

Research is to see what everybody else has seen, and to think what nobody else has thought.**Albert Szent - Gyorgyi**

CHAPTER III

CHAPTER III

ANALYSIS OF THE GENERAL CHARACTERISTICS OF THE PARENTS AND CHILDREN OF CHENNAI AND HYDERABAD

This chapter attempts to analyse the data collected from the parent and children samples. The information provided by the respondents on various aspects are recorded and utilized for identifying problem areas and relevant solutions to the same. For convenience and better understanding the responses given by the samples are segregated into six parts viz. Parts A,B, C,D, E and F.

Chapter objectives

- 1) To study and analyze the personal characteristics of the parent and children samples of both the cities separately and collectively and
- 2) to find out the number of hours the children of both the cities spend per week on watching T.V., surfing internet and on social networking sites

Part A

Part A of the chapter analysed the frequency distribution of the parent samples of both the cities. This section throws an overall light on the parents' perception about a few concepts like buying mobile phones for their children and to what extent they think the social networking sites are useful to their children.

The descriptive statistics of the chapter give insights into the general characteristic features of the parent samples of both the cities. The analysis includes factors like gender of the parent samples which were 200 from each of the two cities and the age of the parents. In this regard either of the parents of a child sample has been selected. This way the study ensures the interconnectivity between parent responses and the children responses.\

Part B

This part includes all the details related to the children samples of both the cities of Chennai and Hyderabad. Personal details like the age of the child and gender are being analysed. At

the same time the particulars with regard to the period of using social networking sites and the number of friends on such sites are also considered for analysis. Some valid information regarding the number of hours spent per week by a child watching T.V., surfing internet and on various social networking sites is also collected to find out more dimensions about the children's perception about the marketing spectrum.

Part C

This section deals with the data collected from the parent samples of Chennai only. This is done in order to analyse how different is their perception compared to their counterparts of Hyderabad. Again details about their age and their gender are collected along with some vital information on their exact opinion about the influences of social sites as a platform to share their ideas.

Part D

This section deals with the important details provided by the Hyderabad parent samples. The same questions which were put to the Chennai parent samples are put to the Hyderabad parent samples also. Their analysis is separately done to gauge the difference in the perception between the Chennai and the Hyderabad parent samples.

Part E

This section specifically deals with the information shared by the children samples of Chennai. Personal characteristics like the gender and the age of the children samples of Chennai are collected. The number of hours spent per week by the children samples of Chennai on watching T.V., surfing internet and on social sites is also analysed.

Part F

This section provides the responses given by the children samples of Hyderabad. The same set of questions given to the children samples of Chennai is given to the children samples of Hyderabad also and the difference between the opinion of the children samples of both the cities is analysed.

Part A

General characteristic features of the parent samples of both the cities which are considered for the study are as follows.

- a) Age of the parent,
- b) Gender of the parent,
- c) Age of their child,
- d) Mobile ownership of children and
- e) Opinion of parents on social networking.

The percentage Analysis has been applied to examine the characteristic features of parents and the results are shown in tables 3.1 to 3.5.

Table 3.1

AGE OF THE PARENTS OF CHENNAI AND HYDERABAD

Age (years)	No.of parents	percentage
30-39	126	31.5
40-49	241	60.25
50 and above	33	8.25
Total	400	100%

Table 3.1 reveals that the majority of the parents (60%) belong to the age group of 40 to 49, followed by 30 to 39 years of age who constitute 31.5%.

Table 3.2

GENDER OF THE PARENTS OF CHENNAI AND HYDERABAD

Gender	No.of parents	percentage
Female	170	42.5
Male	230	57.5
Total	400	100

Table 3.2 depicts that male parent respondents (57.5) were more in number than female parent respondents (42.5) taken for the study.

Table 3.3

AGE OF THE CHILDREN OF CHENNAI AND HYDERABAD

Age	No.of children	percentage
9 – 14	154	38.5
15 – 19	246	61.5
Total	400	100

Table 3.3 shows that the majority of the children respondents (61.5%) fall under the category of 15 to 19 year olds.

Table 3.4

MOBILE OWNERSHIP OF THE CHILDREN OF CHENNAI AND HYDERABAD

Ownership	No.of children	percentage
Not owned	156	39
owned	244	61
Total	400	100

Table 3.4 shows that the majority (61%) of the children respondents have their own mobile phones as claimed by the parents.

Table 3.5

PARENT'S OPINION OF SOCIAL NETWORK USEFULNESS IN CHENNAI AND HYDERABAD

Opinion	No.of parents	percentage
Not useful	275	68.8
useful	125	31.2
Total	400	100

Table 3.5 shows that the majority (68.8%) of the parent respondents have expressed the view that social networking sites are not useful.

Part B

Personal characteristic features of the children samples of both the cities which are considered for the study are as follows.

- a) Age of all the children,
- b) Social networking usage period,
- c) Gender of the child,
- d) Social networking membership of the children,
- e) Network friendship,
- f) Children's Opinion on social networking sites usefulness and
- g) Leisure time activity

The percentage Analysis has been applied to examine the characteristic features of the children and the results are shown in tables 3.6 to 3.12.

Table 3.6

GENDER OF THE CHILDREN OF CHENNAI AND HYDERABAD

Gender	No of children	percentage
Female	205	51.3%
Males	195	48.7%
Total	400	100%

Table 3.6 shows that majority of the children respondents (51.3%) are females.

Table 3.7

SOCIAL NETWORKING USAGE PERIOD OF THE CHILDREN OF CHENNAI AND HYDERABAD

Duration of usage	No. of children	percentage
0 year	80	20%
1 year	98	24.5%
2 years	139	34.75%
3 years	39	9.75%
4 years	24	6%
Above 4 years	20	5%
Total	400	100%

Table 3.7 throws light on the usage period of the social sites by the children. It speaks of 2 broad categories, users and the non-users. The non-users constitute 20% of the children and the users are the majority of the children. The maximum number of children (34.75%) have been using the social networking sites for 2 years followed by another 24.5% who have been using the social networking sites for a year.

Table 3.8

SOCIAL NETWORKING MEMBERSHIP OF THE CHILDREN OF CHENNAI AND HYDERABAD

No. of membership	No of children	percentage
No membership	79	19.75%
Membership 1 to 3	313	78.25%
4	4	1%
Above 4	4	1%
Total	400	100%

Table 3.8 shows that there are two categories of children as far as social networking membership is concerned. The children who have membership in any social networking site constitute (80.25%) the majority of the children respondents. Among the membership holders majority of them (78.25%) have 1 to 3 memberships.

Table 3.9

NETWORK FRIENDSHIP OF THE CHILDREN OF CHENNAI AND HYDERABAD

No. of network friends	No. o f children	percentage
No friends	84	21%
1-10	41	10.25%
11-20	21	5.25%
21 – 30	15	3.75%
31 – 40	8	2%
Above 40	231	57.75%
Total	400	100%

From table 3.9 it is clear that 21% of the children have no network friends and among those who have, the majority (57.5%) has more than 40 friends on social networking sites.

Table 3.10

OPINION OF THE CHILDREN OF CHENNAI AND HYDERABAD ON SOCIAL NETWORK USEFULNESS

Usefulness of social networking sites	No. of children	percentage
Useful	289	72.2%
Not useful	111	27.8%
Total	400	100%

From table 3.10, it is clear that the majority of the children (72.2%) feel that social networking sites are useful while 27.8% of them feel it is not.

Table 3.11

DAILY T.V. WATCHING BY THE CHILDREN OF HYDERABAD AND CHENNAI

No. of hours per day	No. of children	Percentage
Non watcher (0)	5	1.25%
1 – 3 hours	368	92%
4 – 6 hours	25	6.25%
7 – 10 hours	2	0.5%
Total	400	100%

Table 3.11 reveals that the majority of the children (92%) watch T.V. for 1 to 3 hours per day followed by 6.25% of them watching for 4 to 6 hours per day. The non-watchers of T.V constitute 1.25% of the children..

Table 3.12

**DAILY INTERNET SURFING BY THE CHILDREN OF HYDERABAD AND
CHENNAI**

No. of hours per day	No. of children	Percentage
Non surfers (0)	66	16.50%
1 – 3 hours	323	80.75%
4 – 6 hours	10	2.5%
7 – 10 hours	1	0.25%
Total	400	100%

Table 3.12 reveals that the majority of the children (80.75%) surf internet for 4 to 6 hours per day and 16.50% of the children do not surf internet at all.

Part C

Frequencies of parents of Chennai alone are considered in this section to study their following characteristics.

- a) Age of the parent,
- b) Gender of the parent,
- c) Mobile ownership and
- d) Opinion on the usefulness of social networking sites.

Percentage analysis has been applied to show the results in the tables from 3.13 to 3.16.

Table 3.13

AGE OF THE CHENNAI PARENTS

Age	No. of the parents	percentage
30 – 39	72	36%
40 – 49	117	58.50%
Above 50	11	5.50%
Total	200	100%

Table 3.13 reveals that the majority of the parents (58.50%) fall under the age category of 40 to 49 years followed by 36% who belong to the 30 to 39 year old category.

Table 3.14

GENDER OF THE CHENNAI PARENTS

Gender	No. of the parents	percentage
Female	70	35%
Male	130	65%
Total	200	100%

Table 3.14 shows that the majority of the Chennai parent respondents (65%) are males .

Table 3.15

MOBILE OWNERSHIP BY THE CHENNAI CHILDREN

Ownership	No. of the parents	percentage
Yes	107	53.5%
no	93	46.5%
Total	200	100%

Table 3.15 reveals that majority of the Chennai parents (53.5%) have said that their children own a mobile phone.

Table 3.16

**OPINION OF THE CHENNAI PARENTS ON SOCIAL NETWORKING
USEFULNESS**

Usefulness of social networking	No.of children	percentage
Useful	66	33%
Not useful	134	67%
Total	200	100%

Table 3.16 shows that the majority of the parents (67%) do not consider social networking useful to their children.

Part D

Frequencies of parents of Hyderabad alone are considered in this section to study their following characteristics

- a) Age of the parent,
- b) Gender of the parent,
- c) Age of their child,
- d) Mobile ownership and
- e) Social networking sites usefulness.

Percentage analysis has been used to show the results in the tables from 3.17 to 3.20.

Table 3.17

AGE OF THE HYDERABAD PARENTS

Age of the parents	No. of the parents	percentage
30 – 39	54	27%
40 – 49	124	62%
50 and above	22	11%
Total	200	100%

Table 3.17 shows that the majority of the Hyderabad parent respondents (62%) belong to the age category of 40 to 49 years followed by 27% of the parents belonging to the category of 30 to 39 year olds.

Table 3.18

GENDER OF THE HYDERABAD PARENTS

Gender	No. of the parents	percentage
Female	100	50%
Male	100	50%
Total	200	100%

Table 3.18 depicts the gender wise segregation of the Hyderabad parent respondents which shows equal division among the male and the female parents.

Table 3.19

MOBILE OWNERSHIP OF THE HYDERABAD CHILDREN

Ownership	No. of parents	percentage
Yes	137	68.5%
No	63	31.5%
Total	200	100%

Table 3.19 says that majority of the Hyderabad parents (68.5%) have said that their children have their own mobile phones.

Table 3.20

OPINION OF THE HYDERABAD PARENTS ON THE USEFULNESS OF SOCIAL NETWORKING SITES

Usefulness of social networking sites	No. of parents	percentage
Useful	59	29.5%
Not useful	141	70.5%
Total	200	100%

Table 3.20 reveals that the majority of the Hyderabad parents (70.5%) have said that social networking sites are not useful.

Part E

Frequencies of children samples of Chennai alone are considered to study their following characteristics.

1. Age of the child,
2. Social networking sites usage Period,
3. Gender of the child,
4. Social network membership,
5. Network friendship,
6. Opinion on Social networking usefulness and
7. Leisure time activities.

Percentage analysis has been applied to show the results in tables from 3.21 to 3.29.

Table 3.21

AGE OF THE CHENNAI CHILDREN

Age	No. of children	percentage
9 to 14	93	46.5%
15 to 19	107	53.5%
Total	200	100%

Table 3.21 clarifies that the majority of the Chennai children respondents (53.5%) belong to the age group of 15 to 19 year olds.

Table 3.22

GENDER OF THE CHENNAI CHILDREN

Gender	No. of children	percentage
Female	110	55%
Male	90	45%
Total	200	100%

Table 3.22 reveals that majority of the Chennai children respondents (55%) are female and 45% of them are male.

Table 3.23

SOCIAL NETWORKING MEMBERSHIP OF THE CHENNAI CHILDREN

Membership	No. of children	percentage
No membership	64	32%
1 membership	72	36%
2 memberships	42	21%
3 memberships	22	11%
Total	200	100%

Table 3.23 reveals that the majority of the Chennai children (36%) have one membership in social networking sites followed by 32% of the children who do not have membership in any of the social sites. These groups are followed by the third group with 21% of the children having dual membership.

Table 3.24

SOCIAL NETWORKING USAGE PERIOD OF THE CHENNAI CHILDREN

Years of usage	No. of children	percentage
0	65	32.5%
1 to 2 years	102	51%
More than 2 years to 4 years	21	10.5%
More than 4 years	12	6%
Total	200	100%

Table 3.24 says that the majority of the Chennai children (51%) have been using social networking sites for the past 1 year to 2 years followed by 10.5% of children with the usage period for the period of 2 years to 4 years. A substantial percentage (32.5%) of the children has no used social networking sites at all.

Table 3.25

SOCIAL NETWORKING FRIENDS OF THE CHENNAI CHILDREN

No. of friends on social networking sites	No. of children	percentage
0	68	34%
1 to 10	34	17%
11 to 20	15	7.5%
21 to 30	10	5%
31 to 40	6	3%
41 to 50	8	4%
More than 50	59	29.5%
Total	200	100%

From table 3.25, it is clear that among the Chennai children who have networking friends, the majority of them have more than 50 networking friends followed by those who have 1 to 10 friends. A good percentage (34%) of the Chennai children does not have networking friends at all.

Table 3.26

OPINION OF THE CHENNAI CHILDREN ON SOCIAL NETWORKING USEFULNESS

Usefulness of social networking sites	No. of children	percentage
Useful	131	65.5%
Not useful	69	34.5%
Total	200	100%

From table 3.26 it is apparent that majority of the Chennai children (65.5%) have said that the social networking sites are useful.

Table 3.27

DAILY T.V. WATCHING BY THE CHENNAI CHILDREN

No. of hours per day	No. of children	percentage
0	4	2%
1 hour	53	26.5%
2 hours	106	53%
3 hours	19	9.5%
4 hours	8	4%
More than 4 hours	10	5%
Total	200	100%

Table 3.27 reveals that only 2% of the Chennai children do not watch T.V. at all. Among the watchers of T.V., the dominant group (with 53%) watches T.V. for 2 hours per day followed by another 26% of them watching for an hour a day.

Table 3.28

DAILY INTERNET SURFING BY THE CHENNAI CHILDREN

No. of hours per day spent on surfing internet	No. of children	Percentage
Non surfers (0)	55	27.5%
1 hour	93	46.5%
2 hours	41	20.5%
3 hours	7	3.5%
4 hours	3	1.5%
More than 4 hours	1	0.5%
Total	200	100%

Table 3.28 says that there are two categories of Chennai children, surfers and non-surfers of internet. The non-surfers of internet constitute 27.5% of the Chennai children and among the surfers, the majority of the children surf the internet for an hour a day followed by those surfing for 2 hours a day

Table 3.29

DAILY SOCIAL NETWORKING BY THE CHENNAI CHILDREN

No. of hours per day spent social networking sites	No. of children	Percentage
Non-users (0)	74	37%
1 hour	78	39%
2 hours	42	21%
3 hours	4	2%
4 hours	1	0.5%
More than 4 hours	1	0.5%
Total	200	100%

Table 3.29 shows that there are two groups among the Chennai children; the non-users of networking sites and the users. The non-users constitute 37% of the Chennai children and among the users, the majority of them spend 1 hour per day on social networking sites followed by those who spend 2 hours a day.

Part F

Frequencies of children samples of Hyderabad alone are considered to study their following characteristics.

- a) Age of the child,
- b) Social networking sites usage period,
- c) Gender of the child,
- d) Social networking membership,
- e) Social networking friends,
- f) Social networking sites usefulness and
- g) Leisure time activities.

Percentage analysis has been applied to show the results from table 3.30 to 3.38.

Table 3.30

AGE OF THE HYDERABAD CHILDREN

Age	No. of children	percentage
9 to 14	61	30.5%
15 to 19	139	69.5%
Total	200	100%

From table 3.30, it could be inferred that the majority of the Hyderabad children respondents (69.5%) belong to the 15 to 19 year old category while the other 30.5% belong to the 9 to the 14 year old category.

Table 3.31

GENDER OF THE HYDERABAD CHILDREN

Gender	No. of children	percentage
Female	95	47.5%
Male	105	52.5%
Total	200	100%

Table 3.22 reveals that majority of the Hyderabad children respondents (52.5%) are male and 47.5% of them are female.

Table 3.32

SOCIAL NETWORKING MEMBERSHIP OF THE HYDERABAD CHILDREN

Membership	No. of children	percentage
No membership	15	7.5%
1 membership	64	32%
2 memberships	70	35%
3 memberships	44	22%
4 memberships	4	2%
More than 4	3	1.5%
Total	200	100%

Table 3.32 reveals that the maximum number of the Hyderabad children have two memberships in social networking sites followed by 32% of the children having single membership. It is also evident that only 7.5% of the Hyderabad children do not have membership in any of the social sites.

Table 3.33

SOCIAL NETWORKING USAGE PERIOD OF THE HYDERABAD CHILDREN

Years of usage	No. of children	percentage
0 years	15	7.5%
1 to 2 years	135	67.5%
More than 2 years to 4 years	42	21%
More than 4 years	8	4%
Total	200	100%

Table 3.33 says that the majority of the Hyderabad children (67.5%) have been using social networking sites for the past 1 year to 2 years followed by 21% of children using social networking sites for the period of 2 years to 4 years. 7.5% of the children have not used social networking sites at all.

Table 3.34

SOCIAL NETWORKING FRIENDS OF THE HYDERABAD CHILDREN

No. of friends on social networking sites	No. of children	percentage
0	16	8%
1 to 10	5	2.5%
11 to 20	4	2%
21 to 30	5	2.5%
31 to 40	2	1%
41 to 50	4	2%
More than 50	164	82%
Total	200	100%

From table 3.34, it is clear that among the Hyderabad children who have networking friends, the majority of them (82%) have more than 50 networking and only 8% of the Hyderabad children do not have networking friends at all.

Table 3.35

OPINION OF THE HYDERABAD CHILDREN ON SOCIAL NETWORKING USEFULNESS

Usefulness of social networking sites	No. of children	percentage
Useful	158	79%
Not useful	42	21%
Total	200	100%

From table 3.35 it is apparent that majority of the Hyderabad children (79%) have said that the social networking sites are useful.

Table 3.36

DAILY T.V. WATCHINGBY THE HYDERABAD CHILDREN

No. of hours per day	No. of children	percentage
0	1	0.5%
1 hour	54	27%
2 hours	120	60%
3 hours	17	8.5%
4 hours	5	2.5%
More than 4 hours	3	1.5%
Total	200	100%

Table 3.36 reveals that 0.5% of the Hyderabad children do not watch T.V. at all. Among the watchers of T.V., the dominant group (with 60%) watches T.V. for 2 hours per day followed by another 27.5% are watching for an hour a day.

Table 3.37

DAILY INTERNET SURFING BY THE HYDERABAD CHILDREN

No. of hours per day spent on surfing internet	No. of children	Percentage
Non surfers (0)	12	6%
1 hour	95	47.5%
2 hours	78	39%
3 hours	8	4%
4 hours	4	2%
More than 4 hours	3	1.5%
Total	200	100%

Table 3.37 says that there are two categories of Hyderabad children, surfers and non-surfers of internet. The non-surfers of internet constitute only 6% of the Hyderabad children respondents and among the surfers, the majority of the children surf the internet for an hour a day followed by those surfing for 2 hours a day.

Table 3.38

DAILY SOCIAL NETWORKING BY THE HYDERABAD CHILDREN

No. of hours per day spent social networking sites	No. of children	Percentage
Non-users (00	21	10.5%
1 hour	91	45.5%
2 hours	79	39.5%
3 hours	6	3%
4 hours	2	1%
More than 5 hours	1	0.5%
Total	200	100%

Table 3-38 shows that there are two groups among the Hyderabad children; the non-users of networking sites and the users. The non-users constitute only 10.5% of the Hyderabad children and among the users, the majority of them spend 1 hour per day on social networking sites followed by those who spend 2 hours per day.

To conclude

This chapter has thoroughly analysed the personal details of the parent and children samples of both Chennai and Hyderabad individually and collectively. This provides a strong base for the further analysis in the succeeding chapters of analysis.

a) PARENTS IN TOTALITY

Among the 400 parents of Chennai and Hyderabad, 57.5% are males and majority of them fall under the 40 – 49 years category. As said by the parents, 61% of their children owned mobile phones and majority of them have expressed that they do not find social networking sites useful.

b) CHILDREN IN TOTALITY

Among the 400 children of Chennai and Hyderabad, 51.3% are females. While 20% of them do not use social networking sites at all, 34.5% of them have been using social networking sites for 2 years and 78% of them hold 1 to 3 memberships in various social networking sites. It also may be noted that 57.5% out of 79% of the social network users of both the cities, have more than 40 friends over social networking sites. While 1.25% of the children do not watch T.V. at all, a whopping 92% of them watch T.V ranging from 1 hour to 3 hours.

c) CHENNAI PARENTS

Among the 200 Chennai parents, 58.5% of them fall under the category of 40 – 49 year olds and 65% of the Chennai parents are males. 53.5% of them have revealed that their children have their own mobile phones. Majority of the Chennai parents are of the opinion that social networking sites are not useful.

d) HYDERABAD PARENTS

Among the 200 parents of Hyderabad, 62% are aged between 40 and 49. Male and female parents are of equal proportion. 68.5% of the Hyderabad parents have said that their children have their own mobile phones. A whopping 70.5% has expressed that social networking sites are not useful.

e) CHENNAI CHILDREN

The majority of the Chennai children are aged between 15 and 19 and 55% of the 200 Chennai children are female. While 36% of them have 1 membership in any of the social networking sites, 32% of them do not have any. While 51% of them have been using social networks for the period ranging between 1 to 2 years, 32.5% of them have not used at all. The majority of Chennai children have no network friends while 29.5% have more than 50 network friends. The majority of the Chennai children watch T.V for 2 hours a day, 46.5% of them surf the internet for an hour a day and 39% of them spend an hour a day on social network.

f) HYDERABAD CHILDREN

Among the 200 Hyderabad children, 69.5% are aged between 15 to 19 years and 52.5% of them are males. While 67.5% of the Hyderabad children have been using social networking sites for the past 1 to 2 years, 35% of them possess 2 memberships, a mammoth 82% of them have more than 50 networking friends. 79% of them have opined that social networks are useful, 45.5% of them spend an hour per day on such sites. While 60% of them watch T.V. for 2 hours per day, 47.5% surf the internet for an hour a day.