6.1 INTRODUCTION

The present study is conducted to project the consumption level of individual software consumers of Tamil Nadu. Further the researcher has made an attempt to measure the consumption level and the familiarity level of individual consumers. Since the selected area is wide, it has been divided into four zones and consumers of each and every zone have been analyzed from different angles. Many socio economic variables are identified and the identified independent variables are compared with the number of dependent variables. All the variables among the four zones of South, North, East and West are separately analyzed in depth. The familiarity of software among different consumers belonging to different zones has been compared with their consumption level. The levels of intensity of familiarity as well as consumption among four zones have also been analyzed with the support of index table.

Purely primary data have been collected through the well structured questionnaire. To prepare the questionnaire a preliminary survey has been conducted by the researcher on different samples belonging to the four regions. To make it as easy to understand, the necessary secondary data have also been collected and included wherever it is needed.

At present the emerging trend of competitive growth of software industry among various countries are the realities. The
development of software industry as well as consumers is interlinked. The growth of individual software consumers are the basis for the development of such industry.

6.2 SUMMARY OF FINDINGS

Software industry is a gift of God for the developing countries like India. Southern part of India is the predominant place for software industry. Out of the popular few states, the place of Tamil Nadu is so important. It is the reason for the selection of this area. The different cultural and socio-cultural factors have an influence over the familiarity and consumption of software of in the four zones. The views of different categorized consumers among four zones have been analyzed in depth in different dimension. The results of such analysis are consolidated in the form of findings as follows.

6.3 SOFTWARE FAMILIARITY

It is necessary for every consumer to have knowledge about software. There is no necessity that the familiarity of software should be in the same level. The level of familiarity is varying from zone to zone in different angles. All these different angles of approaches have been proved by the researcher through index method. Mean and standard deviation have been calculated to find three levels of familiarity. Familiarity among different zone on the
point of view of ten different selected variables have been analyzed and confirmed through ANOVA.

6.3.1 Familiarity of software in Tamil Nadu

Maximum of respondents 67.6 per cent are only moderately familiar about software. Regarding moderate level East zone consumers are ranked first with 78.6 per cent. As far as high level familiarity is concerned, East zone keeps a low percentage of 7.1 per cent. It is because of less literacy rate Low level familiarity is very less in North zone. It is because of high literacy in urban areas.

6.3.1.1 Familiarity level in operating system software

From the result found, 66.4 per cent respondents are moderately familiar with operating system software. Even though operating system is basic for all software, maximum are familiar at moderate level only. With regard to high level, North zone keeps first place and East zone keeps last place. The education growth in South zone is the reason.

6.3.1.2 Familiarity level in entertainment software

The result of familiarity level in entertainment software is observed and it is found that 76 per cent of respondents are only familiar at moderate level. On the basis of zones, respondents in South zone are 85 per cent in moderate level familiarity. The invariable growth of education could be the reason for such
familiarity. The reason for familiarity at high level in North zone is that they do not have cheap and best entertainment in outer.

6.3.1.3 Familiarity level in special application

It is found that 50.4 per cent of respondents are moderately familiar in special application software. The maximum of 65 per cent of respondents from South zone among four zones are familiar only at moderate level. Reversely, North zone respondents have low familiarity. As far as high familiarity, the results of all zones are equally close to the percentage of high familiarity level as a whole. The reasons for such results are high literates in the rural area of South and except city sides' higher illiteracy among rural area of North zone.

6.3.1.4 Familiarity level in Office Automation

The results of familiarity level in office automation highlighted that 59.6 per cent of consumers are moderately familiar. Individually, East zone consumers are the highest in moderate level 18.4 per cent of consumers are highly familiar and among all zones, North zone dominates with 21.7 per cent. It shows that the density of industries, and various offices in the North zone.

6.3.1.5 Familiarity level in general purpose

The curiosity of usage of general purpose software is the major reason for familiar general purpose software. The projected
result shows that 62.8 per cent of consumers of Tamil Nadu are moderately familiar with general purpose software. 29.4 per cent consumers of West zone have only low familiarity in general purpose software. It shows that they are not interested in seeing Google Earth, Word Web and Spreadsheet.

6.3.1.6 Browsing

The familiarity of browsing among four zones is that maximum consumers have moderate familiarity (61.2 per cent). Low level familiarity is 25.2 per cent. It shows that they do not have knowledge as well as not willing to know about browsing. North zone share is 21.7 per cent because they belong to city and towns. 35.3 per cent of West zone have low familiarity in browsing because this zone is based on industry. Except educationalist, others are less eager in spending their time in browsing.

6.3.1.7 Communication

Most of the consumers (59.2 per cent) have moderate familiarity in the utilization of communication software. Among them maximum consumers from North zone (78.3 per cent) are moderately familiar with communication software. Since the student population in city are maximum. Other than north zone, much of other zone consumers are less familiar in communication software.
6.3.1.8 System maintenance

The increase in usage of software leads to higher level usage of maintenance software. It is clearly found from the system maintenance table. i.e., 78.3 per cent of consumers of North zone are moderately familiar among the total moderate usage and high level usage is more than 90 per cent. So maximum of consumers of North zone use the maintenance software at moderate level. It is because of their necessity. There is less familiarity of maintenance software from East zone because of low necessity compared to other three zones.

6.4 SOFTWARE FAMILIARITY IN RELATION TO SOCIO-ECONOMIC VARIABLES

Software familiarities in relation to variables are analyzed and their relationship is tested through ANOVA. The results are presented below.

6.4.1 Software familiarity in relation to Area

It is found in the study that

- The domicile status of consumers of Tamil Nadu influences the software familiarity.

- The domicile status in North and East zone consumer does not influence the software familiarity.

- The domicile status in South and West zone consumers influences the software familiarity.
North and East zone are generally growing in both industry and education. The status of urban atmosphere would be the reason for familiarity of software in South and West zones. As a whole, the domicile status of consumers influences the software familiarity. 48.8 per cent of consumers are from urban and 23.2 per cent of consumers are from semi-urban. In total 72 per cent of consumers are from semi-urban and above category.

6.4.2 Software familiarity in relation to age

The different age group of the study area has been categorized as four. Even among different regions, the same segment has been made. The different four groups of age and their familiarity in software are tested through ANOVA. The results of all four zones in Tamil Nadu indicated that the age influences familiarity of software in Tamil Nadu. It further shows that the age group of 20-30 years keeps the top position in familiarity of software.

6.4.3 Software familiarity in relation to sex

It is found in the study that

- The sex is not influencing consumers of South and West zones in software familiarity. Out of the total respondents 40.4 per cent are from women gender.

- Regarding North and East zone, the results shows that there is an influence in software familiarity from point of view of sex. The poor educational background of rural side of North and East would be the reason for such influence.

- Even among total Tamil Nadu, there is no such influence in software familiarity.
6.4.4 Software Familiarity in relation to Marital Status

It is found in the study that

- The framed hypothesis is accepted only in East zone. The marital status is not influencing the software familiarity.

- Consumers from West, North and South have been influenced by marital status. In most of the families women consumers do not like to have high familiarity in software after getting married. It is because of their cultural behavior.

As a whole, marital status influenced the consumer in having familiarity of software.

6.4.5 Software Familiarity in relation to Community

It is found in the study that

- It is found that among South and East zones, there is no significant difference in software familiarity from communal aspect. It shows that there is no relationship between different communities among these two zones regarding software familiarity. All communities of these zones are equally familiar in software.

- There is a communal impact on software familiarity among North and West zones. In both zones, caste belonging to MBC and SC communities are far behind to OC and BC communities with regard to familiarity of software.

- Even among total groups, the hypothesis set is rejected. So, in overall level, communities have its own influence in software familiarity according to their educational awareness.
6.4.6 Software Familiarity in relation to Religion

It is found in the study that

- Regarding South and North there is a difference in software familiarity among different zones. Maximum of Christian consumers belonging to these two zones have been given better education facilities and it would be the reason for software familiarity at high level among Christian consumer. Compared to the population of Christian religion, the percentage of familiarity is high.

- The consumers of East and West zone have not got such familiarity like other two zones. The less growth of Christian education centers could be the reasons for that.

6.4.7 Software familiarity in relation to educational qualification

It is found in the study that

- The results of ANOVA from South, North and West zone are negative to the hypotheses set. So it is proved that among the three zones said above, there is a significant difference in familiarity of software. Educational qualification influences software familiarity in the selected area.

- As far as East zone is concerned, the framed null hypothesis is accepted. All categories of educationalists are having software familiarity apart from educational qualification. East zone has only less number of educational institutions compared to other three zones. This is the reason for that.

- In total, there is a significant difference in software familiarity among four zones. North zone degree holders have better software familiarity because, most of the graduates in urban
would not like to go for further study. Gaining of software skill in addition to degree is more than enough for this people.

6.4.8 Software familiarity in relation to profession

It is found in the study that

- The profession of consumers among four zones has been tested through ANOVA. The consumers of zones South, North and East have a different software familiarity among different professions. Almost in all three zones, salaried and business consumers are familiar in software.

- With regard to West zone, the framed hypothesis is accepted. Among consumers of West zone, there is no significant difference in software familiarity. It may be because of maximum consumers (88.24 per cent) belonging to familiar category.

- As a whole, the framed hypothesis is rejected. Since majority consumers of various three zones belong to this category, the hypothesis is rejected.

6.4.9 Software familiarity in relation to monthly income

It is found in the study that

- From the results of ANOVA, it is found that all individual zones and total Tamil Nadu has given the same result. So there is a significant difference in software familiarity among four zones of Tamil Nadu. Different types of earning members have different level of software familiarity among four zones. It depends upon their earnings.
6.5 SOFTWARE CONSUMPTION

Different pointing methods have been allotted for different level of users. Consumption at three levels of eight categories of software has been identified through the point of scores. With the support of scores secured, index table is prepared by finding mean and standard deviation. The three levels low, moderate and high level consumption tables have been calculated from the results of index table.

- Again the researcher has proved the various results found with the support of ANOVA. All the variables have been inducted to find the best result.

- From the results observed, it is concluded that maximum of 56.8 per cent of respondents have moderate consumption of software 23.6 per cent of respondents consume only at low level; and last 19.6 per cent of respondents consume software at high level. The Maximum of moderate level consumption has happened because of moderate economic growth, necessities of large number of middle class population and moderate growth of computer based education in rural centers of North and East zone and the like.

6.5.1 Operating system

The consumption level of selected ten software for operating system has been tabulated under index method. Operating system software has also been moderately consumed to the tune of 56.4 per cent. At the same time, minimum consumption is 54 per cent.
Low level consumers are the maximum of 80.4 per cent. Individually 25 per cent of respondents from South zone have high level consumption. Compared to other zones the strength of software professionals from South is the reason. Regarding 34.8 per cent of low level consumption from North zone, maximum of all such strength is from rural side population.

6.5.2 Entertainment

Consumption of entertainment software level among Tamil Nadu is also more or less very close to consumption as a whole. Video, Audio and Games software are moderately consumed to the level of 58.4 per cent; Low level (23.2 per cent) is also comparatively high. Individually 25 per cent of low levels are from South. Regarding entertainment software, maximum consumption only from low level is advisable.

6.5.3 Special application

Many software are specially meant for specific purpose only. Even for special application software moderate users are in large number (53.2 per cent). Another important point to be considered is that 30 per cent of consumers’ consumption is only in low level. Almost all zones consumption is also more or less equal to total low consumption level. Since it is special purpose oriented, high level consumption is a very meager percentage (16.8 per cent).
6.5.4 Office Automation

To make office work as fast as possible, number of software are available. Out of them eight software are commonly preferred in Tamil Nadu. 56.4 per cent of consumers are moderately consuming software for office automation. 26.4 per cent consumers are in low level consumption. Individually 32.6 per cent of respondents of North zone consume such software at high level. Since North zone is urban such level is attainable by individuals.

6.5.5 General purpose

Three types of prominent general purpose software have been selected by the researcher for this study. These selected softwares are almost meant for all type of individual consumers. But no zone consumers would like to use, such software at high level. 58.4 per cent of consumers consume such software only in moderate level. The minimum users of such software are also comparatively in good strength (30.4 per cent). As it is shown specifically, high level users are nil in North zone. The reasons for low and moderate users are classification nature.

6.5.6 Browsing

Through internet lot of things could be made even by sitting in one room. The familiar five browsing software have been taken for the study purpose. Overall Tamil Nadu consumers have consumption at moderate level with 65.2 per cent. Among zones
North and East zone consumers consume browsing software to the tune of 76.1 per cent and 71.4 per cent each. It is a reasonable growth.

6.5.7 Communication

Cheap, best fast and confidential communication could be made with the support of number of software. The popular six softwares are selected by the researcher. The consumption level of such software could be observed from the table 4.17. With regard to communication software, 60.8 per cent of consumers consume such software at moderate level. As it has been clearly known, 78.3 per cent of North zone consumers consume communication software. The reason for huge moderate consumption is business and study purposes.

6.5.8 System maintenance

Out of the total 47 software, five softwares are meant for maintaining other software. It is doing the duties of physician. So, these types of software are highly essential for every system. The moderate level consumer’s share of consumption in Tamil Nadu is 55.2 per cent. Low level consumers share is 30 per cent. High level consumption is very low to the tune of 14.8 per cent. The reason for higher percentage of low level consumption (30 per cent) is new users and consumers from rural. They do not know the impact of viruses.
6.6 SOFTWARE CONSUMPTION IN RELATION TO SOCIO-ECONOMIC VARIABLES

Software consumption in relation to a variables are analyzed and their relationship is tested through ANOVA. The results are presented below.

6.6.1 Software consumption in relation to area

The researcher has tried to prove the results of consumption level among different zones in Tamil Nadu. The area has been divided as rural, urban and semi-urban and consumption level among these three bases has been tested.

- The level of consumption among South, North, and West zone is varied because the framed null hypothesis is rejected.

- As far as East zone is concerned, the hypothesis is accepted. So there is no difference in consumption among the consumers belonging to different area.

- In Tamil Nadu, the framed null hypothesis is accepted. So throughout Tamil Nadu there is no variation in consumption of software. Even though the framed hypothesis is accepted in Tamil Nadu level, it assumed that there should be a close difference in both case. Because in South, North and West zone, the hypothesis is rejected. Only East zone has accepted the hypothesis has been accepted.

6.6.2 Software consumption in relation to age

The age groups of different four zones have been categorized as 20-30, 30-40, 40-50 and above 50. The ANOVA has applied to
find the different level of purchase among these four groups in the
total Tamil Nadu. The results show that

- The set hypotheses for North, East and West zones have been rejected. So it is found that there is an influence among four age group of four regions in Tamil Nadu. It is concluded that the age group of 20-30 are very much eager in consumption software. It may be gradually changing to the next stage (30 to 40) because when consumers enter into the family life the behavior of individual also change Consumption level will be very(high/Low) when the age reaches 40 to 50 and 50 above.

- As far as South zone is concerned, the set hypothesis is accepted. It is concluded that there is no significant difference in consumption of software among different age groups in South zone. The results highlights that invariables of different age groups all are competitive in consumption of software.

- As a whole, the hypothesis framed is rejected. Since majority of the consumers are in the same category, much differences could be seen in the consumption of software.

6.6.3 Software consumption in relation to sex

The researcher has applied the tool of ANOVA to prove the consumption level among both male and female. Male and female of all four zones have been tested. The results show that.

- The ANOVA results of four zones have been rejected. There is a significant difference in software consumption among different sex in all four zones. The consumption level of male is different
from that of female. The culture and belief could also be the reason for such changes.

- As a whole, the calculated value of total Tamil Nadu shows that the framed hypothesis is accepted. So there is no significant difference among sex in all over Tamil Nadu. Rural consumers’ behavioral changes would be the reason for that.

6.6.4 Software consumption in relation to marital status

In Tamil Nadu, though the state has a very good educational growth, the beliefs of our culture still dominate in consumption of software. To study the influence of marital status, it has been divided as three categories as, married, unmarried and widow. The enumerated result has been explained and interpreted as

- Regarding South, North, East and West zones of Tamil Nadu, the ANOVA results have been rejected. So there is a significant difference in software consumption among different marital status of consumers of different zone as well as Tamil Nadu.

- The cultural differences are the major reasons for such difference in consumption.

6.6.5 Software consumption in relation to community

India has numerous communities and languages. Each and every community has its own cultural impact over software consumption. Tamil Nadu is also not exempted from this aspect. ANOVA has been applied to verify the results of communal differences in consumption of software in Tamil Nadu.
The findings of communal difference in software consumption among North and West shows that there is a relationship among the consumption level of software consumers of the mentioned two zones. So, it is concluded that the different communities influence the consumption level of software.

As regards to South and East zones, the set hypothesis is accepted. So, among the said two zones, the consumption level of software is not influenced by communal differences.

Even in total strength of Tamil Nadu, it is found that the set hypothesis is accepted. Since the result has a mild deviation (0.051) from the table value it is assumed that there is no such difference in consumption of software from the community point among four zones to some extent.

6.6.6 Software consumption among religious

Different religions have their own attitudes and beliefs. In Tamil Nadu, there are three popular religions. Their influences on different religions are inevitable. The results have been tested through ANOVA.

The results of South and North zone highlighted that the framed hypothesis is rejected. It is proved that there is a religious relationship between software consumption among South and North zones of Tamil Nadu.

It is further found that there is no religion difference in software consumption among East and West zones of Tamil Nadu.
As a whole there is no religious difference among software consumers of Tamil Nadu. Invariable of all religions of the consumers consume software in Tamil Nadu.

6.6.7 Software consumption in relation to education

The education of consumers is also influencing the consumption levels among different zones of Tamil Nadu. For that the level of education has been categorized into four. The influence of all such levels of education on software consumption in Tamil Nadu has been proved by ANOVA.

- The result of ANOVA is accepted in East zone. So the framed hypothesis is accepted. Therefore it is proved that there is no influence from the consumer’s education point of view on software consumption among East zone.

- The result of ANOVA has been rejected in the rest of three zones namely, South, North, and West. So it is concluded that there is an influence of education on software consumption of South, North and West zones.

- In general, educational qualification of various consumers is influencing the level of consumption of software among the total Tamil Nadu.

6.6.8 Software consumption in relation to profession

Professions of different consumers influence the consumption level of software. To find the level of consumption consumers are categorized as salaried, business and agriculturists. Through the induction of ANOVA the following results have been obtained.
The framed hypothesis for finding the relationship of professional influence among various zones has been rejected for South, North and East zones. So there is a relationship among different professions and consumption level of software in all three mentioned zones.

The result of ANOVA from West zone is accepted. So among different profession of West zone, there is no relationship in consumption of software. Profession is not at all an influence.

Among the total Tamil Nadu the framed hypothesis is rejected. Since it is repeated it is concluded that there is an influence of profession on software consumption in the entire Tamil Nadu. Maximum of salaried are consuming software at maximum level.

6.6.9 Software consumption in relation to monthly income

Monthly income is the last criteria selected by the researcher to see the level of consumption of software. Since it is common for all type of consumption, the different size of income is taken as influence for software consumption. The income level has been categorized as three among four zones of Tamil Nadu. The result of ANOVA has been interpreted as follows.

The results of ANOVA has clearly expressed that there is an influence of income level of different consumers. Consumers who earn more may go for high level consumption of software. It may be related to the profession they belong. At the same time consumers who earn reasonable income may also go for high level of consumption of software. This category used to consume such only for gaining knowledge.
6.7 DETERMINANTS OF SOFTWARE CONSUMPTION

Other than the previously mentioned variables, certain other variables have been identified as influencing factors of software consumption. They are software for operating system, entertainment, special application, office automation, general purpose, communication, and browsing and system maintenance. The results of influence on level of familiarity on software consumption have been calculated by the researcher. Co-efficient of correlation, co-efficient of determination and ‘t’ test have been employed to find the relationship.

6.7.1 Software familiarity and consumption - relationship

The familiarities of various eight category of software have its own influence over consumption in Tamil Nadu. Regarding the level of influence of eight software on consumption it is found that

- In Tamil Nadu, among total consumption, a major share of 63.8 per cent has been influenced by familiarity of software.

- Individually South and North zone software consumers have registered a remarkable percentage of 73.4 and 88.5 per cent of consumer's consumption is made because of their familiarity.

- Regarding East and West zone consumers, equal or less than equal of consumers have been influenced by familiarity of software. Other factors influence the balance of consumption. Especially in East zone, the influence of other factors over software consumption is 59.2 per cent.
6.7.2 Familiarity in operating system and software consumption

All the selected ten software’s familiarity on software consumption has their own level of influence. The findings of the relationship have been mentioned as follows

- Generally, familiarity in operating system software influences less than fifty per cent of total consumption (45 per cent).
- East zone familiarities of software influence just 38.3 per cent of their consumption.
- As a maximum, 56.4 per cent of West zone consumers have been influenced by familiarity of operation system software.

6.7.3 Familiarity in entertainment and software consumption

The results of familiarity in entertainment software with consumption have taken for the following findings.

- Out of curiosity in playing games, video and hearing of audio software, maximum of consumers (68.5 per cent) consume directly without the knowledge of such software.
- In region level, North zone consumers have had familiarity in entertainment software at a maximum of 69.1 per cent.
- The lowest familiar consumers are from west zone (13.4 per cent).

6.7.4 Familiarity in special application and software consumption

The consumers of special application software are also not having maximum familiarity. Instead, 35.5 per cent have had familiarity influence in consumption. All the results of co-efficient of
correlation as follows are positive. The results of determination found

- Individually, 75 per cent of North zone consumers have been influenced by familiarity of software.
- As a minimum, West zone consumers have had an influence rate of 22.3 per cent of consumption.

6.7.5 Familiarity in office automation and software consumption

Most of the organizations, especially government sectors have instructed to the branches to install certain software for conversion of office as automated. After installation, employees have been sent for training. So the familiarity of such software before installation is very low. On an average 32.2 per cent of consumers consume such software through familiarity.

- The maximum of 67.9 per cent of consumption is made out of familiarity of such software from North zone.
- Regarding East zone, the significant level is 5 per cent for coefficient of correlation. So, the relationship is little less compared to other zones. Accordingly, only 10.0 per cent of consumption is determined by familiarity.

6.7.6 Familiarity in general purpose and software consumption

Certain software are considered as common to all viewers. These are all named as general purpose software. Their familiarity on software consumption has been found as follows:
Only a limited level of familiarity (31.2 per cent) has been influenced in the consumption of general purpose software in Tamil Nadu. The balance of 68.8 per cent consumption has been influenced by some other factors.

The South zone is the only maximum familiar zone with regard to consumption of general purpose software among four zones.

North and West zone have been influenced by software familiarity to the tune of 33.3 per cent and 36.7 per cent respectively.

As lowest, 18.2 per cent of respondents have been influenced by software familiarity.

Though the level of significant is 1 per cent, the determination level of influence is very low (31.2 per cent).

6.7.7 Familiarity in browsing and software consumption

The co-efficient correlation among various zones is positive. But the significant level of East zone is 5 per cent. The co-efficient of determination results has come down to 39.3 per cent since the significant level is 5 per cent in East zone.

All zones have been influenced by software familiarity in browsing to the tune of 39.3 per cent. The consumption of browsing software and their familiarity is very low.

The familiarity of browsing software is moderately influencing their consumption with regard to South, North, and West zone.
From the East zone point of view, the level of influence of familiarity is only 7.6 per cent on its consumption. Compared to North zone it is just reverse. It has happened due to the 5 per cent level of significance in East zone. So it is concluded that even without having knowledge of browsing software, the consumers consume it.

### 6.7.8 Familiarity in communication and software consumption

Consumers of Tamil Nadu have been influenced by familiarity in communication regarding consumption up to 54.6 per cent. It is clear that the balance of 45.4 per cent, consumers have been influenced by some other factors regarding determination.

- Individually South zone consumers of communication have a top share of 75.7 per cent of familiarity. Only 24.3 per cent of consumers from South zone have been influenced by other factors.

- Regarding North and East, the contribution of familiarity in software consumption is 26.6 per cent and 34.1 per cent.

- As regards to West zone, the familiarity of communication software influence on consumption is up to a 61 per cent. It is reasonable.

### 6.7.9 Familiarity in system maintenance and software consumption

System maintenance is highly essential for all system. Many consumers use such software without knowing its importance. The familiar system maintenance software are Antispyware, AVG,
Norton and Panda. The determination and level have been explained as follows.

- Overall Tamil Nadu, 32.8 per cent of respondents have been influenced by familiarity level of system maintenance software. So maximum of users do not have software familiarity rather than other influencing factors.

- South, East and West zone consumers are reasonably familiar in system maintenance software. Their level of familiarity is 46.8 per cent, 39.2 per cent and 54.2 per cent respectively.

- In North zone, exceptionally, the familiarity level of system maintenance software is very low (14.1 per cent) as far as consumption is concerned. It is clearly understood that without knowing the importance, the consumers of North zone consume the system maintenance software.

6.8 DETERMINANT FACTORS

There are so many independent and dependent factors which determine consumption of software. Among independent variables, software familiarity is the significant variable. The consumption of software is dependent variable. The relationship among these two is determined by number of other factors. From the adopted factor analysis numbers of factors have been found and relationship among independent and dependent variables have been found through multiple regression analysis. The findings of the results found have been mentioned as under.
6.8.1 Determinants and software consumption in Tamil Nadu

It is found in the study that all the variables found in Tamil Nadu have got an influence of 64 per cent on software consumption. From the further study of multiple regression equation analysis, it is clearly highlighted that the variable, familiarity of software have influenced at high level over the other. i.e., one unit of the variable familiarity software makes a change of 0.751 unit of the variable.

- The other variable financial status (F1) has only adverse influence (-0.080 units).

6.8.2 Determinants and software consumption in South zone

The researcher has tried to find out the level of the other influencing variables on software consumption among South zone. The result is 74.2 per cent. The multiple regression equation is prepared. From the results found, it is clear that a high level influence of 0.797 units on dependent variable have been made by variable familiarity of software.

- The other variable “Financial status” (F3) do not have significant influence on software consumption. It is up to the level of -0.011 units, a minor impact.
6.8.3 Determinants and software consumption in North zone

From the results it could be understood that the determinant level of variable over independent variable is 91.6 per cent. The result of multiple regression equation has explained that one unit of variable “Familiarity of software” is a cause for the change of 0.906 units of the dependent variable. The level of influence is very close to 1 unit, it is a reasonable level of influence.

 The other dependent variable “Family Status” (F1) has had only -0.073 units level. It is also very little level.

6.8.4 Determinants and software consumption in East zone

The multiple regression of East zone explores the relationship of variables on independent variables from the table 5.24 as 65.8 per cent. The multiple regression equation of East zone also shows that, “Familiarity of software” had the maximum of influence over other. I.e. one unit of Familiarity of software makes a change of .721 units on a dependent variable.

 Certain other variables such as, “Marital status of Area” (F1), “Usage of different sections,” (F2) and “Status in Price of software” (F5) are also influencing consumption of software in a remarkable change as .321, .278 and .252 units respectively. It shows that other than the main variable, other variables are also influencing at a reasonable level.
The important aspect to be considered is that the other variable “Educational impact (F3)” does not have significant influence as -.247 units.

6.8.5 Determinants and software consumption in West zone

The relationship of variables over independent variables of West zone has been calculated through multiple regressions as 59.7 per cent. The percentage of influence is very low.

From the equation found, it is found that the change on one unit of variable familiarity of software over the other had a high level influence of .671 units.

The variables “socio-cultural status (F1)”, “Educational relationship” (F2) “Culture of Family” (F5) and “Religions status” (F6) have also influenced other variable to the unit level of .215, .147, .126 respectively. It shows that other than familiarity, the said factors also play a key status in consumption.

The variable “Financial Status” (F3) is negatively influencing to the level of -0.123 units.

6.9 CONCLUSION

The researcher has conducted this present study to find the familiarity of consumers on the software consumption, the pattern of consumption, and influencing variables and factors have also been analyzed. From that the influencing level of different variables and factors among different zones in Tamil Nadu has been verified with the support of different statistical tools.
The level of consumption and familiarity has been studied among different zones on the basis of socio-economic variables and other factors. The nature of dependent and independent variables are changed from zone and consumer. In overall Tamil Nadu, the researcher has found that the maximum of software consumption is based on software familiarity rather than other socio-economic variables and factors. The change among variables and factors will not be considered as constant forever.

As a conclusion, it is suggested that the familiarity of software and hardware are highly essential for any type of consumers. Since the development of software are the never ending process, the familiarity and technical knowhow of a system are considered as duly essential for every consumers of Tamil Nadu. The pattern of education regarding computer software field should be changed and they are to be implemented from the primary level itself. The readers of this thesis may select anyone of the following topic to do their research.

1. A study on Software Marketing in Tamil Nadu with special reference to Institutional consumers.
2. Job satisfaction - A study with reference to employees in software industry.
3. A comparative study on sales among leading software manufacturers in Tamil Nadu.
4. A study on recent trends in Outsourcing industry.
5. Software education increases software development in Tamil Nadu-A micro study.

Since the software field is considered as tough field in collection of both primary and secondary data, many of new scholars won’t like to select novel topics. If anyone interested in doing research in the field of software the researcher will be quiet happy and enjoy that pleasure.