

## **IMPACT ON ADVERTISEMENT OF CONSUMER PREFERENCE FOR JEWELLERY SHOP**

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### **ABSTRACT**

The advertisement has become as integral part of today's marketing scenario. In earlier times, the advertisement was not given as much emphasis as it is being given today. The Instituted of practitioners in advertising defines the term as: "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Here we have a combination of creativity, marketing research & economic media buying. The paper analyses critical factors Impact on the advertisement of consumer preference for a jewellery shop. This study is based on the selected jewelleries in thiruvananthapuram district and 50 respondents were selected for the purpose of data collections.

**KEYWORDS:** Advertisement, Consumer, Medias & Jewellery

### **INTRODUCTION**

Advertising is a popular device employed in the modern marketing system. With the expansion of large scale production, the growth of competition amongst the producers to capture markets and the invention of substitutes for almost all kinds of products, effective advertising has become more indispensable. In the modern commercial world, not only commercial and industrial undertakings, but all kinds of institutions find advertising as a suitable means of publicity. Hence, advertising has assumed more importance and it is very difficult to estimate its magnitude.

Advertising has been found to be not only helpful, but indispensable to modern marketing. Most of us believe that an advertisement is of modern origin. But authorities like Henry Sampson says that, there is no valid ground for this assumption. Advertisement, in some form or another existed even before Christ. Inscriptions were found on earthen bricks prepared by the Babylonians about 3000 years before Christ. But in these days, the advertisement was more passives and their scope was very much limited.

Modern advertising brings a number of benefits to the consumers. That means, well-advertised goods are better in quality. If the goods are not up to the quality, the consumers shall switch over to some other products. Therefore the manufacturer is compelled to maintain the quality of the product advertises.

Advertisement is one of the most effective promotional tools of any business. In a modern business world, the success of a business enterprise depends upon the advertising effort it makes. Advertisement enhances sales at a higher speed. It is a mass selling technique. It is not only a commercial device through the use of which business gets people to buy its products, but also an informative and educational force that aids the consumers to form judgment on what to buy and from where to buy. In other word, advertising is a process, which gives information to the public about the product or shop.

Advertising has been emerging great prominence as the tool in the marketing of goods and services by both Industrial and non-industrialized nations. Advertising rests on through understanding of the psychological aspects of the buying process. The mere transmission of an advertising message by an advertiser does not signify that the advertiser has communicated with the audience, this audience must see the advertisement pay some attention to each and must also understand and comprehend what it convey and finally the purchase behavior of the target audience should get influenced and shaped in favors of the advertised products.

If a shop is able to attract more consumers, then it can definitely increase the goodwill and also the profitability of the shop. Consequent upon these factors, lifestyles, pattern of consumption, tastes and preferences, purchase behavior, et., have also been undergoing a drastic change. The ultimate intention of any advertising is to influence the purchase behavior of consumers in any ways favorable to the advertiser. For the advertiser must take all steps to make the advertisement interesting to the audience. The audience must interpret the information in the advertiser should be able to appeal and influence the audience.

Each individual would come across may advertisement on jewellery shop in many ways. Advertisement on jewellery shop plays an important role in capturing attention and creating interest in them can be increased with the help of good advertisement in different media. Jewellery shop can exist only with the effective advertisements because it is a highly competitive business field. How far the advertisements of a particular jewellery shop influence the modern advertising have become greatest, social and economic force in today's business world. It permits communication to a large number of potential customers. So advertising has become increasingly important to business enterprise both large and small. In short, the modern business institution cannot without advertising.

### **STATEMENT OF THE PROBLEM**

The problem has chosen for the present study is "Impact on Advertisement of Consumer Preference for Jewellery Shop". Consequent upon these factors, the lifestyles, pattern of consumption, taste and preferences, purchase behavior etc., have also been undergoing drastic change. Therefore, it is essential to study about advertisement of Jewelleries and its impact on consumers.

### **SIGNIFICANCE OF THE STUDY**

India is a world's largest consumer for gold jewellery. In a county like India reinforce by religion, the allowing yellow metal the effectiveness of marketing and advertising are the main drives of demand. Festivals such as Diwali, Ramsan, Onam, New Year the number of days concerned auspicious for wedding and other gold, giving occasions all play a part for the consumption of gold. Gold jewellery is the symbol of financial security that one bestows tones daughter at her weddings. It does not one social status.

Advertising helps to convey information to consumers about the product in order to convince him or her to buy or to choose it from the place of the competitor. Advertisement is the greatest examine force in the distribution of products and services. In all industries and business organization advertising is a necessary factor. Today we have the same brand or goods under different labels and in different shops, the merchant or manufacture have to turn more and more advertisement for influencing buyers.

## OBJECTIVES OF THE STUDY

The overall objective of the study is to examine the advertisement of Jewelleries and their impact on consumers. The significant objective of the study is,

- To study about the factors in advertising which influence consumer's behavior, mostly for gold ornaments
- To ascertain whether advertisement models and their presentation influence selection of jewellery shops.
- To examine media influence on buying habits for gold ornaments.
- To study the effectiveness of advertisement i.e. on sales, profitability.

## METHODOLOGY

### Primary Data

The current study is based on primary data alone. For the collection of primary data, a structured questionnaire has been used. The questionnaire elicited information on the mode of advertisement, effectiveness of advertisement models recollection of advertisement, message and other factors influencing jewellery shop selection etc.

### Secondary Data

The secondary data necessary for the study have been collected from the following sources. (a) Various journals connected with advertising and marketing such as, advertisement and marketing, Indian journal of marketing etc.

### Sample Design

The study is based on 50 female consumers from among the customers of the identified shop from rural, urban, semi urban area of TVM district. The sample includes government employees, private employees, housewives, professionals, students and other females who visited in the jewellery shops.

### Tools and Techniques in Analysis and Interpretation

The collected data will be analyzed by using statistical tools like Ranking, Percentage etc.

## ADVERTISEMENT

Marketing indeed ancient art it has been participated in one form or the other since the days of Adam and eve. It emerges as a management discipline, however, is of relatively recent origin. "Marketing is the analysis, planning, implementation and control of programmes designed to create, build and maintain beneficial exchange with target buyers for the purpose of achieving organizational objectives. Thus marketing management involves managing demand, which in turn involves managing customer relationship.

All activities and program which a business firm design and carries out in its effort towards winning customers relate to one or the after of four elements of the marketing mix, product place, pricing, and promotion.

## ANALYSIS AND INTERPRETATION

The study aimed at the impact of jewellery advertisement on the consumer of the identified jewelry shop. The factors covered were the influence of the advertisement media, influence of advertisement models and their presentations factors creating such influence and so on. The data were collected from fifty female respondents residing in

Trivandrum district. It includes the areas like urban, rural and semi-urban. In order to judge the consumption pattern in buying habits of a consumer, it is essential to have an understanding of the class to which they belong, Consumer profit is determined based on their age education occupation and income.

### Age Wise Clasasification

All human have a similar capacity to grow in age but not with age. Further, no employee initiative to learn an advance the skill. The maturity and individual of person partly depend on their age.

**Table 1: Age Wise Classification**

| Age          | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Below 25     | 12                | 24         |
| 25 – 35      | 20                | 40         |
| 36 – 45      | 8                 | 16         |
| 46 – 55      | 6                 | 12         |
| Above 55     | 4                 | 8          |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

Age wise classification of respondent reveals that out of 50 respondents, majority 40% were in the group of below 25 years and 16% of the respondents were in the group of 36-45 and 12% in the age group of 46-55%. There were only 8% of the responde3nts in the group of above 50 years age.

### Education Wise Classification

Education is a key indicator of social position as well as a major source of variation in status and economic reward. Majority of research studies indicate that there is some sort of relationship between education and organization. In the light of this background, educational qualification of the employees is analyzed in the below table. The education levels of the respondents are studies providing options such as matriculation, higher secondary education, post graduation and technical.

**Table 2: Education Wise Classification**

| Sl.No | Educational Qualification | No of Respondents | Percentage |
|-------|---------------------------|-------------------|------------|
| 1.    | Up to Matriculation       | 5                 | 10         |
| 2.    | Under Graduate            | 4                 | 8          |
| 3.    | Graduate                  | 14                | 28         |
| 4.    | Post Graduate             | 18                | 36         |
| 5.    | Above                     | 9                 | 18         |
| 6.    | <b>Total</b>              | <b>50</b>         | <b>100</b> |

Source : Field Survey

### Interpretation

Education wise analysis reveals that out of 50 respondents,36% of respondent were post graduate and above 28% were graduate and 10% were up to matriculation. There were 18% of respondents above post graduate only 8% of the simple with qualification undergraduate.

### Occupation Wise Classification

Normally occupation is one of the key factors influencing the purchase of any product. There are different categories of employees in the society. For this particular study employees are categorized mainly into five as shown in the table.

**Table 3: Occupation Wise Classification**

| Sl. No | Occupation        | No of Respondents | Percentage |
|--------|-------------------|-------------------|------------|
| 1.     | Govt employees    | 12                | 24         |
| 2.     | Private employees | 5                 | 10         |
| 3.     | House wife        | 7                 | 14         |
| 4.     | Professional      | 4                 | 8          |
| 5.     | Students          | 22                | 44         |
| 6.     | <b>Total</b>      | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The occupation wise classification revealed that out of 50 respondents, 24% of respondents were government employees and 10% of respondents were private employees and 14% of respondents were housewife's and 8% of professionals. There were 44% respondents were students.

### Monthly Income – Wise Classification

Income is the most important determinant of the standard of living of people; income earning capacity of an individual ultimately depends upon his capacity to save. Investment pattern, preference, liquidity, and level of distribution of portfolio depend on the income of investors.

**Table 4: Monthly Income – Wise Classification**

| SI. NO | Income        | No of Respondents | Percentage |
|--------|---------------|-------------------|------------|
| 1.     | Below 8000    | 29                | 58         |
| 2.     | 8000 – 16000  | 14                | 28         |
| 3.     | 16001 – 24000 | 4                 | 8          |
| 4.     | Above 24001   | 3                 | 6          |
| 5.     | <b>Total</b>  | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The study monthly income – wise classification reveals that 58% of respondents are under the below Rs 8000 group, 28% of respondents fall within the income group of Rs 8000 – 16000, 8% are in the income group Rs 16001 – 24000 and 6% are having an income of above Rs 24000.

### Residential Area based Classification

Residential area is the most important of the standard of living of people. There is three residential areas of society. They urban, rural and semi – urban.

**Table 5: Residential Area Based Classification**

| Area         | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Urban        | 18                | 36         |
| Rural        | 25                | 50         |
| Semi-urban   | 7                 | 14         |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

When the analysis was made, it was found that, from the rural group belongs to 25 sample respondents, ie 50% of the people are attracted towards the jewellery by advertisement. While in urban area, 18 sample respondents, ie 36% are attracted towards the jewellery and 14% of the semi urban area was attracted towards the jewellery.

### Influence of Jewellery Advertisement

Jewellery is a form of personal adornment, such as brooches, rings, necklace, earrings and bracelet. Jewellery may be made from a wide range of materials, but gemstones, precious metal beads and shells have been widely used.

**Table 6: Influence of Jewellery Advertisement**

| Opinion      | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Yes          | 37                | 74         |
| No           | 10                | 20         |
| Not Aware    | 3                 | 6          |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The analysis revealed that 74% of the respondent had the opinion that the advertisement of jewellery have influenced them, only 20% of the respondent had the opinion that the advertisement of jewellery had not influenced them to make purchases from a particular jewellery shop and another 6% of the respondent are not aware about of the influence of advertisement.

### Most Influence Media of Jewellery Advertisement

The media, which influence the respondent of the most as far as jewellery advertisement were concerned, are studied under this head. The media identified for this purpose were TV, Radio, Magazines, hoarding and wall writing.

**Table 7: Media Influence and Advertisement**

| SLNO      | Media        | No of Respondents | Percentage |
|-----------|--------------|-------------------|------------|
| 1.        | TV           | 40                | 80         |
| 2.        | Radio        | 0                 | 0          |
| 3.        | Newspaper    | 6                 | 12         |
| 4.        | Hoarding     | 2                 | 4          |
| 5.        | Wall writing | 2                 | 4          |
| <b>6.</b> | <b>Total</b> | <b>50</b>         | <b>100</b> |

Source : Field Survey

### Interpretation

The analysis revealed that 80% of respondent viewed the advertisement of jewellery shop through TV, 12% viewed through Newspaper, 4% through Hoarding and remaining 4% through wall writing. From the above detail it can concluded that the most influenced jewellery advertised media was the TV and minority of respondents were influenced through other media.

### Source on Information on Jewellery Shop

The study attempted to analyze the source of information about a particular jewellery shop & attempted to identify sources for this purpose were through advertisements, friends, relatives, neighbors and others.

**Table 8: Source on Information on Jewellery Shop**

| Source        | No of Respondents | Rank |
|---------------|-------------------|------|
| Advertisement | 28                | I    |
| Friends       | 10                | II   |
| Neighbours    | 4                 | IV   |
| Relatives     | 3                 | V    |
| Others        | 5                 | III  |

Source: Field Survey

### Interpretation

Ranking revealed to Sources of information about jewellery shop by Advertising with 28 responding it has I ranked. next by Friends with 10 respondents and has II rank, followed by the Others with 5 respondents has III rank, Neighbours are next ranked worth 4 respondents, Relatives V ranked with 3 respondents

### Media Influence on Selecting A Particular Jewellery Shop

The objectives of the study in this part were to identify the media that influenced the decision to select a particular jewellery shop. The media that influenced the decision to select particular jewellery shop. The media identified for this purpose were TV, Radio, Newspaper, Hoarding and Wall writing.

**Table 9: Media Influence on Selecting a Particular Jewellery Shop**

| Sl. No | Media                   | No of Respondents | Rank |
|--------|-------------------------|-------------------|------|
| 1.     | TV                      | 30                | I    |
| 2.     | Radio                   | 2                 | IV   |
| 3.     | Newspaper               | 12                | II   |
| 4.     | Hoarding & Wall writing | 5                 | III  |
| 5.     | Others                  | 1                 | V    |

Source: Field Survey

### Interpretation

Ranking revealed that TV is the most important factor for the selection pf a shop. It has 30 respondents and has I rank, followed by the newspaper with 12 respondents has II rank, hoarding and wall writing worth 5 respondents radio with 2 respondents and other are to be only 1 respondent. The details of survey report are shown in the table.9.

### Expectations From Jewellery Advertisement

The objectives of the study in this part were to analyze the consumer's expectation from jewellery advertisement. The parameters used for this purpose were education on the quality standard, clear display, attractive presentation education in reflectional choice, others.

**Table 10: Expectation From Advertisement**

| Expectations                  | No of Respondents | Rank |
|-------------------------------|-------------------|------|
| Education on quality std      | 14                | II   |
| Clear display                 | 5                 | IV   |
| Attractive presentation       | 16                | I    |
| Education on selection/choice | 13                | III  |
| Others                        | 2                 | V    |

Source: Field Survey

### Interpretation

The analysis revealed that attractive presentation is the main expectation of respondent it has 16 respondents and the rank is I, followed by education on quality standard 14 respondents rank is II, education on selection/choice with 13 respondents, clear display with respondents others with only 2 respondents.

### Influence of Advertisement Models

The study attempt to analysis the influence of advertisement models and their presentation on respondents. Advertising is a form of communication for marketing and used to encourage or persuade an audience to continue or take some new action.

**Table 11. Influence of Advertisement Models**

| Opinion      | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Yes          | 26                | 52         |
| No           | 20                | 40         |
| Not Aware    | 4                 | 8          |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The analysis of data revealed that 52% of the respondents opined that the advertisement of jewellery shop influenced through advertisement models and their presentation, 40% of the respondents answer that the advertisement models are not influenced by them and 8% of the respondents are not aware about the advertisement models influence in jewellery advertisement. In short majority of respondents have the opinion, that the advertisement models and their presentation are the major influencing factor of jewellery advertisement.

### Preference for Advertisement Models

The study attempted to analysis the advertisement models preference of respondents. The advertisement models for this purpose categorized as a film actress, mini screen actress, other females, film actress and other male and children.

**Table 12: Preference for Advertisement Models**

| Models                 | No of Respondents | Rank |
|------------------------|-------------------|------|
| 1.female models        |                   |      |
| (a)film actress        | 18                | I    |
| (b)mini screen actress | 9                 | III  |
| (c)other females       | 10                | II   |
| 2.Male model           |                   |      |
| (a)film actors         | 4                 | V    |
| (b)mini screen actors  | 2                 | VI   |
| (c)other male          | 1                 | VII  |
| 3. Children            | 6                 | IV   |

Source : Field Survey

### Interpretation

From the table, we can understand that film actress have influenced more customers to the jewellery shop. That means, from the respondent 18 are, that is more of the respondent are favored to film actress. So we can give 1<sup>st</sup> rank to them and the 2<sup>nd</sup> rank goes to other female models and 3<sup>rd</sup> rank goes to mini screen actress andso on.

### Capability of Advertisements Influencing Customers

The study attempted to analysis the capability of advertisements in influencing customers to select particular jewellery shop. Customer behavior is the study of individualgroups or organization and the process they use to select and dispose of product, service, experience or idea to satisfy needs and that these processes have on the consumer and society.

**Table 13: Capability of Advertisements Influencing Customers**

| Opinion          | No of Respondents | Percentage |
|------------------|-------------------|------------|
| Definitely yes   | 13                | 26         |
| To great extent  | 9                 | 18         |
| To some extent   | 18                | 36         |
| Only very little | 8                 | 16         |
| Not at all       | 2                 | 4          |
| <b>Total</b>     | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The analysis revealed that 36% of the respondents have answered that to some extent the advertisement has attracted them,26% of the respondents answered definitely the advertisement of their attention. 18% of the respondents have answered with a great extended the advertisement have attracted them. 16% answered a very little 4% respondents have answered the advertisement does not capable for attracted them. From the above, we can understand the most of the respondents were influenced some extend by the advertisement of their shop and minority of respondents answered that the advertisement of their shop was not capable to influence.

### Comparison of Advertisement with Other Shop

The study attempted to compare the advertisement of the particular shop with other jewellery. The importance of advertising has been summed up in the pithy statement advertising telling and selling.

**Table 14: Comparison of Advertisement**

| Opinion      | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Excellent    | 18                | 36         |
| Good         | 30                | 60         |
| Poor         | 2                 | 4          |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The analysis of data revealed that 60% of the respondents consider that the advertisement of their shop is good compared other jewellery shops, advertisement remaining 36% or respondents feel that the advertisement of their shop is excellent and more the respondents consider the shops advertisement as poor 4% of respondents consider comparison of advertisement models with other shop is poor. In short majority of the respondents opinioned the advertisement of their jewellery shop is good.

### Comparison of Advertisement Models in Advertisement

The study attempted to the advertisement models used in different jewellery shops. It includes those measures carried out with a view to communicate with consumer and promoting the product.

**Table 15: Comparison of Advertisement Models in Advertisement**

| Opinion      | No of Respondents | Percentage |
|--------------|-------------------|------------|
| Excellent    | 21                | 42         |
| Good         | 28                | 56         |
| Poor         | 1                 | 2          |
| <b>Total</b> | <b>50</b>         | <b>100</b> |

Source: Field Survey

### Interpretation

The analysis revealed that 56% of the respondents feel that the advertisement model for their jewellery shop are good, 42% of the respondents felt that the models are remaining 2% felt that the advertisement model of their jewellery shop and poor. In short, most of the respondents felt that the model in their jewellery shop advertisement is good and a minority had the feeling that those models are poor. The details are shown in figure 3.15.

### Influenced Features of Advertisement

The objectives of the study in this part were to identify the special features of the advertisement that influenced the decision to select a particular jewellery shop. The features of which the opinion caption, presentation style & models, quality conveyed, sound & music and others.

**Table 16: Influenced Features of Advertisement**

| Features                               | No of Respondents | Rank       |
|--|-------------------|------------|
| <b>Caption</b>                         | <b>3</b>          | <b>IV</b>  |
| <b>Presentation style &amp; models</b> | <b>19</b>         | <b>I</b>   |
| <b>Quality conveyed</b>                | <b>16</b>         | <b>II</b>  |
| <b>Sound and music</b>                 | <b>11</b>         | <b>III</b> |
| <b>Others</b>                          | <b>1</b>          | <b>V</b>   |

Source: Field Study

## Interpretation

The analysis revealed that presentation style & models were Ranked 1<sup>st</sup>. Following it were quality conveyed II Second Ranked, sound & music with III Ranked, and caption with IV Ranked and others have only V Ranked. It can be suggested the most of the respondents were influenced with a feature of presentation style & model of a particular jewellery shop.

## FINDINGS

The current study is based on the impact of jewellery advertisement on consumers covered a detailed examination on the impact of jewellery advertisement and consumers shop preference. The study covered the consumer residing in TVM district. Detailed survey east understands and reuses analysis. The finding emerged are presented below.

The major findings are

- The jewellery advertisement can influence a large number of people.
- The most influenced jewellery advertisement media is television and minority of respondents were influenced through other media.
- Advertisement is the most important source of information about a jewellery shop. However, other source like friends, relatives were also the relevant source of information.
- Television was the most influencing media for selecting a particular jewellery advertisement.
- Majority of respondents have the opinion that advertisement models and their presentation are a major influencing factor of jewellery advertisement.
- The majority of respondent preferred film actress as the most influential advertisement model and minority preferred other female models.
- The Major respondents saw the comparison with other shops is Good
- The Majority of the respondent advertising is some extent influencing capability.

## SUGGESTIONS

- The advertisement must try to present varied design and models in their advertisement. This suggestion is based on the finding that consumer's preference is always for variety.
- Traditional models of ornaments to be included in jewellery advertisement along with new models, traditional models are also sought by a number of consumers.
- Attractive punch words should be included in advertisement because the customers can distinguish their shop with other shops only through such catchfly messages.
- The advertiser should convey maximum purity assurance through advertisement. This will enhance trust forward the shop.
- Having fill stars and brandambassadors create a strong appeal for the shop.

- The advertiser should give more attention to the music composition for the advertisements because the teenager ,mostly felt attracted by sound and music. Music component in advertisement messaging should be carefully incorporated.
- Display of showrooms in advertisement makes the advertisement more attractive.
- Display of high weight/ Big ornament in the advertisement does not influence a larger number of people because they cannot afford that price of such ornaments. It easier to a small segment alone.
- Attractive low weight design should be manifested in the advertisement as it's appeals are more universal.
- Students are the major buyers of the ornaments; therefore the jewellery shop must advertise the ornaments for teenagers.

## CONCLUSIONS

Jewellery shops are significant outlets for ornaments which have greater relevant in social, cultural and religious value of Indian, in general and Kerala's in particular. The market in rich with emends potential and hence advertising has a role in advertisement lies in several factors like its ability to educate, convene and create consumers for this every element in the advertising mix starting from every bane of the shop to the message, content, models, display, audiovisual presentation capacity to recall and convincing education are all important. Advertisement is the greatest examine force in the distribution of products and services. Gold jewellery is part and parcel of Malayalee's culture and tradition. It is an ancestral method of saving for a rainy day.

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