THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Perception towards National Television Channel: A Bangladesh Perspective

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Abstract:
This study aimed to specify the factors affecting consumer's perception towards Bangladesh Television. Identified factors were: entertainment, technology, information and program form secondary data analysis (Appendix). The industry expert helped to clarify and understand other factors as well. Primary data were obtained through survey questionnaire. Paired T test has been carried out to find out the accuracy of the hypothesis. Regression model has been used to find out if the independent variables have significant relationship with the dependent variable. From data analysis, 20-factors were found influencing the dependent variable, and the data was from the questionnaire which was completed by different people of different ages, gender, occupation, location. Frequencies, crosstabs, paired t-test, regression analysis and correlation were used for data analysis. This analysis showed that 20 of the independent variables influences the dependent variable. From the regression analysis, it has been found that the value of R square is 0.934. That means independent variables have 93% impact over the dependent variable. In other words, the dependent variable can be influenced 93% by the independent variables. Adjusted R square is .934 which is close to R square. The test was significant (Sig was 0.00 in ANOVA table).

Keywords: Perception, Paired T Test, Regression, Primary data, Hypothesis, Cross tabulation

1. Background
In 80-90s TV was used to be the main entertainment source. Mostly for news, drama, sports. But now in the age of globalization the entertainment media has increased significantly in the form of magazines digital media which are also popular in Bangladesh. Regarding Bangladeshi channels which are mostly viewers oriented but BTV has not modified yet in terms viewer preferences.
So Bangladesh Television is losing viewers because of:
- Access of availability of other media
- Technologically not advanced
- Lack of customization
- Govt. biased
- Lack of promotion

Access of availability of other media: now a day's people have the access to so many Medias and every media is covering international and national information differently. As in Internet we have the accessibility of Facebook, WhatsApp, Viber, YouTube which are covering important information as well as they have become a source of entertainment. In print media we have newspapers, magazines (news,fashion,sports) etc. and lastly nowadays we have numerous numbers of satellite channels. So, people are having so many types of media for their requirements as every media has a specific target audience. But Bangladesh Television BTV has not yet set their programs in comparison to the other medias. According to Zia (2007), satellite television viewership is no more restricted to the upper-middle class only; with the availability of low-priced television and cable connection, it has become a common household facility for the lower class as well. Due to easy access to satellite channels, low cost and a huge interest of television viewership for entertainment purposes have created the rapid growth of satellite television all over the world (Zia, 2007).

For Bangladesh, the significant cultural shift occurs due to the impact of regional channels of Satellite TV; particularly the Indian channels like Zee TV, MTV, Star Plus, Sony TV serials are influencing the cultural sphere of Bangladesh. Through watching these channels family ties and family values are getting threatened; specifically materials that favor divorce as a means to solve family problems or programming that includes obscenity, nudity, arousal of sexual instincts, or premarital sexual relations are completely destroying the cultural beliefs and values of Bangladesh (Page and Crawely, 2001).

This research paper seeks to identify the factors that influence the consumer perception towards Bangladesh television. There are some factors which encourage undertaking this research paper. The factors are Branding, viewers Satisfaction, program content, staffs, and technological advancement.

Technologically not advanced: People now watch 3D movies, HD videos, other satellite channels have upgraded them tremendously in terms of resolution, color contrast but BTV still having the equipment's which have been used in the 90's. So there is a big difference between the viewers need and what they are seeing. Technological advancement is the one which is playing a major role for

this change. The introduction of satellite television is one of the dimensions of this technological advancement which has a definite effect on the social and cultural area (Shamsher and Abdullah, 2012).

Lack of customization As BTV is covering the whole nation, their programs are not customized rather they telecast randomly. While the others channels have arranged their program according to the demographic, psychographic, lifestyle and some other factors. That's why BTV is losing its viewers day by day because they are not customizing their products according to the peoples demand. Viewers have access to a variety of channels from local to foreign, which provide them an opportunity to watch all types of programs. These media sources expose viewers to new information about the outside world and other ways of life, which may affect attitudes and behaviors (Gentzkow and Shapiro, 2004; Olken, 2006) as well the overall culture (Zahid, 2007).

Government biased: Most of the BTV programs are taking side of the Government parties. In fact their news and programs also represents the government in some way. That issue might dissatisfy some group of people and other than that as a National Television of the country people expect it to be neutral. One of the significant aspects of the TV news coverage was that they prioritized the protocol values rather than news values by giving importance on the certain Members of the Parliament and Ministers (Haider: 2007).

Lack of promotion: Being a national television BTV is not bothered about the promotion of the channels. But there should be some promotional activities of their Hit programs for which people may watch BTV because there are so many channels now a days and it's not easy to remember the program schedules. So BTV can promote their hit programs like ITTADI, Mati O Manus through billboard, print media, Social media etc.

1.1. Theoretical Framework

1.1.1. Entertainment
Entertainment refers to the ability to arouse aesthetic enjoyment (Oh and Xu 2003). Entertainment is an important predictor of the value of programs so is crucial to the effectiveness of advertisement (Aaker et al, 1992; Ducoffe, 1996; Rosenberg 1960; Teo et al, 2003). Thus, in our context of analysis, we may expect that entertainment of a television channel is correlated with consumers attitude.

1.1.2. Information
Information can be defined as the ability to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made (Ducoffe, 1996, p22; Waldt et al, 2009) and the ability to successfully give related information (Oh &Xu, 2003). In the context of this study, information can be viewed as the ability of channels to deliver the contents of programs to satisfy the consumers.

1.1.3. Amusing
Amusing, comical, droll describe that which causes mirth. That which is amusing is quietly humorous or funny in a gentle, good humored way: the baby's attempt to talk were amusing. That which is comical cause's laughter by being incongruous, witty or ludicrous: his huge shoes made the clown look comical. Droll adds to comical the idea of strange or peculiar, and sometimes that of sly or waggish humor: the droll antics of a kitten; a droll imitation*(Yu Yao Chang and Shoumava Bandapadhyay, The impacts of American humor on Taiwanese consumers, International Business & Economics Research Journal- January/February 2014, V- 13, Number 1)*

2. Research Problem

2.1. Management Decision Problem
How to improve the viewership of BTV.

2.2. Marketing Decision Problem, (Broad)
To determine the consumer perception towards BTV.

2.2.1. Specific
1) To identify the factors that influence viewers perception?
2) To identify demographic and psychographic profile of viewers?
3) How people evaluate BTV in terms of choice criteria?
4) How people evaluate BTV programs in comparison to other channels program?
5) Which channels viewed when seeing for specific categories?
6) To identify the weakness of the competitors.

3. Approach to the Problem

3.1. Graphical Model
This paper attempts to study the factors affecting consumer attitudes towards Bangladesh Television. According to what mentioned above and based on previous of literature and related studies, we suggests the following model:
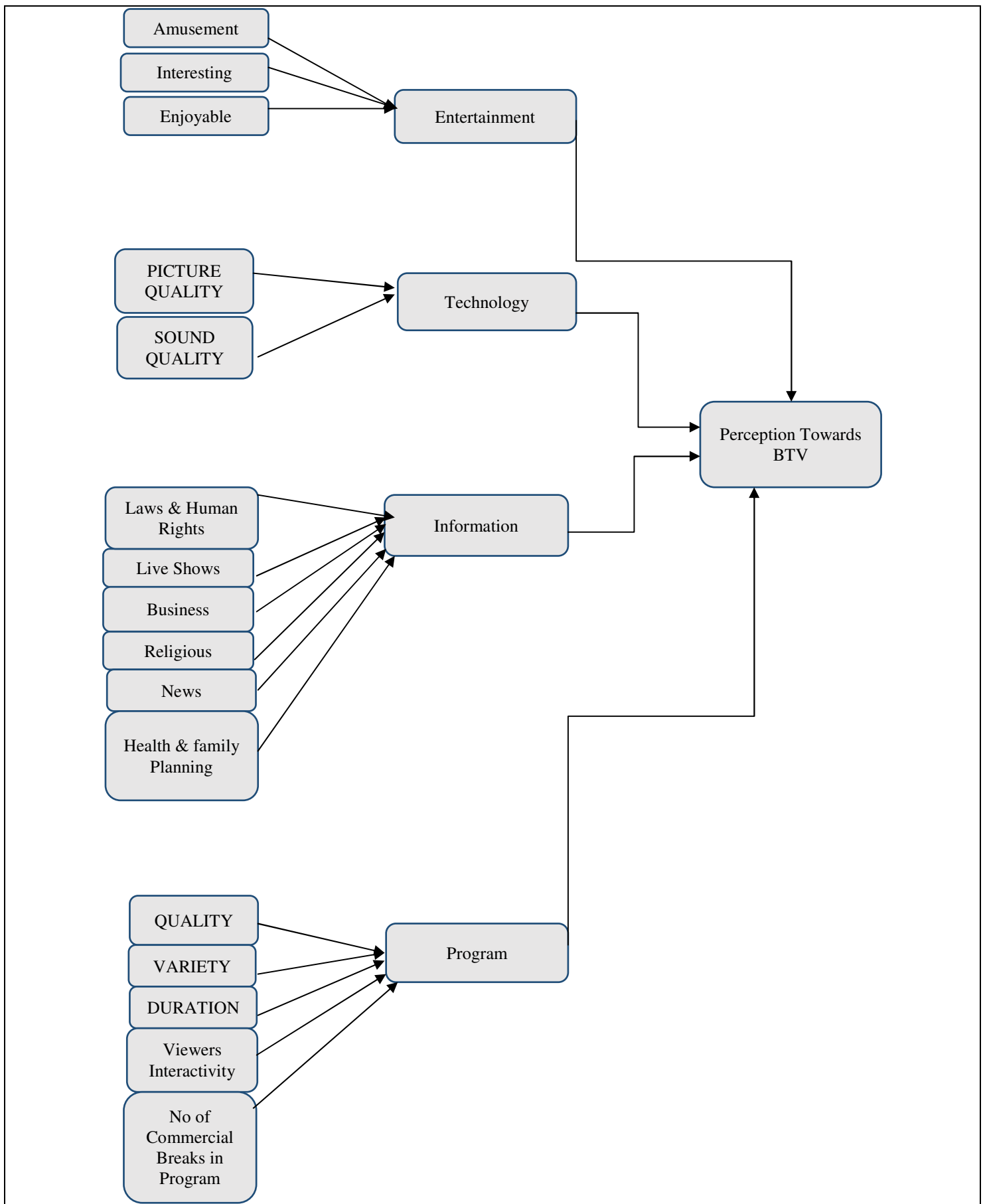
Figure 1

4. Research Design

→ Exploratory Research: Factors influencing consumer perception towards BTV were identified through secondary data analysis containing relevant journals.

→ Secondary Data Analysis: Independent variables were identified like amusement, enjoyable, sports, drama, picture quality, sound quality, coverage, political views, business, religion, education, news, program content, viewer's interactivity, number of commercial breaks from different international journals.

→ Survey of expert: Mr. A.H.M Zulfiqur Rahman, Head of Photography & Videography who is currently working at Bangladesh Television has been contacted. He suggested us to include some variables such as health and family planning programs, environment and disaster related programs, law and order related programs in the graphical model.

→ Qualitative Research: Given the exploratory nature of some aspects of the object, we have identified factors like entertainment, technology, information, program and attitude towards BTV from relevant international journals.

4.1. Descriptive Research

This study has undertaken a survey to quantify the factors affecting consumer perception towards BTV.

i) Data Analysis:

Primary data were obtained through survey by using a structured questionnaire.

ii)Description of our questionnaire:

A questionnaire form was used as a tool for gathering data. The questionnaire form was prepared with the reference of two international journals. In the first part of questionnaire are questions about demographic and psychographic profile of consumers with multiple choice questions about their free time, how much time they put in watching television, their favorite type of program and so on.

iii) Scaling and Sampling technique: In the survey questionnaire, Likert Scale has been used. Sampling technique is the choice of a subset of the people from among a population to estimate characteristics of the entire population. Students and some random office personnel were surveyed who fell in appropriate criteria.

Sample Size:

Survey was undertaken at Dhaka city the sample size was 200.

5. Data Analysis

The data of all the independent variables were tested first using Cronbach's alpha reliability test to assess reliability.

Descriptive frequencies have been used to find out the frequencies of demographic variables. We have also used Crosstabs to find out the relationship of the demographic variables with the dependent variable.

 We have also used Paired T test to find out the accuracy of the hypothesis. We have also used Regression model to find out if the independent variables have significant relationship with the dependent variable. We have also done Correlation to find the relationship between the independent variables.

6. Finding, Hypothesis, and Results

In the analysis of the data gathered from the questionnaire, SPSS17.0 statistical software for windows war used. Cronbach's alpha test was implemented for the reliability test of the scale.

Construct	Alpha	Items
Entertainment	.832	Amusement
		Interesting
		Enjoyable
Information	**Alpha**	**Items**
Technology	.824	Picture quality
		Sound quality
Information	**Alpha**	**Items**
Information	.790	Law and order related program
		Business related program
		Health and family planning related program
		Live shows
		Spiritual/Religious programs
		News
Information	**Alpha**	**Items**
Program	.743	Quality
		Variety
		Time duration
		Interactivity
		Number of commercial breaks

Table 1

In the reliability test, when the significance level is more than .7 then it's reliable and if it is less than .7 then we take the data as not reliable.
From the table no 2 we get the significance level of Staff is .754. So it is reliable.

6.1. Frequency
Among the 200 respondents 68.0% male respondents and 32.0% were female (Table:05). We have surveyed respondents from different age group (Table:6). Among them 24% were from age less than 25 years. 56% were from age between 26-35 years, 20% were from age between 36-45 years. We have surveyed respondents from different educational qualification (Table: 7).14% were from school level, 36% were from graduate level, 50 % were from post graduate level and. Our respondents were from different occupation (Table:8).24% were student, 46 % were private employee, 16% were business man and others were 14%. They were also different in average monthly income (Table:9).32% people had monthly income below 15000, 18% people had income 15000-25000, 36% people had income 25000-35000 and 4% had the income of 35000-40000 and 10% more than 45000. Number of family members also varied of our respondents (Table:11).30.5% were from the family members 1-3,56.5% were from the family members 5-6,13% were from the family members above 6 members.

6.2. Hypothesis
According to the decision rule: accept null hypothesis (H0) if the significant level of the variable is greater than (0.05) significant level, and reject (H0) if the significant level is equal or less than (0.05) (Sekaran, 2004)

6.2.1. Paired t-test
- H1: Entertainment influences the consumer perception towards BTV.
There is a significant relationship between Entertainment and Attitude towards BTV. This is shown in table 22. Thus, H1 is accepted. From the analysis we have found that there is a significant relationship between entertainment and attitude towards BTV (p=.000). Meaning the more the channel is entertaining, the more the attitude is positive.
Though Btv has been known for its boring programs such as Mati o Manush, Old fashioned Drama, backdated movies etc. But now a day's people are interested to watch innovative program like American Idol, Big Boss and fiction shows like CID, Talash, Comedy show etc. So BTV should introduce some innovative program which can make a difference from others.

- H2: Technology influences the consumer perception towards BTV.
There is a significant relationship between Technology and Attitude towards BTV. This is shown in table 22. Thus, H2 is accepted. From the analysis, we have found that there is a significant relationship between technology and attitude towards BTV (p=.242). Meaning technology influences consumer's attitude to watch the channel. Better technology used by the TV channels creates a positive attitude among the consumers.
BTV is not a HD (high definition) channel. Once one channel spoiled by a HD signal, all SD looks worse on a HDTV, and some HDTV's do not scale 480I signals as well as others. It depends on the brand of the TV on how it up scales the lower resolution TV signals. BTV's sound system is not that good.
So BTV should install some modern machinery to improve their picture and sound quality

- H3: Information influences the consumer perception towards BTV.
There is a significant relationship between Information and Attitude towards BTV. This is shown in table 22. Thus, H3 is accepted. From the analysis we have found that there is a significant relationship between information and attitude towards BTV (p=.000). Meaning the diversified information influences consumer's attitude to watch the channel.
It has not a large number of journalists covering the action from the Dhaka Stock Exchange (DSE) and the Chittagong Stock (CSE). They don't have such program which can satisfy the views who are concern about business world. BTV should make some program that help people to know about corporate world. A large majority of the programming carried on BTV is produced in-house, although it also carries content from other sources including BBC, Al-Jazeera. So they should improve their studio and posted some journalist in some important geographical areas like Shreya, Geneva etc.

- H4: Programs influence the consumer perception towards BTV.
There is a significant relationship between Programs and Attitude towards BTV. This is shown in table 22. Thus, H4 is accepted. From the analysis we have found that there is a significant relationship between programs and attitude towards BTV (p=.000). Meaning good quality programs influences consumer's attitude to watch the channel more.
The quality of most programs determines consumer attitude and perception. As we age, our standards increase and also we are more likely to remember the "best of the best" and compare them to all the new inane drivel that assaults our senses these days.
There's also the "problem" that there are not that many variations on any particular theme (BTV writers not being the most imaginative people on the industry). So they should concern about their quality and should hire some extraordinary creative people to recapping BTV.

6.3. Regression

Within the scope of the research examined, a regression analysis has been carried out in order to determine the factors that affect the perception of viewers about BTV. A linier regression analysis has been carried out by identifying attitude towards BTV as dependent variable and independent variable as entertainment, technology, program and information.

From the regression analysis, we have also found that the value of R square is .946. That means independent variables have 94.6%% impact over the dependent variable. In other words, the dependent variable can be influenced 94.6% by the independent variables. Adjusted R square is .964 which is almost R square. The test was significant (Sig was 0.07430 in ANOVA table-12).

It is understood that the independent variables "entertainment ", "information ", "technology", "program", are important factors for explaining the dependent variable "which Attitude towards BTV". It is determined that there is a meaningful relationship between the dependent variable and the independent variables.

6.4. Correlation

In our research, we try to find out correlation among different variables. That is shown in table

In the case of correlation between entertainment and technology, we found they are strongly positively correlated with each other. (Correlation is 914). People are very much concern about technological advancement of a particular TV channel. If the marketer can consumers understand and adapt to better technology, people will find much more fun. Amusement and will be more willing to view it.

In the case of correlation between information and program, we found they are strongly positively correlated with each other. (Correlation is .641). As program plays a vital role in affecting consumer perception, marketer should try to increase the trustworthiness, quality, variety and contents of the programs so that people have positive attitude towards the information section on that channel. In this way marketer can create a positive attitude in the minds of consumers through both information and program.

In the case of correlation between entertainment and program, we found they are strongly positively correlated with each other. (Correlation is .654). If the program contents are proper, interactivity is higher with the viewers, duration is appropriate, it is more likely to increase the fun, pleasure, interestingness of the program. Marketer should identify what duration of the program the consumers actually prefer when it comes to a health related program as telecasting it for too long or short time frame may result in annoyance.

In the case of correlation between information and program, we found they are strongly positively correlated with each other. (Correlation is .64). If the program contents are proper, if there are variations in the programs, duration is appropriate, it is more likely to increase positive attitude towards information sources. Marketer should identify what type of variety should be introduced or offered to consumers and their preference when it comes to specific program categories.

6.5. Cross Tabulation

➢ "BTV shows program related to health and family planning", on basis of gender, we surveyed about 200 respondents, among them 3% male answered they do not agree that Btv shows any program related to health and family program while and no female disagreed to the statement. Evidently,83.6% responded that they agree that Btv shows health & family related programs while 18% of the male responded they strongly agree with the statement. 43% programs.

➢ "How much time do you spend on watching TV in a day?" on the basis of occupation, 33.3% of the students responded that they watch television for less than half an hour while 66.7% of them watch television for more than 3 hours. 25.3% of the private employees watch television for less than one hour while 30.8% of them watch television for one to three hours. 44% of the private employees watch television for more than 3 hours in a day. 3% of the businessmen watch television for one hours whereas 97% of them watch television 1-3 hours. According to other respondents,57.1% if them watch television for 1-3 hours in a day while the rest 42.9% spends more than 3 hours in a day.

➢ Do you discuss about the programs of BTV with others on the basis of occupation, from the survey it was found that every single respondent who are students replied in the negative when it comes to discussing the programs of BTV. Surveyed private employees, businessman also do not discuss the programs of BTV with others. Even, people of other occupation do not discuss about the BTV programs with others.

➢ Would you recommend the programs of BTV to others on the basis of education, we can find that 57.1% of the school level educated people would recommend the programs of BTV to others while 42.9% of them will not recommend others. It is evident that, no graduate level people would like to recommend the programs of BTV to others. 20.2% of the post graduated people would like to recommend the programs to others while 79.8% of them would not like to recommend the programs.

➢ Do you discuss about the programs of BTV with others on the basis of education, from the survey, we identified that no school level educated people discuss about the BTV programs with others. No graduate and post graduate level people don't discuss about the programs of BTV.

➢ Programs of BTV are not interesting to watch on the basis of age, from the survey we have identified that 66.7% of the people whose age is less than 25 years, finds the programs less interesting while 33.3% of them strongly disagrees that the programs are interesting. 64.3% of people whose age is from 26-35 years, disagrees that the programs of Btv are interesting while 35.7% strongly disagrees. All of the respondents having higher than 36 years are neutral (50%) regarding the interesting feature about the programs while 50% of them agrees that those programs are not interesting.

➢ BTV has interactivity with viewers during the program on the basis of age,we have found that 34.7% people disagree, 32.7% of people are neutral and 32.7% of people whose age is less than 25 agrees that BTV has interactions with viewers during the

programs.47% of the 26-35 aged people disagrees that BTV has interaction with viewers while 43.2% of them are neutral about it. 14.4% of the people whose age is between 26-35 years agrees that BTV has interaction with viewers during the program. People having age more than 36 years disagrees (80%) that BTV doesn't have interaction with viewers while 20% of them agree with it.

➢ BTV telecasts business related program on the basis of occupation, we have identified that 2.1% of the students strongly disagree that BTV telecasts business related program while 42% of the students disagrees that it has business related program. However, 55.9% students agree that BTV has business related program.57.1% private employees agrees that it telecasts business related program while 30% businessmen disagrees that BTV has business related program while 48.5% of them are neutral.

7. Recommendation
❖ The quality of most programs needs to be updated more. As we age, our standards increase (well, for most of us they do) and also we are more likely to remember the "best of the best" and compare them to all the new inane drivel that assaults our senses these days.
❖ There's also the "problem" that there are not that many variations on any particular theme (BTV writers not being the most imaginative people on the industry). So, they should concern about their quality and should hire some extraordinary creative people to recapping BTV.
❖ Though BTV has been known for its boring programs such as Mati o Manush, Old fashioned Drama, backdated movies etc. But now a day's people are interested to watch innovative program like American Idol, Big Boss and fiction shows like CID, Talash, Comedy show etc. So BTV should introduce some innovative program which can make a difference from others.
❖ It has not a large number of journalists covering the action from the Dhaka Stock Exchange (DSE) and the Chittagong Stock (CSE). They don't have such program which can satisfy the views who are concerned about different business segment. BTV should make some program that help people to know about corporate world. A large majority of the programs carried on BTV is produced in-house, although it also carries content from other sources including BBC, Al-Jazeera. So they should improve their studio and posted some journalist in some important geographical areas like Shreya, Geneva etc.
❖ BTV is not a HD (high definition) channel. Once people are habituated by a HD signal, all SD looks worse on a HDTV, and some HDTV's do not scale 480I signals as well as others. It depends on the brand of the TV on how it upscales the lower resolution TV signals. BTV's sound system is not that good. So BTV might install some modern machineries to improve their picture and sound quality

8. Limitation and Direction for Future Research
The present study may also have the traditional limitations associated with survey research such as selection error, measurement error, and non-response error. Secondly, the study was limited in its scope due to time and resources. Despite these limitations, this study makes several contributions towards finding factors that affect consumer's perception towards Bangladesh Television. Since this study was limited to 200 respondents, findings can only be used as a guide for further research. The purpose of the next in the research is to extend it to large sample.

9. Conclusion
Our study aimed to specify the factors affecting consumer's perception towards the Bangladesh Television. Given this context, 4-factors, consumer-based Likert scale that contains 20 questions were developed, and a questionnaire was completed by different people of different ages. Frequencies, crosstabs, paired t-test; regression analysis and correlation were used for data analysis. Our analysis showed that 4 of the independent variables influence the dependent variable which prefersthe perception of consumers toward Bangladesh Television.

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Appendix

Reliability Statistics	
Cronbach's Alpha	N of Items
.832	3

Table 1

Reliability Statistics	
Cronbach's Alpha	N of Items
.824	2

Table 2: Technology

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	6

Table 3: Information

Reliability Statistics	
Cronbach's Alpha	N of Items
.743	5

Table 4: Program

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	134	67.0	67.0	67.0
	Female	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

Table 5: Gender

Age of respondents		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 25 years	49	24.5	24.5	24.5
	26-35 years	111	55.5	55.5	80.0
	36-45 years	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Table 6: Age

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	48	24.0	24.0	24.0
	Private employee	91	45.5	45.5	69.5
	Business man	33	16.5	16.5	86.0
	Others	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Table 7: Occupation

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School level	28	14.0	14.0	14.0
	Graduate level	73	36.5	36.5	50.5
	Post graduate level	99	49.5	49.5	100.0
	Total	200	100.0	100.0	

Table 8: Education

Avg monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<15000tk	64	32.0	32.0	32.0
	15000-25000tk	37	18.5	18.5	50.5
	25000-35000tk	71	35.5	35.5	86.0
	35000-45000tk	8	4.0	4.0	90.0
	>45000tk	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Table 9: Average Income

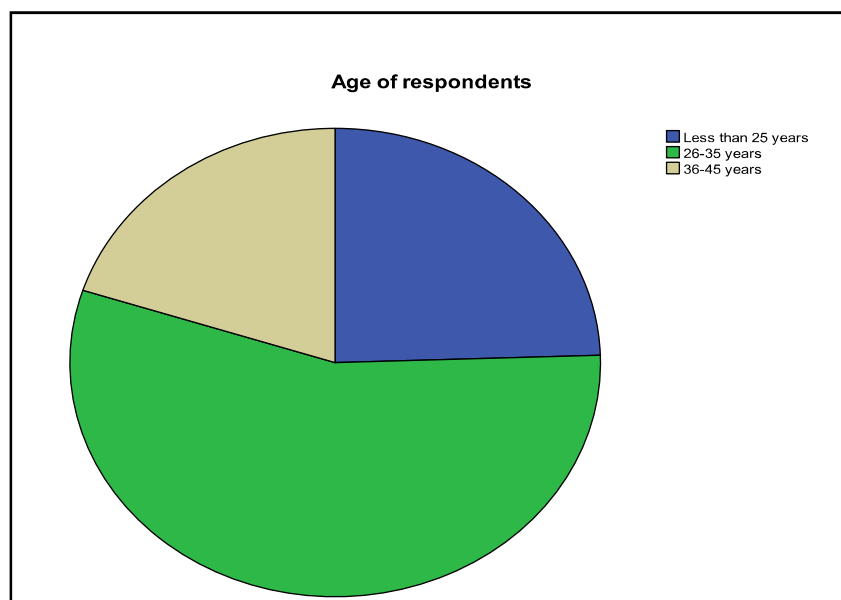| Family size					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4-6 members	172	86.0	86.0	86.0
	above 6 members	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Table 10: Family Size
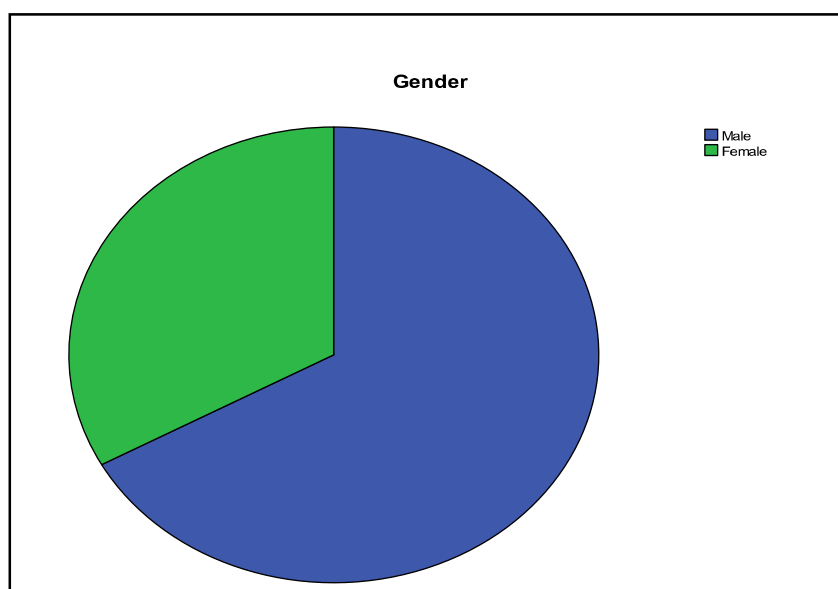
Figure 1

Figure 2
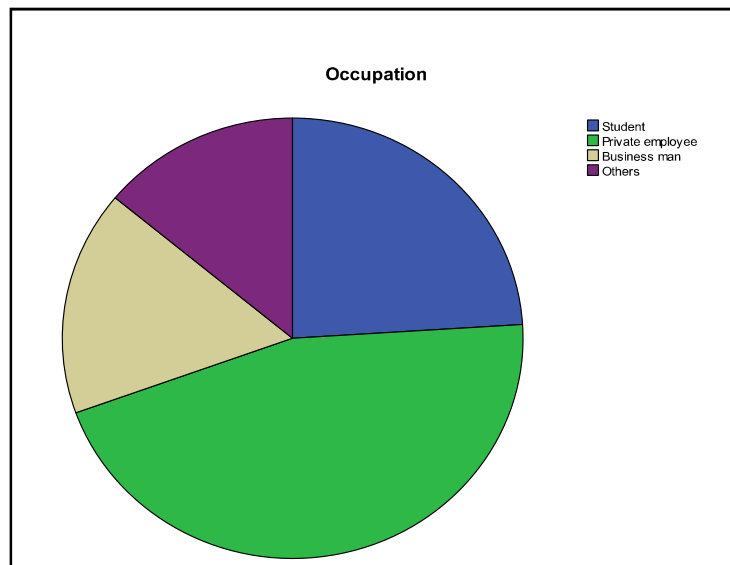
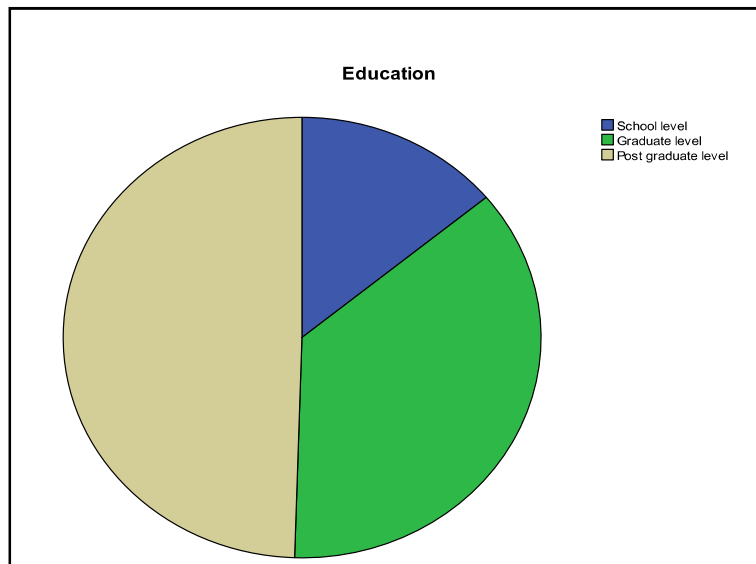*Figure 3*

Figure 4
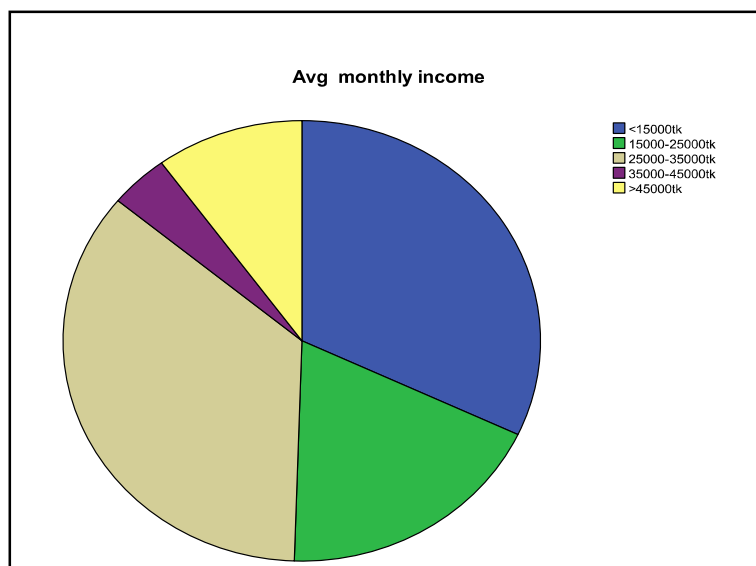
Figure 5

Gender * Btv shows program related to health & family planning Crosstabulation						
			Btv shows program related to health & family planning			Total
			Disagree	Agree	Strongly Agree	
Gender	Male	Count	4	112	18	134
		% within Gender	3.0%	83.6%	13.4%	100.0%
	Female	Count	0	29	37	66
		% within Gender	.0%	43.9%	56.1%	100.0%
Total		Count	4	141	55	200
		% within Gender	2.0%	70.5%	27.5%	100.0%

Table 11: Btv shows program related to health and family planning" Respondents on basis of gender

			How much time do you spend watching TV in a day?				Total
			Less than half hour	Less than one hour	1-3 Hours	More than 3 hours	
Occupation	Student	Count	16	0	32	0	48
		% within Occupation	33.3%	.0%	66.7%	.0%	100.0%
	Private employee	Count	0	23	28	40	91
		% within Occupation	.0%	25.3%	30.8%	44.0%	100.0%
	Business man	Count	0	1	32	0	33
		% within Occupation	.0%	3.0%	97.0%	.0%	100.0%
	Others	Count	0	0	16	12	28
		% within Occupation	.0%	.0%	57.1%	42.9%	100.0%
Total		Count	16	24	108	52	200
		% within Occupation	8.0%	12.0%	54.0%	26.0%	100.0%

*Table 12: Occupation * How much time do you spend watching TV in a day? Crosstabulation*

% within Occupation				
		Do you discuss about the programs of Btv with others?		Total
		No		
Occupation	Student	100.0%		100.0%
	Private employee	100.0%		100.0%
	Business man	100.0%		100.0%
	Others	100.0%		100.0%
Total		100.0%		100.0%

*Table 13: Occupation * Do you discuss about the programs of Btv with others? Crosstabulation*

			Would you recommend the programs of Btv to others?		Total
			Yes	No	
Education	School level	Count	16	12	28
		% within Education	57.1%	42.9%	100.0%
	Graduate level	Count	0	73	73
		% within Education	.0%	100.0%	100.0%
	Post graduate level	Count	20	79	99
		% within Education	20.2%	79.8%	100.0%
Total		Count	36	164	200
		% within Education	18.0%	82.0%	100.0%

*Table 14: Education * Would you recommend the programs of Btv to others? Crosstabulation*

			Would you recommend the programs of Btv to others?		Total
			Yes	No	
Education	School level	Count	16	12	28
		% within Education	57.1%	42.9%	100.0%
	Graduate level	Count	0	73	73
		% within Education	.0%	100.0%	100.0%
	Post graduate level	Count	20	79	99
		% within Education	20.2%	79.8%	100.0%
Total		Count	36	164	200
		% within Education	18.0%	82.0%	100.0%

*Table 15: Education * Would you recommend the programs of Btv to others? Crosstabulation*

% within Avg monthly income					
		What type of TV channel do you like most?			Total
		Music Channels	Movie Channels	News Channels	
Avg monthly income	<15000tk		50.0%	50.0%	100.0%
	15000-25000tk		66.7%	33.3%	100.0%
	25000-35000tk	44.4%	55.6%		100.0%
	35000-45000tk		34.7%	65.3%	100.0%
	>45000tk			100.0%	100.0%
Total		16.0%	52.0%	32.0%	100.0%

*Table 16: Avg monthly income * What type of TV channel do you like most? Crosstabulation*

% within Age of respondents					
		EN4			Total
		3.00	4.00	5.00	
Age of respondents	Less than 25 years		66.7%	33.3%	100.0%
	26-35 years		64.3%	35.7%	100.0%
	36-45 years	50.0%	50.0%		100.0%
Total		10.0%	62.0%	28.0%	100.0%

*Table 17: Age of respondents * Programs of Btv are not interesting to watch Crosstabulation*

			Btv has interactivity with viewers during the program			Total
			Disagree	Neutral	Agree	
Age of respondents	Less than 25 years	Count	17	16	16	49
		% within Age of respondents	34.7%	32.7%	32.7%	100.0%
	26-35 years	Count	47	48	16	111
		% within Age of respondents	42.3%	43.2%	14.4%	100.0%
	36-45 years	Count	32	8	0	40
		% within Age of respondents	80.0%	20.0%	.0%	100.0%
Total		Count	96	72	32	200
		% within Age of respondents	48.0%	36.0%	16.0%	100.0%

*Table 18: Age of respondents * Btv has interactivity with viewers during the program Crosstabulation*

			Btv telecasts business related program				Total
			Strongly disagree	Disagree	Neutral	Agree	
Occupation	Student	Count	1	2	0	45	48
		% within Occupation	2.1%	42%	.0%	55.9%	100.0%
	Private employee	Count	0	11	28	52	91
		% within Occupation	.0%	12.1%	30.8%	57.1%	100.0%
	Business man	Count	3	10	16	4	33
		% within Occupation	9.1%	30.3%	48.5%	12.1%	100.0%
	Others	Count	0	3	14	11	28
		% within Occupation	.0%	10.7%	50.0%	39.3%	100.0%
Total		Count	4	26	58	112	200
		% within Occupation	2.0%	13.0%	29.0%	56.0%	100.0%

*Table 19: Occupation * Btv telecasts business related program Crosstabulation*

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Attitude_mean	3.6888	200	.31965	.02260
	mean_entertainment	3.5787	200	.34612	.02447
Pair 2	Attitude_mean	3.6888	200	.31965	.02260
	mean_technology	3.6627	200	.32434	.02293
Pair 3	Attitude_mean	3.6888	200	.31965	.02260
	mean_information	3.8535	200	.30654	.02168
Pair 4	Attitude_mean	3.6888	200	.31965	.02260
	mean_program	3.6177	200	.37029	.02618

Table 20

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Attitude_mean & mean_entertainment	200	.903	.000
Pair 2	Attitude_mean & mean_technology	200	.872	.000
Pair 3	Attitude_mean & mean_information	200	.890	.000
Pair 4	Attitude_mean & mean_program	200	.837	.000

Table 21

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Attitude_mean - mean_entertainment	.11015	.14859	.01051	.08943	.13087	10.484	199	.000
Pair 2	Attitude_mean - mean_technology	.02617	.16295	.01152	.00344	.04889	2.271	199	.024
Pair 3	Attitude_mean - mean_information	-.16463	.14752	.01043	-.18520	-.14406	-15.783	199	.000
Pair 4	Attitude_mean - mean_program	.07113	.20308	.01436	.04282	.09945	4.954	199	.000

Table 22

Correlations		mean_entertain ment	mean_technolo gy	mean_informat ion	mean_program
mean_entertainment	Pearson Correlation	1	.914**	.871**	.654**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
mean_technology	Pearson Correlation	.914**	1	.869**	.605**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
mean_information	Pearson Correlation	.871**	.869**	1	.642**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
mean_program	Pearson Correlation	.654**	.605**	.642**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 23

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	mean_program, mean_technology, mean_information, mean_entertainment[a]	.	Enter
a. All requested variables entered.			

Table 24

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973[a]	.947	.946	.07430
a. Predictors: (Constant), mean_program, mean_technology, mean_information, mean_entertainment				

Table 25

ANOVA[b]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.257	4	4.814	872.058	.000[a]
	Residual	1.076	195	.006		
	Total	20.333	199			
a. Predictors: (Constant), mean_program, mean_technology, mean_information, mean_entertainment						
b. Dependent Variable: Attitude_mean						

Table 26

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.064	.069		-.929	.354
	mean_entertainment	.258	.042	.279	6.180	.000
	mean_technology	.148	.043	.150	3.437	.001
	mean_information	.275	.038	.263	7.161	.000
	mean_program	.340	.019	.394	17.732	.000
a. Dependent Variable: Attitude_mean						

Table 27

Questionnaire

Dear respondent, we are conducting a research to identify the **"Consumer Perception towards Bangladesh Television"** Please spare some time to answer the following questions. The information provided by you is purely for research purposes and will be kept strictly confidential.

Demographic
1. Gender:
   a. Male   b. Female
2. Age:
   a. Less than 25 years   b. 26-35 years   c. 36-45 years   d. 46-55 years   e. 55 year or more
3. Educational qualification:
   a. No formal education   b. School level   c. Graduate level   d. Post graduate level   e. Professional qualification
4. Occupation:
   a. Student   b. Govt. employee   c. private employee   d. Business man   e. Others
5. Average monthly income:
   a. Less than 15000 BDT   b. 15000-25000 BDT   c. 25000-35000 BDT d. 35000-45000 BDT e. More than 45000 BDT
6. Family size:
   a. 1-3   b. 4-6 members   c. above 6 members

Psychographic
7. How do spend your free time?
   a.   Net surfing   b. watching TV   c. Playing games
   d. Reading books/newspaper   e. Other……………………………….

8. Do you like golf as a sports program?
   a.   Yes   b. No   c. I don't know

9. I like to try new and different things.
   a.   Yes   b. No

10. How much time do you spend on watching TV in a day?
   b.   Less than half an hour
   c.   Less than 1 hour
   d.   1-3 hours
   e.   More than 3 hours

11. What type of TV channel do you like most?
   (a) Music channels   (b) Movie channels   (c) News channels
   (d) Religious channels   (e) Others………………………..(Please specify)

12. Do you discuss about the programs of BTV with others?
   a. Yes   b. No

13. How frequently do you watch BTV?
   a. Daily
   b. Once a week
   c. Once a month
   d. Once in every 3 months
   e. Never

14. Would you recommend the programs of BV to others?
   a. Yes   b. No

Statement		Strongly Disagree(1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
BTV programs are **boring** to watch	EN1					
The programs of Btv are **dull**	EN2					
Btv programs are not **enjoyable** to watch	EN3					
Btv programs are not **interesting to** watch	EN4					
BTV has **poor picture quality**	T1					
BTV has **poor quality sound**	T2					
TV signal/coverage of BTV is adequate	T3					
BTV shows program related to **Law & Human Rights**	I1					
Live shows are telecasted by BTV	I2					
BTV telecasts **business related programs**	I3					
BTV shows **Religious/Spiritual programs**	I4					
BTV broadcasts **news**	I5					
BTV shows programs related to **Health & Family Planning**	I6					
BTV shows **Environment & Disaster related programs**	I7					
BTV telecasts good **quality** program	P1					
The programs of BTV has **variety**	P2					
The **time duration** of BTV programs are satisfactory	P3					
BTV has proper program **content**	P4					
BTV has **interactivity with viewers** during the program	P5					
Number of commercial breaks in BTV are adequate	P6					