

# CONSUMER PERCEPTION ON STAND-UP COMEDY SHOWS

## Author

**Ms.R.Suruthi,**

II M.COM (CS),

Department of Corporate Secretaryship,

PSG College of Arts and Science,

Coimbatore-641014.

e-mail:suruthirakkiyappan@gmail.com

## Co-Author

**Mr.Kamala Kannan S,**

Assistant Professor,

Department of Corporate Secretaryship,

PSG College of Arts and Science,

Coimbatore-641014.

e-mail;kamalakannan@psgcas.ac.in

## ABSTRACT:

Stand-up comedy is a popular genre of entertainment with a far-reaching influence on attitude and engagement among audiences. This research studies consumer attitudes towards stand-up comedy performances, such as humor orientation, relevance of content, popularity of the performer, and audience engagement. The research collects data from rural and urban regions, placing major focus on respondents from Tamil Nadu's Coimbatore. Utilizing qualitative and quantitative analysis, the research studies consumer motivation, expectation, and levels of satisfaction with stand-up comedy performances. The research provides insight into how cultural background, social influence, and media exposure drive audience sentiment regarding stand-up comedy. The research also determines the influence of digital media on consumer attitudes and choice of live shows over online viewing. The study has the potential to guide comedians, event organizers, and media outlets in tailoring content for maximum audience engagement and satisfaction.

**Key Words:** Consumer perception, Stand-up comedy, Humour preferences, Audience engagement, Cultural influence, Digital media, Live performance

## INTRODUCTION

Stand-up comedy is live comedy performance in which a comedian tells jokes, stories, and observational comedy to a crowd in person. In contrast to sketch or improv, stand-up is typically a one-man show, depending on the comedian's wit, timing, and delivery. A stand-up comedy show is organized around a comedian's set or routine, a collection of jokes, stories, and punchlines linked together to create a build of laughter over a period of time. Sets are brief, five to ten minutes, such as in open mic nights, or more, up to an hour for comedy specials. The performance may feature one-liners, observational comedy, satires, or dark humor, depending on the style of the comedian. Some comedians like to script-build a show, while others use improvisation and crowd interaction to keep the energy.

## STATEMENT OF THE PROBLEM

Despite growing popularity in stand-up comedy, consumer attitude towards it is varied and determined by humor style, culture, social norms, and individual values. While others consume stand-up as entertainment and social commentary, others may find some of the material used offensive or of bad taste. In this study, we try to examine the most significant factors affecting consumer attitude towards stand-up comedy, including audience tastes, expectations, and issues.

## OBJECTIVES

- To survey audience demographics and interests.
- To examine the determinants of audience participation in stand-up comedy performances.
- To research how online media platforms assist in stand-up comedy performances' promotion and viewership.
- To estimate the role of language, culture and social norms in perception.

## METHODOLOGY

This study examines consumer attitudes towards stand-up comedy shows, such as audience preference, attendance determinants, and performance content and style effects on audience satisfaction. The data collected are classified and tabulated. The data were analyzed using the following tools,

- Percentage Analysis
- Frequency Analysis
- Chi-Square Test
- Anova

## RESULTS AND FINDINGS:

AGE	FREQUENCY	PERCENT
13 – 20 ages	17	16.7
21 – 29 ages	61	59.8
30 – 39 ages	17	16.7
40 – 49 ages	5	4.9
Above 50 ages	2	2.0
Total	102	100.0

GENDER	FREQUENCY	PERCENT
Female	57	55.9
Male	45	44.1
Total	102	100.0

AREA OF RESPONDENTS	FREQUENCY	PERCENT
Urban	63	61.8
Rural	27	26.5
Semi-urban	12	11.8

Total	102	100.0
-------	-----	-------

FAMILY MONTHLY INCOME	FREQUENCY	PERCENT
Rs. 25,000	22	21.6
Rs. 26,000 to 35,000	19	18.6
Rs. 36,000 to 45,000	26	25.5
Rs. 46,000 to 55,000	12	11.8
Rs. 55,000 & above	23	22.5
Total	102	100.0

OCCUPATION	FREQUENCY	PERCENT
Student	49	48.0
Self-employed	22	21.6
Home-maker	8	7.8
Employee	23	22.5
Total	102	100.0

### ANALYSIS:

1.To analyse how often the people watch stand-up comedy shows

### GENDER AND HOW OFTEN THEY WATCH STAND-UP COMEDY SHOWS

### HYPOTHESIS

**H0:** There is no significant relationship between gender and how often do you watch stand-up comedy shows.

**H1:** There is a significant relationship between gender and how often do you watch stand-up comedy shows.

How often do you watch stand-up comedy shows?				
Gender	Regularly (Weekly)	Occasionally (Monthly)	Rarely (Few times a year)	Total
Female	13	31	13	57
Male	14	15	16	45
Total	27	46	29	102

### Chi-Square Test

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.564 <sup>a</sup>	2	.102
Likelihood Ratio	4.616	2	.099
Linear-by-Linear Association	.090	1	.765

N of Valid Cases	102		
------------------	-----	--	--

## INTERPRETATION

This analysis is conducted to find out the relation between the gender of the people and how often they watch the stand-up comedy shows. As per the table, the result of the chi-square test is 4.564 with significant value of 0.102 which is above the threshold of 0.05. As a result, it indicates that there is no significant relationship between them and the null hypothesis is accepted and alternate hypothesis is rejected.

2. To find out the type of comedy that people enjoy the most

## TYPES OF COMEDIES PEOPLE ENJOYS

The individuals being different in their nature, behaviour and their emotional quotient enjoy different types of genres in stand-up comedies.

S. No	Genres	Respondents	Percentage
1	Observational comedy (Daily life experiences)	38	37.3
2	Political Satire	6	5.9
3	Social issues-based comedy	15	14.7
4	Dark humour	17	16.7
5	Family friendly humour	26	25.5
	Total	102	100.0

## INTERPRETATION

From this analysis, we found out that observational comedy is the most preferred genre of comedies with 37.3%, followed by family friendly humor with 25.5%. The dark humors are preferred by 16.7% of the population and social issues-based comedies are preferred by 14.7% of the population. The political satire jokes are the least preferred by the population with 5.9%.

3. To find out the importance of language in the stand-up comedy shows

## AGE AND THE IMPORTANCE OF LANGUAGE IN STAND-UP COMEDY SHOWS FOR THEM

Multiple Comparisons						
Importance of language in stand-up comedy shows.						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
13 - 20	21 - 29	-.91900*	.29942	.023	-1.7513	-.0867
	30 - 39	-1.47059*	.37447	.001	-2.5115	-.4297
	40 - 49	-.50588	.55543	.892	-2.0498	1.0381
	Above 50	-.70588	.81614	.909	-2.9745	1.5628
21 - 29	13 - 20	.91900*	.29942	.023	.0867	1.7513

	30 - 39	-.55159	.29942	.356	-1.3839	.2807
	40 - 49	.41311	.50787	.926	-.9986	1.8249
	Above 50	.21311	.78454	.999	-1.9677	2.3940
30 - 39	13 - 20	1.47059*	.37447	.001	.4297	2.5115
	21 - 29	.55159	.29942	.356	-.2807	1.3839
	40 - 49	.96471	.55543	.417	-.5793	2.5087
	Above 50	.76471	.81614	.882	-1.5040	3.0334
40 - 49	13 - 20	.50588	.55543	.892	-1.0381	2.0498
	21 - 29	-.41311	.50787	.926	-1.8249	.9986
	30 - 39	-.96471	.55543	.417	-2.5087	.5793
	Above 50	-.20000	.91343	.999	-2.7391	2.3391
Above 50	13 - 20	.70588	.81614	.909	-1.5628	2.9745
	21 - 29	-.21311	.78454	.999	-2.3940	1.9677
	30 - 39	-.76471	.81614	.882	-3.0334	1.5040
	40 - 49	.20000	.91343	.999	-2.3391	2.7391

## HYPOTHESIS

**H0:** There is no significant relationship between age and their level of importance of the language in stand-up comedy shows.

**H1:** There is a significant relationship between age and their level of importance of the language in stand-up comedy shows.

ANOVA					
Importance of language in stand-up comedy shows					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.725	4	4.931	4.137	.004
Within Groups	115.618	97	1.192		
Total	135.343	101			

## INTERPRETATION

This analysis is conducted to find out the significant relationship between the age and their level of importance of the language in stand-up comedy shows. As per table, the result of the Anova is 0.004 which is lesser than 0.05. As a result, it indicates that there is a significant relationship between age and their level of importance of the language in watching the stand-up comedy shows and so, the alternate hypothesis is accepted and the null hypothesis is rejected.

## FINDINGS:

**Age of respondents** – The study reveals that the majority of 59.8% of the respondents belongs to the age group of 21 – 29 years of ages.

**Gender of respondents** – The study reveals that the majority of 55.9% of the respondents were females.

**Area of residence** – The study reveals that the majority of 61.8% of the respondents belongs to the urban areas.

**Family monthly income** – The study reveals that the most of 25.5% of the respondents' monthly family income is between Rs. 36,000 to 45,000.

**Occupation** – The study reveals that the most of 48% of the respondents were students.

#### **Percentage analysis:**

- The study reveals that the most of 37.3% of the respondents like to watch observational comedies i.e., daily life experiences.
- The study reveals that the majority of 51% of the respondents think that some controversial topics should be avoided in stand-up comedy shows.
- The study reveals that the most of 43.1% of the respondents were sometimes offended by the stand-up comedy shows.
- The study reveals that the majority of 52.9% of the respondents were positive about the stand-up comedy shows moving online.
- The study reveals that the most of 41.2% of the respondents would pay to watch the stand-up comedy shows.
- The study reveals that the majority of 53.9% of the respondents have not attended stand-up comedy shows, but are willing to attend it.

#### **Frequency analysis:**

- This study reveals that the majority of 72.5% of the respondents watch stand-up comedy shows through YouTube.
- The study reveals that the majority of 58.8% of the respondents like to watch stand-up comedy shows because it provides a break from stress.
- The study reveals that the majority of 52.9% of the respondents think popular comedians performing is the major factor encouraging them to attend a live stand-up comedy shows.
- The study reveals that the majority of 54.9% of the respondents think language and culture are the challenges faced by the Tamil stand-up comedians.
- The study reveals that the majority of 56.9% of the respondents think content and performances are the improvements they would like to see in stand-up comedy shows in Tamil Nadu.

#### **Chi-square:**

- There is no significant relationship between the gender and how often they watch stand-up comedy shows and null hypothesis is accepted.

#### **Anova:**

- There is a significant relationship between the age and the importance of language in stand-up comedy shows and alternate hypothesis is accepted.

#### **CONCLUSION**

The study provides significant findings on the consumer perception about stand-up comedy shows, particularly among Tamil Nadu consumers. The study indicates that the respondents are predominantly

young adults (21–29 years), predominantly female and urban-based. Students constitute a significant segment of the audience with a moderate-income family background.

The popularity of observational comedy indicates that individuals relate better to comedy based on common life situations. However, the majority of the respondents indicated that there are certain delicate issues that cannot be touched, and that they are sensitive to material. While some of the respondents were offended by stand-up acts, there is a broad positive reaction to the shift of stand-up comedy to the digital platform, with the majority being willing to pay for acts and watch live acts in the future.

YouTube is the principal mode of consumption of stand-up comedy, and hence the part played by digital media in audience reception becomes salient. Stress relief is one of the key reasons why one watches stand-up comedy, and well-known comedians are one of the key influencers of live show attendance. Language and cultural differences, expectations for better content and performance standards, are some of the concerns which confront Tamil stand-up comedians.

Statistical data reveal that there is no gender correlation with watching frequency of stand-up comedy but age is an issue in considering the importance of language in comedy. These insights can help comedians and event planners make the content suitable to the audience and enhance the experience of stand-up comedy in Tamil Nadu.

## References

- [1] Tukker, A. (2004). **Eight types of product–service system: Eight ways to sustainability? Experiences from SusProNet.** *Business Strategy and the Environment*, 13(4), 246–260. <https://doi.org/10.1002/bse.414>
- [2] Reim, W., Parida, V., & Örtqvist, D. (2015). **Product–Service Systems (PSS) business models and tactics – A systematic literature review.** *Journal of Cleaner Production*, 97, 61–75. <https://doi.org/10.1016/j.jclepro.2014.07.003>
- [3] Tamilmani, S. Of Corporate Secretaryship, PSG College Of Arts & Science, Coimbatore.
- [4] Tamilmani, S. (2017). A study on consumers satisfaction on Redressal machinery under the consumer protection act 1986 with reference to Coimbatore City. *IJAR*, 3(2), 453-455.
- [5] Tamilmani, S. (2016). A study on consumers awareness on consumer rights with reference to Coimbatore City. *IJAR*, 2(1), 429-431.
- [6] ANWAR, M. A. M., & TAMILMANI, S. (2024). A STUDY ON PERCEPTION AND BUYING BEHAVIOUR OF VARIOUS BRANDED CARS WITH SPECIAL REFERENCES TO COLLEGE STUDENTS IN COIMBATORE CITY.
- [7] Saikrishnan, S., & Tamilmani, S. (2022). A study on the impact of selected macro-economic factors on share price movement of certain vital sectors. *IJAR*, 8(10), 115-118.
- [8] TAMILMANI, S. (2023). THE INFLUENCE OF INTERNATIONAL FMCG TRADEMARKS ON CONSUMER TRUST: A COIMBATORE PERSPECTIVE.
- [9] Tamilmani, S. (2024). Transforming Rural India: MGNREGA as a Catalyst for Social and Economic Change.
- [10] Tamilmani, S., & Jeyalakshmi, S. (2020). Consumer Perception on International FMCG Product: An Investigative Study. *IJAR*, 6(2), 40-44.



- [11] ADHISH, M., & TAMILMANI, S. (2024). INVESTIGATING THE OBSTACLES AND THE TRIUMPHS FACED BY THE COLLEGE STUDENTS ON PURSUING ENTREPRENEURSHIP.
- [12] Saikrishnan, S., Tamilmani, S., & Archana, S. (2025). Climate Resilience and MGNREGA: A Policy.
- [13] KAMALESH, M. R., & TAMILMANI, S. (2024). A STUDY ON CUSTOMER AWARENESS, PREFERENCE AND SATISFACTION TOWARDS RAPIDO BIKES.
- [14] TAMILMANI, S. (2023). An Analysis of International FMCG Trademarks and Consumer Rights in Coimbatore City. *Age*, 30(26), 9-6.
- [15] Sutar, H., & Tamilmani, S. RESEARCH ON CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL-MARKETING ANALYSIS BASED ON AI.
- [16] Brands, F. M. C. G. (2023). Exploring the Influence of Economic Factors on Consumer Decision-Making Regarding International.
- [17] Kanagaraj, A. R., & Archana, S. ACADEMIC WRITING SKILLS AND PLAGIARISM EMPOWERING DOCTORAL STUDENTS FOR ETHICAL RESEARCH—AN OUTLOOK.
- [18] Kanagaraj, A. K., Archana, S., & Malathi, K. (2014). A study of employees career planning and development. *Global Journal for Research Analysis*, 3(7), 196-197.
- [19] SAIKRISHNAN, S. (2024). A STUDY ON IMPACT OF SOCIAL MEDIA IN DIGITAL MARKETING.
- [20] SAIKRISHNAN, S. (2024). A STUDY ON CONSUMER PERCEPTION AND AWARENESS TOWARDS ORGANIC SKINCARE PRODUCT AMONG COLLEGE STUDENTS IN COIMBATORE CITY.
- [21] SAIKRISHNAN, D., & ARCHANA, D. (2025). CONSUMER PERCEPTION AND AWARENESS OF ECO-FRIENDLY FMCG PRODUCTS.
- [22] Saikrishnan, S. (2017). A study on policy holder satisfaction in reliance life insurance with special reference to Coimbatore City. *IJAR*, 3(3), 26-28.
- [23] SIDDHARTH, M. P., & SAIKRISHNAN, S. (2024). A STUDY ON AWARENESS AND PARTICIPATION OF COMMERCE STUDENTS IN THE INDIAN STOCK MARKET.
- [24] Cusumano, M. A., Kahl, S. J., & Suarez, F. F. (2015). **Services, industry evolution, and the competitive strategies of product firms.** *Strategic Management Journal*, 36(4), 559–575. <https://doi.org/10.1002/smj.2235>
- [25] Annarelli, A., Battistella, C., & Nonino, F. (2016). **Product service system: A conceptual framework from a systematic review.** *Journal of Cleaner Production*, 139, 1011–1032. <https://doi.org/10.1016/j.jclepro.2016.08.061>