Chapter - 5

IMPACT OF MEDIA ON DIFFERENT CATEGORIES OF CONSUMERS
-A COMPARATIVE STUDY
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5.1 Introduction
The entire study has been done taking the primary data from directly the consumers. The analysis has been done to check the effect of different media on different consumers. For the purpose of the study survey was done in the most important five metropolitan cities in West Bengal. They are KOLKATA, ASANSOL, DURGAPUR, HOWRAH and SILIGURI, profiles of which are given below.

The primary reason behind this is that a number of Malls and big shops are more in these cities and FMCG business are more in these malls and shops. In KOLKATA 30 malls of an average of 100000sq feet, in ASANSOL 4 malls of an average of 200000sq feet, in DURGAPUR 3 malls of an average of 150000sq feet, in HOWRAH 2 malls of an average of 200000sq feet, in SILIGURI 4 malls of an average of 450000sq feet are there.
Table 5.1 DETAILS OF THE FIVE METROPOLITAN CITIES CHOSEN FOR THE STUDY

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<th>Metropolitan City</th>
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<td>City 1</td>
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A questionnaire was prepared **Table 5.2 (page 225-226)** and directly the consumers from these different areas were asked to fill in the questionnaire. From each area 60 consumers were selected on the basis of convenience sampling and asked to fill the questionnaire. The analysis is based on different aspects or factors of the consumers like gender, age, profession and income. It took 18 months to collect the primary data from different cities for the analysis. After taking the responses from 300 respondents the computation was done. The analysis was done taking firstly the West Bengal as a full unit and then five cities separately. Pearson Chi Square has been used to test the hypothesis as shown in Chapter 1.

**5.2 Overall analysis and city wise analysis on consumers of different age groups.**
The entire analysis under the head is based on age factor of consumers. Sample consumers have been divided into age-
groups as shown in Tables 5.3 to 5.14 (Page 227-244)

5.2.1 Consumers were asked which media among Television, Radio and Newspaper was mostly used in their home

1. **Table-5.3** (Page 227) shows the result of entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 46% consumers prefer Radio at home than the other two Medias. The age group of 35-45 is showing the maximum preference for Radio (55.3%) in the entire sets of sample. However there is no statistically significant difference in Media usage across age group as p value is 0.551 using Pearson’s Chi Square Test.

2. **Table-5.4** (Page 227-229) shows the city wise analysis which is given below:
   - **ASANSOL**: It clearly shows that 56.7% consumers prefer Radio at home than the other two Medias. The age group of 35-45 is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 68.4%. However there is no statistically significant difference in Media usage across age group (p value .762 using Pearson’s Chi Square Test).
   - **DURGAPUR**: It clearly shows that 41.7% consumers prefer Radio at home than the other two Medias. The age group of 25-35 is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 57.1%. However there is no statistically significant difference in Media usage across age group (p value .459 using Pearson’s Chi Square Test).
   - **HOWRAH**: It clearly shows that 40% consumers prefer Newspaper at home than the other two Medias. The age group of above 45 is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 57.1%. However there is no statistically significant difference in Media usage across age group (p value .619 using Pearson’s Chi Square Test).
KOLKATA: It clearly shows that 35% consumers prefer Television at home than the other two Medias. The age group of 25-35 is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 50%. However there is no statistically significant difference in Media usage across age group (p value .468 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 63.3% consumers prefer Radio at home than the other two Medias. The age group of 35-45 is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 73.7%. However there is no statistically significant difference in Media usage across age group (p value .264 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media. As a whole, however still Radio is the best preferred media and consumer’s preference is not so significantly dependent on age.

5.2.2 Consumers were asked to state the media which creates impact on their purchase

1. Table-5.5 (Page 229) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred media separately of four age groups of consumers. It clearly shows that 40.3% consumers have more impact of the media Newspaper than the other Media. The age group of 35-45 is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 42.4%. However there is no statistically significant difference in Media usage across age group (p value 0.704 using Pearson’s Chi Square Test).

2. Table-5.6 (Page 229-231) shows the city wise analysis which is given below:

ASANSOL: It clearly shows that 50% consumers have more impact of the media Newspaper than the other Medias. The age group of 25-35 and more than 45 is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 53.8%. However there is no statistically significant difference in Media usage across age group (p value 0.860 using Pearson’s Chi Square Test).
DURGAPUR:  It clearly shows that 36.7% consumers have more impact of the media Newspaper and Hoardings than the other Medias. The age group of 15-25 and 25-35 is showing the maximum preference of Newspaper and Hoardings in the entire sets of Preferred Media i.e. 50%. However there is no statistically significant difference in Media usage across age group(p value 0.821 using Pearson’s Chi Square Test).

HOWRAH:  It clearly shows that 36.7% consumers have more impact of the media Hoardings than the other Medias. The age group of above 45 is showing the maximum preference of Hoardings in the entire sets of Preferred Media i.e. 50%. However there is no statistically significant difference in Media usage across age group(p value 0.834 using Pearson’s Chi Square Test).

KOLKATA:  It clearly shows that 30% consumers have more impact of the media Radio and Hoardings than the other Medias. The age group of 15-25 is showing the maximum preference of Hoardings in the entire sets of Preferred Media i.e. 46.7%. However there is no statistically significant difference in Media usage across age group(p value 0.563 using Pearson’s Chi Square Test).

SILIGURI:  It clearly shows that 55% consumers have more impact of the media Newspaper than the other Medias. The age group above 45 is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 58.3%. However there is no statistically significant difference in Media usage across age group(p value 0.529 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media. As a whole, however still Newspaper is the best preferred media and preference is not dependent so significantly on age.

5.2.3 Consumers were asked to rate the TV
1. **Table-5.7 (Page 231-232)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred media separately of four age groups of consumers. It clearly shows that 26.7% consumers watch Television and rate this media as a Good Media. The age group of above 45 is showing and rate this media as a Good Media i.e. 31.9%. However there is no statistically significant difference in Media usage across age group (p value 0.963 using Pearson’s Chi Square Test).

2. **Table-5.8 (Page 232-235)** shows the city wise analysis which is given below:

   **ASANSOL**: It clearly shows that 25% consumers watch Television and rates this media as a Good Media. The age group of 35-45 watch Television and rates this media as a Good Media i.e. 31.6%. However there is no statistically significant difference in rating the Media usage across age group (p value 0.972 using Pearson’s Chi Square Test).

   **DURGAPUR**: It clearly shows that 31.7% consumers watch Television and rates this media as a Good Media. The age group of above 45 watch Television and rates this media as a Good Media i.e. 41.2%. However there is no statistically significant difference in rating the Media usage across age group (p value 0.880 using Pearson’s Chi Square Test).

   **HOWRAH**: It clearly shows that 31.7% consumers watch Television and rates this media as a Good Media. The age group of above 45 watch Television and rates this media as a Good Media i.e. 50%. However there is no statistically significant difference in rating the Media usage across age group (p value 0.267 using Pearson’s Chi Square Test).

   **KOLKATA**: It clearly shows that 25% consumers watch Television and rates this media as an Excellent Media. The age group of 25-35 watch Television and rates this media as a Good Media i.e. 50%. However there is no statistically significant difference in rating the Media usage across age group (p value 0.273 using Pearson’s Chi Square Test).

   **SILIGURI**: It clearly shows that 28.3% consumers watch Television and rates this media as a Bad Media. The age group of above 45 watch Television and rates this media as a Media which brings negativity i.e. 50%. However there is no statistically significant difference in rating the Media usage across age group (p value 0.539 using Pearson’s Chi Square Test).
3. What springs up from above analysis is: Different cities have different preference for different media. As a whole, however still Television is the best preferred media and preference is not dependent so significantly on age.

5.2.4 Consumers were asked to rate the media Newspaper

1. Table-5.9 (Page 235) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred media separately of four age groups of consumers. It clearly shows that 35% consumers rates the Newspaper media as a Good media. The age group of 15-25 is showing that consumers rate the Newspaper media as a Good Media i.e. 38.7%. However there is no statistically significant difference in Newspaper Media usage across age group(p value 0.316 using Pearson’s Chi Square Test).

2. Table-5.10 (Page 235-238) shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 31.7% consumer’s comments and rate the Newspaper media as Good and few rate it as Excellent Media. The age group of above 45 comments and rate the Newspaper media as Excellent Media i.e. 53.8%. However there is no statistically significant difference in Newspaper Media usage across age group(p value 0.453 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 40% consumer’s comments and rate the Newspaper media as Good Media. The age group of 15-25 comments and rate the Newspaper media as Good Media i.e. 50%. However there is no statistically significant difference in Newspaper Media usage across age group(p value 0.202 using Pearson’s Chi Square Test).

   **HOWRAH:** It clearly shows that 33.3% consumer’s comments and rate the Newspaper media as Good and few rate it as Excellent Media. The age group of 15-25 comments and rate the Newspaper media as Good Media i.e. 43.8%. However there is no statistically significant difference in Newspaper Media usage across age group(p value 0.879 using Pearson’s Chi Square Test).
KOLKATA: It clearly shows that 33.3% consumer’s comments and rate the Newspaper media as Good Media. The age group of 25-35 comments and rate the Newspaper media as Good Media i.e. 50%. However there is no statistically significant difference in Newspaper Media usage across age group (p value 0.792 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 36.7% consumer’s comments and rate the Newspaper media as Good Media. The age group of 15-25 comments and rate the Newspaper media as Good Media i.e. 46.7%. However there is no statistically significant difference in Newspaper Media usage across age group (p value 0.816 using Pearson’s Chi Square Test).

3. What springs up from above analysis is :- Different cities have different preference for Newspaper media. As a whole, however still Newspaper is the best preferred media for age 15-25.

5.2.5 Consumers were asked to rate the media Hoarding

1. Table-5.11 (Page 238) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred media separately of four age groups of consumers. It clearly shows that 34.7% consumers comments hoarding as an excellent media. The age group of above 45 is showing that Hoarding is an Excellent media i.e. 40.3%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.182 using Pearson’s Chi Square Test).

2. Table-5.12 (Page 238-241) shows the city wise analysis which is given below:
   ASANSOL: It clearly shows that 36.7% consumers comments hoarding as an excellent media. The age group of 15-25 consumers comments hoarding as an excellent media i.e. 46.7%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.515 using Pearson’s Chi Square Test).
DURGAPUR: It clearly shows that 35% consumers comments hoarding as an excellent media. The age group of 15-25 consumers comments hoarding as an excellent media i.e. 40%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.667 using Pearson’s Chi Square Test).

HOWRAH: It clearly shows that 35% consumer’s comments hoarding as an excellent media and few comments it as Good Media. The age group of 15-25 consumers comments hoarding as an Good media i.e. 53.3%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.914 using Pearson’s Chi Square Test).

KOLKATA: It clearly shows that 31.7% consumer’s comments hoarding as an excellent media and few comments it as Good Media. The age group of 15-25 consumers comments hoarding as an media which does not create a difference to them i.e. 50%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.254 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 35% consumers comments hoarding as an excellent media. The age group of 15-25 consumers comments hoarding as an excellent media i.e. 41.7%. However there is no statistically significant difference in Hoarding Media usage across age group (p value 0.934 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for Hoarding media. As a whole, however still Hoardings is the best preferred media for age above 45.

5.2.6 Consumers were asked to rate the media Radio

1. Table-5.13 (Page 241) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred media separately of four age groups of consumers. It clearly shows that 41% consumers hears Radio and comments it as
a Good Media. The age group of above 45 is showing that consumers comments the Radio media as a good media i.e. 41.7%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.537 using Pearson’s Chi Square Test).

2. Table-5.14 (Page 241-244) shows the city wise analysis which is given below:

**ASANSOL:** It clearly shows that 45% consumers hears Radio and comments it as a Good Media. The age group of 35-45 hears Radio and comments it as a Good Media i.e. 57.9%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.636 using Pearson’s Chi Square Test).

**DURGAPUR:** It clearly shows that 40% consumers hears Radio and comments it as a Good Media. The age group of 15-25 hears Radio and comments it as a Good Media i.e. 50%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.454 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 36.7% consumers hears Radio and comments it as a Good Media. The age group of 25-35 hears Radio and comments it as a Good Media i.e. 46.7%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.950 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 38.3% consumers hears Radio and comments it as a Good Media. The age group of above 45 hears Radio and comments it as a Good Media i.e. 50%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.216 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 45% consumers hears Radio and comments it as a Good Media. The age group of 25-35 and above 45 hears Radio and comments it as a Good Media i.e. 50%. However there is no statistically significant difference in Radio Media usage across age group (p value 0.774 using Pearson’s Chi Square Test).
3. What springs up from above analysis is:-Different cities have different preference for Radio media. As a whole, however still Radio is the best preferred media for age above 45.

It is very clear from the above analysis that the different age groups have different preferences for different kinds of media to buy their fast moving consumer goods. It shows that the age is not a significant factor for the consumers which affect their buying behavior of fast moving Consumer Goods. The result is more or less same in case of each selected city as well as in case of West Bengal as a whole.

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5.3 Overall analysis and city wise analysis on consumers of different gender groups.

The entire analysis under the head is based on gender factor of consumers. Sample consumers have been divided into gender-groups as shown in Tables 5.15 and 5.26(Page 244-260)

5.3.1 Consumers were asked which media among Television, Radio and Newspaper is mostly used in their home

1. Table-5.15 (Page 244) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows two categories of consumer’s gender with the best preferred Media. It clearly shows that 46% consumers prefer Radio at home than the other two Medias. The Female group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 57.5%. However there is statistically significant difference in Media usage across gender group(p value <0.001 using Pearson’s Chi Square Test).
2. **Table-5.16 (Page 244-246)** shows the city wise analysis which is given below:

**ASANSOL:** It clearly shows that 56.7% consumers prefer Radio at home than the other two Medias. The Female group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 71.9%. However there is no statistically significant difference in Media usage across gender group (p value .036 using Pearson’s Chi Square Test).

**DURGAPUR:** It clearly shows that 41.7% consumers prefer Radio at home than the other two Medias. The Female group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 50%. However there is no statistically significant difference in Media usage across gender group (p value .375 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 40% consumers prefer Newspaper at home than the other two Medias. The Female group is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 44.4%. However there is no statistically significant difference in Media usage across gender group (p value .812 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 35% consumers prefer Television at home than the other two Medias. The Female group is showing the maximum preference of Television in the entire sets of Preferred Media i.e. 53.1%. There is also statistically significant difference in Media usage across gender group (p value <0.001 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 63.3% consumers prefer Radio at home than the other two Medias. The Female group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 65.4%. However there is no statistically significant difference in Media usage across gender group (p value .302 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is generally gender-independent. As a whole, however still Radio is the best preferred media.

5.3.2 **Consumers were asked to state the media which creates impact on their purchase**
1. **Table-5.17 (Page 246-247)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows two categories of consumer’s gender with the best preferred Media. It clearly shows that 40.3% consumers has more impact of the media newspaper at home than the other Medias. The Female group is showing the maximum preference of newspaper in the entire sets of Preferred Media i.e. 50.3%. However there is no statistically significant difference in Media usage across gender group (p value 0.003 using Pearson’s Chi Square Test).

2. **Table-5.18 (Page 247-249)** shows the city wise analysis which is given below:

   **ASANSOL**: It clearly shows that 50% consumers have more impact of the media Newspaper than the other Medias. The Female group is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 62.5%. However there is no statistically significant difference in Media usage across gender group (p value .089 using Pearson’s Chi Square Test).

   **DURGAPUR**: It clearly shows that 36.7% consumers have more impact of the media Newspaper and Hoardings than the other Medias. The Female group is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 43.8%. However there is no statistically significant difference in Media usage across gender group (p value 0.652 using Pearson’s Chi Square Test).

   **HOWRAH**: It clearly shows that 36.7% consumers have more impact of the media Hoardings than the other Medias. The Female group is showing the maximum preference of Hoardings in the entire sets of Preferred Media i.e. 44.4%. However there is no statistically significant difference in Media usage across gender group (p value 0.531 using Pearson’s Chi Square Test).

   **KOLKATA**: It clearly shows that 30% consumers have more impact of the media radio and Hoardings than the other Medias. The Female group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 60.7%. There is also statistically significant difference in Media usage across gender group (p value <0.001 using Pearson’s Chi Square Test).
SILIGURI: It clearly shows that 55% consumers have more impact of the media Newspaper than the other Medias. The Female group is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 55.9%. However there is no statistically significant difference in Media usage across gender group (p value 0.332 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is gender-independent except in KOLKATA. As a whole, however still Newspaper is the best preferred media by Females.

5.3.3 Consumers were asked to rate the TV

1. Table-5.19 (Page 249) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 26.7% consumers watch Television and comments it as a Good Media. The group of Male is showing the maximum watching of the Television and comments it as a Good media i.e. 33.3%. However there is no statistically significant difference in buying the products across gender group (p value 0.007 using Pearson’s Chi Square Test).

2. Table-5.20 (Page 249-251) shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 26.7% consumers watch Television and comments it as a negative Media. The group of Male is showing the maximum watching of the Television and comments it as a Good media i.e. 35.7%. However there is no statistically significant difference in buying the products across gender group (p value 0.217 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 31.7% consumers watch Television and comments it as a Good Media. The group of Male is showing the maximum watching of the Television and comments it as a Good media i.e. 39.3%. However there is no statistically significant difference in buying the products across gender group (p value 0.646 using Pearson’s Chi Square Test).
HOWRAH: It clearly shows that 31.7% consumers watch Television and comments it as a Good Media. The group of Male is showing the maximum watching of the Television and comments it as a Good media i.e. 33.3%. However there is no statistically significant difference in buying the products across gender group (p value 0.749 using Pearson’s Chi Square Test).

KOLKATA: It clearly shows that 25% consumers watch Television and comments it as an Excellent Media. The group of Male is showing the maximum watching of the Television and comments it as a negative media i.e. 42.9%. There is also statistically significant difference in buying the products across gender group (p value <0.001 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 28.3% consumers watch Television and comments it as a Bad Media. The group of Male is showing the maximum watching of the Television and comments it as a Bad media i.e. 34.6%. However there is no statistically significant difference in buying the products across gender group (p value 0.496 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is gender-independent except in KOLKATA. As a whole, however still Television is the best preferred media by Male gender.

5.3.4 Consumers were asked to rate for the media Newspaper

1. **Table-5.21 (Page 252)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows both categories of consumer read Newspaper. It clearly shows that 35% consumers reading Newspaper have commented Newspaper as a Good Media. The maximum is group of Female has commented Newspaper as a Good Media i.e. 35.3%. However there is no statistically significant difference in buying the products across gender group (p value 0.089 using Pearson’s Chi Square Test).

2. **Table-5.22 (Page 252-254)** shows the city wise analysis which is given below:
ASANSOL: It clearly shows that 31.7% consumers reading Newspaper have commented Newspaper as an Excellent Media and few as a Good Media. The maximum in group of Female have commented Newspaper as an excellent Media i.e. 37.5%. However there is no statistically significant difference in buying the products across gender group (p value 0.165 using Pearson’s Chi Square Test).

DURGAPUR: It clearly shows that 40% consumers reading Newspaper have commented Newspaper as a Good Media and few as a Good Media. The maximum in group of Female have commented Newspaper as an excellent Media i.e. 40.6%. However there is no statistically significant difference in buying the products across gender group (p value 0.613 using Pearson’s Chi Square Test).

HOWRAH: It clearly shows that 33.3% consumers reading Newspaper have commented Newspaper as a Good Media. The maximum in group of Female have commented Newspaper as a Good Media i.e. 40.7%. However there is no statistically significant difference in buying the products across gender group (p value 0.687 using Pearson’s Chi Square Test).

KOLKATA: It clearly shows that 33.3% consumers reading Newspaper have commented Newspaper as a Good Media. The maximum in group of Female have commented Newspaper as a Good Media i.e. 35.7%. However there is no statistically significant difference in buying the products across gender group (p value 0.022 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 36.7% consumers reading Newspaper have commented Newspaper as a Good Media. The maximum in group of Female have commented Newspaper as a Good Media i.e. 38.2%. However there is no statistically significant difference in buying the products across gender group (p value 0.930 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is always gender-independent. As a whole, however still Newspaper is the best preferred media by Female gender.

5.3.5 Consumers were asked to rate the media Hoarding
1. **Table-5.23** *(Page 254-255)* shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 34.7% consumers comment hoarding media as an excellent media. The maximum in group of Female have commented hoarding media as an excellent media i.e. 38.6%. However there is no statistically significant difference in buying the products across gender group (p value 0.484 using Pearson’s Chi Square Test).

2. **Table-5.24** *(Page 255-257)* shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 36.7% consumers comments hoarding media as an excellent media. The maximum in group of Female have commented hoarding media as an excellent media i.e. 40.6%. However there is no statistically significant difference in buying the products across gender group (p value 0.484 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 35% consumers comments hoarding media as an excellent media. The maximum in group of Female have commented hoarding media as an excellent media i.e. 37.5%. However there is no statistically significant difference in buying the products across gender group (p value 0.349 using Pearson’s Chi Square Test).

   **HOWRAH:** It clearly shows those 35% consumers comments hoarding media as an excellent media and few comments as good media. The maximum in group of Female have commented hoarding media as an excellent media i.e. 37.5%. However there is no statistically significant difference in buying the products across gender group (p value 0.134 using Pearson’s Chi Square Test).

   **KOLKATA:** It clearly shows those 31.7% consumers comments hoarding media as an excellent media and few comments as good media. The maximum in group of Female have commented hoarding media as an excellent media i.e. 35.7%. However there is no statistically significant difference in buying the products across gender group (p value 0.583 using Pearson’s Chi Square Test).

   **SILIGURI:** It clearly shows that 35% consumers comments hoarding media as an excellent media. The maximum in group of Male have commented hoarding media as good media i.e. 38.5%. However there is no statistically significant difference in buying the products across gender group (p value 0.533 using Pearson’s Chi Square Test).
3. What springs up from above analysis is: Different cities have different preference for different media but that preference is always gender independent. As a whole, however still Hoarding is the best preferred media by Females.

5.3.6 Consumers were asked to rate the media Radio

1. Table-5.25(Page 257-258) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 41% consumers listen to Radio and comment it as a good media. The maximum in group of Female have commented it as a good media i.e. 45.1%. However there is no statistically significant difference in buying the products across gender group (p value 0.052 using Pearson’s Chi Square Test).

2. Table-5.26(Page 258-260) shows the group wise on the consumers according to the Metropolitan cities:
   
   **ASANSOL:** It clearly shows that 45% consumers listens to Radio and comments it as a good media. The maximum in group of Female have commented it as a good media i.e. 53.1%. However there is no statistically significant difference in buying the products across gender group (p value 0.548 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 40% consumers listens to Radio and comments it as a good media. The maximum in group of Female have commented it as a good media i.e. 50%. However there is no statistically significant difference in buying the products across gender group (p value 0.156 using Pearson’s Chi Square Test).

   **HOWRAH:** It clearly shows that 36.7% consumers listens to Radio and comments it as a good media. The maximum in group of Male have commented it as a good media i.e. 39.4%. However there is no statistically significant difference in buying the products across gender group (p effect value 0.285 using Pearson’s Chi Square Test).
KOLKATA: It clearly shows that 38.3% consumers listens to Radio and comments it as a good media. The maximum in group of Female have commented it as a good media i.e. 46.4%. However there is no statistically significant difference in buying the products across gender group (p value 0.250 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 45% consumers listens to Radio and comments it as a good media. The maximum in group of Female have commented it as a good media i.e. 50%. However there is no statistically significant difference in buying the products across gender group (p value 0.206 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is always gender-independent. As a whole, however still Radio is the best preferred media by Females.

It is very clear from the above analysis that the different gender groups have different preferences for different kinds of media to buy their fast moving consumer goods. It shows that the gender is not a significant factor for the consumers which affect their buying behavior of fast moving Consumer Goods. The result is more or less same in case of each selected city as well as in case of West Bengal as a whole.
5.4  **Overall analysis and city wise analysis on consumers of different profession groups.**

*The entire analysis under the head is based on profession factor of consumers. Sample consumers have been divided into profession-groups as shown in Tables 5.27 to 5.38 (Page 260-276)*

5.4.1  **Consumers were asked which media among Television, Radio and Newspaper is mostly used in their home**

1. **Table-5.27** (*Page 260*) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 46% consumers prefer Radio at home than the other two Medias. The profession group of Business man is showing the maximum preference to Radio in the entire sets of Preferred Media i.e. 75%. However there is no statistically significant difference in Media usage across profession group(p value .055 using Pearson’s Chi Square Test).

2. **Table-5.28** (*Page 260-262*) shows the city wise analysis which is given below:
ASANSOL: It clearly shows that 56.7% consumers prefer Radio at home than the other two Medias. The Profession group of Businessman is showing the maximum preference to Radio in the entire sets of Preferred Media i.e. 100%. However there is no statistically significant difference in Media usage across profession group (p value .568 using Pearson’s Chi Square Test).

DURGAPUR: It clearly shows that 41.7% consumers prefer Radio at home than the other two Medias. The Profession group of Businessman is showing the maximum preference to Radio in the entire sets of Preferred Media 75%. However there is no statistically significant difference in Media usage across profession group (p value .257 using Pearson’s Chi Square Test).

HOWRAH: It clearly shows that 40% consumers prefer Newspaper at home than the other two Medias. The Profession group of student is showing the maximum preference to Newspaper in the entire sets of Preferred Media i.e. 46.2%. However there is no statistically significant difference in Media usage across profession group (p value .871 using Pearson’s Chi Square Test).

KOLKATA: It clearly shows that 35% consumers prefer Television at home than the other two Medias. The Profession group of Businessman is showing the maximum preference to Radio in the entire sets of Preferred Media 100%. However there is statistically significant difference in Media usage across profession group (p value < 0.001 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 63.3% consumers prefer Radio at home than the other two Medias. The Profession group of Housewife is showing the maximum preference to Radio in the entire sets of Preferred Media i.e. 83.3%. However there is no statistically significant difference in Media usage across profession group (p value .157 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Radio is the best preferred media by Business Man.

5.4.2 Consumers were asked to state the media which creates impact on their purchase
1. **Table-5.29 (Page 262-263)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 40.3% consumers feel more impact of the media Newspaper than the other Medias. The profession group of Business man is showing the maximum preference to Newspaper in the entire sets of Preferred Media i.e. 66.7%. However there is no statistically significant difference in Media usage across profession group(p value 0.196 using Pearson’s Chi Square Test).

2. **Table-5.30 (Page 263-264)** shows the city wise analysis which is given below:

   **ASANSOL:**  It clearly shows that 50% consumers feel more impact of the media Newspaper media than the other Medias. The Profession group of Businessman is showing the maximum preference to Newspaper in the entire sets of Preferred Media i.e. 100%. However there is no statistically significant difference in Media usage across profession group(p value 0.669 using Pearson’s Chi Square Test).

   **DURGAPUR:**  It clearly shows that 36.7% consumers feel more impact of the media Newspaper and Hoardings than the other Medias. The Profession group of student is showing the maximum preference to Hoardings in the entire sets of Preferred Media i.e. 60%. However there is no statistically significant difference in Media usage across profession group(p value 0.608 using Pearson’s Chi Square Test).

   **HOWRAH:**  It clearly shows that 36.7% consumers feel more impact of the media Hoardings than the other Medias. The Profession group of Student is showing the maximum preference to Hoardings in the entire sets of Preferred Media i.e. 46.2%. However there is no statistically significant difference in Media usage across profession group(p value 0.715 using Pearson’s Chi Square Test).

   **KOLKATA:**  It clearly shows that 30% consumers feel more impact of the media Radio and Hoardings than the other Medias. The Profession group of Businessman is showing the maximum preference to Newspaper in the entire sets of Preferred Media i.e. 100%. However there is statistically significant difference in Media usage across profession group(p value <0.001 using Pearson’s Chi Square Test).
SILIGURI: It clearly shows that 55% consumers feel more impact of the media Newspaper than the other Medias. The Profession group of Housewife is showing the maximum preference to Newspaper in the entire sets of Preferred Media i.e. 72.2%. However there is no statistically significant difference in Media usage across profession group (p value 0.374 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Newspaper is the best preferred media by Businessman.

5.4.3 Consumers were asked to rate the TV

1. **Table-5.31** (Page 265) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 26.7% consumers watch Television more and comment it as a good media. The group of Business man watches (more than five hours) Television more and comments it as a negative media. i.e. 37.5%. However there is no statistically significant difference in watching Television across profession group (p value 0.400 using Pearson’s Chi Square Test).

2. **Table-5.32** (Page 265-267) shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 26.7% consumers watch Television more and comment it as a negative media. The group of housewife watches Television more (more than five hours) and comments it as a good media. i.e. 30.4%. However there is no statistically significant difference in watching Television across profession group (p value 0.788 using Pearson’s Chi Square Test).
DURGAPUR: It clearly shows that 31.7% consumers watch Television more and comment it as a good media. The group of student watches Television more (more than five hours) and comments it as a good media, i.e. 46.7%. However there is no statistically significant difference in watching Television across profession group (p value 0.580 using Pearson’s Chi Square Test).

HOWRAH: It clearly shows that 31.7% consumers watch Television more and comment it as a good media. The group of Business man watches more Television more (more than five hours) and comments it as a good and few says it makes no difference media, i.e. 40%. However there is no statistically significant difference in watching Television across profession group (p value 0.301 using Pearson’s Chi Square Test).

KOLKATA: It clearly shows that 25% consumers watch Television more and comment it as an excellent media. The group of student watches more Television more (more than five hours) and comments it as a good media, i.e. 40%. However there is no statistically significant difference in watching Television across profession group (p value 0.007 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 28.3% consumers watch Television and comment it as a bad media. The group of housewife watches Television more (more than five hours) and comments it as a negative media, i.e. 44.4%. However there is no statistically significant difference in watching Television across profession group (p value 0.681 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Television is the best preferred media by Business man.

5.4.4 Consumers were asked to rate the media Newspaper
1. **Table-5.33 (Page 268)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 35% consumers read newspaper and rate it as a good media. The group of Business man reads newspaper more and rates it as a good media i.e. 45.8%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.639 using Pearson’s Chi Square Test).

2. **Table-5.34 (Page 268-270)** shows the city wise analysis which is given below:

**ASANSOL:** It clearly shows that 31.7% consumers read newspaper and rate it as a good media and few comment it as excellent media. The group of Business man reads newspaper more and rates it as a media which makes no difference i.e. 75%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.152 using Pearson’s Chi Square Test).

**DURGAPUR:** It clearly shows that 40% consumers read newspaper and rate it as a good media and few comment it as excellent media. The group of Business man reads newspaper more and rates it as excellent media i.e. 100%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.349 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 33.3% consumers read newspaper and rate it as a good media. The group of Business man reads newspaper more and rates it as a good media i.e. 60%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.101 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 33.3% consumers read newspaper and rate it as a good media. The group of Business man reads newspaper more and rates it as a good media i.e. 50%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.0221 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 36.7% consumers read newspaper and rate it as a good media. The group of Business man reads newspaper more and rates it as a good media i.e. 66.7%. However there is no statistically significant difference in the media newspaper across profession group (p value 0.267 using Pearson’s Chi Square Test).
3. What springs up from above analysis is:-Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Newspaper is the best preferred media by Business man.

5.4.5 Consumers were asked to rate the media Hoarding

1. Table-5.35 (Page 270-271) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 34.7% consumers rate hoardings as an excellent media. The group of Business man rates hoardings more as an excellent media i.e. 54.2%. However there is no statistically significant difference in hoarding media across profession group (p value 0.265 using Pearson’s Chi Square Test).

2. Table-5.36(Page 271-273) shows the city wise analysis which is given below:
   
   ASANSOL: It clearly shows that 36.7% consumers rate hoardings as an excellent media. The group of Business man rates hoardings more as an excellent media i.e. 75%. However there is no statistically significant difference in hoarding media across profession group (p value 0.597 using Pearson’s Chi Square Test).

   DURGAPUR: It clearly shows that 35% consumers rate hoardings as an excellent media. The group of Business man and housewife rates hoardings more as an excellent media and few rate it as good media i.e. 50%. However there is no statistically significant difference in hoarding media across profession group (p value 0.567 using Pearson’s Chi Square Test).

   HOWRAH: It clearly shows that 35% consumers rate hoardings as an excellent media and few rate it as good media. The group of Business man rates hoardings more as an excellent media i.e. 60%. However there is no statistically significant difference in hoarding media across profession group (p value 0.542 using Pearson’s Chi Square Test).
KOLKATA: It clearly shows that 31.7% consumers rate hoardings as an excellent media and few rate it as good media. The group of Business man rates hoardings more as an excellent media i.e. 50%. However there is no statistically significant difference in hoarding media across profession group (p value 0.430 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 35% consumers rate hoardings as an excellent media. The group of Business man rates hoardings more as an excellent media i.e. 66.7%. However there is no statistically significant difference in hoarding media across profession group (p value 0.601 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:-Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Hoarding is the best preferred media by Business man.

5.4.6 Consumers were asked to rate the media Radio

1. **Table-5.37 (Page 274)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 41% consumers listen to radio and rate it as a good media. The group of Business man listening maximum to radio and comments it as a good media i.e. 50%. However there is no statistically significant difference in listening to radio across profession group (p value 0.131 using Pearson’s Chi Square Test).

2. **Table-5.38 (Page 274-276)** shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 45% consumers listen to radio and rate it as a good media. The group of service man is listening maximum to radio and comments it as a good media i.e. 60%. However there is no statistically significant difference in listening to radio across profession group (p value 0.188 using Pearson’s Chi Square Test).
**DURGAPUR:** It clearly shows that 40% consumers listen to radio and rate it as a good media. The group of Business man is listening maximum to radio and comments it as a good media i.e. 75%. However there is no statistically significant difference in listening to radio across profession group (p value 0.297 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 36.7% consumers listen to radio and rate it as a good media. The group of housewife listening maximum to radio and comments it as a good media i.e. 44.4%. However there is no statistically significant difference in listening to radio across profession group (p value 0.086 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 38.3% consumers listen to radio and rate it as a good media. The group of Business man listening maximum to radio and comments it as a good media i.e. 50%. However there is no statistically significant difference in listening to radio across profession group (p value 0.115 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 45% consumers listen to radio and rate it as a good media. The group of Business man and student is listening maximum to radio and comments it as a good media and few comment it as an excellent media i.e. 66.7%. However there is no statistically significant difference in listening to radio across profession group (p value 0.438 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media but that preference is profession-independent. As a whole, however still Radio is the best preferred media by Business Man.

It is very clear from the above analysis that the different profession groups have different preferences for different kinds of media to buy their fast moving consumer goods. It shows that the profession is not a significant factor for the consumers which affect their buying behavior of fast moving Consumer Goods. The result is more or less same in case of each selected city as well as in case of West Bengal as a whole.
5.5 Overall analysis and city wise analysis on consumers of different income groups.

The entire analysis under the head is based on income factor of consumers. Sample consumers have been divided into income-groups as shown in Tables 5.39 and 5.50 (Page 276-294)

5.5.1 Consumers were asked which media among Television, Radio and Newspaper is mostly used in their home.
1. Table-5.39 (Page 276-277) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 46% consumers prefer Radio at home than the other two Medias. The income group of 1.5 lacs-2 laces is showing the maximum preference for Radio(86.7%) in the entire sets of Preferred Media However there is statistically significant difference in Media usage across income group as p value is <0.001 using Pearson’s Chi Square Test.
Table-5.40 (Page 277-279) shows the city wise analysis which is given below:

**ASANSOL:** It clearly shows that 56.7% consumers prefer Radio at home than the other two Medias. The income group of 1 lac-1.5 lacs, 1.5 lacs-2 lacs and 2.5 lacs and above is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 100%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**DURGAPUR:** It clearly shows that 41.7% consumers prefer Radio at home than the other two Medias. The income 2 lacs-2.5 lacs group is showing the maximum preference of Television in the entire sets of Preferred Media i.e. 100%. The income 1 lac-2 lacs group is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 100%. The income 25000-50000 group is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 100%. There is statistically significant difference in Media usage across income group (p value <.001 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 40% consumers prefer Newspaper at home than the other two Medias. The income group of 2.5 lacs and above is showing the maximum preference of Television in the entire sets of Preferred Media i.e. 100%. The income group of 1 lac-2 lacs is showing the maximum preference of radio in the entire sets of Preferred Media i.e. 100%. The income group of 25000-1 lacs and above is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 100%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 35% consumers prefer Television at home than the other two Medias. The income group of 2.5 lacs and above is showing the maximum preference of Television in the entire sets of Preferred Media i.e. 100%. The income group of 25000-50000 and above is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 100%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 63.3% consumers prefer Radio at home than the other two Medias. The income group of 2 lacs-2.5 lacs is showing the maximum preference of Radio in the entire sets of Preferred Media i.e. 90%. There is no statistically significant difference in Media usage across income group (p value .227 using Pearson’s Chi Square Test).
3. What springs up from above analysis is: Different cities have different preference for different media and that preference again is always income-dependent. As a whole, however still Radio is the best preferred media.

5.5.2 Consumers were asked the form of media which creates a greater impact on their purchase

1. Table-5.41 (Page 279) shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It shows the best preferred Media separately among six income groups of consumers. It clearly shows that 40.3% consumers feel more impact of the media Newspaper than the other Medias. The income group of 1.5 lacs-2 lacs is showing the maximum preference of Newspaper in the entire sets of Preferred Media i.e. 75.6%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

2. Table-5.42 (Page 279-281) shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 50% consumers feel more impact of the media Newspaper than the other Medias. The income group of 1 lac-1.5 lacs is showing the maximum impact of Newspaper in the entire sets of Preferred Media i.e. 100%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 36.7% consumers feel more impact of the media Newspaper and Hoardings than the other Medias. The income group of 25000-50000 is showing the maximum impact of Hoardings in the entire sets of Preferred Media i.e.
90.9%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 36.7% consumers have feel impact of the media Hoardings than the other Medias. The income group of 1 lac-1.5 lacs and 25000-50000 is showing the maximum impact of Newspaper and Hoardings in the entire sets of Preferred Media i.e. 909%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 30% consumers have feel impact of the media Radio than the other Medias. The income group of above 2.5 lacs is showing the maximum impact of Radio in the entire sets of Preferred Media i.e. 90.9%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 55% consumers have feel impact of the media Newspaper than the other Medias. The income group of 25000-50000 is showing the maximum impact of Newspaper in the entire sets of Preferred Media i.e. 72.7%. There is no statistically significant difference in Media usage across income group (p value 0.679 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:-Different cities have different preference for different media and that preference again is always income-dependent. As a whole, however still Newspaper is the best preferred media and there also preference is dependent on income.

5.5.3 **Consumers were asked to rate the TV**
1. **Table-5.43 (Page 281-282)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that only 26.7% consumers watch Television and rates it as a good media. The income group of (1.5 lacs-2 lacs) comments this media as a negative media. However there is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

2. **Table-5.44 (Page 282-284)** shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 26.7% consumers watch Television and comments the media of Television as a negative media. The income group of (1-1.5 lacs) and (2.5 lacs and above) comments this media as a negative media i.e. 57.1%.However there is no statistically significant difference in Media usage across income group (p value 0.026 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 31.7% consumers watch Television and comments the media of Television as a Good media. The income group of (1-1.5 lacs) and (1.5-2 lacs and above) comments this media as a Bad media i.e. 55.6%.However there is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

   **HOWRAH:** It clearly shows that 31.7% consumers watch Television and comments the media of Television as a Good media. The income group of (2-2.5 lacs and above) comments this media as a Good media i.e. 66.7%.However there is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

   **KOLKATA:** It clearly shows that 25% consumers watch Television and comments the media of Television as an Excellent media. The income group of (1-1.5 and 2.5 lacs) and (above) comments this media as a media which is an Excellent and few comments as a Good media i.e. 54.5%.However there is no statistically significant difference in Media usage across income group (p value 0.009 using Pearson’s Chi Square Test).

   **SILIGURI:** It clearly shows that 28.3% consumers watch Television and comments the media of Television as a Bad media. The income group of (25000-50000) and (above) comments this media as a Bad media i.e. 45.5%.However there is no statistically significant difference in Media usage across income group (p value 0.918 using Pearson’s Chi Square Test).
3. What springs up from above analysis is: Different cities have different preference for different media and that preference is income-dependent. As a whole, however still Television is the best preferred media.

5.5.4 Consumers were asked to rate for the media Newspaper

1. **Table-5.45 (Page 284-285)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 35% consumers read more Newspaper and rate it as a Good Media. The income groups of 1 lac-1.5 lacs prefer it more and rate it as a Good Media i.e. 53.2%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

2. **Table-5.46 (Page 285-287)** shows the city wise analysis which is given below:
   - **ASANSOL**: It clearly shows that 31.7% consumers reading Newspaper comments it as an excellent media and few as Good media. The income group of 1.5-2 lacs prefer it more and rate it as an Excellent media i.e. 54.5%. However there is no statistically significant difference in Media usage across income group (p value 0.033 using Pearson’s Chi Square Test).
   - **DURGAPUR**: It clearly shows that 40% consumers reading Newspaper comments it as Good media. The income group of 1-1.5 lacs prefer it more and rate it as Good media i.e. 66.7%. However there is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).
   - **HOWRAH**: It clearly shows that 33.3% consumers reading Newspaper comments it as an excellent media. The income group of 50000-1 lac prefer it more and rate it as an Excellent media and few as Bad Media i.e. 50%. However there is no statistically significant difference in Media usage across income group (p value 0.033 using Pearson’s Chi Square Test).
KOLKATA: It clearly shows that 33.3% consumers reading Newspaper comments it as Good media. The income group of 1-1.5 lacs prefer it more and rate it as a Good media i.e. 63.6%. However there is no statistically significant difference in Media usage across income group (p value 0.012 using Pearson’s Chi Square Test).

SILIGURI: It clearly shows that 36.7% consumers reading Newspaper comments it as Good media. The income group of 25000-50000 lacs prefer it more and rate it as a Good media i.e. 45.5%. However there is no statistically significant difference in Media usage across income group (p value 0.209 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media and that preference again is always income-dependent. As a whole, however still Newspaper is the best preferred media.

5.5.5 Consumers were asked to rate the media Hoarding

1. **Table-5.47 (Page 287-288)** shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 34.7% consumers travel more and comment hoardings as an excellent media. The income group of 50000-1 lac is at the top in this respect i.e. 43.6% and comments hoardings as an excellent media. However there is no statistically significant difference in Media usage across income group (p value 0.979 using Pearson’s Chi Square Test).

2. **Table-5.48 (Page 288-290)** shows the city wise analysis which is given below:

ASANSOL: It clearly shows that 36.7% consumers travel more and comment hoardings as an excellent media. The income group of 50000-1 lac is at the top in this respect i.e. 50% and comments hoardings as an excellent media. However there is no statistically significant difference in Media usage across income group (p value 0.988 using Pearson’s Chi Square Test).
**DURGAPUR:** It clearly shows that 35% consumers travel more and comment hoardings as an excellent media. The income group of 1-1.5 lac is at the top in this respect i.e. 44.4% and comments hoardings as an excellent media. However there is no statistically significant difference in Media usage across income group (p value 0.941 using Pearson’s Chi Square Test).

**HOWRAH:** It clearly shows that 35% consumers travel more and comment hoardings as an excellent media and few comments it as a Good media. The income group of 25000-50000 is at the top in this respect i.e. 45.5% and comments hoardings as a good media. However there is no statistically significant difference in Media usage across income group (p value 0.997 using Pearson’s Chi Square Test).

**KOLKATA:** It clearly shows that 31.7% consumers travel more and comment hoardings as an excellent media and few comments it as a Good media. The income group of 25000-50000 and 50000-1 lac is at the top in this respect i.e. 50% and comments hoardings as an excellent media and few comments it as a media which is same as other media. However there is no statistically significant difference in Media usage across income group (p value 0.680 using Pearson’s Chi Square Test).

**SILIGURI:** It clearly shows that 35% consumers travel more and comment hoardings as an excellent media. The income group of 1-1.5 lacs is at the top in this respect i.e. 44.4% and comments hoardings as an excellent media. However there is no statistically significant difference in Media usage across income group (p value 0.872 using Pearson’s Chi Square Test).

3. What springs up from above analysis is:- Different cities have different preference for different media and that preference again is always income-dependent. As a whole, however still Hoardings is the best preferred media and there also preference is dependent on income.

5.5.6 Consumers were asked to rate the media Radio
1. **Table-5.49** *(Page 290-291)* shows the entire sample of 300 consumers from all over the metropolitan cities of West Bengal. It clearly shows that 41% consumers listen to Radio and comment it as a Good Media. The income group of 1-1.5lacs prefers more listening to Radio and comments it as a Good Media i.e. 59.6%. However there is statistically significant difference in Media usage across income group (p value< 0.001 using Pearson’s Chi Square Test).

2. **Table-5.50** *(Page 291-294)* shows the city wise analysis which is given below:

   **ASANSOL:** It clearly shows that 45% consumers listen to Radio and comment it as a Good Media. The income group of 1-1.5lacs prefer more listening to Radio and comments it as a Good Media i.e. 71.4%. There is no statistically significant difference in Media usage across income group(p value 0.769 using Pearson’s Chi Square Test).

   **DURGAPUR:** It clearly shows that 40% consumers listen to Radio and comment it as a Good Media. The income group of 1-1.5lacs prefer more listening to Radio and comments it as a Good Media i.e. 80%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

   **HOWRAH:** It clearly shows that 36.7% consumers listen to Radio and comment it as a Good Media. The income group of 2-2.5 lacs prefer more listening to Radio and comments it as a Good Media i.e. 63.6%. There is statistically significant difference in Media usage across income group (p value <0.001 using Pearson’s Chi Square Test).

   **KOLKATA:** It clearly shows that 38.3% consumers listen to Radio and comment it as a Good Media. The income group of 2-2.5 lacs prefer more listening to Radio and comments it as a Good Media i.e. 70%. There is no statistically significant difference in Media usage across income group (p value 0.004 using Pearson’s Chi Square Test).

   **SILIGURI:** It clearly shows that 45% consumers listen to Radio and comment it as a Good Media. The income group of 1-1.5lacs prefer more listening to Radio and comments it as a Good Media i.e. 66.7%. There is no statistically significant difference in Media usage across income group (p value 0.812 using Pearson’s Chi Square Test).
Chapter -6

CONCLUSION