0	15	33.33	0	0	29	64.44
<b>Total no. of respondents out of 400</b>	0	0	18	40	0	0	26	57.77	1	2.22	45	100

Out of 45 (11.25%) respondents 40% of respondents find Meenakshi to be negative character in which 6.66% of respondents are students 2.22% of respondents are workingwomen 31.11% of respondents are homemaker,57.77% of respondents find her to be fun loving in which 22.22% respondents are students and workingwomen 33.33% of respondents are homemaker,2.22% that is only the student respondents find Meenakshi to be out spoken .

**Table No.4.47. Reasons for liking Santosh (Bhabo).**

	With strict principle	%	Negative character	%	Similar to your personality	%	Fun loving	%	Out spoken	%	Total	%
<b>Students</b>	3	10.34	1	3.44	0	0	0	0	2	6.89	6	20.68
<b>Working women</b>	4	13.79	0	0	2	6.89	0	0	2	6.89	8	27.58
<b>Home makers</b>	8	27.58	2	6.89	0	0	0	0	5	17.24	15	51.72
<b>Total no. of respondents out of 400</b>	15	51.72	3	10.34	2	6.89	0	0	9	31.03	29	100

Out of 29 ( 7.25%) respondents 51.72% of respondents find Santosh (Bhabo) to be strict with principle in which 10.34% of respondents are students 13.79% of respondents are workingwomen 27.58% of respondents are homemakers, 10.34% of respondents find her to be negative character in which 3.44% of respondents are students 6.89% of respondents are homemakers, only working women that is 6.89% of respondents find her to be similar with their personality, 31.03% of respondents find her to be out spoken in which 6.89% of respondents are students and workingwomen and 17.24% of respondents are homemakers.

**Table No. 4.48 Reasons for liking Sia.**

	With strict principle	%	Negative character	%	Similar to your personality	%	Out spoken	%	Simple thinking	%	Total	%
Students	1	9.09	0	0	0	0	0	0	5	45.45	6	54.54
Working women	0	0	0	0	0	0	0	0	3	27.27	3	27.27
Home makers	0	0	0	0	0	0	0	0	2	18.18	2	18.18
Total no. of respondents out of 400	1	9.09	0	0	0	0	0	0	10	90.90	11	100

Out of 11(2.75%) respondents only the student respondents that is 9.09% find her with strict principle, 90.90% of respondents find her to be simple thinking in which 45.45% of respondents are students 27.27% of respondents are workingwomen 18.18% of respondents are homemakers.

**Table No.4. 49 Reasons for liking Pihu.**

	<b>Lovable Characters</b>	<b>%</b>	<b>Similar with your child's personality</b>	<b>%</b>	<b>Fun loving</b>	<b>%</b>	<b>Cute character</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	5	15.6	1	3.1	0	0.0	9	28.1	15	46.8
		2		2				2		7
<b>Working women</b>	3	9.37	2	6.2	0	0.0	2	6.25	7	21.8
				5		0				7
<b>Homemaker</b>	2	6.25	1	3.1	0	0.0	7	21.8	10	31.2
				2		0		7		5
<b>Total No. of respondents out of 400</b>	10	31.2	4	12.4	0	0.0	18	56.2	32	100
		5		4		0		5		

Out of 32(8%) respondents 31.25% respondents find Pihu to be loveable character in which 15.62% of respondents are students 9.37% of respondents are workingwomen 6.25% of respondents are homemakers, 12.4% of respondents find piu to be similar to their child's personality in which 3.12% of respondents are students 6.25% of respondents are workingwomen 3.12% of respondents are homemakers, 56.25% of respondents find her to be cute character in which 28.12% of respondents are students 6.25% of respondents are workingwomen 21.87% of respondents are homemakers.



**Table No. 4.50. Why respondents connect them.**

	Close to life	%	Nearly identical	%	Reminds me of incidents in my life	%	Purely absurd	%	Too dramatic to be true	%	Total	%
<b>Student</b>	24	6.00	20	5.00	8	2.00	15	3.75	68	17.00	135	33.75
<b>Working Women</b>	28	7.00	24	6.00	11	2.75	12	3.00	72	18.00	147	36.75
<b>Homemaker</b>	14	3.5	31	7.75	7	1.75	10	2.5	56	14.00	118	29.5
<b>Total No. of respondents out of 400</b>	66	16.5	75	18.75	26	6.5	37	9.25	196	49.00	400	100

Out of 400 respondents 16.5% respondents find these serials to be close to their life in which 6% of respondents are students 7% of respondents are workingwomen 3.5% of respondents are homemakers, 18.75% of respondents find these serials to be nearly identical in which 5% of respondents are students 6% of respondents are workingwomen 7.75% of respondents are homemakers, 6.50% of respondents feel that it reminds them of some incidents in life in which 2% of respondents are students 2.75% of respondents are workingwomen 1.75% of respondents are homemakers, 9.25% of respondents find serials to be purely absurd in which 3.75% of respondents are students 3% of respondents are workingwomen 2.5% of respondents are homemakers, 49% of respondents find it to be too dramatic to be true in which 17% of respondents are students 18% of respondents are workingwomen 14% of respondents are homemakers.

**Table No.4. 51. Respondents watch serials (family drama) like *Diya Aur Baati Hum, Bade Achhe Lagtey Hain* as they.**

	Remind you of your family	%	Remind you of some family incidents in other families	%	Tells you how to solve family crisis	%	Stokes up ambition in you	%	None of these	%	Total	%
<b>Student</b>	8	2.00	8	2.00	40	10.00	50	12.5	51	12.75	157	39.25
<b>Working Women</b>	12	3.00	4	1.00	33	8.25	45	11.25	29	7.25	123	30.75
<b>Home maker</b>	10	2.5	6	1.5	36	9.00	42	10.5	26	6.5	120	30.00
<b>Total respondents out of 400</b>	30	7.5	18	4.5	109	27.25	137	34.25	106	26.5	400	100.00

Out of 400 respondents 7.5% of respondents watch family drama as they reminds them of their family in which 2% of respondents are students 3% of respondents are workingwomen 2.5% of respondents are homemakers, 4.5% of respondents watch family drama as they reminds them of some family incidents in other families in which 2% of respondents are students 1% of respondents are workingwomen 1.5% of respondents are homemakers, 27.25% of respondents watch these serials as they tells them how to solve family crisis in which 10% of respondents are students 8.25% of respondents are workingwomen 9% of respondents are homemakers, 34.25% of respondents watch serials because it stokes up ambition in them in which 12.5% of respondents are students 11.25% of respondents are workingwomen 10.5% of respondents homemakers, 26.5% of respondents watch serials for no reason in which 12.75% of respondents are students 7.25% of respondents are workingwomen 6.5% of respondents are homemakers.

**Table 4.52. Respondents watch violent serials like *Dil Se Di Dua..... Saubhagyavati Bhava and Amrit Manthan* as they.**

	Remind you of your family	%	Remind you of some family incidents in other families	%	Gives you an idea how to tackle a family feud	%	Tells you that love is merely a word	%	None of these	%	Total	%
<b>Students</b>	2	0.5	15	3.75	32	8.00	20	5.00	58	14.5	127	31.75
<b>Working women</b>	4	1.00	16	4.00	36	9.00	26	6.5	52	13.00	134	33.5
<b>Home makers</b>	0	0.00	18	4.5	34	8.5	27	6.75	60	15.00	139	34.75
<b>Total No. of respondents out of 400</b>	6	1.5	49	12.25	102	25.5	73	18.25	170	42.5	400	100.00

Out of 400 respondents 1.5% watches violent serials as these reminds them of their family in which 0.5% of respondents are students, 1% of respondents are workingwomen 0.00% of respondents are homemakers. 12.25% of respondents watch violent serials as these reminds them of some family incidents in other families in which 3.75% are students, 4% are workingwomen 4.5% are homemakers. 25.5% of respondents watch these serials as they tells them how to solve family crisis in which 8% are students, 9% are workingwomen 8.5% are homemakers. 18.25% of respondents watch these serials because it tells them that love is merely a word, in which 5% of respondents are students 6.5% of respondents are workingwomen 6.75% of respondents homemakers, 42.5% of respondents watch serials for no reason in which 14.5% of respondents are students 13% of respondents are workingwomen 15% of respondents are homemakers.

**Table No. 4.53. Respondents watch these family and violent serials both because.**

	You are aware of these kind of situations	%	You can identify the characters	%	You can predict the end	%	You want to earn experience about life	%	You just want to spend your time	%	Total	%
Student	10	2.5	11	2.75	8	2.00	48	12.00	62	15.5	139	34.7
Working women	7	1.75	7	1.75	12	3.00	52	13.00	59	14.75	137	34.2
Home makers	6	1.5	0	0.00	11	2.75	47	11.75	61	15.25	125	31.2
Total no. of respondents out of 400	23	5.75	17	4.25	31	7.75	147	36.75	182	45.5	400	100.0

Out of 400 respondents 5.75% of respondents watch both the serials because they are aware of this kind of situation in which 2.5% of respondents are students 1.75% of respondents are workingwomen 1.5% of respondents of homemakers, 4.25% of respondents watch both the serials so that they can identify the characters in which 2.75% of respondents are students 1.75% of respondents are workingwomen , 7.75% of respondents watch both the serials as they can predict the end in which 2% of respondents are students 3% of respondents are workingwomen 2.75% of respondents are homemakers, 36.75% of respondents watch both the serials as they want to earn experience about life in which 12% of respondents are students 13% of respondents are workingwomen 11.75% of respondents are homemakers, 45.5% of respondents watch both the serials because they just want to spend their time in which 15.5% of respondents are students 14.75% of respondents are workingwomen 15.25% of respondents are homemakers.

**Table No. 4.54 Respondents find the heroine of these serials as close to them or some other person whom they know.**

	Can Correlate	%	Some what similar	%	Absolutely unidentifiable	%	Have seen such character in real life	%	Completely Unreal	%	Total	%
Student	20	5.00	22	5.5	16	4.00	31	7.75	64	16.00	153	38.25
Working women	19	4.75	18	4.5	21	5.25	29	7.25	47	11.75	134	33.5
Home makers	15	3.75	26	6.5	15	3.75	21	5.25	36	9.00	113	28.25
Total no. of respondents out of 400	54	13.5	66	16.5	52	13.00	81	20.25	147	36.75	400	100.00

Out of 400 respondents 13.5% of respondents say that they can correlate with the heroine of these serials as close to them or some other person whom they know in which 5% of respondents are students 4.75% of respondents are workingwomen 3.75% of respondents homemakers, 16.5% of respondents says that heroine is somewhat similar in which 5.50% of respondents are students 4.5% of respondents are workingwomen 6.5% of respondents are homemakers, 13% of respondents say that the heroine is absolutely unidentifiable in which 4% of respondents are students 5.25% of respondents are workingwomen 3.75% of respondents are homemakers, 20.25% of respondents says that they have seen such character in real life in which 7.75% of respondents are students 7.25% of respondents are workingwomen 5.25% of respondents are homemakers, 36.75% of respondents find it to be completely unreal in which 16% of respondents are students 11.75% of respondents are workingwomen 9% of respondents are homemakers.

**Table No.4. 55 Respondents watching a serial even if they do not like any character.**

	Some times	%	Don't watch a serial for a character	%	Storylines matter	%	Watch it to spend time	%	No	%	Total	%
<b>Student</b>	34	8.5	9	2.25	42	10.5	22	5.5	32	8.00	139	34.75
<b>Working women</b>	29	7.25	7	1.75	37	9.25	18	4.5	38	9.5	129	32.25
<b>Home makers</b>	36	9.00	5	1.25	34	8.5	21	5.25	36	9.00	132	33
<b>Total no. of respondents out of 400</b>	99	24.75	21	5.25	113	28.25	61	15.25	106	26.5	400	100

Out of 400 respondents 24.75% of respondents sometimes watch serials even if they do not like any character in which 8.5% of respondents are students 7.25% of respondents are workingwomen 9% of respondents are homemakers, 5.25% of respondents says that they don't watch serial for a character in which 2.25% of respondents are students 1.75% of respondents are workingwomen 1.25% of respondents are homemakers, 28.25% of respondents says that the storylines matter in which 10.5% of respondents are students 9.25% of respondents are workingwomen 8.50% of respondents are homemakers, 15.25% of respondents say that they watch it to spend time in which 5.5% of respondents are students 4.5% of respondents are workingwomen 5.25% of respondents are homemakers, 26.5% of respondents says that they does not watch serial for a particular character in which 8% of respondents are students 9.5% of respondents are workingwomen 9% of respondents are homemakers.

**Table No.4. 56. How Respondents perceive *Diya Aur Baati Hum* and *Bade Achhe Lagtey Hain*.**

	Helpful for wasting time	%	Impart a lesson or two	%	Tell what mistakes not to be committed	%	Help to understand the necessity of family bonding	%	None of the above	%	Total	%
<b>Student</b>	14	3.5	27	6.75	16	4	58	14.5	24	6.00	139	34.75
<b>Working women</b>	6	1.5	32	8.00	12	3	47	11.75	29	7.25	126	31.5
<b>Home makers</b>	17	4.25	38	9.5	12	3	42	10.5	26	6.5	135	33.75
<b>Total no. of respondents out of 400</b>	37	9.25	97	24.25	40	10	147	36.75	79	19.75	400	100

Out of 400 respondents 9.25% of respondents say that they perceive *Diya Aur Baati Hum* and *Bade Achhe Lagtey Hain* as helpful for wasting time in which 3.5% of respondents are students 1.5% of respondents are workingwomen 4.25% of respondents are homemakers,24.25% of respondents says that these serials impart a lesson or two in which 6.75% of respondents are students 8% of respondents are workingwomen 9.5% of respondents are homemakers,10% of respondents says that these serials tells what mistakes not to be committed in which 4% of respondents are students 3% of respondents are workingwomen 3% of respondents are homemakers,36.75% of respondents say that these serial helps to understand the necessity of family bonding in which 14.5% of respondents are students 11.75% of respondents are workingwomen 10.5% of respondents are homemakers,19.75% of respondents says none of the above in which 6% of respondents are students 7.25% of respondents are workingwomen 6.5% of respondents are homemakers.

**Table No. 4.57. How Respondents perceive *Dil Se Di Dua....Saubhagyavati Bhava and Amrit Manthan*.**

	Helpful for spending time	%	Teach that violence is objectionable	%	Teach what mistakes are to be avoided in life	%	Helps to understand the need to avoid violence in life	%	None of the above	%	Total	%
<b>Student</b>	15	3.75	30	7.5	20	5.00	37	9.25	33	8.25	135	33.75
<b>Working women</b>	19	4.75	23	5.75	29	7.25	29	7.25	30	7.5	130	32.5
<b>Home makers</b>	22	5.5	27	6.75	20	5.00	28	7.00	38	9.5	135	33.75
<b>Total no. of respondents out of 400</b>	56	14.00	80	20.00	69	17.25	94	23.5	101	25.25	400	100.00

Out of 400 respondents 14% of respondents perceive *Dil Se Di Dua...Saubhagyavati Bhava and Amrit Manthan* as helpful for spending time in which 3.75% of respondents are students 4.75% of respondents are workingwomen 5.5% of respondents are homemakers, 20% of respondents perceive that these serials teach that violence is objectionable in which 7.5% of respondents are students 5.75% of respondents are workingwomen 6.75% of respondents are homemakers, 17.25% of respondents perceive that these serials teach what mistakes are to be avoided in life in which 5% of respondents are students 7.25 of respondents are workingwomen 5% of respondents homemakers, 23.5% of respondents perceive that these serials help to understand the need to avoid violence in life in which 9.25% of respondents are students 7.25% of respondents are workingwomen 7% of respondents are homemakers, 25.25 of respondents says that none of the above in which 8.25% of respondents are students 7.5% of respondents are workingwomen 9.5% of respondents are homemakers.



**Table No. 4.58 . What these serials teach the respondents.**

	To avoid certain situations in life	%	To inculcate certain values in your life	%	To borrow a few ideas and apply in your life	%	To look at life through the eyes	%	None of the above	%	Total	%
<b>Student</b>	36	9	42	10.5	21	5.25	15	3.75	31	7.75	145	36.25
<b>Working women</b>	32	8	38	9.5	24	6	18	4.5	25	6.25	137	34.25
<b>Home makers</b>	27	6.75	33	8.25	20	5.00	17	4.25	21	5.25	118	29.5
<b>Total no. of respondents out of 400</b>	95	23.75	113	28.25	65	16.25	50	12.5	77	19.25	400	100.00

Out of 400 respondents 23.75% of respondents says that these serials teach them to avoid certain situations in life in which 9% of respondents are students 8% of respondents are workingwomen 6.75% of respondents are homemakers, 28.25% of respondents says that these serials teach them how to inculcate certain values in their life in which 10.5% of students 9.5% of respondents are workingwomen 8.25% of respondents are homemakers, 16.25% of respondents says that they borrow a few ideas from these serials and apply in their life in which 5.25% of respondents are students 6% of respondents are workingwomen 5% of respondents are homemakers, 12.5% of respondents says that through these serials they look at life through the eyes of their character and imitate some of their actions in their personal life in which 3.75% of respondents are students 4.5% of respondents are workingwomen 4.25% of respondents are homemakers, 19.25% of says that none on the above in which 7.75% of the respondents are students 6.25% of respondents are workingwomen 5.25% of respondents are homemakers.

**Table No. 4.59. Respondents watching the non-violent family dramas.**

	<b>To see how the people outside</b>	<b>%</b>	<b>To find out the aspirations and expectations</b>	<b>%</b>	<b>To check aptness of your thinking</b>	<b>%</b>	<b>None of the above</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Student</b>	28	7.00	30	7.5	25	6.25	48	12.00	131	32.75
<b>Working women</b>	25	6.25	32	8.00	36	9.00	98	24.50	191	47.75
<b>Home makers</b>	20	5.00	36	9.00	25	6.25	50	12.50	131	32.75
<b>Total no. of respondents out of 400</b>	73	18.25	98	24.5	79	19.75	150	37.50	400	100.00

Out of 400 respondents 18.25% of respondents watch non-violent family dramas to see how the people outside your immediate world live and react in which 7% of respondents are students 6.25% of respondents are workingwomen 5% of respondents are homemakers, 24.5% of respondents watch to find out the aspirations and expectations of women of nearly their age in which 7.5% of respondents are students 8% of respondents are workingwomen 9% of respondents are homemakers, 19.75% of respondents watch to check aptness of their thinking and sensibilities through the reaction of other women to same kind of situation experience by them in which 6.25% of respondents are students 9% of respondents are workingwomen 6.25% of respondents are homemakers, 37.5% of respondents says none of the above in which 12% of respondents are students 24% of respondents are workingwomen 12.5% of respondents are homemakers.

**Table No. 4.60. Respondents watching *Dil Se Di Dua.....Saubhagyavati Bhava and Amrit Manthan.***

	Understand why people react violently	%	Understand how far greed is important in human life	%	Understand how far violence should be avoided and hated	%	Understand how far violence can be destructive	%	None of the above	%	Total	%
Student	20	5	12	3	38	9.5	32	8	44	11	146	36.5
Working women	19	4.75	0	0	21	5.25	33	8.25	45	11.25	118	29.5
Home makers	15	3.75	0	0	22	5.5	37	9.25	62	15.5	136	34
Total no. of respondents out of 400	54	13.5	12	3	81	20.25	102	25.5	151	37.75	400	100

Out of 400 respondents 13.5% of respondents say that they watch these serials to understand why people react violently in which 5% of respondents are students 4.75% of respondents are workingwomen 3.75% of respondents are homemakers,3% that is the student respondents watch it to understand how far greed is important in human life ,20.25% of respondents say that these serials make them understand how far violence should be avoided and hated in which 9.5% of respondents are students 5.25% of respondents are workingwomen 5.5% of respondents are homemakers,25.5% of respondents watch them to understand how far violence can be destructive in which 8% of respondents are students 8.25% of respondents are workingwomen 9.25% of respondents are homemakers, 37.75% of respondents says that none of the above in which 11% of respondents are students 11.25% of respondents are workingwomen 15.5% of respondents are homemakers.

**Table No. 4.61. How Respondents watch non-violent family serials give you a feeling of.**

	Finding new friends among the women characters of the serials	%	Finding a reflection of your own mistakes in these characters	%	Restlessness by seeing the correct ways of the women characters of these serials	%	How far more you should correct...	%	None of the above	%	Total	%
<b>Students</b>	24	6.00	18	4.5	36	9.00	22	5.5	48	12.00	148	37.00
<b>Working women</b>	22	5.5	7	1.75	34	8.5	26	6.5	33	8.25	122	30.5
<b>Home makers</b>	19	4.75	8	2.00	32	8.00	20	5.00	51	12.75	130	32.5
<b>Total no. of respondents out of 400</b>	65	16.25	33	8.25	102	25.5	68	17.00	132	33.00	400	100.00

Out of 400 respondents 16.25% of respondents say non-violent family serials gives a feeling of finding new friends among the women characters of the serial in which 6% of respondent are students 5.5% of respondents are workingwomen 4.75% of respondents are homemakers, 8.25% of respondents say that non-violent serials gives them a feeling of finding a reflection of your own mistakes in these character in which 4.5% of respondents are students 1.75% of respondents are workingwomen 2% of respondents are homemakers, 25.5% of respondents become restless by seeing the correct ways the women characters of these serials in which 9% of respondents are students 8.5% of respondents are workingwomen 8% of respondents are homemakers, 17% of respondents say that it gives them a feeling of how far you should correct your ways of living to make your family a better place in which 5.5% of respondents are students 6.5% of respondents are workingwomen 5% of respondents are homemakers, 33% of respondents say that none of the above in which 12% of respondents are students 8.25% of respondents are workingwomen 12.75% of respondents are homemakers.

**Table No. 4.62 Violent serials give the respondents feelings of.**

	Restlessness and tell you...	%	Disgust about the increase...	%	Unhappiness to see the people...	%	Developing a certain amount...	%	None of the above	%	Total	%
<b>Student</b>	20	5.00	37	9.25	27	6.75	12	3.00	47	11.75	143	35.75
<b>Working women</b>	19	4.75	33	8.25	25	6.25	14	3.5	43	10.75	134	33.50
<b>Home makers</b>	13	3.25	34	8.5	22	5.5	8	2.00	46	11.5	123	30.75
<b>Total no. of respondents out of 400</b>	52	13.00	104	26.00	74	18.5	34	8.5	136	34.00	400	100.00

Out of 400 respondents 13% of respondents says that violent serials give them feelings of restlessness and tells them to avoid violence in life in which 5% of respondents are students 4.75% of respondents are workingwomen 3.25% of respondents are homemakers, 26% of respondents feels disgust about the increase of violence in human life in general in which 9.25% of respondents are students 8.25% of respondents are workingwomen 8.5% of respondents are homemakers, 18.5% of respondents feel unhappiness to see the people being tortured for no fault of their own in which 6.75% of respondents are students 6.25% of respondents are workingwomen 5.5% of respondents are homemakers, 8.5% of respondents say that violent serials develop a certain amount of need in their life sometimes to use violence in which 3% of respondents are students 3.5% of respondents are workingwomen 2% of respondents are homemakers, 34% of respondents says none of the above in which 11.75% of respondents are students 10.75% of respondents are workingwomen 11.5% of respondents are homemakers.

**Table No.4. 63 Respondents watching these serials to develop a/an.**

	Talking turn among your friends	%	Concern for the change of the society	%	Understanding of how different...	%	Understanding of what should be	%	Total	%
<b>Student</b>	20	5.00	38	9.5	38	9.5	48	12.00	144	36.00
<b>Working women</b>	4	1.00	36	9.00	37	9.25	41	10.25	118	29.5
<b>Home maker</b>	16	4.00	34	8.5	30	7.5	58	14.5	138	34.5
<b>Total no. of respondents out of 400</b>	40	10.00	108	27.00	105	26.25	147	36.75	400	100.00

Out of 400 respondents 10% of respondents watch these serials to develop a talking turn among their friends in which 5% of respondents are students 1% of respondents are workingwomen 4% of respondents are homemakers, 27% of respondents watch these serials to develop a concern for the change of the society in which 9.5% of respondents are students 9% of respondents are workingwomen 8.5% of respondents are homemakers, 26.25% of respondents try to understand how different people can be in different locations in which 9.5% of respondents are students 9.25% of respondents are workingwomen 7.5% of respondents homemakers, 36.75% of respondents develop an understanding of what should be avoided and accepted in their personal life as a woman in which 12% of respondents are students 10.25% of respondents are workingwomen 14.5% of respondents are homemakers.

**Table No.4. 64 : Respondents see these serials because.**

	They offer you a slice of life	%	They offer you a broader vision of life	%	These serials tell you...	%	These serials tell you how to spend life	%	None of the above	%	Total	%
<b>Student</b>	24	6.00	33	8.25	23	5.75	7	1.75	44	11.00	131	32.75
<b>Working women</b>	22	5.5	32	8.00	25	6.25	10	2.5	42	10.5	131	32.75
<b>Homemaker</b>	23	5.75	39	9.75	22	5.5	11	2.75	43	10.75	138	34.5
<b>Total no. of respondents out of 400</b>	69	17.25	104	26.00	70	17.5	28	7.00	129	32.25	400	100.00

Out of 400 respondents 17.25% of respondents see these serials because they offer them a slice of life in which 6% of respondents are students 5.5% of respondents are workingwomen 5.75% of respondent are homemakers, 26% of respondents see these serials because they offer them a broader vision of life in which 8.25% of respondents are students 8% of respondents are workingwomen 9.75% of respondents are homemakers, 17.5% of respondents see these serials because these serials tell them how to avoid certain mistakes in life in which 5.75% of respondents are students 6.25% are workingwomen 5.5% of respondents are homemakers, 7% of respondents see these serials because these serials tells them how to spend life in which 1.75% of respondents are students 2.5% of respondents are workingwomen 2.75% of respondents homemakers,32.25% of respondents says that none of the above in which 11% of respondents are students 10.5% of respondents are workingwomen 10.75% of respondents are homemakers.

**Table No.4. 65 While viewing these serials the respondents.**

	<b>Discover new facts of life</b>	<b>%</b>	<b>Understand different nuances of life</b>	<b>%</b>	<b>Find nothing new about life</b>	<b>%</b>	<b>You feel and care for living like them</b>	<b>%</b>	<b>None of the above</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Students</b>	42	10.5	25	6.25	27	6.75	10	2.5	41	10.25	145	36.25
<b>Working women</b>	32	8.00	21	5.25	22	5.5	9	2.25	36	9.00	120	30.00
<b>Home makers</b>	40	10.00	19	4.75	25	6.25	17	4.25	34	8.5	135	33.75
<b>Total no. of respondents out of 400</b>	114	28.5	65	16.25	74	18.5	36	9.00	111	27.75	400	100.00

Out of 400 respondents 28.5% of respondents says that while viewing these serials they discover new facts of life in which 10.5% of respondents are students 8% of respondents are workingwomen 10% of respondents are homemakers, 16.25% of respondents says that they understand different nuances of life while viewing these serials in which 6.25% of respondents are students 5.25% of respondents are workingwomen 4.75% of respondents are homemakers, 18.5% of respondents says that they find nothing new about life but hackneyed presented differently and stylishly in which 6.25% of respondents are students 5.5% of respondents are workingwomen 6.25% of respondents are homemakers, 9% of respondents says that they feel and care for living like them in which 2.5% of respondents are students 2.25% of respondents are workingwomen 4.25% of respondents are homemakers, 27.75% of respondents says none of the above in which 10.25% of respondents are students 9% of respondents are workingwomen 8.5% of respondents are homemakers.



**Table No.4. 66 These serials provided the respondents with.**

	A coin of exchange in you	%	A guiding principle on how you would conduct...	%	An area of discussion for improving...	%	A guide book for do's and don'ts	%	None of the above	%	Total	%
<b>Students</b>	14	3.5	26	6.5	22	5.5	38	9.5	38	9.5	138	34.5
<b>Working women</b>	10	2.5	36	9.00	27	6.75	32	8.00	37	9.25	142	35.5
<b>Home makers</b>	10	2.5	26	6.5	21	5.25	33	8.25	30	7.5	120	30.00
<b>Total no. of respondents out of 400</b>	34	8.5	88	22.00	70	17.5	103	25.75	105	26.25	400	100.00

Out of 400 respondents 8.5% of respondents say that these serials provided them with a coin of exchange in their social life, i.e. they can discuss with people about these serials to spend their leisure time in which 3.5% of respondents are students 2.5% of respondents are workingwomen 2.5% of respondents are homemakers, 22% of respondents says that these provide them with a guiding principle on how they would conduct themselves in their personal and family life and social life in which 6.5% of respondents are students 9% of respondents are workingwomen 6.50% of respondents are homemakers, 17.5% of respondents say that these serials provide them an area of discussion for improving their appearance and public management in which 5.5% of respondents are students 6.75% of respondents are workingwomen 5.25% of respondents are homemakers, 25.75% of respondents says that these serials provide them with a do's and don'ts in their personal life in which 9.50% of respondents are students 8% of respondents are workingwomen 8.25% of respondents are homemakers, 26.25% of respondents says that none of the above in which 9.5% of respondents are students 9.25% of respondents are workingwomen 7.5% of respondents are homemakers.