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## IMPACT OF TELEVISION ON YOUTH MATERIALISTIC OUTLOOK: A STUDY

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### Abstract

Television has emerged as a potent mass medium. Ever since it became the most talkative and significant member of our families, its role in determining our life styles has increased many fold. It would be apt to say that television sets the agenda in our routine life. It tells and asks us what to do and what to think and follow. In the maze of life, the 21<sup>st</sup> century human being has to work like a machine. Day in and day out he is rather busy in accomplishing his engagements which go on increasing with every passing day. In such a scenario, television has become an integral part of human life. Especially, the youth has become more techno-friendly and it keeps glued to the TV. Thus, television has become an integral part of the life of our youth and inculcated modern materialistic values in youth. It has changed the very outlook of the youth psyche. This research paper peeps into the finer aspects of the impact of television on youthful minds. The findings of this research paper are bound to provide invaluable insight into the psychological aspects of the youth regarding the utility and impact of television.

**Keyword:** Life-Style, Materialistic, Youth, Psychological Aspects.

Today, television is considered as a major source of entertainment and learning for many people, especially the youth. All television programmes such as commercials, news, documentaries and cartoon, affects people of all ages in different ways. The youngsters constitute one group in society who spend a lot of time watching television. The television channels prepare different types of programmes which fulfil the requirement of youth. Many researches have been done to understand the psychology of youth. Therefore TV programmes have special impact up on youth mind setup. It has changed the life styles of the people and has become a major influence on our culture. Television has become a very important part of our life. And the truth is that we cannot stay without it. Also television has had a major impact on the youth in terms of violence, health and sex related issues. The introduction of each medium has affected the natural life-style and thinking of today viewers. Television as a communication media is flooding society with information, which any social system would find difficult to assimilate. This has benefited the college going youth's mind to a great extent. The present century, which can be described as the century of communication technology or information technology, has facilitated the growth of Mass Communication? Science and Technology has acted as the catalyst for communication expansion. Television impacts upon



the social life, cultural values, life attitudes, way of thinking, educational progress, societal and individual behaviour and a whole lot of factors.

Youth is no exception in this regard. T.V. viewing is inextricably linked with the daily routine of youth. Whether at home, or at hostel(s), youth spent about 3-4 hours daily on T.V. watching, which in turn, impacts upon the youth.

**Lifestyles:** Lifestyle variables can be defined in the terms of certain quantifiable psychographics variables defined on the basis of how people spend their time (Activities), what they consider important in their environment (Interests) and what they as well as the world around think of them (Opinions).

**Materialism:** Materialism refers to the attachment people have towards (material) possessions. When considering materialism as a personality like traits, it differentiates between person's identify themselves and others on the basis of the material goods possessed by them.

**Youth:** Formally speaking the youth has been defined divergently by different sociologists. As mentioned in the book 'Foreign Television and Indian Youth: Changing attitude' youth has been defined as, 'The period of youth as the period of transition from childhood to full adult status in the society.' The youth is not yet fully acknowledged as an adult status, a full member of the society. Rather, he or she is being prepared or is preparing for such adulthood.

## Review of Literature

**Singh and Ram (2011)** conducted a study on impact of television commercials on Children's attitude. The research study is exploratory cum descriptive in nature. On the basis of gender, significant difference has been observed in relation to variable named most TV commercials are poor in taste and very annoying (5 per cent level of significance) which shows that boys and girls differ significantly as far as TV commercials taste and annoyance is concerned. The result also shows a significant difference on the basis of education, significant difference has been found in relation to variables named TV commercials try to make people buy things they do not need. For remaining 05 variables no significant differences were observed in terms of education.

**Amin and Mattoo (2012)** conducted a study to find out the Influence of Heavy and Low TV watching on study habits of Secondary School Students. The result revealed that the significant difference between the mean scores of Heavy and Low viewers on study habits in all the eight areas. The difference has been found that to be significant at 0.01 level of confidence. The results further reveals that Heavy TV viewers plan their studies on time and adjust their time according to their own needs.

**Ravi and Devadas (2012)** conducted a study on TV viewing pattern among women this study helps to identify and analyse the positive and negative aspects of TV viewing habits of women. This study was conducted in Hasan city, which is a semi-urban area, a confluence of urban and rural culture. The result shows the duration of TV viewing varies from more than eight hours a day to 3-8 hours and less than three hours a day. The television viewing has minor



effect in people's social engagements; TV viewing has an impact on women's lifestyles as well as majority of women believes that TV viewing will improve their social contacts.

**Pegu and Kumar (2012)** revealed in his/her research paper based on the study conducted among college-going girls' in Silchar town. The result of factor analysis suggests that advertisements play the most significant role in determining college girls' attitude towards consumption of fashion products. As indicated by the results, the most suitable media to disseminate information pertaining to fashion products are Fashion magazines and Television. However, the results of the study also suggests that social groups, direct experience and Direct marketing efforts are some other important indicators in determining college girls' attitude towards consumption of fashion products.

#### OBJECTIVE:

1. To study the relationship between T.V. viewing and its impact on the life styles.
2. To study the relationship between T.V. viewing and its impact on the materialistic outlook of youth.

#### RESEARCH DESIGN:

The research design of the present study is exploratory in nature. The primary as well as secondary data have been used in this study. The primary data has been directly collected from the final year graduate students of 10 different Colleges with the help of interview schedule. The questionnaire was supplied to 536 respondents out of them these were 271 male students and 265 female students.

#### DATA ANALYSIS AND INTERPRETATION:

**Table 1: Gender -Wise T.V Programmes Changing Fashion Scenario**

| Response  | Gender      |             | Total       |
|-----------|-------------|-------------|-------------|
|           | Male        | Female      |             |
| Yes       | 188 (69.4)  | 175 (66.0)  | 363 (67.7)  |
| No        | 49 (18.1)   | 66 (24.9)   | 115 (21.5)  |
| Can't Say | 34 (12.5)   | 24 (9.1)    | 58 (10.8)   |
| Total     | 271 (100.0) | 265 (100.0) | 536 (100.0) |

Note: Figure in parentheses indicate percentage of total sample of each aspect.  
 Source: Survey

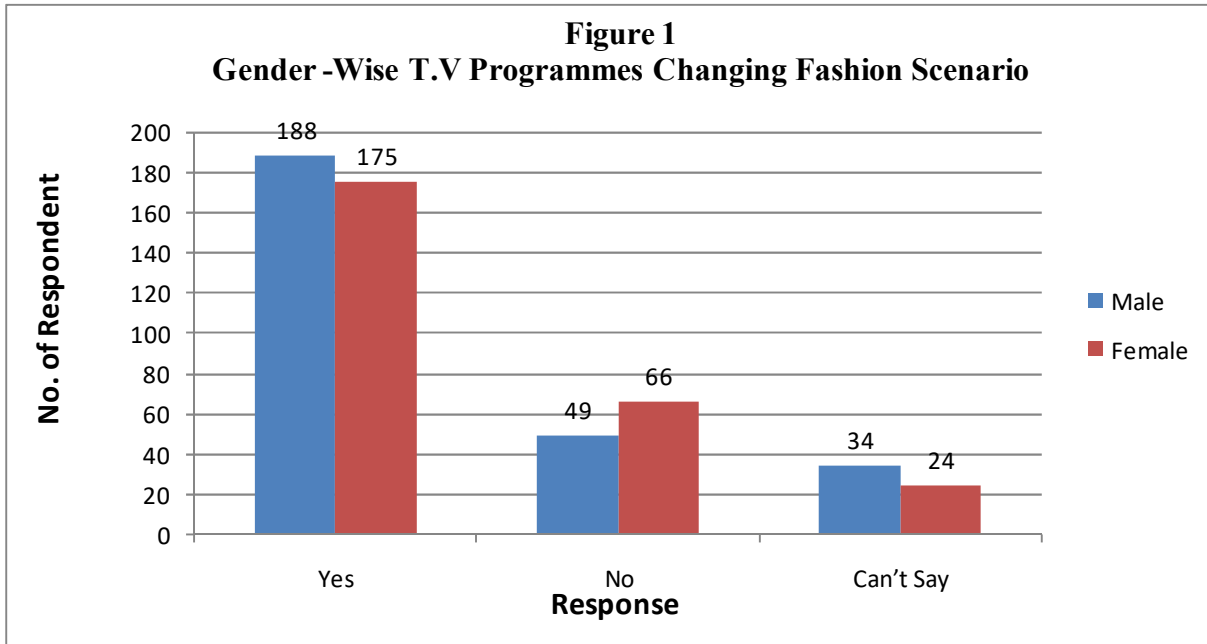


Table 1 and figure 1 indicated that the gender wise distribution of the respondents on account of changing fashion scenario due to television. A large number of the total respondents i.e. 363 (67.7%) are of the opinion that television programmes are responsible for changing fashion scenario. There are 115(21.5%) of the total respondents who say that it is not the case. Gender wise 188(69.4%) male and 175(66.0%) female respondents agree that television programmes are changing fashion habits in India and due to the effect youth accept Western life patterns. There are about 58(10.8%) respondents who say that they are unable to form any opinion on the subject.

**Table 2: Gender - Wise T.V Programmes Promote Consumerism**

| Response  | Gender      |             | Total       |
|-----------|-------------|-------------|-------------|
|           | Male        | Female      |             |
| Yes       | 201 (74.2)  | 179 (67.5)  | 380 (70.9)  |
| No        | 42 (15.5)   | 49 (18.5)   | 91 (17.0)   |
| Can't Say | 28 (10.3)   | 37 (14.0)   | 65 (12.1)   |
| Total     | 271 (100.0) | 265 (100.0) | 536 (100.0) |

Note: Figure in parentheses indicate percentage of total sample of each aspect.  
 Source: Survey

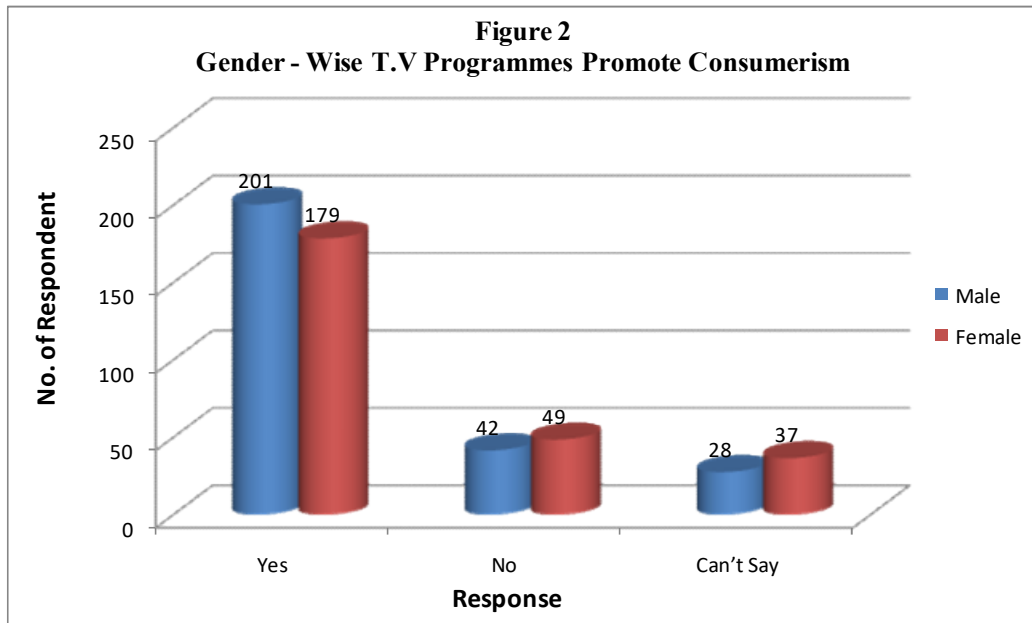


Table 2 and figure 2 showed the gender wise distribution of the respondents on the basis of consumerism. A large number of the total respondents i.e. 380(70.9%) are of the opinion that television promotes consumerism. There are 91(17.0%) who say that it is not true. Gender wise 201(74.2%) male and 179(67.5%) female respondents agree that consumerism is induced by T.V. On the other hand 65(12.1%) of the total respondents are unable to form any opinion on the subject.

**Table 3: Gender - Wise T.V Programmes Promote Materialism**

| Response  | Gender      |             | Total       |
|-----------|-------------|-------------|-------------|
|           | Male        | Female      |             |
| Yes       | 194 (71.6)  | 199 (75.1)  | 393 (73.3)  |
| No        | 37 (13.7)   | 31 (11.7)   | 68 (12.7)   |
| Can't Say | 40 (14.7)   | 35 (13.2)   | 75 (14.0)   |
| Total     | 271 (100.0) | 265 (100.0) | 536 (100.0) |

Note: Figure in parentheses indicate percentage of total sample of each aspect.  
 Source: Survey

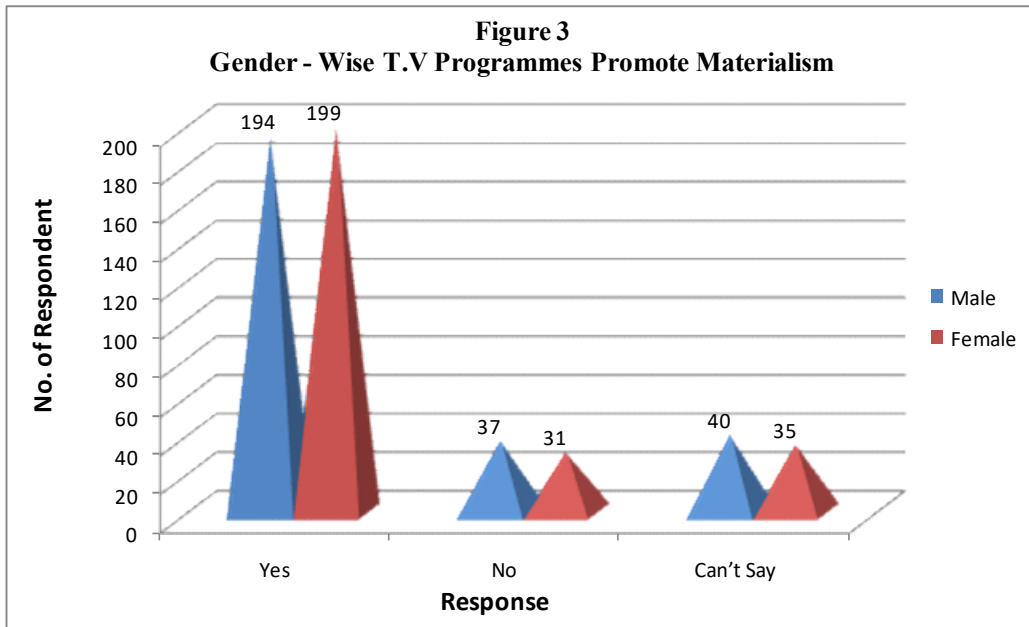


Table 3 and figure 3 depicted the gender wise distribution of the respondents on the basis of T.V programmes promote materialism. While a majority of 393(73.3%) of the total respondents are of the opinion that television promotes materialism. There are 68(12.7%) who say that T.V. is not responsible for soaring materialistic outlook of life among youth. Gender wise 194(71.6%) male and 199(75.1%) female respondents agree that T.V programmes promote materialism in the society. Whereas 75(14.0%) of the total respondents are unable to form any opinion.

**Table 4: Gender -Wise T.V Programmes Promote Individualism**

| Response  | Gender      |             | Total       |
|-----------|-------------|-------------|-------------|
|           | Male        | Female      |             |
| Yes       | 169 (62.4)  | 147 (55.5)  | 316 (59.0)  |
| No        | 64 (23.6)   | 95 (35.8)   | 159 (29.7)  |
| Can't Say | 38 (14.0)   | 23 (8.7)    | 61 (11.3)   |
| Total     | 271 (100.0) | 265 (100.0) | 536 (100.0) |

Note: Figure in parentheses indicate percentage of total sample of each aspect.

Source: Survey

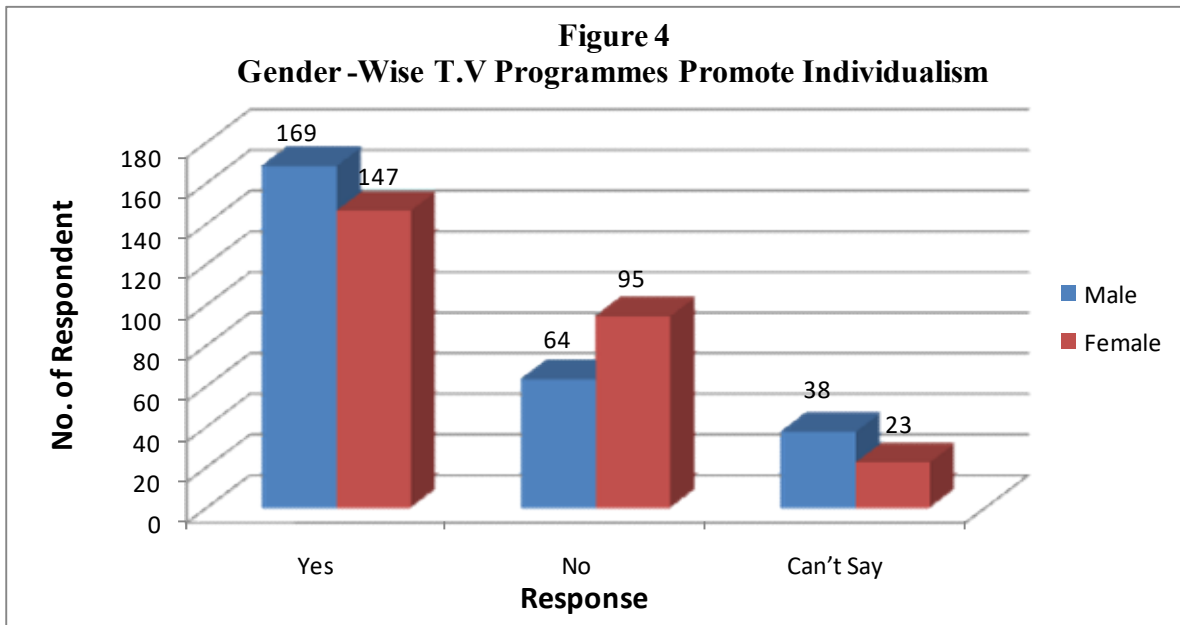


Table 4 and figure 4 indicated the gender wise distribution of the respondents on the basis of individualism. A majority of 316(59.0%) of the total respondents are of the opinion that television promotes individualism. There are 159(29.7%) who say that it is not so. Gender wise 169(62.4%) male and 147(55.5%) female respondents agree that television promotes individualism and the youth prefer to spend their time in isolation, 61(11.3%) of the total respondents are unable to form any opinion on the subject.

**Table 5: Gender -Wise T.V making Indian Youth more Global Citizens**

| Response  | Gender      |             | Total       |
|-----------|-------------|-------------|-------------|
|           | Male        | Female      |             |
| Yes       | 195 (72.0)  | 190 (71.7)  | 385 (71.8)  |
| No        | 57 (21.0)   | 46 (17.4)   | 103 (19.2)  |
| Can't Say | 19 (7.0)    | 29 (10.9)   | 48 (9.0)    |
| Total     | 271 (100.0) | 265 (100.0) | 536 (100.0) |

Note: Figure in parentheses indicate percentage of total sample of each aspect.  
 Source: Survey



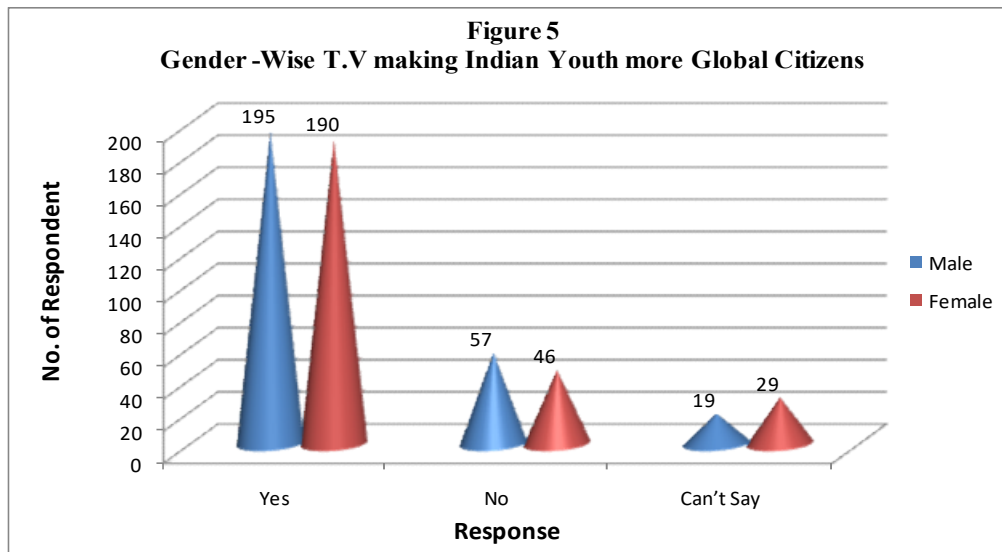


Table 5 and figure 5 showed the gender wise distribution of the respondents on the basis of television making Indian youth more global citizens. A majority of 385(71.8%) of the total respondents are of the opinion that television is making Indian youth more global citizens. There are 103(19.2%) respondents who say that it is not the case. Gender wise 195(72.0%) male and 190(71.7%) female respondents agree that television help making Indian youth more global citizens. There are about 48(9.0%) respondents who say that they are unable to form any opinion on this statement.

### CONCLUSIONS:

The impact of television has been enormous. It has affected nearly all aspects of our social life. Television has established itself as a potent, dominant and most vibrant media of mass communication. Portability, accessibility and acceptability render it as the media that establishes quick rapport with the people. Everyday millions of Indian youth reach out to television, to know what is going on. The role of television is even greater in a vast country like India with widely differing country linguistically and cultural segmented regions and people. Female respondents surpass male respondents in saying that TV programmes promote fashion. Consumerism is another aspect that television is said to be promoting at a large scale. 70.9% respondents agree that a wide range of TV programmes promote consumerism. Consumerism is directly responsible for the promotion of materialism in society. 75.1% female and 71.6% male respondents are of the opinion that TV programmes promote materialism and propagate materialistic outlook life. Similarly respondents are of the opinion that TV programme promote individualism. 71.8% respondents say that television is making Indian youth more global citizen.





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