

Audience Attitude Towards Satellite TV Program and Advertising in Bangladesh

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Abstract

The study investigates the audience attitude towards satellite TV programs and advertising in Bangladesh and also exams to the program preference of the audience. The study is descriptive in nature, to conduct the research, primary and secondary data sources of information were used. The study has been conducted among 505 respondents includes the seven (7) categories of audiences on the different geographic location of Bangladesh. The result of the study shows that 90.9 percent of audiences are watched private Satellite TV channels. 20.0 percent of audiences are interested to see more TV programs on Indian Bangla channels. 36.0 percent of audiences are more preferred watching news and drama in Bangladeshi TV channels. 40.7 percent of Bangladeshi people are more preferred watching movies on Indian TV channels. It also demonstrations that 27.1 percent of audiences are avoiding the advertising at the time of the telecasting the TV programs, but 46.3 percent of the audiences prefer to see more advertising in the middle of the program. 64.6 percent audience believed that Bangladeshi satellite TV channels broadcast the standard qualities of advertising. This research helps to the program producer to find out; when audiences prefer watching the advertising and which programs are the most preferable for advertising.

Keywords: Television; Satellite channel; Advertising; Television advertising; Attitude; Bangladesh

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Introduction

Mass media are devices for the exchange of data, ideas, and thoughts to both general and particular groups of audience. Satellite television is the most powerful mass media in the world. A television is accountable to the mass people of the world. The aims of satellite television are the development of the lives of the people and socioeconomic progress through its creative programs. The Satellite Television provides the dissemination of information, an extension of education, the motivation for development activities to the mass people of the world. National and international news, documentary and development programs and various entertainment programs are enjoyed by offering the satellite Television. In Bangladesh, different kinds of Satellites channel provide different kinds of education information, news, international news, sport news, motivation development programs, cultural programs and other programs include different issues like agriculture, health and population, children and women, education and human rights etc. to the mess people of the Bangladesh. TV is a capable medium for

engaging mass groups of viewers - it contacts individuals paying little heed to age, sex, salary, or instructor level. What's more, TV offers sight and sound, and it makes emotional and exact representations of individuals and items [1]. Satellite stations, minimal effort and an enormous enthusiasm of TV viewership for diversion purposes have made the quick development of satellite TV everywhere throughout the world [2]. The mid 1990s saw the start of a new era of television programs, whose purpose is to capture fascinating images of real people by filming their lives in front of cameras. Many researchers stress the fact that television introduces images of life that could play a major role in motivating and influencing the audience's perceptions and opinions [3-5]. Media in general and Television (TV) play a major role in shaping societies since TV has become a spiritual and moral reference point to viewers, creating a social change by transmitting desirable information to viewers [6,7]. In Bangladesh the quick interest for satellite TV is no special case. While the fast development of digital television was viewed as an unmistakable component in the Western World in the 1960s [8] the inhabitants of a poor

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nation and the white collar class viewers of Bangladesh did not have any reasonable knowledge about satellite TV for various years. As per Huda [9] state controlled Bangladesh TV (BTV) was the main overwhelming medium of stimulation for expanded twenty-eight years (1964-1992). Bangladesh TV (BTV) finished its syndication power with the infiltration of Satellite television in 1992. The Bangladesh Government put their progressions into the worldwide media environment in 1992 by turning into the customer of the stimulation bazaar [9]. Like different nations on the planet the development of satellite TV brings huge effect on the nation, society and especially on social mores and qualities [10,11]. The white collar class viewers of Bangladesh in the worldwide media environment in 1992 by turning into the customer of the amusement bazaar (Huda, 2004). For Bangladesh, the noteworthy social movement emerges because of the effect of local stations of Satellite television; especially the Indian stations like Zee TV, MTV, Star Plus, Sony TV serials are impacting the social circle of Bangladesh. Through watching these channels family ties and family values are getting undermined; particularly materials that support, divorce as a way to take care of family issues or programming that incorporates vulgarity, the nakedness, the excitement of sexual senses, or premarital sexual relations are totally obliterated the social convictions and estimations of Bangladesh [12]. TV being a standout amongst the most impacting media has been a theme of study by various analysts. It was found that individuals contrast to their state of mind towards the TV publicizing all in all. Some have negative while others have an inspirational state of mind towards TV promoting. Viewers vary in the extent to which they are negative or positive about TV promoting. The specific society and financial attributes of the TV publicizing request that the promoter gives the value of products and administrations [13]. TV publicizing has been trademarked as a natural and trusted medium of correspondence and assumed an imperative part in individuals' lives by bringing data and stimulation into lounge rooms. It has added to molding our social and society comprehension of the world, gave us with a discussion to share encounters and characterizing recorded minutes and consistently raised issues of the development of media talks [14].

The main objective of this study is audience attitude towards the satellite TV program and advertising in Bangladesh. This study also attempts to know the program preference by the audience and to know the spend time on watching TV program by the audience. This paper will be helped to the program producer to realize; when audiences prefer to watch the advertising and which program are the most preferable for advertising. It also helps to take the decision to the TV channel producer to telecast the program which program is more favorite and desired to the audience. This paper has four parts. First focuses the review of relevant the literature on some important theories review of the previous study. It attempts to differentiate the present study from the past studies about the satellite TV channel and Advertising. Then research methodology is presented and data analysis techniques are discussed. The analyses consist of the demographic analysis of audience, descriptive analysis of data overall audience attitude towards the satellite TV channel programs and advertising in Bangladesh, Finally a summary of the main findings of the study has been presented and concluded.

Objectives of the study

The main objective of the study is to exam the audience attitude towards satellite TV programs and advertising in Bangladesh. Others particular targets of the study are expressed beneath.

1. To know the channel preference by the gathering of audience to stare at the TV programs.
2. To distinguish the project inclination by the gathering of audience.
3. To understand about the TV advertising preference by the audience.

Review of Relevant Literature

Attitude

Kotler [15] stated that Attitude of a person defines his/her favorable or unfavorable assessments, expressive feelings and diverse actions predisposition towards some objects or ideas. An Attitude is a learned predisposition behaves in a consistently favorable or unfavorable manner with respect to a given objective [16].

Krech and Crutchfield [17] expressed that the attitude towards TV advertising would be measured in relation to respondents' beliefs, as there is a close link between attitude and beliefs.

Background on satellite television in Bangladesh

Bangladesh Television (BTV) is the state-possessed Television system in Bangladesh. It began broadcasting as Pakistan Television in what was then East Pakistan (PTV) on 25 December 1964. It was renamed Bangladesh Television after the autonomy in 1971. Communicates in full shading began in 1980. Around 2 million TVs get transmissions from the system's 17 hand-off stations (Television of Bangladesh" Archived, 2008). BTV has a national channel which communicates from Dhaka. This transmission is transferred to the entire nation through nearby hand-off stations in significant urban communities of the nation. In 2004, BTV began overall communicates through its satellite based branch, BTV World which communicates by satellite 24 hours a day to Asia, Australasia and the Middle East. Now BTV World is available worldwide. There are two global states run TV channel in Bangladesh; one is BTV and another is Sangsad Television. In Bangladesh total privately owned satellite television channels are twenty eight (28) and the ATN Bangla channel is the 1st privately owned 24-hour entertainment channel satellite TV channel which founded in 1997. Another new 13 private channels are waiting for final approval in Bangladesh.

Attitude towards the satellite TV channel

Mass media are the techniques for correspondence, for example, dialect, plan, outward appearance, print, radio, TV, cellular telephone, boards and musical instruments and so on to uncover a substantial number of individuals in the meantime. For instance, TV when it communicates, it goes somewhere else and the general population of better places can watch it [18].

Berry et al. interrogation, whether television or any other medium reflects society or does society reflect the influence of television. They also ask if TV shows are the mirror-image of the society one lives in.

Heeter and Greenberg [19] concentrated on the TV seeing conduct of the group of audience and distinguished the explanations behind destroying and it was named as business destroying conduct of gathering of people. The study reported that the rate of gathering of people who destroys the ads is more male than female groups of onlookers.

Boyd [20] declared that scaling down has empowered people with little dishes and flag decoders to get flags straightforwardly from satellites. With the presentation of direct communicate satellites (DBS), supporters could contact overall gatherings of people specifically, without impedance interference from government censors.

Wahid [21] revealed that the most of the audience is more watched TV is mostly the way in which they pass their leisure time.

Riley and Rosen [22] stressed the fact that each generation of television programming reflects some elements of the major beliefs and values of the time in which it was created.

Shamsher and Abdullah [1] have studied on effect of satellite TV on the culture of Bangladesh. Audiences have an inspirational state of mind towards the Cable station. People prefer watching TV after the evening than during the day time. In the night the most favored time is 08:30-11:30 pm. The respondents' general perspective is sure towards digital TV, despite everything they consider it the fundamental media for diversion.

Armstrong [23] posited that reality TV promises access to real people (contestants) in ordinary and extraordinary situations. These candidates fit in with particular demographic beliefs.

Advertising

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action [24].

Attitude towards the TV Advertisement in Bangladesh

TV programs remain a noteworthy setting for advertising messages and all things considered, can produce certain passionate reactions or feeling states [25]) or certain preferring reactions [26,27] that influence the effect of the messages put inside it. In both of these cases, the attention is set on the impact of the project setting on assessments of commercials [27] or on review for plugs [28].

Solid connections may shape between the viewers and the TV characters that look like interpersonal connections [28]. These behavioral displaying impacts [29] are particularly intense on the grounds that the sensational way of TV programming inspires articulations of feeling and verisimilitude as opposed to the counter argumentation generally connected with promoting [30].

Confer and McGlathery [31] explored the correspondence estimation of print and TV both independently and joined and

found that adding print to a TV battle created wealthier and more finish correspondence.

Norris and Colman [32] uncovered on the theory that watchers at home profundity of mental inclusion in a system are conversely identified with their review and acknowledgment of going with commercials as predicted. Subjects recall and recognition of the advertisements correlated negatively with their ratings of the programs as suspenseful, challenging, involving, and worth remembering, and positively with their ratings of boredom with the programs.

Katz [33] expressed that Television a real mass medium, has a tremendous group of audience. By advertising in various time openings on various TV programs, promoters can achieve a wide assortment of people.

Bruzzone and Tallyn [34] conveyed that advertising assumes an imperative part in people groups' lives either straightforwardly or in a roundabout way, specifically the broadcasting media.

Edell and Keller [35] found that a planned TV and print media methodology has prompted enhanced memory execution and more noteworthy data preparing than either TV or print media.

Amin [36] contended that transnational broadcasting has evolved since the 1980s with the presentation of multi-station conveyance situations that profited from the brought down the expenses of dispatching interchanges satellites. Researcher reports that today, "the transnational, multi-station broadcasting environment made by the satellite TV stations offers another skyline of brilliant programming that objectifies a wide assortment of groups of onlookers in the district. Transnational broadcasting currently provides educational, entertainment, and cultural and artistic services.

Russell et al. [37] stated that connectedness construct and its measurement instrument can significantly further our understanding of the consumption of TV programming and its effects on viewers.

Razzaque [38] investigated that the five factors such as overall liking, the believability objectivity of the product description, desire to purchase and promoting and observed that children seem to have an overall liking towards the ads. Connectedness is reasonably and exactly not quite the same as demeanor toward the system, contribution, and general TV seeing.

Hadjiaphanis [39] expressed that there is a solid proof that the customers don't disregard advertising and the TV is by all accounts the most usually seen medium of promoting. The discoveries were that despite the fact that promotions were not vital to a hefty portion of the respondents. Advertising does persuade them and influence audience decision to buy the products.

Chittithaworn et al. [40] have studied on belief dimensions and viewer's attitude towards TV advertising in Thailand. The most part the Thai TV viewers have a tendency to have a more negative mentality towards TV advertising. Three belief measurement was observed to be huge towards TV promoting and propositions are enlightening advantages, negative substance and hostile.

Heidari [41] stated that the media and particularly satellite are a significant force in modern culture, particularly in Iran. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. Media in different aspects pay to produce programs and attracting the audiences and in this way they dominate on actualities and turn them to what they want.

Saiganesh and Parameswaran [42] have conducted a research on avoidance behavior of the audience towards television advertisements. 96.8 percent for each penny of the respondents saw that TV is a helpful medium for getting data on items. 53.2 percent of the viewer's took an interest in the study sit in front of the TV after 8 pm at night. Viewers perceived that the advertisements, watched by them on TV were easily understandable, entertaining and relevant to the product.

Menssh et al. [43] analyzed that the highest inclinations have been given to the music and jingles while sitting in front of the TV ads, followed by the choice of suitable celebrity. They also analyzed that the demographic variables like sexual orientation, family income significantly affect the mentality of the respondents.

Chithra and Kothai [44] expressed that advertising is a worldwide business movement today and its significance increments as more organizations go worldwide. Unfathomable consumptions are spent every year by enterprises on advertising to accomplish their corporate destinations. TV is the most famous decision among all media vehicles for publicists.

Tehrani et al. [45] have endeavored to discover television is considered as a mass communication with a bigger gathering of people contrasting other notice media due with its remarkable qualities in sending video messages to the most remote corners of the world and it is of extraordinary significance since it has all the three compelling parts including sound, picture and movement.

Nekmahmud et al. [24] have conducted a research on the unethical practices of advertising in Bangladesh: a case study on some selected products. They endeavor to make the customer awareness regarding unethical practices of advertising in Bangladesh. The ethic is a highly significant considerable issue in the case of any advertising. Advertising can go a long way towards selling a particular product. The moral and honest advertising is the key to ensure relationship and sustainable marketing. It also ensures social safety and security. That helps to build up a better marketing environment which is good both for sellers and buyers groups.

Methodology of the Study

The study efforts to measure audience attitude towards the satellite TV programs and advertising in Bangladesh. To conduct the study, primary and secondary sources of information were used. The selected population includes the seven (7) types of audiences like Student, Service holder, Business, Retirement job holder, Farmer, Household and Day labor or Rickshaw puller on the different geographic location of the Rangpur Division in Bangladesh. The random sampling method is used to select TV audience from eight (8) district likes Rangpur Sador, Kurigram, Lalmonirhat, Nilfamari, Ponchogor, Thakurgao and Dinajpur

district under Rangpur divisions in Bangladesh. Primary data were gathered more than five (5) month period frame amid the January to May, 2016. The questionnaires were distributed conveyed specifically to the gathering of people as a study test. In this study, researchers distribute 700 questionnaires to the audience for measuring behavior towards satellite TV programs and advertising in Bangladesh. Among them, 600 respondents gave back the topped off questionnaires. Because of respondent's failure, unconsciousness and over the top missing qualities, 95 questionnaires were dropped. In this way, at last the span of the specimen remains at 505 (five hundred five). This study is quantitative and descriptive in nature. It is conducted based on primary and secondary data. Execution the purpose of the study, field survey method is used to collect primary data by taking direct interviews through the questionnaire. The study survey is incorporated 11 demeanor estimation question, including some demographic inquiries to improve a better understanding about the study result. Four (4) questions we have used dichotomous question. A dichotomous question has only two response alternatives: yes or no, and so on [46]. The questionnaire was designed in two parts. In part-I, to identify audience attitude towards satellite TV programs and in part-II - it includes 5 questions for evaluating audience attitude towards advertising in Bangladesh. Secondary data was collected from a wide range of journal articles, textbooks, website, dissertations and working papers from both national and international types of research which were used to maintain the quality of the study [47-49]. The collected data are analyzed by various statistical tools and techniques including frequency distribution through the data processing software SPSS 20.0 version.

Data analysis and findings of the study

The **Table 1**, represents the summary of audiences demographic statistics that 65.9 percent (n=333) male and 34.1 percent (n=172) female. The age of audiences belongs to 14-20 years (n=42) 8.3 percent, 21-25 years (n=119) 23.6 percent, 26-30 years (n=80) 15.8 percent, 31-35 years (n=55) 10.9 percent, 36-40 years (n=63) 12.5 percent, 41-45 years (n=59) 11.7 percent and more than 40 years (n=87) 17.2 percent. Here, 28.5 percent of audiences of this study having graduated, 20.6 percent of higher secondary education (up to HSC), 13.1 percent of secondary education (up to SSC), 12.5 percent of signature knowledge, 10.1 percent of up to class 8, 8.5 percent of illiteracy and 6.7 percent of post graduated education. In this study, seven (7) categories, occupational status of audiences are selected as respondents. The analysis also illustrations that 19.8 percent of audiences were students, 15.8 percent of belonging to service holder and household, 12.9 percent of business person and retirement job holder and rests on them 11.9 percent were rickshaw puller/day labor and 10.9 percent of audiences are Farmer (**Table 2**).

As per the **Table 2**, the study also shows that 95.0 percent (n=480) of audiences watch television programs or shows regularly and 5.0 percent (n=25) of the audience is not watching TV programs. 90.9 percent of audiences are watching private satellite TV channels and 9.1 percent of audiences are not watching the private satellite TV channel. 49.6 percent (n=238) of audiences are interested to see more TV programs on private satellite

Table 1 Summary of socio-demographic profile of audiences.

Demographic Variables		Frequency	Percentage of Audiences
Gender	Male	333	65.9
	Female	172	34.1
Age of the Audience	14-20 years	42	8.3
	21-25 years	119	23.6
	26-30 years	80	15.8
	31-35 years	55	10.9
	36-40 years	63	12.5
	41-45 years	59	11.7
	46-above	87	17.2
Level of Education	Illiteracy	43	8.5
	Signature knowledge	63	12.5
	Up to class 8	51	10.1
	Up to SSC	66	13.1
	Up to HSC	104	20.6
	Graduated	144	28.5
	Post graduated	34	6.7
Occupational Status	Student	100	19.8
	Service holder	80	15.8
	Business	65	12.9
	Retirement job holder	65	12.9
	Farmer	55	10.9
	Household	80	15.8
	Rickshaw puller / Day labor	60	11.9
Total Respondents (Audience)		505	100.0

Table 2 Frequency Distribution of overall audience attitude towards the satellite TV channel programs and advertising in Bangladesh.

Variables		Frequency	Percentage (%) of Respondents	Mean	Std. Deviation	N
Do you watch television programs or shows?	Yes	480	95.0	1.0495	0.21713	505
	No	25	5.0			
Do you watch private Satellite TV channels?	Yes	459	90.9	1.0911	0.28802	505
	No	46	9.1			
Which is the channel you see more programs?	BTV	65	13.5	2.4417	1.00766	480
	Private Satellite Channels	238	49.6			
	Indian Bangla channels	96	20.0			
	Indian Hindi channels	62	12.9			
	Foreign English channels	19	4.0			
Which types of programs, you are more preferred to watch in Bangladeshi TV channels?	News	173	36.0	2.2500	1.35542	480
	Drama	173	36.0			
	Songs	27	5.6			
	Movies	66	13.8			
	Talk shows	30	6.3			
	Others	11	2.3			
Which types of programs, you are more preferred to watch in Indian TV channels?	News	32	7.0	3.1678	1.18955	459
	Drama	126	27.5			
	Songs	84	18.3			
	Movies	187	40.7			
	talk shows	10	2.2			
	Others	20	4.4			
When do you like to watch TV in a day?	at Morning	50	10.4	3.3667	1.03333	480
	at Noon	50	10.4			
	at Afternoon	54	11.3			
	at Night	326	67.9			

Do/ have you watch advertising at the time of the telecasting the TV programs?	Yes	350	72.9	1.2708	0.44485	480
	No	130	27.1			
Which time/ when do you prefer to see more advertising?	Before the program	56	15.7	2.6601	1.27365	356
	In the middle of the Program	165	46.3			
	after the program	15	4.2			
	Before the program and middle of the program	84	23.6			
	Before, middle and after the ceremony	36	10.1			
Do you think when more people will see the advertising?	Before the program	72	15.0	2.7167	1.25419	480
	In the middle of the Program	205	42.7			
	after the program	33	6.9			
	Before the program and middle of the program	127	26.5			
	Before, middle and after the ceremony	43	9.0			
Do you think which types of programs are more preferable for advertising?	News	137	28.5	2.7729	1.52792	480
	Drama	110	22.9			
	Song	37	7.7			
	Movies	143	29.8			
	Talk show	27	5.6			
	Others	26	5.4			
Do you think, telecasted advertising is standards, qualities which are broadcasted in Bangladeshi TV channels?	Yes	310	64.6	1.3542	0.47876	480
	No	170	35.4			

Channels, 20.0 percent (n=97) of Indian Bangla channels, 12.9 percent (n=62) of Indian Hindi channels, 13.5 percent (n=65) of BTV and the rest of 4.0 percent (n=19) of audiences are watching more programs on Foreign English channels.

36.0 percent (n=173) of audience is more preferred to watch news and drama in Bangladeshi TV channels, 13.8 percent (n=66) are more preferred to watch Movies, 6.3 percent (n=30) is preferred to watch talk shows, 5.6 percent (n=27) is preferred watching songs and 2.3 percent (n=11) are preferred to watch other programs likes sports, reality shows.

40.7 percent (n=187) of Bangladeshi people is more preferred to watch movies on Indian TV channels. 27.5 percent (n=1267) of being more preferred to watch Drama serial, 18.3 percent (n=84) are more preferred watching songs, 7.0 percent (n=32) of audiences more preferred to watch news, 6.6 (n=30) of being more preferred to watch other programs like talk shows, reality shows, sports, games shows etc.

67.9 percent (n=326) of the audience are liked to watch TV programs at night in a day. 11.3 percent (n=54) at noon, 10.4 percent (n=50) at morning and night in a day respectively.

The study exhibits that 72.9 percent (n=350) of audiences are watching advertising at the time of the telecasting the TV programs. But 27.1 percent (n=130) of audiences is avoided the advertising at the time of the telecasting the TV programs.

46.3 percent (n=165) of audiences prefers to watch more advertising in the middle of the program. 23.6 percent (n=84)

before the program and the middle of the program, 15.7 percent (n=56) before the program, 10.1 percent (n=36) before, middle and after the ceremony and 4.2 percent (n=15) after the program.

42.7 percent (n=205) of the audience believed, Bangladeshi people are willing to see the advertising in the middle of the Program. 26.5 percent (n=127) before the program and the middle of the program, 15.0 percent (n=72) before the program, 9.0 percent (n=83) before, middle and after the ceremony and 6.9 percent (n=33) of audiences prefer to see the advertising after the programs.

29.8 percent (n=143) of the audience assumed that Movies programs are more preferable for advertisement, 28.5 percent (n=137) news programs, 22.9 percent (n=110) drama, 7.7 percent (n=37) songs. And 5.4 percent (n=26) of audiences expected that other programs like sports, reality shows are more preferable for advertising.

64.6 percent (n=310) of the audience believed that Bangladeshi satellite TV channels broadcast the standard qualities of advertisings and 35.4 percent (n=170) of the audience thought that broadcasted advertising in Bangladeshi TV channels are not standard quality. They need to improve the Ads quality (Figure 1). From above the figure, exhibits that in Bangladesh, 16.0 percent (n=77) of audiences said that Somoy Television is their most favorite TV channel. 13.5 percent (n=65) of audiences expressed that Channel i is their most favorite TV channel in Bangladesh, 11.3 percent of audiences like NTV as their most favorite TV channel, 10.2 percent (n=49) of audiences prefer BTV,

9.6 percent (n=46) ATN Bangla channel, 5.8 percent (n=28) RTV channel, 4.8 percent (n=23) Independent TV channel, 4.4 percent (n=21) Bangla Vision channel, 3.3 percent (n=16) Channel 9 and Maasranga channel, 2.7 percent (n=13) Ekushey Television (ETV) channel, 2.3 percent (n=11) of GTV, 1.9 percent (n=09) channel 71, 1.5 percent (n=07) GTV, 1.9 percent (n=09) of audiences prefer Boishakhi TV and Channel 24. The result also presents that 1.3 percent (n=06) Desh TV, 1.00 percent (n=09) Channel 16 and My TV, 0.4 percent (n=02) Islamic TV and 4.2 percent (n=20) of audience prefer others TV Channel like SA TV, Jamunna TV, Asian TV, Diganta TV etc. as their most favorite TV channel (**Figure 2**).

Above the figure shows that most of the Bangladeshi people watch the Indian Bangla and Hindi TV channel, the graph exhibits that Star Jolsha is the most favorite Indian TV channel for 31.2 percent of audiences in Bangladesh, 8.3 percent of audience like G Bangla channel, 7.4 percent prefer Discovery channel, 5.2 percent Star Movies and Star Plus, 4.8 percent Sony, 4.4 percent Set Max, 4.1 percent Star Gold, 3.7 percent Jolsa Movie, 3.5 percent Songit Bangla, 3.3 percent peace TV, 2.6 percent Sony ESPN, 2.4 percent National Geographic, 2.2 percent ETV Bangla and Sony Art Channel, 2.0 percent 9xm, Star sports and Life Ok and 3.5 percent of audience prefer others Indian Satellite TV channel like B music, Colors Bangla, HBO, CNN, prime sports etc. as their favorite Indian TV channel.

Conclusions

Satellite Channel is the God blessed of science. Satellite television covers all land masses and there is growing capacity to serve oceanic and even flight markets. The audience in rural and remote regions around the world who can get information and entertainment by watching satellite TV channel. It provides

different types of information. Different categories of television programs like News, Movies, Songs, Talk shows, Drama, Sports, reality shows helps to mass people to be a good social person. This type of programs provides information, news, and entertainment to the mass people. Bangladeshi people are more interested in watching the TV programs. Television media is the biggest tools of adverting because Television advertising can reach a large audience with a low cost. So television advertising is the famous for both customers, marketing people and company. The current study exams the audience attitude towards the satellite TV programs and advertising. The study finds out that 95.0 percent of audiences watch television programs or shows regularly. 49.6 percent of audiences are interested to see more TV programs on private satellite Channels, 20.0 percent audiences are interested to see more TV programs on Indian Bangla channels. 61.5 percent of retirement job holders, 52.0 percent of farmers, 43.0 percent of students are more preferred watching the news in Bangladeshi TV channels than the service holder, householder and Businessmen. The study also investigates that 52.5 percent of households, 39.0 percent businessmen and service holder, 37.0 percent students are more preferred watching Dram in Bangladeshi TV channels than retirement job holder, farmers and day labors. 40.7 percent of Bangladesh people are more preferred watching movies on Indian TV channels. All categories of audiences are more liked watching TV at night In Bangladesh. 78.0 percent of day labor, 76.0 percent of farmers, 70.0 service holder and businessman, 68.8 percent retirement job holders, 66.3 percent of households and 57.0 percent of students are liked to watch TV channel at night in a day. The study shows that 82.8 of retirement job holders, 80.0 business people, 78.0 percent of day labor, 73.0 percent of students, 70.0 percent farmers and service holder and 62.5 percent of the households are watching advertising at the time of the telecasting the TV programs in Bangladesh. 42.7 percent of all categories of audience believed that Bangladeshi, people will see the advertising in the middle of the Program. 74.0 percent of students and day labor, 67.5 percent household, 66.0 percent of farmer, 62.5 percent service holder, 58.5 percent business person and 48.4 percent of retirement job holder believed that Bangladeshi satellite TV channels broadcast the standard qualities of advertisings 64.6 percent audience believed that Bangladeshi satellite TV channels broadcast the standard qualities of advertising. Somoy Television, Channel I, NTV, RTV, ATN Bangla, Bangla vision are the most favorite Bangla satellite TV channel to students than BTV, ETV, Maasranga, Channel 24 etc. Star Jolsha, G Bangla, Discovery channel, Star Movies and Star Plus are the most favorite Indian TV channel for Bangladeshi audience. In Bangladesh, the Television channel should provide different types of information and entertainment programs to the audience. So that in Bangladeshi people doesn't interest to watch the Indian TV channel. The advertiser should make, the more dramatic, ethical, informative, correct, credible, realistic advertising to the audience and developed the society with morality. A program producer needs to analysis, which programs and advertising is preferred to the audience. They need segmenting and targeting of the audience and broadcast the programs as they prefer (**Tables 3 and 4**).

Appendix

Comparison of Different Catagories Audience's attitude toward the Satellite TV channel and Advertising in Bd. (**Charts 1-11**).

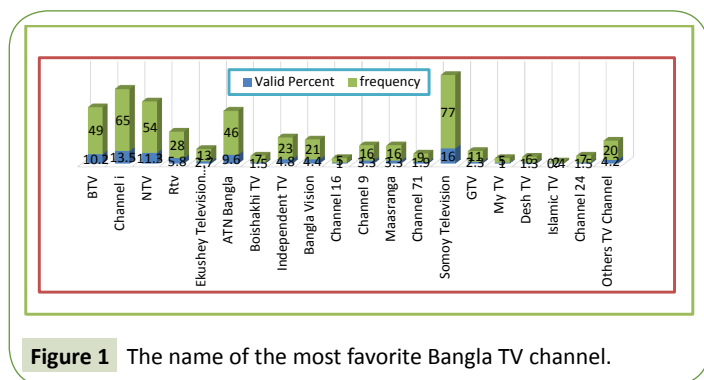


Figure 1 The name of the most favorite Bangla TV channel.

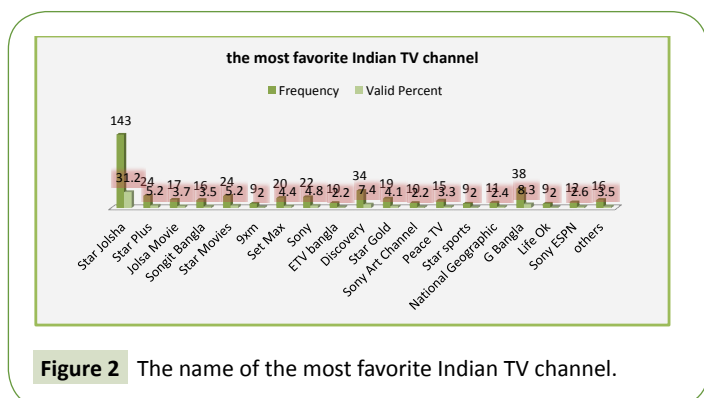


Figure 2 The name of the most favorite Indian TV channel.

Table 3 The name of the audience's most favorite Bangla satellite TV channel.

Bangla TV channel	Student		Service holder		Business		Retirement job holder		Farmer		Household		Rickshaw puller	
	F	% of A	F	%	F	% of A	F	% of A	F	% of A	F	% of A	F	% of A
BTV	3	3.0	2	2.5	10	15.4	12	18.8	13	26.0	5	6.3	4	9.8
Channel i	16	16.0	13	16.3	12	18.5	4	6.3	5	10.0	12	15.0	4	9.8
NTV	13	13.0	12	15.0	8	12.3	7	10.9	4	8.0	6	7.5	4	9.8
RTV	0	0.0	6	7.5	6	9.2	3	4.7	1	2.0	9	11.3	2	4.9
Ekushey Television (ETV)	2	2.0	4	5.0	1	1.5	2	3.1	2	4.0	2	2.5	0	0.0
ATN Bangla	10	10.0	8	10.0	5	7.7	4	6.3	2	4.0	16	20.0	1	2.4
Boishakhi TV	1	1.0	1	1.3	1	1.5	1	1.6	2	4.0	2	2.5	1	2.4
Independent TV	6	6.0	3	3.8	1	1.5	2	3.1	3	6.0	6	7.5	6	14.6
Bangla Vision	7	7.0	5	6.3	2	3.1	1	1.6	0	0.0	3	3.8	0	0.0
Channel 16	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.5	2	4.9
Channel 9	4	4.0	7	8.8	0	0.0	1	1.6	0	0.0	2	2.5	2	4.9
Maasranga	3	3.0	2	2.5	3	4.6	2	3.1	3	5.5	2	2.5	1	2.4
Channel 71	2	2.0	0	0.0	0	0.0	1	1.6	0	0.0	8	10.0	4	9.8
Somoy Television	17	17.0	11	13.8	10	15.4	18	28.1	10	18.2	3	3.8	3	7.3
GTV	6	6.0	0	0.0	2	3.1	1	1.6	0	0.0	2	2.5	0	0.0
My TV	0	0.0	0	0.0	0	0.0	2	3.1	1	2.0	0	0.0	3	7.3
Desh TV	2	2.0	0	0.0	0	0.0	1	1.6	2	4.0	0	0.0	0	0.0
Islamic TV	1	1.0	0	0.0	0	0.0	2	3.1	0	0.0	0	0.0	0	0.0
Channel 24	3	3.0	2	2.5	2	3.1	1	1.6	0	0.0	0	0.0	0	0.0
Others TV Channel	4	4.0	4	5.0	2	3.1	2	3.1	2	4.0	2	2.5	4	9.8

Table 4 The name of the audience's most favorite Indian Satellite TV channel.

Indian TV channel	Student		Service holder		Business		Retirement job holder		Farmer		Household		Rickshaw puller	
	F	% of A	F	% of A	F	% of A	F	% of A	F	% of A	% of A	F	% of A	F
Star Jolsha	28	28.0	12	15.4	18	27.7	6	11.1	15	32.6	45	59.2	18	46.2
Star Plus	7	7.0	3	3.8	3	4.6	3	5.6	2	4.3	5	6.6	1	2.6
Jolsha Movie	7	7.0	2	2.6	0	0.0	3	5.6	2	4.3	2	2.6	2	5.1
Songit Bangla	1	1.0	5	6.4	3	4.6	1	1.9	1	2.2	1	1.3	4	10.3
Star Movies	3	3.0	1	1.3	5	7.7	6	11.1	1	2.2	10	13.2	1	2.6
9xm	4	4.0	0	0.0	1	1.5	0	0.0	2	4.3	3	3.9	0	0.0
Set Max	9	9.0	5	6.4	4	6.2	1	1.9	3	6.5	1	1.3	2	5.1
Sony	2	2.0	7	9.0	4	6.2	0	0.0	1	2.2	1	1.3	1	2.6
ETV Bangla	7	7.0	2	2.6	0	0.0	2	3.7	1	2.2	2	2.6	1	2.6
Discovery	2	2.0	2	2.6	4	6.2	10	18.5	8	17.4	2	2.6	3	7.7
Star Gold	3	3.0	7	9.0	5	7.7	1	1.9	1	2.2	0	0.0	3	7.7
Sony Art Channel	4	4.0	1	1.3	1	1.5	2	3.7	0	0.0	0	0.0	2	5.1
Peace TV	1	1.0	1	1.3	2	3.1	7	13.0	0	0.0	1	1.3	0	0.0
Star sports	28	28.0	3	3.8	2	3.1	1	1.9	1	2.2	0	0.0	1	2.6
National Geographic	0	0.0	5	6.4	2	3.1	3	5.6	1	2.2	0	0.0	0	0.0
G Bangla	6	6.0	9	11.5	9	13.8	6	11.1	6	13.0	0	0.0	2	5.1
Life Ok	1	1.0	6	7.7	0	0.0	1	1.9	0	0.0	1	1.3	0	0.0
Sony ESPN	9	9.0	2	2.6	1	1.5	0.0	0.0	0	0.0	0	0.0	0	0.0
Others	6	6.0	5	6.4	1	1.5	1	1.9	1	2.2	2	2.6	0	0.0

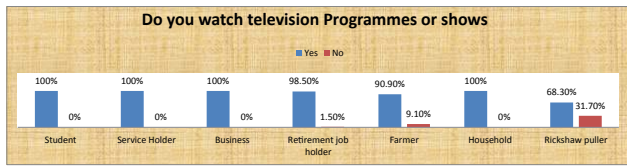


Chart 1 Do you watch television Programmes or shows.

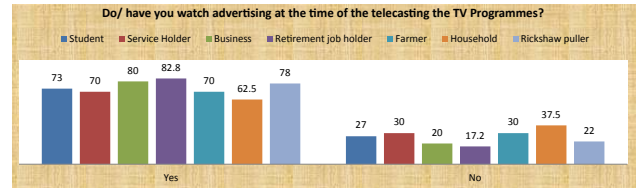


Chart 7 Do/ have you watch advertising at the time of the telecasting the TV Programmes?

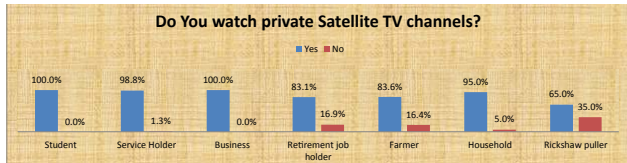


Chart 2 Do You watch private Satellite TV channels?

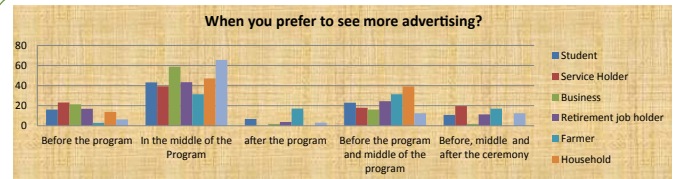


Chart 8 When you prefer to see more advertising?

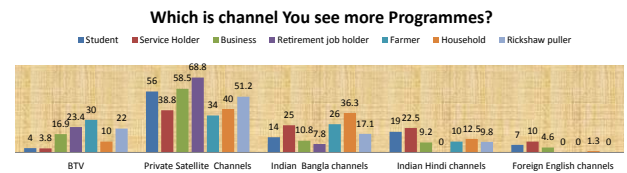


Chart 3 Which is channel You see more Programmes?

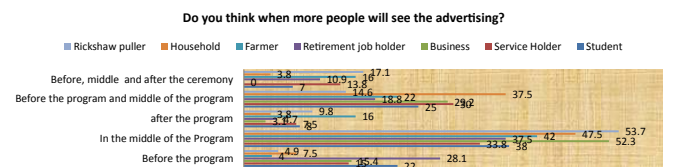


Chart 9 Do you think when more people will see the advertising?

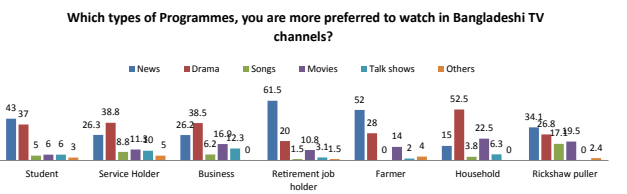


Chart 4 Which types of Programmes, you are more preferred to watch in Bangladeshi TV channels?

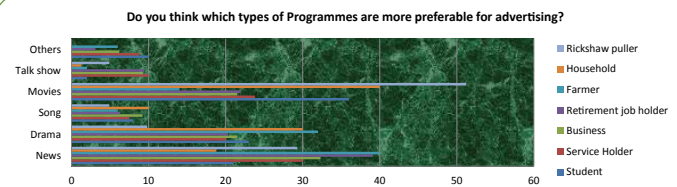


Chart 10 Do you think which types of Programmes are more preferable for advertising?

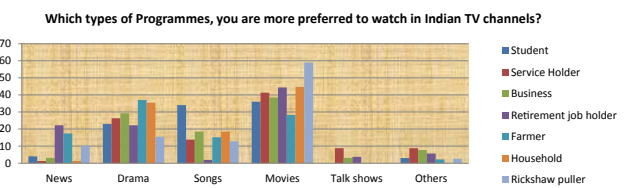


Chart 5 Which types of Programmes, you are more preferred to watch in Indian TV channels?

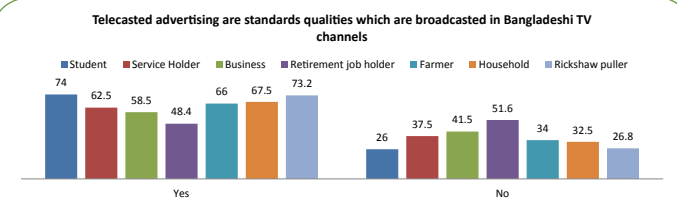


Chart 11 Telecasted advertising are standards qualities which are broadcasted in Bangladeshi TV channels.

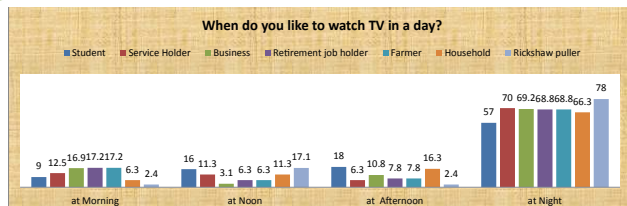


Chart 6 When do you like to watch TV in a day?

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