

# Reality Television Shows: Entertaining, Money Minting or Tantalizing?

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## INTRODUCTION

As the economic flood gates opened in India, a new era of entertainment revolution is being witnessed. The television continues to swamp our screens and lives alike. This has been an overall impact of globalisation and liberalization, which has led to the growth of so many new channels in India. With the emergence of many new television channels, there has been an up surge in the competition amongst each of these channels. Whether through conduction of reality shows, religious pilgrimage telecasts or carving out their niche by telecasting a variety of programmes for kids or women, each of these channels is relying heavily on creativity and out of the box thinking. Any new concept or a programme dished out on a channel- if is successful, results in a mad rat race of other television channels for showcasing similar programmes with minor alterations. It is one of the means to increase their channel ratings and the end is always to outdo the other channels. The 'similar-but-tweaked-here-and-there' shows get churned out by the cut throat competition. Indian reality shows are the latest buzzword for the television industry. Reality TV is the new mantra of television producers and channel executives. Most of the television shows which are being telecast nowadays are reality shows specializing in dancing, singing, and acting. Everything now is a competition. So fierce is this competition in the segments that almost every channel boasts of dishing out at least two to three reality shows during their prime time. The Indian reality shows have also been consistently successful in offering a wide variety. From Talent Hunt Shows, to dance dramas, to acting-flicks, talk shows, chat-shows, cookery shows..... the 'reality hunt list' is endless. All such shows have engulfed most of the TV space by having a strong audience following to bail them out, as these shows make the most of the emotional quotient of the viewers [12]. The data given in Table 1 shows the television ratings of various programmes on different channels like Star Plus, Zee and Sony Television channels from 30.11.08 to 06.12.08. From this data, it can be seen that the ratings on every channel are the highest or the second highest for reality shows.

## ABOUT REALITY SHOWS

### HISTORY OF REALITY SHOWS - WESTERN INFLUENCE

Without a doubt, USA is the mother of this concept, though the European countries have given sizeable contributions as well. The genre came on to its own in between the latter parts of the 20th century and the early 21st century- they existed from late 1940s in America. Allen Funt's "Candid Camera" is often described as the granddaddy of reality television. Shows like "Beat the Clock", "Truth or Consequences", Ted Mack's "Original Amateur Hour", Arthur Godfrey's "Talent Scouts", "You Asked For It" showed contests, practical jokes, stunts, amateur competition, audience voting and selections dictating the shows' trajectory. Modern reality television featuring participants who were more than raring to let go off their confidentiality and decorum to attain their very precious yet fleeting five minutes of fame began in the 70s. "Chuck Barris: The Dating Game", "The Newlywed Game" and "The Gong Show" brought out the early version of the brazenness that we see today in reality shows across the world. "Cops", which began airing in 1989, brought out the camcorder filming style to reality television. The concept of heavy soundtracks being used to confessional room videos were pioneered by the series "Nummer 28", which was a Dutch production. "Survivor" had its basis on the Swedish show "Expedition Robinson", created by TV producer Charlie Parsons, and aired in 1997. The 21st century brought with it multiple reality shows which hit the bull's eye with precision. "American Idol" is one such show, which has been reproduced in possibly every part of the globe. Other shows like "Survivor", "Top Model", "Dancing With The Stars", "The Apprentice", "Fear Factor" and "Big Brother" have all also had a global impact, each one being successfully syndicated in dozens of countries. "Project Runway", "America's Next Top Model" and "The Simple Life" have all racked audience appreciation. So much is the effect of such shows that in April 2008, the

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Academy of Television Arts and Sciences announced it will give its very first Primetime Emmy Award for 'Outstanding Host for a Reality Show or Reality Competition'. Another type of reality show involves celebrities. Very often, these show a star going about their everyday life: examples include “The Anna Nicole Show”, “The Osborne's”, “Newlyweds: Nick and Jessica”, “Hey Paula!” and “Hogan Knows Best”. VH1 has created an entire range of shows devoted to celebrity reality, known as “Celebrity”. [1]

**Table 1: TV Ratings of Various Programmes On Different Channels (from 30.11.08 to 06.12.08)**

STAR PLUS'S SHOW STOPPERS						
Serial No.	Rank	Date	Day	Start Time	Programme	TVR
1	1	04/12/2008	Thu	9:00 PM	BIDAYI	5.69
2	4	03/12/2008	Wed	10:29 PM	AAP KI KACHEHRI KIRAN KE SAATH	2.87
3	6	03/12/2008	Wed	8:30 PM	NACH BALIYE 4	2.84
4	8	02/12/2008	Tue	8:00 PM	RAJA KI AAYEGI BAARAT	2.43
5	20	05/12/2008	Fri	7:59 PM	KIS DESH MEIN HAI MERA DIL	1.8
6	21	01/12/2008	Mon	10:01 PM	TUJH SANG PREET LAGAYI SAJNA	1.73
7	23	01/12/2008	Mon	7:31 PM	SANTAN	1.6
8	32	06/12/2008	Sat	9:29 PM	BAA BAHOO AUR BABY	1.32
9	34	01/12/2008	Mon	1:29 PM	HAMARI DEVRANI	1.3
10	39	06/12/2008	Sat	9:00 PM	PRITHVIRAJ CHAUHAN	1.26
11	50	01/12/2008	Mon	6:59 PM	SANGAM	1.1
12	51	04/12/2008	Thu	1:00 PM	KUMKUM	1.1
13	54	01/12/2008	Mon	2:01 PM	KARAM APNAA APNAA	1.07
14	69	03/12/2008	Wed	11:00 PM	KAYAMATH	0.95
15	70	02/12/2008	Tue	2:29 PM	GRIHASTI	0.94
16	89	30/11/2008	Sun	3:14 PM	HFF KRRISH	0.79
ZEE TV'S ZINGERS						
Serial No.	Rank	Date	Day	Start Time	Programme	TVR
1	5	05/12/2008	Fri	10:00 PM	SAREGAMAPA CHALLENGE 2009	2.85
2	7	01/12/2008	Mon	10:00 PM	BETIYANN GHAR KI LAKSHMI	2.55
3	12	01/12/2008	Mon	8:30 PM	MAAYKA	2.17
4	13	01/12/2008	Mon	9:00 PM	KASAMH SE	2.13
5	15	01/12/2008	Mon	9:30 PM	SAATH PHERE	1.91
6	19	05/12/2008	Fri	8:59 PM	NAAGIN-VAADON KI AGNI PARIKSHA	1.8
7	22	01/12/2008	Mon	7:59 PM	BANOO MAIN TERI DULHAAN	1.6
8	26	05/12/2008	Fri	9:30 PM	ALADDIN JAANBAAZ EK JALWE ANEK	1.5
9	29	01/12/2008	Mon	10:30 PM	RANBIR RANO	1.35
10	52	01/12/2008	Mon	7:30 PM	PARRIVAAR-KARTVYA KI PARIKHA	1.08
11	61	30/11/2008	Sun	4:00 PM	HFF HUM SAATH SAATH HAIN	1.03
12	71	06/12/2008	Sat	8:00 PM	ESBE-CHOTA PACKET BADA DAMAKA	0.93
Target Group : CS 4 + Yrs ;						
For the week from 30/11/2008 to 06/12/2008						
Source: TAM people meter system						

SONY'S HOTSHOT SHOWS						
Serial No.	Rank	Date	Day	Start Time	Programme	TVR
1	36	05/12/2008	Fri	8:59 PM	INDIAN IDOL 4	1.28
2	37	06/12/2008	Sat	9:38 PM	KAANTE KI TAKKAR COMEDY CIRCUS	1.28
3	48	30/11/2008	Sun	7:59 PM	HFF PARTNER	1.12
4	63	05/12/2008	Fri	11:03 PM	C.I.D.	1.03
5	83	06/12/2008	Sat	7:57 PM	BOOGIE WOOGIE	0.82
Target Group : CS 4 + Yrs ;						
For the week from 30/11/2008 to 06/12/2008						
Source: TAM people meter system						

## THE INDIAN SCENARIO

“The Bournvita Quiz Contest” will always remain the epitome of dignified, knowledgeable and a polished format of fun and delight for children and adults alike. Derek O' Brian will forever remain the consummate host who set trends for future knowledge based game shows. The only contemporary who stands shoulder to shoulder with him is the ageless Siddhartha Basu, whose “Mastermind India” produced geniuses par excellence from amongst us. In recent times, Amitabh Bachchan brought himself out from oblivion along with respect for the medium of television, in the incomparable show “Kaun Banega Crorepati”, a reproduction of the hit “Who wants to be a Millionaire”. Shah Rukh Khan hosted the same show with enviable enthusiasm and also brought out the desi version of “Are You Smarter than a Fifth Grader”, though without much success. In this regard, we must mention Neena Gupta's brilliant yet sarcastic take on “The Weakest Link”, which did not go down well with the audience due to the stinging scorns by the hostess. MTV brought out two reality shows centered on today's youth. “Roadies”, especially “Roadies 5.0” along with “Splits villa” served as new versions of reality which got the youth hooked on to their idiot boxes. Thus, the reality television craze has not only hit America, but the entire world and India is no exception. Even borrowed reality, especially talent hunt-based shows, are stealing the limelight on TV[3][1]. Even internationally, "American Idol" is one of the biggest reality shows that are the most successful. It's a start phase of a big arc for reality in this country - reality of the vicarious and voyeuristic type won't survive in India, But very talent- oriented (shows) and things that matter to the common Indian man have come through. Zee TV was the first channel, that actually pioneered the talent hunt based reality show, added dance and acting to its repertoire of shows. Its faith in the genre paid off. Undoubtedly, "Saregama" and "Close UpTH

**Table 2: Types Of Reality Shows On Indian Television**

Type of Reality Show	Description	Few Examples
Adventure/Fear Based Shows	Shows based on adventure sports or acts that involve risk	MTV Roadies, AXN Who Dares Wins India Special, Idea Khatron Ke Khiladi
Celeb Reality	Reality show featuring a celebrity	Koffee with Karan, Rendezvous with Simi Garewal, Rakhi Sawant Showz, Big Boss, Nach Baliye, Jhalak Dikhla Ja, Biggest Losers
Comedy Shows	Shows mostly involving stand up comedians	The Great Indian Laughter Challenge, Comedy Circus
Fashion based Shows	Shows which exhibit fashion trends	Nerolac Colour Styles 07 -08, Channel V Get Gorgeous
Game Shows	Reality shows based on games	Kaun Banega Crorepati, Kya Aap Paanchvi Pass se Tez Hain, Dus ka Dum, Bollywood ka Boss, Bid 2 Win
Job Search Shows	Shows which air live interviews, live job seekers and providers	Dream Job - Harsha ki Khoj, Clinic All Clear Dream Job,CNBC Tv - 18 and Naukri.Com's Job Show
Makeovers	Shows which focus on individual or material transformation	Sony's Naya Roop Nayi Zindagi, Nerolac Impression Jama De
Prank Reality	Shows in which practical jokes are played on unsuspecting people whose natural reactions are recorded	Champion Chalbaaz No. 1, Chhupa Rustam, MTV Bakra
Social Cause	Shows which uphold some social cause	NDTV's Environment reality show, Lead India, Teach India, Aap Ki Adalat
Talent Hunt Shows	Shows which primarily target to spot out talent	Amul Star Voice of India, Sa Re Ga Ma Pa ,Chak De Bache, Jo Jeeta Wohi Sikandar, MTV Miss Teen India 2008, Say Shava Shava, K for Kishore, Indian Idol
Dating Shows	Shows which have live dating/speed-dating concept	MTV's Romance Reality Show
(Source: Indian Journal of Marketing, Volume XXXIX, Jan 2009)		

Antakshari" are among the most popular and long running shows on the channel. Shows like "MTV Roadies", "Big Boss", and "Fear Factor" have provided a respite to the everyday tiresome television programmes. As stated earlier, some reality shows have been inherited legally from abroad, (mostly and always from the USA - the Godmother of reality television) or some are cheap copies of the shows abroad. If one channel boasts of "Jhalak Dikhla Ja", a take on the American dance reality show "Dancing with the Stars", then another one has "Nach Baliye" to offset its audience value [4][1].

Some of the Indian reality shows are adaptations of popular English shows aired on CNN and other international channels. However, while presenting it to the Indian audiences, the format has been changed according to the Indian format. These adaptations of American reality shows have rewritten the history of Indian television programming. India's variation of 'Who Wants to be a Millionaire', 'Kaun Banega Crorepati', has been one of the most successful shows on television doing the biggest turn around for Star Plus. It has been the number one show in India with consistently high TV ratings. "Indian Idol", a spin-off of American Idol, is yet another success story [5].

## PROMOTION THROUGH REALITY SHOWS

Elesh Parajunwala, a Toronto-based businessman, may have won the reality TV contest to marry Bollywood item girl Rakhi Sawant, but the big winner of the show was Fem, Dabur India's newly acquired personal care brand that saw 30% rise in sales after tying up with 'Rakhi Ka Swayamvar'. When Dabur acquired Fem, the brand had been absent from media for a long time, and promoting Fem in this show helped give the brand prominence and visibility. Rakhi's Swayamwar did a turn around for NDTV imagine as well. It had, on the final day of its telecast (02.08.09, Sunday, Prime time), around 2 million viewers, thereby increasing television ratings [12].

It was not just about Fem and "Rakhi Ka Swayamvar"; a slew of brands are now using reality TV shows to launch new products and relaunch existing ones as this association gives them a cost-effective and clutter-free brand recall compared to the all-too-dominating live cricket involving Team India. Cricket might be able to reach a larger audience but remains a passive branding platform. Brands can integrate themselves with reality television shows for stronger recall. While Dabur relaunched Fem with "Rakhi Ka Swayamvar" on NDTV Imagine, Hindustan Unilever's (HUL) tied up with another marriage-related reality TV show, "Perfect Bride" on Star Plus, to revive the falling sales of its personal care brand Lux [16][12].

Coca-Cola's soft drink brand Sprite, which uses the catch line "seedhi baat, no bakwaas", was a perfect title sponsor for the game show 'Sach Ka Saamna', where the participant had to give true answers to a flurry of embarrassing questions to win the game. "Sprite's positioning is about straight talk, so its association with Sach Ka Saamna amplifies its values, Or take Mountain Dew, the fastest growing aerated drink in rival PepsiCo's portfolio, which has tied up with dare devilry reality shows - "MTV Roadies", "Stunt Mania" and "Nidar" (Punjabi channel MH1). Mountain Dew's positioning 'darr ke aagey jeet hai' blends well with these shows. Ranging anywhere between Rs 70,000 and Rs 1.5 lakh for a 10-second spot, ad rates charged by popular reality shows are less than those for one-day internationals featuring India that charge more than Rs 1.5 lakh for 10 seconds. The reality show rates are, however, up to 100% higher than soaps, according to media buyers. But then, they are far more popular too, with TV ratings almost double than that of regular serials [15].

Reality shows like "Fear Factor 2: Khatron Ke Khiladi Season 3" on Colors, which featured Akshay Kumar and a bevy of contestants from actresses to models to TV hosts, retained and regained viewers by regularly roping in entertainment and sports stars. Former cricketer Vinod Kambli's coming on 'Sach ka Saamna' and talking about Tendulkar helped push the show's rating. According to media buyers, one big reason advertisers prefer reality shows to regular serials is that these shows usually end in 13-15 episodes, while soaps drag on for more than a year, forcing advertisers to commit that much more money. Also, these shows have more audience participation with SMS contests and voting [14][16].

Johnson & Johnson (J&J) tied up with Farah Khan's 'Tere Mere Beach Mein' show on Star TV to launch its global personal care brand Neutrogena in India. The brand got instant recall as the title sponsor of the show. Maruti Suzuki- another heavy spender on cricket- signed up as lead sponsor for "India's Got Talent" for the first time, to show off its national colors. Big reality shows are like media croissants- they promise multiple returns compared to regular advertising and have longer continuity as against a cricket series. But if the concept and format of the show does not pick up, the brand ends up paying a premium for limited returns [15].

## **LITERATURE REVIEW**

According to a study on 'Reality TV and its audiences' by Riana Rautiainen, it was found that most people watch reality TV only for entertainment. However, it has also been found that reality TV lays claim to reveal social, psychological, political and historical truths and to depict the rhythms and structure of everyday life (Biressi & Nunn, 2005). It has been called 'infotainment', a way of building public consent of social order and values through entertainment practices. Even though reality TV continues to raise public concern about the cultural values and ideologies, the programs that seem to promote theories of ideology and power in media representations have been challenged in some more recent reception researches, particularly in the research by Annette Hill. Hill (2005) has shown that people have a great deal of cynicism when evaluating the realness of reality TV and the participants of the programs. The most comprehensive research project on reality television was conducted in the UK by Professor Annette Hill in February 2007, which found that the viewers of reality programmes like "Big Brother" were in fact drawn from a cohort with high incomes, tertiary education, and access to the internet. Sonia Livingstone's research has clearly shown that audiences are plural in their decoding, that their cultural context matters and that they cannot be presumed to agree with textual analysis of television programmes. Livingstone (1998) further says that what is often missing from the great debate about reality TV, and its impact on television and its audience, are the voices of people who watch reality programmes. Another study by A C Nielson conducted on reality television programming concepts in October 2006 showed that this concept had a huge impact on the Indian television scene. Reality shows are a huge hit with Indian viewers. Other study shows that the viewers of game shows and talent based reality programmes are highly media literate. Research in both the UK and Australia demonstrates that one of the key appeals of the reality television is that it gives viewers the opportunity to make judgments about the decisions [11]. It also calls in for their participation by strongly asking them to vote for their favorite participant.

## **MEDIA ETHICS AND REALITY TELEVISION**

Media in India seems to have "discovered" that so-called "reality" shows are very profitable, resulting in a growing string of such shows in recent years. Although not all are successful, many do achieve significant popularity and cultural prominence. They showcase hidden video of people in all manner of unusual and strange situations. Even game shows, long a standard on television, are a sort of "Reality TV." The primary basis for many of these shows (but not all) seems to be, to put people in painful, embarrassing, and humiliating situations for the rest of us to watch - and, presumably, laugh at and be entertained by. How can humiliation be a source of entertainment? There have been cases in the past where youngsters have been taken ill after hearing harsh comments from the judges [14].

Reality television shows are not documentaries. People are not put into situations simply to see how they react - the situations are heavily contrived, they are altered in order to make things interesting, and large amounts of footage are heavily edited into what the show's producers think will result in the best entertainment value for viewers. Entertainment, of course, often comes from conflict - so conflict will be created where none exists. If the show cannot incite conflict during the filming, it can be created in how pieces of footage are stitched together. It's all in what they choose to reveal - or not reveal, as the case may be [13].

## **RESEARCH METHODOLOGY**

The study uses both exploratory and descriptive research design to get clarity of research problem. The research tool used is Likert Scale and the statistical tool used is Factor Analysis. The sample size is 150 and area is Delhi/NCR region. The sampling technique used is Multistage Sampling. The primary data was collected with the help of a questionnaire from the residents of National Capital Region of New Delhi, India. A total of 150 viewers from different areas were contacted and aptly filled questionnaires were obtained. The respondents were given a list of statements that measured their extent of agreement towards the variables. The items were measured on a 5-point likert scale with 1 representing a high score (strongly agree) and 5 representing a low score (strongly disagree). These statements were selected after pilot testing the same and were modified accordingly. These statements were sequenced in a way to avoid response bias to the maximum extent.

## **ANALYSIS, FINDINGS AND RECOMMENDATIONS**

The demographic profile of the respondents is given in Table 3. Out of 150 respondents, 40% were male respondents



and 60% were female respondents. 7% were under 18 years of age; 20% were in the age group of 18-25 years; 30% were in the age group of 26-35 years; 33% fell in the age range of 36-50 years and only 10% respondents were over 50 years of age. In the income groups category, respondents earning less than 50,000 per annum were 17%, respondents in the income bracket of 50,001- 1 lakh were 23%, for the next category, people in the income slab of 1,00,001- 3 lakhs were 20% and people earning above 3 lakhs were 40%. From the total number of 150 respondents, 45% respondents were students, 25% respondents were service class respondents, and 10% respondents were business class while the remaining 20% were housewives. Out of the 150 respondents, 25% were under graduates, 20% were graduates, 35% were post graduates and 20% were professionally qualified. Out of 150 respondents, 54% of the total respondents watched TV during prime time/evening, 23% of total respondents watched TV late in the night, 15% of total respondents watched TV in the afternoon and rest 8% watched TV in the morning (Table 4). It is clear that 28% like talent hunt reality shows, 22% of the total respondents liked comedy reality shows, 20% liked adventure/fear based reality shows, 14% liked celebrity shows, 10% liked game shows and the rest 6% liked other types of reality shows like fashion based shows, job search shows, prank reality shows etc (Table 5). Out of the 150 respondents, on an average, 43% of the total respondents watched 10-15 reality shows in a week, 32% of the total respondents watched 5-10 reality shows in a week, 10% of total respondents watched 1-5 reality shows in a week and rest of the 15% watched more than 15 reality shows in a week (Table 6). Out of 150 respondents, 68% of the respondents liked and 32% of the respondents did not like to watch repeat telecast of a reality show if they missed it (Table 7). On being asked whether the participants were treated as means towards achieving financial and commercial success, regardless of the consequences for them, 80% the respondents answered in the affirmative. 75% of the total respondents thought that the injuries, humiliation and sufferings of the participants are all just the "cost of doing business" by the different channels. 75% of the respondents thought that the statements from the judges in music shows like "performance was good but singing was not", calls in for weirdness. 70% felt that the melodrama of the judges fighting with each other, dancing and mimicking with the participants lowers down their dignity as well as the serious objectivity. 60% of those interrogated were of the opinion that the media has not acted responsibly in handling these shows (Table 8).

That people do suffer on some reality TV shows is beyond question - the very existence of reality programming may be threatened by the increase in lawsuits by people who have been injured and/or traumatized by the stunts these shows have staged. One of the reasons such programming is attractive is that it can be much cheaper than traditional shows, but that may change as insurance premiums for reality TV begin to reflect higher to insurers. The producers don't seem to care about human feelings. They only care about money. Comments from various reality TV producers often fail to demonstrate much sympathy or concern with what their subjects experience - what we are seeing is a great callousness towards other human beings who are treated as means towards achieving financial and commercial success, regardless of the consequences for them. Injuries, humiliation, suffering, and higher insurance rates are all just the "cost of doing business" and a requirement for being edgier.

## **FACTOR ANALYSIS FOR FACTORS WHICH CONTRIBUTE TO THE SUCCESS OF REALITY TV SHOWS**

After data editing, 150 questionnaires were included for further analysis. The calculated Cronbach Alpha at 0.627 for 20 statements shows data reliability. The correlations matrices computed & examined reveal that there is enough correlation to go ahead with factor analysis. KMO measure of sampling adequacy (MSA) for individual variables shows that correlation is sufficiently high for all variables (Hair et al, 1995). To test the sample adequacy, KMO measure of sampling adequacy is computed, which is found to be 0.627 indicating that the sample is good enough for sampling. The overall significance tested with Bartlett test of Sphericity (approx. Chi-square = 1910.82 significant  $d = 0.00$ ) supports the validity of the factor analysis of data set. Principal component analysis with varimax rotation is employed for extracting factors. Those factors having Eigen values greater than one are considered significant, all the other factors are considered insignificant & disregarded. The index for the solution accounts for 62.7 of the total variation which is a good extraction as it is able to economize on the number of choice factors (from twenty it was reduced to five underlying factors) while it lost 37.3 % information content for choice variables. With the help of Table 9, 10, 11 and 12, we can interpret that 20 statements are now reduced to 5 components contributing to 69.203% of the total variance. With the help of Fig1. Scree plot, we can just visualize that five factors are reduced with Eigen value

greater than 1.0000. The factor analysis results indicate the factors because of which people like to watch reality shows. It is evident from Table 15 (factor matrix) that the following five factors have been extracted.

**Table 3 : Demographic Profile**

Demographic Factors	Number of Respondents	Percentage
<b>GENDER</b>		
Male	60	40%
Female	90	60%
Total	150	100%
<b>AGE</b>		
Under 18	10	7%
18-25	30	20%
26-35	45	30%
36-50	50	33%
Over 50	15	10%
Total	150	100%
<b>OCCUPATION</b>		
Students	67	45%
Service class	38	25%
Business class	15	10%
Housewives	30	20%
Total	150	100%
<b>INCOME</b>		
Less than 50,000 p.a	25	17%
50,001-1,00,00 p.a	35	23%
1,00,001- 3,00,00 p.a	30	20%
Above 3 lakhs	60	40%
Total	150	100%
<b>EDUCATIONAL QUALIFICATIONS</b>		
Undergraduate	32	25%
Graduate	30	20%
Post graduate	53	35%
Professionally qualified	30	20%
Total	150	100%

**Table 4: Time Slots Spent By People While Watching Reality Shows**

Prime time/ evening	80	54%
Late night	35	23%
Afternoon	23	15%
Morning	12	8%
Total	150	100%

**Table 6: No. Of Reality Shows Watched By The People In A Week**

1-5 Shows In A Week	15	10 %
5-10 Shows In A Week	48	32%
10-15 Shows In A Week	65	43%
More Than 15 Shows	22	15%
Total	150	100%

**Table 7: Percentage Of People Who Like To Watch Repeat Telecasts Of Reality Shows**

Like To Watch Repeat Telecast	117	78%
Dislike Watching Repeat Telecast	33	22%
Total	150	

**Table 9: Reliability of Data KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.627
Approx. Chi-Square	1910.082
Df	190
Sig.	.000

**Table 5: Types Of Reality Shows Liked**

Types Of Reality Shows You Like To Watch		
Adventure/Fear Based Shows	30	20%
Comedy Shows	32	22%
Talent Hunt Shows	42	28%
Celeb-Reality Shows	21	14%
Comedy Shows	8	5%
Game Shows	8	5%
Job Search Shows/	9	6%
Fashion based Shows Makeovers Prank Reality Shows Social cause		
Total	150	

Table 8: Responsible Media		
	Yes	No
Do you think participants are treated as means towards achieving financial and commercial success, regardless of the consequences for them?	80%	20%
Do you think that injuries, humiliation and sufferings, are all just the "cost of doing business" ?	75%	30%
Do you think that the Statements like "performance was good but singing was not", calls in for weirdness.	75%	30%
Do you think that the melodrama of the judges fighting with each other, dancing and mimicking with the participants lowers down their dignity as well as the serious objectivity?	70%	30%
Do you think that the media has acted responsibly well in handling these shows?	40%	60%

The most important factor was found to be the concept of these reality shows, which people find different and interesting in comparison to the daily soaps and other programmes. This factor consists of break from daily soaps, controversies, synergized appeal factor, unscripted concept, something unexpected occurs, provocative material. The second important factor was found to be the emotional connect i.e. the reality shows perch on a very strong emotional content which makes their connection with the audience very strong. This factor includes high involvement of viewers, relatedness to participants, opportunity to vote, platform to excel, talent of participants. The Third factor is the Entertainment. This factor includes enjoyment factor, good mood and glamour. Interactive sessions are, probably, the best part of the Indian reality shows. These are fast replacing the daily “daughter-in-law versus mother-in-law” soaps on the Indian television, which have somehow reached a saturation point. The fourth factor indicates the presence of celebrities (getting acquainted) i.e. people love to see their favorite actor/actress performing in these shows. This also includes the presence of favorite actor/actress, celebrities performing without re-takes, celebrities forgetting that they are on camera. Factor five includes interaction with people more frequently. Last but not the least is the factor of social relatedness. Viewers of reality shows feel that they are connected to the society. Reality television is popular because the audiences identify with the contestants and their ups and downs. A dream coming true for someone they relate to is what appeals most to the audiences of reality shows.

The audiences have become tired of the never ending saga of the family dramas and most of them are switching over to the reality shows. A major reason for the popularity of the reality shows is that these are the only alternatives to the melodramatic daily soaps. The popularity of the Indian reality shows lies in the fact that these are short termed, yet these in present times are the perfect dose of entertainment. The characters who are a part of the Indian reality shows are for real. As a result, it becomes easy for the audiences to relate to the participants. The happiness of watching the transformation of a common man into a celebrity is immense and to an extent, it is a virtual realization of our



subconscious wishes. This combined with the amount of drama that these shows manage, also makes a strong emotional connect with the audience. Millions of Indians find a part of their dream come true in these reality shows and relate with the participants a lot. Some people have identified with the dreams, aspirations and struggle of the participants; some have identified themselves with the straight-talking judges; and others have found a voice to identify within the shows with a strong social tag. Talent shows have thus perhaps been the biggest hit among the lot with the exception of "Kaun Banega Crorepati", which hit the jackpots despite it being a quiz show. Many even equated the recent "Lead India Campaign" to a big reality show. However, not all the shows have been equally successful. Whilst some of the Indian reality shows achieved unprecedented success, others were rejected by the viewers despite being hosted by the celebrities. Though these shows made for interesting viewing, they became monotonous and unrealistic. It is obvious that the shows had been loosely scripted. The apparent rudeness in these shows had also been depicted as an acceptable norm in the society. In a competitive scenario, many a times, the core product gets lost. Statements like "performance was good but singing was not", calls in for weirdness. We cannot and should not compare academic excellence with trivial shows and the money it generates but what is appalling is that we mock our own value and educational system through our behaviour in such scenarios. The melodrama of the judges fighting with each other, dancing and mimicking with the participants too lowers down their dignity as well as the serious objectivity. The shows boast of television heavyweights, but at times, the soup served by these shows becomes a concoction of soap operas, bad production values and precarious mud slinging. Unlike its foreign contemporaries-where contestants' master classic dance styles like the jive, rumba-samba, ballroom etc, these shows make the contestants dance to ordinary Hindi songs, which makes the show quite mundane. Then there are the glitzy talent shows, mostly singing or dancing, which make us all feel that any other talent is worthless unless it can be taken to the stage. The worst seems to be the addition of children to these shows. It is perhaps for these shows that television is still a priority for the majority of the masses, despite the fact that they too are heading towards a saturation point. Apart from the very obvious labour of shooting these shows, the most disturbing issue is the unearthliness of dance, crude choices of songs and impolite costumes for children aged between 5 and 10. These shows (apart from becoming platforms for

**Table 10: Communalities**

	Raw		Rescaled	
	Initial	Extraction	Initial	Extraction
I like to watch reality shows when my favorite actor/actress is hosting/judging it.	.251	.109	1.000	.433
I find myself talking to people more frequently because of reality shows.	.300	.095	1.000	.316
I enjoy watching reality shows.	.300	.067	1.000	.223
I like to watch reality shows because they put me in a good mood.	.364	.188	1.000	.518
I like watching reality shows because it provides me break from the daily soaps.	.463	.318	1.000	.687
I like to watch controversies in the reality shows.	.411	.217	1.000	.528
When I watch reality shows, I get so involved that I don't want to change the channel.	.740	.564	1.000	.762
I watch reality shows because of their synergized appeal factor.	.760	.684	1.000	.901
I like reality shows that are unscripted.	.486	.298	1.000	.613
I watch reality shows because I can relate to the participants.	.386	.239	1.000	.620
I like it when something unexpected occurs in the reality shows.	.819	.692	1.000	.845
Reality TV shows should feature more provocative material to hold my interest.	1.014	.943	1.000	.930
I like reality shows because I get an opportunity to vote for my favorite participant.	.751	.632	1.000	.842
I like reality shows because they provide a platform to excel for a common man.	.566	.386	1.000	.681
I watch reality shows because I really like the talent of the participants.	.561	.393	1.000	.700
I like to watch how celebrities perform without re-takes.	.683	.559	1.000	.818
I like watching reality shows because of the glamour.	1.059	.873	1.000	.825
I enjoy talking about reality shows with the people.	.949	.745	1.000	.785
I like watching celebrities on reality TV shows when they forget they're on camera.	.993	.760	1.000	.765
I hate when I miss an episode of a popular reality TV show and everyone is talking about it.	.304	.088	1.000	.291
Extraction Method: Principal Component Analysis.				

movies to be publicized) also produce talent which very soon goes into anonymity. So in order to achieve the best possible results, makers of reality shows need to focus on the above factors and constantly keep improving them. These reality shows should be telecast during prime time so that more and more people can watch them and inculcate their interest in these types of shows. Moreover, repeat telecast of these shows should be done so that viewers can watch their favorite reality shows if they miss it. This will definitely contribute in the rise of TRP ratings. Today, there is no captive audience, so there is a need to create opportunities for consumers to interact beyond the programmes, a need for integrating a brand with the programmes, and the need is to make the brand alive and make it as a part of the lived experience.

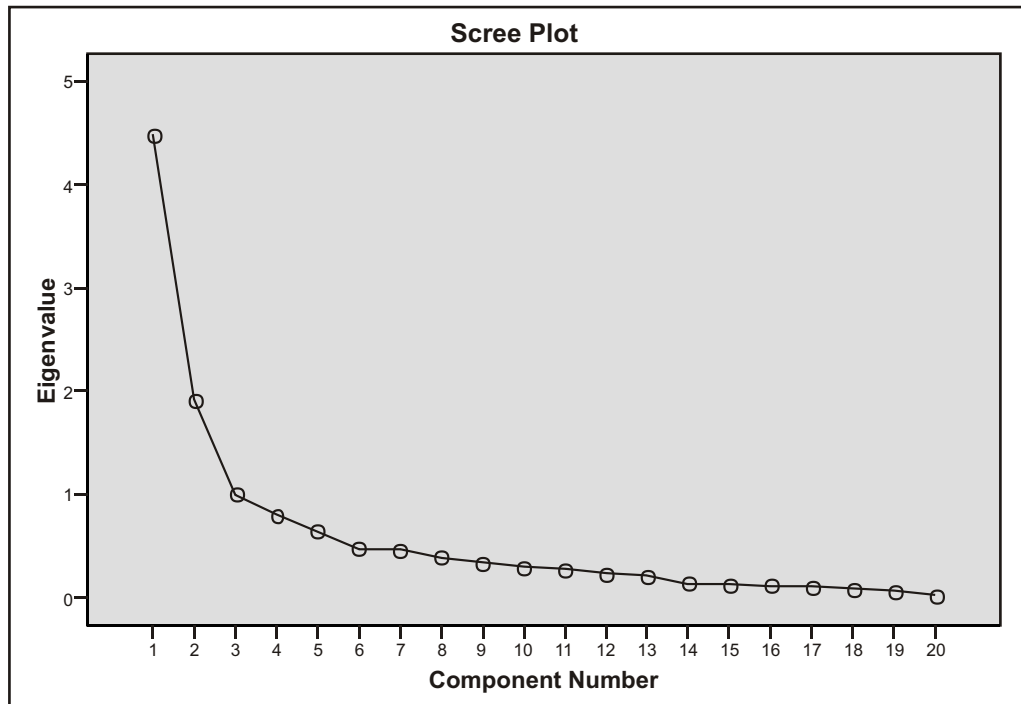
**Table 11: Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.959	34.794	34.794	6.959	34.794	34.794	4.224	21.118	21.118
2	2.628	13.139	47.933	2.628	13.139	47.933	3.434	17.168	38.287
3	1.738	8.690	56.623	1.738	8.690	56.623	2.576	12.879	51.166
4	1.317	6.586	63.209	1.317	6.586	63.209	2.029	10.145	61.311
5	1.199	5.995	69.203	1.199	5.995	69.203	1.578	7.892	69.203
6	.895	4.473	73.676						
7	.804	4.022	77.698						
8	.756	3.778	81.477						
9	.627	3.135	84.612						
10	.582	2.909	87.521						
11	.457	2.286	89.806						
12	.405	2.023	91.829						
13	.378	1.890	93.719						
14	.337	1.686	95.405						
15	.236	1.179	96.584						
16	.212	1.059	97.643						
17	.163	.817	98.459						
18	.147	.733	99.192						
19	.121	.606	99.798						
20	.040	.202	100.000						
Extraction Method: Principal Component Analysis.									

**Table 12: Distribution In Different Components**

	Cumulative Frequency	
Component 1	Explain a variance of 4.224, which is 21.118 % of the total variance of 20.	21.118%
Component 2	Explain a variance of 3.434, which is 17.168 % of the total variance of 20.	38.287%
Component 3	Explain a variance of 2.576, which is 12.879% of the total variance of 20.	51.166%
Component 4	Explain a variance of 2.029, which is 10.145% of the total variance of 20.	61.311%
Component 5	Explain a variance of 1.578, which is 7.892% of the total variance of 20.	69.203%

**Fig 1 : Scree Plot For The Factor Analysis**



**Table 13: Component Matrix**

	Component				
	1	2	3	4	5
v1	.656	.267	-.099	.233	-.254
v2	-.045	.041	.715	.352	.237
v3	-.101	.499	.212	-.238	.585
v4	.062	.569	-.523	.155	.335
v5	.819	-.042	.152	.145	-.014
v6	.761	-.047	-.017	.027	.070
v7	.807	.127	.154	-.159	.140
v8	.687	-.164	-.485	-.007	.293
v9	.651	-.094	-.169	.382	.111
v10	.814	.019	.099	.054	-.085
v11	.810	.156	-.137	-.313	.161
v12	.662	-.080	-.127	.074	.272
v13	.434	.424	.285	-.575	-.197
v14	.595	.357	.451	.074	-.057
v15	.754	.220	.156	-.102	-.097
v16	.340	.304	.077	.592	-.230
v17	.466	-.611	.227	-.172	-.138
v18	.425	-.693	-.002	-.022	.112
v19	.488	-.652	-.086	-.105	-.022
v20	.308	.411	-.411	-.145	-.507
Extraction Method: Principal Component Analysis.					
5 components (a) extracted.					

**Table 14: Rotated Component Matrix (a)**

	Component				
	1	2	3	4	5
v1	.342	.358	-.017	.582	.217
v2	-.145	.093	.001	.207	-.789
v3	.043	.292	-.597	-.358	-.361
v4	.340	-.081	-.747	.081	.227
v5	.540	.437	.259	.399	-.092
v6	.596	.375	.187	.235	.024
v7	.546	.640	.089	.129	-.063
v8	.865	.058	.064	.014	.254
v9	.650	.034	.105	.429	-.011
v10	.494	.495	.233	.372	.022
v11	.648	.602	.000	-.013	.201
v12	.691	.202	.077	.126	-.027
v13	-.059	.886	-.035	-.078	.155
v14	.157	.661	-.029	.408	-.254
v15	.367	.658	.087	.290	.051
v16	.098	.084	-.129	.761	-.069
v17	.263	.208	.757	-.039	-.062
v18	.492	-.070	.642	-.093	-.084
v19	.479	.010	.664	-.068	.089
v20	.005	.320	-.155	.303	.702
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					

This table (Table 13) reports the factor loadings for each variable on the unrotated components or factors component matrix(a).

**Table 15: Factors**

<b>FACTOR 1: CONCEPT</b>
V5: I like watching reality shows because they provide me break from the daily soaps.
V6: I like to watch controversies in the reality shows.
V8: I watch reality shows because of their synergized appeal factor.
V9: I like reality shows that are unscripted.
V11: I like it when something unexpected occurs in the reality shows.
V12: Reality TV shows should feature more provocative material to hold my interest.
<b>FACTOR 2: EMOTIONAL CONNECT</b>
V7: When I watch reality shows, I get so involved that I don't want to change the channel.
V10: I watch reality shows because I can relate to the participants.
V13: I like reality shows because I get an opportunity to vote for my favorite participant.
V14: I like reality shows because they provide a platform to excel for a common man.
V15: I watch reality shows because I really like the talent of the participants.
<b>FACTOR 3: ENTERTAINMENT</b>
V3: I enjoy watching reality shows.
V4: I like to watch reality shows because they put me in a good mood.
V17: I like watching reality shows because of the glamour.
V18: I enjoy talking about reality shows with people.
<b>FACTOR 4: CELEBRITY ACQUAINTANCE</b>
V1: I like to watch reality shows when my favorite actor/actress is hosting/judging it.
V16: I like to watch how celebrities perform without re-takes.
V19: I like watching celebrities on reality TV shows when they forget they're on camera.
<b>FACTOR 5: SOCIAL RELATEDNESS</b>
V2: I find myself talking to people more frequently because of reality shows.
V20 : I hate when I miss an episode of a popular reality TV show and everyone is talking about it.

## LIMITATIONS

As reality television shows are still a new concept on Indian television, very few studies/research have been done on this topic. Availability of literature was highly limited. The research was conducted in Delhi/NCR region. The sample size taken is small w.r.t total population of the region.

## CONCLUSION

Reality shows seem to have gripped the imagination of the nation. The audiences have become tired of the never ending saga of the family dramas and most of them are switching over to the reality shows. The popularity of the Indian reality shows lies in the fact that these are short termed yet these present the perfect dose of entertainment. *From the above findings, it is clear that there are mainly five factors because of which people like to watch reality shows. These are concept, emotional connect, entertainment, celebrity and social relatedness.* Reality television is a ray of hope for the ordinary people. It not only gives them the courage to dream but also the assistance to turn their dreams into reality. Though it is difficult to say whether reality shows are a passing phase, but the media has been cashing in on the real shows and is busy minting money.

**Table 16: Component Score Coefficient Matrix**

Component					
	1	2	3	4	5
v1	-.025	.011	-.012	.289	.118
v2	-.027	.018	-.020	.144	-.508
v3	.152	.150	-.307	-.320	-.281
v4	.248	-.138	-.381	-.009	.061
v5	.060	.042	.056	.133	-.088
v6	.119	.030	.013	.020	-.024
v7	.088	.171	-.023	-.090	-.077
v8	.323	-.130	-.092	-.122	.084
v9	.195	-.171	-.042	.196	-.066
v10	.025	.084	.060	.111	-.008
v11	.147	.160	-.069	-.198	.080
v12	.232	-.056	-.067	-.044	-.081
v13	-.191	.431	.036	-.186	.128
v14	-.085	.201	-.015	.148	-.171
v15	-.027	.190	.020	.043	.018
v16	-.056	-.108	-.048	.485	-.061
v17	-.037	.080	.305	-.070	-.011
v18	.143	-.087	.200	-.100	-.065
v19	.097	-.047	.229	-.093	.055
v20	-.151	.108	.001	.151	.465

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