



VIEWERS PREFERENCE OF DAILY SOAPS

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ABSTRACT

With 200-plus TV stations in India, there are more than 30,000 programs that go on air every week. In such a scenario one can imagine the tall task of launching a new show and making it popular. Again the numbers are scary what with 400-plus new shows going on air every week. It's a war of the soaps on entertainment television channels. During prime time, in particular, daily soaps are driving the numbers in the ratings game.

Daily soap is a drama performed as a serial on television or radio, portrayed by stock characters and situations, sentimentality, and melodrama. Daily soaps still sell like hot cake. Major viewers for daily soaps are either young girl crowd between 15 to 25 and middle aged housewives 35-45. Even tough daily soaps are more popular among women than men, in both the segment, majority of them watch it for leisure. Both men & women think that dragging episode is main problem with daily soap. People who don't watch daily soap are either students who like reality shows more or working people who prefer to watch news, cricket or comedy shows. Major population of people who don't watch daily soap, prefer to watch reality shows. Viewers of daily soaps also agree that they like reality show more than daily soap. This could be a threat to daily soap.

This paper aims at exploring viewer's preference for daily soaps and further more to explore the impact of growing popularity of reality shows on daily soaps.

KEY WORDS: *Daily Soaps and Reality Shows.*