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**INFLUENCE OF TELEVISION ON THE FOOD
PURCHASE BEHAVIOUR OF URBAN WOMEN
HOMEMAKERS IN THIRUVANANTHAPURAM**

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**Thesis submitted in partial fulfilment of the requirement
for the degree of**

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**Faculty of Agriculture
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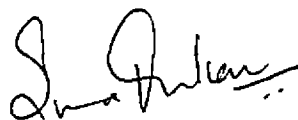
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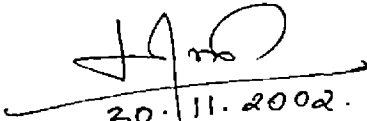
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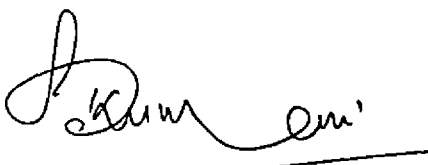
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Dedicated to

My Parents and Teacher

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INTRODUCTION

1. INTRODUCTION

Purchase behaviour is a process whereby an individual decides whether, what, when, where and how to purchase goods and services to obtain maximum satisfaction by making use of available minimum resources. Purchase patterns have witnessed a major change in the past five decades, owing to urbanization, affluence, employment of women and competitive marketing through media. It is apparent that media contacts along with market situation are probably the most dominating factors influencing consumer decisions apart from the socio-economic and personal factors (Bhatia, 2001).

Among mass media, television has become popular because of its tremendous and audible appeal. Its ability to convey life and events in action develop profound influence upon the viewers (Rose, 1990). Television is an effective medium to prepare the ground for introducing innovativeness and also for reinforcing messages. On television, the main food promotion contents were seen to be advertisements in sponsored programmes, recipe demonstrations, health and nutrition awareness programmes. In a food market research programme, across various cities, 54 per cent of the respondents trusted television as the official source of information on foods (Rangarao, 2000).

Consumer organisations have expressed concern about the way unhealthy foods are promoted to children; as children have become an increasingly important market for advertisers. Although teenagers are not passive recipients of product campaigns, it is also seen to have some influence on the teenager's food consumption patterns as seen in the concern of parents.

Women as a homemakers are largely responsible for household purchases especially food. Her access to information about product

availability, their composition, performance and price affects the 'rational' decision for purchase. Considering the importance of the role this media is playing in affecting the food habits of the present and future generations, it was felt worthwhile to analyse and systematically appraise its impact. Hence the present study was attempted with the following objectives :

- to study the socio-psychological characteristics of television viewing urban ^{women} homemakers
- to assess their television viewing behaviour
- to study the purchase pattern of foods promoted through television
- to ascertain the influence of socio-economic variables on television viewing behaviour
- to study the influence of television viewing behaviour on purchase of foods promoted through television

Limitations of the study

Time and financial constraints have forced the investigator to limit the study on two hundred respondents. Therefore, the conclusions drawn cannot be completely generalised.

REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

The study entitled “Influence of television on food purchase behaviour of urban women homemakers in Thiruvananthapuram” is reviewed under the following subheadings.

1. Role of television in food purchase behaviour
2. Extent of food promotion on television
3. Extent of exposure to food related programmes on television
4. Influence of television on food choice of children
5. Influence of television on food choice of teenagers
6. Food choice of adults and television

2.1 ROLE OF TELEVISION IN FOOD PURCHASE BEHAVIOUR

In the present day, television, the mass informer, mass educator and mass persuader has become a pervasive medium to create awareness. It has become a major part of people’s lives; creating an effective medium for introducing innovations and also for reinforcing messages. According to Babbie (1992), television in the context of providing information and changing opinions has an important role if not the central role in the society.

According to Gunaratne (1999) increasing literacy, greater affluence, discretionary time and advances in communication technology have converged to bring television within the reach of every segment of the society. While, Gopalan (1994) reported that, increase in urbanization, migration of rural population to urban areas, more working women and increased health awareness, from media like television have affected the purchasing behaviour of consumers.

According to Varghese (2000), purchase behaviour is, “all psychological, social and physical behaviour of potential customers which comprise of becoming aware of evaluating, followed by purchasing, consuming and also communicating to others about products and services”. The model of purchase behaviour is a stimulus-response model, television contributes to this stimulus by providing a stock of knowledge about food and even healthy eating.

According to Gamson *et al.* (1993), television was found to be a medium of paramount importance in influencing consumer's choice. Gallo *et al.* (2000) have reported that for a significant population of the public, television is the most depended source of information on nutritional issues and therefore has enormous potential to influence dietary behaviour. This has however caused a feeling of powerlessness, to make changes in health or eating patterns because personal preference motivated by taste, cultural and social habits are competing with persuasive productive marketing through media.

Yadava (1993) reported that television was the most frequently used medium as a source of information by 75 per cent of the consumers in Nagpur city. He has further reported a direct relationship between television exposure and knowledge regarding consumerism.

The survey report of metropolitan cities by Operational Research Group (1990) also highlighted that colour television is having maximum impact on today's life styles. However, Ogale (1988) pointed out that television has certainly brought out changes in purchase practices through advertisements but the viewers didn't find any interest in the consumer protection programmes, as these were not that attractive and easy to comprehend.

Sachdeva (1990) observed that consumer faced with a choice, took a rational decision if they had an exposure to information about product

availability, their composition, performance and price, thus recovering the value of their money.

2.2 EXTENT OF FOOD PROMOTION ON TELEVISION

According to Bagdikian (1996), ever since television became a popular media, companies used this means of communication to let people know about their products. Schumann and Thorson (1990) opined that food industry spends enormous amounts of money to promote use of its products through media like television. Most of the income for this medium comes not from the audiences but from commercial advertisers who are interested in selling products to their audiences.

On television, the main food promotion contents were seen to be advertisements in sponsored programmes, recipe demonstrations and nutrition awareness programmes. Carlson *et al.* (1990) reported that food promotions are seen to inform consumers to differentiate products based on price or availability and also to introduce new processed and prepared food products. Commenting on the new trends in cookery lessons telecast, Ranjini *et al.* (2000) highlights that in order to successfully market new food products, demographic shifts and differences must be well understood and the needs of specific consumer segments must be considered.

According to Tammoh *et al.* (1998), food advertisement is a powerful tool for positioning and promoting food products in a highly competitive market. McChesney (1999) reported that when food advertisements started as the promotion of innovative ideas and concepts to be shared with others, as the years progressed, sophistication of advertising methods and techniques turned luxuries into necessities. The consumer receives a flood of information through commercial advertising.

According to Glanz *et al.* (1998) an average American is estimated to see 1,50,000 advertisements on television in his or her life time, 50 per

cent of which are food based. Kolbe and Burnett (1991) reported that advertising is increasing worldwide, faster than population or income. With globalization, there is fierce competition to sell to consumers worldwide through increasingly aggressive advertising.

Hill and Radimer (1997) found that the highest level of advertising to children was in Australia, an average of 34 advertisements an hour, more than double that found in many European countries and upto 15 times as many in countries with the least advertising. The second highest level was found in USA and UK having the most within Europe.

Grossbart *et al.* (1991) pointed out that half of all the claims of food advertisements were consumer related; 'taste' accounted for 39 per cent of such claims. Nutrient modifications comprising of minimizing or eliminating substances like fat, energy or sugar and 'modified foods' accounted for nearly a third of all advertised claims. Advertising has given shape to concepts like 'global elites' and 'global middle class' with their characteristic consumption styles, showing preference to 'global brands'.

According to Skinner *et al.* (1997), the content in which an advertisement appears has long been thought to influence the effectiveness of the advertising message. He also showed that commercials appearing in higher rated programmes were recalled better by viewers than commercials in lower rated programmes.

Robinson (1999) opined that food advertising comprised the largest category of advertised products to children in virtually all countries. According to Pratt and Pratt (1995) confectionary, breakfast cereals and fast food restaurants overall accounted for all food advertisements. Other types of food products that were widely advertised were savoury snacks, dairy products, ready prepared foods, soft drinks, cakes, biscuits and desserts.

Gallo *et al.* (2000) observed that advertisements for healthier foods such as fruits and vegetables were either non-existent or extremely few in number. However, Lohmann and Kant (1998) reported the most advertised food group on television was the bread group followed by fats, oils and sweets.

According to Mazis and Raymond (1997), the highest level of confectionary advertising were found in Greece and UK, four times more than found in Germany and over 35 times as much as in Sweden. USA and Australia topped the league for breakfast cereals advertising. The most prolific advertiser was Mc Donald's with advertisements for the food chain found in virtually every country. Other widely advertised brand names were Nestle, Kellogg's Mars and Cadbury's.

Metre (1999) reported that 50 per cent of the commercials launched in India between January 19 to February 1st 1999, comprised of food advertisements namely Cerelac, Britannia, Merry Cake, Kissan, Peppy, Bru, Coco cola, Pepsi, Thums up and Lipton Tazza.

A nutritional analysis of foods advertised on television to children in UK by Andrew *et al.* (1998) found that 62 per cent of advertisements were for products high in fat, 50 per cent were for products high in sugar and 61 per cent for products high in salt. Overall 95 per cent of advertisements were for foods that were high in fat, sugar or salt, a finding broadly consistent with studies in other countries. The promotion of premium offers are often dominant in appeals.

According to Sinha (2001) the genre of advertising through television has been changing, the direct sale pitches are slowly taking the form of mail order products through teleshopping. Teleshopping is the harbinger of today's online shopping.

2.3 EXTENT OF EXPOSURE TO FOOD RELATED PROGRAMMES ON TELEVISION

No other technological innovation in this century like television has had more impact on how we spend our time. Estimation of life spent in front of television are used to speculate on the quality of life, in our society. The public have become so dependent on television that they proclaim it as their main news source. According to Bhatia (2001), the country has experienced more than four decades of television and over a decade of satellite television, with two million television owning households and an equal number with the potential to own one and cable penetration over 30 million homes, television is said to have most eye call power.

A recent Australian study by Mizerski (1995), found that children started watching television soon after they are born. By four years, average time has increased by over 2.5 hours per day. By the age of 18 years, the average child has spent more time watching television (14,000 hrs) than attending school hours (12,000 hrs) and the programmes they viewed were seen to be overshadowed with appealing commercials. Carruth *et al.* (2000) observed that children in daycares or whose mothers work outside the home tend to watch less television than those who are at home all day. Children who are supervised after school can watch a great deal of more television.

Rao (1999) explained that a survey on sources of information and their reliability had brought out a few pertinent observations. Firstly, overall media credibility had gone up, secondly television has surpassed newspapers as the primary source as well as the most relied upon source of information.

Rangarao (2000) reported that in a food market research programme across various cities, 54 per cent of the respondents trusted television as the official source of information on foods.

According to Rao (1999), the popularity of television continued to rise in the 90's as evidenced by the impressive 8.70 per cent expansion in television viewers (highest among eight mass media forms) from 48.00 per cent in 1989 to 56.90 per cent in 1994. The increasing trend was reflected both in urban and rural areas. Similarly in a study of televiewers of Philippines, popularity of television continued to rise in the 90's as evidenced by the impressive expansion in television viewers in both rural (5.80 per cent) and urban (17.00 per cent) areas.

Ray and Klesges (1993) pointed out the popular telecasts are lagging behind in the development of programmes on nutrition education and promotion of positive nutritional messages. Rust (1993) has expressed concern about the great extent to which food products with low nutritive value are promoted to children through cartoons in advertisements.

The results of a UK wide survey of television food advertisements undertaken by the National Food Alliance and published in December 1995 show that television advertised high fat, high salt and high sugar foods such as biscuits, cakes, confectionary, sausages and pies, ice-cream and soft drinks. Currently television heavily biased towards the early part of the evening, when children are watching and account at present for 80.00 per cent of food advertising (Mackin, 1996).

John (1999) has explained that the parental attitudes influence television watching in children. Parents who see the positive potential of television tend to watch television with their children more often and their children watch a greater percentage of educational programmes.

According to Jetley (1999) education was reported to be a highly significant factor affecting viewing habits of a household. Older children tend to have more influence over television viewing than their younger brothers and sisters. Studies by Contento *et al.* (1995) has shown that supervised television viewing and discussion about television programmes

helped children to understand between fantasy and reality. Television viewing was seen to be a way out of family tensions.

Fischer *et al.* (1991) pointed out that children tend to watch more television when there is stress or constant fighting within the family. The more television that a family watches, the less likely the family members are to communicate with each other and this provides fewer opportunities for a family to solve its problems.

Television many a time was found to be a baby sitter. Effective viewing of informative programmes were observed in children where the television was placed in family room. However, there is forced viewing of commercials in children's programmes (Carruth *et al.*, 2000).

In India, women who watched television at least once a week has risen from 32.00 to 46.00 per cent. Despite improvements only 33.00 per cent of rural women have regular exposure to television compared with 81.00 per cent urban women. The weightage given to entertainments was higher than for informative programmes. States where television exposure was high were Delhi, Kerala and Goa (Anon., 1999).

2.4 INFLUENCE OF TELEVISION ON THE FOOD CHOICE OF CHILDREN

Television is an important source of education for children influencing them from a very young age. Young children are in the process of developing food preferences and watch a great deal of television. Children's food preferences are important determinants of food intake. Food preferences are influenced mainly by media, parents and peer pressure (Chopra *et al.*, 1999).

Morton (1996) in the Adelaide Conference on food choices has reported that television may be more influential than family in setting children's food preferences and an association between television watching and consumption of unhealthy foods has been reported. Food

advertisements are promoted as fun and exciting enticements for children with premium offers.

Robinson (1999) studied that it takes only one or two exposures to a 10-30 second food commercial to influence 2-6 years old children's short term preference for specific food products.

According to Ray and Klesges (1993) children have become an increasingly important market for advertisers and therefore not surprisingly much television advertising is aimed at children. Children's ability to comprehend advertising depends on their age. Palan and Wilkies (1997) reported that children especially under the age of six, have difficulty in distinguishing between advertising and programmes.

Hill and Radimer (1997) reported that consumer organisations have expressed concern about the way products are promoted to children; for e.g., the use of cartoon characters or other personalities in advertisements which make it harder for young children to distinguish between programmes and advertisements.

Birch *et al.* (1998) found that more the television commercials a child viewed, the more the purchase requests the child made in the market. Frequency with which very young children make request for products advertised on television may serve as an indicator of the message influence. Based on a 28 day diary study, researchers found 3-4 year old children made an average of 24.90 per cent requests, predominantly for candy, toys and snack foods. Similarly, older elementary school children exposed to television commercials for sweet and other sugared snacks were more likely to choose candy and sugar drinks and less likely to choose fruit and orange juice, when offered a snack (Borzekowski and Robinson, 2001).

The results of a study by Carruth *et al.* (2000) indicate that the children made their choices on the basis of a singular attribute such as

flavour, taste, characters or action figures propagated. Food advertising has also been shown to take advantage of children's vulnerability by the appeals made. For the most part, food advertising to children directly contradicts the Dietary Guidelines for children. A further important factor, influenced by television is that television viewing seems to increase children's nibbling or snacking behaviour and their requests for food advertised on children.

Skinner *et al.* (1997) from his study conducted at the Mount Sinai School of Medicine found that children exposed to video tapes with commercials were significantly more likely to choose advertised items than children who saw the same tapes without commercials. Pre-school children younger than six years could sing commercial jingles and correctly identify corporate trademarks such as logos and trade characters.

According to Mackin (1996), television advertising leads a child to select material objects over more socially oriented alternatives. Children keep tabs on exactly what gifts come with which product; first tattoos with bubble gums; tazos with lays and now, boomerangs with Britannia cheese. This leads to an increase in parent child conflicts and in the end leads to a more disappointed and unhappy child.

In a study by Borzkewoski (2001) most parents said that their children did not understand the persuasive nature of commercials. Children are less susceptible to deception where parents explain the purpose of advertisements to children (Palan and Wilkies, 1997). The higher the level of education of parents, the more the children were able to realise the purpose of commercials (Gamble and Cotugna, 1999).

While another point of view is that, in a home, where parents are constant viewers, this facility tends to be on all day at home, and the parents are less involved in children's viewing habits. Children's viewing habits are greatly affected by family circumstances including the number

of televisions in a house and number of people living in the house (Story and Faulkner, 1990).

Moreover the NFA's study demonstrated that the majority of parents disagree with the assertion that food advertising encourages children to spend their pocket money on unhealthy foods; desires for products are brought about by many other influences such as peer groups, product displays, consumption by others and leadership from siblings (Fuamatu *et al.*, 1996).

In a study by Singh (1998) it was found that nearly 83.00 per cent of the parents agreed that advertisements do have a negative effect on purchase behaviour.

The most common explanation for advertising effect on children's diet is the following – children see advertisements; these generate desires; desires lead to requests, requests are satisfied by parent's purchase and children's consumption (Tammoh *et al.*, 1998). However, Stratton (1995) found that children enjoyed only a 13.00 per cent influence over family's food choices while the parents and older children maintained 44.00 per cent.

Television is indirectly or directly the culprit for today's childhood problems. Health specialists have expressed the concern on oral health of children, due to frequent consumption of chocolates, candies and similar sweets and drinks. These are mainly comprised of sugar and acids which make the teeth prone to decay (Vidyasagar, 1996). Childhood obesity is another public health concern of nutritionists and educators which is attributed to excessive sedentary habits like television viewing along with the consumption of foods rich in sugar, fat and salt.

2.5 INFLUENCE OF TELEVISION ON THE FOOD CHOICE OF TEENAGERS

The increase in eating disorders among young people has caused concern. According to Sujan (1990) parents are greatly concerned about the dietary quality of foods consumed by the young generation who eat and watch television separately from the rest of the family.

Parental influence of food choice is still evident but subjected to negotiations. A few of the parents in a study by Neumark-Sztainer *et al.* (1999) pointed out that, they were losing control of what their children ate. This was seen as a natural developmental process by some parents, although a few saw it as a problem.

In a study by Hammond *et al.* (1998) a few of the parents agreed that having a teenage child was a strain on the household food budget, although most said that, their teenager was getting the food they needed. However, they were not always getting as much variety as the parents would like.

Parents are more likely to name a teenager and not themselves as the family experts for selection of fast food, snack food, restaurant and new breakfast cereals (Kotz and Story, 1994).

Teenagers appear to understand the language of advertising and are not passive, uncritical recipients of its messages. Woodward *et al.* (1997) pointed out that advertisements of products promoting body slimming appealed most to teenagers. Products like wafers and aerated drinks were preferred to homemade foods. Even boys and girls who had an excellent pattern of food intake are likely to succumb to bizarre, unbalanced diets during adolescent years. They feel independent and seek freedom to make their own decisions.

Glanz *et al.* (1998) reported that adolescent girls are leaving their traditional food habits and are adopting westernized food habits due to their affluence, peer pressure and media misinformation. Products like

wafers were preferred to home made snacks while aerated drinks were preferred to milk or fruit juices.

A CSPI study found that 20 years ago teenagers were drinking twice as many glasses of milk than soft drinks. But now teenagers are drinking two servings of soft drinks for every serving of milk, which means they are ingesting 10-15 tsps of sugar per day.

One of the ironies of modern life is that at a time when young people are becoming less active, they are increasingly acquiring sports life style. The 1990's have seen a huge growth in a market for sport drinks with companies like Smithkline Beecham. Such drinks were mainly aimed at the male youth market. 'Energy', 'power', 'endurance' are the buzz words of these drinks (Anon., 1999).

Kraak and Pelletier (1998) reported that, television commercials and prime time programmes have been identified as important influences on the type of food that children ask their parents to buy for them. Sweetened breakfast cereals, candy, desserts, low nutritional beverages and salty snack foods are the most commonly advertised products to teenagers and are frequently requested to parents.

Kelder *et al.* (1994) in a study observed that 2/3rd of the teenagers ate from only the less healthful food groups on some eating occasions rather than eating a mixture of healthful foods.

Advertising was perceived by both teenagers and adults to have some influence on the teenager's food consumption patterns and adults purchase. Adolescents liked some television advertisements because, the food looked attractive or tempting and the advertisements were cool, humorous, far-fetched, had catchy tunes, made them aware of the food or made them feel hungry (Hewitt *et al.*, 1992).

Klassen *et al.* (1991) reported that, perceptions of the relationship between food and health had a major effect on what teenagers chose to eat

and what their parents chose to make available to them. However for some food groups, in some contexts, other factors such as taste overrode these health considerations.

Nayga (1995) reported that although the teenagers believed fruit and vegetables were good for them, consumption was affected by the degree of independence or, parental control in different situation and the teenagers perceptions of the desirability of different foods. Price was an important influence on food purchased by teenagers.

Parent's perception of the reasons for their teenagers not eating as much of the healthful groups as the parents would like were that they did not like these foods as it was not easy to prepare. This contrasted with the view of teenagers who said, lack of availability of these foods at home and school, family rules and cost were main reasons they did not eat as much as they would like (Palan and Wilkies, 1997).

2.6 FOOD CHOICE OF ADULTS AND TELEVISION

Today, the adult consumers are living in the age of reason, all questions about affordability, sustainability and desirability are continuously haunting them. Many development watchers have realised that man has been acting muddle-headedly in pursuing the commodity culture (Singh, 1998).

The repeated bombardment of messages are blocking other inputs and gradually the task of decision making is passed on to popular forms of media like television. A study by Yadava (1993) revealed that television was one of the primary sources of information leading to decisive effect on consumer purchases. He also pointed out that television influenced to take immediate decisions to short term buying.

According to Rauzi (1998) there seems to be a direct relationship between television exposure and consumer purchases. The heaviest viewing sectors are the middle aged and the elderly. Lord and Stanton

(1988) opines that television could be utilized effectively to portray informations on quality specifications of food products.

Walsh *et al.* (1990) reported that advertising is perceived by adults to have some influence on food consumption pattern and adults purchase. Adults were particularly influenced by advertising for 'special offers'.

Carlson *et al.* (1990) concluded from his study on consumer behaviour that the concept of 'value for money' of foods was a combination of price, nutritional value and eating for pleasure. John (1999) opined that adults did not consider accessibility (e.g., transport, location of shops and their opening hours) to be a problem for purchasing food for the family.

Yadava (1993) reported that adult consumers purchase food products because of the utility they provide. They seek information through various media to know more about the products to satisfy their identified needs. To obtain necessary information for making a purchase decision they discuss needs with their families and seek information from advertisements, product labels, friends etc.

Singh (1998) observed that nearly 68 per cent of the adult consumers admitted that purchase decision depends upon disposable income. Rekha (2001) reported that employed women kept track of new products as they had high purchasing power and were interested in saving time.

Metre (1999) pointed out that Indian women is no longer just a housewife, but is more the manager of the household. Also, the working woman is not guilty about purchasing food from outside.

Professor Stratton (1995) of Leeds University, UK has demonstrated that, in typical family situation, advertising has approximately five per cent effect on choice, while, he also found that adults enjoyed 44 per cent influence over family food choices.

3. METHODOLOGY

The study entitled 'Influence of television on the food purchase behaviour of urban women homemakers in Thiruvananthapuram' is organised under the following sub heads :

- 3.1 Locale of the study
- 3.2 Selection of channels
- 3.3 Selection of respondents
- 3.4 Selection of variables and their measurements
- 3.5 Data collection
- 3.6 Statistical tools used

3.1 LOCALE OF THE STUDY

The study was conducted among homemakers residing in Thiruvananthapuram Corporation area. Fifty households each were selected through stratified random sampling from east, west, north and south sub divisions of Thiruvananthapuram Corporation. The areas covered were Ulloor, Palayam, Sasthamangalam, Vazhuthacaud. Vanchiyoor, Poojapura, Kannamoola, Medical College, West Fort, Thirumala and Peroorkada.

3.2 SELECTION OF CHANNELS

A pilot study was conducted among twenty five homemakers who did not form part of the study. They were requested to suggest the channels they viewed, in the order of their preference. Based on the preference expressed eight channels were selected as given in Appendix I and II.

3.3 SELECTION OF RESPONDENTS

Fifty respondents (homemakers alias housewives) each from the four sub-divisions (north, south, east, west) of Thiruvananthapuram Corporation area were selected through stratified random sampling. The objective of the study necessitated to select respondents based on the following criteria :

- (1) Respondents were to have a TV of their own .
- (2) The TV sets were to have a cable facility .
- (3) The respondents were to view the telecast atleast 1-2 hrs per day .

3.4 SELECTION OF VARIABLES AND THEIR MEASUREMENTS

3.4.1 Measurement of Independent Variables

3.4.1.1 Socio-economic Variables

Age : Age of the respondent is measured as the number of completed years at the time of conducting the study. Respondents upto the age of 30 were considered as young, between the age of 31 and 55 were considered as middle aged and those above the age of 55 were considered as old.

- **Educational Status :** It is the level of formal education attained by respondents. The educational status of the respondents were measured using a scoring system as listed below :

Middle school	–	5
High school	–	8
S.S.L.C.	–	10
Pre degree	–	12
Graduation	–	15
Post graduation	–	20

Educational Status of the Family : Educational status of the families were measured by assessing the total educational level with effective family size. (Trivedi, 1963). The total number of family members were taken to be the effective family size. The scoring system as that of the respondents were followed here.

Occupational Status : Occupational status of the respondents and head of families were also assessed and grouped as follows :

- (1) Government employees
- (2) Private employees
- (3) Self-employees
- (4) Menial jobs
- (5) Others

Economic Status : Monthly income of the respondents and also their families as expressed by the respondents were taken into account for measuring this variable.

Possession of Assets : In this study, the living standard of the families is operationalised on the basis of possession of assets namely; possession of mixie, rice cooker, grinder, refrigerator and washing machine.

Social Participation : In this study social participation of the respondent is defined as the degree of involvement of a respondent in social organisations, as a member or as an office bearer. The scoring observed is as follows :

Membership in none of the organisations	-	1
Membership in one or more organisations	-	2
Office bearer	-	3

Participation in Decision Making : This was studied in order to understand the status of the respondent in the family and it was operationalised as the degree to which a housewife was involved in

financial decision making in the context of purchasing goods for the family. The scoring system adopted is as follows :

Husband only –	1
Alone –	2
Jointly –	3

Family Size : Size of the family refers to the total number of members of a family. Based on this, families with 2-4 members are considered as small families, families with 5-6 members as medium sized and above six as large sized families.

Family Composition and Stages of Family Life Cycle : Composition refers to age wise [i.e., children (0-12 years), adolescents (13-25 years), adults (26-64 years) and senior citizens (>65 years)] and gender wise distribution of members in a family . The families were further classified into three stages – beginning family, expanding family and contracting family (Anon., 1998).

The ratio of working to non working members in the sample was worked out.

3.4.1.2 Socio-psychological Characteristics of Respondents

Innovation Proneness : In this study, innovation proneness is operationalised as the respondents readiness to accept any new information on new food products. This was measured using a ‘self rating scale’ developed by Moulik (1974) (Appendix III). This scale consisted of three sets of statements each with three alternatives. The respondents’ were asked to choose one statement which accurately portray (most like) them and also the one which least portrayed (least like) them from each set. The respondents’ ‘most like’ and ‘least like’ choices for each set was obtained. The three statements in each set were given weightage 3, 2 and 1 respectively describing high, medium and low degree of innovation proneness.

Economic Motivation : Economic motivation is operationalised in terms of the extent to which a housewife was oriented towards value maximization and relative value placed by her on food expenditure. Moulik's scale (1974) was adopted to measure economic motivation. The scale consisted of three sets of statements, each set having three short statements with weights 3, 2, and 1 indicating high, medium and low degrees of economic motivation. The scaling was done in the similar way as innovation proneness (Appendix III). The sum of the ratio of the 'most like' to the 'least like' scores were worked out to study the level of economic motivation.

Adoption Leadership : Adoption leadership is defined as the readiness to accept and orient towards the new food products and it was also measured by using the self rating scale developed by Moulik (1974) (Appendix III).

The respondents were classified based on socio-psychological characters *viz.*, innovation proneness, economic motivation and adoption leadership into low medium and high categories using mean and standard deviation as statistical tools.

3.4.1.3 Television Viewing Behaviour of Respondents

This is hereafter discussed as TV viewing behaviour.

Channel Viewing Frequency Pattern: Channel wise viewing frequency pattern of the respondents was measured in terms of regularity of viewing various channels by the family members. This scale was a modified version of the scale devised by Philip (1985). Responses of regularity were categorized as daily (5), once in two days (4), weekly (3), occasionally (2) and never (1) with the scores in parenthesis.

Viewing Frequency of Family Members : The viewing pattern of family members of the respondents was also assessed on the basis of viewing frequency - regularly (3), occasionally (2) and never (1) to elicit general viewing pattern in the household.

Viewing Behaviour of Nutrition Programmes : The main food related programmes viz., advertisements, cookery, lessons and nutrition awareness programmes (NAP) were evaluated in terms of regularity, intensity duration and purpose.

The following scoring system developed by Philip (1985) was used for the purpose of the study.

Regularity	Duration	Intensity	Purpose
Regular (3)	Completely (2)	Involved (3)	Information (2)
Occasional (2)	Partially (1)	Leisurely (2)	Entertainment (1)
Never (1)		Engaged otherwise (1)	

The number of food advertisements recollected by each respondent was also elicited.

Preference Towards Nutrition Programmes : For measuring the preference towards nutrition programmes, the three major programmes namely cookery lessons, advertisements and nutrition awareness programmes were considered. The three dimensions used for the measurement of the preference were utility, interest and favourableness. Utility was operationally defined as the extent of usefulness of a programme to the respondent; interest was operationalised as the degree of interest of the respondent in the programme; and favourableness as perception of the programme's application to the respondent's situation.

The dimensions were rated on a three point continuum viz., most preferred (3), preferred (2) and least preferred (1).

3.4.2 Measurement of Dependent Variables

3.4.2.1 Monthly food Purchase Pattern on Advertised Foods

The total amount spent on all food groups in a household was gathered and the percentage expenditure, on advertised foods group wise was elicited with a check list. The target consumers for each product was also noted.

3.4.2.2 Purchase Frequency of Advertised Foods

Food purchase was studied based on the frequency of purchase as daily, once in two days, weekly, monthly and never. The scores ranged from 5 to 1 respectively (Reaburn *et al.*, 1979).

3.4.2.3 Factors Reckoned for the Purchase of Advertised Foods

The reasons for purchasing preferred items were assessed by using a checklist, prepared on the basis of related literature and suggestions of subject experts.

The main reasons identified were taste, convenience, nutritive quality, novelty, preference of children, being a status-symbol, peer influence, cost and mode of presentation on TV.

3.5 DATA COLLECTION

Based on the methodology described above, an interview schedule was prepared for the purpose of data collection. The interview schedule prepared in English was translated into Malayalam before administering to the housewives.

The interview schedule was pre tested in a non sample area having similar conditions. Based on the pre testing, certain modifications were made so as to ensure clarity and relevance.

The interview schedule duly revised is given in Appendix II.

3.6 STATISTICAL TOOLS USED

The following statistical tools were used for analysing the data.

Simple Correlations

Simple correlations were computed to find out relationship between various independent and dependent variables.

ANOVA

Analysis of variance (ANOVA) and Kruskal Wallis non-parametric analysis of variance were used to compare the mean values of respective groups.

Multiple Regression Analysis

Multiple regression analysis was done to identify the significance of the variables as well as to predict the dependent variables corresponding to the particular values of the independent variables.

TV Viewing Behaviour Index

Viewing behaviour index of each respondent was worked out using the formula,

$$V_b = \frac{V_r \times t \times i \times p}{V_{r_{\max}} \times t_{\max} \times i_{\max} \times p_{\max}}$$

where V_r = viewing regularity of the respondent

t = duration of viewing

i = intensity of viewing

p = purpose of viewing

$V_{r_{\max}}$ = maximum score of viewing regularity

t_{\max} = Maximum score of viewing duration

i_{\max} = Maximum score of viewing intensity

p_{\max} = Maximum score of viewing purpose

In addition to these some of the data were also interpreted in terms of frequency, percentage, mean and chi-square.

RESULTS

4. RESULTS

The results of the analysis of the data collected and observed are made, classified and presented under :

- 4.1 Socio-economic profile of the respondents
 - 4.2 Socio-economic profile of families of the respondents
 - 4.3 Socio-psychological characteristics of the respondents
 - 4.4 T.V. viewing behaviour of the respondents and their family members
 - 4.5 Relationship between selected independent variables and T.V. viewing behaviour
 - 4.6 Monthly food purchase pattern on advertised foods
 - 4.7 Association of expenditure pattern on advertised foods with selected independent variables
 - 4.8 Relationship between TV viewing behaviour and monthly expenditure pattern on advertised foods
 - 4.9 Multiple regression analysis of independent variables related to monthly expenditure pattern on advertised foods
 - 4.10 Factors reckoned for the purchase of advertised foods
- ### 4.1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Socio-economic profile characteristics of 200 respondents who were residing at the four subdivisions (north, south, east and west) of Thiruvananthapuram Corporation area were ascertained.

Personal characteristics of the respondents namely age, education, occupational status, income, social participation and participation in decision making are presented in Table 1.

Age : Table 1 reveals that 29.00 per cent of the respondents were below 30 years of age, 51.50 per cent belonged to 31 - 55 years and 19.50 per cent were found above 55 years.

Educational Status : The educational background of the respondents revealed that majority of the respondents were having a minimum of graduation (64.50 per cent), of whom 44.00 per cent of the respondents were post graduates. However 6.50 per cent of the respondents had an educational level only upto high school, whereas 18.00 per cent of the respondents were just matriculates and 11.00 per cent had pre-degree qualification.

Occupational Status : It was observed that most of the respondents (59.00 per cent) were housewives. Remaining 41.00 per cent were working women, out of whom 89.00 per cent were government servants 3.60 per cent had private jobs, 1.20 per cent were self employed and 6.00 per cent had menial jobs like sweeping, construction work etc.

Monthly Income of the Respondents : Financial status of the respondents revealed that 59.00 per cent of the respondents had no income of their own as they were unemployed. Twenty two per cent of the respondents had a monthly income below Rs. 5000. Respondents who had monthly income between Rs. 5001-10,000 were 15.00 per cent and 3.50 per cent had an income between Rs. 10,000 to 15,000 and 1.00 per cent had income above Rs. 15,000.

Social Participation : Table 1 further reveals that 78 respondents (39.00 per cent) were actively involved in social activities of whom, 6.40 per cent of the members were office bearers in various social organisations and the remaining were just members. However, majority of the respondents (61.60) per cent were non-members.

Participation in Decision Making : With respect to participation in decision making, in household purchase matters, it was observed that, in

Table 1 Distribution of respondents based on socio-economic profile characteristics

N = 200

Characteristics	Class	Score	Frequency	Percentage
Age	0 – 30 yrs		58	29.00
	31 – 55 yrs		103	51.50
	56 yrs and above		39	19.50
Educational status	High school	8	13	6.50
	S.S.L.C.	10	36	18.00
	P.D.C	12	22	11.00
	Degree	15	72	36.00
	PG and above	20	57	28.50
Occupational status	Housewife	1	118	59.00
	Menial job	2	5	2.50
	Self-employed	3	1	0.50
	Private job	4	3	1.50
	Govt. servant	5	73	36.50
Monthly Income (Rs)	Nil		118	59.00
	0 – 5000		43	21.50
	5001 – 10,000		30	15.00
	10,001 – 15,000		7	3.50
	15,001 – 20,000		2	1.00
Social participation	Non member	1	122	61.00
	Member	2	73	36.50
	Office bearer	3	5	2.50
Participation in decision making	Husband	1	21	10.50
	Housewife	2	9	4.50
	Jointly	3	170	85.00

most of the families (85.00 per cent), there was joint participation. While husband was the sole decision maker in (10.50 per cent) families and the respondents were solely responsible in 4.50 per cent families.

4.2 SOCIOECONOMIC PROFILE OF FAMILIES OF THE RESPONDENTS

Educational Status of the Family : The data furnished in Table 2 reveals that 29.50 per cent families had a bachelor's degree level while 19.00 per cent had education upto post graduation level. Educational level was seen to be in middle school level in 7.50 per cent of the families and in high school level in 4.00 per cent of families.

Monthly Income of the Family : The data presented in the Table 2 reveals that 29.00 per cent of the families belonged to the income range between Rs. 10,001 to 15,000. However 19.00 per cent of the families had an income below Rs. 5000 and 26.00 per cent had an income between Rs. 5000 to 10,000.

Occupational Status of the Head of the Family : Table 2 brings to focus that 56.50 per cent of the husbands of the respondents were employed in the government sector, 18.00 per cent in the private sector, 19.50 per cent were self employed and 6.00 per cent of them were engaged in menial jobs.

Possession of Assets : It was observed that all the household gadgets were possessed in 64 families. Television was the only asset in 14 of the households, mixi and TV alone was possessed only by 26 families. Rice cooker was not seen to be an asset in 102 families; similarly, grinder was not common in 127 families. Whereas refrigerator was possessed by 146 families, washing machine was possessed by 76 families.

Family Size : When the family size of the respondents were analysed it was observed that majority of the families had 2-4 members (56 per cent) followed by medium sized families with 5-6 members (35 per cent) and large families with above six members (9 per cent).

Table 2 Distribution of families on the basis of education, income, occupation and family size

Sl. No.	Characteristics	Range	Frequency	Percentage
1	Educational status of family	Middle school	15	7.50
		High school	8	4.00
		S.S.L.C	12	6.00
		Pre degree	68	34.00
		Degree	59	29.50
		Post Graduate	38	19.00
2	Monthly income of the family (Rs)	Upto 5000	38	19.00
		5001-10000	52	26.00
		10001-15000	58	29.00
		15001 & above	52	26.00
3	Occupational status of the head of family	Govt. servant	113	56.50
		Private jobs	36	18.00
		Self employed	39	19.50
		Menial job	12	6.00
4	Family size	Small (2-4)	112	56.00
		Medium (5-6)	70	35.00
		Large (>6)	18	9.00
5.	Stages of family life cycles	Beginning	42	21.00
		Expanding	117	58.50
		Contracting	42	20.50

Family Composition and Stages of Family Life Cycle : Of the 200 families surveyed, the total population was 774 indicating an average family size of 3.80. The total percentage of female members were 65.60 per cent and that of males were 34.40 per cent. Children formed 13.10 per cent of population while adolescents formed 11.60 per cent and senior citizens formed 6.70 per cent (Table 3).

When the families were classified based on different stages of family life cycle, it was observed that 42 (21.00 per cent) families were at the beginning stage, 117 (58.50 per cent) families in the expanding stage and 42 (20.50 per cent) families were at the contracting stage of family life cycle.

Demographic profile of households throw light on the fact that unemployed dependents formed 38.00 per cent of the population.

Table 3 Family composition of the respondents

N = 774			
Age (Yrs)	Male	Female	Percentage
Upto 12	47	55	13.10
13-25	51	39	11.60
26-64	141	389	68.50
>65	27	25	6.80
Total	266	508	

4.3 SOCIO PSYCHOLOGICAL CHARACTERISTICS OF RESPONDENTS

Innovation Proneness : The data presented in Table 4 revealed that among the 200 respondents, 39 (19.50 per cent) had low level, 158 (79.00 per cent) had medium level and 3 (1.50 per cent) had high level of innovation proneness.

Economic Motivation : The results also showed that of the 200 respondents 30.00 per cent had low level, 66.00 per cent were having medium level and 4.00 per cent had high level of economic motivation.

Adoption Leadership : Among the respondents, 15.00 per cent had low level, 81.50 per cent had medium level and 3.50 per cent had high level of adoption leadership.

Table 4 Distribution of respondents based on socio-psychological characteristics

Characters	Class	Frequency	Percentage
Innovation proneness	Low ($x \leq \text{mean} - \text{SD}$)	39	19.50
	Medium ($\text{mean} - \text{SD} > x \leq \text{mean} + \text{SD}$)	158	79.00
	High ($x > \text{mean} + \text{SD}$)	3	1.50
Economic motivation	Low ($x \leq \text{mean} - \text{SD}$)	60	30.00
	Medium ($\text{mean} - \text{SD} > x \leq \text{mean} + \text{SD}$)	132	66.00
	High ($x > \text{mean} + \text{SD}$)	8	4.00
Adoption leadership	Low ($x \leq \text{mean} - \text{SD}$)	30	15.00
	Medium ($\text{mean} - \text{SD} > x \leq \text{mean} + \text{SD}$)	163	81.50
	High ($x > \text{mean} + \text{SD}$)	7	3.50

Mean = 9.603, SD = 2.245

4.4 TV VIEWING BEHAVIOUR OF RESPONDENTS AND THEIR FAMILY MEMBERS

Channel Viewing Frequency of the Respondents : The channel wise viewing frequency of respondents were analysed and the results are depicted in Table 5. Sixty one per cent of the respondents viewed Surya channel on a daily basis while 46.00 per cent viewed Asianet on a daily basis. When

the viewership of Kairali channel on a daily basis was 32.00 per cent, the viewership of Doordarshan was seen to be only 24.50 per cent. However 6.00 per cent, 13.50 per cent and 9.00 per cent of the respondents were occasional viewers of Surya, Asianet and Kairali channels respectively.

Table 5 Channel wise viewing frequency of respondents

Channels	Daily	Once in 2 days	Weekly	Occasionally	Never
Surya	121 (60.50)	29 (14.50)	38 (19.00)	12 (6.00)	0
Asianet	92 (46.00)	38 (19.00)	33 (16.50)	27 (13.50)	10 (5.00)
Kairali	64 (32.00)	49 (24.50)	26 (13.00)	18 (9.00)	43 (21.50)
Doordarshan	49 (24.50)	34 (17.00)	25 (12.50)	41 (20.50)	51 (25.50)
Others	32 (16.00)	24 (12.00)	39 (19.50)	54 (27.00)	51 (25.50)

Figures in parentheses indicate percentage

Viewing Frequency of Family Members : Table 6 represents the data pertaining to TV viewing frequency of family members. From this, it is evident that 22.50 per cent of the children, 50.90 per cent of the adolescents, 81.30 per cent of the adults and 50 per cent of the senior citizens viewed TV regularly. However 65.60 per cent of the children, 28.80 per cent of the adolescents, 0.50 per cent of the adults and 34.60 per cent of the senior citizens never watched television.

Table 6 Viewing frequency of family members

	Never	Occasionally	Regularly	Total
Children	67 (65.60)	12 (11.70)	23 (22.50)	102
Adolescents	26 (28.80)	12 (13.30)	52 (50.90)	90
Adults	3 (0.50)	96 (18.10)	431 (81.30)	530
Senior citizen	18 (34.60)	8 (15.30)	26 (50.00)	52

Figures in parentheses indicate percentage

Viewing Behaviour of Nutrition Programmes

Viewing Behaviour of Respondents with respect to Cookery Lessons :

The data pertaining to the viewing frequency of respondents as regards cookery lessons is presented in Table 7. It reveals that 84.00 per cent of the respondents viewed cookery lessons occasionally and 16.00 per cent of them viewed cookery lessons on a regular basis.

Considering the viewing duration, as revealed in Table 7, number of respondents who viewed cookery lessons completely from the start to the end of the programme were 74.00 per cent. Those who viewed cookery lessons, partially were 26.00 per cent.

The data pertaining to the viewing intensity of the respondents presented in Table 7 reveals that more than half (56.00 per cent) of the respondents were involved thoroughly in viewing cookery lessons and 27.00 per cent viewed cookery lessons along with engaging in other works and the remaining 17.00 per cent of respondents leisurely watched cookery lessons.

It was revealed that 50.00 per cent of the respondents viewed cookery lessons for the purpose of entertainment, whereas remaining 50 per cent viewed cookery lessons for the purpose of information.

Table 7 Distribution of respondents based on viewing behaviour of cookery lessons

N = 200			
Characters	Score	Frequency	Percentage
Viewing frequency	Never - 1	0	0.00
	Occasional -2	168	84.00
	Regular - 3	32	16.00
Duration	Completely -2	148	74.00
	Partially - 1	52	26.00
Intensity	Involved - 3	112	56.00
	Leisurely - 2	34	17.00
	Engaged other wise - 1	54	27.00
Purpose	Entertainment - 1	100	50.00
	Information - 2	100	50.00

Viewing Behaviour of Respondents with respect to Advertisements

It is evident from Table 8 that, 52.00 per cent of respondents never viewed advertisements, remaining 46.50 per cent of the respondents viewed advertisement irregularly and 1.50 per cent viewed them regularly.

When the duration of viewing advertisements were analysed it was found that 73.50 per cent respondents viewed them completely and 26.50 per cent viewed partially.

The data pertaining to the viewing intensity of advertisements are also presented in Table 8. It was found that 63.50 per cent of the respondents viewed advertisements completely with involvement in it, 19.00 per cent viewed them leisurely and remaining 17.50 per cent viewed advertisement by engaging in other activities.

The purpose of viewing advertisements were noted and it was found that 77.00 per cent viewed advertisements for entertainment whereas remaining 23.00 per cent viewed advertisement for getting information. When the number of advertisements collected by the respondents were analysed the number ranged from 4-16.

Table 8 Distribution of respondents based on viewing behaviour of advertisement

N = 200			
Characters	Score	Frequency	Percentage
Viewing frequency	Never – 1	104	52.00
	Occasional – 2	93	46.50
	Regular – 3	3	1.50
Duration	Completely – 2	147	73.50
	Partially – 1	53	26.50
Intensity	Involved – 3	127	63.50
	Leisurely – 2	38	19.00
	Engaged other wise – 1	35	17.50
Purpose	Entertainment – 1	154	77.00
	Information – 2	46	23.00

Viewing Behaviour of Respondents with respect to Nutrition Awareness Programmes (NAP) : Table 9 reveals that 80.00 per cent of the respondents never viewed nutrition awareness programmes, whereas 19.50 per cent were irregular viewers of nutrition awareness programmes and only 0.50 per cent was found to be regular viewers of nutrition awareness programmes.

The data pertaining to viewing duration of nutrition awareness programmes revealed that 65.50 per cent of respondents viewed this programme completely, but 34.50 per cent were only partial viewers of nutrition awareness programmes.

The data on viewing intensity of NAP revealed that only 40.50 per cent were totally involved in viewing this programme, 17.50 per cent were leisurely watching the programme and 42.00 per cent of the respondents viewed them when engaged in other activities.

It was further observed that only 26.00 per cent of the respondents watched NAP for entertainment, however 74.00 per cent viewed NAP for getting information.

Table 9 Distribution of respondents based on viewing behaviour of NAP

N = 200			
Characters	Score	Frequency	Percentage
Viewing frequency	Never - 1	160	80.00
	Occasional - 2	39	19.50
	Regular - 3	1	0.50
Duration	Completely - 2	131	65.50
	Partially - 1	69	34.50
Intensity	Involved - 3	81	40.53
	Leisurely - 2	35	17.50
	Engaged other wise - 1	84	42.00
Purpose	Entertainment - 1	52	26.00
	Information - 2	148	74.00

TV Viewing Behaviour Index of Respondents

TV viewing behaviour index of cookery lessons, advertisements and NAP were worked out separately (Table 10). On analysing the TV viewing behaviour index of cookery lessons of respondents, 85.00 per cent had low index, 9.50 per cent had medium and 5.50 per cent had high index. Data pertaining to TV viewing behaviour index of advertisements of the respondents reveal that 13.00 per cent had high, 5.00 per cent had medium and 82.00 per cent had low viewing index. Similarly TV viewing behaviour index of NAP, of the respondents showed that 73.00 per cent had low, 14.50 per cent had medium and 12.50 per cent had high index.

Table 10 Distribution of respondents based on TV viewing behaviour index

N = 200			
Category	Cookery lesson	Advertisement	NAP
Low ($x \leq \text{mean} - \text{SD}$)	170 (85.00)	164 (82.00)	146 (73.00)
Medium ($\text{mean} - \text{SD} > x \leq \text{mean} + \text{SD}$)	19 (9.50)	10 (5.00)	29(14.50)
High ($x > \text{mean} + \text{SD}$)	11 (5.50)	26 (13.00)	25 (12.50)

Figures in parentheses indicate percentage
Mean = 9.603, SD = 2.245

Comparison of Viewing Behaviour of Nutrition Programmes

When analysing the mean values of viewing behaviour of all the three programmes, highest mean value was obtained for advertisements, indicating that viewing involvement in advertisements was greater when compared to other two programmes (Table 11). The viewing involvement in NAP was also comparable with that of advertisements.

Table 11 Comparison of viewing behaviour of nutrition programmes

N = 200	
Programmes	Mean
Cookery lessons	0.1536
Advertisement	0.2092
Nutrition awareness programme	0.1853
$F_{2, 197}$	5.22**
CD (0.05)	0.03382

Comparison of TV Viewing Frequency Among Members of Different Age Groups

As far as the frequency of viewing by members of the family was considered, it was seen from the analysis that it varied in accordance with age groups to which they belonged. The elder members (senior citizens) of the family were seen to be less regular in viewing TV compared to adult members (Table 12). It was also found that as the children become adolescent they showed lesser interest in viewing TV regularly.

Table 12 Comparison of TV viewing frequency among members of different age groups (Kruskal Wallis Analysis of Variance)

Age group	Rank mean
Children	396
Adolescents	342
Adults	610
Senior citizens	253

χ^2_3 325.53** CR = 45.3

Preference Towards Nutrition Programmes

The preference of respondents towards the three nutrition programmes were analysed with respect to utility, interest and favourableness.

Table 13 Distribution of respondents based on utility rating of nutrition programmes

N = 200

Programmes	Most preferred	Preferred	Least preferred	Total
Advertisements	20 (10.00)	83 (41.50)	97 (48.50)	200
Cookery lessons	52 (26.00)	67 (33.50)	81 (40.50)	200
NAP	37 (18.50)	51 (25.50)	112 (56.00)	200

Figures in parentheses indicate percentage

As per Table 13, when the data was analysed with respect to utility perception of the respondents, 10.00 per cent of them valued advertisements the most (most preferred) while 26.00 per cent of them valued cookery lessons the most and 18.50 per cent valued NAP the most.

Table 14 Distribution of respondents based on interest towards nutrition programmes

N = 200

Programmes	Most preferred	Preferred	Least preferred
Advertisements	14 (7.00)	59 (29.50)	127 (63.50)
Cookery lessons	94 (47.00)	69 (34.50)	37 (18.50)
NAP	98 (49.00)	19 (9.50)	83 (41.50)

Figures in parentheses indicate percentage

It was observed in Table 14, that among 7.00 per cent of the respondents advertisements were given highest preferences with respect to interest, while cookery lessons were most preferred among 47.00 per cent and NAP was most preferred by 49.00 per cent of the respondents.

Table 15 Distribution of respondents based on the favourableness towards nutrition programmes

N = 200

Programmes	Most preferred	Preferred	Least preferred	Total
Advertisements	94 (47.00)	37 (18.50)	69 (34.50)	200
Cookery lessons	51 (25.50)	52 (26.00)	97 (48.50)	200
NAP	122 (61.00)	29 (14.50)	49 (24.50)	200

Figures in parentheses indicate percentage

It was also seen in the context of favourableness that advertisements were valued highest (most preferred) by 47.00 per cent of the respondents, cookery lessons by 25.50 per cent and NAP by 61.00 per cent of the respondents (Table 15).

4.5 RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND TV VIEWING BEHAVIOUR

Table 16 shows the relationship between TV viewing behaviour of the respondents and selected socio-economic characteristics.

Table 16 Correlation between TV viewing behaviour and selected independent variables

Characteristics	TV viewing behaviour of cookery lessons	TV viewing behaviour of advertisement	TV viewing behaviour of NAP
Age	-0.0347	-0.0200	-0.0229
Education	0.0461	-0.3475**	-0.1709*
Occupation	-0.1082	-0.1715*	-0.1830**
Income	-0.1339*	-0.0840	-0.1883**
Organisational membership	0.0303	0.1604*	0.1233

**Significant at 1 per cent level * significant at 5 per cent level

It was observed that education of the respondents and TV viewing behaviours of advertisements and NAP were negatively and significantly correlated. Similarly occupation of the respondent had negative and significant correlation with TV viewing behaviour of NAP, while organisational membership of the respondents had positive and significant correlation with TV viewing behaviour of advertisements.

4.6 MONTHLY FOOD PURCHASE PATTERN OF ADVERTISED FOODS

Percentage of Expenditure on Advertised Foods

Table 17 shows the results of analysis of the percentage of monthly food expenditure on advertised foods. Fifteen per cent of families spent below 10.00 per cent of their total food budget on advertised foods, while 51.00 per cent spent in the range of 11 - 25 per cent, 16.50 per cent spent in range of 26-50 per cent and remaining 18.00 per cent spent above 50.00 per cent of their food budget on advertised food products.

Table 17 Distribution of respondents based on percentage of expenditure on advertised foods

N = 200

Expenditure range (per cent)	Frequency	Percentage
0 – 10	29	14.50
11 – 25	102	51.00
26 – 50	33	16.50
50 and above	36	18.00

The extensive list of advertised items enlisted in the checklist was grouped into five for convenience in analysing the data. The five food groups are as follows :

- Group I – Biscuits, dairy products, chocolates, chips, toffees
- Group II – Jams, squash, ready to serve (RTS), aerated drinks
- Group III – Health drinks, noodles, beverages
- Group IV – Oils, masalas, salt
- Group V – Breakfast cereals, packed grains, flours

Group Wise Monthly Food Expenditure Pattern

Monthly food expenditure pattern of biscuits, dairy products, chocolates, chips and toffees (Group I)

Considering the purchase of items like biscuits, dairy products, chocolates, chips and toffees (Group I), it was seen that these items were purchased frequently (once in 2 days) in only one family (0.50 per cent); thirty four families bought them occasionally. Of the 127 families (63.50

per cent) who purchased these items on weekly basis only, 12.50 per cent spent high amounts on them (Table 18).

Table 18 Monthly food expenditure pattern of biscuits, dairy products, chocolates, chips and toffees (Group I)

Frequency	Expenditure pattern		
	Low	Medium	High
Once in 2 days	1	0	0
Weekly	17	94	16
Monthly	0	21	12
Occasionally	18	16	0
Never	0	1	4

Mean = 104.81

SD = 51.76

Correlation studies revealed direct relationship between expenditure on Group I advertised foods and education of respondents ($r = 0.3775^{**}$), education of the family ($r = 0.2406^{**}$), number of children in the family ($r = 0.1396^*$), income of the respondents ($r = 0.1585^*$) and income of the family ($r = 0.4242^{**}$). The details are presented in Appendix IV.

Monthly food expenditure pattern of aerated drinks, jams, squash, ready to serve (RTS) (Group II)

When the purchasing pattern of aerated drinks, jams, squash and RTS was noted, it was found that families who purchased them on a weekly basis were more in number. Of the 127 such buyers, 18.10 per cent spent high amount on the purchase of these items. It was also found that 2.50 per cent of the families never bought these food items.

Table 19 Monthly food expenditure pattern of aerated drinks, jams, squash, ready to serve (RTS) (Group II)

Frequency	Expenditure pattern		
	Low	Medium	High
Once in 2 days	0	1	0
Weekly	21	83	23
Monthly	5	15	13
Occasionally	12	21	1
Never	1	1	3

Mean = 56.80

SD = 41.05

Statistical analysis of the data revealed that purchase of second group of advertised foods had a positive relationship with education of the respondents ($r = 0.2228^{**}$), education of the family ($r = 0.2210^{**}$) and income of the family ($r = 0.3455^{**}$). The details are presented in Appendix V.

Monthly food expenditure pattern of health drinks, noodles and beverages (Group III)

With regard to the purchase of health drinks, noodles, beverages, 33 (16.50 per cent) families purchased them on a monthly basis, but only eight families (24.20 per cent) spent higher amount on these items. When the weekly expenditure on these foods were analysed, 26 families (20.40 per cent) were seen to spent high amount on the purchase of these foods.

Table 20 Monthly food expenditure pattern of health drinks, noodles and beverages (Group III)

Frequency	Expenditure pattern		
	Low	Medium	High
Once in 2 days	0	1	0
Weekly	19	82	26
Monthly	4	21	8
Occasionally	9	24	1
Never	0	5	0

Mean = 184.70 SD = 69.23

Expenditure on the third group of items were found to have statistically significant relationship with education of respondent ($r = 0.1518^*$), education of the family ($r = 0.2383^{**}$) and income of the respondent ($r = 0.3243^{**}$). The details are presented in Appendix VI.

Monthly food expenditure pattern of oils, masalas and salt (Group IV)

Thirty four (17.00 per cent) families purchased oils, masalas and salt once in two days, 127 (63.50 per cent) families bought them weekly and 33 (16.50 per cent) families bought them on a monthly basis. However the expenditure was high only in 33 families.

Table 21 Monthly food expenditure pattern of oils, masalas and salt (Group IV)

Frequency	Expenditure pattern		
	Low	Medium	High
Once in 2 days	0	0	1
Weekly	37	67	23
Monthly	8	19	6
Occasionally	10	21	3
Never	1	4	0

Mean = 28.54 SD = 93.97

Relationship between purchase of fourth group of advertised foods and selected socio economic variables, when tested statistically (Appendix VII) revealed a direct significant relationship with family income ($r = 0.2393^{**}$).

Monthly food expenditure pattern of breakfast cereals, packed grains and flours (Group V)

Only one (0.50 per cent) family purchased breakfast cereals, packed grains and flours regularly, i.e., once in two days, 34 families (17.00 per cent) bought them once in two days, 127 families (63.50 per cent) bought them weekly and 33 families (16.50 per cent) on a monthly basis. The expenditure was seen to be low among 49 families (24.50 per cent).

Table 22 Monthly food expenditure pattern of breakfast cereals, packed grains and flours (Group V)

Frequency	Expenditure pattern		
	Low	Medium	High
Once in 2 days	1	0	0
Weekly	28	78	21
Monthly	8	14	11
Occasionally	12	19	3
Never	0	4	1

Mean = 135.48, SD = 93.97

Expenditure on fifth group of advertised foods were found to have statistically significant relationship with education of respondent ($r = 0.2684^{**}$), education of family ($r = 0.1758^*$), income of the family ($r = 0.3662^{**}$), income of the respondent ($r = 0.1971^{**}$) and organisational membership ($r = 0.1479^*$) (Appendix VIII).

Target consumers in the family with respect to various classes of food products

Children were the main target consumers in the consumption of toffees, chocolates biscuits, dairy products, chips and wafers. Children's preference and presentation on TV was observed to be the main reason for the purchase of these food groups. However adolescents were also observed to be major consumers of chips and wafers.

Foods like aerated drinks, RTS and squash was mostly popular among adolescents. Peer influence was noted to be the main reason for opting this food group. Easy to prepare and convenience foods, health drinks and beverages were consumed mainly by senior citizens, while children and adolescents mainly consumed noodles.

The food items like oils, masalas and salt are regular cookery ingredients. Though consumed by the whole family the housewives were the decision makers in choosing the brands of these food groups.

Cereals and cereal products formed the fifth group of advertised items. Here the breakfast foods like oats and cornflakes were purchased mainly for the old people of the household and school going children. Rest of the items were consumed by all members of the family.

4.7 ASSOCIATION OF FOOD EXPENDITURE PATTERN OF ADVERTISED FOODS WITH SELECTED INDEPENDENT VARIABLES

Association of Age of the respondents with Food Expenditure Pattern of Advertised Foods

The results presented in Table 23 revealed that monthly expenditure on advertised foods had positive association with age, however it was not significant.

Table 23 Influence of age of the respondents^{on} food expenditure pattern of advertised foods

Age (years)	Expenditure pattern		
	Low	Medium	High
0-30	4	15	4
31-40	14	31	9
41-50	2	28	14
51-60	16	20	9
61-70	8	20	6

$$\chi^2_8 = 3.36$$

Association of Education of the Respondents with Food Expenditure Pattern of Advertised Foods

Monthly expenditure on advertised foods had positive significant association with the education of respondent at five per cent level as revealed in Table 24.

Table 24 Influence of education of the respondents on food expenditure pattern of advertised foods

Educational status	Expenditure pattern		
	Low	Medium	High
Middle school	5	7	0
S.S.L.C.	15	16	3
Pre Degree	4	14	5
Degree	17	44	14
PG and above	10	35	10

$$\chi^2_4 = 10.48^*$$

Association of Income of the Respondents with Food Expenditure Pattern of Advertised Foods

Table 25 revealed that monthly expenditure on advertised foods had positive association with income of the respondent and this association was significant at five per cent level.

Table 25 Influence of income of the respondents on the food expenditure pattern of advertised foods

Income (Rs.)	Expenditure pattern		
	Low	Medium	High
Nil	20	69	16
< 5000	15	30	5
5001 – 10000	6	19	11
10001 – 15000	1	4	2
15001 – 20000	0	1	1

$$\chi_4^2 = 10.24^*$$

4.8 RELATIONSHIP BETWEEN TV VIEWING FREQUENCY AND MONTHLY EXPENDITURE PATTERN ON ADVERTISED FOODS

A glance at Table 26 showed that frequency of viewing of cookery lessons on TV and purchase of Group II food items were positively and significantly correlated at one per cent level, while frequency of viewing advertisements on TV and purchase of Group I food items was positively and significantly correlated at 5.0 per cent level, whereas frequency of

viewing of nutrition awareness programmes on TV and purchase of Group III, IV and V were positively and significantly correlated at one per cent level.

Table 26 Relationship between TV viewing frequency and monthly expenditure pattern on advertised foods

TV viewing behaviour	I	II	III	IV	V
Viewing frequency of TV cookery lessons	0.1026	2171**	0.0757	0.0374	0.0026
TV viewing – Advertisement	-0.1586*	0.0097	0.0305	0.0739	0.0425
TV viewing – Nutrition awareness programme	0.0179	0.1191	0.3798**	0.2852**	0.02867**

4.9 MULTIPLE REGRESSION ANALYSIS OF INDEPENDENT VARIABLES ON MONTHLY EXPENDITURE PATTERN OF ADVERTISED FOODS

From Table 27, it was observed that TV viewing frequency of advertisements had significant effect on purchase of advertised items at 1 per cent level while no other independent variables showed any significant effect on purchase of advertised items.

Table 27 Multiple regression analysis of independent variables on monthly expenditure pattern of advertised foods

Sl. No.	Variables	Regression coefficient	t ₁₈₇
1	Education of the respondents	0.0010	0.004
2	Education of the family	-0.4113	-1.674
3	Number of children	0.7432	0.963
4	Income of the respondents	-0.0001	0.498
5	Income of the family	0.0002	1.304
6	Advertisement number recollected	0.3357	1.390
7	T.V. viewing frequency of cookery lessons	3.5610	0.780
8	T.V. viewing frequency of NAP	3.3115	0.941
9	T.V. viewing frequency of advertisement	11.6208	1.862**
10	Family index	0.0795	0.043
11	Decision making	0.6011	0.359
12	Organisational membership	-1.8198	1.469

**Significant at 1 per cent level

4.10 FACTORS RECKONED FOR THE PURCHASE OF ADVERTISED FOODS

When the reasons considered for purchase of advertised food items were analysed, taste, convenience, child preference, nutritive quality and

novelty were the main factors put forth by the respondents as revealed in Table 28.

In the purchase of Group I food items, child preference was seen to be given greatest weightage among the respondents. While considering purchase of food items in Group II, convenience was given more weightage among respondents. However in the purchase of Group III items, taste was given more weightage. In the purchase of Group IV and V items, convenience was given more weightage by respondents.

Table 28 Factors reckoned for the purchase of advertised foods

Reasons	I		II		III		IV		V	
	M.P.	N.P.	M.P.	N.P.	M.P.	N.P.	M.P.	N.P.	M.P.	N.P.
Taste	12	11	5	19	12	9	8	13	8	11
Convenience	7	5	25	4	7	5	23	6	13	12
Child preference	9	15	2	2	4	9	1	1	0	1
Others (nutritive quality, novelty)	4	1	0	7	9	9	0	12	10	8

M.P. – Most preferred

N.P. – Next preferred

DISCUSSION

5. DISCUSSION

The study entitled “Influence of Television on the food purchase behaviour of urban women homemakers in Thiruvananthapuram” was conducted with the purpose of eliciting information on the television viewing behaviour of homemakers, expenditure pattern on advertised food items and reasons for preferring these advertised food items. The salient findings of the study are discussed under following heads:

- 5.1 Socio-economic profile of the respondents
- 5.2 Socio-economic profile of families of the respondents
- 5.3 Socio-psychological characteristics of the respondents
- 5.4 T.V. viewing behaviour of respondents and their family members
- 5.5 Relationship between selected independent variables and TV viewing behaviour
- 5.6 Monthly food expenditure pattern of advertised foods
- 5.7 Association of food expenditure pattern of advertised foods with selected independent variables
- 5.8 Relationship between TV viewing behaviour and monthly expenditure pattern on advertised foods
- 5.9 Multiple regression analysis of independent variables on monthly food expenditure pattern of advertised foods
- 5.10 Factors reckoned for the purchase of advertised foods

5.1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The study revealed that many respondents belonged to age groups 31-55 years.

In similar studies of Rekha (2001), Gaikwad and Gunjal (2000) middle aged group formed majority of the respondents.

Majority of the respondents were having a minimum qualification of graduation. The high educational status of the respondents in a way reflects a typical picture of the Kerala population with its high literacy levels. This finding is in support with the findings of Resia and Sarangadharan (1994).

Regarding the occupational status, 59.00 per cent of the respondents were unemployed. While 41 per cent of the respondents were employed in government sector, private sector, self employed enterprises and also in menial jobs. The low employment opportunities prevalent in Kerala is evident from these findings. The findings of the study are in line with the 1991 Census and Parvathy (2000).

In the case of monthly income of respondents, 59.00 per cent had no income as they were unemployed. Among the rest of the population, 21.50 per cent had a monthly income below Rs. 5000 and 15.00 per cent had an income between Rs. 5001 and 10, 000, 3.50 per cent had an income between Rs. 10001 to 15000 and one per cent had an income above Rs. 15000. These findings are similar with the findings of Nirmal *et al.* (1999).

In spite of being a sample from a city, with higher opportunities for community participation, this study revealed that majority of the respondents were not actively involved in any social organisations. This is in concurrence to the findings of Manoj (2000) and Jose (1998).

The role of women in purchase decisions in a family is an indicator of her status at home. In this study 85.00 per cent had joint participation

with their spouses while 4.50 per cent were sole decision makers. This is in line with the findings of Singh and Gandhi (2001) and Divakar (1999).

5.2 SOCIO ECONOMIC PROFILE OF FAMILIES OF THE RESPONDENTS

Education facilitates learning which in turn is presumed to instill favourable attitude towards better living in a society. The present study revealed that many of the families had pre degree level education. These findings endorse the results of Jayalekshmi (2001).

The economic status directly or indirectly influences the purchasing power and standard of living of a family. The present study revealed that 55.00 per cent of respondents had a monthly income in the range of Rs. 5001 to 15000. This is similar to the findings of John (2000) and Rekha (2001).

As per the data found in Table 2, 56.50 per cent of the husbands of the respondents were employed in government sector, 18.00 per cent in private jobs and 19.50 per cent were self employed. This result is in tune with the findings of Beniwal and Khetarpal (2000).

Assets in the household reflect to a great extent, the standard of living of that family. Analysis of the results of possession of assets revealed that, television was the only asset in 14 households. While all the household assets were possessed by 64 families. These findings of the study are in support with findings of Brozekowski (2001).

As far as family size is concerned, mainly of respondents belonged to small families with 2-4 members, only nine per cent of the respondents had large families (above 6 members). Nuclear family has become a prevalent norm in Kerala. This is also in support with the findings of Bulliyya *et al.* (2002) and Lisa (1995).

The family composition and stages of family life cycle of each family were assessed because the consumption trends are greatly affected by these differences. The total percentage of female members were 65.60

per cent and that of male members were 34.40 per cent. Similar finding is also reported by Paul (1999).

Majority of the families (58.50 per cent) were at the expanding stage of family life cycle. Children formed 13.10 per cent of the population while adolescents formed 11.60 per cent and senior citizens formed 6.70 per cent of the population. Park (1997) had also reported that the demographic profile of India is fast changing and is characterized by the adult dominated population.

5.3 SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF RESPONDENTS

As evident in Table 4, 19.50 per cent of the respondents had low level of innovation proneness, followed by 79.00 per cent with medium and 1.50 per cent with high level of innovation proneness. The urban population are not naïve to get easily convinced in any matter. They take time to weigh the pros and cons before initiating an action. These findings are in contrast with the findings of Veluswamy and Manoharan (1999) who observed high level of innovation proneness in their study.

Results in Table 4, further indicated that 30.00 per cent of homemakers had low economic motivation while 66.00 per cent and 4.00 per cent had medium and high level of economic motivation respectively. Being highly literate and widely exposed, even the female folk of Kerala are diligent in matters of economic motivation. Similar observations are reported by Lakshmi (2000) and Anusuya (1997).

Regarding the adoption leadership (Table 4), majority had medium level of adoption leadership. Through education and mass media awareness, women have become more cautious in taking up any activity. However, according to Tharaneatharan *et al.* (1998), adoption leadership was high in a study on farmers.

5.4 T.V. VIEWING BEHAVIOUR OF RESPONDENTS AND THEIR FAMILY MEMBERS

The findings of the study (Table 5) indicated that 60.50 per cent of the respondents watched Surya channel regularly, 46.00 per cent, 32.00 per cent, 24.50 per cent of respondents watched Asianet, Kairali and Doordarshan regularly, while other channels were watched regularly by 16 per cent. The increased telecast of sponsored serials and film related programmes have made these channels popular. However this result cannot be generalized as the sample size covered is very limited.

In a similar study by Chopra *et al.* (1999) it was found that Zee, Sony, Zee Cinema, Star Movies, Star Plus, V Channel and D.D. II were the popular channels in the order of priority.

The findings of the study revealed that of the children, adolescents, adults and senior citizens were regular viewers of various channels. The increased leisure time of adults and higher inclination among teenagers to relax due to sedentary habits, could be the reason for greater exposure to television by these groups.

A similar study conducted among Australians revealed that the average household viewed more than 22 hours of TV during the week and the adults were the main viewers (Mizerski, 1995).

Viewing Behaviour of Nutrition Programmes

Results in Table 7 showed that 16.00 per cent of the respondents were regular viewers of cookery lessons. It was further revealed that when viewing cookery lessons, they were viewed from start to end by 74.00 per cent of the respondents and 56.00 per cent of them viewed cookery lessons with total involvement. When 50.00 per cent watched cookery lessons for entertainment remaining 50.00 per cent viewed them for information (Fig. 1).

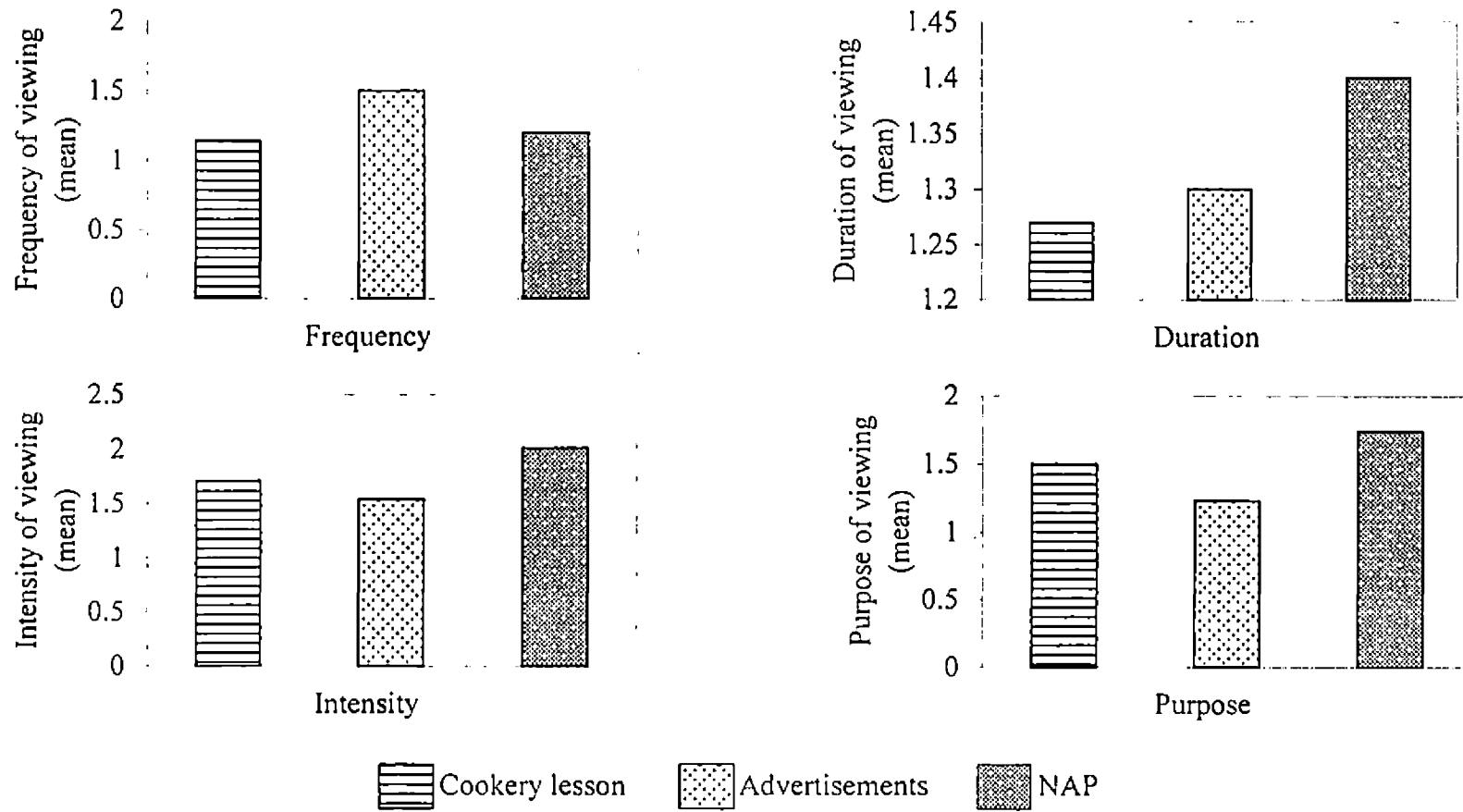


Fig. 1 Viewing behaviour analysis of nutrition programmes

It could be comprehended that cookery lessons when tuned in, can hold the interest of viewers, even if they were not regular viewers.

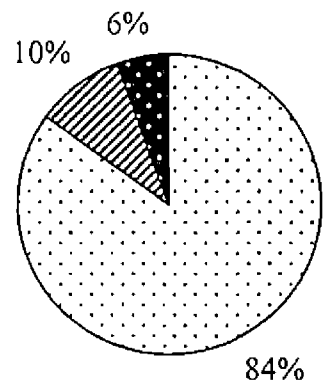
It was found that 46.50 per cent of the respondents were only irregular viewers of advertisements. When 77.00 per cent of the respondents valued advertisements for entertainment, 23.00 per cent viewed them for seeking information. Chopra *et al.* (1999) reported similar findings in his study. When 73.50 per cent of the respondents keenly watched advertisements, 17.50 per cent viewed them when engaged in other activities.

The excessive exposure of literate population belonging to urban areas, to advertisements in various media are making them more critical to this mass propaganda. However the appealing presentation and forced repetitive exposure catch the mind of the viewers (Fig. 1).

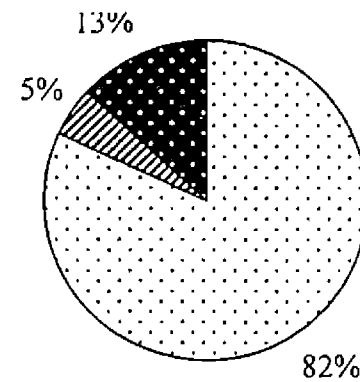
As evident from Table 9, 19.50 per cent of respondents watched nutrition awareness programmes occasionally. It was valued as a source of information among 74.00 per cent of respondents whenever they watched the programme. Total involvement was reported only among 40.50 per cent of the respondents and only 65.50 per cent to viewed this programme completely, when they viewed NAPs.

Such informative programmes like NAP are struggling to find a place in between the increased sponsored serials and programmes related to films. This could be the reason for the diminishing value given to such programmes (Fig. 1). However, this result is in contrast with the findings of Meenambigai and Ravichandran (1999).

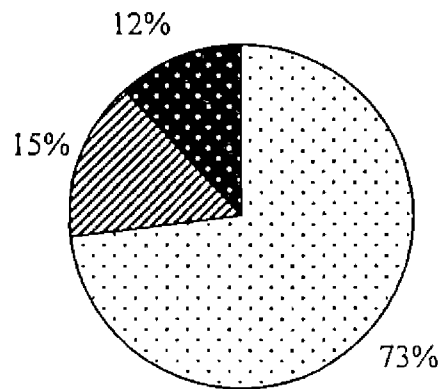
Results in Table 10, showed low viewing behaviour index for cookery lessons (85.00 per cent), advertisements (82.00 per cent) and nutrition awareness programmes (73.00 per cent). High viewing behaviour index was found in 5.50 per cent of the respondents for cookery



Cookery lessons



Advertisements



NAP

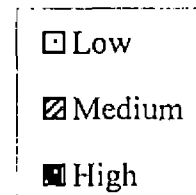


Fig. 2 Viewing behaviour index

lessons, 13.00 per cent of these respondents for advertisements and 12.50 per cent of the respondents for NAP (Fig. 2).

However, findings of Sasikumar and Selvaraj (1998) revealed medium level of exposure to advertisements.

Comparison of Viewing Behaviour of Nutrition Programmes

When the mean values of nutrition programmes were analysed, highest mean value was obtained for advertisements indicating that viewing involvement was higher when compared to the other two programmes. It was also found that viewing involvement in NAP was also comparable with that of advertisements (Table 11).

High viewing involvement in advertisements can be attributed to both interest of viewers and forcefulness of telecast. Commercialization has become so rampant that advertisements attract the eye of the audience through changing styles, styles of presentation day by day. Over and above this, curiosity created due to the repetitive mode of campaigning forces viewership.

When the viewing frequency of family members were analysed, it was seen that elder members of the family were seen to be less regular in viewing TV when compared to the adult members.

The increased TV viewing of adults could be due to changed work patterns. The labour saving household tasks have paved way for more leisure to women of the households. TV viewing is the most economic and accessible form of entertainment. School going children were observed to be less regular in TV viewing. The present school workload of children deny them of entertainments like watching TV.

Preference Towards Nutrition Programmes

The results revealed that cookery lessons were valued more for their utility, while nutrition awareness programmes were preferred more for

their interest and favourableness. Advertisements were preferred more for their favourableness than utility and interest.

High utility value was given to cookery lessons because housewives gave priority to give variety to meals whenever possible. Rangarao (2000) reported that many women in the 45 plus category liked to experiment with different flavours and cuisines demonstrated.

Nutrition awareness programme, though not a regular feature in the channels seem to be preferred more due to interest and favourableness. This is an indication that homemakers enjoy programmes with nutrition and health content.

5.5 RELATIONSHIP BETWEEN SELECTED INDEPENDENT VARIABLES AND TV VIEWING BEHAVIOUR

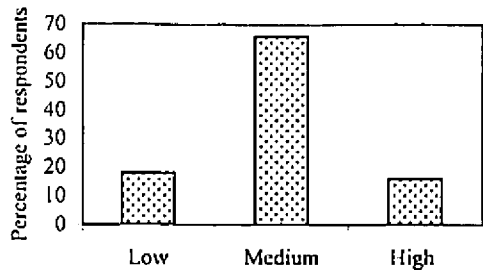
In the present study it was found that education and occupation of homemakers had negative and significant correlation with TV viewing behaviour of NAP and advertisements. Income of the respondent also had negative and significant correlation between TV viewing behaviour and NAP. Higher education or occupation or income levels might not be facilitating increased leisure which is essential for TV viewing.

However organisational membership showed positive association with TV viewing behaviour of advertisements. Sharing of ideas among women involved in social activities create an added interest to view advertisements. Similar findings were reported by Sasikumar and Selvaraj (1998). However this is in contrast with the findings of Patil and Sundaraswamy (1999).

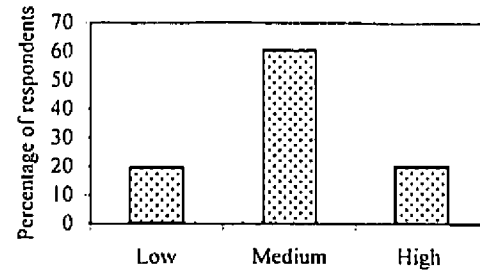
5.6 MONTHLY FOOD EXPENDITURE PATTERN OF ADVERTISED FOODS

Percentage of Expenditure on Advertised Foods

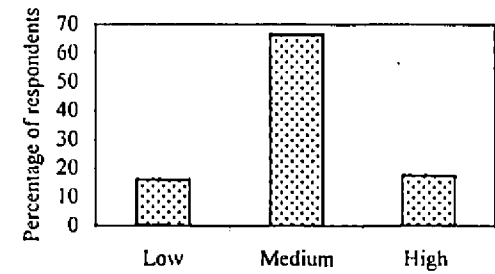
Analysis of the expenditure on advertised foods revealed that these are taking share of a good percentage of the food expenditure of the



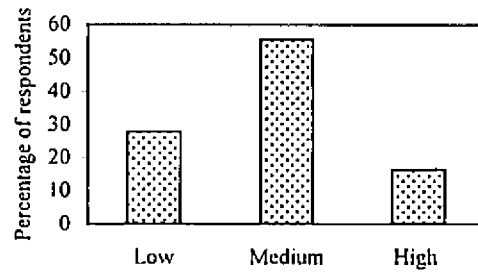
Monthly food expenditure pattern of Group I



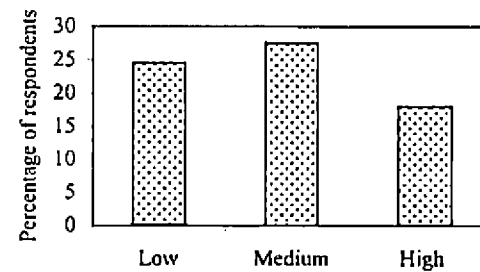
Monthly food expenditure pattern of Group II



Monthly food expenditure pattern of Group III



Monthly food expenditure pattern of Group IV



Monthly food expenditure pattern of Group V

Fig. 3 Monthly food expenditure pattern of advertised foods

families. Due to the prevailing consumer culture consumers are looking for “brands” everywhere and packet foods are opted against bulk purchases.

Considering the monthly food expenditure pattern of advertised foods like biscuits, dairy products, chocolates, chips and toffees (Group I), it was found that there was high expenditure on the purchase of these items among 16.00 per cent of the families of whom 50.00 per cent of the respondents bought these on a regular basis (weekly). Chopra *et al.* (1999) have also reported high expenditure on dairy products, chocolates, potato chips, biscuits etc. in families with children.

With regard to the purchase of aerated drinks, jams, squash and RTS (Group II), high expenditure was noted in 20.00 per cent of the families of whom 57.50 per cent bought them on a weekly basis and 2.50 per cent bought them occasionally. This is in support with the findings of a similar study by Nirmal *et al.* (1999).

The purchase of health drinks, noodles and beverages (Group III) was found to be high in 17.50 per cent of the families of whom 74.20 per cent bought them on a weekly basis. Similar observations were made by Ranjini *et al.* (2000) for the purchase of these items.

Purchase of daily used foods like oils, masalas and salt (Group IV) revealed that 16.50 per cent of families spent high amounts on these items of whom 69.60 per cent were weekly buyers of these products.

Advertised foods like breakfast cereals, packed grains and flours (Group V) were seen to be purchased more in 18.00 per cent of the families and amongst them 58.30 per cent bought them weekly and 30.50 per cent bought them on a monthly basis (Fig. 3).

Target Consumers in the Family with Respect to Various Classes of Food Products

It was revealed from the study that children were the main target consumers of products like chocolates, aerated drinks, chips and toffees. Breakfast cereals like oats and corn flakes were cherished more by the old people of the households. Adolescents were the main consumers of aerated drinks and convenient foods like noodles and macroni. Children are the main targets of advertising companies so new products propagated are popular amongst them. Similarly teenagers are attracted to novel items, while old people stick on to conventional products.

5.7 ASSOCIATION OF FOOD EXPENDITURE PATTERN OF ADVERTISED FOODS WITH SELECTED INDEPENDENT VARIABLES

In the present study it was revealed that education and income had positive association with monthly expenditure on advertised foods. Increased educational status might have facilitated increased opportunities for occupation, thereby an increase in income. This findings was in concurrence with the observations of Mehta (1995) and Sridevi and Uma (1998).

5.8 RELATIONSHIP BETWEEN TV VIEWING FREQUENCY AND MONTHLY EXPENDITURE PATTERN ON ADVERTISED FOODS

It was observed that frequency of viewing of advertisements had positive significant correlation with purchase of chocolates, toffees, dairy products, chips and biscuits. Children are more attracted towards these advertisements and it was found that child pressure influences purchase behaviour. This study is in tune with findings of Chopra *et al.* (1999).

While TV viewing frequency of nutrition awareness programmes had positive significant correlation with purchase of health drinks, noodles, beverages, oil, masalas, salt, breakfast cereals, packed grain and flours (Group III, IV and V). A similar study by Borzekowski (2001) revealed

that advertisements had no effect on the purchase of breakfast cereals. Advertisements of dairy products, biscuits, chips and toffees are a way ahead of other products with respect to number, variety and appeal.

5.9 MULTIPLE REGRESSION ANALYSIS OF INDEPENDENT VARIABLES ON MONTHLY EXPENDITURE PATTERN OF ADVERTISED FOODS

The multiple regression analysis of independent variables on monthly expenditure showed that TV viewing frequency of advertisements had positive significant effect on expenditure of advertised foods (2.862**).

This further highlights the role of media on purchase propaganda.

5.10 FACTORS RECKONED FOR THE PURCHASE OF ADVERTISED FOODS

Considering the factors reckoned for the purchase of advertised foods it was revealed that highest rank was given for convenience in the purchase of items like aerated drinks, jams, squash and RTS (Group II), health drinks, noodles and beverages (Group III), oils, masalas and salt (Group IV) and breakfast cereals, packed grains and flours (Group V). While highest rank was given for taste in purchasing items like biscuits, dairy products, toffees, chocolates and chips (Group I).

Child pressure was mainly responsible for the purchase of products like chocolates, biscuits and dairy products. Though conscious of 'empty' calories in aerated drinks and similar beverages, these products are regularly purchased among high income groups. Similar is the observation with regard to easy to make foods like health drinks and noodles. Children's influence on food purchase decisions was reported in a study by Singh (1998).

SUMMARY

6. SUMMARY

Food choices are greatly influenced by advertisements, nutrition programmes and cookery lessons telecast through television. Considering the fact that this trend affects the food habits of the present and future generations, it was felt worthwhile to analyse and systematically appraise its impact.

The study was conducted in Thiruvananthapuram Corporation area. Two hundred homemakers from urban areas were selected as the sample.

The dependent variables selected for the study included total monthly food expenditure on advertised foods, food expenditure pattern of advertised foods, with respect to frequency of purchase and reasons for preferring these advertised foods. The independent variables for the study include the socio-economic variables and TV viewing behaviour.

The salient findings of the study:

The socio-economic characteristics revealed that most of the respondents belonged to 30-55 years and were well educated. But more than half of the respondents were unemployed and had no income of their own. Employed housewives include government servants, self employed persons and private job holders. Fifty five per cent of the families had a monthly income between Rs. 5001 to 15000.

Their involvement in social participation revealed that majority of the respondents had no membership in any of the organisations and a few were members in social organisations. Joint role in decision making was found in majority of the families.

The survey revealed that, television was the only asset in 14 of the households and did not possess any other assets like *mixie*, refrigerator, grinder etc. Most of the families were nuclear families (56.00 per cent).

and majority of the families were in the expanding stage of family life cycle.

When the socio-psychological characters were analysed, it was found that level of innovation proneness, economic motivation and adoption leadership was only medium among the respondents.

While analysing the channel wise TV viewing behaviour of respondents, it was observed that Surya channel had regular viewership followed by Asianet, Kairali and Doordarshan.

Viewing behaviour of family members revealed that adults are the regular TV watchers followed by senior citizens, adolescents and children.

It was observed that cookery lessons could hold the attention of majority of the viewers through out the programme.

Advertisements appealed to majority of the viewers due to its presentation style and also due its repetitive nature.

Nutrition awareness programme due to its low entertainment value is not finding a significant place among other programmes. In spite of this fact, audiences are relishing this programme to a great extent.

Low viewing behaviour was observed for cookery lessons, advertisements and NAP among many of the respondents. The mean values of viewing behaviour of nutrition programmes revealed that food advertisements ranked highest followed by nutrition awareness programmes and cookery lessons.

When the preferences towards programmes were analysed, cookery lessons were valued more for their utility, nutrition awareness programmes for their interest and favourableness and advertisements for favourableness. Correlation studies revealed that there was significant positive association between organisational membership and TV viewing behaviour.

The monthly food expenditure pattern of advertised foods when analysed showed that there was high expenditure among 16 per cent of the families in the purchase of dairy products, chocolates, toffees, chips and wafers. 20 per cent of the families were seen to spent high amount in the purchase of aerated drinks, jams, squash and RTS. The purchase of noodles and beverages was high in 17.5 per cent of families. Breakfast cereals, packed grains and flour has seen to be purchased more in 18 per cent of the families.

The association of food expenditure pattern of advertised foods with selected independent variables showed that education and income of the respondents had positive significant association with food expenditure pattern.

TV viewing frequency of advertisement had positive and significant correlation with the purchase of chocolates, dairy products, biscuits, chips and toffees. TV viewing frequency of cookery lessons and purchase of aerated drinks, jams and squash had positive significant relationship, and TV viewing frequency of nutrition awareness programmes and purchase of noodles, beverages, oils, masala, salt, breakfast cereals, packed grains and flours were positively and significantly correlated.

Analysing the factors reckoned for the purchase of advertised foods it was seen that for dairy products, toffees and chocolates, highest weightage was given for child preference by the respondents. For the purchase of aerated drinks, jams, squash and RTS, convenience was given more preference . As for oils, masalas, salt, packed grains flours, breakfast cereals, noodles and beverages, convenience was given more importance by the respondents.

The multiple regression analysis of independent variables and monthly food expenditure on advertised foods showed significant effect on purchase of these items.

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172032

**INFLUENCE OF TELEVISION ON THE FOOD
PURCHASE BEHAVIOUR OF URBAN WOMEN
HOMEMAKERS IN THIRUVANANTHAPURAM**

THARA C.M.

**Abstract of the
thesis submitted in partial fulfilment of the requirement
for the degree of**

**Master of Science in Home Science
(Food Science and Nutrition)**

**Faculty of Agriculture
Kerala Agricultural University, Thrissur**

2002

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8. ABSTRACT

The study entitled "Influence of Television on the food purchase behaviour of urban women homemakers in Thiruvananthapuram" was conducted to assess the influence of television viewing behaviour and related socio-economic variables on purchase of advertised foods.

Two hundred homemakers residing in Thiruvananthapuram Corporation area were selected as the sample. The dependent variables selected for the study include total monthly food expenditure on advertised foods, expenditure pattern of advertised foods with respect to frequency of purchase and reasons for preferring these advertised foods. The independent variables for the study include the socio-economic variables and TV viewing behaviour of nutrition programmes *viz.*, cookery lessons, advertisements and nutrition awareness programmes.

The socio-economic characteristics revealed that most of the respondents belonged to the age group of 31-55 years. Educational status of the respondents were found to be high; many of them were graduates. But more than half of them were unemployed housewives.

The monthly income of the families ranged in between Rs. 5000 to 15000. Many of the respondents belonged to nuclear families. Medium level of innovation proneness, economic motivation and adoption leadership were observed in majority of the respondents.

Cookery lessons were seen to hold the interest of the viewers even if they were only occasional viewers. The urban respondents were seen to be critical in viewing advertisements. Nutrition awareness programmes were valued as a source of information by majority of respondents.

Cookery lessons were valued for their utility, while advertisements for favourableness and nutrition awareness programme for both interest and favourableness.

Education and income^{of} the respondents showed positive and significant relationship with food expenditure pattern. TV viewing frequency of advertisements had positive and significant correlation with the purchase of dairy products, biscuits, chocolates, chips and toffees.

APPENDICES

APPENDIX – I

**KERALA AGRICULTURAL UNIVERSITY
DEPARTMENT OF HOME SCIENCE
COLLEGE OF AGRICULTURE, VELLAYANI**

Schedule to assess the channel preference on television

Dear Sir / Madam,

Ms. Thara. C.M. is a PG student in Food Science and Nutrition of College of Agriculture, Vellayani. As a part of the PG project undertaken by her on “Influence of Television on food purchase behaviour”, it is required to screen out popular TV channels among viewers in Thiruvananthapuram. Please rank the channels viewed by you, in your order of preference (1st, 2nd, 3rd ... etc.). Kindly cooperate with this endeavour.

Dr. Suma Divakar,
Assistant Professor,
Department of Home Science,
College of Agriculture, Vellayani,
Thiruvananthapuram-695522.

APPENDIX – II

**KERALA AGRICULTURAL UNIVERSITY
DEPARTMENT OF HOME SCIENCE
COLLEGE OF AGRICULTURE, VELLAYANI**

Title of thesis : Influence of Television on food purchase behaviour of urban homemakers in Thiruvananthapuram.

Interview schedule to assess the socio-economic characteristics, TV viewing behaviour and food purchase pattern of advertised foods

Questionnaire

1. Name and Address :

2. Age :

3) Educational qualification (put ✓ mark)

a) Primary school b) Middle school c) High school d) S.S.L.C.

e) Pre-degree f) Degree g) Post graduation

4) Family composition

Sl. No.	Relationship with respondent	Age (Years)	Male/Female
1.			
2.			
3.			
4.			

5) Educational qualification of family members

Sl. No.	Members	Qualification (Primary/Middle/High school/ S.S.L.C./Pre-degree/Degree/ Post graduation)
1.		
2.		
3.		
4.		

APPENDIX – II continued

6) Occupational status of family members

Sl. No.	Members	Occupation
1.	Respondent	
2.		
3.		
4.		

7) Family income (Monthly) :

Income of respondent (Monthly) :

8) Participation in decision making

a) Self b) Husband c) Joint

9) Possession of assets (put ✓ mark)

(a) Mixi/food processor (b) Refrigerator c) Washing machine

(d) Rice cooker (e) Grinder

10. Membership in social organisations

Sl. No.	Organisation	Member/Office bearer	Regular/Irregular
1.			
2.			
3.			

11. TV viewing behaviour

a. Channel viewing behaviour of respondents

Channels	Daily	Once in 2 days	Once in a week	Occasionally	Never
Surya					
Asianet					
Kairali					
ACV					
Doordarshan					
Medley					
Star Plus					
Cartoon Network					

APPENDIX – II continued

a. T.V. viewing behaviour of family members

Members	Regular	Occasionally	Never
Children			
Adolescents			
Adults			
Senior citizens			

12. T.V. viewing behaviour with respect to cookery lessons (put ✓ mark)

a) Viewing frequency

Regular	Occasionally	Never
---------	--------------	-------

b) Duration

Completely	Partially
------------	-----------

c) Interest

Involved	Leisurely	Engaged otherwise
----------	-----------	-------------------

d) Purpose

Entertainment	Information
---------------	-------------

13 a. T.V. viewing behaviour with respect to advertisements (put ✓ mark)

a) Viewing frequency

Regular	Occasionally	Never
---------	--------------	-------

b) Duration

Completely	Partially
------------	-----------

c) Interest

Involved	Leisurely	Engaged otherwise
----------	-----------	-------------------

d) Purpose

Entertainment	Information
---------------	-------------

13 b. List a few advertisements that has stuck your interest

14. TV viewing behaviour with respect to nutrition awareness programmes

a) Viewing frequency

Regular	Occasionally	Never
---------	--------------	-------

b) Duration

Completely	Partially
------------	-----------

c) Interest

Involved	Leisurely	Engaged otherwise
----------	-----------	-------------------

d) Purpose

Entertainment	Information
---------------	-------------

APPENDIX – II continued

15. Preference towards food related programmes [give your order of preference as 3 (most preferred), 2 (preferred) and 1 (least preferred)]

Statements	Advertisements	Cookery lessons	NAP
1. The programmes I find useful			
2. Programmes I am interested in			
3. Programmes that are favourable to my situation			

16a. Total monthly food expenditure.- (approx.)

16b. Frequency of purchase of advertised items

Food groups	Daily	Once in two days	Weekly	Monthly	Never	Amount	Target consumers
A) Toffees							
1. Cadbury's							
2. Alpenliebe							
3. Eclairs							
4. Gems							
5. Splash							
B) Biscuit/ cakes							
1. Tiger							
2. Krackjack							
3. Britannia 50-50							
4. Arrowroot							
5. Glucose							
6. Parle-biscuits							
7. Britannia Maska Chaska							
8. Horlicks							
9. Sweet hearts							
10. Wonder cake							
11. Iris cake							
C) Aerated drinks							
1. Pepsi							
2. Coco-cola							
3. Lehar							
4. Sprite							
5. Mirinda							
6. Fanta							
7. 7up							
8. Thumps-up							
9. Mazza							
D) Chips/wafers							
1. Uncle chips							
2. Lay's							
3. Pompsy							
4. Jokes							

APPENDIX – II continued

Food groups	Daily	Once in two days	Weekly	Monthly	Never	Amount	Target consumers
E) Health drinks							
1. Horlicks							
2. Complan							
3. Boost							
4. Milo							
5. Viva							
6. Junior Horlicks							
7. Mother's Horlicks							
8. Glucon-D							
F) R.T.S.							
1. Frooti							
2. Jumpin							
3. Milma							
4. Jive							
G) Chocolate							
1. Munch							
2. Kit-Kat							
3. Perk							
4. Nestle Classic							
5. Milky Bar							
6. Temptations							
7. Dairy Milk							
8. Milk Treat							
9. Amul							
H) Noodles							
1. Maggi							
2. Top-Ramen							
I) Dairy products							
1. Butter-Amul/Milma							
2. Milk powder- Britannia/ Everyday/ Anikspray/ Amul							
3. Cheese – Amul/ Milma Ice cream – Joy/Milk cream							
J) Salt							
1. Dandi							
2. Tata							
3. Mr. Cook							
4. Annapoorna							
5. Sprinkle							
K) Squash							
1. Kissan							
2. Happy							
3. Rasna							

APPENDIX – II continued

Food groups	Daily	Once in two days	Weekly	Monthly	Never	Amount	Target consumers
L) Beverages							
1. Kannan Devan							
2. A.V.T. Premium							
3. Assam Apple Valley							
4. Agni							
5. 3 Roses							
6. Nescafe							
7. Bru							
8. Sunrise							
M) Jams							
1. Kissan							
2. Happy							
3. Fruitaman's							
N) Masala powder							
1. Devon							
2. Melam							
3. M.D.H.							
4. Tamar							
5. Family							
6. Maggi Prawn							
7. Maggi chicken cubes							
O) Breakfast cereals							
1. Oats							
2. Kellogg's							
3. Chocos							
P) Packed grains							
1. Nenmani Rice							
2. Pavizham rice							
3. Ponnari Rice							
4. Nirapara sortex rice							
Q) Oils							
1. Kera							
2. Parachute							
3. Idayam							
4. Sundrop							
5. Saffola							
6. Dhara							
7. Dalda							
8. Vanaspati							
R) Flours							
1. Kuthuvilakku							
2. Pilsbury							
3. Annapurna							
4. 555							
5. Jaj							
6. Sreenivas							
7. Melam							

APPENDIX – II continued

Reasons for preferring advertised items (indicate '2' for most preferred and '1' for preferred)

Food groups	Beverages	Jams	Masala powder	Breakfast cereals	Packed grains	Oils	Flours
Reasons							
1. Taste							
2. Convenience							
3. Novelty							
4. Nutritional quality							
5. Preference of children							
6. Status symbol							
7. Peer influence							
8. Cost							
9. Presentation on T.V.							

APPENDIX – III

**KERALA AGRICULTURAL UNIVERSITY
DEPARTMENT OF HOME SCIENCE
COLLEGE OF AGRICULTURE, VELLAYANI**

Title of thesis : Influence of Television on food purchase behaviour of urban homemakers in Thiruvananthapuram.

Scale to assess the socio-psychological characteristics of respondents

Innovation proneness

- 1 a) I try to keep myself up to date with information on new food products, but that does not mean that I try out all the new products in my kitchen (2)
- b) I feel restless till I try out a new food product that I first heard about (3)
- c) They talk of many new food products these days, but who knows if they are better than the old ones (1)
- 2 a) From time to time I have heard of several new food products and I have tried out most of them in the last few years (3)
- b) I usually wait to see the results of my neighbours before I try out the new food products (2)
- c) Somehow I believe that the traditional food products in cookery are the best (1)
- 3 a) I am cautious about trying a new food product (2)
- b) Women of earlier generations were wise in the use of locally available food products and I do not see any reason for changing these old food product (1)
- c) Often new food products are not successful, however if they are good I would like to adopt them (3)

APPENDIX – III continued

Economic motivation

- 1 a) All I want with my home budget, is to make reasonable living for the family (1)
- b) In addition to making good meals, the enjoyment in cooking is also important to me (2)
- c) I would not spend money in trying new food items to alter my budget (3)
- 2 a) I do not hesitate to borrow any amount of money in order to run the kitchen properly (3)
- b) Instead of using new food products, I follow the routine ingredients (1)
- c) It is not only the money spent, but the enjoyment of work well done which gives me satisfaction for my work in the kitchen (2)
- 3 a) I hate to borrow money on principle even when it is necessary for running the home (1)
- b) My main aim is to keep away money for other needs than to spend extravagantly on food (3)
- c) I avoid spending money above the allotted budget for food

Adoption leadership

- 1 a) I try to participate as much as possible in discussions on new food products in the group meetings, we hold in the neighbourhood from time to time (2)
- b) I expect as a part of my civic duty to convince my neighbours of the advantages of the new food products which I have adopted (3)
- c) My opinion regarding a food product will not be of much value to others
- 2 a) Whenever I happen to note a new food product, usually I initiate discussion about it with my friends (3)
- b) I do not see any reason why I should go on influencing others about new food products (1)

APPENDIX – III continued

- c) Some women often ask my advice about new food products and I try my best to convince them about my ideas on these products (2)
- 3
- a) I have no time to waste in discussing about new food products with others (1)
 - b) I am usually a listener in such discussions, but I give my opinion about the new food products when asked for (2)
 - c) I think that women who come to me for advice, regard me as a good source of information on new food products (3).

APPENDIX – IV

Relationship between expenditure pattern of Group I advertised items and selected socio-economic variables

	1	2	3	4	5	6	7	8	9	10
1	1.0000									
2	0.5057**	1.0000								
3	0.0174	-0.0833	1.0000							
4	0.3667**	0.1817**	0.1399	1.0000						
5	0.5619**	0.5346**	0.0419	0.5396**	1.0000					
6	-0.0860	-0.0415	0.0707	-0.3090**	-0.0307	1.0000				
7	0.0461	0.0713	0.0003	-0.1340	0.0921	0.1159	1.0000			
8	-0.1709*	-0.0022	0.0769	-0.1884**	-0.0749	-0.0092	0.1881**	1.0000		
9	-0.3475**	-0.1961**	0.0912	-0.0840	-0.2655**	0.2500**	0.0923	0.1517*	1.0000	
10	-0.3775**	0.2406**	0.1396*	0.1585*	0.4242**	0.0393	0.1026	0.0179	-0.1586*	1.0000

*Significant at 5 per cent **Significant at 1 per cent level

APPENDIX – V

Relationship between expenditure pattern of Group II advertised items and selected socio-economic variables

	1	2	3	4	5	6	7	8	9
1	1.0000								
2	0.5057**	1.0000							
3	0.0174	-0.0833	1.0000						
4	0.3667**	0.1817*	0.1399*	1.0000					
5	0.5619**	0.5346**	0.0419	0.5396**	1.0000				
6	-0.0860*	-0.0415	0.0707	-0.3090**	-0.0307	1.0000			
7	0.0461	0.0713	0.0003	-0.1340	0.0921	0.1159	1.0000		
8	-0.1709*	-0.0022	0.0769	-0.1884**	-0.0749	-0.0092	0.1881**	1.0000	
9	0.2228**	0.2210**	0.0976	0.1194	0.3455**	0.0042	0.2172**	0.1191	1.0000

*Significant at 5-per cent **Significant at 1 per cent level

APPENDIX – VI

Relationship between expenditure pattern of Group III advertised items and selected socio-economic variables

	1	2	3	4	5	6	7	8	9	10
1	1.0000									
2	0.5057**	1.0000								
3	0.0174	-0.0833	1.0000							
4	0.3667**	0.1817*	0.1399	1.0000						
5	0.5619**	0.5346**	0.0419	0.5396**	1.0000					
6	-0.0869	-0.0415	0.0707	-0.3090**	-0.0307	1.0000				
7	0.0461	0.0713	0.0003	-0.1340	0.0921	0.1159	1.0000			
8	-0.1709*	-0.0022	0.0769	-0.1884**	-0.0749	-0.0092	0.1881**	1.0000		
9	-0.3475**	-0.1961*	0.0912	-0.0840	-0.2655**	0.2500**	0.0923	0.1517*	1.0000	
10	0.1518*	0.2383**	-0.0212	0.1286	0.3243**	0.0029	0.0757	0.0306	-0.0808	1.0000

*Significant at 5 per cent **Significant at 1 per cent level

APPENDIX – VII

Relationship between expenditure pattern of Group IV advertised items and selected socio-economic variables

	1	2	3	4	5	6	7	8	9	10
1	1.0000									
2	0.5057**	1.0000								
3	0.0174	-0.0833	1.0000							
4	0.3667**	0.1817*	0.1399*	1.0000						
5	0.5619**	0.5346**	0.0419	0.5396**	1.0000					
6	-0.0860	-0.0415	0.0707	-0.3090**	-0.0307	1.0000				
7	0.0461	0.0713	0.0003	-0.1340*	0.0921	0.1159	1.0000			
8	-0.1709*	-0.0022	0.0769	-0.1884**	-0.0749	-0.0092	0.1881**	1.0000		
9	-0.3475**	-0.1961*	0.0912	-0.0840	-0.2655**	0.2500**	0.0923	0.1517*	1.0000	
10	0.1235	0.0638	0.0339	0.1243	0.2393**	-0.0089	0.0375	-0.0739	-0.0525	1.0000

*Significant at 5 per cent **Significant at 1 per cent level

APPENDIX – VIII

Relationship between expenditure pattern of Group V advertised items and selected socio-economic variables

	1	2	3	4	5	6	7	8	9	10	11
1	1.0000										
2	0.5057**	1.0000									
3	0.0174	-0.0833	1.0000								
4	0.3667**	0.1817*	0.1399*	1.0000							
5	0.5619**	0.5346**	0.0419	0.5396**	1.0000						
6	-0.0860	-0.0415	0.0707	-0.3090**	-0.0307	1.0000					
7	0.0461	0.0713	0.0003	-0.1340*	0.0921	0.1159	1.0000				
8	-0.1709*	-0.0022	0.0769	-0.1884**	-0.0749	-0.0092	0.1881**	1.0000			
9	-0.3475**	-0.1961**	0.0912	-0.0840	-0.2655**	0.2500**	0.0923	0.1517*	1.0000		
10	-0.0490	-0.0125	-0.0713	-0.0149	-0.0038	0.0637	0.0546	0.0538	0.1287	1.0000	
11	0.2684**	0.1758*	0.1008	0.1971**	0.3662**	0.0546	0.0026	0.0425	0.0147	0.1479*	1.0000

*Significant at 5 per cent **Significant at 1 per cent level