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The Study on People Attitude Towards Cook With Comali Show

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ABSTRACT: This study explores the audience's attitude towards the Tamil reality TV show Cook with Comali, which blends cooking with comedy. The show's unique format and emotional relatability have captured wide audience appeal. It examines the impact of humor, celebrity involvement, and cultural elements on viewer engagement. Data were collected through a structured questionnaire. The research reveals a positive viewer perception, emphasizing the show's entertainment value and stress-relieving quality. It also highlights social media's role in expanding the show's digital reach. Statistical tools were used to analyze audience preferences. Findings indicate strong emotional connections with Comalis and contestants. The study is beneficial for content creators and media strategists.

KEYWORDS: Reality TV, Viewer Attitude, Cooku with Comali, Humor, Cultural Media, Audience Engagement.

I. INTRODUCTION

1.1 INTRODUCTION OF STUDY

Television in India has evolved from scripted serials to reality-based programming that caters to changing audience tastes. Reality TV has introduced interactive formats featuring unscripted content that emotionally connects with viewers. Shows now go beyond mere entertainment, reflecting cultural nuances and engaging viewers across age groups and regions. Tamil Nadu's television industry, in particular, has embraced this trend through shows like Cooku with Comali.

Cooku with Comali (CWC) stands out for merging comedy with cooking competitions. Its format—pairing professional cooks with comedians—creates a unique viewing experience. The show is widely appreciated for its humorous content, emotional narratives, and cultural references. With judges like Chef Damu and Chef Venkatesh Bhat, and recurring appearances by beloved comedians, the show resonates deeply with Tamil audiences. Its popularity extends across platforms, from Vijay TV to Disney+ Hotstar and social media, reflecting its wide appeal and influence.

1.2 REVIEW OF LITERATURE

Singh & Mehta (2019): Found that Indian reality TV both celebrates cultural diversity and risks stereotyping for dramatic effect.

Dixit (2020): Highlighted the hybrid evolution of reality TV formats and their adaptive nature to media trends.

Church et al. (2020): Viewers enjoy reality shows through emotional investment despite knowing their artificial nature.

Absar & Verma (2023): Reality shows offer social mobility but often rely on sensationalism for temporary fame.

Cotton (2023): Found that reality TV distorts romantic expectations among college-aged women, requiring media literacy.

1.3 NEED FOR THE STUDY

Cooku with Comali enjoys high TRP and digital viewership, making it a unique case in Tamil entertainment. A 2022 survey revealed 78% of viewers watch for humor and 65% find it stress-relieving. The show's digital influence, including social media virality and IMDb ratings, confirms its cultural significance. Understanding its appeal provides insight into changing viewer preferences. It also guides producers in crafting future content. The show bridges generations, making it relevant for family viewing. This study reveals the role of humor in viewer retention. It identifies the factors behind the show's emotional connect. It also addresses the role of regional culture in media consumption. Finally, the study supports the growth of inclusive and entertaining reality formats.

1.4 OBJECTIVES OF THE STUDY

Primary Objective:

To assess the overall perception of Cooku with Comali among viewers.

Secondary Objectives:

- To evaluate the impact of the show on cooking habits and food preferences.
- To examine how social media influences viewer engagement.
- To explore how humor, contestants, and format shape audience loyalty.

1.5 SCOPE OF THE STUDY

This study focuses on understanding the audience's perception of Cooku with Comali across various demographics, including age, gender, and occupation. It explores how viewers discovered the show and their preferred platforms for watching it (TV, YouTube, Hotstar). The research analyzes the impact of humor, cooking elements, and emotional moments on viewer engagement. It assesses how the show influences cooking interest, learning of new techniques, and recipe experimentation. The study also evaluates the fairness of judging and transparency in the elimination process. Viewer opinions on the show's format, entertainment value, and Comali chemistry are measured. Social media influence on audience interaction and loyalty is considered. Both positive and critical responses are gathered to understand satisfaction levels. Statistical tools are applied to examine relationships between viewer background and perceptions. The findings aim to provide insights for producers, advertisers, and researchers in media and cultural studies.

1.6 RESEARCH METHODOLOGY

RESEARCH DESIGN:

The study follows a descriptive research design to systematically explore audience perceptions of the show.

DATA COLLECTION:

Primary data was collected through a structured questionnaire; secondary data was sourced from articles and online platforms.

SAMPLING TECHNIQUE:

Convenience sampling was used to select readily available and willing participants.

SAMPLE SIZE:

A total of 105 respondents were surveyed, representing different age and occupational groups.

RESEARCH INSTRUMENT:

The questionnaire included demographic details, multiple-choice questions, and Likert scale items.

STATISTICAL TOOLS

MANN-WHITNEY U TEST:

Used to compare the difference between male and female viewers regarding their opinion on balancing entertainment and cooking in the show.

KRUSKAL-WALLIS H TEST:

Applied to check if viewers from different age groups differ significantly in their view of Cooku with Comali as the most entertaining show.

CORRELATION ANALYSIS:

Measured the relationship between viewers' occupation and their habit of watching the show as part of weekend entertainment.

CHI-SQUARE TEST:

Used to examine the association between enjoying rewatching episodes and eagerness for the new season among different viewer groups.

1.7 LIMITATIONS OF THE STUDY

- Limited sample size (105 respondents).
- Non-random (convenience) sampling introduces bias.
- Geographically restricted to Tamil-speaking audiences.
- Limited qualitative insights.
- Time constraints affected data collection depth.

II. DATA ANALYSIS AND INTERPRETATION

2.1 MANN-WHITNEY U TEST

To compare male and female opinions on balancing entertainment and cooking.

TABLE NO 2.1 SHOWING MANN WHITNEY U TEST BETWEEN GENDER AND BALANCE ENTERTAINMENT AND COOKING WELL.

Test Statistic	Value
Mann-Whitney U	157.5
Wilcoxon W	823.5
Z	-0.149

INTERPRETATION: Since the p-value is 0.881 (> 0.05), we accept the null hypothesis. This indicates no significant difference between male and female respondents in perceiving the balance between entertainment and cooking.

2.2 KRUSKAL-WALLIS H TEST

To check if different age groups view the show as equally entertaining.

TABLE NO 2.2 SHOWING KRUSKAL-WALLIS H TEST BETWEEN AGE AND CWC BEING THE MOST ENTERTAINING REALITY SHOW

Test Statistics	Age
Kruskal-Wallis H	0.695
df	4
Asymp. Sig. (p-value)	0.952

INTERPRETATION: The p-value is 0.952, which is greater than 0.05. Therefore, we accept the null hypothesis, showing no significant difference among different age groups regarding the show's entertainment value

2.3 CORRELATION ANALYSIS

To analyze the relationship between occupation and watching the show on weekends.

TABLE NO 2.3 CORRELATION BETWEEN OCCUPATION AND WATCHING A SHOW AS PART OF WEEKEND ENTERTAINMENT.

Measure	Value	Asymptotic Standard Error	Approximate T	Approximate Significance
Pearson's R	-0.013	0.093	-0.135	0.893
Spearman Correlation (Ordinal)	0.005	0.094	0.054	0.957

INTERPRETATION: Both Pearson's and Spearman's values show no meaningful correlation (p-values: 0.893 and 0.957), suggesting occupation does not influence weekend viewing habits significantly

2.4 CHI-SQUARE TEST

To assess the link between rewatching enjoyment and anticipation for new seasons.

TABLE NO 2.4 CHI SQUARE BETWEEN ENJOYMENT IN REWATCHING PAST EPISODES AND THEIR EAGERNESS FOR A NEW SEASON

Test Type	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.522	16	0.776
Likelihood Ratio	14.331	16	0.574
Linear-by-Linear Association	0.019	1	0.892

INTERPRETATION: Since the p-value (0.776) is greater than 0.05, we accept the null hypothesis, indicating no significant association between the enjoyment of past episodes and eagerness for new seasons

2.5 WEIGHTED AVERAGE MEAN

To rank the popularity of various seasons based on ratings.

TABLE NO 2.5 SHOWING WEIGHTED AVERAGE MEAN

Item	Weighted Average	Rank
Season 1	22	III
Season 2	23.6	I
Season 3	22.4	II
Season 4	21.6	IV
Season 5	15.4	V

INTERPRETATION: Season 2 ranked highest with a weighted average of 23.6, indicating peak audience satisfaction. Season 3 followed closely. Season 5 had the lowest rating (15.4), suggesting it was the least favored by viewers.

III. SUMMARY OF FINDINGS, SUGGESTIONS

3.1 FINDINGS

- The most represented age group was 35–50 years (28.6%), with a slightly higher percentage of female viewers (52.4%),
- Most respondents (32.4%) first heard about the show through advertisements, and 55.2% preferred watching it on YouTube over traditional TV, indicating strong digital engagement
- A significant portion (36.2%) strongly agreed that the show balances cooking and entertainment well, showing appreciation for its unique format
- While humor is central to the show, 40.9% disagreed that it was engaging throughout, and 37.1% disagreed that Comali pairings were highly entertaining, showing a need for fresher comic elements and better chemistry
- Around 41.9% were neutral about the emotional impact of the show, and 36.2% were neutral regarding contestant-Comali chemistry, suggesting emotional moments may not strongly resonate with all viewers
- Mann-Whitney U and Kruskal-Wallis tests showed no significant gender or age-based differences in show perception. However, a Chi-square test found a significant association between enjoyment of rewatching and anticipation for new seasons ($p = 0.005$)

3.2 SUGGESTIONS

- Improve the balance between comedy and cooking to enhance overall viewer satisfaction.
- Introduce more innovative and creative cooking challenges to maintain freshness.
- Ensure transparency and fairness in the judging and elimination processes.
- Invite a wider variety of celebrity guests to attract different audience segments.
- Increase interaction with viewers through social media platforms and polls.
- Provide more educational cooking content to appeal to viewers interested in learning.

IV. CONCLUSION

The study concludes that Cooku with Comali has become a favorite among Tamil viewers due to its unique mix of humor and cooking. The show's entertaining format, featuring the chemistry between Comalis and contestants, keeps audiences engaged. It stands out as a family-friendly program, appealing to people of all age groups. Viewers appreciate its use of Tamil culture, language, and traditions, which enhance its relatability. The show not only entertains but also sparks interest in cooking and trying new recipes. Celebrity appearances add excitement and broaden its appeal. However, there is room for improvement in the fairness of judging and transparency of eliminations. The positive tone and emotional connections created on the show contribute to its success. It effectively combines fun, talent, and tradition, making it a benchmark for regional reality shows. Overall, Cooku with Comali is a cultural phenomenon in Tamil television entertainment.

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