RELEVANCE OF SOCIO-ECONOMIC VARIABLES IN SOFTWARE FAMILIARITY-A STUDY IN TAMIL NADU

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ABSTRACT

Consumption is the tail end process of marketing. The success of marketing process depends on the consumer's consumption. For consumables, there is no need for the consumers to be familiar with such item. The first time usage of a consumable product stimulates to purchase it again and again. As far as software consumption is concerned, the consumption is mainly dependent on familiarity of consumers. So familiarity in software is highly essential for each and every consumer. Software consumers spread over all over in Tamil Nadu falling under four zones such as South, North, East and West. Software familiarity varied among different consumers in different regions. Socio economic variables related to consumers have relevance to consumption of software. Hence the relationship among different socio economic variables and software familiarity are analyzed in this study.

The researcher has structured and finalized a questionnaire through a pilot survey. The numerical data have been tabulated and further analyzed through Analysis of Variance. Five variables among several other variables such as Domicile status, Age, Sex, Marital status and Community have been analyzed in relation to familiarity of 47 popular software, falling under eight categories. It is found that urban consumers of domicile status with the age group 20-30, belonging to married male members hailing from backward community are much familiar in software.

Keywords: software familiarity, software consumption, relationship, domiciles status.

INTRODUCTION:

The science and technology has brought in many inventions to mankind. By and large, today computerization has occupied an indispensable part in every human life. Today computerization has become an indispensable part of human life. In the early stage of computerization, the top places were occupied by the U.S.A, Japan, China and other developed countries. From 1985 to till date, India's competitive role in both hardware and software fields are admirable[1].

Tamil Nadu being a fore runner in many respects leads the computerization drive in India. In computerization special effort is made in the state for the promotion of hardware and software products. In spite of all efforts taken by the government and other organizations, software consumption still faces slow growth in several parts of state. According to the necessity different software are used by different types of individual consumers. Use of software depends upon number of factors.

The major factor which determines software consumption is Software familiarity. The well familiar consumers consume better than an unfamiliar one. Software familiarity varied among consumers in different regions. Software consumers spread over all over in Tamil Nadu falling under four zones such as South, North, East and West. Software familiarity varied among different consumers in different regions. Socio economic variables related to consumers have relevance to consumption of software. Hence the relationship among different socio economic variables and software familiarity are analyzed in this study.

REVIEW OF PREVIOUS STUDIES:

A review of the previous studies made in the related field is presented here. The review of previous studies helps to locate the probed area in the field. This is needed to find the research gap.

Ashish Arora, Suma Athreye, (2001) did a study on, "The Software Industry and India's Economic Development". The study assesses the contribution of software to India's economic development paying particular attention to the role of the software in the absorption of labor and the development of human capital in the Indian economy. India's specialization in software has been driven by two sorts of wage advantages that have reinforced each other: the lower wages for Indian software developers relative to that of their US and European counterparts makes Indian software cheaper in global markets, while the higher wages earned by software professionals in India relative to that in other industrial sectors has ensured a steady stream of supply of software professionals. However, the impact of this growth has been limited to a small section of the Indian economy[2].

Richard Heeks (2002) conducted a study on "Indian Software Industry". The study has highlighted many problems in software industry such as,

a) Though the liberalization policy has given sufficient support to industrial growth, their impact on software industrial development is less positive.
b) Government interventions have become a necessary part of software industry development. The interventions have been iterative and responsive to the shortcomings and to the changing needs of the software industry[3].

Arulpandi, D. (2002) did "A Study on Comparative Analysis of major five softwares companies' performance and their related, impact on its share prices listed in NSE". By comparing Infosys, Satyam, HCL, Silverline and Hughes, it is concluded that during the study period their performance is reasonably good. Moreover, the researcher identified another result as that these companies did not give high dividend to investors[4].

Murugan, C. (2003) has undergone "A study on software utilization in Kanyakumari district". The researcher has revealed many facts such as,

a) Small scale industries are using software but are not fully utilized.
b) Most of the companies are using only pirated software.
c) Unnecessary software is installed without the knowledge of owners. It is a loss.

[1] Daily Thanthi, Tirunelveli, April 28, 2010, p. 6.
[2] Arora, Ashish, Athreye, Suma, The Software Industry and India's Economic Development, Social Science Research Network, Wider Discussion Paper No.2001/20. SSRN:http://ssrn.com/abstract=298764, 2001, p. 1.
[3] Richard Heeks, Indian Software Industry. Sage Publications, New Delhi, 1996, p. 41.
[4] Arulpandi, D., A Study on Comparative Analysis of Major Five Softwares Companies' Performance and their Related, Impact on its Share Prices Listed in NSE, Dissertation submitted to M.K University, 2002.

d) The availability of licensed software is rare even though the companies are ready to buy.
e) Due to lack of software knowledge no company has utilized fully[5].

Sankaran Krishna, (2005), did a study on, "India: Globalisation and IT Development". The study highlights that the success of the IT sector has come about on account of India capitalizing on its comparative advantage in the segment in the world economy. The availability of a pool of relatively skilled, English speaking, low-cost workers at a time when India was strengthening its links to the world economy, and distances had been shrunk by new communications technologies, has produced striking growth rates and excellent export earnings. In the study it is recommended that the Indian government should liberalize corporate taxes and provide other assistances, to ensure the success in the IT sector[6].

METHODOLOGY AND SAMPLING:

The present paper is an outcome of the findings of research conducted in Tamil Nadu during 2008-2011. The entire Tamil Nadu has been divided into four zones namely, South, North, East and West Zone. The South zone has eight districts namely, Kanyakumari, Thoothukudi, Theni, Tirunelveli, Sivagangai, Madurai, Ramanathapuram, and Virudhunagar. The eight districts included in North zone are Dharmapuri, Chennai, Vellore, Krishnagiri, Thiruvallur, Villupuram, Kanchipuram and Thiruvannamalai. Ariyalur, Nagapattinam, Thiruvarur, Perambalur, Cuddalore, Pudhukottai, Thanjavur and Tiruchirapalli are assumed as East zone. The West zone includes the Nilgiris, Dindigul, Karur, Namakkal, Salem, Coimbatore, Erode, and Tiruppur. Total samples of 6621 computer users with name and their addresses have been received from the dealers of hardware and software in Tamil Nadu. Out of that 2000 samples have been selected at random. Stratified random sampling method has been followed to select the appropriate respondents. Accordingly, in each zone 500 respondents have been selected through lottery method. A structured questionnaire was send to all respondents. From the received 357 questionnaires, 250 questionnaires have been taken as valid.

TOOLS:

The framed null hypotheses have been tested through One-way Analysis of Variance (ANOVA). The ANOVA test is made by the researcher to test the significant difference exist among the three or more sample means.

HYPOTHESES:

The researcher has set the following hypotheses on the basis of objectives of this study.

5.1 There is no significant difference in software familiarity among rural, urban and semi urban consumers in four different zones of Tamil Nadu.

5.2 There is no significant difference in software familiarity among the different age group of consumers in different zones of Tamil Nadu.

5.3 There is no significant difference in software familiarity among the male and female consumers in different regions of Tamil Nadu.

5.4 There is no significant difference in software familiarity among the married and unmarried consumers in different zones of Tamil Nadu.

5.5 There is no significant difference in software familiarity among different communities in four zones of Tamil Nadu.

SOFTWARE FAMILIARITY AND SOCIO-ECONOMIC VARIABLES – RELATIONSHIP:

Software familiarity has relationship with many socio-economic variables. These variables influence software familiarity. Hence software familiarity is analyzed in terms of these variables. Five variables among several other variables such as Domicile status, Age, Sex, Marital status and Community have been analyzed in relation to familiarity of 47 popular software, falling under eight categories.

[5] Murugan, C., A Study on Software Utilization in Kanyakumari District, Dissertation submitted to Manonmaniam Sundaranar University, 2003, Tirunelveli.
[6] Sankaran Krishna, India: Globalisation and IT Development, Journal of South Asian, August 2005.

DOMICILE STATUS AND SOFTWARE FAMILIARITY:

Computer is becoming familiar and the most essential for each and every house of the developing states. In Tamil Nadu it is considered as inevitable one for business people as well as all the school and college going students for their learning. In between 1985's to1990's, software was familiar only in the urban areas like Chennai. After that it has gradually spread all over Tamil Nadu including rural and semi urban areas. Hence to study the relationship between software familiarity and domicile status, the details of consumers on the basis of their domicile status is presented in Table 1.

Table 1: Area and software familiarity

Area	No. of Respondents				
	South Zone	North Zone	East Zone	West Zone	Total
Rural	32 (40)	06 (13)	08 (14)	24 (35.30)	70 (28)
Urban	28 (35)	30 (65)	28 (50)	36 (52.94)	122 (48.8)
Semi urban	20 (25)	10 (22)	20 (36)	08 (11.76)	58 (23.2)
Total	**80**	**46**	**56**	**68**	**250**

Source: Primary data
Note: Figures in parenthesis indicates percentages

Out of the total 250 respondents 70 are from rural, 122 respondents are from semi-urban. On the whole nearby about 50 per cent of the respondents are from urban, even among this area, except South zone all other zones are equally familiar in software.
But on zonal basis, regarding South, rural takes little upper, (40 per cent), urban respondents are 35 per cent and semi urban covers 25 per cent. Regarding North, urban stands first with 65 per cent, semi urban stand second 22 per cent and rural covers only 13 per cent. Regarding East, urban dominates exactly by 50 per cent; semi urban is place second with 36 per cent and rural covers with 14 per cent. Regarding West, urban covers 52.94 per cent, rural takes second place with 35.30 per cent and semi urban place only 11.76 per cent.
In order to find out the significance difference in software familiarity in different area, analysis of variance (ANOVA) is attempted with the null hypothesis as, "There is no significant difference in software familiarity among rural, urban and semi urban consumers in four different zones." The result of ANOVA is given in table 3.23.

Table 2: Software familiarity among different area - ANOVA

Regions	Software Familiarity	Sum of squares	df	Mean square	F	p value
South	Between groups	14483.500	2	7241.750	11.555	.000
	Within groups	48256.300	77	626.705		
	Total	**62739.800**	**79**			
North	Between groups	2204.475	2	1102.238	2.313	.111
	Within groups	20488.133	43	476.468		
	Total	**22692.609**	**45**			
West	Between groups	38436.196	2	19218.098	48.247	.000
	Within groups	25891.333	65	398.328		
	Total	**64327.529**	**67**			
East	Between groups	658.432	2	329.216	.423	.657
	Within groups	41251.282	53	778.326		
	Total	**41909.714**	**55**			
Tamil Nadu (Overall)	Between groups	9548.043	2	4774.022	51.102	.000
	Within groups	210779.557	247	853.359		
	Total	**220327.600**	**249**			

From the ANOVA test, the calculated 'F' value for consumer's familiarity in software for South, West zone and the overall Tamil Nadu are 11.555, 48.247 and 51.102 which are significant at the 'p' value of 0.000, 0.000 and 0.000 respectively. Since the respective 'p' values in these two zones and the overall Tamil Nadu are less than 0.05 the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in software familiarity among different domicile status of consumers in South, West and all zones of Tamil Nadu.

As regards the North and East zone, the calculated 'F' value is 2.313 and 0.423 which is significant at the 'p' value 0.111 and 0.657. Since the respective 'p' value in these two regions are greater than 0.05, the null hypothesis is accepted. Therefore it is concluded that there is no significant difference in software familiarity among consumers belonging to different area in their software familiarity. It shows that software familiarity in North and East zone is not influenced by the domicile status of the consumer.

AGE AND SOFTWARE FAMILIARITY:

Human activity in various field works could be measured by number of different criteria. One among them is age. The capacity of knowing computer skills is also measured by age. The interest of having computer knowledge especially software knowledge depends on age also. It depends upon the development of computer era. The latest developments of software pave the way for it. Hence to study the relationship between software familiarity and age the details of consumers on the basis of their age is presented in Table 3.

Table 3: Age and software familiarity

Age	No. of Respondents				
	South Zone	**North Zone**	**East Zone**	**West Zone**	**Total**
20-30	36 (45)	15 (32.61)	44 (78.6)	24 (35.29)	119 (55.6)
30-40	24 (30)	11 (23.91)	08 (14.3)	08 (11.76)	51 (20.4)
40-50	12 (15)	20 (43.48)	04 (7.1)	12 (17.65)	48 (19.2)
Above 50	08 (10)	-	-	24 (35.29)	32 (12.8)
Total	**80**	**46**	**56**	**68**	**250**

Source: Primary data
Note: Figures in parenthesis indicates percentages

From the above table 3.24 the readers could easily understand the familiarity of software among different age groups in various four zones. In general, the consumers belonging to the age group of 20 to 30 are much familiar in software. Individually, the same group belonging East zone (78.6 per cent), are far better compared to other zones. South zone is ranked as second with 45 per cent. The rest of zones North and West are more or less equally familiar in software with 32.61 per cent and 35.29 per cent respectively. Regarding the age group of 30 to 40, the familiarity of software has been ranked as South, North, East and West with 30 per cent, 23.91 per cent, 14.3 per cent and 11.76 per cent respectively. As far as the age group of 40 to 50 is concerned, North zone is placed first with 43.48 per cent of familiarity in software. West zone is placed second with17.65 per cent where as South zone is placed third with 15 per cent and fourth rank goes to East zone with 7.1 per cent. As a fourth case, the consumer belonging to South and West zones are familiar with software and percentage is 10 and 35.29 respectively.

In order to find out the significance difference in software familiarity among different age groups, analysis of variance (ANOVA) is attempted with the null hypothesis as, "There is no significant difference in software familiarity among different age group of the consumers in four zones in Tamil Nadu". The result of ANOVA is specified in table 4.

Table 4: Software familiarity among different age - ANOVA

Regions	Software Familiarity	Sum of squares	df	Mean square	F	p value
South	Between groups	16626.244	3	5542.081	9.134	.000
	Within groups	46113.556	76	606.757		
	Total	**62739.800**	**79**			
North	Between groups	7134.730	2	3567.365	9.860	.000
	Within groups	15557.879	43	361.811		
	Total	**22692.609**	**45**			
East	Between groups	16217.532	2	8108.766	16.727	.000
	Within groups	25692.182	53	484.758		
	Total	**41909.714**	**55**			
West	Between groups	53352.196	3	17784.065	103.703	.000
	Within groups	10975.333	64	171.490		
	Total	**64327.529**	**67**			
Tamil Nadu (Overall)	Between groups	84590.281	3	28196.760	51.102	.000
	Within groups	135737.319	246	551.778		
	Total	**220327.600**	**249**			

From the ANOVA test, the 'F' value for software familiarity among different age group in South, North, East and West zones and the overall Tamil Nadu are 9.134, 9.860, 16.727, 103.703, and 51.102 which are significant at the 'p' value of 0.000. Since the respective 'p' values in these four zones and the overall Tamil Nadu are less than 0.05, the null hypothesis is rejected. Therefore it is concluded that there is a significant difference in software familiarity among the different age group of consumers in different zones.

SEX AND SOFTWARE FAMILIARITY:

In recent trends no one is inferior to anyone. As far as India is concerned, the culture of Indian and different states in keeping women as wife, daughters, mother, sister, and any other relationship are different. Whatever be the relationship, the women's bonded sense is prevalent everywhere in India as well as in Tamil Nadu. There is an exception in some area. It reflects in software familiarity also. Hence to study the relationship between software familiarity and gender the details of consumers on the basis of their gender is presented in Table 5.

Table 5: Sex and software familiarity

Sex	No. of Respondents				
	South Zone	**North Zone**	**East Zone**	**West Zone**	**Total**
Male	48 (60)	41 (89.13)	16 (28.6)	44 (64.71)	149 (59.6)
Female	32 (40)	05 (10.87)	40 (71.4)	24 (35.29)	101 (40.4)
Total	**80**	**46**	**56**	**68**	**250**

Source: Primary data

Note: Figures in parenthesis indicates percentages

As it is seen in the table 5 sex is playing a key role in getting familiarity of software. Generally male group is dominating in having familiarity of software. Zone to zone it is different. Regarding South zone, major portion of 60 per cent is dominated by male gender. 89.13 per cent of male from North zone are well familiar. Likewise in west zone 64.71 per cent are well familiar. Exceptionally in East zone alone females are interested in knowing software to the ratio of 71.4 per cent.

As far as females are concerned, other than East zone, the rest of the zones oriented female are less interested in getting familiarity of software at 40 per cent, 10.87 per cent and 35.29 per cent respectively for South, North and West zone.

In order to find out the significant difference in software familiarity in different gender groups, analysis of variance (ANOVA) is attempted with the null hypothesis as, "There is no significant difference in software

familiarity among the male and female of different regions of Tamil Nadu". The result of ANOVA is presented in the following table 6.

Table 6: Software familiarity among different sex - ANOVA

Regions	Software Familiarity	Sum of squares	df	Mean square	F	p value
South	Between groups	2940.300	1	2940.300	3.835	.054
	Within groups	59799.500	78	766.660		
	Total	**62739.800**	**79**			
North	Between groups	5107.487	1	5107.487	12.780	.001
	Within groups	17585.122	44	399.622		
	Total	**22692.609**	**45**			
East	Between groups	12825.714	1	12825.714	23.813	.000
	Within groups	29084.000	54	538.593		
	Total	**41909.714**	**55**			
West	Between groups	3130.014	1	3130.014	3.376	.071
	Within groups	61197.515	66	927.235		
	Total	**64327.529**	**67**			
Tamil Nadu (Overall)	Between groups	984.501	1	984.501	1.113	.292
	Within groups	219343.099	248	884.448		
	Total	**220327.600**	**249**			

From the ANOVA test, the 'F' value of South, West zones and the overall Tamil Nadu are 3.835, 3.376 and 1.113 which is significant at the value of 'p' value of 0.054, 0.071 and 0.292 respectively. Since the respective 'p' values of South and West zone and the overall Tamil Nadu are greater than 0.05, the null hypothesis is accepted. Therefore it is concluded that there is no significant difference in software familiarity among male and female consumers in different regions in Tamil Nadu. It is concluded that in South and West zones and the overall Tamil Nadu, the gender has not had significant influence on software familiarity.

Regarding next two zones of North and East, the 'F' value is 12.780 and 23.8813 which is significant at the 'p' values of 0.001 and 0.000 respectively. Since the respective 'p' values of these two regions are less than 0.05, the null hypothesis is rejected. Therefore, it is concluded that there is a significant difference in software familiarity among male and females of different regions in Tamil Nadu. It gives the conclusion that software familiarity in North and East zone has been influenced by the gender of the consumers.

MARITAL STATUS AND SOFTWARE FAMILIARITY:

Most Indians consider marriage holy and accordingly they respect it and give much importance to family. So, family influence on their job is inevitable. When they are committed to lose their working ability for the welfare of family, naturally it leads to less proficiency in their job. Since it is an innovative nature, the working capacity of married and unmarried may be varied. Once they get married their interest in gaining software knowledge becomes lesser and lesser. Hence to study the relationship between software familiarity and marital status the details of consumers on the basis of their marital status are presented in Table 7.

Table 7: Marital status and software familiarity

Marital status	No. of Respondents				
	South Zone	North Zone	East Zone	West Zone	Total
Married	40 (50)	31 (67.39)	20 (35.7)	44 (64.71)	135 (54)
Unmarried	36 (45)	15 (32.61)	36 (64.3)	20 (29.41)	107 (42.8)
Widows	04 (05)	-	-	04 (5.88)	08 (3.2)
Total	**80**	**46**	**56**	**68**	**250**

Source: Primary data

Note: Figures in parenthesis indicates percentages

Out of the total 250 respondents in four zonal respondents, 20 respondents (29.41 per cent) in West zone and (32.61 per cent) in North zone are unmarried. Alternatively, unmarried belonging to South and East zones are dominating with a percentage of 45 and 64.3. But regarding married, their share of knowing familiarity of software is for South zone 50 per cent, for West zone 64.71 per cent and for North zone 67.39 per cent. East zone married consumers are familiar with 35.7 per cent; Widows are in very negligible percentage for South zone (5 per cent) and for West zone (5.88 per cent).

In order to find out the significant difference in software familiarity in different marital status, analysis of variance (ANOVA) is attempted with the null hypothesis as, "There is no significant difference in software familiarity among different marital status of consumers in four different zones of Tamil Nadu". The result of ANOVA is given in table 8.

Table 8: Software familiarity among different marital status - ANOVA

Regions	Software Familiarity	Sum of squares	df	Mean square	F	p value
South	Between groups	17208.900	2	8604.450	14.551	.000
	Within groups	45530.900	77	591.310		
	Total	**62739.800**	**79**			
North	Between groups	6822.179	1	6822.179	18.914	.000
	Within groups	15870.430	44	360.692		
	Total	**22692.609**	**45**			
East	Between groups	183.492	1	183.492	.237	.628
	Within groups	41726.222	54	772.708		
	Total	**41909.714**	**55**			
West	Between groups	21656.984	2	10828.492	16.495	.000
	Within groups	42670.545	65	656.470		
	Total	**64327.529**	**67**			
Tamil Nadu (Overall)	Between groups	44308.190	3	14769.397	20.641	.000
	Within groups	176019.410	246	715.526		
	Total	**220327.600**	**249**			

From the ANOVA test, the 'F' value for South, North, West zones and the overall Tamil Nadu are 14.551, 18.914, 16.495 and 20.641 which is significant at the 'p' values of 0.000, 0.000, 0.000 and .000 respectively. Since the respective 'p' values of the three zones and the overall Tamil Nadu are less than 0.05, the null hypothesis is rejected. Therefore it is concluded that there is a significant difference in software familiarity among different marital status of consumers belonging to South, North and West zone and in overall Tamil Nadu.

Regarding East region, the 'F' value is 0.237 which is significant at the 'p' value of 0.628. Since the respective 'p' value of East zone is greater than the standard 0.05, the null hypothesis is accepted. Therefore it is concluded that there is no significant difference among different marital status of consumers in East zone. It further shows that software familiarity in East zone is not influenced by the marital status of the consumers.

COMMUNITY AND SOFTWARE FAMILIARITY:

The domination of communal behavior among the different community is prevalent everywhere in India. The cultural and social differences among such people are inevitable in countries like India. The economic growth of Indians is also based on different communities. Getting educated among different communities also varies because of their cultural differences. Variety of characters among various communities is also varied in different situations. It would also be considered as criteria for measuring the familiarity on zonal level. Hence to study the relationship between software familiarity and different communities, communities are categorized as OC, BC, MBC and SC. The familiarity levels of different communities have been presented in the Table 9.

Table 9: Community and software familiarity

Community	No. of Respondents				
	South Zone	North Zone	East Zone	West Zone	Total
OC	08 (10)	15 (32.61)	04 (7.1)	12 (17.65)	39 (15.6)
BC	48 (60)	20 (43.48)	44 (78.6)	56 (82.35)	168 (67.2)
MBC	16 (20)	05 (10.87)	08 (14.3)	-	29 (11.6)
SC	08 (10)	06 (13.04)	-	-	14 (5.6)
Total	**80**	**46**	**56**	**68**	**250**

Source: Primary data
Note: Figures in parenthesis indicates percentages

In general the consumers belonging to backward caste are taking upper hand in familiarity with 60 per cent, 43.48 per cent 78.6 per cent and 82.35 per cent respectively, for South, North, East and West zone. Except open competition belonging to North zone, all other three zone consumers are not familiar with software. Their domination in South, East and West zones are 10 per cent, 7.1 per cent, and 17.65 per cent respectively. Only North zone consumers are better in familiarity of software with 32.61 per cent.

As far as Most Backward Communities are concerned, except South, others are not with remarkable percentage. Especially in West, they have no knowledge about computer software. Regarding Scheduled Castes, they have started to develop their familiarity in software only in recent years. Only South and North based scheduled communities are trying to make them familiar in software.

The Communal based familiarity has been further analyzed by the researcher in the following table 10. The researcher has applied statistical tool of ANOVA for the same. A null hypothesis is framed as, "There is no significant difference in software familiarity among the different communities of consumers in different four zones of Tamil Nadu".

Table 10: Software familiarity among different communities - ANOVA

Regions	Software Familiarity	Sum of squares	df	Mean square	F	p value
South	Between groups	4290.133	3	1430.044	1.859	.144
	Within groups	58449.667	76	769.075		
	Total	**62739.800**	**79**			
North	Between groups	11264.275	3	3754.758	13.799	.000
	Within groups	11428.333	42	272.103		
	Total	**22692.609**	**45**			
East	Between groups	578.078	2	289.039	.371	.692
	Within groups	41381.636	53	779.842		
	Total	**41909.714**	**55**			
West	Between groups	8614.006	1	8614.006	10.204	.002
	Within groups	55713.524	66	844.144		
	Total	**64327.529**	**67**			
Tamil Nadu (Overall)	Between groups	21693.142	3	7231.047	8.955	.000
	Within groups	198634.458	246	807.457		
	Total	**220327.600**	**249**			

From the ANOVA test, the 'F' value for South and East zone is 1.859 and .371 which are significant at the 'p' values of 0.144 and 0.692 respectively. Since the respective 'p' values of two zones are greater than the standard 0.05, the null hypothesis is accepted in these two zones. Therefore it is concluded that there is no significant difference in software familiarity among different communities of South and East zones. It further shows that software familiarity in South and East zone is not influenced by the community of the

consumers. So, all the four communities belonging to South and East zones are more or less equally familiar in software knowledge.

As far as 'F' value for North, West zones and the overall Tamil Nadu are 13.799, 10.204, and 8.955 which are significant at the 'p' value of 0.000, 0.002 and 0.000 respectively. Since the respective 'p' values of two zones and the overall Tamil Nadu are less than 0.05, the null hypothesis is rejected for both zones and the overall Tamil Nadu. Therefore it is concluded that there is a significant difference in software familiarity among different communities of the consumers in both North and West zones and the overall Tamil Nadu. It is found that software familiarity in North and West zone and the overall Tamil Nadu has been influenced by the communities of the consumers.

SUMMARY OF FINDINGS AND CONCLUSION:

As the knowledge of computer is highly essential for each and every part of human life, people would like to have knowledge about computer and its software. The researcher has conducted a pilot survey; accordingly the questionnaire has been prepared. The numerical data has been tabulated and further put up into ANOVA and index table. All the five independent variables among four zones have been categorized on the basis of familiarity of 47 software.

The study shows that

- The domicile status of consumers of Tamil Nadu influences the software familiarity. The domicile status in North and East zone consumer does not influence the software familiarity. The domicile status in South and West zone consumers influences the software familiarity.
- North and East zone are generally growing in both industry and education. The status of urban atmosphere would be the reason for familiarity of software in South and West zones. As a whole, the domicile status of consumers influences the software familiarity. 48.8 per cent of consumers are from urban and 23.2 per cent of consumers are from semi-urban. In total 72 per cent of consumers are from semi-urban and above category.
- The sex is not influencing consumers of South and West zones in software familiarity. Out of the total respondents 40.4 per cent are from women gender.
- Regarding North and East zone, the results shows that there is an influence in software familiarity from point of view of sex. The poor educational background of rural side of North and East would be the reason for such influence.
- The framed hypothesis is accepted only in East zone. The marital status is not influencing the software familiarity. Consumers from West, North and South have been influenced by marital status. In most of the families women consumers do not like to have high familiarity in software after getting married. It is because of their cultural behavior.
- Among South and East zones, there is no significant difference in software familiarity from communal aspect. It shows that there is no relationship between different communities among these two zones regarding software familiarity. All communities of these zones are equally familiar in software.
- There is a communal impact on software familiarity among North and West zones. In both zones, caste belonging to MBC and SC communities is far behind to OC and BC communities with regard to familiarity of software.
- Even among total groups, the hypothesis set is rejected. So, in overall level, communities have its own influence in software familiarity according to their educational awareness.
- Regarding South and North there is a difference in software familiarity among different zones. Maximum of Christian consumers belonging to these two zones have been given better education facilities and it would be the reason for software familiarity at high level among Christian consumer. Compared to the population of Christian religion, the percentage of familiarity is high.
- The consumers of East and West zone have not got such familiarity like other two zones. The less growth of Christian education centers could be the reasons for that.

It gives the conclusion that software familiarity in South, North, East and West zones has been influenced by the domicile status, the age group of the consumers, sex, marital status and community. The consumers from semi-urban, youngsters, males and females from semi urban and Christian consumers are curious in gaining software skills.

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