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# Perception of Women Entrepreneurs about the Usefulness of Various Television Shows: A Case Study on Media for Motivation

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Swapan Banerjee\*

\*Dept. of Nutrition, Seacom Skills University, Birbhum, West Bengal, India.

Corresponding Email: [sbanerjee.researcher.21@gmail.com](mailto:sbanerjee.researcher.21@gmail.com)

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**Abstract:** *Quality media has the potential to have a profound effect on everyone's mind, including women entrepreneurs. Her IQ is shaped in many ways: by genes, environment, upbringing, unities for formal and informal education, and culture. For decades, there have been many motivating and learning TV shows; however, some shows still have no effect or adverse effects irrespective of age group. Hence researchers have devised several exciting methods to disentangle TV's effects keeping good programs. This article aims to assess the perception of women entrepreneurs about the 6 significant types of TV latest shows starting from 0-2 ratings (low, medium, and high quality). Jamovi software, the 2.3.21 version, was applied for statistical analysis. The study found the Cronbach alpha 0.65, which is good enough to justify the reliability and scale reliability with a mean value of 1.32 and a standard definition of 0.409. Six Items-rest correlation, Correlation Heatmap, and Binomial Test (95% Confidence Interval) of all six items as top media category used for perception analysis. The study concluded that even in the world of entrepreneurship and big business, women now have just as much of a chance as males. They organize and participate in stimulating, upbeat, and inspiring endeavors during their free time via online platforms and mainstream media. As per this study, the women urban population primarily watches shows that entertain their minds or link with other attractive aspects. However, they also worry about their well-being and the well-being of their husbands and offspring, which means that business, education, sports, and health are high priorities.*

**Keywords:** *TV Media, Entertainment, Media Effect, Women's Recreation, Media Types, Lifestyles.*

## 1. INTRODUCTION

Some critics have noted that today's best television shows are on par with the wealthiest books throughout this era of television's ascendancy. However, as per NY TIMES, recent research



indicates that excessive television viewing may only sometimes be beneficial, especially when the content is primarily for amusement. High-quality programs for youngsters may significantly impact a child's cognitive development. It can also be educational, spiritual, or sports related. Mental capacity is a multifaceted trait that develops through genetic predisposition, diet, health, parenting practices, access to formal and informal schooling, and cultural influences. It is not easy to study the correlation between IQ and TV time, but researchers have come up with intriguing approaches to separate the impacts of TV.

Indian television programs vacillate between content-driven shows reflective of Indian society on the one hand and programs that assist in crafting a new narrative while reaffirming traditional values and assumptions on the other. The audience has heard and read enough about the home-based conflict between a married woman and her Mother-in-law and perpetuating backward beliefs. Some television shows have contributed to positive paradigm shifts even as it has entertained their viewers (BARC 2018).

According to experts on digital platforms, *Workin' Moms*, *The Mind Explained*, and *The Office* is good examples of serials that anyone can watch using Netflix. For working parents, the struggle to strike a work-life balance is the subject of this honest comedy. In the comedy series '*Workin' Moms*,' a group of female pals navigates the trials of working motherhood and the pressures of modern office life. Many people still struggle to wrap their heads around the human mind. However, scientists have made much effort to solve the mystery of the brain's operation. The documentary series *The Mind, Explained* on Netflix explores the human mind. It explores five of the mind's most fascinating features: memory, dreams, anxiety, mindfulness, and psychedelics. As a business owner, a person can be benefitted significantly from delving deeper into the human psyche to better tailor marketing and sales efforts to their target demographic. The audience will laugh out loud at this mockumentary TV show's superb comedy performances and endearing characters. Because of how easily understood and entertaining it is, anyone will not be able to stop watching. '*The Office*' is a brilliant observation of the workings of the human mind and provides many funny examples of how not to behave in the business world. This show exposes the tale of modern office culture and the meaningless work many people do since they cannot find anything else to do with their lives. *The Office* is more confident irrespective of the decision to pursue success independently.

Indian Broadcasting World and *The Indian Express* explained that as of March 2022, according to data compiled by the industry regulator TRAI, the Ministry of Information and Broadcasting (MIB) had granted licenses to around 898 private satellite TV channels to broadcast in and out of India. The statistics showed that of the 345 paid TV channels, 248 were aired in SD or standard definition, while 97 were HD TV channels. This is out of 885 allowed satellite TV channels accessible for downlinking in India. Media must devote at least 30 minutes daily to programming that is of "public service and national interest," with eight topics to choose from. The government claims this action is necessary because airwaves are a public resource that must be utilized for the common good.

## 2. MATERIALS AND METHODS

In this qualitative article, with a purposive sampling method, 50 women entrepreneurs were included to get their perceptions in the form of a 0 to 2 rating. The participants were from Kolkata city, involved in their small businesses, home-based work, and watching TV shows regularly. The age group was 30-50 years old and had at least a graduate level of education. Jamovi software, the 2.3.21 version, was applied for statistical analysis.

## 3. RESULTS AND DISCUSSIONS

The study found the Cronbach alpha 0.65, which is good enough to justify the reliability. Table. 1 shows the scale reliability with a mean value of 1.32 and a standard deviation of 0.409.

Table.1. Scale Reliability Statistics

	Mean	SD	Cronbach's $\alpha$
Scale	1.32	0.409	0.646

Table.2. Six Items-rest correlation and Cronbach's alpha

Types	Mean	SD	Item-rest correlation	Cronbach's $\alpha$
Business	0.760	0.771	0.398	0.595
Entertainment	1.620	0.567	0.367	0.608
Health	1.140	0.783	0.378	0.604
Politics	1.500	0.647	0.385	0.600
Sports	1.460	0.646	0.595	0.521
Academic	1.420	0.642	0.168	0.672

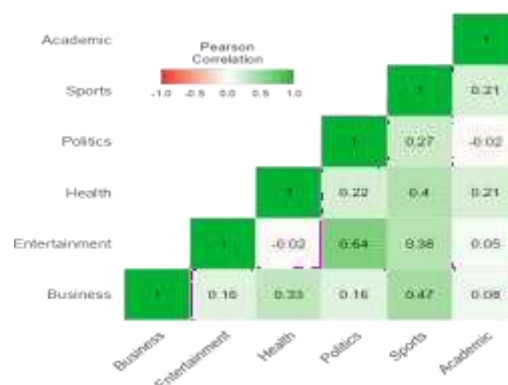


Fig.1. Correlation Heatmap of all the six items

Table.3. Binomial Test of all six items as top media category used for perception analysis

Media	Level	Count	Total	Proportion	p-value	Lower	Upper
<b>Business</b>	Low	22	50	0.440	0.480	0.29991	0.587
	Medium	18	50	0.360	0.065	0.22916	0.508
	High	10	50	0.200	<.001	0.10030	0.337
<b>Entertainment</b>	Low	2	50	0.040	<.001	0.00488	0.137
	Medium	15	50	0.300	0.007	0.17862	0.446
	High	33	50	0.660	0.033	0.51235	0.788
<b>Health</b>	Low	12	50	0.240	<.001	0.13061	0.382
	Medium	19	50	0.380	0.119	0.24650	0.528
	High	19	50	0.380	0.119	0.24650	0.528
<b>Politics</b>	Low	4	50	0.080	<.001	0.02223	0.192
	Medium	17	50	0.340	0.033	0.21205	0.488
	High	29	50	0.580	0.322	0.43206	0.718
<b>Sports</b>	Low	4	50	0.080	<.001	0.02223	0.192
	Medium	19	50	0.380	0.119	0.24650	0.528
	High	27	50	0.540	0.672	0.39324	0.682
<b>Academic</b>	Low	4	50	0.080	<.001	0.02223	0.192
	Medium	21	50	0.420	0.322	0.28188	0.568
	High	25	50	0.500	1.000	0.35527	0.645

In table.2. six items-rest correlation and Cronbach's alpha have been shown where 'Entertainment found 1.620 mean, SD 0.567, and Business shows the lowest mean value of 0.760. The Cronbach alpha was conducted to analyze their internal consistency. Similarly, Table.3 shows the Binomial Test of all six items used for perception analysis, along with the numbers of ratings provided. This indicates the choice of TV channels and tenacity to watch the shows as per their interest. Fig.1.shows the Correlation Heatmap of all the six items discussed in the study. Because the paper is based on reliability, Cronbach's alpha is significant to apply here. Cronbach alpha values are significant with adequate levels (0.64 -0.85), moderate (0.61-0.65), satisfactory (0.58-0.97), acceptable (0.45-0.98), sufficient (0.45-0.96), not good (0.4-0.55) and low (0.11) (Taber 2018).

Women entrepreneurs are equally competitive as men. They are simultaneously managing their office and home and growing their children. However, comparative stress can reduce some TV shows as per their choice they watch every day while getting a minimum time. In current days,



social media is the most popular media to get all types of knowledge on all topics, including awareness of health, fitness, food, and fashion (Banerjee 2020).

This is a perception analysis-based study where all women were asked a few questions over the cell phone as per their priorly approved time. Before appearing for the telephonic interview, an online consent form was also filled up. Twelve relevant questions were asked of each participant to assess their perception of the six mentioned media types through the rating of quality, showing 0 as 'Low,' 1 as Medium, and 2 as High. All the participants were aware of the regular shows of all 6 categories in their DTH channels at home. numbers of ratings provided. This indicates the choice of TV channels and tenacity to watch the shows as per their interest. Fig.1.shows the Correlation Heatmap of all the six items discussed in the study. Because the paper is based on reliability, Cronbach's alpha is significant to apply here. Cronbach alpha values are significant with adequate levels (0.64 -0.85), moderate (0.61-0.65), satisfactory (0.58-0.97), acceptable (0.45-0.98), sufficient (0.45-0.96), not good (0.4-0.55) and low (0.11) (Taber 2018).

Women are active from morning till night and manage their favorite TV shows, particularly entertainment, as per the study population in Kolkata. Entertainment shows are always popular with everyone from childhood to older age, irrespective of music, reality shows, Bengali or Hindi serials, or movies. In this study, women are much more conscious about their fashion, food, and diet. Lifestyles disorders such as more weight gain, polycystic ovarian syndrome, and thyroid issues are more common among middle-aged women. Hence, they follow their show about a good diet rather than a fad diet that affects their health and personal care (Banerjee 2021). Women entrepreneurs in cities like Kolkata are keenly interested in current politics and sports news. Few are interested in watching business shows, national share trading events, or business news. Their perceptions show an interest in academics for their children despite not directly participating in sports or education in any institutes.

#### **4. CONCLUSIONS**

Women are competing equally with men, even in entrepreneurship and large business. In their leisure time, they manage exciting, encouraging, and motivating activities through social media and Television. Entertainment and politics nowadays are their favorite shows as per the urban population. However, business, education, sports, and health are also concerns due to their individual, husbands, and children's well-being.

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