

RESEARCH PAPER

Socio-economic characteristics of reader/subscribers and their opinion about hindi magazine “Vanita”

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ABSTRACT

The present time is the time of advanced projected audio-visual aids. People like to see and eager to be upto date hurriedly. For making upto the mark, adequate and correct feedback is required for purposeful communication. It provides opportunities to communicator to take correct steps and acts as a pathfinder for making correct the content of magazine. So the present study was conducted to identify socio-economic characteristics of reader/subscribers and their opinion about hindi magazine vanita. The socio-economic profile was studied under two heads; personal and family characteristics. S.E.S. of Trivedi (1963) was used with slight modification. Primary data were collected through interview schedule from Shikohabad of Firozabad district during 2002-2003. Percentage was used as statistical measure. Majority of readers/subscribers of magazine were from the age-group of 26-40 yrs., general caste, and graduate and above. They were in service. They belonged to nuclear families having upto 5 members. Majority of women were residing in mixed house, and possessing only one house. Fifty per cent of the respondents were landless. Sixty per cent women have more interest in reading magazines. Majority (53.33 %) were regular subscriber of magazine. In case of first choice of magazine, maximum percentage of women (56.67 %) was reading magazine vanita. Fifty six per cent liked articles of the magazine. Fifty three per cent women were purchasing this magazine from shop for getting advanced information. Fifty per cent reader were liking and in the favour of all Home Science articles. Forty six per cent women were in the impression of published articles based on Food and Nutrition, Human Development, Home Management, and Clothing and Textile. It is suggested that distribution of magazine should made available in rural areas and cost of the magazine should be in reach of the average person. It is suggested that experiences of the readers should be included in the magazine either in the form of articles or letters of readers.

Key Words : Socio-economic characteristics, Their opinion

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In the early age education related to home was imparted in home activities. Only girls used to learn cooking and other house-hold works like; stitching, sewing and storage of clothes, looking after the family members, conducting social and religious functions with the elders and senior members at home. At that time there were joint families. So the girls were not allowed to go out side for this type of education. With in the home, there were enough opportunities to learn the practical aspects of Home Science. In the recent years life values have been changed a lot. View regarding life has been changed according the social set-up. Joint families system has converted in to nuclear families. It has

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become more difficult to give home science education to girls. So, considering the above facts this present study was conducted to explore socio-economic characteristics of vanita readers/subscribers.

RESEARCH METHODOLOGY

Exploratory type of research design was used in the present study. Agra division comprises seven districts, out of which Firozabad district was selected purposively. Firozabad block comprises 8 blocks. Out of these blocks, Shikohabad was selected randomly. Thirty respondents were selected, who were either reader or subscriber of the magazine. Hindi magazine vanita was selected purposively. The twelve volumes of the magazine from January 2002 to December 2002 were selected for its analysis of content and coverage of Home Science and non-Home Science articles. In the present paper, respondents were studied under two heads; their socio-economic characteristics and opinion about the articles of this magazine. S.E.S. scale of Trivedi was used with slight modifications to identify socio-economic characteristics. Socio-economic characteristics were studied under two heads; personal and family characteristics. Collected data were coded, tabulated, and interpreted.

Percentage was used as statistical measure.

RESULTS AND REMONSTRATION

To know the effectiveness of Hindi Magazine as mass media of communication among the readers, Information about Socio-economic characteristics and opinion of women has been presented in two heads; Socio-economic characteristics, respondents opinion.

Section 1. Socio-economic characteristics :

These characteristics were studied under two heads; personal and family characteristics.

Age :

The data presented in Table 1 clearly indicate that majority (53.33 %) of sampled women belonged to the age group of 25 to 40 years, while 26.67 per cent women belonged to the age group of 40-55 years and 20 per cent women belonged to the age group of 10 to 25 years. It is clear from the table that women were much interested to gain the new knowledge in comparison to young and old one.

Caste :

The data presented in table clearly indicate that majority

Sr. No.	Variables	Classification	Respondents	
			Frequency	Percentage
1.	Age (years)	10-25	6	20.00
		26-40	16	53.33
		41-55	8	26.67
2.	Caste	Upper	19	63.33
		Backward	6	20.00
		SC/ST	5	16.68
3.	Education	Illiterate	0	0.00
		Primary	1	3.33
		High School	2	6.67
		Intermediate	4	13.33
		Graduate and Post graduate	23	76.67
4.	Occupation	Labour	0	0.00
		Caste occupation	3	10.00
		Business	8	26.67
		Agriculture	-	-
		Service	19	63.33

of sampled women (63.33 %) belonged to General Caste and 20 per cent and 16.68 per cent belonged to backward and lower caste, respectively. It is clear from the table that majority of general women read the magazine. It may be due their good level of education means education status reflected attraction towards new techniques in field of home management.

Education :

The educational status of women in selected area was also studied. It reveals that 76.67 per cent women were graduate and postgraduate, while 13.33 per cent respondents were educated upto to intermediate followed by the 6.67 per cent women who were educated upto High School and remaining 3.33 per cent women were educated upto primary level.

Occupation :

The data presented in table clearly indicates that majority of respondents (63.33 %) were in service and 26.67 per cent women had their own business, while 10 per cent of them were engaged in their caste occupation. This table clearly shows that out of readers/subscribers of vanita magazine, none of them belonged to labour and farming community.

Type of family :

Sixty per cent selected women belonged to nuclear families and remaining 40 per cent to joint families system. As such the study indicates that the nuclear family structure

is more found than the joint family structure in the society.

Size of family :

Table 2 indicates that 53.33 per cent respondents were from family having upto 5 members, while remaining 46.67 per cent had more than 5 members in their families.

Type of house :

The data presented in table clearly indicate that majority of sampled women (86.67 %) possessed pucca house, further 13.33 per cent women possessed mixed house. This table clearly shows that no woman had kachcha house at all.

Number of houses :

Fifty per cent sampled women possessed one house, while 36.67 per cent women possessed two houses and remaining 13.33 per cent women are possessed three houses.

Land holding :

Majority of the sampled women (50.00 %) were landless, while 30.00 per cent and 20.00 per cent possessed small and medium size of holding, respectively. It is clear from the study that readers of the magazine, coming from service\ business class not from farming community.

Section 2. Respondents opinion about hindi magazine vanita :

The data presented in Table 3 clearly indicates that majority of women (60 %) in selected area were more interested in reading magazine followed by 40 per cent

Sr. No.	Variables	Classification	Respondents	
			Frequency	Percentage
1.	Type of family	Joint	12	40.00
		Nuclear	18	60.00
2.	Size of family	Upto 5 members	16	53.33
		Above 5 members	14	46.67
3.	Type of house	Kachcha	-	0.00
		Mixed	26	86.67
		Pucca	4	13.33
4.	Number of houses	One	15	50.00
		Two	11	36.67
		Tree	4	13.33
5.	Land holding (acre)	Landless	15	50.00
		Upto 2.5	9	30.00
		2.5-5.0	6	20.00

women who were quite interested in reading the magazine. This table clearly shows that none of the respondent did like this magazine.

Answers	Respondents	
	Number	%
More interested	18	60.00
Quite interested	12	40.00
Not much interested	0	0.00
Total	30	100.00

Apart from the above study, the regularity of buying magazine of women in selected area was also studied. This reveals that 53.33 per cent sampled women were regular subscribers of magazine and 30.00 per cent women bought magazine sometimes. This Table 4 also shows that 16.67 per cent women never bought magazines but read the magazine from have there and some where it available.

Answers	Respondents	
	Number	%
Regular	16	53.33
Sometimes	9	30.00
Never	5	16.67
Total	30	100.00

Table 5 reveals that the majority of readers (56.67 %) read vanita magazine, while 20.00 per cent women read Grah Shobha. About sixteen per cent women read Meri Saheli and only 6.66 per cent women read Manorama magazine. The study clearly indicated that the majority of respondents who were reading vanita magazine. So we observed from this study that the vanita magazine is more popular than other magazine among the women. It may be due to comprising lot of scientific material related to Home Science practices in vanita magazine.

Answers	Respondents	
	Number	Percentage
Vanita	17	56.67
Grahshobha	6	20.00
Manorama	2	6.66
Meri Saheli	5	16.67
Total	30	100.00

Table 6 reveals that the majority of the women gave the rank first to vanita magazine and 33.33 per cent women gave the rank second., followed by 10.00 per cent women who gave the rank third to the vanita magazine. So the vanita magazine is very effective as mass media of communication among the women.

Rank	Respondents	
	Number	%
I	18	56.67
II	10	33.33
III	2	10.00
Total	30	100.00

The data presented in Table 7 clearly indicate that the maximum percentage of respondents (53.34 %) in selected area, bought magazine from the shop to fulfill their interest of reading magazine and 33.33 per cent women brought magazine form the neighbour. Only 13.33 per cent women brought magazine by the library.

Place	Respondents	
	Number	%
From the neighbour	10	33.33
By the library	4	13.33
From the shop (purchase)	16	53.34
Total	30	100.00

Table 8 under reference indicates that the 50 per cent sampled women liked cent percent articles of this magazine followed by 33.33 per cent women who liked 50.00 per cent articles. Only 16.67 per cent women liked less than 50 per cent articles which one was only of their choice.

Amount	Respondents	
	Number	%
Cent per cent articles	15	50.00
50 per cent articles	10	33.33
> then 50 per cent articles	5	16.67
Total	30	100.00

Table 9 reveals that the maximum percentage of respondents (46.67 %) in the selected area were in the favour of articles of F.N.+H.D.+H.M. and C.T. and 23.33 per cent women were in the favour of articles of clothing and textile

followed by 13.33 per cent women were in the favour home management articles and 10.00 per cent women in the favour of food and nutrition articles. The minimum percentage of respondents (6.67 %) was in the favour of articles of human development. The study indicated about effectiveness of the articles reported by the respondents according to the subject, about 46.67 per cent realised that F.N. + H.D. + H.M. and C.T. areas are quite effective to study and adopt the recommendations given in the articles in public or family use. Similar work related to the present topic was done by Meti (1998); Krishnakumar (1990); Amareshkumar (2000); Barman and Gogoi (2000); Manjunath (2002); Nagaraj (1986); Nanjappa (1982) and Natikar (2001).

Subject	Respondents	
	Number	%
Food and nutrition	3	10.00
Human development	2	6.67
Home management	4	13.33
Clothing and textile	7	23.33
F.N. + H.D. + H.M. + C.T.	14	46.67
Total	30	100.00

Conclusion :

It is concluded that 60 per cent women have more interest in reading magazines. Majority (58.33 %) were regular subscriber of magazine. In case of first choice of magazine, maximum percentage of women (56.67 %) was reading magazine vanita. Fifty per cent liked cent per cent articles of the magazine. Maximum percentage of women was in the favour of all Home Science articles.

It is concluded majority of readers/subscribers of magazine were from the age-group of 26-40 yrs., general caste, and graduate and above. They were in service. They belonged to nuclear families having upto 5 members. Majority of women were residing in mixed house, and possessing only one house. Fifty per cent of the respondents were landless. Sixty per cent women have more interest in reading

magazines. Majority (53.33 %) were regular subscriber of magazine. In case of first choice of magazine, maximum percentage of women (56.67 %) was reading magazine vanita. Fifty six per cent liked articles of the magazine. Fifty three per cent women were purchasing this magazine from shop for getting advanced information. Fifty per cent readers liked and in the favour of all Home Science articles. Forty six per cent women were in the impression of published articles based on Food and Nutrition, Human Development, Home Management, and Clothing and Textile.

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