The present study aimed to explore the adolescents' television-viewing pattern in relation to viewers' perception of family role portrayals in serials and their consumer behaviour. The specific reference was with the aspects of perception i.e. perceived reality, social expectations and identification, where as for consumer behaviour the components were awareness, decision making and purchasing behaviour.

Five hundred and one adolescents between the age group of 15-18 years from various schools of the city of Baroda, formed the sample for the study. Further, on the basis of viewership categories, income group and type of family the subsample (n=48) was formed.

The questionnaire was the main tool to collect the background information, television viewing pattern and advertisement watching behaviour of adolescents. An open ended interview schedule was administered to the subsample of the study. The quantitative and qualitative analyses were carried out as per the objectives of the study.

The results indicated that the adolescents on an average watch the TV for 2 hrs. / day and 15.5 hrs. / week. They have shown a definite pattern of preferences where they like serials the most, followed by news and film-based programmes. It was interesting to know that adolescents liked cartoon programmes more than other categories of programmes. The perception of adolescents revealed that they don't consider the characters as well as stories to be realistic. Girls could identify themselves with certain characters but boys could not. The majority of adolescents felt that the family roles of televised serials do not fulfill the social expectation. On the other hand, the impact of watching of advertisements were observed on adolescents. It was seen that the adolescents do not get carried away by the watching of advertisements. Their decision making for purchasing and purchasing behaviour is independent of their watching of commercials, which they watch mainly for entertainment and information.