

A STUDY ON CONSUMER CONFIDENCE

B. Rohini,

Research Scholar
NGM College, Pollachi
Coimbatore, Tamilnadu, India

Dr. S. Benjamin Christopher,

Associate Professor(Retired),
Dept of Commerce
NGM College, Pollachi
Coimbatore, Tamilnadu, India

ABSTRACT

Consumer confidence is a key driver of economic growth and is widely considered a leading economic indicator of household spending on consumption. Consumption tends to be increased when consumers feel confident about the current and future economic situation of a country and their own financial conditions. Density of consumer confidence has been measured through the answers given by consumers to questions relating to perception on (i) economic condition (ii) finance position and (iii) job market. To facilitate this, primary data have been collected from a sample of 270 consumers, identified through Convenience sampling method. The required data have been collected through questionnaire, during the year 2016. Consumer Confidence Index has been computed based on the scores for the answers questions relating to consumer confidence. Consumers are then classified based on the level of consumer confidence. Selected variables like age, gender, marital status, type of family, number of earning members in the family, individual and family income, educational qualification, occupation, category of newspaper read, type of newspaper and section in a newspaper read, category and type of magazines read have been used to test for their association with consumer confidence. Chi-square test, used for this purpose, reveals that variables like gender, marital status, occupation, category and section read in a newspaper, category and type of magazines read are significantly associated with consumer confidence. A majority of the consumers feel that the economic condition at present is worse. Consumers are of the view that the price level will rise slightly at present, during next three months, next six months and next nine months. The present time is not suitable for saving income as felt by a majority of the consumers. On the household front, it is seen that the situation will develop a little better over the next 12 months. Consumers are of the view that the job market will be relatively tight in the next three months. Consumers have decided to allocate 11-15 per cent of family budget for the purchase of durables. Therefore, it can be said that the consumers have a proposal to spend more amount on consumer durables in the months to come. This will translate into higher volume of growth for durable goods manufacturers.

Keywords: *Consumer Confidence, Consumer Perception and consumer confidence index.*

Introduction:

Consumer confidence is an economic indicator which measures the degree of optimism that consumers feel about the overall state of the economy and their personal financial situation. It determines the spending activity and therefore serves as one of the key indicators for the overall shape of the economy. In essence, if the economy expands causing consumer confidence to be higher, consumers will be making more purchases. On the other hand, if the economy contracts or is in bad shape, confidence is lower, and consumers tend to save more and spend less. A month-to-month diminishing trend in consumer confidence suggests that in the current state of the

economy most consumers have a negative outlook on their ability to find and retain good jobs. (<https://books.google.co.in/books/> ISBN=1490270507)

Review of Literature:

Consumer Confidence seems to have attracted the attention of many researchers, especially those belonging to foreign nations. Alan Garner (1991) feels that consumer confidence is gaining importance in the US economy. Jasan Bram and Sydney Ludvigson (1998) say that consumer confidence can be used to forecast consumption levels. They argue that consumer behaviour could cause fluctuation in the

economy. Maria Ward Otoo (1999) has reported a strong relationship between consumer sentiment and stock price. According to Geroge Kershoff (2000), consumer confidence leads to a favourable decision to buy durables. Nicholas S.Souleles (2001) and Khoon Lek Goh (2003) opine that consumer expenditure is a function of consumer sentiment. Consumer confidence can also be influenced by certain variables. Stuart Berry (2003) has found that income, wealth and interest rates can have a definite influence upon consumer confidence. The study of Jeff Domintz (2004) indicates that demographic traits of consumers can have a definite influence upon their confidence. An attempt is made in this study to examine consumer confidence and the variables associated with it.

Objectives:

Consumer confidence is a statistical measure of consumers' feelings about current and future economic conditions, used as an indicator of the overall state of the economy. Decreasing consumer confidence implies slowing economic growth, and so consumers are likely to decrease their spending. The idea is that the more confident people feel about the economy and their jobs and incomes, the more likely they are to make purchases. The Researcher has made an effort to find, what is the confidence level of the consumers towards the economic condition, business condition, employment conditions and income? What are the variables that influence level of confidence? Does the level of confidence differ among consumers? Accordingly, the following objectives have been framed:

- i) To examine the confidence on Economic Condition, Business Condition, Employment Condition and Income.
- ii) To find out variables associated with consumer confidence.
- iii) To study whether level of confidence differs among consumers.

Methodology:

Primary data collected through questionnaire form the basis for the study. Convenience sampling method has been used to select 270 consumers in Pollachi Taluk. The required data have been collected through questionnaire, during the year 2016. Chi-square test has been used to examine the association between each of the selected variables and level of confidence. The levels of confidence chosen are five per cent and ten per cent. The paper is organized into three sections. The first one deals with the level of confidence on economic condition, business condition, employment and income, the second section concentrates on variables that are associated with consumer confidence and the last one focuses on the differences in the level of confidence differ among consumers.

Consumer Perception on Economic Condition:

Consumer confidence is of course what the consumers perceive above the general economic condition, about their personal financial position and about the job market. An attempt has been made in this section to summarise the perceptions of consumers on these three areas, which of course have been considered for the computation of consumer confidence. India is one of world's fastest growing economies. This country offers several economic advantages to its nationals as well as foreign investors. Economic conditions in India are now favorable for a wider cross section of people.(www.economic_condition_india). Perception of consumers on the Indian economic condition is presented in Table 1. It may be remembered that the period of estimates for 3 months/12 months is from the year during which data have been collected.

Economic Condition at present:

From the table it is known that only one consumer (0.3%) reports that the economic condition at present is excellent compared to last year, followed by 53 (19.6%) consumers who have stated that the economic condition at present is good. Forty one (15.3%) consumers feel that the condition is unchanged. The opinion of 24(8.9%) is that the economic condition at present is bad and the rest 151(55.9%) are of the opinion that the economic condition at present is worse. Most of the consumers feel that economic condition at present is worse.

Economic Condition in next three months:

Four consumers (1.5%) expect that the economic condition in the next three months will be excellent. Sixty seven (24.8%) consumers feel that it will be good, 25(9.3%) foresee no change; 33(12.2%) anticipate it will go bad and it would be worse for 141(52.2%). Majority of the consumers feel that the economic condition in next three months will be worse.

Economic Condition in next twelve months:

It can be seen from Table 1 that 22 (8.4%) consumers feel that the economic situation in next 12 months will be excellent; 154(57%) feel that it will be good, followed by 60(22.3%) who are of the opinion that nothing will change in next twelve months; 26(9.4%) have stated that economic situation will become bad and the rest eight (2.9%) point out that it will be worse. Consumers are of the opinion that economic condition in the next 12 months will be good.

Consumer Perception about the state of Indian Economy:

The Economy of India is the sixth-largest in the world measured by nominal GDP and the third- largest by purchasing power parity (Economy_of_India). Table 2 shows the opinion of the consumers about the economy. Table 2 shows the description of Indian economy in these days. Two (0.7%) consumers state that the economy is excellent, four (1.4%) feel that it is good, 145 (53.7%) consumers have opinion that the

economy is not so good remaining while 119(44.2%) have pointed out that Indian economy is poor.

Majority of the consumers feel that the economy is not so good in present days.

Consumer Perception on Price Level:

A price level is a measure of overall prices for some set of goods and services, in a given region during a given interval. Table 3 shows the price level at various time periods as perceived by the consumers.

Price level at present:

Out of 270 consumers, 50(18.5%) say that price level at present will rise sharply; 160(59.2%) point out that price level will rise slightly, 48(17.7%) think that price level will fall sharply and 12(4.4%) feel that price level will fall slightly.

Majority of the consumers feel that price level at present will rise slightly.

Price level in next three months:

There are 42(15.5%) consumers who feel that price level in next three months will rise sharply, 141(52.2%) perceive that price level in next three months will rise slightly; 57(21.1%) suggest that price level will fall sharply and 30(11.2%) foresee slight fall in the price. Most of the consumers feel that the price level in next three months will rise slightly.

Price level in next six months:

From table 3 it can be seen that there are 40(14.8%) who say that price level will rise sharply; 83(30.8%) say that price level will rise slightly in the next six months, 61 (22.6%) consumers opine that price level will fall sharply and 86(31.8%) say that price level will fall slightly in the next six months.

Majority of the Consumers feel that the price level in next six months will rise slightly.

Price level in next nine months:

There are 24(8.9%) consumers who say that price level in next nine months will rise sharply; 62(22.9%) say that the price level in next nine months will rise slightly, 63(23.4%) opine that price level will fall sharply and in next nine months 121(44.8%) feel that price level will fall slightly. Majority of the Consumers feel that price level in next nine months will fall slightly.

Price level in next twelve months:

Prices are likely to travel towards the north in the next twelve months, as per the view of 21(7.7%) consumers; 58(21.6%) feel that price level will rise slightly during next six months; 62 (22.9%) consumers think that price level will fall sharply and the remaining 129(47.8%) feel that price level will fall slightly. Majority of the consumers feel that price level in next 12 months will fall slightly.

Consumer Perception on Saving:

Saving is income not spent, or deferred consumption. The Table 4 shows the relevance of saving present.

Consumer's perception on the economic situation and income level change operate together in taking a decision to save a part of income, for the future.

Accordingly, consumers have been asked to express their opinion as to whether it would be advisable to go for saving during the current period. Twenty seven (10%) consumers feel that it is very good time to save at present; 53(19.6%) think that it is quite a good time to save now; 164(60.8%) suggest that it is rather unfavorable and the remaining 26(9.6%) say that the present period is very rather unfavorable to save.

Majority of the consumers point out that it is rather unfavorable to save.

Consumer Perception on Household Situation:

The wealth of consumers are likely to change over time in accordance with the changes that happen in the economy. Table 5 gives the opinion of the consumers about the household situation.

Household situation at present, compared 12 months ago:

Eight (2.9%) consumers state that financial situation of household at present is a lot better; 157(58.1%) feel it to be a little better; 78(28.8%) feel no significant change; 26(9.1%) state that financial situation of household is a little worse and the rest three (1.1%) point out that financial situation of household is a lot worse compared to 12 months ago.

Most of the consumers feel that household situation at present has improved a little better, compared to 12 months ago.

Household situation in next twelve months:

To a question on the financial situation of household in next 12 months, 19(7.0%) consumers have stated that it will be a lot better; 188(55.5%) think that it will be little better; 44(16.2%) opine that there will be no change in household situation; 16(5.9%) perceive that it will be little worse and three (1.1%) foresee that household situation will be a lot worse over next 12 months.

Majority of the consumers feel that household situation in next 12 months will be a little better.

Consumer Perception on Income and Expenditure:

Consumer's financial plan allocates future personal income towards expenses, savings and debt repayment. Table 6 presents consumer perception on income and expenditure.

Income level at present:

Consumers have been asked to state their current month's level of income compared to the same month last year. Eighteen (6.8%) are of the opinion that their income has increased much more during the current month; 164(60.7%) opine that there is only a little more increase in the income; 10(3.7%) see no change in income; 77(28.5%) witness a less more decline while only one (0.3%) states there is a little less decline in the current income.

Most of the consumers opine at present the income has increased a little more.

Income level in next three months:

Four consumers expect that the income will increase much more in the next three months compared to the

present level; 179(66.5%) feel their income in next three months will be little more compared to the present, 19(7.0%) state that income in next three months it will be unchanged compared to present, 54(20.0%) think that change will be less more compared to the present and the remaining 14(5.1%) have pointed out that income in next three months would be a little less compared to the present.

Income of the consumers in next three months will increase a little more.

Expenses compared to last 12 months:

Consumer's ability to spend highly hinges on their level of confidence. To a question on their proposal to spend on major items, preferably the durables, the consumers have expressed different opinions. Of the 270 consumers, 10(3.7%) will spend much more on purchase of major items compared to the last 12 month; 126(46.6%) state that then will spend a little more than compared to the last 12 months; 104(38.7%) opine that their spending will be unchanged compared over the last 12 months; 26(9.6%) are likely to spend a little less over the last 12 months and the rest four (1.4%) consumers may spend much less compared over last 12 months.

Most of the consumers spend a little more on major purchase compared to the previous 12 months.

Allocation of fund in family budget for purchase of Durables:

A budget is a list of all planned expenses and revenues. It is a plan for saving, borrowing and spending. Allocation of fund for purchase of durables is shown in Table 7

Table 7 shows the percentage of income allocated in the year 2016, for the purchase of durables. Out of 270, 22(8.2%) allocate up to 5 per cent; 76(28.1%) allocate 6-10 per cent; 153(56.7%) allocate 11-15 per cent and 19(7.0%) allocate more than 15 per cent for the purchase of durables.

Majority of the consumers have decided to allocate 11-15 per cent of family budget for the purchase of durables. Therefore, it can be said that the consumers have a proposal to spend more amount on consumer durables in the months to come. This will translate into higher volume growth for durable goods manufactures.

Job at Present:

Thirty five (12.9%) consumers say that it is very difficult to find new job at present; 153(56.6%) feel it is difficult; 67(24.9%) consumers feel that it is easy and the remaining 15(5.6%) are of the view that it is very easy to find a new job at present.

Majority of the consumers have stated that it will be difficult to find new job at present.

Job, next three months:

Twenty two (8.3%) consumers say that it is very difficult to get a job in the next three months; 128(47.4%) feel that it is difficult; 103(38.1%) think

that it is easy and remaining 17(6.2%) think that it is very easy to find a new job in the next three months.

Majority of the consumers, the job market is not so promising for the next three months.

Job, next six month:

Consumer's estimation of the job prospects in the next six months has been obtained. Twenty eight(10.5%) consumers say that it is very difficult to get job in the next six months; 106(39.4%) feel that it is difficult, 112(41.3%) think that it is easy to find new job and the remaining 24(8.8%) perceive that it is very easy to find a new job in next six months. Majority of the consumers stated that it will be easy to find new job in next six months. Majority of the consumers are of the opinion that one would be able to get a job easily in the next six months, reflecting enhanced consumer confidence of the job market in the near future.

Job, next nine months:

Consumers have also been asked to rate the job market that would be in the next nine months. Twenty seven (10.0%) say it will be very difficult to get the job in the next nine months; 100(37.0%) feel that it is difficult; 104(38.6%) perceive that it is easy to find new job and the remaining 39(14.4%) think that it is very easy to find a new job in next three months. Majority of the consumers are of the opinion that it will be easy to find new job in next nine months.

Job, next twelve months:

To a question on the status of job market in the next 12 month, 34(13.0%) say that it is very difficult to find a new job; 93(34.4%) feel that it is difficult, 101(37.1%) think that it is easy to find new job and remaining 42(15.5%) state that it is very easy to find a new job. Most of the consumers stated that it will be easy to find new job in next twelve month

Unemployment Status:

Unemployment Rate in India decreased to 4.90 percent in 2013 from 5.20 percent in 2012. Unemployment Rate in India averaged 7.32 percent from 1983 until 2013, reaching an all-time high of 9.40 percent in 2009 and a record low of 4.90 percent in 2013. (tradingeconomics.com/India/unemployment-rate) .Table 9 shows the opinion of the consumers about the unemployment status.

Attempt has been made to assess the unemployment status in India over the next 12 months. Sixty seven (24.8%) consumers feel that unemployment status will rise sharply, 186(68.9%) feel that unemployment status will rise slightly, 13(4.9%) opine that unemployment status will fall sharply and four (1.4%) perceive that unemployment status will fall slightly. It is concluded that most of the consumers feel that unemployment status will rise slightly in India over the next 12 months.

Most of the consumers felt that the unemployment status will rise slightly in India over the next 12 months.

Variables associated with Confidence:

In the present study, various variables are tested to understand their association with consumer confidence. The variables include age, gender, marital status, type of family, earning members in the family, family size, monthly income, family income, educational qualification, occupation, category of newspaper read, type of newspaper read, section in the newspaper read, category of magazines read and type of magazines read.

Magnitude of consumer confidence has been measured through constructing an index termed 'Consumer Confidence Index'. This has been calculated based upon the scores for 22 consumer confidence – related questions included in the questionnaire. Of these 22, answers to weight questions are rated on a Five – Point Likert scale, answers to another eight questions are rated on a Four- Point Likert Scale and the answers to the rest six questions are measured through two point scale. Thus the maximum score a consumer would get is 84. Consumer confidence index has been expressed as a percentage of actual score obtained by each consumer to the maximum score. First, the grand mean of the consumer confidence index has been found out. The value amounts to 61.74. The confidence index of 147(54.4 %) is above the average while 123(45.6%) consumer have their index below the average. The range of values of the index is from 44.05-75.00.

Next, an attempt has been made to classify the consumers based on the level of confidence, which needs calculation of standard deviation for the confidence index computed for 270 consumers. The value of standard deviation is 5.59. Classification of the respondents into those with low, medium and high level of confidence is obtained as explained below:

- Standard deviation has been deducted from group average (i.e.) $61.74 - 5.59 = 56.15$
- Consumers with awareness index ranging up to 56.15 are termed as those with 'low' level of confidence
- Standard deviation has been them, added with the group average. (i.e.) $61.74 + 5.59 = 67.33$ consumers with confidence index about 67.33 are called as those with 'high' level of confidence.
- Thus, consumers with confidence index falling in the range of 56.16-67.32 are called as those with 'medium' level of confidence.
- Consumers classified based on the procedure described above, fall into categories as Low Confidence = 48 Consumers, Medium Confidence = 182 Consumers, High Confidence = 40 Consumers.

Variables like Age, Earning Members, Type of Family, Family Size, Monthly Income, Family Income, Educational Qualification, Category of newspaper read, are not found to be significantly associated with level of confidence. The other variables that are associated with the level of confidence are discussed below:

- **Gender:** Males are more confident about the economy. Gender is found to be significantly associated with the level of confidence. The percentage of consumers with high level of confidence is found to be high with female consumers.
- **Marital Status:** Marital status is found to be significantly associated with the level of confidence. Unmarried consumers are found to possess high level of confidence.
- **Occupation:** Agriculturists are highly confident about the economy. Occupation is found to be significantly associated with the level of confidence.
- **Type of Newspaper Read:** Consumers who read general newspapers are having high confidence about the economy. Type of newspaper read is found to be significantly associated with the level of confidence.
- **Section in the Newspaper Read:** Consumers who read economy-related section in the newspapers are having high confidence about the economy. Section in the newspaper read is found to be significantly associated with the level of confidence.
- **Category of Magazine Read:** Consumers who read English magazines are highly confident about the economy. Category of magazine read is found to be significantly associated with the level of confidence.
- **Type of Magazine Read:** Consumers who read finance magazines are having high confidence towards the economy. Type of magazine read is found to be significantly associated with the level of confidence.

Conclusion:

Analysis carried out shows that the consumer confidence is being influenced by variables like Gender, Marital Status, Occupation, Type of newspaper read, Section in the newspaper read, Category of magazine read, type of magazine read. Consumer Confidence influences the progress of a nation. While high confidence boosts spending that in turn accelerates the activities in an economy, low confidence slows down the progress. Finance – related information, appearing in newspapers/magazines, if read, is found to increase the level of consumer confidence. Therefore, it is suggested that still more elaborate discussions on the economy, with a special focus on finance, may be included in the newspaper and magazines, going through of which will improve the present level of consumer confidence. Consumers, who go through English magazines, are found to possess high level of confidence, as established by chi-square test. Therefore, it is suggested that consumers need to go through English magazines that devote themselves to economy, more elaborately. At the same time, those who publish Tamil magazines that exclusively deal with economy and commerce

may include such information as found in English magazines.

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Table 1: Consumer Perception on Economic condition

Condition	Time period		
	At present compared to last year	Three months Compared to present	Over the next 12 months
Excellent	01 (0.3%)	04 (1.5%)	22 (8.4%)
Good	53 (19.6%)	67 (24.8%)	154 (57.0%)
Unchanged	41 (15.3%)	25 (9.3%)	60 (22.3%)
Bad	24 (8.9%)	33 (12.2%)	26 (9.4%)
Worse	151 (55.9%)	141 (52.2%)	8 (2.9%)
Total	270 (100%)	270 (100%)	270 (100%)

Table 2: Consumer Perception about the state of Indian Economy

State	No of Consumers (N=270)
Excellent	02 (0.7%)
Good	04 (1.4%)
Not so good	145 (53.7%)
Poor	119 (44.2%)

Table 3: Consumer Perception on Price level

Price level	Now	Next 3 months	Next 6 months	Next 9 Months	Next 12 months
Rise Sharply	50 (18.5%)	42 (15.5%)	40 (14.8%)	24 (8.9%)	21 (7.7%)
Rise Slightly	160 (59.2%)	141 (52.2%)	83 (30.8%)	62 (22.9%)	58 21.6%)
Fall Sharply	48 (17.7%)	57 (21.1%)	61 (22.6%)	63 (23.4%)	62 22.9%)
Fall Slightly	12 (4.4%)	30 (11.2%)	61 (22.6%)	121 (44.8%)	129 (47.8%)
Total	270 (100%)	270 (100%)	270 100%)	270 (100%)	270 (100%)

Table 4: Consumer Perception on Saving

View	No of Consumers (N=270)
Very Good	27 (10%)
Quite Good	53 (19.6%)
Rather Unfavorable	164 (60.8%)
Very rather unfavorable	26 (9.6%)

Table 5: Consumer perception on Household situation

Situation	Time period	
	At present compared to last 12 months	Over the next 12 months
A Lot Better	8 (2.9%)	19 (7.0%)
A Little Better	157 (58.1%)	188 (58.5%)
No Change	78 (28.8%)	44 (16.2 %)
A Little Worse	26 (9.1%)	16 (5.9%)
A Lot Worse	3 (1.1%)	3 (1.1%)
Total	270 (100%)	270 (100%)

Table 6: Consumer Perception on Income and Expenditure

Level	Income		Expenditure
	At present compared to last year	Next three months compared to the present	At present, compared to last 12 months
Much More	18 (6.8%)	4 (1.4%)	10 (3.7%)
A Little More	164 (60.7%)	179 (66.5%)	126 (46.6%)
Unchanged	10 (3.7%)	19 (7.0%)	104 (38.7%)
Less More	77 (28.5%)	54 (20%)	26 (9.6%)
A Little Less	01 (0.3%)	14 (5.1%)	4 (1.4%)
Total	270 (100%)	270 (100%)	270 (100%)

Table 7: Allocation of fund in Family Budget for purchase of Durables

Allocation for family budget for durables	No of Consumers
Up to 5%	22 (8.2%)
6 – 10%	76 (28.1%)
11 – 15%	153 (56.7%)
More Than 15%	19 (7.0%)

Table 8: Consumer Perception on difficulty in getting a Job

Difficulty in getting a job	Now	Next 3 months	Next 6 months	Next 9 months	Next 12 months
Very Difficult	35 (12.9%)	22 (8.3%)	28 (10.5%)	27 (10.0%)	34 (13%)
Difficult	153 (56.6%)	128 (47.4%)	106 (39.4%)	100 (37.0%)	93 (34.4%)
Easy	67 (24.9%)	103 (38.1%)	112 (41.3%)	104 (38.6%)	101 (37.1%)
Very Easy	15 (5.6%)	17 (6.2%)	24 (8.8%)	39 (14.4%)	42 (15.5%)
Total	270 (100%)				

Table 9: Unemployment status

Unemployment status	No of consumers (N=270%)
Rise Sharply	67 (24.8%)
Rise Slightly	186 (68.9%)
Fall Sharply	13 (4.9%)
Fall Slightly	4 (1.4%)

Table 10: Variables associated with Consumer Confidence

Variables	Level of Confidence			Total	Calculated Chi – Square Value	Table Value
	Low	Medium	High			
Age						
Up to 30	20 (24.6%)	48 (59.4%)	13 (16.0%)	81 (100%)	6.251	Five Per cent: 12.582 Ten Per cent: 10.645
31 – 40	15 (17.6%)	60 (70.6%)	10 (11.6%)	85 (100%)		
41 – 50	07 (12.5%)	38 (67.9%)	11 (19.6%)	56 (100%)		
Above 50	06 (12.5%)	36 (75.0%)	06 (12.5%)	48 (100%)		
Gender						
Male	13 (8.3%)	124 (78.9%)	20 (12.8%)	157 (100%)	27.579	Five Per cent: 5.991 Ten Per cent: 4.605
Female	35 (30.9%)	58 (51.4%)	20 (17.7%)	113 (100%)		
Marital Status						
Married	37 (16.8%)	155 (70.7%)	27 (12.5%)	219 (100%)	7.297	Five Per cent: 5.991 Ten Per cent: 4.605
Unmarried	11 (21.6%)	27 (52.9%)	13 (25.5%)	51 (100%)		
Type of Family						
Joint	28 (16.5%)	118 (69.8%)	23 (13.7%)	169 (100%)	1.803	Five Per cent: 5.991 Ten Per cent: 4.605
Nuclear	20 (19.8%)	64 (63.3%)	17 (16.9%)	101 (100%)		
Earning Members						
Up to one	05 (08.3%)	45 (75.0%)	10 (16.6%)	60 (100%)	4.911	Five Per cent: 9.488 Ten Per cent: 7.779
Two	29 (20.0%)	96 (66.3%)	20 (13.7%)	145 (100%)		
Three or more	14 (21.7%)	41 (63.0%)	10 (15.3%)	65 (100%)		
Family Size						
Up to 3	17 (14.7%)	78 (67.8%)	20 (17.5%)	115 (100%)	6.983	Five Per cent: 9.488 Ten Per cent: 7.779
4-5	29 (21.3%)	90 (65.6%)	18 (13.1%)	137 (100%)		
Above 5	02 (11.1%)	14 (77.8%)	02 (11.1%)	18 (100%)		
Monthly Income (Rs)						
Upto 10,000	19 (20.0%)	60 (63.2%)	16 (16.8%)	95 (100%)	4.440	Five Per cent: 9.488 Ten Per cent: 7.779
10,001-20,000	18 (15.9%)	73 (64.6%)	22 (19.5%)	113 (100%)		
Above 20,000	12 (19.0%)	49 (79.0%)	02 (3.0%)	62 (100%)		
Family Income						
Up to 25,000	20 (18.0%)	73 (65.7%)	18 (16.3%)	111 (100%)	3.919	Five Per cent: 9.488 Ten Per cent: 7.779
25,001-50,000	11 (13.7%)	54 (67.6%)	15 (18.7%)	80 (100%)		
Above 50,000	17 (21.6%)	55 (69.6%)	07 (8.8%)	79 (100%)		
Education Qualification						
Upto HSC	06 (13.3%)	33 (73.4%)	06 (13.3%)	47 (100%)	1.077	Five Per cent: 9.488 Ten Per cent: 7.779
Graduate	20 (18.3%)	70 (64.2%)	19 (17.5%)	109 (100%)		
Post graduate	22 (18.9%)	79 (68.2%)	15 (12.9%)	114 (100%)		
Occupation						
Agriculture	02 (6.6%)	20 (66.7%)	08 (26.7%)	30 (100%)	60.004	Five Per cent: 21.026 Ten Per cent: 18.549
Business	10 (33.4%)	18 (60.0%)	02 (6.6%)	30 (100%)		
Govt. Employee	03 (10.0%)	20 (66.6%)	07 (23.3%)	30 (100%)		
Pvt Sector Employee	12 (20.0%)	41 (68.6%)	07 (11.6%)	60 (100%)		
Professional	10 (16.6%)	43 (71.8%)	07 (11.6%)	60 (100%)		
Retired	04 (13.3%)	20 (66.6%)	06 (20.1%)	30 (100%)		
Housewife	07 (23.3%)	20 (66.7%)	03 (10.0%)	30 (100%)		
Category of Newspaper Read						
English	01 (9.0%)	07 (63.6%)	03 (27.4%)	11 (41.1%)	4.073	Five Per cent: 9.488 Ten Per cent: 7.779
Tamil	26 (22.0%)	75 (63.5%)	17 (14.5%)	118 (43.7%)		
Both	21 (14.8%)	100 (70.9%)	20 (14.3%)	141 (52.2%)		

Type of Newspaper						
General	25 (15.3%)	113 (69.4%)	25 (15.3%)	163 (60.3%)	8.080	Five Per cent: 9.488 Ten Per cent: 7.779
Finance	02 (18.1%)	07 (63.6%)	02 (18.1%)	11 (4.2%)		
Both	13 (13.5%)	70 (73.0%)	13 (13.5%)	96 (35.5%)		
Section in the Newspaper read						
General	16 (15.7%)	62 (60.7%)	24 (23.6%)	102 (100%)	22.896	Five Per cent:9.488; Ten Per cent:7.779
Economy -related	0	3 (100%)	0	3 (100%)		
Both	32 (19.5%)	117 (70.9%)	16 (9.6%)	165 (100%)		
Category of Magazines						
English	0	09 (50.0%)	09 (50.0%)	18 (100%)	19.648	Five Per cent: 9.488 Ten Per cent: 7.779
Tamil	18 (18.5%)	69 (71.2%)	10 (10.3%)	97 (100%)		
Both	22 (16.4%)	92 (68.7%)	20 (14.9%)	134 (100%)		
Type of Magazines						
General	29 (16.5%)	131 (70.0%)	27 (13.5%)	187 (100%)	32.600	Five Per cent: 9.488 Ten Per cent: 7.779
Finance	07 (50.0%)	0	07 (50.0%)	14 (100%)		
Both	04 (8.3%)	39 (81.3%)	05 (10.4%)	48 (100%)		
