

# Impact of Soap Operas on Women (Study with special reference to Lucknow)

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**Abstract:** *Today Television is a major source of entertainment, information and education. Most of the women watch Television shows and get entertain and educate. Watching Television is a daily routine process for many women and it reflects their choices. There are many TV programs but Soap Operas are the most popular one. In this article researcher wants to find the impact of Soap operas on women of Lucknow. So the researcher selected target population females from the age group 18 to 46 above. The study revealed that the women use Television to watch Soap Operas for Entertainment purpose. Many women schedule their work to watch Soap Operas. Also, those serials have some positive changes in their lifestyle, food habits and cultural behaviour.*

**Keywords:** Soap Operas, Entertainment, Women, Television

## I. INTRODUCTION

Television has become a important part of our life. It plays a huge role to create or change the lifestyle of people. TV shows have highly acceptance and impact among its viewers. TV shows become part of its viewers life and it's a kind of addiction that viewers watch regularly without missing any single episode. Each TV shows has their own audience. Main aim of any TV show is entertainment but a part of this it increases knowledge, and provide information about the outside world and exposure to other ways of life. 60% of TV shows are entertainment programs such as comedy and reality shows.

In Indian culture, women always fighting for 'her' place, role and rights. They still cannot take their own decisions and fighting for freedom to make their own choices. Many women doesn't allowed to go for shopping or visiting their family and friends without permission. Today's TV shows are much of female centric. Many female characters on popular shows are educated, doing jobs, marry when they want, having 1-2 children's or adopt if they want, taking their own decisions, fearless and live independently. Those shows and character may lead to improvement of the living status of women. Regularly watching any TV show creates the same culture of its viewers family just like what Play theory says that we use media for our satisfaction and media brings changes in our lives according to its content. People often are influenced by the media in a positive and a negative way. Impact can be both positive and negative but it exist. Just like the culture of using 'Chalni' in Karva Chauth.

Regular use of Television shows affect the lifestyle of its viewers. We have statements like males are the type of watching news, sports, and educational kind of programs where as females like to watch serials like family drama, feature films, musics. It influence and also create culture. TV has become source of Knowledge as well as providing Entertainment.

## II. REVIEW OF LITERATURE:

A study conducted by Saritha Pitla in 2020 on "The effect of television serials on rural woman" says that 43% of the respondents spent 2-3 hours in a day watching television. 37% of the respondents prefer to watch family serials and most of the respondents reported 30% change in their language and dressing style and 19% in family relationship.

A study by Humawan Sarkar in 2016 on “The impact of serials in our society” says that regularly watching serials would have a bad effect on values, beliefs, culture and society. These drama serials are voluntarily harming the mentality of the underage woman and for this reason the system of divorce, sexual harassment is increasing nowadays.

A study by K Satya Savithri in 2019 on “Anti-Social elements in Telugu drama serials” says that serials impose all the unrealistic elements in the innocent mind of the woman. A study conducted by N. Priyakumari and Dr. Selvarani Mariappan on TV viewing habit among Rural Women of Kanyakumari District says that most women of Kanyakumari district gives importance to entertainment programs.

TV predominantly influence the lifestyle of rural women. Most of the women are positively influenced and many of them watch daily for relaxation.

A study conducted by Ayushi Sharma and Shalini Agarwal is “Impact of Reality Shows on Adolescent’s Personality”. The research discuss about positive and negative impact of watching reality show. Its discuss that how many of Girls and Boys think that reality show is about knowledge, makes emotionally strong , provide a platform to display talent, makes confident, makes bold, improve communication skill, and watching reality shows exposure to unknown talent. On the other hand some negative impact also exist as some of the boys and girls said that reality shows uses abusive language, shows violence, drugs and alcohol, shows intimate scenes and watching reality show declining moral standards.

A study conducted by the student Chandra Pratap Pandey in Bhopal is on “Impact of TV soap opera on the lifestyle of today’s women”. In the study material their finding says that majority of respondents strongly agree that watching TV soap, their domestic and personal activities are affecting. And ½ of the total respondent agreed that interaction with relative is decreasing by watching TV opera. Their result also shows that the 28 out of 50 respondent agreed that the religious practices are affected by watching TV soap.

From the article published on Forbes India on Oct 8, 2009 on Television’s Impact on the Status of Women, it is concluded that simply turning on the television can improve a women’s life and their children is particularly intriguing in light of the traditional and somewhat more complex approaches to promote education and enhancing women’s standing in society. It is also written that women survey report says that because of television men and women are able to open up more.

Another article about Impact of Soap Operas on Society published on July 18, 2014 on Respect Women concluded that television industry has various serials which shows dignity and strength of women by which women get aware about the empowerment and influencing the society.

## 2.1 OBJECTIVES:

- To discover the TV viewing habit among the women.
- To examine the favourite TV programs of women
- To analyse how their lifestyle changed after watching TV programs.
- To analyse the positive and negative effect on their life.
- To determine basic deviations in cultural and custom aspects.

## 2.2 HYPOTHESIS:

- **H1-** Television is the source of entertainment and most women watch TV shows for entertainment.
- **H2-** Most of the women loved to watch TV serials like family drama.
- **H3-** Watching TV serials like family drama, those shows impact their lifestyle and change their thinking process accordingly.
- **H4-** Watching soap operas affect the culture of their viewer.

## III. DATABASE AND METHODOLOGY

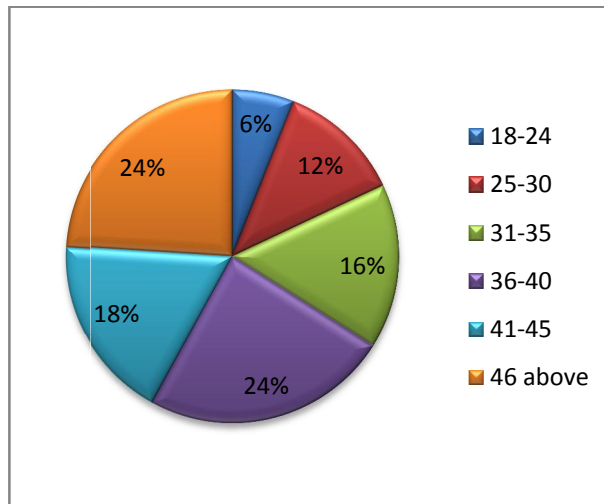
The research conducted in Lucknow, the capital of Uttar Pradesh, the highest populated state of India. Taken the population of different areas (Alambagh, Aashiyana, New Gaurora, Rajajipuram, Gomti Nagar, Vikas Nagar, harbagh). The data from the 50 questionnaires were classifies and tabulated for the purpose of analysis and interpretation.

- **Methodology:** To study the problem methodology with quantitative analysis administered with a survey method. Purposive Random Sampling Method was adopted which means only those respondents who watch TV shows are encouraged to participate in the survey. The questionnaire was written in both English and Hindi.
- **Sample size:** The sample size was taken 50 females of Lucknow. Women from different areas.
- **Scope and limitation:** Study is confined to the analysis of the impact of soap operas on women of Lucknow. The study of this problem is limited to only women of Lucknow.

**3.1 Data Analysis:**

**A. Age of the Respondents**

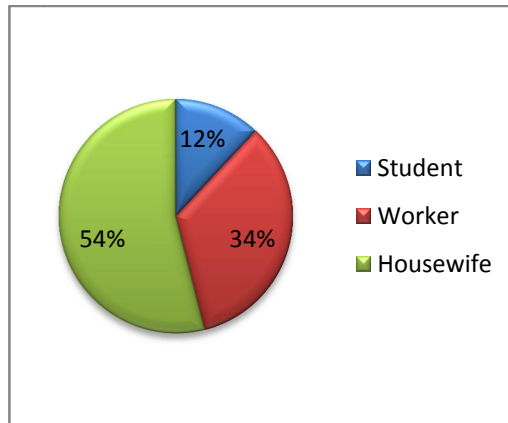
S No.	Age	Percentage
1	18-24	6%
2	25-30	12%
3	31-35	16%
4	36-40	24%
5	41-45	18%
6	46 above	24%
7	Total	100%



6% of our respondent women are 18-24 year age group, 12% women are of 25-30 year age, 16% women are 31-35 year age, 24% women are 36-40 year age, 18% women are 41-45 year age, and 24% women are 46 year and above.

**B. Profession of the Respondents**

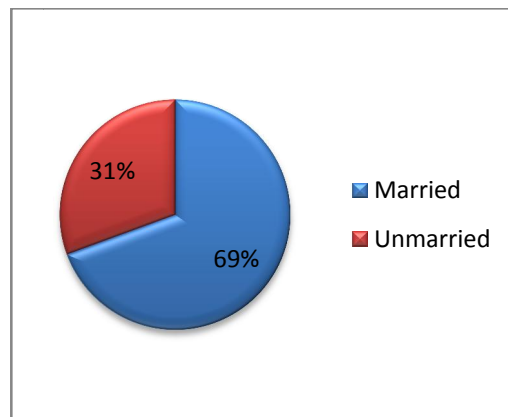
S No.	Profession	Percentage
1	Student	12%
2	Worker	34%
3	Housewife	54%
4	Total	100%



12% of our respondent women are **student**, 34% women are **worker**, 54% women are **housewife**.

**C. Marital Status of the Respondents**

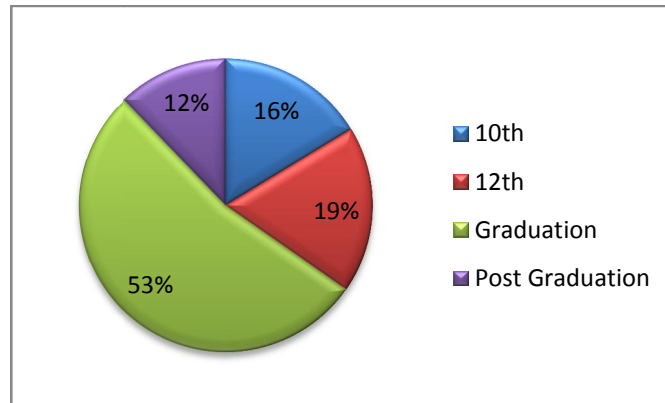
S No.	Marital Status	Percentage
1	Married	69%
2	Unmarried	31%
3	Total	100%



31% of our respondent women are **married** and 69% women are **unmarried**.

**DF. Educational Qualification of the respondents**

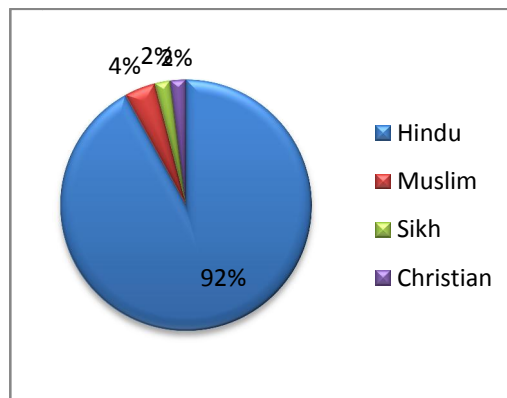
S No.	Educational Qualification	Percentage
1	10 <sup>th</sup>	16%
2	12 <sup>th</sup>	19%
3	Graduation	53%
4	Post Graduation	12%
5	Total	100%



16% of our respondent women are 10<sup>th</sup> passed, 19% women are Intermediate, 53% women are graduate, and 12% women are post graduate.

**E. Religion of the respondents**

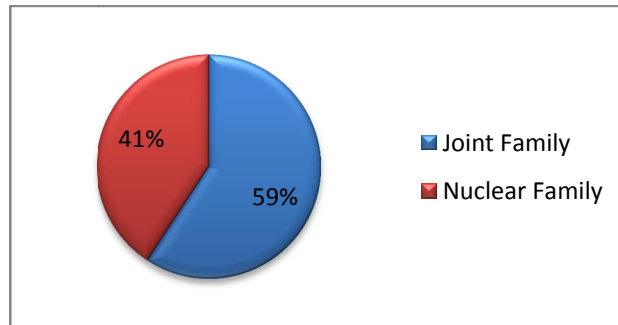
S No.	Religion	Percentage
1	Hindu	92%
2	Muslim	4%
3	Sikh	2%
4	Christian	2%
5	Total	100%



92% of our respondent women are Hindu, 4% women are Muslim, and 2%-2% women are Sikh and Christian respectively.

**F. Do you live with**

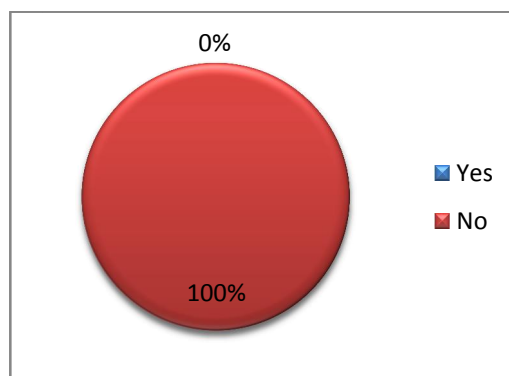
S No.	Do you live with	Percentage
1	Joint Family	59%
2	Nuclear Family	41%
3	Total	100%



59% of our respondent women lived with **Joint family**, 41% women lived with **Nuclear family**.

**G. Are you from Lucknow?**

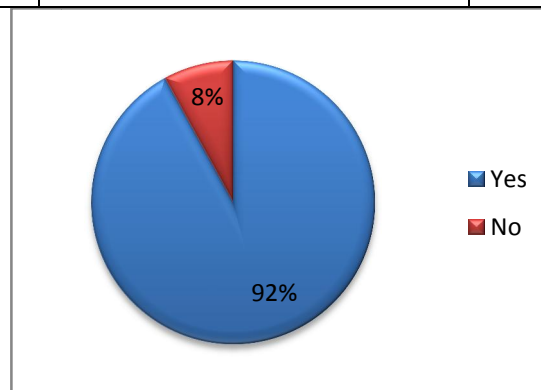
S No.	Are you from Lucknow	Percentage
1	Yes	100%
2	No	-
3	Total	100%



100% of our respondent women are lived in **Lucknow**.

**H. Do you watch soap operas on Television?**

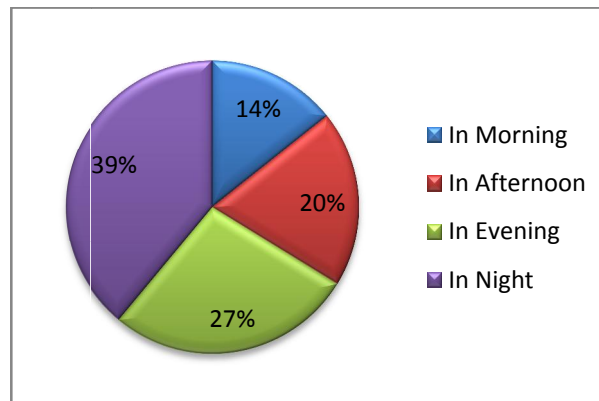
S No.	Do you watch soap operas on TV?	Percentage
1	Yes	92%
2	No	8%
3	Total	100%



92% of our respondent women watch Soap Operas on TV and 8% women do not watch Soap Operas.

**I. At what time do you like to watch TV program?**

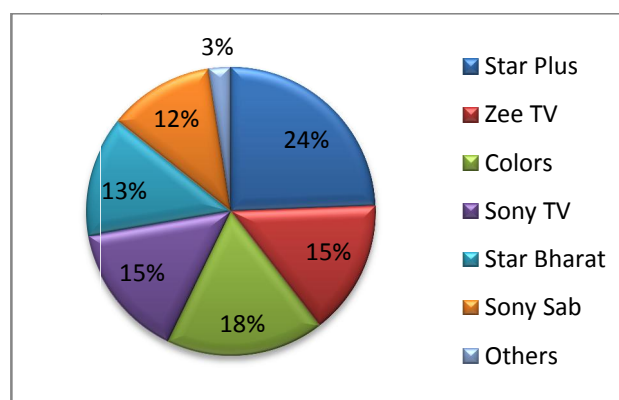
S No.	Time	Percentage
1	Morning	14%
2	Afternoon	20%
3	Evening	27%
4	Night	39%
5	Total	100%



14% of our respondent women like to watch TV program in **Morning**, 20% in **Afternoon**, 27% in **Evening** and 39% women at **Night**.

**J. Which Channel Do You Watch Most?**

S No.	Channels	Percentage
1	Star Plus	24%
2	Zee TV	15%
3	Colors	18%
4	Sony TV	15%
5	Star Bharat	13%
6	Sony Sab	12%
7	Others	3%
8	Total	100%

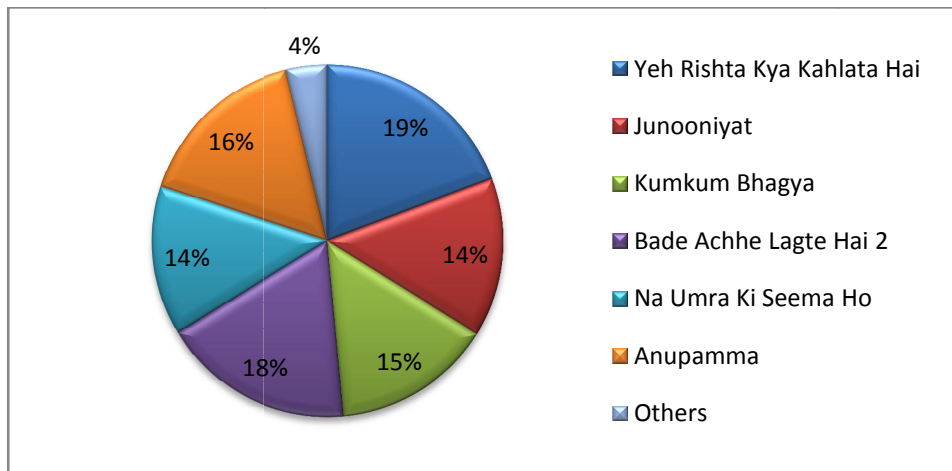


24% of our respondent women watch **Star Plus**, 15% women watch **Zee TV**, 18% women watch **Colors**, 15% women watch **Sony TV**, 13% women watch **Star Bharat**, 12% women watch **Sony Sab** and 3% our respondent women watch **other channels**.



**K. Which TV show you watch most?**

S No.	TV Shows	Percentage
1	Yeh Rishta Kya Kahlata Hai	19%
2	Junoonyat	14%
3	Kumkum Bhagya	15%
4	Bade Achhe Lagte Hai 2	18%
5	Na Umra Ki Seema Ho	14%
6	Anupamma	16%
7	Others	4%
8	Total	100%

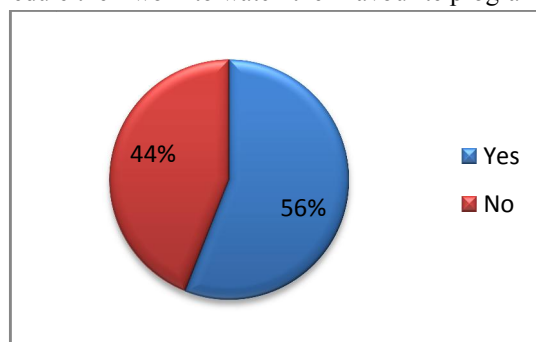


19% of our respondent women watch **Yeh Rishta Kya Kahlata Hai**, 14% women watch **Junoonyat**, 15% women watch **Kumkum Bhagya**, 18% women watch **Bade Achhe Lagte Hai 2**, 14% women watch **Na Umra Ki Seema Ho**, 16% women watch **Anupamma** and 4% of our respondent women watch **other TV shows**.

**L. Do you schedule your work to watch your favourite program?**

S No.	Do you schedule?	Percentage
1	Yes	56%
2	No	44%
3	Total	100%

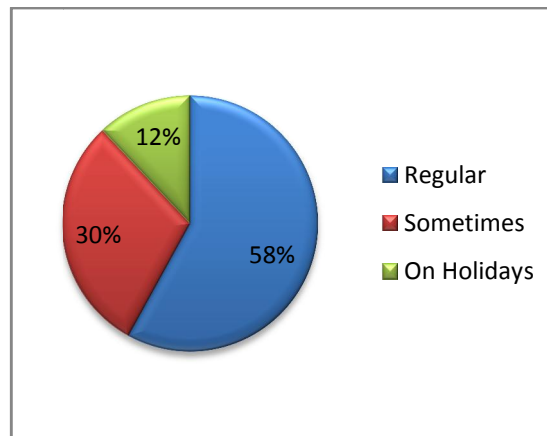
56% of our respondent women schedule their work to watch their favourite program and 44% women do not schedule.





**M. How do you use Television?**

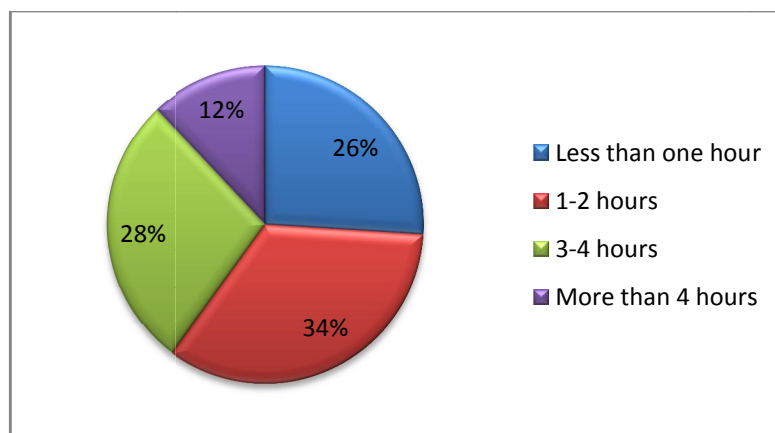
S No.	How do you use TV	Percentage
1	Regular	58%
2	Sometimes	30%
3	On Holidays	12%
4	Total	100%



58% of our respondent women **Regularly** use Television, 30% women use **Sometimes** and 12% women use Television on **Holidays**.

**N. How much time do you spend watching soap operas on TV?**

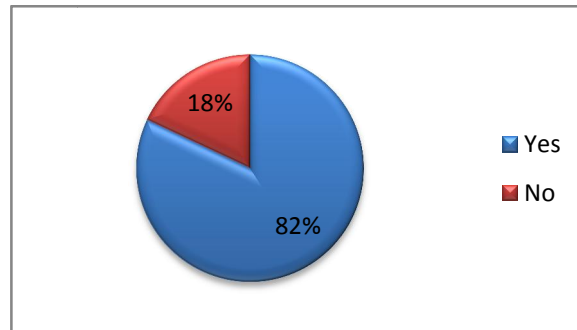
S No.	How much time	Percentage
1	Less than one hour	26%
2	1-2 hours	34%
3	3-4 hours	28%
4	More than 4 hours	12%
5	Total	100%



26% of our respondent women spend **less than one hour** watching Soap Operas on TV, 34% women spend **1-2 hours**, 28% women spend **3-4 hours**, and 12% women spend **more than 4 hours** to watch Soap Operas on TV.

**O. Is there any change after watching soap operas on Tv?**

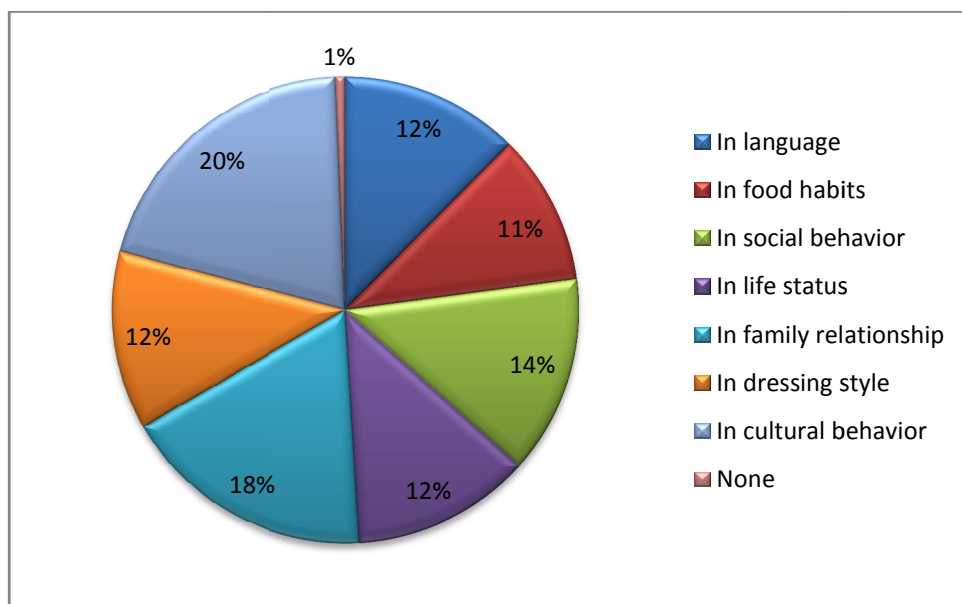
S No.	Is there any change?	Percentage
1	Yes	82%
2	No	18%
3	Total	100%



82% of our respondent women see change after watching Soap Operas and 18% women do not.

**P. If yes, what changes you see in your lifestyle?**

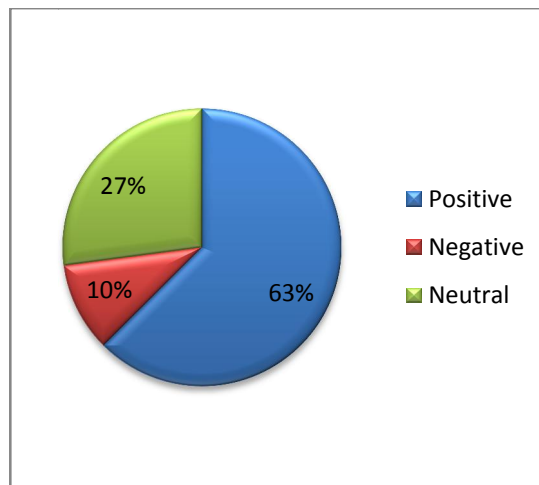
S No.	What changes you see	Percentage
1	In language	12%
2	In food habits	11%
3	In social behavior	14%
4	In life status	12%
5	In family relationship	18%
6	In dressing style	12%
7	In cultural behaviour	20%
8	None	1%
9	Total	100%



12% of our respondent women see **language** change in their lifestyle, 11% women see **food habits** change, 14% women see **social behaviour** change, 12% women see **life status**, 18% women see **family relationship** change, 12% women see **dressing style** change, 20% women see **cultural behaviour** change, and 1% women see **nochange** in their lifestyle.

**Q. The changes you see in your lifestyle is**

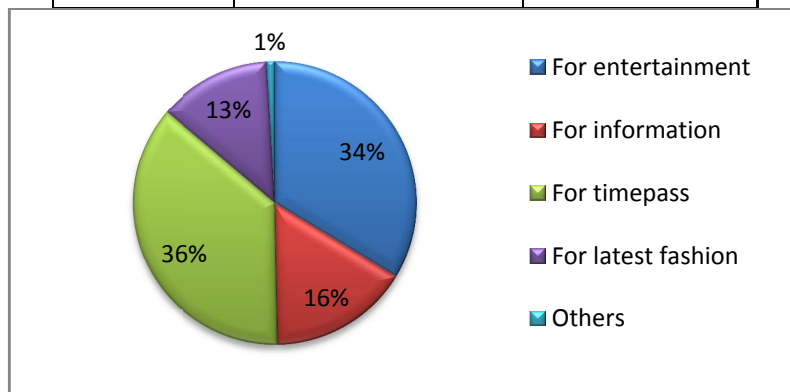
S No.	Changes are	Percentage
1	Positive	63%
2	Negative	10%
3	Neutral	27%
4	Total	100%



63% of our respondent women see **positive** changes in their lifestyle, 10% women see **negative** and 27% women see **neutral** lifestyle.

**R. Purpose of watching soap operas on TV**

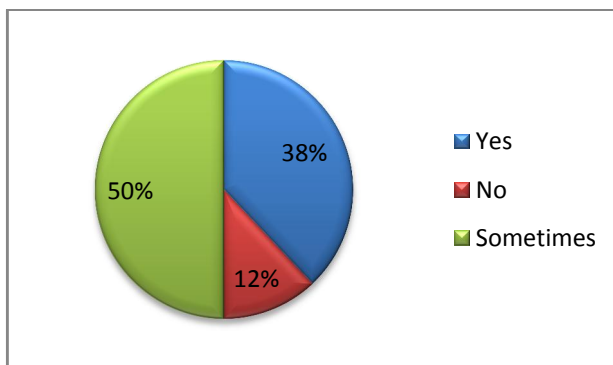
S No.	Purpose	Percentage
1	For entertainment	34%
2	For information	16%
3	For timepass	36%
4	For latest fashion	13%
5	Others	1%
6	Total	100%



34% of our respondent women watch soap operas for **entertainment**, 16% women for **information**, 36% women watch for **time pass**, 13% women for **latest fashion** and 1% women for **other reasons**.

**S. Do you feel relaxed after watching soap operas?**

S No.	Do you feel Relaxed?	Percentage
1	Yes	38%
2	No	12%
3	Sometimes	50%
4	Total	100%



38% of our respondent women feel **relaxed** after watching soap operas, 12% women **don't** and 50% women **sometimes**.

**3.2 Hypothesis testing**

- According to the collected data our hypothesis results true that
- Women watch TV shows for entertainment
- Women loved watching TV serials like family drama
- Watching soap operas brings changes in their lifestyle
- Watching soap operas affect the cultural behaviour of their viewers

**IV. FINDINGS AND DISCUSSION**

According to the survey the most popular TV show is Yeh Rishta Kya Kahlata Hai on Star Plus. Most of the respondents watch Star Plus channel. Out of 50 respondents 27 women are housewife, 17 are worker and 6 are student. We get 45 responses are from Hindu women, 2 are of Muslim 1-1 each from Sikh and Christian and 1 respondent did not attempt the question.

Many respondents schedule their work to watch their favourite program. Most of our respondent agreed that they watch Television for entertainment purpose which is a very obvious answer because every TV program made firstly for entertainment and then for educational or any other purpose.

82% respondents agrees that watching soap operas on TV brings changes in their lifestyle. The changes our respondents see is mostly on their Cultural behaviour and family relationship. 63% respondents see positive changes in their lifestyle and 50% of our respondents sometimes feel relaxed after watching soap operas on TV.

According to the data collected watching soap operas entertain women and feel relaxed also there are some positive changes in their lifestyle, food habits and cultural behaviour. It is suggested that watching soap operas for entertainment purpose is good but women should try to find some knowledge perspective, encourage themselves by watching any empowered character of the show.

Changes are good when it is positive and there is no harm in any person's life. But when changes started affecting ones culture, tradition and customs it is not good. So viewers should try to balance that changes and also adopt new culture but also maintain the original cultural behaviour.

### V. CONCLUSION

According to the data we collected, it is concluded that the women uses Television to watch soap operas for Entertainment purpose. Many respondents schedule their work to watch their favourite program. Most of our respondent agreed that they watch Television for entertainment purpose which is a very obvious answer because every TV program made firstly for entertainment and then for educational or any other purpose. According to the data collected watching soap operas entertain women and feel relaxed also there are some positive changes in their lifestyle, food habits and cultural behaviour.

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