

## Chapter 4 Research Analysis-I

---

4. Introduction: .....	63
4.1 Capital market and Financial literacy:.....	63
4.2 General Budgetary News Items:.....	66
4.3 General Economy Related News Items:.....	69
4.4 Precious Metals related News Items: .....	72
4.5 Personal Finance Related News Items: .....	74
4.6 Local Finance Related News Items: .....	77
4.7 Hypothesis testing: .....	80
4.8 Conclusion: .....	81

## Chapter 4 Research Analysis-I

---

### **4. Introduction:**

In this chapter, an attempt is made to analyse the financial literacy related news and information covered in the selected newspapers. This chapter deals with different aspects related to areas of finance and financial literacy, their frequencies in the selected newspapers, their viability to consumers etc. The above aspects related to financial literacy are being analysed by collecting news items and headlines related to different types of financial literacy, published in the selected newspapers during the period from 1<sup>st</sup> July, 2012 to 31<sup>st</sup> December, 2012. The news items are collected from the newspapers especially circulated in the sample area selected for the study i.e. Navi Mumbai.

The published news items analysed are about different aspects of financial literacy related to general economy, personal benefit, budgetary provisions, capital market, precious metals, general finance, local area etc. as analysed below:

### **4.1 Capital market and Financial literacy:**

One of the news items that appears very regularly in almost all the newspapers in general and selected newspapers for the study in

particular is nothing but capital market or share market related news. These types of news published in the newspapers provide vital information about the daily up-downs happening in the major stock markets of the country. Analysis is provided about the causes of rise and fall in the capital market indices. The news items also provide for analysis of day to day happenings in different segments like Large-cap, Mid-cap, Small-cap, Pharma-segment, Automobile-segment etc. These kind of news items also provide information about the performance results of the companies, their expansion plans etc.

The table given below deals with such capital market related news items published in the selected newspapers during the study period.

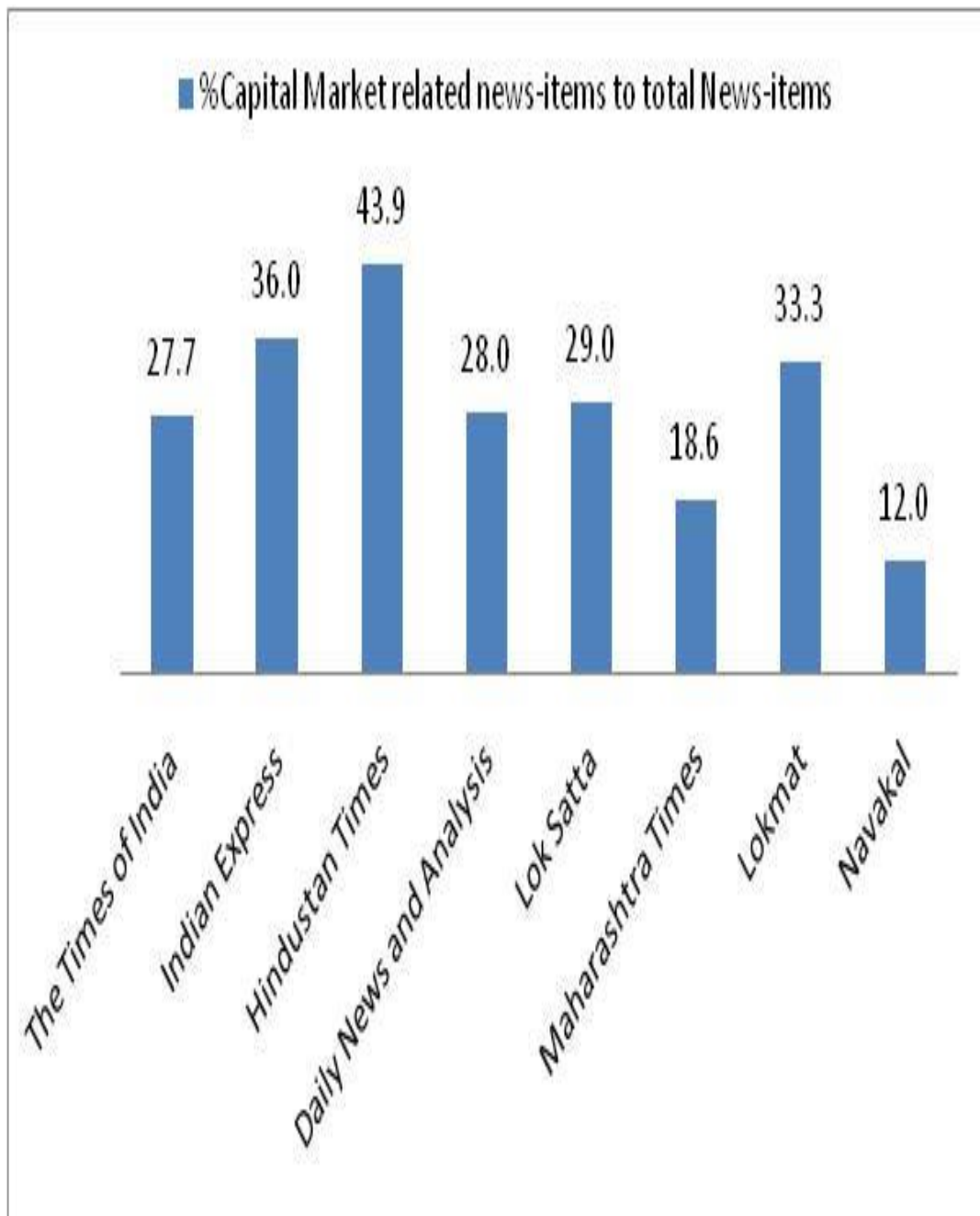
**Table 4.1 Capital Market Related News Items**

<b>News papers</b>	<b>Capital Market related News items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	78	282	27.7
Indian Express	108	300	36.0
Hindustan Times	108	246	43.9
Daily News and Analysis	84	300	28.0
Lok Satta	54	186	29.0
Maharashtra Times	48	258	18.6
Lokmat	78	234	33.3
Navakal	18	150	12.0
Avg.	72	245	29

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average 29% of total news items covered in the selected newspapers were related to capital market. Individually, Hindustan Times was found to be the newspaper having 43% of total news items dedicated for the capital market related matters among the English newspapers while among Marathi newspapers, Lokmat published 33.3% of the total news items related to capital market related matters. Only Marathi newspaper Navakal, among all the selected English and Marathi newspapers, published capital market matters below the average, i.e. 12% and remaining all the selected newspapers maintained the minimum average of 29%.

**Figure 4.1 Capital Market Related News Items**



#### **4.2 General Budgetary News Items:**

General budgetary news items play a vital role in spreading financial literacy. These news items are of general importance as it affects the living of people in general and common people in particular. Some of the

news items covered by the selected newspapers in particular and all the newspapers in general are related to: changes in the prices of petrol, diesel, kerosene, gas, railways etc. due to changes in tax structure, budgetary provision for specific purpose by government, allotment of funds for the welfare of the society, infrastructural development etc.

The table given below deals with such General Budgetary News items published in the selected newspapers during the study period.

**Table 4.2 General Budget Related News Items**

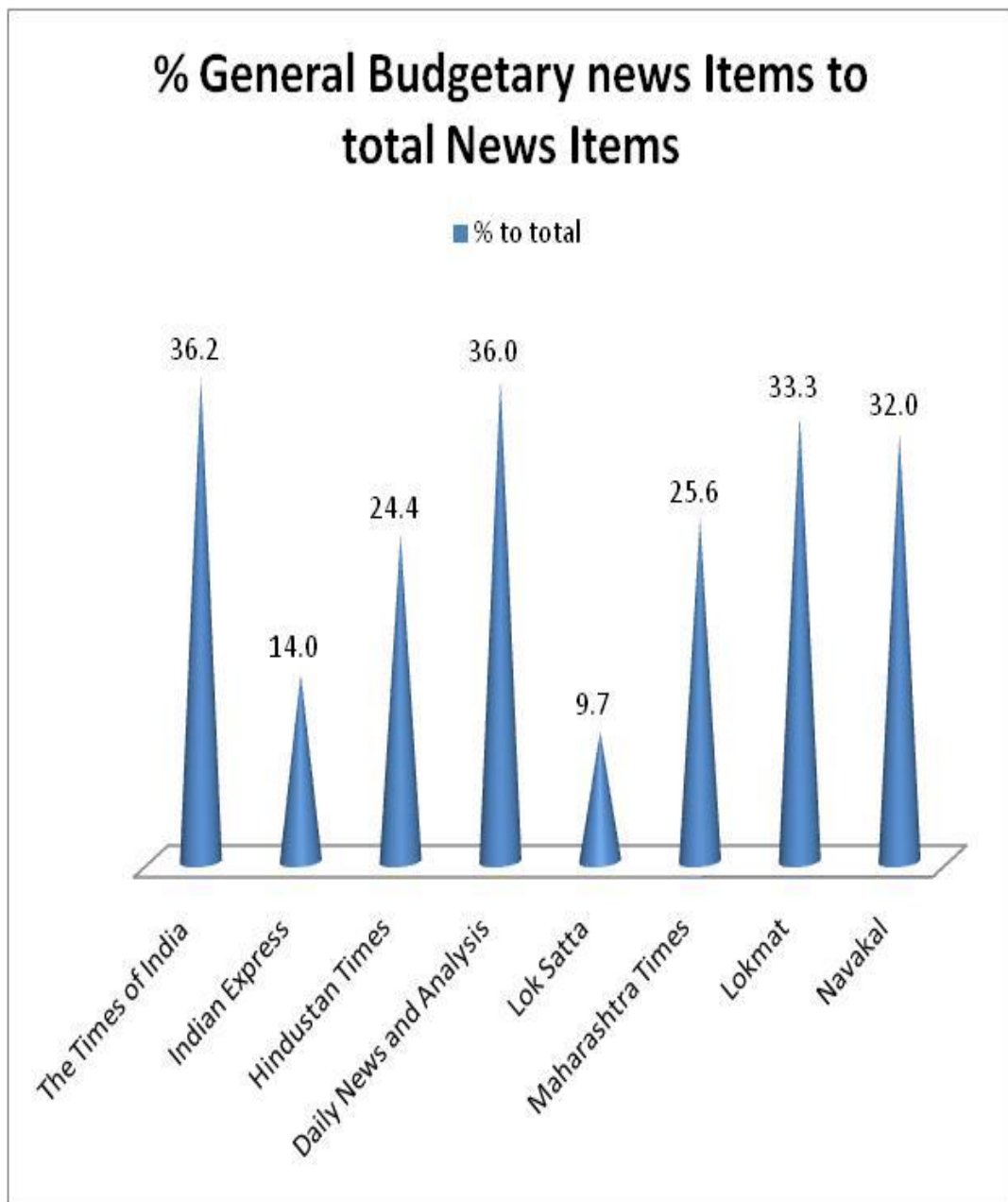
<b>News papers</b>	<b>General Budgetary News items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	102	282	36.2
Indian Express	42	300	14.0
Hindustan Times	60	246	24.4
Daily News and Analysis	108	300	36.0
Lok Satta	18	186	9.7
Maharashtra Times	66	258	25.6
Lokmat	78	234	33.3
Navakal	48	150	32.0
Avg.	65	245	26

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average 26% of total news items covered in the selected newspapers were related to General Budgetary News items. Individually, The Times of India and Daily News and Analysis were found to be the newspapers having almost 36% of total news items dedicated for the General Budget related news

matters among the English newspapers, while among Marathi newspapers, Lokmat and Navakal both published more than 30% of the total news items related to General Budget related matters. Only Marathi newspaper Lok Satta and English Newspaper Indian Express, among all the selected English and Marathi newspapers, published General Budgetary matters below the average, i.e. 9.7% and 14% respectively and remaining almost all the selected newspapers maintained the minimum average of 26%.

Figure 4.2 General Budget Related News Items



### 4.3 General Economy Related News Items:

The general economy related news items are important indices of the growth and development of the economy. It provides bird's eye-view about the general economic affairs of the country. Here news items



covered are like indices about inflation, national income, employment-unemployment rate, growth in production in different segments, export-import activities, Foreign Direct Investment (FDI) and other type of inflows, Balance of Payment related matters, Foreign currency reserves, foreign exchange rates, capital out-flow, predictions about agricultural and industrial production etc.

The table given below deals with such General Budgetary News items published in the selected newspapers during the study period.

**Table 4.3 General Economy Related News Items**

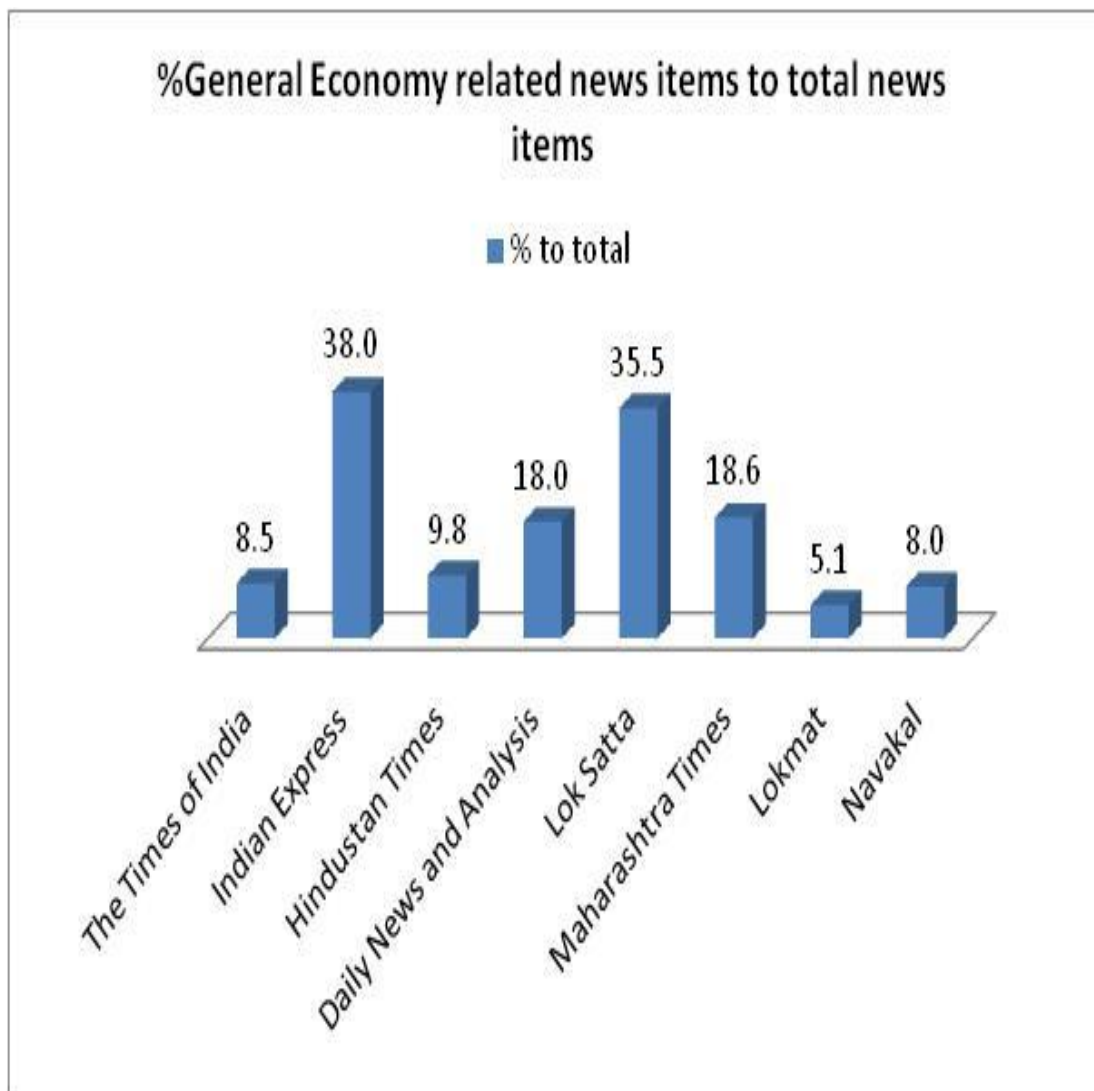
<b>News papers</b>	<b>General Economy Related News Items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	24	282	8.5
Indian Express	114	300	38.0
Hindustan Times	24	246	9.8
Daily News and Analysis	54	300	18.0
Lok Satta	66	186	35.5
Maharashtra Times	48	258	18.6
Lokmat	12	234	5.1
Navakal	12	150	8.0
Avg.	44	245	18

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average 18% of total news items covered in the selected newspapers were related to General Economy related News items. Individually, Indian Express was found to be the newspapers having 38% of total news items dedicated for

the General Economy related news matters among the English newspapers, while among Marathi newspapers, Lok Satta published more than 30% of the total news items related to General Budget related matters. But, Marathi newspapers Lokmat and Navakal as well as English Newspapers Times of India and Hindustan Times, among all the selected English and Marathi newspapers, published General Economy related matters below minimum average of 18%.

**Figure 4.3 General Economy Related News Items**



#### 4.4 Precious Metals related News Items:

One of the important and traditionally very attractive investment option available for an individual especially, in countries like India where it has both social as well as economic touch, is investment in precious metals like gold, silver, diamond etc. the news items related to such precious metals deal with changes in their prices in the wholesale and retail markets of different regions, import – export activities, futures and options price related matters, causes of changes in price, availability etc.

The table given below deals with such General Budgetary News items published in the selected newspapers during the study period.

**Table 4.4 Precious Metals Related News Items**

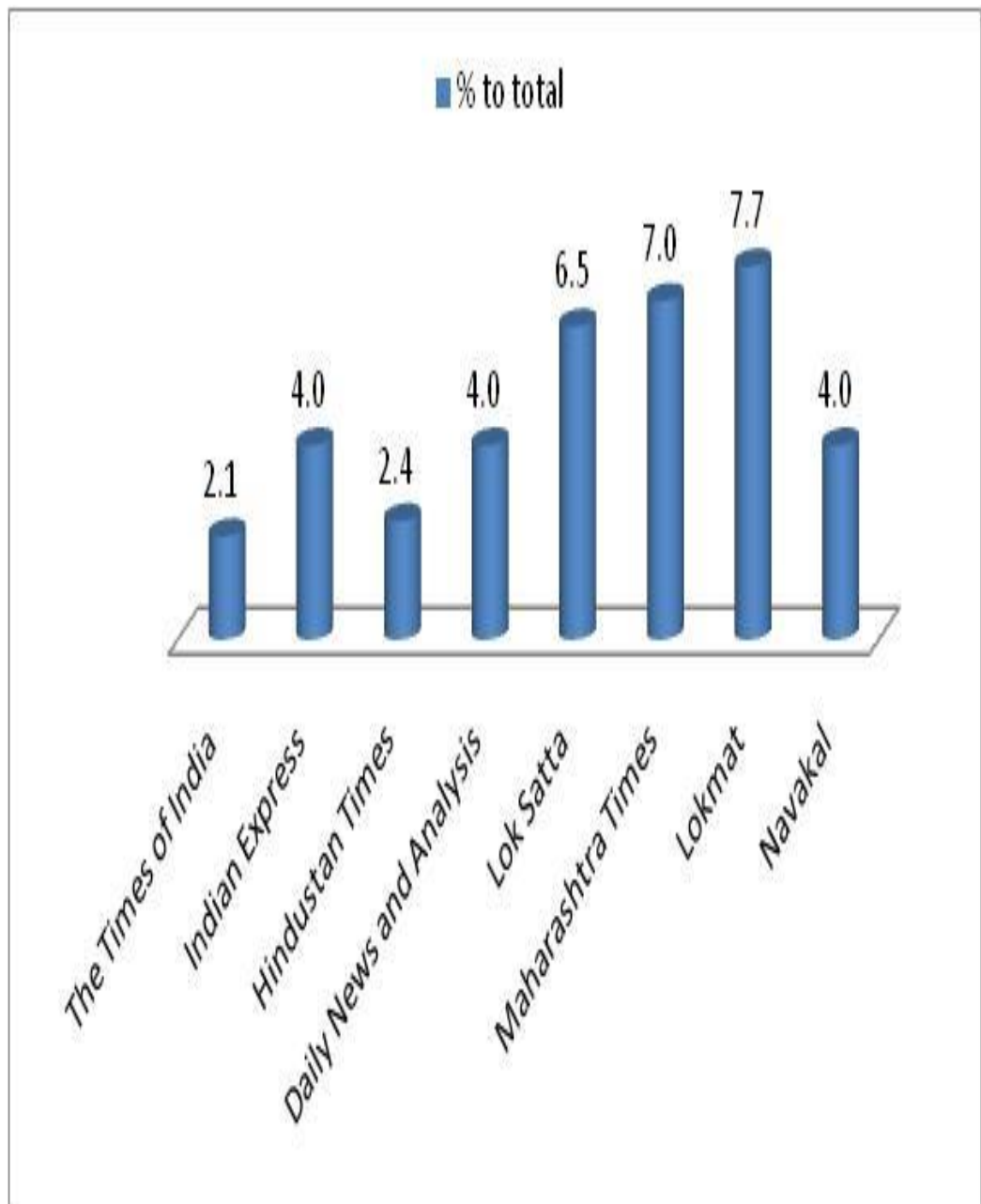
<b>News papers</b>	<b>Precious Metals Related News Items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	6	282	2.1
Indian Express	12	300	4.0
Hindustan Times	6	246	2.4
Daily News and Analysis	12	300	4.0
Lok Satta	12	186	6.5
Maharashtra Times	18	258	7.0
Lokmat	18	234	7.7
Navakal	6	150	4.0
Avg.	11	245	4.7

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average 5% of total news items covered in the selected newspapers were related to

Precious Metal related News items. Individually, Indian Express and Daily News and Analysis were found to be the newspapers having almost 4% of total news items dedicated for the General Economy related news matters among the English newspapers, while among Marathi newspapers, Lokmat and Maharashtra Times published more than 7% of the total news items related to General Budget related matters. But, almost all the Marathi newspapers have publish such Precious Metal related news items above or equal to average. However, in case of English Newspapers Times of India and Hindustan Times, among all the selected English and Marathi newspapers, published Precious Metal related matters below minimum average of 4.7%.

**Figure 4.4 Precious Metals Related News Items**



#### **4.5 Personal Finance Related News Items:**

Among all the news items seen above the most important news items which enormously help and affect the individual finance related decision making is personal Finance related news items., they are looked upon as

guiding spirit to manage personal finance. In certain newspaper these type of news items are regularly publish with the help of case study of some hypothetical family set up and suggestions are made regarding their financial management. The news items covered here are changes in tax rates like, income tax, service tax, Value Added Tax (VAT) etc. on general consumption products, Tax saving schemes, Insurance, Pension, Mutual Fund etc. schemes and their positive and negative effects on personal finance, loan switching option and their benefits, regular income generating options etc.

The table given below deals with such Personal Finance related News items published in the selected newspapers during the study period.

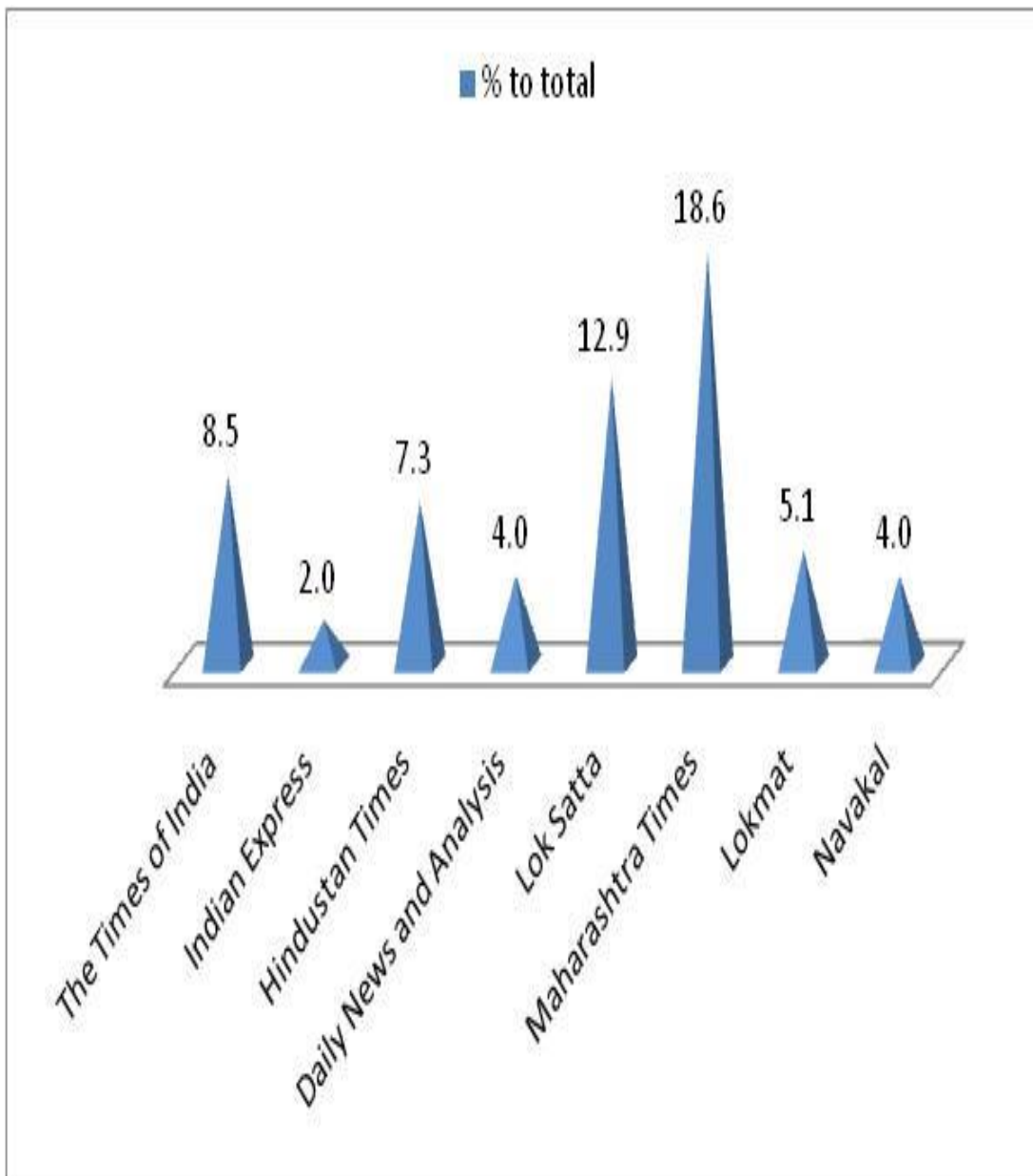
**Table 4.5 Personal Finance Related News Items**

<b>News papers</b>	<b>Personal Finance Related News Items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	24	282	8.5
Indian Express	6	300	2.0
Hindustan Times	18	246	7.3
Daily News and Analysis	12	300	4.0
Lok Satta	24	186	12.9
Maharashtra Times	48	258	18.6
Lokmat	12	234	5.1
Navakal	6	150	4.0
Avg.	19	245	7.8

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average almost 8% of total news items covered in the selected newspapers were related to Personal Finance related News items. Individually, The Times of India was found to be the newspapers having 8.5% of total news items dedicated for the Personal Finance related news matters among the English newspapers, while among Marathi newspapers, Lok Satta and Maharashtra Times published more than average of the total news items related to Personal Finance related matters. But, Marathi newspapers Lokmat and Navakal as well as English Newspapers Indian Express and Daily News and Analysis, among all the selected English and Marathi newspapers, published Personal Finance related matters below minimum average of 8%.

**Figure 4.5 Personal Finance Related News Items**



#### **4.6 Local Finance Related News Items:**

One of the important financial awareness spreading news items in the selected newspapers in particular and almost all the newspapers in general are local area related financial news items. These news items provide information about the financial matters concerned with local area



which include provisions related to developing local area especially by local government, changes in finance policy decisions by the local government, revision in local body tax rates etc.

The table given below deals with such Personal Finance related News items published in the selected newspapers during the study period.

**Table 4.6 Local Finance Related News Items**

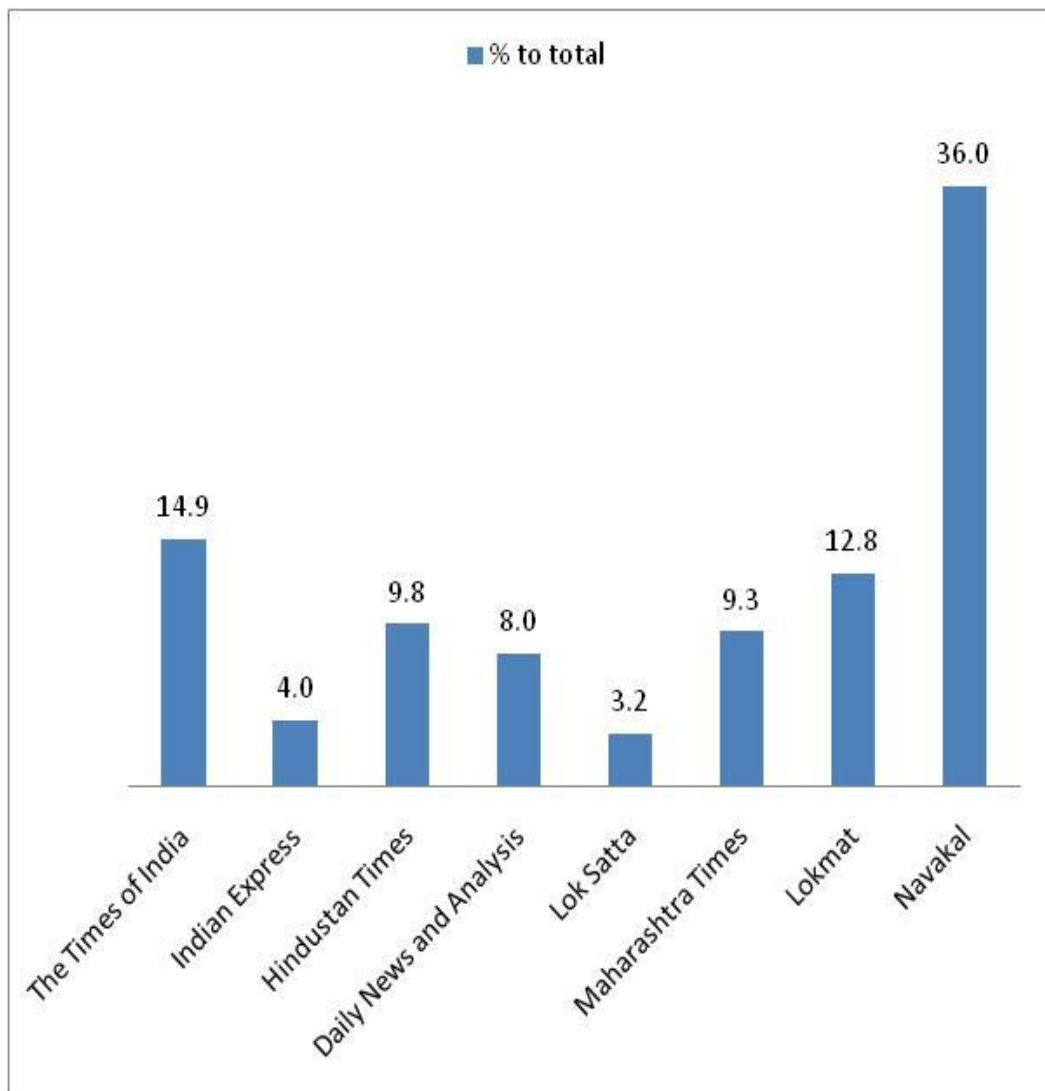
<b>News papers</b>	<b>Local Finance Related News Items</b>	<b>Total News items</b>	<b>% to total</b>
The Times of India	42	282	14.9
Indian Express	12	300	4.0
Hindustan Times	24	246	9.8
Daily News and Analysis	24	300	8.0
Lok Satta	6	186	3.2
Maharashtra Times	24	258	9.3
Lokmat	30	234	12.8
Navakal	54	150	36.0
Avg.	27	245	12.2

*Source: News items of selected Newspapers*

From the table given above it is understood that on an average almost 12% of total news items covered in the selected newspapers were related to Local Finance related News items. Individually, The Times of India was found to be the newspapers having almost 15% of total news items dedicated for the Local Finance related news matters among the

English newspapers, while among Marathi newspapers, Navakal and Lokmat published more than average of the total news items related to Local Finance related matters. But, Marathi newspapers Lok Satta and Maharashtra Times as well as English Newspapers Indian Express, Hindustan Times and Daily News and Analysis, among all the selected English and Marathi newspapers, published Local Finance related matters below minimum average of 12%.

**Figure 4.6 Local Finance Related News Items**



#### 4.7 Hypothesis testing:

From the above analysis the hypothesis that we had made earlier (in chapter 3) is tested as follows:

The research hypothesis regarding the role of newspapers in spreading financial literacy was:

H0: The selected News papers cover the different aspects of the financial literacy.

From the data analysed above following interpretations are drawn:

**Table 4.7 Hypothesis Testing**

Types of news items	Avg. no. of news items	Avg. % to total news items	Chi-square value
Capital Market Related News Items	72	29	0.129
General Budgetary News Items	65	27	0.009
General Economy Related News Items	44	19	0.033
Precious Metals related News Items	11	4.7	0.003
Personal Finance Related News Items	19	7.8	0.01
Local Finance Related News Items	27	12.5	0.254
		Total	0.438

Sources: computed

From the above analysis it is observed that at five degree of freedom and at significance level of 5%, the calculated chi-square value is 0.438 which

is less than the table value of 11.07 and hence the research hypothesis that **the selected News papers cover the different aspects of the financial literacy is accepted.**

#### **4.8 Conclusion:**

Thus, from the above analysis, it can be concluded that in different selected news papers, different weightage is given to different kind of financial news items. In English newspapers, in general, on an average, importance is given to Capital Market related news items, Precious Metal related news items, General Economy related news items and General Budgetary items. While in Marathi newspapers importance is given to Local Finance related news items and Personal Finance related issues.