

8.1 INTRODUCTION

The study of consumer behaviour holds great interest and focal topic of the day. The study of consumer behaviour helps to know the subtle influences and helps us to make the product on the basis of consumers' choice. Consumer behaviour refers to who, what, why, when, where and how the purchase is made. In other words, it means understanding who buys what, from where and how, when (time) and why. It varies across consumer products use, purpose, psychological, dimensions, social setting and level of involvement in the purchase decision.⁶⁰

Consumer behaviour is an indispensable condition upon which all market planning and marketing strategy must be predicted. Furthermore, consumer behaviour, the essence of which is "why consumer does, what they do" is the most dynamic, in terminate, stochastic and unpredictable factor with which marketers contend the whole behaviour of persons while making purchases may be termed as consumer behaviour.⁶¹ The study of consumer behaviour is concerned not only with what consumers buy, but with why they buy it when, where and how they buy it and how often they buy it. The relevance and importance of understanding consumer is rooted in the modern marketing concept.⁶²

Marketers become aware of the reality that to survive in a cut-throat competitive business environment, they have to be more customer-centered. They just cannot take customers for granted. This is particularly true because of increase in the knowledge levels of consumers and rapidly rising disposable incomes. Simultaneously, there are

⁶⁰ Beckmen, "*Principles of marketing Management*", Arabia : Judon Publishers, 2001, p.340.

⁶¹ Clark, R.D., and Clark, F.E., "*Principles of Marketing*", Mumbai : Himalaya Publications, p.14

⁶² Clewelt, R.M., "*Modern practice of Marketing*", America: Philip Publishers", 2000.

changes occurring in the personal, social and cultural contexts, making the consumer more individualistic and materialistic. Therefore, the study of consumer behaviour will help marketers to gauge consumer's needs and requirements and make better marketing decisions.

Diary is a notebook containing a day-to-day account of personal events and experiences. Keeping a diary is a valuable activity for all. It helps them to learn to express their benefits, their feelings and experiences and desires. Moreover, diary is a gift article. It is one among the preferred presentation product. The gift of diary makes the prestigious presentation. Diary is produced in so many varieties in order to cater the needs of the various people. The utility of different varieties of dairy depends on the consumers who use it, purposes served by the diary, quality of the diary, useful information contained in the diary and features of the diary.

In this chapter, an attempt has been made to study the consumer behaviour towards diary features and its usage. This analysis also includes brand loyalty, sources of procuring diary, and level of satisfaction of the customers towards the usage pattern of diaries.

8.2 ANALYTICAL FRAMEWORK

In order to measure the level of satisfaction of the respondents towards usage pattern of diaries, twenty statements have been framed. These statements are related to price, quality, attractive design, utility of information, features and brand loyalty.

The level of satisfaction of the respondents towards the usage pattern of diaries has been classified into three categories *viz.*, low level, medium level and high level, for analytical purpose. Likert's five point scaling technique is used to determine the level of satisfaction. If the score values are greater than $\bar{X} + S.D.$, it has been taken as high level satisfaction towards the usage pattern of diaries. If the score values are less than $\bar{X} - S.D.$, it has been taken as low level satisfaction towards the usage pattern of diaries. The difference between $\bar{X} + S.D.$ and $\bar{X} - S.D.$, has been classified as medium level satisfaction towards the usage pattern of diaries.

Here, \bar{X} = Arithmetic mean and

S.D.= Standard deviation

The level of satisfaction has been derived from the mean score values of the 300 respondents. The calculated values of \bar{X} and S.D. are 20.44 and 5.18 respectively.

Therefore,

$$\bar{X} + \text{S.D.} = 20.44 + 5.18 = 26 \text{ and above – High level}$$

$$\bar{X} - \text{S.D.} = 20.44 - 5.18 = 15 \text{ and below – Low level}$$

$$(\bar{X} + \text{S.D.}) \text{ to } (\bar{X} - \text{S.D.}) = 15 \text{ to } 26 \text{ – Medium level}$$

In order to study the relationship between consumer's demographic factors and their level of satisfaction towards the usage pattern of diaries, Chi-square test has been employed.

$$\chi^2 = \sum \frac{(\text{O}-\text{E})^2}{\text{E}}$$

$$\text{Degrees of freedom} = (r-1)(c-1)$$

Where,

O = Observed frequency

E = Expected frequency

r = Number of rows

c = Number of columns

The calculated value of Chi square test is compared with the table value of Chi square test at 5% level of significance. If the calculated value of Chi square test is more than the table value, the null hypothesis is rejected and *vice versa*.

The factor analysis is used to examine the factors which influence the purchase behaviour of consumers towards diaries.

In order to analyse the main reason for which the diary is used, the respondents are given with six different reasons for using the diaries and asked to rank them. The Garrett's Ranking Technique is applied to rank the each method. From these six methods,

the order of rank given by the respondent is converted into the rank by using the following formula:

$$\text{Percent position} = 100 \frac{(R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Rank given for the i^{th} reason by the j^{th} individuals.

N_j = Number of reasons ranked by the j^{th} respondents.

The above formula is used to find out the percent position of each rank. Then, for each factor, the scores are added to get the total score and divided by the number of respondents who responded to it, in order to get the mean score. The values of mean scores for all the six reasons are arranged in descending order and the ranks are given to identify the most important reason for using diaries.

Weighted ranking technique has been applied to analyse the reasons for buying a particular brand. First rank is given with 5 points, second rank is given with 4 points, third rank is given with 3 points, fourth rank is given with 2 points and fifth rank is given with 1 point. At the end, mean score is calculated. Among the mean score, highest score is given with I rank.

Factor analysis has been adopted to group the factors influencing purchase pattern of diaries. Before applying factor analysis, data adequacy test such as Kaiser Meyer Oklin test and Bartlett's test of Sphericity has been conducted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.762
--	------

Bartlett's Test of Sphericity	Approx. Chi-Square	1357.819
	Df	55
	Sig.	.000

KMO test reveals that the data is adequate for analysis and Bartlett's test of Sphericity is also significant.

8.3 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Demographic characteristics bring boundaries in the life of the human beings. It influences the standard of living to a greater extent. Table 8.1 displays the demographic characteristics of the sample respondents.

TABLE 8.1
DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Socio Economic Variable		No. of respondents	Percentage
Sex	Male	204	65.38
	Female	108	34.62
	Total	312	100
Age (in years)	Below 20	32	10.26
	20-40	116	37.18
	40-60	150	48.07
	Above 60	14	4.49
	Total	312	100
Education	Higher Secondary	34	10.90
	Graduate	151	48.40

	Post graduate	85	27.24
	Professional	42	13.46
	Total	312	100
Occupation	Businessmen	18	5.78
	Tenders	40	12.80
	Professors	40	12.80
	Employees	50	16.03
	Students	50	16.03
	Housewives	40	12.80
	Employers	30	9.62
	LIC agents	44	14.11
	Total	312	100
Family size (in number)	Below 3	34	10.90
	3-6	192	61.54
	Above 6	86	27.56
	Total	312	100
Number of earning members (in number)	One	122	39.11
	Two	144	46.15
	Above 2	46	14.74
	Total	312	100
Marital status	Married	186	59.62
	Unmarried	126	40.38
	Total	312	100
Monthly income (in `.)*	Below 10,000	38	17.12
	10,000-20,000	82	36.94

	20,000-30,000	72	32.43
	Above 30,000	30	13.51
	Total	222*	100
Type of family	Nuclear family	255	81.73
	Joint family	57	18.27
	Total	312	100

Source: Primary data

*Students and House wives are not included in the income earning group

Out of 312 respondents, 204 (65.38%) are female and 108 (34.62%) are male and 32 (10.26%) are below 20 years, 116 (37.18%) fall under 20-40 years, 150 (48.07%) come under 40-60 years and 14 (4.49%) belong to the category of above 60 years and 34 (10.9%) have studied up to Higher Secondary, 151(48.4%) are graduates, 85 (27.24%) are post graduates, 42 (13.46%) are professionals and 18 (5.78%) are businessmen, 40 (12.8%) are traders, 40 (12.8%) of them are professors, 50 (16.03%) are employees, another 50 (16.03%) are students, 40 (12.8%) are house wives, 30 (9.62%) are employers and 44 (14.11%) are LIC agents and 34 (10.9%) have below 3 as family members, 192 (61.54%) have 3-6 family members and 86 have (27.56%) have above 6 family members, 122 (39.11%) have only one earning member, 144 (46.15%) have two earning members, 46 (14.74%) have above two earning members, 186 (59.62%) are married, 126 (40.38%) belong to unmarried category and 57 (18.27%) come under joint family and the remaining 255 (81.73%) belong to nuclear family. Since students and house wives have no income, out of 222 respondents, 38 (17.12%) belong to income group of below `10,000 per month, 82 (36.94%) belong to the income group of `10,000-20,000 per month, 72 (32.43%) belong to the income group of `20,000-30,000 per month and the remaining 30 belong to the income group of above `30,000 per month.

8.4 LEVEL OF SATISFACTION TOWARDS USAGE PATTERN OF DIARIES

The sample diary consumers are classified into three categories such as high, medium and low. The respondents who have scored 26 and above come under the category of high level satisfaction, those who scored between 15 and 26 come under the medium level and those who scored 15 and below fall under low level category. Table 8.2 shows the distribution of sample consumers according to their level of satisfaction.

TABLE 8.2
DISTRIBUTION OF SAMPLE CONSUMERS
ACCORDING TO THEIR LEVEL OF SATISFACTION

Level	No. of respondents	Percentage
High	44	14.10
Medium	218	69.87
Low	50	16.03
Total	312	100.00

Source: Primary data

Out of 312 respondents, 218 (69.87%) have medium level satisfaction, 50 (16.03%) have low level satisfaction and 44 (14.1%) have high level satisfaction towards usage pattern of diaries.

8.5 DEMOGRAPHIC CHARACTERISTICS AND LEVEL OF SATISFACTION TOWARDS USAGE PATTERN OF DIARIES

The demographic characteristics of sample respondents shall determine the effectiveness of ethics of diary manufacturers and its impact on the consumers. The various socio economic characteristics considered for this study are respondent's age, sex, marital status, occupation, monthly income, nature of the family *etc.*, Hence, an effort has been made by the researcher to study the demographic profile and its relationship with level of satisfaction towards usage pattern of diaries.

8.5.1 Sex and level of satisfaction towards usage pattern of diaries

Diary writing is common to all. Men want to have diaries for different purposes likewise women want to have diaries for different purposes. Their satisfaction level depends on the varieties of diaries they have used. Table 8.3 shows the information regarding sex and level of satisfaction towards usage pattern of diaries.

TABLE 8.3
SEX AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Sex	Level			Total
	High	Medium	Low	
Male	16 (7.84)	158 (77.45)	30 (14.71)	204 (100)
Female	28 (25.93)	60 (55.55)	20 (18.52)	108 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

It could be inferred from Table 8.3 that out of 312 respondents, 204 are male and the remaining 108 are female.

Out of the 204 male respondents, 16 (7.84%) have high level satisfaction, 158 (77.45%) have medium level satisfaction and 30 (14.71%) have low level satisfaction towards usage pattern of diaries. Out of 108 female respondents, 28 (25.93%) have high level satisfaction, 60 (55.55%) have medium level satisfaction and 20 (18.52%) have low level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between sex and level of satisfaction towards usage pattern of diaries, the following null hypothesis is formulated:

There exists no significant relationship between sex and level of satisfaction towards usage pattern of diaries.

Sex and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 21.861

Table value at 5% level = 5.991

Degrees of freedom = 2

The calculated value and table value of Chi square test at 5% level of significance are 21.861 and 5.991, respectively. As the calculated value (21.861) of Chi square test is more than the table value (5.991) of Chi square test, the null hypothesis is rejected. Hence, there is a significant relationship between sex and level of satisfaction towards usage pattern of diaries.

8.5.2 Age and level of satisfaction towards usage pattern of diaries

Age is the most important factor, which determines the usage pattern of diaries. Below 20 years, most of the people do not bothered about usage pattern of diaries as well as they do not want to refer diaries for any information whereas younger and elder people want to refer diaries and they have the habit of diary writing. Middle-aged people realize the diary features and usage. The data regarding age and level satisfaction towards usage pattern of diaries are presented in Table 8.4.

TABLE 8.4
AGE AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Age (in years)	Level			Total
	High	Medium	Low	
Below 20	12 (37.5)	14 (43.75)	6 (18.75)	32 (100)
20-40	16 (13.79)	80 (68.97)	20 (17.24)	116 (100)
40-60	14 (9.33)	112 (74.67)	24 (16)	150 (100)
60 and above	2 (14.29)	12 (85.71)	-	14 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

Out of 312 respondents, 150 respondents belong to the age group of 40-60 years, 116 respondents come under the age group of 20-40 years, 32 respondents fall under the age group of below 20 years and 14 respondents belong to the age group of above 60 years.

Out of 150 respondents who come under 40-60 years age group, 14 (9.33%) have high level satisfaction, 122 (74.67%) have medium level satisfaction and 24 (16%) have low level satisfaction towards usage pattern of diaries. Out of 116 respondents who fall under 20-40 years age group, 16 (13.79%) have high level satisfaction, 80 (68.97%) have medium level satisfaction and 20 (17.24%) have low level satisfaction towards usage pattern of diaries. Out of 32 respondents who belong to below 20 years age group, 12 (37.5%) have high level satisfaction, 14 (43.75%) have medium level satisfaction and 6

(18.75%) have low level satisfaction towards usage pattern of diaries. Out of 14 respondents who fall under above 60 years age group, only 2 (14.29%) have high level satisfaction and 12 (85.71%) have medium level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between age and level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between age and level of satisfaction towards usage pattern of diaries.

Age and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 21.502

Table value at 5% level = 12.592

Degrees of freedom = 6

The calculated value and table value of Chi square test at 5% level of significance are 21.502 and 12.592, respectively. As the calculated value of Chi square test is more than the table value, the null hypothesis is rejected. Hence, there exists a significant relationship between age and level of satisfaction towards usage pattern of diaries.

8.5.3 Education and level of satisfaction towards usage pattern of diaries

Educated people purchase the diaries after considering the information availability in the diary such as slogans given in the diary, advertisements, tax information, health concepts, list of holidays *etc.* Hence, education is the major factor, which directs the people to purchase the diaries. The respondents' level of satisfaction towards diary features and their education level are presented in Table 8.5.

TABLE 8.5
EDUCATION AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Education	Level			Total
	High	Medium	Low	
Higher secondary	2 (5.88)	28 (82.35)	4 (11.77)	34 (100)
Graduate	26 (17.22)	107 (70.86)	18 (11.92)	151 (100)
Post graduate	6 (7.06)	62 (72.94)	17 (20)	85 (100)
Professionals	10 (23.81)	21 (50)	11 (26.19)	42 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

Table 8.5 reveals a fact that out of 312 respondents, 151 undergraduates, 85 are postgraduates, 42 are professionals and 34 belong to higher secondary.

Out of 151 respondents who are undergraduates, 26 (17.22%) have high level satisfaction, 107 (70.86%) have medium level satisfaction and 18 (11.92%) have low level satisfaction towards usage pattern of diaries. Out of 85 respondents who are postgraduates, 6 (7.06%) have high level satisfaction, 62 (72.94%) have medium level satisfaction and 17 (20%) have low level satisfaction towards usage pattern of diaries. Out of 42 respondents who are professional, 10 (23.81%) have high level satisfaction, 21 (50%) have medium level satisfaction and 11 (26.19%) have low level satisfaction towards usage pattern of diaries. Out of 34 respondents who come under higher

secondary level category, 2 (5.88%) have high level satisfaction, 28 (82.35%) have medium level satisfaction and 4 (11.77%) have low level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between education and level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between education and level of satisfaction towards usage pattern of diaries.

Education and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 17.207

Table value at 5% level = 12.592

Degrees of freedom = 6

The calculated value and table value of Chi square test at 5% level of significance are 17.207 and 12.592, respectively. As the calculated Chi square value (17.207) is more than the table value (12.592), the null hypothesis is rejected. Hence, there exists a significant relationship between education and level of satisfaction towards usage pattern of diaries.

8.5.4 Occupation and level of satisfaction towards usage pattern of diaries

Occupation of the respondents influences the level of satisfaction towards usage pattern of diaries to a greater extent. Table 8.6 shows the occupation and level of satisfaction of the respondents towards usage pattern of diaries.

TABLE 8.6
OCCUPATION AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Occupation	Level			Total
	High	Medium	Low	
Businessmen	2 (11.11)	10 (55.56)	6 (33.34)	18 (100)
Traders	8 (20)	30 (75)	2 (5)	40 (100)
Professionals	2 (5)	35 (87.5)	3 (7.5)	40 (100)
Private employees	8 (16)	34 (68)	8 (16)	50 (100)
Students	8 (16)	30 (60)	12 (24)	50 (100)
Housewives	10 (25)	26 (65)	4 (10)	40 (100)
Employers	4 (13.33)	21 (70)	5 (16.67)	30 (100)
LIC agents	2 (4.55)	32 (72.73)	10 (22.73)	44 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

Out of 312 respondents, 50 are private employees, 50 are students, 40 are traders, 40 are professionals, 40 are housewives, 44 are LIC agents, 30 are employers and 18 are businessmen.

Out of 50 respondents who are private employees, 8 (16%) have high level satisfaction, 34 (68%) have medium level satisfaction and 8 (16%) have low level satisfaction towards usage pattern of diaries. Out of 50 respondents who are students, 8 (16%) have high level satisfaction, 30 (60%) have medium level satisfaction and 12 (24%) have low level satisfaction towards usage pattern of diaries. Out of 40 respondents who are traders, 8 (20%) have high level satisfaction, 30 (75%) have medium level satisfaction and 2 (5%) have low level satisfaction towards usage pattern of diaries. Out of 40 respondents who are professional consumers, 2 (5%) have high level satisfaction, 35 (87.5%) have medium level satisfaction and 3 (7.5%) have low level satisfaction towards usage pattern of diaries. Out of 40 respondents who are housewives, 10 (25%) have high level satisfaction, 26 (65%) have medium level satisfaction and 4 (10%) have low level satisfaction towards usage pattern of diaries. Out of 44 respondents who are LIC agents, 2 (4.55%) have high level satisfaction, 32 (72.7%) have medium level satisfaction and 10 (22.73%) have low level satisfaction towards usage pattern of diaries. Out of 30 respondents who are private employers, 4 (13.33%) have high level satisfaction, 21 (70%) have medium level satisfaction and 5 (16.67%) have low level satisfaction towards usage pattern of diaries. Out of 18 respondents who are businessmen, 2 (11.11%) have high level satisfaction, 10 (55.56%) have medium level satisfaction and 6 (33.34%) have low level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between occupation and level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between occupation and level of satisfaction towards usage pattern of diaries.

Occupation and level of satisfaction towards Usage pattern of diaries: Chi square test

Calculated value = 25.644

Table value at 5% level = 23.7

Degrees of freedom = 14

The calculated value and table value of Chi square test at 5% level of significance are 25.644 and 23.7 respectively. As the calculated Chi square value (25.644) is more than the table value (23.7), the null hypothesis is rejected. Hence, there is a significant relationship between occupation and level of satisfaction towards usage pattern of diaries.

8.5.5 Monthly income and level of satisfaction towards usage pattern of diaries

Money spent by the consumers compensated through satisfaction derived from the consuming product. Hence, income is the real influencing factor in the purchase decision. Table 8.7 exhibits the data regarding monthly income and level of satisfaction towards usage pattern of diaries.

TABLE 8.7
MONTHLY INCOME AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Salary (in `.)	Level			Total
	High	Medium	Low	
No income	28 (31.11)	52 (57.78)	10 (11.11)	90 (100)
Below 10,000	2 (5.26)	30 (78.95)	6 (15.79)	38 (100)
10,000-20,000	10 (12.2)	56 (68.29)	16 (19.51)	82 (100)
20,000-30,000	2 (2.78)	68 (94.44)	2 (2.78)	72 (100)
Above 30,000	2 (6.67)	12 (40)	16 (53.33)	30 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

It is clear from table 8.7 that out of 312 respondents, 90 are no income group (students and housewives), 82 have earned `10, 000 – ` 20, 000 per month, 72 have earned ` 20,000 – `30,000 per month, 38 have earned below ` 10,000 as monthly income and 30 have earned above ` 30,000 per month.

Out of 90 respondents who come under no income group, 28 (31.11%) have high level satisfaction, 52 (57.78%) have medium level satisfaction and 10 (11.11%) have low level satisfaction towards usage pattern of diaries.

Out of 82 respondents who belong to the income group of `10,000-20,000 per month, 10 (12.2%) have high level satisfaction, 56 (68.29%) have medium level satisfaction and 16 (19.51%) have low level satisfaction towards usage pattern of diaries.

Out of 72 respondents who have earned `20,000 – 30,000 as monthly salary, 2 (2.78%) have high level satisfaction, 68 (94.44%) have medium level satisfaction and the remaining 2 (2.78%) have low level satisfaction towards usage pattern of diaries.

Out of 38 respondents belong to the income group of below ` 10,000 per month, 2 (5.26%) have high level satisfaction, 52 (57.78%) have medium level satisfaction and 10 (11.11%) have low level satisfaction towards usage pattern of diaries.

Out of 30 respondents who belong to the income group of above ` 30,000 per month, 2 (6.67%) have high level satisfaction, 12 (40%) have medium level satisfaction and 16 (53.33%) have low level satisfaction towards usage pattern of diaries.

In order to test the relationship between the monthly income of the respondents and their level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between the

monthly income of the respondents and their level of satisfaction towards usage pattern of diaries.

Monthly income and level of satisfaction towards Usage pattern of diaries: Chi square test

Calculated value = 41.86

Table value at 5% level = 16.955

Degrees of freedom = 8

The calculated value and table value of Chi square test at 5% level of significance amount to 41.86 and 16.955 respectively. As the calculated Chi-square value (41.86) is more than the table value (12.592), the null hypothesis is rejected. Hence, there exists a significant relationship between monthly income and level of satisfaction towards usage pattern of diaries.

8.5.6 Marital status and level of satisfaction towards usage pattern of diaries

In India, marriage is considered as a divine activity. The importance of marriage is known from the proverb that “Marriages are made in Heaven”. Marriage brings responsibilities to the men and women.

Table 8.8 exhibits the information regarding marital status and level of satisfaction of the respondents towards usage pattern of diaries.

TABLE 8.8
MARITAL STATUS AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Marital Status	Level			Total
	High	Medium	Low	
Married	20 (10.75)	138 (74.20)	28 (15.05)	186 (100)
Unmarried	24	80	22	126

	(19.05)	(63.49)	(17.46)	(100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data, (Figures in parenthesis are percentages to total)

It could be inferred from table 8.8 that out of 312 respondents, 186 were married and 126 were unmarried.

Out of 186 married respondents, 20 (10.75%) have high level satisfaction, 138 (74.20%) have medium level satisfaction and 28 (15.05%) have low level satisfaction towards usage pattern of diaries. Out of 128 unmarried respondents, 24 (19.05%) have high level satisfaction, 80 (63.49%) have medium level satisfaction and 22 (17.46%) have low level satisfaction towards usage pattern of diaries.

In order to test the relationship between the marital status and the level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between marital status and level of satisfaction towards usage pattern of diaries.

Marital status and level of satisfaction towards Usage pattern of diaries: Chi square test

Calculated value = 5.168

Table value at 5% level = 5.991

Degrees of freedom = 2

The calculated value and table value of Chi square test at 5% level of significance are 5.168 and 5.991 respectively. As the calculated value of Chi square test (5.168) is less than the table value (5.991), the null hypothesis is accepted. Hence, there exists no significant relationship between the marital status and the level of satisfaction towards usage pattern of diaries.

8.5.7 Family size and level of satisfaction towards usage pattern of diaries

If the family has more members, the number of diaries to be used by them will be more and if the family has less members, the number of diaries to be used by them will be less. The relationship between family size and level of satisfaction are tabulated in

TABLE 8.9
FAMILY SIZE AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Family size	Level			Total
	High	Medium	Low	
Below 3	6 (17.65)	24 (70.59)	4 (11.76)	34 (100)
3-6	32 (16.67)	128 (66.67)	32 (16.67)	192 (100)
Above 6	6 (6.98)	66 (76.74)	14 (16.28)	86 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

Out of 312 respondents, 192 have 3-6 members in their families, 86 have above 6 members in their families and 34 have below 3 members in their families.

Out of 192 respondents who have 3-6 members in their families, 32 (16.67%) have high level satisfaction, 128 (66.67%) have medium level satisfaction and 32 (16.67%) have low level satisfaction towards usage pattern of diaries. Out of 86 respondents having above 6 members in their families, 6 (6.98%) have high level satisfaction, 66 (76.74%)

have medium level satisfaction and 14 (16.28%) have low level satisfaction towards usage pattern of diaries. Out of 34 respondents who have below 3 members in their families, 6 (17.65%) have high level satisfaction, 24 (70.59%) have medium level satisfaction and 4 (11.76%) have low level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between family size and level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between family size and level of satisfaction towards usage pattern of diaries.

Family size and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 5.597

Table value at 5% level = 9.49

Degrees of freedom = 4

The calculated value and table value of Chi square test at 5% level of significance are 5.597 and 9.49 respectively. As the calculated Chi square value (5.597) is less than the table value (9.49), the null hypothesis is accepted. Hence, there exists no significant relationship between family size and level of satisfaction towards usage pattern of diaries.

8.5.8 Number of earning members and level of satisfaction towards Usage Pattern of Diaries.

Income of the family decides the buying behaviour and if the number of earning members is more in one family, the buying elasticity will also increase. Now a days, in many families, both husband and wife are working for the sound financial strength of the family for their children's education and savings for future *etc.* Table 8.10 summarizes the details regarding number of earning members and level of satisfaction towards usage pattern of diaries.

TABLE 8.10
NUMBER OF EARNING MEMBERS AND
LEVEL OF SATISFACTION TOWARDS USAGE PATTERN OF DIARIES

Number of earning members	Level			Total
	High	Medium	Low	
One	22 (18.03)	84 (68.85)	16 (13.12)	122 (100)
Two	16 (11.11)	102 (70.83)	26 (18.06)	144 (100)
Above two	6 (13.04)	32 (69.57)	8 (17.39)	46 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

Out of 312 respondents, 144 respondents have two earning members in their families, 122 have one earning member in their families and 46 have above two earning members in their families.

Out of 144 respondents who have two earning members in their families, 16 (11.11%) have high level satisfaction, 102 (70.83%) have medium level satisfaction and 26 (18.06%) have low level satisfaction towards usage pattern of diaries. Out of 122 respondents who have one earning member in their families, 22 (18.03%) have high level satisfaction, 84 (68.85%) have medium level satisfaction and 16 (13.12%) have low level satisfaction towards usage pattern of diaries. Out of 46 respondents who have above two earning members in their families, 6 (13.04%) have high level satisfaction, 32 (69.57%) have medium level satisfaction and 8 (17.39%) have low level satisfaction towards usage pattern of diaries.

In order to analyse the relationship between number of earning members and level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between number of earning members and level of satisfaction towards usage pattern of diaries.

Number of earning members and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 3.393

Table value at 5% level = 9.49

Degrees of freedom = 4

The calculated value and table value of Chi square test at 5% level of significance are 3.393 and 9.49, respectively. As the calculated Chi square value (3.393) is less than the table value (9.49), the null hypothesis is accepted. Hence, there exists no significant relationship between the number of earning members and the level of satisfaction towards usage pattern of diaries.

8.5.9 Type of the family and level of satisfaction towards usage pattern of diaries

Joint family system is the traditional system in India. Now-a-days, nuclear family system exists due to non-cooperation, independency, equal importance *etc.* Table 8.11 shows the data in relation to the type of the family and level of satisfaction towards usage pattern of diaries.

TABLE 8.11
TYPE OF THE FAMILY AND LEVEL OF SATISFACTION
TOWARDS USAGE PATTERN OF DIARIES

Type of the family	Level			Total
	High	Medium	Low	
Joint	10 (17.54)	35 (61.40)	12 (21.06)	57 (100)
Nuclear	34 (13.33)	183 (71.77)	38 (14.90)	255 (100)
Total	44 (14.1)	218 (69.87)	50 (16.03)	312 (100)

Source: Primary data

(Figures in parenthesis are percentages to total)

It is noted from table 8.11 that out of 312 respondents, 255 of them belong to nuclear family and the remaining 57 come under joint family.

Out of 255 respondents who come under nuclear family, 34 (13.33%) have high level satisfaction, 183 (71.77%) have medium level satisfaction and 38 (14.90%) have low level satisfaction towards usage pattern of diaries. Out of 57 respondents who belong to joint family, 10 (17.54%) have high level satisfaction, 35 (61.40%) have medium level satisfaction and 12 (21.06%) have low level satisfaction towards usage pattern of diaries.

In order to test the relationship between the type of the family and the level of satisfaction towards usage pattern of diaries, Chi square test has been applied. The null hypothesis is that there is no significant relationship between type of the family and level of satisfaction towards usage pattern of diaries.

Type of the family and level of satisfaction towards usage pattern of diaries: Chi square test

Calculated value = 2.402

Table value at 5% level =5.991

Degrees of freedom=2

The calculated value and table value of Chi square test at 5% level of significance are 2.402 and 5.991, respectively. As the calculated Chi-square value (2.402) is less than the table value (5.991), the null hypothesis is accepted. Hence, there exists no relationship between the type of the family and the level of satisfaction towards usage pattern of diaries.

8.6 SOURCES OF OBTAINING DIARIES

Diary is a gift article. It is the usual practice that each and every person in Sivakasi has the habit of procuring the diaries from others as gift only. Generally, daughter and son get diaries as gift from their parents, employees get diaries as gift from their employers, professionals get diaries as gift from their clients, housewives get diaries as gift from their husband, public people get diaries from any producers of goods during their shopping and customers get diaries as gift from their service providers. Likewise, LIC agents get diaries as gift from their field officers or from LIC. The researcher has made an attempt to study the nature of obtaining diaries.

TABLE 8.12
SOURCES OF OBTAINING DIARIES

Sources	No. of respondents	Percentage
By gift	178	57.05
By payment	134	42.95
Total	312	100

Source: Primary data

Out of 312 sample respondents, 178 (57.05%) obtain their diaries as gift only and the remaining 134 respondents obtain their diaries by payment.

8.7 SOURCES OF OBTAINING DIARIES AS GIFT

The respondents may receive diaries as gift from producers, employers, clients, parents, friends & relatives, husbands, associations, retailers and LIC. Table 8.13 reveals the sources from which the respondents are procuring their diaries as gift.

TABLE 8.13
SOURCES OF OBTAINING DIARIES AS GIFT

Sources	No. of respondents	Percentage
Producers	8	4.49
Employers	18	10.11
Clients	20	11.24
Parents	28	15.73
Friends & relatives	58	32.58
Husbands	6	3.37
Association	4	2.25
Retailers	4	2.25
LIC	32	17.98
Total	178	100

Source: Primary data

Table 8.13 depicts that out of 178 respondents who obtain diaries as gift, 58 (32.58%) get their diaries from friends and relatives, 32 (17.78%) get their diaries from LIC, 28 (15.73%) get their diaries as gift from their parents, 20 (11.11%) from clients, 18 (10.11%) from employees, 8 (4.49%) from producers, 4 (2.25%) from association and another 4 (2.25%) from retailers as gift.

8.8 SOURCES OF PURCHASE OF DIARIES

The sample respondents who purchase their diaries relied on some sources such as retail shop, departmental store, wholesalers, dealers etc. Table 8.14 specifies the sources from which the sample respondents purchase their diary.

TABLE 8.14
SOURCES OF PURCHASE

Sources	No. of respondents	Percentage
Retail shop/Departmental store	74	55.22
Diary agents	18	13.43
Wholesalers/Dealers	14	10.45
Diary producers/Traders	28	20.90
Total	134	100

Source: Primary data

Table 8.14 spells out that out of 134 respondents who purchase their diaries, 74 (55.22%) purchase diaries from retail shops, 28 (20.9%) purchase their diaries from diary producers, 18 (13.43%) buy diaries from diary agents, 14 (10.45%) purchase diaries from wholesalers and dealers.

8.8.1 Reasons for purchase of diaries from retail shop

Out of 134 respondents who have the habit of purchasing the diary, only 74 respondents prefer to buy diaries from retail shops/departmental stores due to the some reasons. Table 8.15 exhibits the real reason for which the respondents purchase the diaries from retail shops.

TABLE 8.15
REASONS FOR PURCHASE OF DIARIES
FROM RETAIL SHOP

Reasons	No. of respondents	Percentage
Convenience	34	45.95
Window display	11	14.87
Nearer to house	6	8.10
Personal relationship	19	12.16
Individual treatment	14	18.92
Total	74	100

Source: Primary data

Out of 74 respondents who purchase the diaries from retail shop, 34 (45.95%) purchase diaries due to convenience, 14 (18.92%) buy diaries due to individual treatment, 11 (14.87%) purchase diaries due to window display, 9 (12.16%) buy diaries due to personal relations and 6 (8.1%) buy diaries from retail shop due to nearer to house.

8.8.2 Regular purchase of diaries

Diary consumers in Sivakasi have the habit of purchase of diaries regularly i.e., year after year. Hence, the researcher has made an attempt to study the nature of purchase of diaries among the sample respondents. Table 8.16 shows the nature of purchase of diaries.

TABLE 8.16
NATURE OF PURCHASE OF DIARIES

Nature of business	No. of respondents	Percentage
Regularly	70	52.24
Occasionally	20	14.93
Conveniently	32	23.88
If any need arises	12	8.95
Total	134	100

Source; Primary data

Out of 134 respondents who have the habit of purchase of diaries, 70 (52.24%) have the habit of purchase of diaries regularly, 32 (23.88%) have the habit of purchase of diaries conveniently, 20 (14.93%) purchase the diaries occasionally and 12 (8.95%) purchased the diaries if any need arises only.

8.8.3 Number of diaries purchased by the consumers

It is the usual practice that every consumers purchase only one diary for their personal use. In case they want to provide a gift to others, they may purchase more than one diaries. Table 8.17 exhibits the number of diaries purchased by the diary consumers annually.

TABLE 8.17
NUMBER OF DIARIES PURCHASED
BY THE CONSUMERS

Number of diaries	No. of respondents	Percentage
Only one diary	62	46.27
Two	24	17.91
Three	12	8.96
More than three	36	26.86
Total	134	100

Source: Primary data

Table 8.17 conveys that out of 134 respondents who have the habit of purchasing their diaries, 62 (46.27%) purchase only one diary, 36 (26.86%) purchase more than three diaries, 24 (17.91%) purchase two diaries and 12 (8.96%) purchase three diaries.

8.8.4 Period of purchase of diaries

Many of the consumers purchase the diaries over number of years due to its features and utilities. In case, if the consumers are not satisfied with diary features and utilities, they discontinue the purchase of diaries. Table 8.18 shows the period of purchase of diaries by the sample respondents.

TABLE 8.18
PERIOD OF PURCHASE OF DIARIES
BY CONSUMERS

Period (in years)	No. of respondents	Percentage
Less than 5	90	67.16
5-10	30	22.39
10-15	8	5.97
Above 15	6	4.48
Total	134	100

Source: Primary data

Out of 134 respondents who have the habit of purchasing diaries, 90 (67.16%) purchase the diaries for a period of less than 5 years, 30 (22.39%) purchase the diaries for period of 5-10 years, 8 (5.97%) has the habit of purchasing the diaries for a period of 10-15 years and 6 (4.48%) only purchase the diaries for a period of above 15 years.

8.9 BRAND PREFERENCE AND BRAND LOYALTY

A brand represents the holistic brands of all information about a product or group of products. Dairy industry is highly competitive with a number of manufacturers and vast number of brands. Since most of the consumers are procuring their diaries as gift, it

is the duty of the manufacturers to motivate the consumers to buy their products by introducing attractive brand names for their products.

8.9.1 Sources of knowledge about diary brand

Consumers or diary purchasers are aware of diary brand names through friends, relatives, parents, sales agents and advertisements. The sources from which diary purchasers can aware about diary brand names are presented in Table 8.19.

TABLE 8.19
SOURCES OF KNOWLEDGE ABOUT DIARY BRAND NAME

Sources	No. of respondents	Percentage
Friends	16	11.94
Parents/Family members	9	6.72
Advertisements	21	15.67
Sales agents/stockiest	37	27.61
Retailers	51	38.06
Total	134	100

Source: Primary data

Out of 134 respondents who purchase the diaries, 51(38.06%) gained knowledge about diary brand name through retailers, 37(27.61%) became aware of brand name through sales agents/stockiest, 21(15.67%) came to know about brand name through advertisements, 16 (11.94%) knew about brand name through friends and the remaining 9 (6.72%) got knowledge about diary brand names through parents/family members.

8.9.2 Brand preference of diaries

Generally, brand preference of the consumers influences the purchase decision. Diary consumers/purchasers purchase the diaries after reading the brand names of the diaries. Table 8.20 depicts the brand preference of diary consumers.

TABLE 8.20
BRAND PREFERENCE OF DIARIES

Brand name	No. of respondents	Percentage
Flora	34	25.37
Orient	25	18.66
Unicorn	22	16.42
Alfa	10	7.46
Orsons	31	23.13
Skylark	12	8.96
Total	134	100

Source: Primary data

Out of 134 respondents, 34(25.37%) preferred Flora brand, 31 (23.13%) liked Orsons brand, 25 (18.66%) desired Orient brand, 22 (16.42%) owned Unicorn brand, 12 (8.96%) wanted Skylark brand and 10 (7.46%) preferred Alfa brand.

8.9.3 Reasons for buying particular brand diary

If a consumer uses the same brand, it denotes that he/she is much satisfied with that brand and they are loyal to the brand. In general, there are numerous factors such as quality, product features, price *etc* that influence a consumer to have a loyal towards a particular brand. Here, among the diary consumers and purchasers, the researcher has made an attempt to study the reason for purchasing a particular brand diary and it is tabulated in Table 8.21

TABLE 8.21
REASONS FOR BUYING A PARTICULAR BRAND DIARY

Reasons	Ranks					Total
	I	II	III	IV	V	
Reasonable price	19	14	36	55	10	134
Brand image	21	28	29	24	32	134
Product features	59	38	15	13	9	134
Quality	31	49	24	16	14	134
Easy availability	4	5	30	26	69	134
Total	134	134	134	134	134	

Source: Primary data

Weighted ranking technique has been applied to analyse the reasons for buying a particular brand diary. The weighted ranking technique results are given in Table 8.22

TABLE 8.22
**REASONS FOR BUYING A PARTICULAR BRAND DIARY-
WEIGHTED RANKING TECHNIQUE**

Reasons	Ranks					Total score	Mean score	Rank
	I	II	III	IV	V			
Reasonable price	95	56	108	110	10	379	18.86	IV
Brand image	105	112	87	48	32	384	19.10	III
Product features	295	152	45	26	9	527	26.22	I
Quality	155	196	72	32	14	469	23.33	II
Easy availability	20	20	90	52	69	251	12.49	V

Source: Primary data

Table 8.22 displays that out of 134 respondents, most of the respondents purchase the particular brand due to dairy product features with the mean score of 26.22 followed by quality with the mean score of 23.33, brand image occupies third rank with the mean score of 19.10, reasonable price gets fourth rank with the mean score of 18.86 and easy availability as fifth rank with a mean score of 12.49.

8.9.4 Opinion of the respondents towards brand change

Diary features differ from one brand to another and from one industry to another industry. Hence, consumers change the brand as over their need. Moreover, in a competitive world, many brands enter into the market. Consumers switch over to new brand if the particular brand is not suitable to their need. Table 8.23 shows the respondents who want to change their dairy brand.

TABLE 8.23
BRAND CHANGE

Change	No. of respondents	Percentage
Yes	56	41.79
No	78	58.21
Total	134	100

Source: Primary data

Out of 134 respondents who purchase their diaries, 56 (41.79%) want to change the diary brand whereas 78 (58.21%) respondents do not want to change the particular brand of diary.

8.9.5 Reasons for changing the particular brand

There are many reasons for the consumers to change their particular brand of diary. The reasons for changing the brand are shown in table 8.24

TABLE 8.24
REASONS FOR CHANGING THE PARTICULAR BRAND

Reasons	No. of respondents	Percentage
Low quality	5	8.93
High price	28	50.00
Poor product features	7	12.5
Non availability	16	28.57
Total	56	100

Source: Primary data

Table 8.24 spells out that out of 56 respondents who want to change the diary brand, 28 (50%) respondents want to change their brand because of high price, 16 (28.57%) have changed their brand because of non-availability of particular brand, 7 (12.5%) felt that diary did not have all their expected features and 5 (8.93%) felt that it is a low quality *i.e.*, poor finishing and binding.

8.9.6 Frequency of brand shifting

Normally, new brand or products attract the consumers very easily. If new brand diary is introduced with attractive brand name, consumers expected that new brand diary will satisfy their needs fully. Table 8.25 shows the frequency of brand shifting by the consumers.

TABLE 8.25
FREQUENCY OF BRAND SHIFTING

Frequency	No. of respondents	Percentage
Once in a year	24	42.86
Once in two years	18	32.14
Once in three years	14	25.00
Total	56	100

Source: Primary data

Among the 56 respondents who want to change their brand, 24 (42.86%) respondents have changed their brand once in a year and 18 respondents (32.14%) want to change their diary brand once in two years and 14 (25%) want to change their brand once in three years.

8.10 PURPOSE OF PURCHASING THE DIARIES

Diary is purchased by the consumers for their self usage. Some traders want to purchase the diaries in order to give their shop or product advertisements. Some businessmen want to purchase diaries to give it as a complement. Table 8.26 depicts the purposes for which diary purchasers purchase the diaries.

TABLE 8.26
PURPOSE OF PURCHASING THE DIARIES

Purpose	No. of respondents	Percentage
Self usage	22	23.88
Advertisement	58	35.82
Complimentary	54	40.30
Total	134	100

Source: Primary data

Out of 134 respondents who purchase the diaries, 54 (40.3%) respondents want to purchase the diaries for giving the diaries as complement, 48 (35.82%) purchase the diaries for advertisement purpose and the remaining 32 (23.88%) respondents purchase the diaries for their personal use.

8.11 FACTORS CONSIDERED FOR SELECTING DIARIES

Even though consumers procure their diaries through gift, while selecting the diaries from the hands of the donor, they consider some factors such as utility of impressive information, quality of diary which includes paper, colour of the ink used in the diary. While purchasing the diaries, the customers considered many variables such as tax provisions, present, past and future calendar, slogans, nature of the paper, size of the

diary, postal instructions, telegram messages, international airline chart, diary outer cover features and so on. Orthogonal Varimax Rotation method under factor analysis has been applied to group the factors. Table 8.27 displays the results of factor analysis.

TABLE 8.27
FACTORS CONSIDERED FOR SELECTING DIARIES

Factors	Variables	Factor Loading	Reliability Coefficient	Eigen Value	Per cent of Variation
Utility of information	Postal instructions and telegram message	0.8327	0.8663	6.8172	23.84
	Brief calendar for the past, current and future years	0.8109			
	International airline chart	0.7324			
	Tax provisions	0.6883			
	STD and ISD codes	0.6871			
Types of messages	Slogans	0.8919	0.7247	4.0414	19.11
	Golden words of leaders	0.8812			
	Quotations	0.8652			
	Proverb/Adage	0.8027			
	Geetha words	0.7231			
	Thirukural messages	0.6142			

Quality of the diary	Nature of the paper	0.9301	0.9114	3.8192	14.09
	Colour of the ink	0.8119			
Size of the diary	Pocket size diaries	0.8814	0.7331	2.3304	10.33
	Small size diaries	0.7209			
	Medium size diaries	0.6311			
	Large size diaries	0.5862			
Diary cover features	Pictures of God	0.8536	0.6981	2.1698	8.53
	Self design pictures	0.8324			
	Pictures of modern painting	0.7967			

Source: Primary data

The five major factors considered by the respondents while purchasing the diaries are utility of information, types of messages, quality of the diary, size of the diary and diary cover features. The most important factor is the utility of information factor. It consists of five variables with the reliability coefficient of 0.8663. The Eigen value and the percent of variation explained by this factor are 6.8172 and 23.84 per cent respectively. The second important factor is type of messages factor. It consists of six variables with the reliability coefficient of 0.7247. The Eigen value and the percent of variation are 4.0414 and 19.11 per cent respectively. The third factor is quality of the diary factor. It consists of two variables with the reliability coefficient of 0.9114. The Eigen value of the factors are 3.8192 and 2.3304 respectively.

The last two factors are size of the diary and diary cover features which consist of four and three variables in it. The percent of variation explained by the factors are 10.33 and 8.53 per cent respectively.

8.12 REASONS FOR USING THE DIARIES

The researcher has made an attempt to analyse the main reasons for which the diary is used by the respondents. The reasons for using the diaries are tabulated in Table 8.28.

TABLE 8.28
REASONS FOR USING THE DIARIES

Reasons	Ranks						Total
	I	II	III	IV	V	VI	
Referring information/message quotes	29	11	56	74	83	59	312
Writing memorable events	63	88	58	60	22	21	312
Daily diary writing	107	89	51	40	16	9	312
Planning the activities	43	49	34	77	33	76	312
Writing names, address and phone numbers	56	57	73	46	42	88	312
Writing study notes	14	18	40	15	116	109	312

Source: Primary data

Garrett's ranking technique has been applied to analyze the reason or using diaries. Table 8.29 tabulates the results of Garrett's ranking technique.

TABLE 8.29
REASONS FOR USING THE DIARIES –
GARRETT'S RANKING TECHNIQUE

Reasons	Mean scores	Rank
Referring information/message quotes	61.95	I
Writing memorable events	56.64	II
Daily diary writing	52.71	III
Planning the activities	47.72	IV
Writing names, address and phone numbers	44.20	V
Writing study notes	38.07	VI

Source: Primary data

It is inferred that daily diary writing (61.95) is the main reason for using diaries followed by writing memorable events (56.64) in the diary. Writing names, addresses and phone numbers (52.71) is the third reason for using the diaries.

8.12 PRESERVATION OF DIARIES

Consumers keep the diaries for some years or some of them may dispose the diaries after use it for the particular year. Table 6.30 points out the number of consumers who have the habit of preserving the diaries.

TABLE 8.30
PRESERVATION OF DIARIES

Preservation	No. of respondents	Percentage
Yes	194	62.18
No	118	37.82
Total	312	100

Source: Primary data

Table 8.30 points out that out of 312 respondents, 194 (62.18%) have the habit of preserving the diaries and 118 (37.82%) do not have the habit of preserving the diaries.

8.12.1 Duration of preserving the diaries

Keeping a diary is a valuable activity. Hence, it is essential to check how long the diary has been preserved by the respondents. Table 8.31 depicts the same.

TABLE 8.31
DURATION OF PRESERVING THE DIARIES

Duration	No. of respondents	Percentage
Till the particular year	118	37.82
Less than 5 years	136	43.59
5 – 10 years	24	7.69
Above 10 years/Life long	34	10.90
Total	312	100

Source: Primary data

Out of 312 respondents, 118 (37.82%) have the habit of preserving the diary for the particular year only, 136 (43.59%) have the habit of preserving the diary for a period of less than 5 years, 24 (7.69%) have the habit of preserving the diary for a period of 5 – 10 years and the remaining 34 (10.9%) have the habit of maintaining the diary for a period of more than 10 years.

8.13 MODIFICATION REQUIRED FOR PREFERRING A DIARY

Consumers or users purchase the particular type of diary according to their wants and needs. For preferring a diary, they considered pictures and designs on the cover, attachment facility given in the diary, diary features etc. Table 8.32 depicts the modification required for preferring a diary.

TABLE 8.32

MODIFICATIONS REQUIRED FOR PREFERRING A DIARY

Modification		SA	A	NO	DA	SDA	Total
Design of the cover	Foam with zip cover	4	4	38	128	138	312
	Mat cover	10	14	30	132	126	312
	Sandal wood cover	20	38	100	126	28	312
Attachment	Pen/Pencil	4	26	36	110	136	312
	Calculator	36	4	108	126	38	312
	Cardholders	18	24	116	76	78	312
	Letter pad/Envelopes	46	38	52	124	52	312
	Transparency sheets for preserving photos	76	42	42	94	58	312
Musical sounds	Good morning/Good evening	6	12	26	106	162	312
	Happy new year	30	50	52	114	66	312
	Marriage/Festival greetings	142	126	20	14	10	312
	Congratulations	168	80	32	28	4	312

Source: Primary data

The responses given by the consumer like strongly agree, agree, no opinion, disagree and strongly disagree are multiplied by 5,4,3,2 and 1 respectively. The mean scores and ranks are given in Table 8.33.

TABLE 8.33

**MODIFICATIONS REQUIRED FOR PREFERRING A DIARY – LIKERT’S
FIVE POINT SCALING TECHNIQUE**

Modification		SA	A	NO	DA	SDA	Total score
Design of the cover	Foam with zip cover	20	16	114	256	138	544
	Mat cover	50	56	90	264	126	586
	Sandal wood cover	100	152	300	252	28	832
Attachment	Pen/Pencil	20	104	108	220	136	588
	Calculator	180	16	324	252	38	810
	Cardholders	90	96	348	152	78	764
	Letter pad/Envelopes	230	152	156	248	52	838
	Transparency sheets for preserving photos	380	168	126	188	58	920
Musical sounds	Good morning/Good evening	30	48	78	212	162	530
	Happy new year	150	200	156	228	66	800
	Marriage/Festival greetings	710	504	60	28	10	1312
	Congratulations	840	320	96	56	4	1316

Source: Primary data

Most of the respondents will prefer sandal wood cover (832) as the design of the cover, transparency sheets for preserving photos (920) and congratulation wishes (1316) as musical sounds.

8.14 SUMMARY