

Factors Impact on Choice of Television Channels: Special Reference on Eravur, Batticaloa

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The number of Television (TV) channels increased in Sri Lanka after 2009. National media survey states that 46 television channels exist now; including 21 terrestrial TV channels 25 local cable/ satellite television networks. Among them 6 terrestrial channels and 5 cable/ satellite channels are on Tamil language. The study aimed at finding out, which of the channel do choice by respondent and what factor may influence such a decision? Using respondents conveniently sampled from Eravur, Batticaloa. Moreover frequency distribution and regression models are used to test the sample. Result show that, demographical factors influenced the choice of TV channels. The findings suggested some significant of implication which will help to TV channels.

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