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**STUDY OF AREAS OF INTEREST OF INDIAN CONSUMERS IN BUSINESS  
MAGAZINES**

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**ABSTRACT**

Business Magazines have an important role to play in the urban and semi-urban population of India. There are certain qualities in Business magazines which keep the consumer tie up with it. In order to bring out the consumer's likes and dislikes, their preference standard, frequency of uses and other apparent and hidden traits. This research work was conducted in the National Capital Region of India. National Capital Region is the only region which truly depicts and represents Indian consumers. It comprises of the State of Delhi, Haryana, (Gurgaon and Faridabad, the two most important Business and Industrial township), U.P (Noida, Greater Noida, and Ghaziabad, all important educational and industrial hubs of India). The research survey was conducted from various demographic norms such as age, profession, gender (male and female) and various Income groups. There are several factors such as Economy News, Stock News, Marketing News, Business News, Case Studies, Business News, International Corporate News, on which analysis was done,

Further, a cross tabulation was done on different age groups and income groups. At the end conclusions were drawn in such way which could be used by the present and future Business Magazines in launching and upgrading their present status in order to sustain and expand their business.

## **AIM**

The aim of this project is to understand the consumer perception of Business Magazines, their preferences and like and dislikes in the Nation Capital Region, Delhi. Thus to arrive at an authentic findings in order to make aware the Business Magazines all about their present and prospective consumers. This will serve as valid points while taking strategic decision towards, launching, upgrading, product specification and marketing.

## **Research Methodology**

### **1. Primary Data**

This research survey was done for 500 respondents. These belonged to different age groups, professions, and gender and income group. We could draw a relation between demographics and other factors that influence the consumers in buying of business magazine. We could study the sample on the following parameters:

- Ratio of Male and Female.
- Percentage of people in different Age group.
- Percentage of people in different Profession..
- Percentage of people belonging to different Income group.

## 2. Secondary data

Secondary data were used from the Magazines Websites, Research Journals and Articles.

### Tool used:-

Check list - from the Interview of selected consumers

MS Word – for documentation and final report

MS Excel – To perform one-to-one analysis of consumers and magazines

SPSS – Capturing the data across 500 consumers

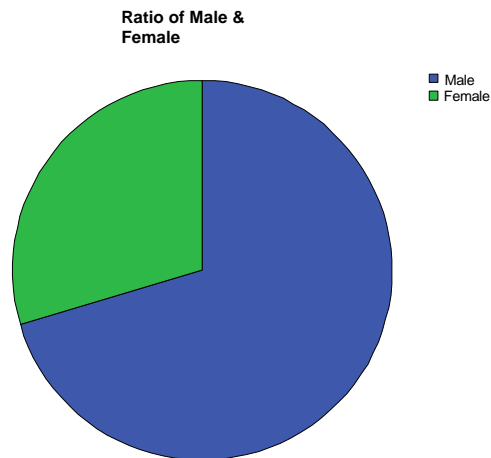
- To generate reports to assist in findings and conclusion.

### *Ratio of Male and Female*

- **Ratio of Sex**

**Table - 1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	352	70.4	70.4	70.4
Female	148	29.6	29.6	100.0
Total	500	100.0	100.0	



(Figure 2)

(Table 1- Figure 2) Show the ratio of Male total 500 and Female surveyed. The graph shows the percentage of both Sexes in our sample size of 500. The total number of males surveyed were 352 i.e. 70% of the total sample and the females were 148 i.e. 30% of the total sample.

The ratio of male and female is 2.37:1.

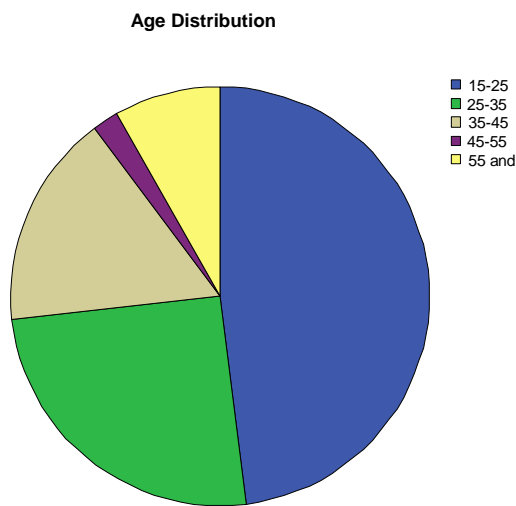
*Age-wise Distribution of Respondents*

*Age Distribution*

**Table 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	240	48.0	48.0	48.0
	25-35	126	25.2	25.2	73.2

35-45	83	16.6	16.6	89.8
45-55	10	2.0	2.0	91.8
55 and above	41	8.2	8.2	100.0
Total	500	100.0	100.0	



(Figure 4)

We covered the people in five Age groups i.e. 15-25, 25-35, 35-45, 45-55 and 55& above. The table shows the percentage of respondents in each of the age group in our sample size of 500 (Table – 3 **Figure 4**)

- The total number of respondents in the age group of 15-25, surveyed were 240 i.e. 48% of the total sample.
- The total number of respondents in the age group of 25-35, surveyed were 126 i.e. 26% of the total sample.

- The total number of respondents in the age group of 35-45, surveyed were 83 i.e. 16% of the total sample.
- The total number of respondents in the age group of 45-55, surveyed were 10 i.e. 2% of the total sample.
- The total number of respondents in the age group of 55& above, surveyed were 41 i.e. 8% of the total sample.

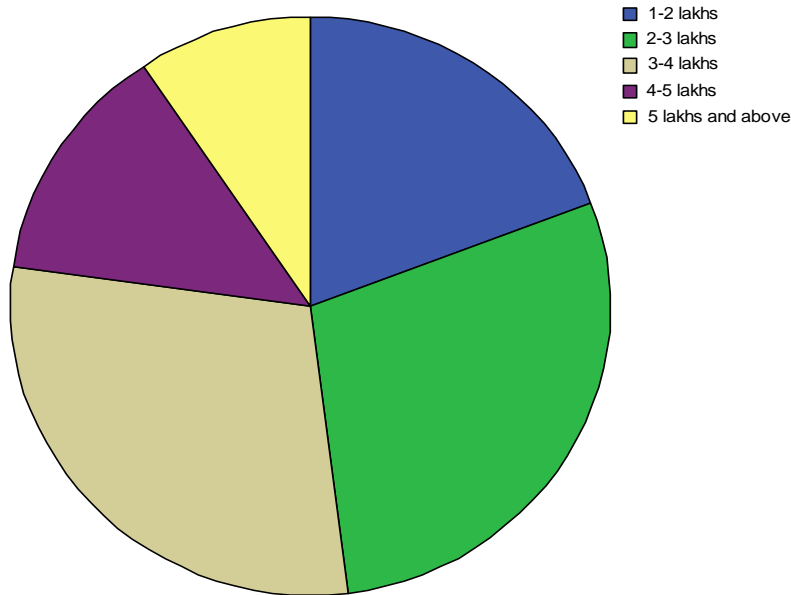
**Income wise Distribution of Respondents**

*Income Distribution*

**Table 5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 Lakhs	96	19.2	19.2	19.2
2-3 Lakhs	144	28.8	28.8	48.0
3-4 lakhs	146	29.2	29.2	77.2
4-5 Lakhs	67	13.4	13.4	90.6
5 Lakhs& above	47	9.4	9.4	100.0
Total	500	100.0	100.0	

**Income Distribution**



**Figure 6**

We covered the people in five Income groups i.e. 1-2 Lakhs, 2-3 Lakhs, 3-4 Lakhs, 4-5 Lakhs and 5 Lakhs & above. The table shows the percentage of respondents in each of the Income group in our sample size of 500. (Table – 5 **Figure 6**)

- The total number of respondents in the Income group of 1-2 Lakhs, surveyed were 96 i.e. 19% of the total sample.
- The total number of respondents in the Income group of 2-3 Lakhs, surveyed were 144 i.e. 29% of the total sample.
- The total number of respondents in the Income group of 3-4 Lakhs, surveyed were 146 i.e. 30% of the total sample.
- The total number of respondents in the Income group of 4-5 Lakhs, surveyed were 67 i.e. 13% of the total sample.

- The total number of respondents in the Income group of 5 Lakhs & above, surveyed were 47 i.e. 9% of the total sample.

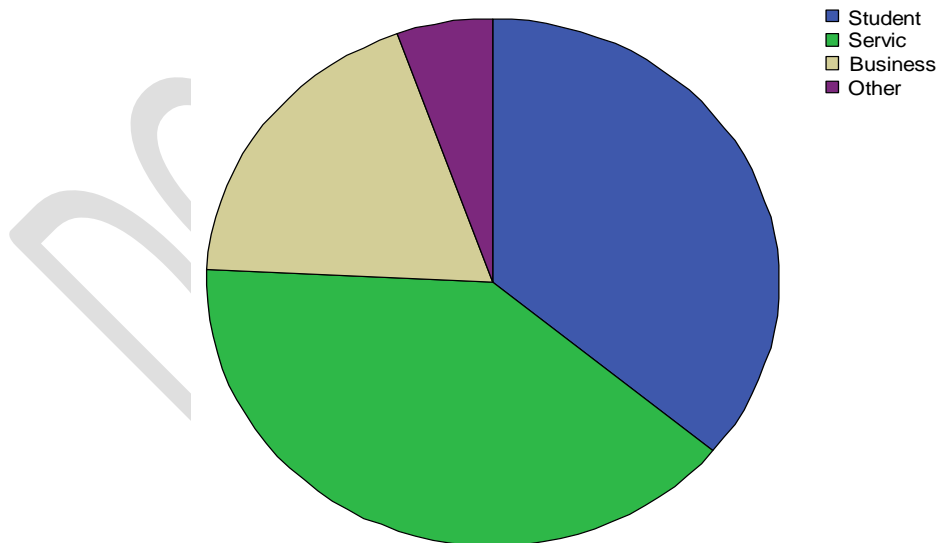
**Profession wise Distribution of Respondents**

*Professional Distribution*

**Table - 7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Students	180	36.0	36.0	36.0
Service	199	39.8	39.8	75.8
Business	94	18.8	18.8	94.6
Others	27	5.4	5.4	100.0
Total	500	100.0	100.0	

**Professional Distribution**



**Figure 8**



The above (Table – 7 **Figure 8**) show the Profession wise composition of respondents. We covered the people in four Professional groups i.e. Students, Service, Business & others (retired )total 500.

- The total number of respondents student group, surveyed were 180 i.e. 36% of the total sample.
- The total number of respondents in the service group, surveyed were 199 i.e. 39% of the total sample.
- The total number of respondents in the business group, surveyed were 94 i.e. 19% of the total sample.
- The total number of respondents in the others group, surveyed were 27 i.e. 6% of the total sample.

*Consumer area of interest.*

*(1=Most interesting and 7= Least interesting)*

- *News on the Economy.*
- *Stock market.*
- *Marketing news.*
- *Business news.*
- *Case studies.*
- *Business Quiz.*
- *International Corporate news.*

**1) News on the Economy.**

**(Area of Interest)- News on the Economy**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most Interesting	180	36.0	36.0	36.0
Interesting	201	40.2	40.2	76.2
Some what Interesting	58	11.6	11.6	87.8
Neutral	33	6.6	6.6	94.4
Some what less Interesting	9	1.8	1.8	96.2
Less interesting	1	.2	.2	96.4
Least Interesting	18	3.6	3.6	100.0
Total	500	100.0	100.0	

Table :- 9

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(Area of Interest)- News on the Economy

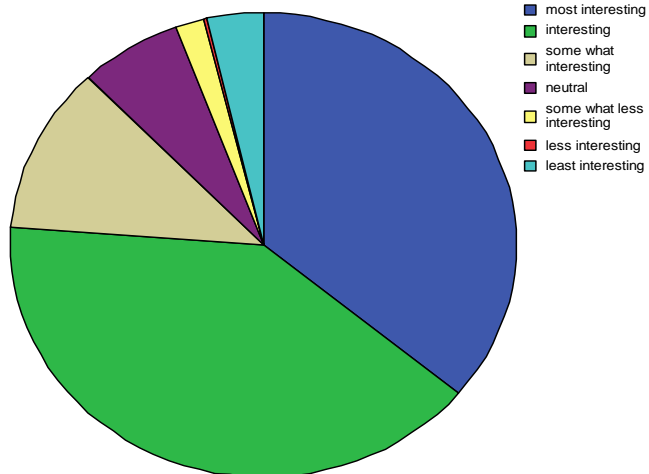


Figure: 10

2) Stock market.

Stock Market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Interesting	49	9.8	9.8	9.8
	Interesting	58	11.6	11.6	21.4
	Some what Interesting	193	38.6	38.6	60.0
	Neutral	80	16.0	16.0	76.0
	Some what Less Interesting	63	12.6	12.6	88.6
	Less Interesting	21	4.2	4.2	92.8
	Least Interesting	36	7.2	7.2	100.0
	Total	500	100.0	100.0	

Table- 11

Stock Market

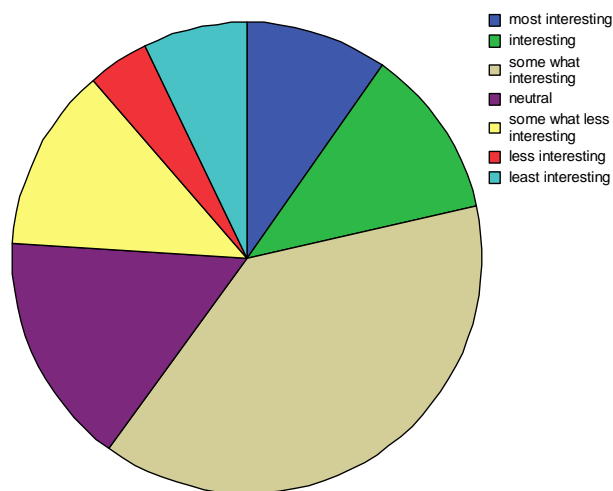


Figure:- 12

3) Marketing News

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Most Interesting	66	13.2	13.3	13.3
Interesting	116	23.2	23.3	36.5
Some what Interesting	101	20.2	20.3	56.8
Neutral	104	20.8	20.9	77.7
Some what less Interesting	65	13.0	13.1	90.8
Less Interesting	33	6.6	6.6	97.4
Least Interesting	13	2.6	2.6	100.0
Total	498	99.6	100.0	
Missing				
System	2	.4		
Total	500	100.0		

Table:- 13

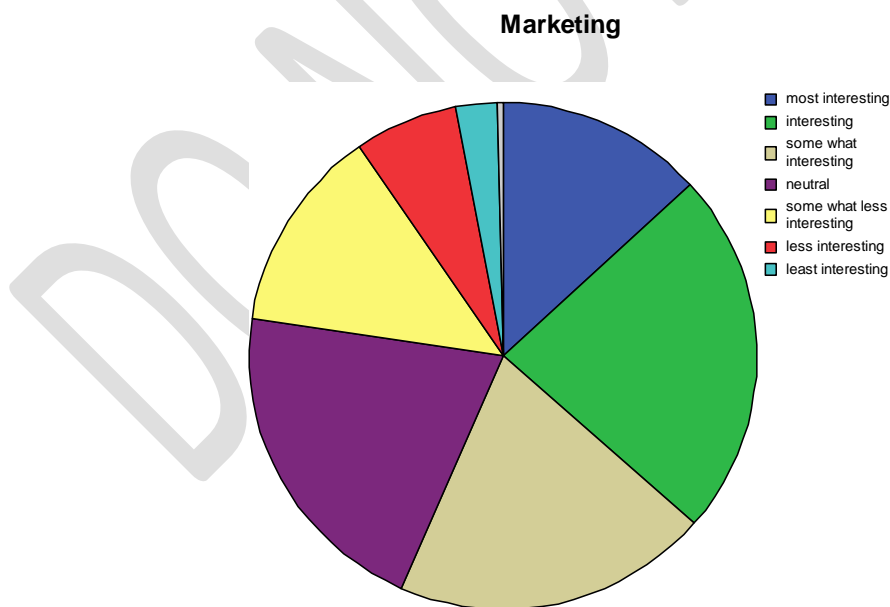


Figure :- 14

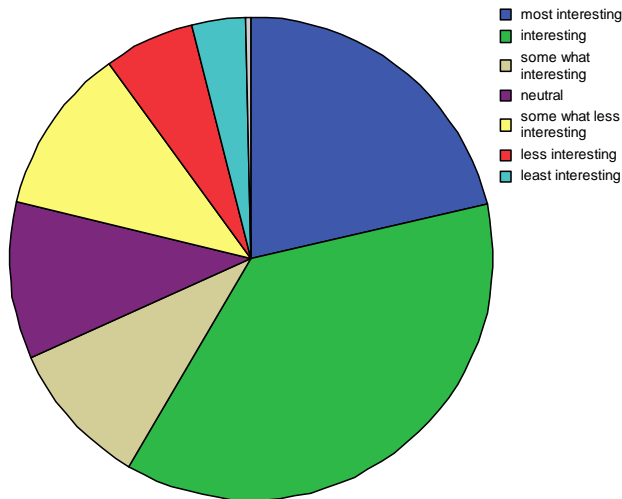
**4) Business News**

**Business News**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most Interesting	107	21.4	21.4	21.4
Interesting	185	37.0	37.0	58.4
Some what Interesting	49	9.8	9.8	68.2
Neutral	53	10.6	10.6	78.8
Some what Less Interesting	56	11.2	11.2	90.0
Less Interesting	30	6.0	6.0	96.0
Least Interesting	18	4	4	99.6
Total	500	100.0	100.0	

**Table :- 15**

**Business**



**Figure :- 16**

**5) Case Studies**

Case Studies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most Interesting	40	8.0	8.0	8.0
Interesting	30	6.0	6.0	14.0
Some what Interesting	11	2.2	2.2	16.2
Neutral	49	9.8	9.8	26.0
Some what Less Interesting	108	21.6	21.6	47.6
Less Interesting	99	19.8	19.8	67.4
Least Interesting	163	32.6	32.6	100.0
Total	500	100.0	100.0	

Table:-17

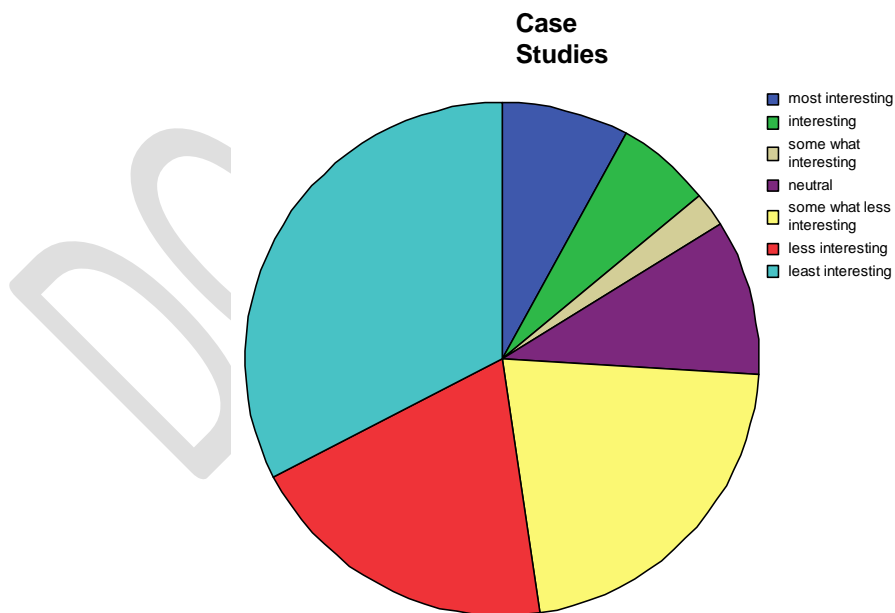


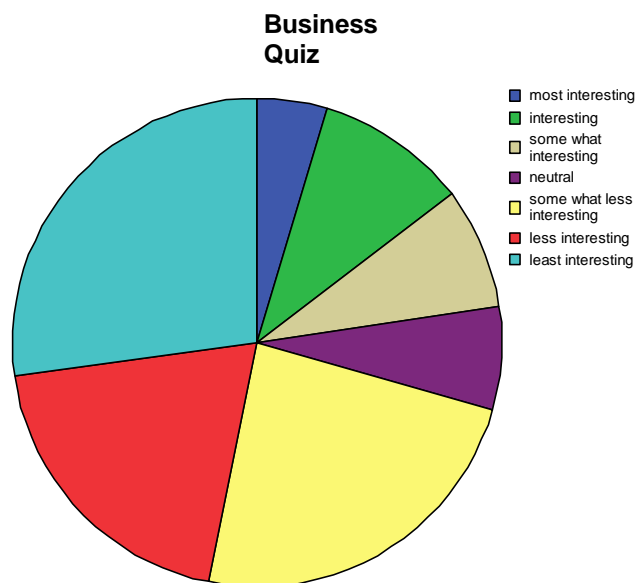
Figure:- 18

6) Business Quiz

Business Quiz

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most Interesting	23	4.6	4.6	4.6
	Interesting	50	10.0	10.0	14.6
	Somewhat Interesting	40	8.0	8.0	22.6
	Neutral	34	6.8	6.8	29.4
	Somewhat Less Interesting	119	23.8	23.8	53.2
	Less Interesting	98	19.6	19.6	72.8
	Least Interesting	136	27.2	27.2	100.0
	Total	500	100.0	100.0	

Table:- 19



*Figure:- 20*

**7) International Corporate News**

**International Corporate News**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most Interesting	61	12.2	12.2	12.2
Interesting	180	36.0	36.0	48.2
Some what Interesting	57	11.4	11.4	59.6
Neutral	43	8.6	8.6	68.2
Some what Less Interesting	69	13.8	13.8	82.0
Less Interesting	43	8.6	8.6	90.6
Least Interesting	47	9.4	9.4	100.0
Total	500	100.0	100.0	

**Table:- 21**



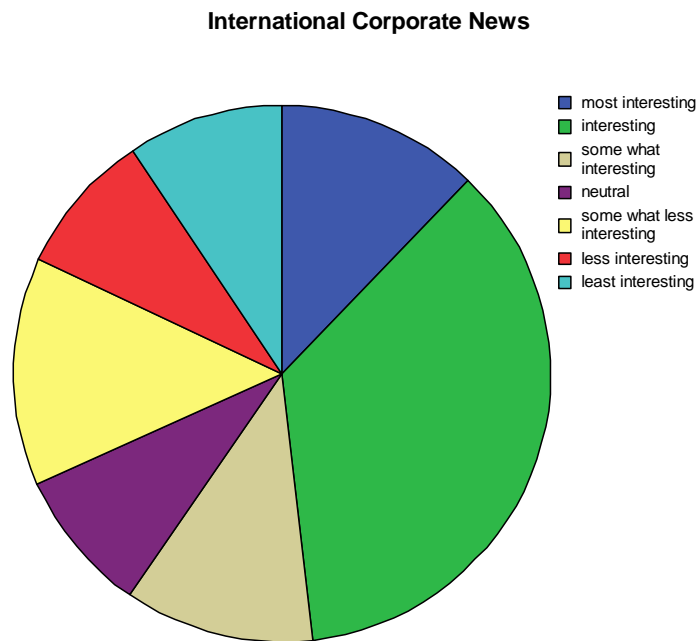


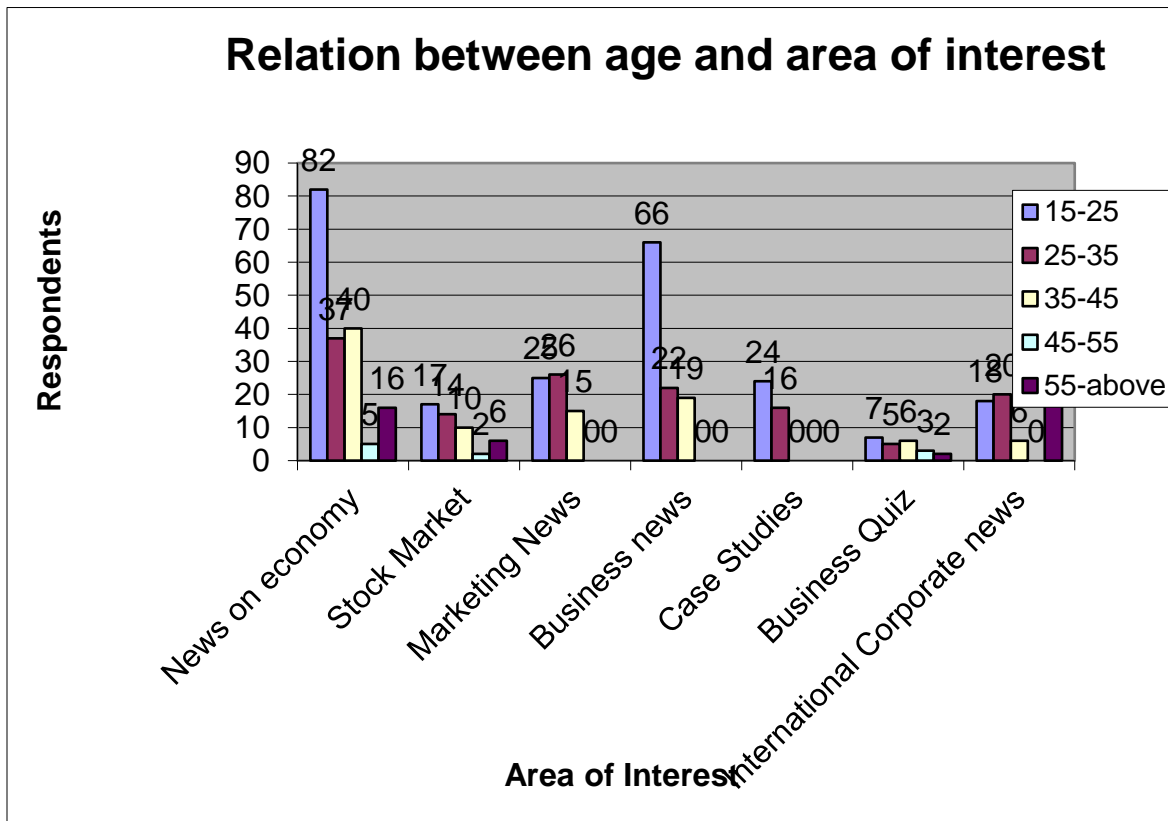
Figure:-22

### Analysis

The reason for giving the table and chart for all the areas of Interest of a reader are very obvious and i.e. to understand how much importance is given to any particular area of interest. Another reason for doing so is that all these areas are relative terms and cannot be quantified equally by everyone.

From the observations made above it can be inferred that the *News on Economy* is the *most interesting area* with 109 respondents ranking it as the most interesting area.

1. Relation between Age and Area of Interest



Relation 2

Area of Interest according to Age Group

Age	News on economy	Stock Market	Marketing News	Business news	Case Studies	Business Quiz	International Corporate news
15-25	82	17	25	66	24	7	18
25-35	37	14	26	22	16	5	20
35-45	40	10	15	19	0	6	6
45-55	5	2	0	0	0	3	0
55-above	16	6	0	0	0	2	17

*Analysis*

The reason for drawing relation between these two factors is to find out which topic of interest is most popular in which age group. This could help the company in targeting that particular age group by including more topics of their interests, while formulating their marketing strategy.

**Observations :**

- In the age group of 15-25 years the most popular topics are news on economy and Business news, along with marketing news.
- In the age group of 25-35 most popular topics are stock market along with news on economy.
- In the age group of 35-45 most popular topics are news on economy, business news and stock market.
- In the age group of 45-55 most popular topics is news on economy along with business quiz.
- In the age group of 55 & above the topics of major interest is news on economy along with news on stock market.
- Another striking observation is that case studies are popular only in the age group of 15-25 and 25-35 years.

*Inference*

On the basis of observations made in the above 2 relations it can be inferred that

- Business World and Business Today should have more of case studies along with news on economy.
- India Today should have more of news on economy.
- Business Today should have more news on stock market.

**Conclusion and Suggestions**

The reason for giving the table and chart for all the areas of Interest of a reader are very obvious and i.e. to understand how much importance is given to any particular area of interest. Another reason for doing so is that all these areas are relative terms and cannot be quantified equally by everyone.

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**Observations :**

In the age group of 15-25 years the most popular topics are news on economy and Business news, along with marketing news. In the age group of 25-35 most popular topics are stock market along with news on economy. In the age group of 35-45 most popular topics are news on economy, business news and stock market. In the age group of 45-55 most popular topics is news on economy along with business quiz. In the age group of 55 & above the topics of major interest is news on economy along with news on stock market. Another striking observation is that case studies are popular only in the age group of 15-25 and 25-35 years.

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