

A STRUCTURAL ANALYSIS ON WOMEN BEHAVIOUR ON SOAP OPERA

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ABSTRACT

Now a days soap operas are well thought-out to be the supreme source of leisure for home makers and it considered a powerful medium for propagating specific attitudes, ideas and different cultures in society. It is also be a biggest source of educating, informing and entertaining their audience, especially women and children. The present investigation tried to focus on behaviour changes in the women soap opera viewers. The Behaviour Analysis Metrix spoke about the changes in the aspects of Socio-cultural, psychological, economic, and physiological and functional traits point of view. The present study will be help to medial personal, social workers, academicians and researcher scholar in understanding the positive and negative effects of television serials on women, whether these serials have helped in creating attitude changes among modern day women and how far these serials affects their inter-personal relations with family members and with the society. It is believed that this study will help the satellite media person in framing their future programmes with a social consciousness. The present paper delivered and global model for behaviour analysis of women soap opera viewers with structural equation modelling.

Keywords: Structural Equation Modelling; Performance; Socio cultural; Economic; Physiological; Psychological

1. Introduction

Television has emerged as a sharp, double-edged sword which can serve important and significant functional purposes if used carefully and judiciously. The part played by television as a galvanizer in the spectrum of change cannot be overlooked or ignored. The need of the hour is to harness its potential in the right direction or rather than let it be a trite reflection on the women in the society. As this study aims to analysis the impact caused by the Indian soap-operas on the behavior of women. The present study will be help to medial personal, social workers, academicians and researcher scholar in understanding the positive and negative effects of television serials on women, whether these serials have helped in creating attitude changes among modern day women and how far these serials affects their inter-personal relations with family members and with the society. It is believed that this study will help the satellite media person in framing their future programmes with a social consciousness. The present study is undertaken among the women soap opera viewers in Tamil Nadu and Kerala. The investigation stipulated in developing a structure model on behaviour matrix of soap opera viewers for assessing the relationship between latent variables and observatory variables. Confirmation factor analysis also used to verify the factor structure of set of observed variables in the behavior of women soap opera viewers. The

paper examined behavioral changes among women related to soap opera watching and its psycho social impact in their family as well as social life. The study trying to analyses the cultural deviation and stereotypic behavior among the women and t effect on inter – intra personal relationships. It also critically evaluate the attitudinal changes towards social issues, gender bias, and participation in labour force. The study being developed Behavior traits model for women serials viewers by using structural equation modelling.

2. Review of Literature

Media and society have largely interdependent and inter related in present scenario. Soap operas are well thought-out to be the supreme source of leisure for home makers and it considered a powerful medium for propagating specific attitudes, ideas and different cultures in society. It is also be a biggest source of educating, informing and entertaining their audience, especially women and children. Soap operas have become a part and parcel of the lives of so many viewers all over the world. The popularity of this genre is ruling the Television Industry globally, nationally and locally (Anitha, 2014). Among all other programmes on Television, soap operas have got special recognition as they are long running serials and concerned with everyday life. Though the content of these soap operas varies across countries but reflect the countries' own cultural values and social norms (*Ibid*). The popularity of soap opera appears to rest on its undemanding nature and its preoccupation with everyday concerns (Livingstone 1990:56). Soaps create a world dominated by interpersonal relationship, where characters discuss marital, romantic and family problems. There is little physical violence or crime. The soap opera world seems emotionally hazardous-mainly because of the continual sorting and re-sorting of relationships (Aliya.A, 2012).

3. A Conceptual frame of Analysis

Soaps in general have a predominantly female audience. Some soaps does include men viewers sometimes but some social scientists argues that the women are most peculiar viewers. They are emotionally attached and value particular soaps in their personal and domestic life. The women typically use soaps as a way of talking indirectly about their own attitudes and behavior. There is no doubt that viewing and talking with family and friends about soap operas is experienced by many women as a pleasurable experience, and the dismissal of the worth of the genre by many commentators, including some feminists critical of gender stereotyping, is open to the charge of cultural elitism. Some feminist theorists have argued that soap operas spring from a feminine aesthetic, in contrast to most prime-time television (*Ibid*). Basically the soap opera's are affecting the behavior of women in the aspects of socio- cultural traits, Economic traits, psychological traits, physiological traits and functional traits.

3.1.1. Socio-cultural Traits:

Socio- cultural traits are characterized a society based on their customs, lifestyles and values. Soap operas giving immense pleasure to some viewers especially women viewers and it has central dimension in the day to day life of its viewers. Socio- cultural traits of behavior of women serial viewer have been includes interaction pattern, bonding with social structure, performance of rituals and worships, Usage of language, way to lead a healthy social life, implant modern values, tradition, customs, respect for religion and dressing. Anti-social activities that are related to violence of all forms verbal and nonverbal, extramarital affairs and illegal activities are also put under this category. Soaps are mainly focusing on promoting the ideology of radical feminism in the portrayal of its female characters and it adversely affecting the behavior pattern of women viewers as well as society.

3.1.2. Economic Traits

Economic traits includes the luxury of interior, greediness, urban life style, and spendthrift nature. Most of the time soap are portraying economic values negatively and its viewers trying to imitate the characters of their favorite soaps and its adversely affecting their family life.

3.1.3. Psychological Traits

Television “soap operas” enjoy immense popularity and following. The present study focused on the women serials viewers and their behavioral changes. It is trying to focus on the psychological impact on women due to the serial addiction. The basic concepts includes sleep disturbance, lack of concentration in day today life, curiosity, anxious nature, relieving from stress, motivate to be fearless and independent. These psychological imbalance leads behavior problems and personality disorders among the women viewers.

3.1.4. Physiological Traits

Physiological traits and behavior of a person is related and interlinked. It is important to understanding development, effects and addictions. The present investigation tries to compare the importance of physiological traits in the behavior of women soap opera viewers based on the components of helping to avoid domestic violence, marital rape, psycho-somatic disturbance due to curiosity, poorer body image due to comparison, tremors due to anxiety, body pain and exhaustion due to serial addiction and forget to sleep and need of appetite for watching serials.

3.1.5. Functional Traits

The behaviour analysis metric tries to compile with the functional traits of women soap opera viewers. As social being women has to perform certain roles and maintain

relationship with her family inmates, neighborhood as well as society. This matrix tries to include role conflict with spouse, in-laws, children and peer group. The soap opera viewers are trying compare their life with characters in serial viewers, skipping from responsibilities and always sharing serial stories with neighbors. All these socio-cultural, economic, psychological traits, physiological trait and functional traits are basic components of the behavior analysis matrix for the women soap opera viewers.

4. Methodology

The present investigation is conducted among the three thousand women soap opera viewers in Kerala and Tamil Nadu. A behavior analysis matrix was device to collect appropriate data by using survey method and Structural Equation Modelling was used as statistical tool to analyses the behavior traits of women soap opera viewers

5. Discussion : Structural Model on Behaviour Analysis for Women Soap Opera Viewers

Structural equation modelling (SEM) as used as statistical tool testing the relationships among observed and latent variables for analysing behaviour of women soap opera viewers in the present investigation .There are different indexes to evaluate the structural equation models. Most researchers compared extant indexes encourage reporting by multiple indexes of overall fit representing at least four tests, such as Chi- square; goodness-of fit Index (GFI); normed fit index(NFI) or comparative fit index(CF); non-normed fit index(NNFI); and standardise root mean square residual (SRMR) (Kline, 1998) . In this study , researcher use index such as chi-square (CMIN); degree of freedom (DF); Akaike Information Criterion (AIC); root mean square residual (RMR); root mean square error of approxiamataion (RMSEA); Normed fit index (NFI); relative fit index(RFI); Tucker Lewis index (TLI); Comparative fit Index (CFI); goodness-of fit index (GFI); Adjusted goodness-of fit index(AGFI); and Hoelers's critical n(CN)

The structural model consist number of exogenous variables and endogenous variables, which is related to performance of resource teachers. 71 variables were in this structural model with 38 exogenous and 33 endogenous variables. The goodness of-fit statistics for the structural model represented reasonable results, as shown in Table (1). The results of structural equation modelling indicate an adequate model fit to the data.

The structural equation model for behaviour analysis of women is shown strong goodness –of-fit and its estimation yielded a chi-square value of 479.045 with 406 degree of freedom and 0.021 level of significance, which was statistically significant. The model fit indices are shown in table (1) supported the structural model as a global - fitting model to the data and suggested to be tested the relationship in the study. The statistical model to be shown in the above table were all within the acceptable threshold for a well –fitted acceptable model.

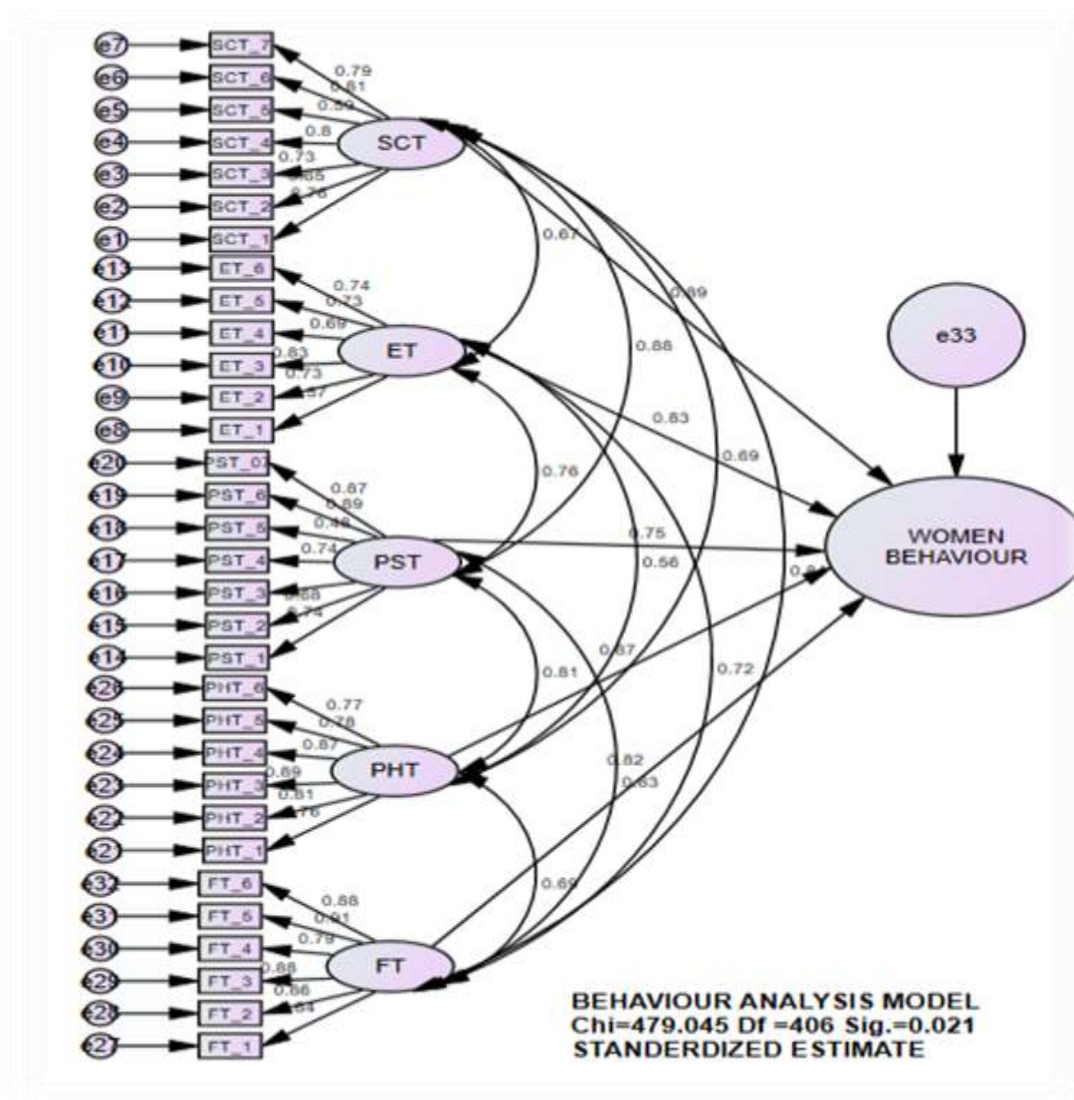
Table 1
Model fit indices – Structural model

Model Fit Indices	Structural Model	Standardized Values
Absolute Fit Measures		
Chi-Square (CMIN)	479.045	
Degree of Freedom (DF)	406	
CMIN/DF	1.17991	<5
Level of Significance	0.021	<0.05
Goodness-of-fit Index (GFI)	0.899	0-1 Value Close to 1 is Good fit
Root Mean Square Residual (RMR)	0.049	<1
Root Mean Square Error of Approximation (RMSEA)	0.02	0.08
<u>Incremental Fit Measures</u>		
Adjusted goodness-of fit Index (AGFI)	0.932	0-1 Value Close to 1 is Good fit
<u>Parsimonious Fit Measures</u>		
Comparative fit Index (CFI)	0.834	0-1 Value Close to 1 is Good fit

The structural model was examined by using three types of fit indices like absolute fit indices, incremental fit indices and parsimonious fit indices. Absolute fit indices determine how well and a priori model fits the sample data (McDonald and Ho, 2002) and demonstrates which proposed model has the most superior fit. These measures provide the most fundamental indication of how well the proposed theory fits the data. Unlike incremental fit indices, their calculation does not rely on comparison with a baseline model but it is instead a measure of how well the model fits in comparison to no model at all (Jöreskog and Sörbom, 1993). Included in this category are the Chi-Squared test, RMSEA, GFI, AGFI, the RMR and the SRMR. The chi-square value of 479.045 with 406 degree of freedom was statistically significant at $p=0.021$, therefore suggesting that the structural model was appropriate and should be accepted. The goodness –of –fit (GFI) index that was used to compare the structural model with no model at all yield a value of 0.899. This index takes a value from zero to 1, with the value closest to one being indicative of good fit and this value is 0.899 is very much close to one. Therefore the GFI result of this behaviour analysis model has acceptable level of fit. The value of RMR indicates, the average value across all standardised

residual ranging from zero to one . In this model RMR value is 0.049 and it is considered to be well fitting model as it has less than 0.05. Accordingly RMR value was acceptable with mediocre fitting. RMSEA of structural model represents to quantify model misfit, suggesting that a value of less than 0.05 indicates a good fit (Hu & Bentler ,1995), 0.08 indicates a mediocre fit (Mac Callum, Brown an Sugawara,1996). The value of RMSEA for this model was 0.02, which is within the acceptable level and it indicates adequate degree of goodness-of-fit. In summary, the examination of the absolute fit statistics indices suggested that, the model represent goodness fit global model to the data.

Figure 1
Behaviour Analysis Model for Women Soap Opera Viewer



The Second estimated goodness-of –fit statistics, the incremental –fit indices were examined. These were used to evaluate the proportionate improvement in fit by comparing a target with a more restricted, nested base line model (Hu & Bentler, 1995). The average

goodness-of-fit indices (AGFI) value was 0.932 and the result of AGFI for this study close to 1.00 and it is within the acceptable level of model fit.

Finally, the parsimony fit indices provide information about a comparison between models of differing complexity, by evaluating the fit of the model versus the number of estimated coefficients needed to achieve the level of fit. This measure includes comparative fit index (CFI) and the values of CFI closest to 1.00 being indicative of good fit (McDonald and Ho, 2002). In this Model value of CFI is 0.834, so the model is considered as a well-fitting model. This assessment of estimates of fit was supplemented by the significance of standardised factor loadings. These loadings were used to determine the relative importance of the observed variables as indicators of the constructs.

6. Conclusions, implications and significance

A behavior analysis matrix was developed to find the impact of Indian soap opera among women viewers. A structural model was developed and its goodness of fit is identified. The structural equation model for Behaviour analysis of women viewers showed strong goodness-of-fit and its estimation yielded a chi-square value of 479.045 with 406 degrees of freedom and 0.021 level of significance, which was statistically significant. This Structural model can be represented as the global goodness of fit model and factor loading can be used to determine the relative importance of the observed variables.

Today people are leading a very fast life. In order to cope with this busy schedule, people should have some kind of recreation in their life as recreational activities are the foods of their minds. So, different people have different pastimes to spend their leisure. So the most of the women are passionate with soap operas. They are getting involved with the soap opera and so, they keep contemplating over the incidents of serials even after the episodes are finished. They were emotionally attached and curiously waiting for next episodes as it is affecting social, family, and occupational life. The present SEM model on behavior analysis of soap opera viewers can be considered as the global model for intervention based on standardized statistical indices and it tried to examine the social, psychological, occupational life of women viewer by applying the views and perspectives like Socio-cultural, Consumer Knowledge and Empowerment, Role conflicts with domestic works, child care, Relationship with spouse, Relations and with the society.

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