

It is clear from the study that most of the respondents have medium level satisfaction towards the usage pattern of diaries. Nine socio economic variables such as sex, age, education, occupation, monthly income, marital status, family size, number of earning members and type of the family are studied. Out of nine variables, four variables marital status, family size, numbers of earning members and type of the family have significant relationship with level satisfaction towards the usage pattern of diaries. The other five variables sex, age, education, occupation and monthly income do not have significant relationship with level satisfaction towards the usage pattern of diaries. Most of the respondents purchase the particular brand due to diary product features. 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. Many respondents used diaries for daily diary writing followed by writing memorable events in the diary. Most of the respondents will prefer sandal wood cover as the design of the cover, transparency sheets for preserving photos and congratulation wishes as musical sounds.

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