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## Television viewing behaviour of DD Kisan viewers

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### Abstract

DD Kisan, India's dedicated agricultural television channel, empowers farmers and rural communities by disseminating vital agricultural information. This research investigates farmers' TV viewing behavior, focusing on their engagement with DD Kisan's programs. It examines regularity, duration, attention, prime time, discussions, comprehension, viewing style, and noting habits. Stepwise regression analyzes factors like education, income, farm size, occupation, social participation, media exposure, innovativeness, and attitudes towards DD Kisan's impact on viewing behavior. The study reveals that some viewers engage consistently while others watch occasionally. Most viewers pay moderate attention and discussions are infrequent. Afternoons are preferred for viewing, and comprehension levels vary. A significant portion doesn't take notes. Education, farm size, media exposure, innovativeness, and attitudes significantly influence viewing behavior. This research enriches our understanding of DD Kisan's role in empowering Indian farmers, highlighting the dynamics of audience engagement and their implications for agricultural programming.

**Keywords:** DD Kisan, televiewing behaviour, stepwise regression analysis, DD Kisan viewers

### Introduction

In the agrarian heartland of India, where farming is both a way of life and a vital component of the nation's economy, access to timely and relevant agricultural information has long been a linchpin for sustainable growth. In this context, DD Kisan, India's dedicated agricultural television channel, has emerged as a transformative force, serving as a beacon of knowledge and empowerment for the country's farming sector. With a steadfast commitment to the dissemination of essential agricultural information and a vision to uplift rural communities, DD Kisan has evolved into a pivotal platform for facilitating positive change in the lives of millions of farmers and rural residents across the nation.

The channel's significance goes far beyond the typical role of a television station; it is a lifeline that connects the agriculture community to the latest farming techniques, government schemes, and innovations in the agricultural landscape. DD Kisan has, in essence, become an "agricultural university" that brings essential knowledge and resources to the doorsteps of rural households.

The significance of DD Kisan is not limited to its role as a mere information disseminator; it embodies a multifaceted approach that encompasses the empowerment of women in agriculture, promoting sustainable farming practices, nurturing agri-entrepreneurship, and equipping rural communities with the knowledge needed to adapt to changing weather patterns and unforeseen agricultural challenges. It recognizes the importance of rural India's economic diversification, advocating for the adoption of modern technologies and best practices to ensure agricultural sustainability.

This research article embarks on a comprehensive exploration of DD Kisan's role in the lives of farmers and rural communities. It delves into the television viewing behavior of its audience, with a specific emphasis on their engagement with the channel's agricultural programs. By scrutinizing various dimensions of viewers' behavior, including their viewing regularity, duration, attention, preferred viewing times, post-program discussions, comprehension of program content, viewing styles, and information retention practices, this study aims to provide a nuanced and holistic understanding of how farmers interact with

agricultural content on television.

Furthermore, this article employs stepwise regression analysis to discern the impact of several influential independent variables on viewers' televiewing behavior. These variables encompass education, annual income, farm size, farm occupation, social participation, mass media exposure, innovativeness, and attitudes toward the DD Kisan channel. This analytical approach enables us to uncover the factors that shape the way farmers engage with DD Kisan's programming and how these interactions ultimately contribute to the empowerment and knowledge enhancement of the agriculture sector.

**Materials and Methods**

The research deliberately selected the states of Uttar Pradesh and Maharashtra due to the substantial viewership of the DD Kisan channel. Within Uttar Pradesh, the districts of Lucknow and Bhagpat, and in Maharashtra, Pune and Aurangabad, were selected randomly as research locations. Within each district, four villages were also randomly chosen. Subsequently, twenty individuals from each village, who were identified as regular DD Kisan channel viewers, were included in the sample. Consequently, the research sample consisted of 320 participants. The study was conducted using an ex-post facto research design. Data was collected through surveys and interviews conducted among DD Kisan viewers, focusing on their televiewing behavior and preferences. The dataset includes information on regularity, duration, attention, prime time of watching, discussion of programs, understanding of program content, watching style, and noting of program information.

A stepwise regression analysis was employed to assess the impact of independent variables on viewers' televiewing behavior. This analysis considered factors such as education, annual income, farm size, farm occupation, social participation, mass media exposure, innovativeness, and attitudes toward the DD Kisan channel.

**Results and Discussion**

The television viewing behavior of farmers, particularly when watching agricultural programs on DD Kisan, presents a fascinating landscape of engagement. It encompasses various dimensions, each offering unique insights into how farmers interact with the channel's content. Regularity and duration shed light on the consistency and time investment of viewers, while attention and understanding assess their focus and comprehension. Prime time preferences, discussion patterns, and noting of information provide a glimpse into the social aspects and value attributed to the content. Additionally, the diversity in watching styles reveals individual viewing preferences, routines, and habits.

**Table 1:** Regularity of watching programs by viewers

Sl. No.	Category	Frequency	Percentage
1.	Occasionally	121	37.81
2.	Frequently	160	50.00
3.	Regularly	39	12.18

The data in Table 1 reveals different patterns of engagement among DD Kisan viewers. About 37.81 percent of viewers watch the channel occasionally, while 50 percent are frequent viewers who consider DD Kisan their primary source of agricultural information. Notably, 12.18 percent are dedicated viewers who regularly tune in. These findings underscore the diversity in viewers' engagement patterns, which can inform

tailored content and strategies for different audience segments.

**Table 2:** Duration of watching DD Kisan programs

Sl. No.	Category	Frequency	Percentage
1	Less duration (<10 minutes)	32	9.37
2	Half duration (10-20 minutes)	192	60.00
3	Full duration (>20 minutes)	98	30.62

During the examination of viewing duration, it was noted that 9.75 percent of viewers tuned in to DD Kisan for less than 10 minutes, while the majority, constituting 60 percent, watched for durations ranging from 10 to 20 minutes. Furthermore, a significant 30 percent of viewers engaged with the channel for more than 20 minutes. This pattern aligns with the findings of a study conducted by Meena and Bhagat (2010) [8], where they investigated viewer preferences regarding various farm telecast contents. Their research indicated that the majority of respondents expressed a preference for telecast durations of half an hour, followed by 15-20 minutes and durations exceeding half an hour.

**Table 3:** The attention of the viewers by viewers

Sl. No.	Category	Frequency	Percentage
1	No attention (<10 minutes)	11	3.43
2	Partial attention (10-20 minutes)	215	67.18
3	Full attention (>20 minutes)	94	29.37

The study also revealed that 29.37 percent of viewers were fully attentive, 67.18 percent exhibited moderate attention, and 3.43 percent demonstrated limited attention while engaging with DD Kisan programs. In a similar vein, Goudappa and Kalyanrao (2017) [3] conducted a study focusing on the televiewing behavior of farmers regarding agricultural programs in the North Eastern districts of Karnataka. Their research uncovered that the majority of farmers (55.83%) regularly tuned in to agricultural programs. Notably, approximately half of the respondents paid full attention, while the majority (43.33%) perceived agricultural programs with partial attention or a somewhat negative disposition.

**Table 4:** Discussion after the program

Sl. No.	Category	Frequency	Percentage
1	Never	71	22.18
2	Some times	217	67.81
3	Always	32	10.00

A significant portion of viewers (67.81%) engaged in discussions about DD Kisan programs only occasionally, followed by 22.18 percent who never participated in post-viewing discussions. Conversely, 10 percent of viewers actively discussed DD Kisan programs with their colleagues after the broadcasts. In a parallel study, Goudappa and Kalyanrao (2017) [3] investigated the televiewing behavior of farmers regarding agricultural programs, where a substantial majority of respondents displayed limited interest in discussing or taking notes after watching agricultural programs.

**Table 5:** Prime time of watching DD Kisan

Sl. No	Category	Frequency	Percentage
1	Morning	33	10.31
2	Afternoon	165	51.56
3	Evening	120	37.50

The majority of viewers (51.65%) favored afternoon as their prime time for watching DD Kisan programs, followed by 37.5 percent who preferred the evening, and 10.31 percent of viewers indicated a morning preference for their DD Kisan program viewing. Most farmers chose afternoon and evening as their ideal times for watching DD Kisan programs due to their engagement in morning farm activities. A similar study conducted by Meena and Bhagat (2010) [8] delved into the preferences of farmers concerning farm telecasts in Haryana, revealing that the majority of male and female respondents typically watched agricultural programs from 6-7 p.m. during the winter and preferred 8-9 p.m. during the summer.

**Table 6:** Understanding of the information

Sl. No.	Category	Frequency	Percentage
1	Least understand	38	11.87
2	Moderately understand	213	66.56
3	Fully understand	69	21.56

The data in Table 6 paints a clear picture of how well viewers understand the content on DD Kisan programs. A significant majority, accounting for 66.56 percent of viewers, demonstrate a moderate level of comprehension, indicating that a substantial portion of the audience grasps the content reasonably well. Furthermore, 21.56 percent of viewers exhibit a high level of understanding, indicating complete comprehension of the information presented on DD Kisan. In contrast, 11.87 percent of viewers indicate a lower level of understanding, suggesting room for improvement in the clarity and accessibility of the channel's content.

**Table 7:** Watching style

Sl. No.	Category	Frequency	Percentage
1	Watching alone	193	60.31
2	Watching with friends	40	12.50
3	Watching with family	87	27.18

Table 7 unveils the various viewing styles adopted by DD Kisan viewers. Approximately 60 percent of viewers typically watch DD Kisan programs alone. In contrast, 12.5 percent enjoy watching with friends, indicating a more social viewing experience. Another significant group, comprising 27.18 percent of viewers, engage with DD Kisan programs in a family setting, emphasizing the channel's role as a family-centric source of agricultural information and entertainment. These statistics underscore the diversity in viewer preferences and social interactions, underscoring the importance of content and programming that align with different viewing styles.

**Table 8:** Noting information

Sl. No.	Category	Frequency	percentage
1	Watching without noting	182	56.87
2	Watching+ noting	130	40.62
3	Watching +recording	8	2.50

The majority of viewers (56.87%) chose to watch DD Kisan without the practice of taking notes, while 40.62 percent of viewers actively took notes during the programs, and a smaller 2.5 percent preferred to record the content of DD Kisan programs. These results align with the findings of Singh *et al.* (2014), who conducted an analysis of farmers' television viewing behaviors. Their research showed that most farmers did not rely on taking notes or maintaining diaries to retain information; instead, they relied on memory and

discussions with fellow farmers for information recall and comprehension.

These findings underline the diversity in viewer practices regarding information retention, highlighting the need for customized content delivery strategies and supplementary resources to accommodate these varied approaches and preferences, ultimately contributing to a more effective and engaging viewership experience.

**Stepwise Regression of Independent Variables with Televiewing Behaviour**

A stepwise regression analysis was used to examine the influence of independent factors on viewers' televiewing behavior, which encompasses regularity, attention, duration, discussions, and understanding of DD Kisan programs. Independent variables such as education, income, farm size, occupation, social participation, media exposure, innovativeness, and attitudes were considered. This analysis provides insights into how these factors shape viewers' engagement with DD Kisan programs.

**Table 9:** Step-wise analysis of the independent variables with televiewing behavior

Coefficients	Estimate	Std.Error	t value	Pr(> t )
Education	4.59E-01	1.07E-01	4.281	2.49E-05***
Annual income	-6.74E-06	2.28E-06	-2.96	0.003318**
Farm size	1.22E-01	5.56E-02	2.196	0.02883*
Farm occupation	5.15E-01	2.73E-01	1.886	0.06026
Social participation	1.18E-01	7.84E-02	1.51	0.132098
Mass media	3.63E-01	1.09E-01	3.333	0.000964***
Innovativeness	1.04E-01	1.48E-02	6.999	1.59E-11***
Attitude	1.22E-01	1.65E-02	7.385	1.41E-12***

The findings from the regression analysis in Table 9 provide valuable insights into the relationship between various independent factors and viewers' televiewing behavior on DD Kisan. Education emerged as a key determinant, with higher levels of education positively influencing viewers' engagement with the channel. On the other hand, annual income demonstrated an intriguing inverse relationship, suggesting that individuals with lower incomes are more actively involved in DD Kisan's agricultural programs. Farm size played a modest but significant role, indicating that viewers with larger farms tend to exhibit more positive televiewing behavior, potentially due to the content's relevance to their agricultural activities.

The impact of farm occupation and social participation, although positive in nature, did not reach conventional levels of significance, warranting further exploration. In contrast, mass media exposure emerged as a strong predictor of televiewing behavior, highlighting the importance of broader media engagement in DD Kisan viewership. Innovativeness and viewer attitudes were found to be highly significant factors, emphasizing the appeal of innovative content and the profound influence of viewer perception on their engagement with DD Kisan programs.

These results suggest that education, family size, mass media exposure, innovativeness, and attitude are strong predictors of positive televiewing behavior. In contrast, annual income, farm occupation, non-farm income, and social participation have varying degrees of impact on televiewing behavior, with some variables demonstrating statistically significant relationships and others not.

These results shed light on the multi-dimensional nature of viewer behavior and offer critical insights for content development and strategies to enhance the viewership

experience on DD Kisan. Understanding these factors can help tailor programming to better cater to the diverse preferences and needs of the farming community and rural audience.

### Conclusion

In conclusion, the investigation into the television viewing behavior of DD Kisan viewers has unveiled a multifaceted landscape of engagement. This study has provided a comprehensive understanding of the diverse ways in which farmers interact with agricultural content on this dedicated channel. The assessment of regularity, duration, attention, prime time preferences, discussion habits, understanding of program content, watching styles, and information noting has illuminated the intricacies of viewer behavior.

Moreover, the stepwise regression analysis has revealed the influence of several key independent factors on viewers' televiewing behavior. Education, annual income, farm size, mass media exposure, innovativeness, and viewer attitudes towards DD Kisan have been identified as significant predictors. These findings emphasize the importance of tailored content delivery and presentation strategies, acknowledging the varying preferences and needs of the farming community and rural audiences.

The implications of this research extend beyond academic inquiry; they hold practical significance for DD Kisan's mission to empower the farming sector and enhance rural development. By recognizing the unique dynamics that shape viewer behavior, content creators and strategists can make informed decisions to better serve their audience. Ultimately, this contributes to the dissemination of vital agricultural information, fostering improved farming practices, rural development, and the overall well-being of viewers.

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