

# A Study on Buyer Behavior of Tamil Newspaper In Thoothukudi District

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**Abstract-** The first Tamil newspapers providing hard news and writing on politics, both started by Salem Pagadala Narasimhalu Naidu, were Salem Desabhimani, the year The Hindu started, and Coimbatore Kalandhi in 1880. In 1882, Subramania Aiyer founded his own Tamil weekly, Swadesamitran. When he left The Hindu in high dudgeon in 1898, he made his journal a tri-weekly and the next year, a daily. Speaking at its Silver Jubilee celebrations, Naidu said: "The reputation of 'The Hindu' as a paper read all over India and even in England is well-known. However Subramania Aiyer was conscious that those with a knowledge of English are a small number and those with a knowledge of Indian languages the vast majority. He felt unless our people were told about the objectives of British rule and its merits and defects in the Indian languages, our political knowledge would never develop. It was because of this conviction that he founded 'Swadesamitran' in Tamil."

Tamil, however, was not Aiyer's strong point. He 'learnt' to write forcefully in it. In the process, he created numerous words and phrases to express modern political thought. A senior Swadesamitran journalist once said, "If it is considered (by some) that the style of 'Mitran' is not beautiful, it is not right to hold Aiyer responsible. The shortcoming is in the language. Our language has been used mainly for expressing religious ideas and for poetry. It does not have a wealth of vocabulary in political matters. Prose as such is not common in Tamil. It is a newcomer. It is only after Thandavaraya Mudaliar and Arumuga Navalar that prose has been recognized as a limb of Tamil. Under the circumstances, it is more difficult to write a flawless prose piece than to write a political one."

Despite this – and possibly due to Subramania Bharati's later contribution– Mitran became the most successful Tamil daily well into Independence. Naidu has the last word: 'Aiyer's 'Mitran' not only decorates the drawing-rooms of the rich and the palaces of the zamindars, it also is seen in the hands of Sanga Boyan

and Rama Boyan as well as of women of all shades. It also goes to Africa, America, Europe, Burma and other places.

**Keywords-** Buyer behavior, Newspaper.

## I. DINAKARAN

India has emerged as the second largest newspaper market in the world by buying 99 million newspapers daily, according to World Association of Newspapers (WAN)'s CHARTs released at the 61st World Newspaper Congress and 15th World Editors Forum in Goteborg, Sweden. China leads the pack with highest (107 million) number of dailies sold every day. Newspaper circulation has been rising or stable in three-quarters of the world's countries over the past five years and in nearly 80 % of countries in the past year. Even in places where paid for circulation is declining, notably the US and some countries in Western Europe, newspapers continue to extend their reach through a wide variety of free and niche publications. The two most populous countries of the world have also ended up as the two largest newspaper buying countries. China and India are followed by Japan, with 68 million copies, United States with nearly 51 million and Germany with 21 million copies. According to WAN, newspaper sales in the Indian market have increased by 11.2% in 2007 and by 35.51% in the last five year period. Asia accounts for around 74 of the 100 best-selling dailies of the world, of which around 62 are published in India, China and Japan.

## II. DINAMALAR

In October 2009, Dinamalar published an article claiming that several Tamil filmactresses were involved in prostitution along with pictures and names. The South Indian FilmArtistes' Association petitioned to have the senior sub editor arrested and staged a rally condemning the same. The senior sub editor of the newspaper, Lenin was arrested.<sup>[4]</sup> He was released on the next day on protests from Chennai Press Club, Madras Union of Journalists, Press Trust of India and

The Indian Newspaper Society. Dinamalar stated that the news was obtained from ethical sources and there was no secondary agenda

Using each and every recent technology Dinamalar widens its umbrella in other areas also. We have an online service form 1999, with 40 NRIs as our Reporters in various countries to cater the need of Foreign Tamilians. For reference purpose we have given the list of Tamil sangams in abroad. Dinamalar on line service is being viewed by more than two lakh persons from more than 190 countries.

Secondly we started International edition, which is available throughout world through vending machines in Airports, Departmental Stores and Hotels. You can get the printed version of Dinamalar on the same day itself. Moreover you can get the same from your computer also and get it as print out. Thirdly e-paper. Most of our subscribers, even though they view our online services, they want to read the news which is in printed format to have the same look and feel. To cater that section of subscribers, we have introduced e-Paper

### III. DINATHANTHI

A newspaper is a periodical publication containing news. The newspaper becomes more important than even the cup of tea. Newspapers are also like a potion to which we seem to be so deeply addicted. The main conveyor of news is newspaper. Though there are many other sources of news like magazines and books in print media, radio and television channels and Internet connections in electronic media, words of mouth and telephone and wireless communications etc. no other source ever could come near the newspaper in importance. It is true of the past and the present and it is true of the future also. Neither the advent of the television nor that of the Internet could affect the importance of the newspaper. The reason for this is the width, breadth and the depth of the news provided by the newspaper, its low cost and the ease of providing the news at our leisure and comfort as many times as we desire. Reading newspapers every day is must for students and adults for growth and enlightenment irrespective of the class or field of their life. Reading newspaper every day is highly educational for everyone. Hence this study has been undertaken to know the customer satisfaction towards newspaper with special reference to Daily Thanthi in Tiruchirappalli City

### IV. DEVELOPMENT OF THE DINATHANTHI CIRCULATION

Dinathanthi or the so called Daily Thanthi is one of the largest Tamil dailies in the Tamilnadu. But it is also gaining good recognition in the other states also. There are many points to be spoken about the greatness of the Dinathanthi. Today there are 15 editions and not only in the Tamilnadu but also in the other states also. Dailythanthi is gaining great popularity among the public. The recently opened edition is the Mumbai edition. Dinathanthi has also gained a great recognition that it is the highest circulated Tamil daily in Bangalore and the other leading states. According to the statistics stated in the year 2009 it is said that Dinathanthi has reached 11, 91, 874 copies of distribution. This statistics was given by the Audit Bureau of Circulations (ABC).

### V. DINAMANI

Dinamani is Tamil daily newspaper. The newspaper was established in 1933 and is owned by The New Indian Express Group. The first edition was published on September 11. It is printed and published from Bangalore, Chennai, Coimbatore, Dharmapuri, Madurai, New Delhi, Tirunelveli, Tiruchirappalli, Vellore and Villupuram.

### HISTORY BEHIND THE NAME 'DINAMANI'

The founder of Dinamani had announced a competition with prize as Rs. 10, for those who suggest the good name for his Tamil magazine. T.S.Atchayalingam and S.Swaminathan has suggested the name 'Dinamani' and won the prize money. The first issue of Dinamani had come on 11-Sep-1934.

### VI. OBJECTIVES OF THE STUDY

The objectives of the studies as follows

- To present the history of newspaper in general and to present the evaluation and development of Tamil newspaper.
- The focus on the profile of the buyers' of Tamil newspaper.
- To study a buyers behaviors towards Tamil newspaper.
- To find out the scope for the survival of newspaper despite technology.
- To find out reasons for choosing the particular newspapers.
- To after suitable suggestions from the finding of the studies.

- To know the satisfaction level of particular section in newspapers.

## VII. SCOPE OF THE STUDY

Newspapers now a day have become one of the most important sources, information for a reader to know the things in depth. No doubt other media vehicles like television provide information but they may lack the inner course of action that is really wanted by the reader. The focus of the present study is on the motives of the respondents for the purchase of particular Tamil newspaper. The study also deals with the speed and the reliability of the Tamil newspapers. It is helpful to understand the educating function performed by the newspapers. It throws light on the newspapers that have it of the respondents. It covers the reaction of the respondents through their contribution to the newspapers.

## VIII. STATEMENT OF THE PROBLEM

Consumers of any product differ tremendously in income, education level, tested and age. A newspaper is a production which has to satisfy the intellectual and psychological needs of the readers. It will be interesting to think about the product features of newspaper. The aim of newspaper is not only to spotlight the social, political and economic problems but also to educate, inform news and there by educate and entertain the people.

Because of the interest shown in the reading of newspaper and magazines, in recent years, the numbers of journals and newspaper getting multiplied everyday. Among the various journals and newspaper, there are certain newspaper and journals found popular among the public. It is essential to probe as to what factors necessitated the readers to prefer a particular newspaper or journal, what factors motivated them to subscribe a particular newspaper, journal and also to know what are interesting aspects of the newspaper and journals. Hence, the topic buyer behavior towards Tamil newspaper (a study with reference to Tamil newspaper buyers in Thoothukudi) has been selected.

## IX. METHODOLOGY

The data required for this study were collected from primary and secondary sources. The primary data were collected from the sample respondents through a well-structured questionnaire. A pilot – study was conducted few randomly selected respondents. A specimen of questionnaire is placed in the appendix. The secondary data were collected from various magazines, books, newspaper, journals, published articles, theses and websites.

## SAMPLING DESIGN

As the census survey method was found to be very difficult due to time, constraints, the sampling survey method has been adopted for this study. The convenience sampling technique has been adopted for collecting primary data. The samples of 200 respondents have been selected from study area and much care has been taken to ensure that the sample group represents the whole area of the study.

## X. AREA OF THE STUDY

The area of the present study is Thoothukudi district. "The Government of Tamilnadu in their G.O.Ms.No. 535/Revenue Department dated 23.04.1986 have ordered the formations of a new district viz., Thoothukudi District, which is named after the freedom fighter Shri. V.O. Chidambaram Pillai, who was born in this district. Thoothukudi District was inaugurated on 19.10.1986 by the Chief Minister of Tamilnadu and started functioning as the 20th District with effect from 20.10.1986 with at the time.

## HYPOTHESIS

- There is no association between the regularity in purchasing the newspaper and regularity in the reading time pattern.
- There is no association between the marital status and the contribution made by them.
- There is no association between educational level of the respondents and Contribution made by them.
- There is no association between occupation level of the respondents and contribution made by them.

## STATISTICAL TOOLS

The collected data were properly grouped and tabulated. The tabulated data were properly analyzed by using the following statistical tools

- Percentage tools
- Simple average
- Scaling technique
- Ranking technique
- Chi-square test

## GROWTH OF THE INDIAN NEWSPAPER

Today, newspapers in India are adopting new methods to present news, and adapting to changing times. Electronic and digital technologies are now posing serious challenges to the print media.

Publishers are producing regional editions and newspaper in the vernacular, backed by the growth of literacy (from 12% literacy rate at the time of partition, it grew to 75.8% in 2013) which has enhanced readership. Statistics show that people prefer newspapers in their regional languages, which is why vernacular newspaper publishers are bringing out edition from other cities and even mounded towns where there is sizeable population of particular linguistics groups.

Thanks to the availability of new and fast communication methods that can carry visuals and the printed word with speed and clarity, the print media is finding that it has to do something different. And that difference lies mainly in providing perspective to readers. As a result, print media experts and corporate publishers are quite confident about the continued growth of newspapers in India.

The Indian newspapers industry is expected to grow by 17.9% in the coming five years. In the developed world, of course, the internet has dealt a sizeable blow to traditional newspaper publishing and readership. However, analyses shows that the decline in newspaper readership and circulation in the US and Europe pre-dates the internet era. In other words, the story of the decline of the daily newspaper goes beyond the web. Radio and television must shoulder some of the blame; changing lifestyles, too, has impacted newspaper readership regardless of competing media.

The answer to the newspaper industry's profitability, obviously advertising is, and newspaper advertising rates have traditionally been based on total readership, rather than circulation alone. The newspaper industry found gold in the concept of shared readership, and began to measure total newspaper readership as an adjunct to circulation-and thus cashed in on government advertising.

## LANGUAGE WISE ANALYSIS

During independence struggle and after, the Indian newspapers had flourished and expanded, gaining wider circulation and extensive readership. Compared to many other developing countries, the growth of the Indian press has been impressive. A part from English language, newspaper is published in more than 100 languages in India through only 22 main languages are listed in the eight schedule of the constitution.

## LANGUAGE WISE CLASSIFICATION OF NEWSPAPERS

Language	No. Of Newspapers
Hindi	20559
English	7596
Marathi	2943
Urdu	2906
Bengali	2741
Gujarati	2215
Tamil	2119
Kannada	1816
Malayalam	1505
Telugu	1286

In circulation, Hindi newspaper continued lead with 7669890 copies followed by English with 34106816 copies. GUJARATI PRESS WITH 9844710 COPIES COME THIRD. Urdu and Malayalam language press closely followed. With 9217892 and 8206227 copies respectively.

## BUYER BEHAVIOR

The brilliance in a product like a Newspaper is the fact that it is extremely basic & complex at the same time. A newspaper & it's presence in the country is dependent on multiple factors. By means of a structured survey, we made an attempt to explore whether a segmentation strategy can be implemented in this industry.

Before the television and internet took over our lives, newspapers were the primary source for an incredible variety of news which made them indispensable to a very large chunk of our population. Whatever may be your interest- local, international, sports fashion or business, your newspaper was usually the first to tell you what the latest information was. There was so much data that those 20-30 odd pages contained, but they spoke to everyone's need. For the advertisers, the race to showcase your brand name first thing in the morning as soon as the reader opened his eyes paid almost all of the production cost. Additionally ads themselves delivered information such as job postings, apartments available, offers and discounts etc.

The newspaper buyer behavior among users sees a five step process which enables his/her decision making process:

- 1) Need recognition: Staying updated with what is taking place in the world
- 2) Search for information: Where and how to get information from?
- 3) Evaluating alternatives: Based on price, type of content, language and brand name
- 4) Purchase decision: Based on frequency of usage and region
- 5) Post purchase Evaluation: Measuring satisfaction level

Living in a big city, studying, working or running your business magnifies our dependency on our cellphones (read smartphones) more than ever. Studies have shown that we look at our phone almost 85 times a day which includes about 5 hours of browsing the web and applications. In order to capitalize on this time, we see news partners and media channels finding new and innovative ways to throw information at us which eventually aims to diminish our need to read a newspaper.

#### CHARACTERISTICS OF THE BUYER BEHAVIOUR

- It consists of the mental and physical activities which consumer undertakes to acquire goods and services obtain satisfaction from them.
- It includes both observable physical activities, such as walking through the market to examine merchandise and making a purchase and perceiving advertising materials and learning to prefer particular brands.
- Consumer behavior is very complex and dynamic to constantly changing and therefore management needs to adjusted with the change otherwise market may be lost.
- The individual specific behavior in the market place is affected by internal factors such as needs, motives perception and attitudes as well as by external factors such as the family, social groups, cultural economic and business influences.

#### COMPONENTS OF BUYER BEHAVIOR

Consumer behavior research has traditionally focused on such specific areas as attitudes, personality and the influence of small groups on the individual. To see these fragments in their proper perspective, a conceptual model is need. Such a model allows new research findings to be integrated properly in the search for a more complete explanation of why the individuals as he or she does.

The total model approach may be used in major buying situations (a first time purchase of the new product on the purchase of the high priced, long lived articles)

#### CHOICE OF BRAND

There are various brands of Tamil newspaper like Dinamani, Dinathanthi, Dinamalar, Dinakaran, and Theekathir:

#### CHOICE OF BRAND

S.NO	NEWSPAPER	NO OF RESPONDENTS	PERCENTAGE
1	Dinamany	31	12.30
2	Dinamalar	50	19.84
3	Dinathanthi	120	47.62
4	Dinakaran	25	9.92
5	Malaimurasu	6	2.38
6	Theekathir	15	5.95
7	Malaimalar	5	1.99
<b>Total</b>		<b>252</b>	<b>100</b>

Source: Primary data

it is clear that out of the total 252 Tamil newspaper purchased 47.62 percent are Dinathinthi, 22.62 percent are Dinamalar, 12.30 percent are Dinamani, 9.92 percent are Dinakaran, 5.95 percent are Theekathir, 2.38 percent are malai murasu, 1.99 percent are Malaimalar, 79.76 percent are Dinamany, Dinamalar, and Dinathanthi newspaper. The role of Dinakaran, Malaimurasu, Theekathir and Malaimalar is comparatively small.

#### CORRELATION BETWEEN RANKINGS OF NEWS BY ADULTS BY CHILDREN

For the news contents ranking was done by both the adults and children. Table Shows where there is rank correlation between the preference of adults and the preference of children.

#### CORRELATION BETWEEN RANKINGS OF NEWS BY ADULTS

News Content	RANK														Rank
	I		II		III		IV		V		VI		Total		
	NOR	Score	NOR	Score	NOR	Score	NOR	Score	NOR	Score	NOR	Score	NOR	Score	
Current	378	22560	167	8350	68	2720	64	1920	55	1100	72	720	802	37370	I
Religious	101	6060	100	5000	109	4360	95	2850	163	3260	234	2340	802	23870	VI
Political	60	3600	98	4900	170	6800	142	4260	160	3200	172	1720	802	24480	V
Sports	84	5040	110	5500	152	6080	210	6300	146	2920	100	1000	802	26840	III
Cinema	48	2880	109	5450	145	5800	175	5250	205	4100	120	1200	802	24680	IV
Information Needed for Work/Studies	137	8220	218	10900	160	6400	117	3510	75	1500	95	950	802	31480	II

**CORRELATION BETWEEN RANKINGS OF NEWS BY ADULTS BY CHILDREN**

The table for the news contents ranking was done by the both the adults and Children. The correlation between rankings of news by adults by children.

**CORRELATION BETWEEN RANKINGS OF NEWS BY ADULTS BY CHILDREN**

NEWS CONTENTES	RANK BY ADULT (R1)	RANK BY ADULT (R2)	(R1-R2) D	(R1-R2) <sup>2</sup> D2
Current news	1	3	-2	4
Political news	6	5	1	1
Religious news	5	6	-1	1
Sports news	3	1	2	4
Cinema news	4	4	0	0
Information needed for work/studies	2	2	0	0

Source: Primary data

**R = 0.939**

It is clear that inferred that there is a high degree of positive correlation between the preference of adults and the preference of children as evidenced by the rank correlation coefficient of 0.939. This shows that the children of today show keen interest in current affairs and the subject based news. This shows that both the adults and children are not interest in the cinema and religious news; they give fourth rank to cinema and fifth rank and six ranks to religious news.

**SOCIO- ECONOMIC PROFILE OF THE RESPONDENT**

Consumer behavior is influenced by many factors like cultural factors, social factors, personal factors, and psychological factors .many factors within and outside. what the consumer view of the world and their place in it, what they think of themselves and what they think of others, theirimpules and commonsense influence the consumer behavior.

- Age of the person is an important that determines his wants and abilities .this survey reveals that 41 percent of the respondents are in the age group of 20-30 years, followed by 37.5 percent in the age group of below 20 years.
- Six is an important element to make the person a product. According to this survey most of the important (40%) are female.
- Marital status of respondents is also an important factor that plays a vital role in buyer towards newspaper. The study reveals that most of the respondents (64.5%) are unmarried person.
- According to this survey, most of the respondent’s families (54%) have no children.
- The study brings to light that most of the respondent’s family (67%) is with more than two adults.
- Educational plays a vital role in every individual life. They are highlights that 63.5 percent of the respondents are having graduation as their educational level.
- The buyer behavior not only depends on the educational level of the respondents but also depends on the education level of other members of the family. The study exports the fact that 36.92 percent of the respondents family members are have graduation as their educational level.
- Occupation is an important factor that influence buying pattern. The present study Identifies that 47.5 percent of their respondents.
- The need for a newspaper depends on the occupation of not only respondents but also the other members of the family .it is inferred that 25.68 percent of the respondent’s family members are private employed persons.
- The consumer buying behavior depends upon the amount of family income. Out of the 200 of the respondents.30 percent of them are in the income category of below Rs. 5000.

**ANALYSIS OF BUYER BEHAVIOR TOWARDS TAMIL NEWSPAPER**

### Purchase of Newspaper

- The study bring to light that 22.5 percent of the respondents purchase Tamil newspaper.
- Out of the 200 respondents under study 54.30 percent of the respondents purchase Dinathanthi 22.62 percent purchase Dinamalar and 14.03 percent purchase Dinamany.
- The survey stratus that the majority (54.5%) of the respondents purchase Tamil newspaper regularly.
- It is stated than 70.98 percent of the respondents purchase newspaper for more than 3 year.
- While analyzing the made of purchase, the study highlights that 90.5 percent of the respondents purchase newspaper by delivery at home through the agent.

### BRAND LOYALTY

The survey clearly points out that 5.5% were influence by family members in the choice of Tamil newspaper (spouse, parents, children and relatives)

- The survey clearly points out of the 89% of the respondents have brand loyalty.
- While analyzing the respondents brand loyalty 46.07 percent of Dinathanthi respondents have loyalty towards Dinamani 25.84 percent towards Dinathanthi and 14.04 percent towards Dinamani 'Speed in publishing the news' and 'reliability' are found to be the most important reasons for having brand loyalty.
- The study indicates that 11 percent of the total 200 respondents change that brand for various reason likes 'want of quality information'.price of newspaper, and attractive gifts and supplements.
- The study concentrates on the consents of the newspaper and the time spend by the respondents for reading the newspaper.
- It is found that 68 percent of the total 200 respondents read the newspaper in the morning.54 .5 percent of the respondents have a regular time pattern to read the newspaper. The average time spend by such regular readers for reading the newspaper is calculated to be 40.06 percent minutes as day. It is concluded by chi-square test that regular purchased have regular time pattern.
- The 200 respondents purchase 221 newspapers and totally there are 948 readers comprising 802 adults and 146 children the contents of the newspaper are classified in to brand headings. The adult's readers and children readers were asked to rank the various

news contents and as result the current news is ranked first by adults and third by children, as the sports news gets first rank in ranking of news by children. It is satisfactory to note the children news gets the fourth rank in ranking of news by both adults and children.

### NEWSPAPER WISE ANALYSIS

Respondent attitude towards news in their newspaper was analyzed with points scaling Technique and the following result was arrived at:

- The Dinamani gets the first rank for current news.
- The Dinathanthi gets the first rank for educational news.

Comparative analysis of respondent's attitude towards newspaper

- The Dinamani stands first in sports news and health and employment guidelines.
- The Dinamalar stands first in information needed for work/studies and exam time guidelines and science related guidelines.
- The Dinathanthi stands first in current news and precautionary/safety and science related and personality development.

### XI. SUGGESTIONS

On the basis of the analysis of the respondent's opinion, the study submits the following suggestions.

- The publishers are recommended to make attractive advertisement through proper medium because advertisement is a must for making the newspaper popular.
- The analysis of political news must be impartial in the newspaper, so that the readers can get maximum satisfaction.
- Quality of paper used for printing must be improved enabling many readers to read.
- The newspaper is recommended to provide the readers with sufficient tips that would be useful at the time of tours and travels.
- The must be encouraged to make more contributions to be the newspaper in the form of guidelines, local news and letters to the editor.

- The reduction in the price of the newspaper will help to increase its circulation. The unnecessary below –us and skills may be cut off.
- As Tamil is a classical language the Tamil newspaper being a mass medium can take necessary steps to protect and improve its quality. Efficient employees maybe appointed for this work.
- The newspaper is recommended to have regular followed up on the grievances by the public and their redressed.
- Information regarding employed opportunities and comparative examinations can also be included under the regular day's schedule.
- The publisher or the agents are recommended to launch campaign for gifting regular purchase of newspaper. This would help to increase the circulation of the newspaper.
- It is found to be a better suggestion to reserve a few paragraphs of a page permanently for the empowerment of entrepreneurs. Here the matters that can be publishes are interviews with successful entrepreneurs, guidelines for staring various enterprises and so on.

## XII. CONCLUSION

Newspaper is a powerful tool to handle social problems and reach audience effectively. Whatever technology used the buyer generation newspaper is vital till the date of human life. It's one of the parts of our daily routine life.

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