

CONCLUSIONS OF THE STUDY

The study concludes that:

1. The viewership of religious television varies according to the viewer's age, family income and education.
2. Since the findings reveal that religious television viewing and religiosity are associated, religious television viewing tends to increase religiosity in the viewer.
3. Religious television viewing also has an impact on relationships of viewers.
4. Religious television viewing also impacts the Social, Cultural and Personal Preferences of the viewers.
5. Religiosity of a person is dependent on their age and education level.
6. Respondents in the study with lower education levels were found to be more religious.
7. Religiosity affects the political activity of people as per this study.
8. People's religiosity affects their Social, Cultural and Personal Preferences.
9. The amount of religious television watched by people affects their religiosity as per this study.
10. The amount of religious television watched by women affects their Social, Cultural and Personal preferences in this study.
11. The amount of religious television watched by women affects their political activity.
12. Religiosity has an impact on the Social, Cultural and Personal preferences of people.