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An Analysis of How People Behave Toward Khadi and Products Made in Small Businesses, With A Focus on Birbhum District in West Bengal

Shilpa Debnath [1], Dr. Purnima Tiwari [2], Dr. Archana Mishra [3]

[1,2,3] Department of Economics, Mansarovar Global University, Sehore, M.P., India.

ABSTRACT

In the vicinity of Santiniketan, the district of Birbhum is home to a number of handloom, khadi, and allied village-industry activities. These activities include weavers, spinners, tiny khadi centers, and craft clusters such as tussar and kantha craftsmanship. Listed below are the district khadi institutions and artisan clusters in Birbhum that are supported by the West Bengal Khadi & Village Industries Board. This demonstrates the presence of local institutions that are responsible for production and sales. Khadi is frequently associated by consumers with the concepts of tradition, national pride (specifically Swadeshi and Gandhian heritage), eco-friendliness, and authenticity. For certain urban and educated portions of the population, these symbolic traits have the potential to be powerful purchasing motivators. Khadi and handloom goods, particularly sarees, stoles, and household textiles, are highly valued by customers due to their signature handwoven texture, breathability, and one-of-a-kind qualities. Products that originate from internationally recognized craft hubs, such as Santiniketan kantha and tussar, are deemed to have a higher value.

Keywords: *Rural, Competences, Colloquial, Economy, Opportunity.*

INTRODUCTION

The non-farming rural sector in India has been expanding both in terms of size and the amount of money it generates for rural areas. There are advantages and disadvantages to globalization and the increasing speed of international trade that the Indian economy must contend with. The small-scale industrial, agricultural, and rural industries are also impacted. Long-term economic development in India depends on maximising the productive capacity of the non-farming rural sector and encouraging the expansion of village industries.

Cluster growth has been used in many ways since the first communities, like the medieval village. In 1928, Radburn, New Jersey was the site of the first planned use of a Cluster development. At the moment, cluster programming is used all over India. More recently, there has been a big push for it in West Bengal. A lot of beautiful handmade goods are made in our state. Almost every part of the state has its own unique crafts. These goods are an important part of the culture of the places where they are made. These village crafts, which are passed down from one generation to the next, could

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help the artists make a living. This industry is very important to the national economy. Cluster growth is good for the economy because it means less money needs to be spent on building up infrastructure. People think that cluster projects are good ways to make policy because they focus resources and money on areas that have a lot of room to grow and develop, and these benefits can reach beyond the target areas.

A complete change is needed to fully utilize the KVI sector's huge growth potential in creating jobs, raising the pay of artisans, and making sure that Khadi meets the needs of the present market. regarding the Khadi business. For the right reasons, the Asian Development Bank (ADB) and the Indian government started the Khadi Reform and Development Program. “There are many job opportunities in khadi production, especially for women and minorities,” says the 11th Five Year Plan. Improving the khadi business should help India's rural areas get more jobs.

RURAL INDUSTRIES

Industries that are able to produce large-scale job opportunities, provide a sustainable income, and provide self-sufficiency are referred to as rural industries. These industries cater to the needs of rural businesses. Cottage industries, small-scale industries, and agricultural industries are the broad categories that rural industries fall under. Handlooms, handicrafts, sericulture, Khadi, and Village Industries are the categories that have been assigned to the collection of industries based on the characteristics of the industrial sector. A variety of businesses, including agriculture, the forest industry, and the handloom industry, are the focus of the company's operations in rural areas. Rural India is home to a diverse population of people who are experts in a wide range of competences. Various skills differ from one region to another because of the influence of resources and traditions on their development. The people living in rural areas, for instance who live in Kerala have a professional ability in carving wood, while the other rural people who live in Kashmir are skilled in weaving carpet.

Businesses in rural parts of India that focus on serving the local population and providing jobs are called "rural industries" in the country's colloquial language. Additionally, these sectors provide employment opportunities for agricultural workers in secondary occupations, thereby playing an important part in the economy of rural areas. By fostering the establishment of rural industries, communities have the opportunity to improve their level of self-sufficiency and establish livelihoods that are sustainable, so contributing to the general economic expansion of the region.

Khadi and Village Industries

In order to create sufficient employment opportunities in the Rural Micro Sector and to also provide value-added services to the people in order to make an effective contribution to the development of the rural sector, the West Bengal Khadi & Village Industries Board plays a significant part in carrying out the Village Industries Programme in the state at large.

The Khadi and Village industries are established with certain objectives in view.

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In the Khadi and Village industries, the primary goals are :

1. To reduce unemployment and under employment problem in the country.
2. To promote Khadi products more and more.
3. To provide job opportunities to the less fortunate categories of people especially women, widows and people those who live in less-populated places and have less education.
4. Khadi programmes mainly provide a source to earn the daily bread of artisans.
5. To help in achieving elevated level of life and culture in the country.
6. To provide Gandian attitudes to the society as a part of social objective.
7. To ensure the maximum utilization of locally sourced ingredients in the country.
8. To achieve the regional balance in the country.

NEED AND SCOPE OF STUDY

The fact that khadi has stood the test of time shows that India's heritage will live on. Although many other fabrics have come and gone throughout history, khadi has persisted. Using a charkha, or spinning wheel, to hand-spread thread, Khadi is an alternative to handloom. In contrast, the mill is used to process handloom yarn. For the most part, this is how Khadi differs from handloom. Wearing khadi will keep you warm in the winter and cool in the summer; it's a unique and adaptable fabric. The preservation and growth of this sector is of paramount importance, and any effort to improve it's a religious act.

The concept behind Mahatma Gandhi's promotion of Khadi was to increase employment in non-farming occupations, with the hope of reducing rural-to-urban migration for job opportunities. This was done with the objective of giving employment opportunities that would allow people to become self-sufficient. Historically, Khadi has been associated with India's struggle for independence; yet, in the present day, it is regarded as one of the most important protagonists in the fight against climate change and global warming. Not only do the designers consider the garment to be environmentally beneficial, but they also consider it to be a fashion design that is accepted all over the world.

OBJECTIVES OF THE STUDY

The objectives of the research are here under:

1. To study the ‘socio- economic profile’ of the consumers of Birbhum district.
2. To understand the ‘consumers attitude’ towards Khadi and Village Industries Products.

SOCIO - ECONOMIC PROFILE

When considering the customers' behavioural framework with related to consumption, the socio-economic profile is of paramount importance. on the table. The consumption, savings, and investment tendencies of consumers are all determined by their socioeconomic level. A number of crucial characteristics, including income, education, occupation, and location of residence, are taken into consideration when determining the socioeconomic position of the questionnaire respondents. Additionally, the socioeconomic level is determined by other elements, such as religion, culture, and heritage.

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Customers' demographic information (gender, age, income, employment, family size, cultural background, educational attainment, etc.) is considered in the study as one of its variables. It is feasible to quantify the changes in consumer behavior that affect fashion and consumption patterns by using these attributes as measurement criteria. The most common criteria used to divide markets are needs, wants, beliefs, and conventions, however there are many more.

1. AGE

Age is a most-mentioned parametric variable in all fields of study since it shows the similarities and differences throughout generations in terms of trend, exposures, judgment, spontaneity, and many other traits. When determining the core group's survivability, age is an important factor. To maximize their share of the market, many marketing studies zero in on a certain age group to conduct their research.

Table 1: Respondent Categorization According to Age

Age Group (in years)	Number of Respondents	Percentage (%)
Below 25 yrs	75	15
25-35 yrs	120	24
35-45 yrs	150	30
45-55 yrs	100	20
Above 55 yrs	55	11
Total	**500**	**100**

Table 1 displays the responder demographic profile according to age group. There are several strata based on the respondents' ages, which range from 18 to 80. This results in 30% of the sample falling within the 35–45 age bracket, 20% within the 45–55 age bracket, and 24% within the 25–35 age bracket. Between the ages of 25 and 55, the two extremes are 16% and 11%, respectively.

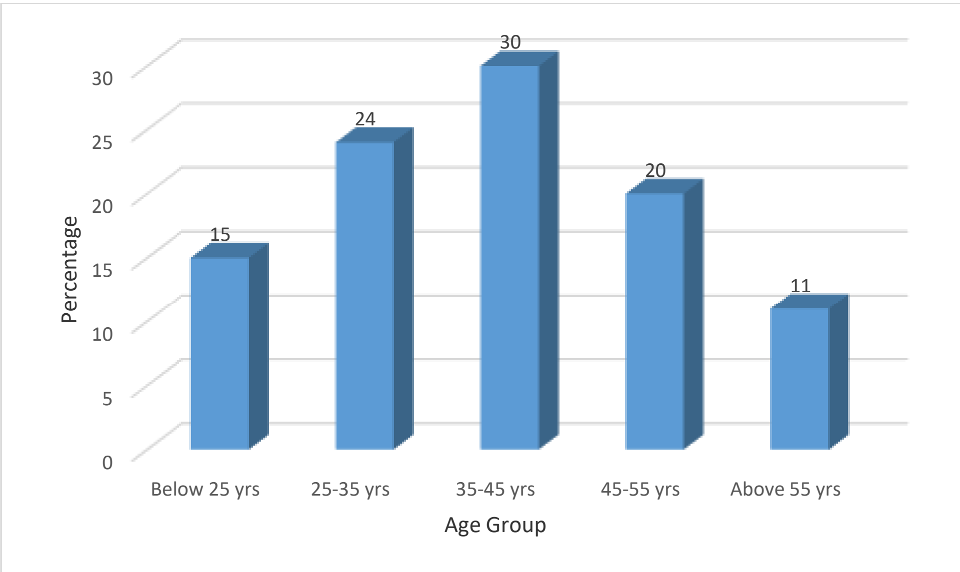

Figure 1: Bar Graph Representation of Age Classification of The Respondents

Source: Survey

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2. GENDER

There are two categories that are being used to classify the entire collection of sample data: male respondents and female respondents. When it comes to gaining a knowledge of the behavior of the sample, an essential assessment tool is this variable.

Table 2: Depicting The Gender of The Respondents

Gender Classification	Number Of Respondents	Percentage (%)
Male	285	57
Female	215	43
Total	**500**	**100**

Table 2 includes the respondents' gender classifications, which is notable. The results show that boys make up 57% of the sample and girls 43%. The bulk of those who filled out the survey were men.

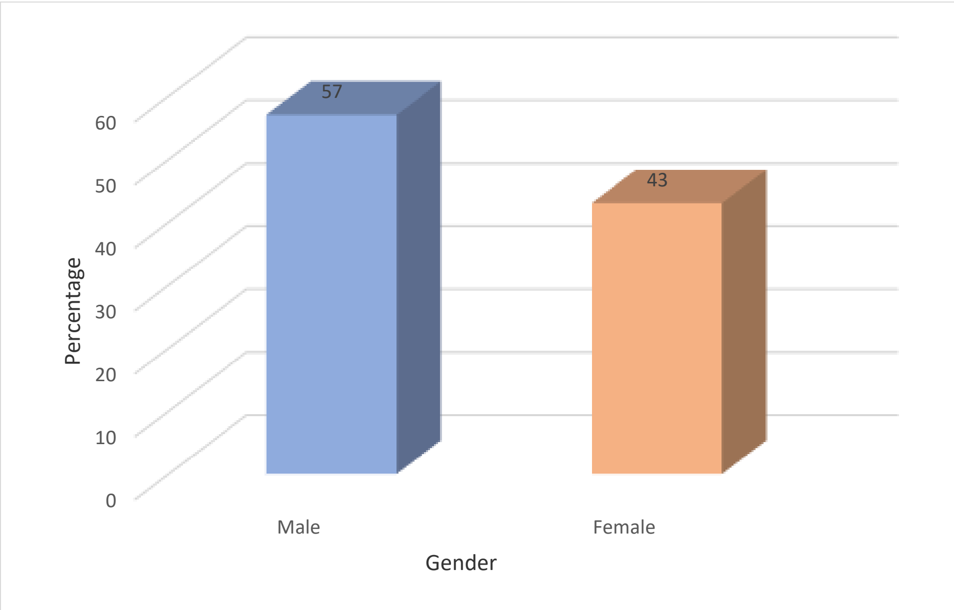

Figure 2: Bar Graph Showing the Gender of The Respondents

Source: Survey

3. MARITAL STATUS

Most significantly, a person's marital status is a demographic factor. Among many factors, the marital status of the person making the financial decision has the most impact on the spending and saving model. The consumer's taste for a particular product and the amount of money they spend might be influenced by their marital status.

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Table 3: Respondents Depicting Marital Status

Marital Status	Number of Respondents	Percentage (%)
Single	95	19
Married	405	81
Total	**500**	**100**

Source: Survey

In the above population, 81% are married and 19% are single, as shown in table 3, which shows the sample frequency according to the marital status. The majority of respondents are clearly in committed partnerships, according to the data.

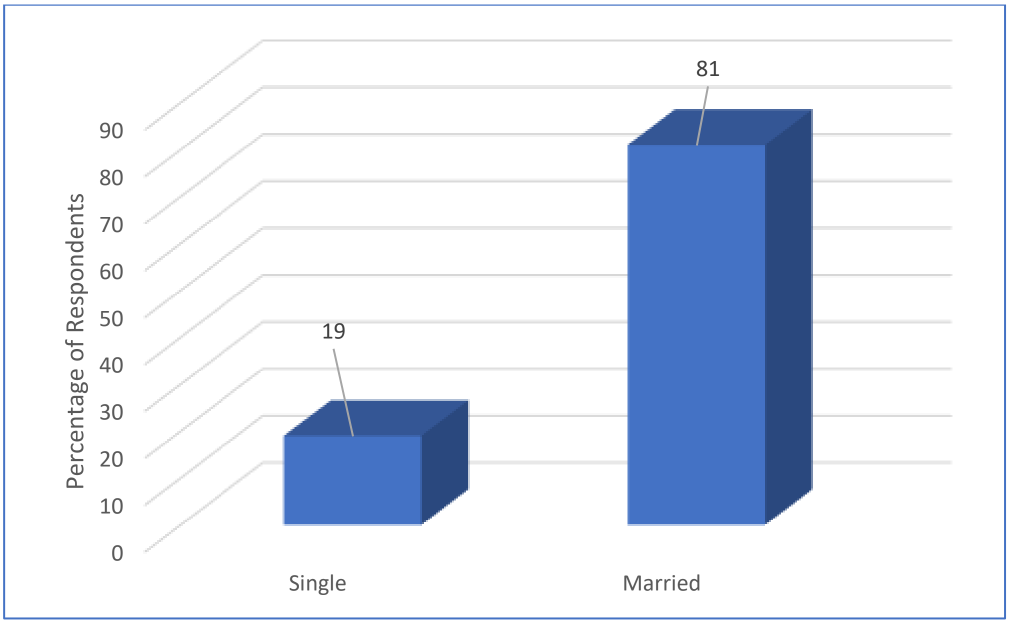

Figure 3: Bar Graph Showing Respondents on The Basis of Marital Status

4. CASTE STATUS

According to caste status the preference of using Khadi products plays an impact and the consumer behavior can be judged.

Table 4: Showing Respondents on The Basis of Caste Status

Type of Caste	Number of Respondents	Percentage (%)
General	175	35
Scheduled Caste	125	25
Scheduled Tribe	125	25
OBC	75	15
Total	**500**	**100**

Source: Survey

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Local data shows that 35% of respondents are from the general caste, 25% are from the scheduled caste and 15% are from another disadvantaged class.

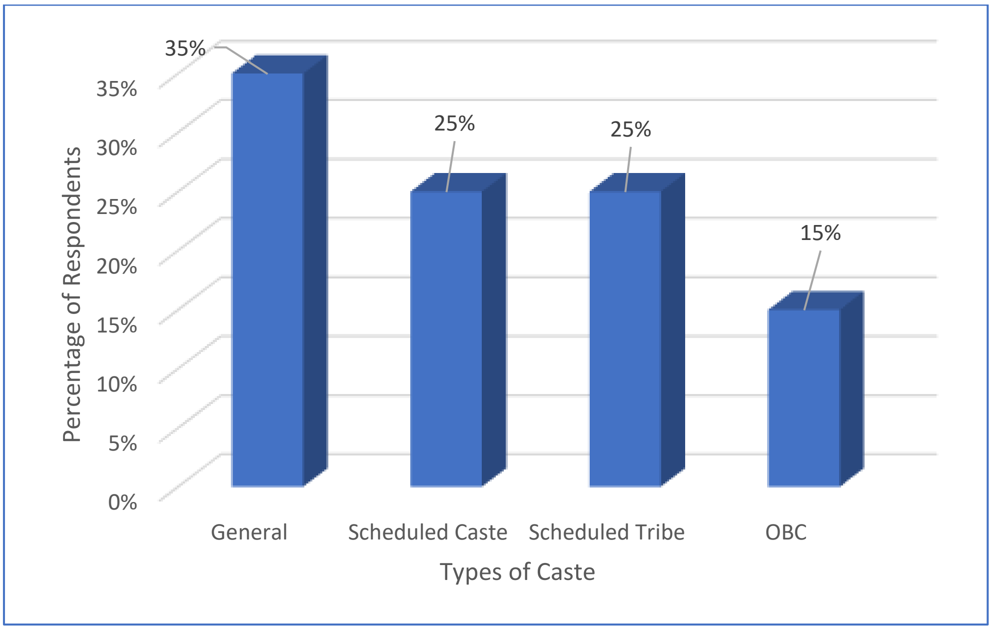

Figure 4: Bar Graph Showing Respondents on The Basis of Caste Status

5. PLACE OF RESIDENCE

A number of theories are sparked by the fact that residential location has a greater influence on consumption habits. The geographic segmentation provides a clear image of the market's potential and segmentation.

Table 5: Table Below Represents Respondents on The Basis of Residential Locality

Residential Locality	Number of Respondents	Percentage (%)
Rural	40	8
Semi-Urban	115	23
Urban	345	69
Total	**500**	**100**

Source: Survey

Table 5 represents a category breakdown of residential location, which is further subdivided into three main parts. The statistics clearly show that 69% of the participants live in cities, while 23 percent come from semi-urban areas, and 8 percent come from rural areas. There is a significant proportion of respondents that hail from metropolitan areas.

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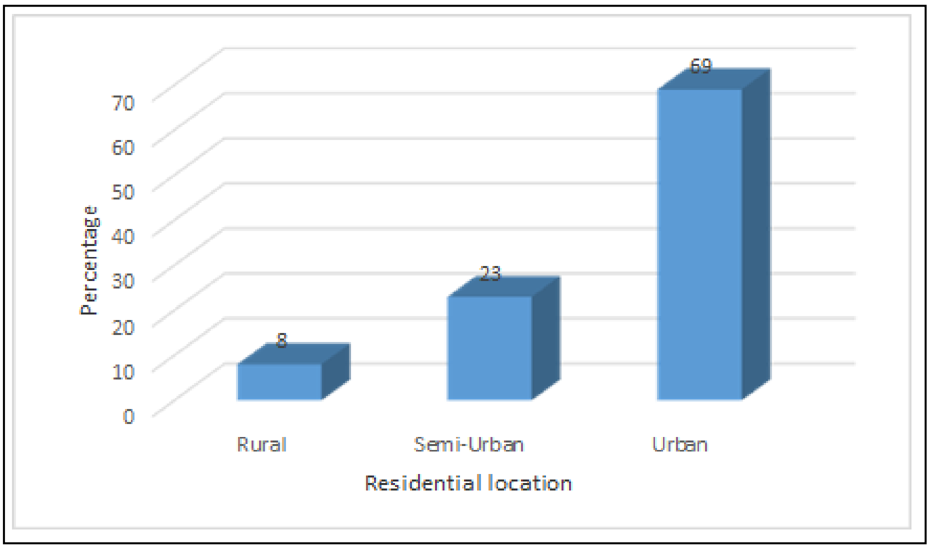

Figure 5: Bar Graph Showing Respondents on Residential Location

Source: Survey

6. EDUCATIONAL QUALIFICATIONS

A person's degree of education and intelligence is one of the most striking characteristics that sets them apart. A higher level of education has far-reaching positive effects on society, including but not limited to better health, more career opportunities, lower poverty, and heightened environmental consciousness.

Table 6: Table Showing Respondents on The Basis of Educational Qualification

Educational Qualification	Number of Respondents	Percentage (%)
Illiterates	40	8
Madhyamik	135	27
Higher Secondary	275	55
Graduates	50	10
Total	**500**	**100**

Source: Survey

Table 6 displays the results depicting respondents' educational attainment is as follows: 55% of them have completed their higher secondary education, 27% have completed their secondary school education, 10% completed graduation, and 8% are illiterate. Higher Secondary make up the vast majority of those who responded.

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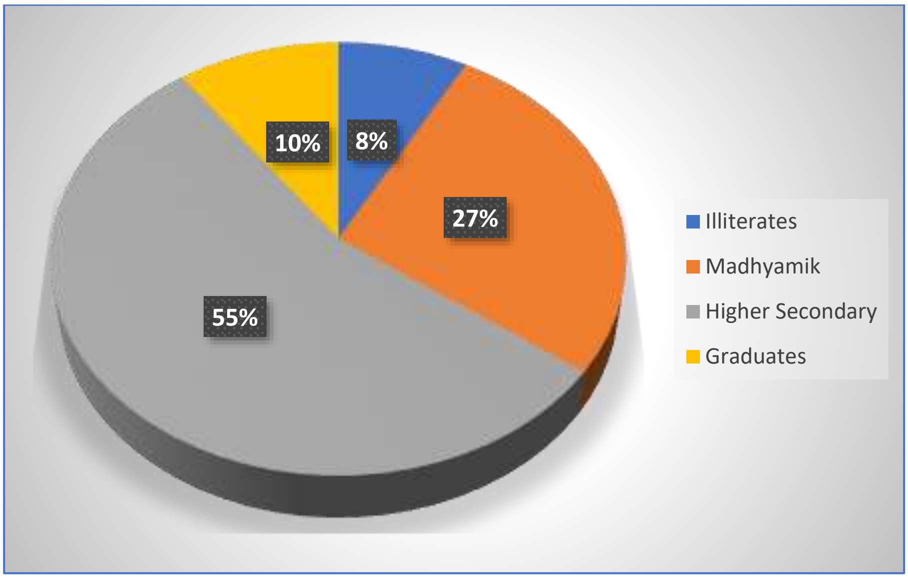

Figure 6: Pie Chart Showing Respondents' Educational Qualification

7. OCCUPATION

One way to gauge a population's socioeconomic status is to look at the jobs held by its members. All things considered, this factor has a major bearing on the typical pattern of product and service consumption. A person's income is highly dependent on their employment status. Product and service marketers make extensive use of this segmentation variable. The respondents had a variety of occupations, including working for the government, working for private companies, working in businesses, working as professionals, working as housewives, and working for various groups, including students and people who were unemployed.

Table 7: Showing The Respondents on The Basis of Occupation

Occupation	Number of Respondents	Percentage (%)
Government Employee	90	18
Private Employee	100	20
Business	85	17
Professional	75	15
Housewives	125	25
Others	25	5
Total	**500**	**100**

Source: Survey

In Table 7, we can see the respondents' occupational patterns. Of the individuals who participated in the survey, 18 percent are employed by the government, 20 percent are employed by private companies, 17 percent are active in business, while 15 percent are professionals, 25 percent are housewives, and 5 percent belong to other categories.

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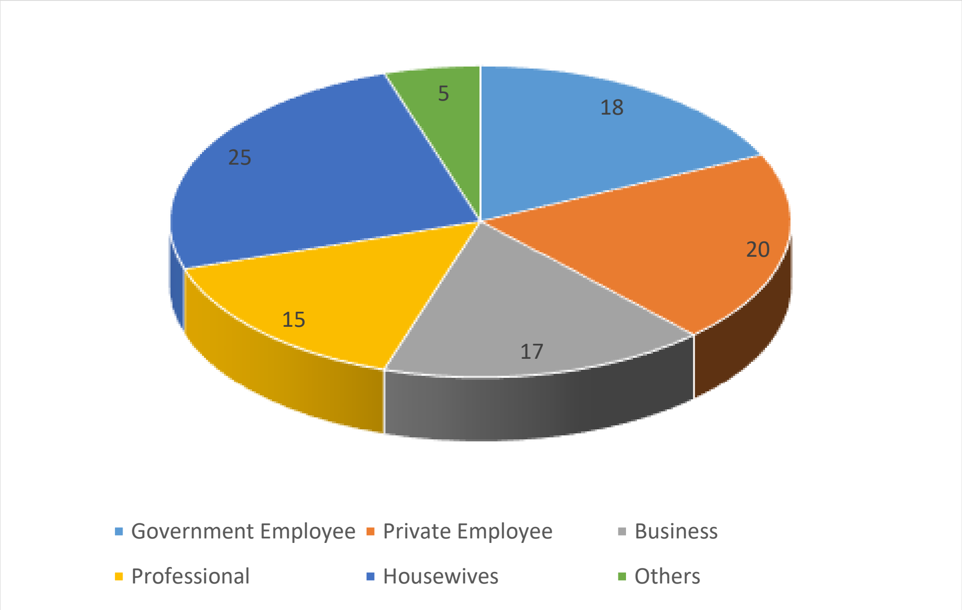

Figure 7: Pie Chart Showing Respondents' Occupation

Source: Survey

8. INCOME

Income is a quantitative metric that illustrates variance in the behavior of the samples. Product preferences and selections are also an impact of a person's income. A product's market impact will be larger if its pricing is responsive to changes in consumer income, savings habits, and spending habits.

Table 8: Table Showing the Respondents on The Basis of Income

Income (Monthly in Rs.)	Number of Respondents	Percentage (%)
Upto 15,000	165	33
15,000 – 25,000	135	27
25,000 – 35,000	125	25
Above 35,000	75	15
Total	**500**	**100**

Source: Survey

Table 8 finds that the highest proportion of respondents fall within the income bracket of up to Rs.15,000, then 27% in the range of Rs.15,000 to Rs.25,000, 25% in the range of Rs.25,000 to Rs.35,000, and 15% over Rs. 35,000.

The majority of Khadi respondents have salaries of up to Rs. 15,000, according to a study of the data.

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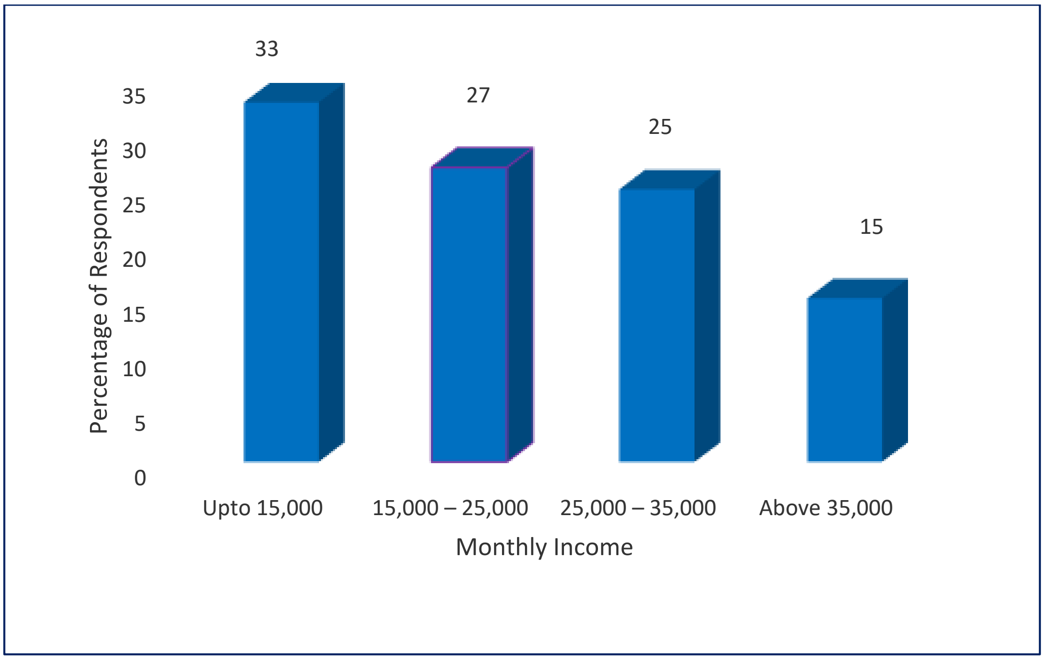

Figure 8: Bar Chart Showing the Income of The Respondents

Source: Survey

9. FAMILY TYPE

It is well acknowledged that consumers' families have a significant impact on their shopping decisions. The relative weight of nuclear and combined families in customer decision-making is an important question in marketing research.

Table 9: Table Showing the Respondents on The Basis of Family Type

Family Type	Number of Respondents	Percentage (%)
Joint family	190	38
Nuclear family	310	62
Total	**500**	**100**

Source: Survey

Table 9 clearly demonstrates how the entire sample is separated based on the family. type that a person belongs to. Joint families make up the remaining 38 percent of the sample, while nuclear families account for 62 percent, found in the data. To a large extent, the respondents belong to the nuclear family type.

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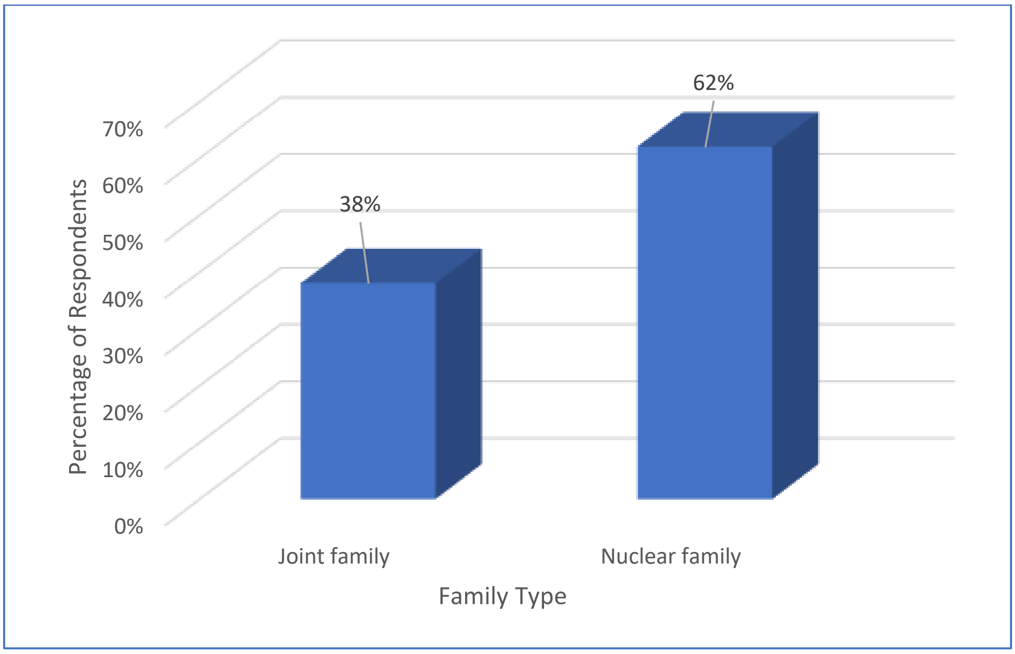

Figure 9: Bar Graph Represents Respondents on The Basis of Family Type

Source: Survey

CONSUMER ATTITUDE

The beliefs, emotions, and intentions of consumers are what determine how they interact with your products and services. The outcome of this interaction is consumer perceptions. Their decisions and judgments are influenced by these attitudes, which are formed as a result of prior encounters and interactions. Businesses may more effectively tailor their marketing, services, and goods to meet customer needs and boost satisfaction when they have a deeper grasp of consumer sentiments. Customers' opinions matter because they influence their tastes, spending habits, and devotion to a particular brand based on their impressions and emotions towards the products and services in question.

10. QUALITY OF THE PRODUCT

The study was taken for the 'quality of the product' from the respondent and it was tabulated in the table.

Table 10: Classification Of Respondents on The Basis of Quality of The Product

Quality of Product	Number of Respondents	Percentage (%)
Very good	225	45
Good	150	30
Average	125	25
Total	**500**	**100**

Source: Survey

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The result of the data shows that majority of the respondents answered the quality of Khadi and village products were very good and their percentage is 45 percent, 30 percentage commented good regarding the product and 25 percent said it is average.

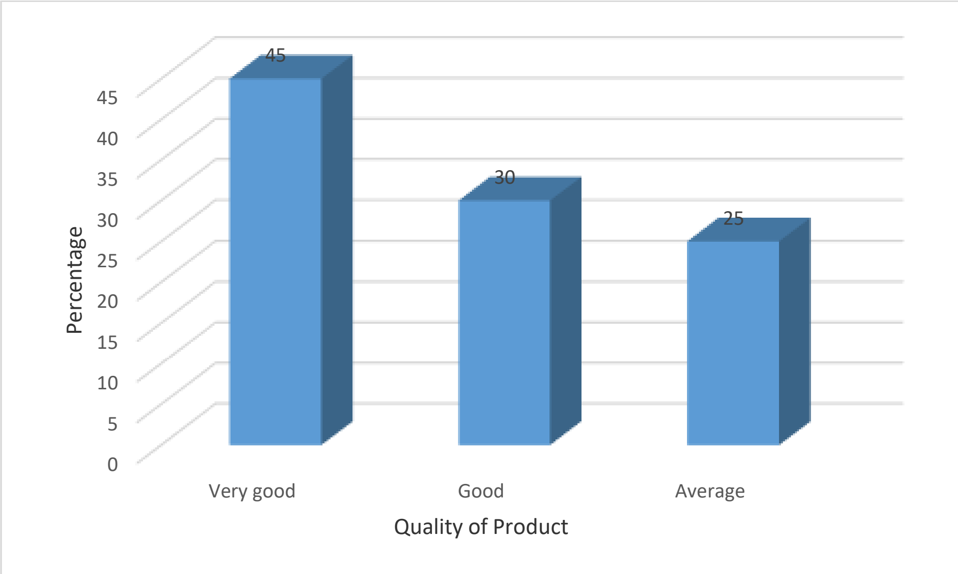

Figure 10: Bar Graph Showing Quality of Product

11. PACKING OF THE PRODUCT

The data was calculated in the basis of the satisfaction regarding the product's packaging, which was taken into consideration.

Table 11: Classification of Respondents on The Basis of Quality of The Product

Quality of Product	Number of Respondents	Percentage (%)
Attractive	150	30
Moderate	225	45
Not attractive	125	25
Total	**500**	**100**

Source: Survey

The result of the data shows that majority of the respondents answered that the packaging of the product of Khadi and village products were very good and their percentage is 30 percent said packaging is attractive, 45 percent told its moderate and 25 percent said packaging not so attractive.

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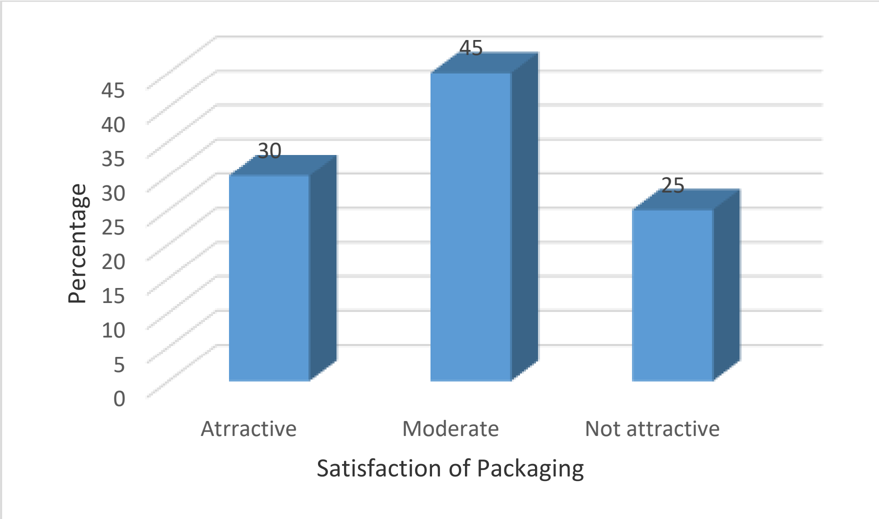

Figure: 11: Bar Graph Showing Packaging of The Product

12. REASONABILITY OF THE PRICE

The price regarding the Khadi and village products was collected and it was found majority of them answered 'Yes' regarding the price.

Table 12: Classification Of Respondents on The Basis of Reasonability

Price Reasonability	Number of Respondents	Percentage (%)
Yes	325	65
No	175	35
Total	**500**	**100**

Source: Survey

Sixty five percent of respondents indicated that the price was reasonable and the rest 35 percent did not agree to the price reasonability.

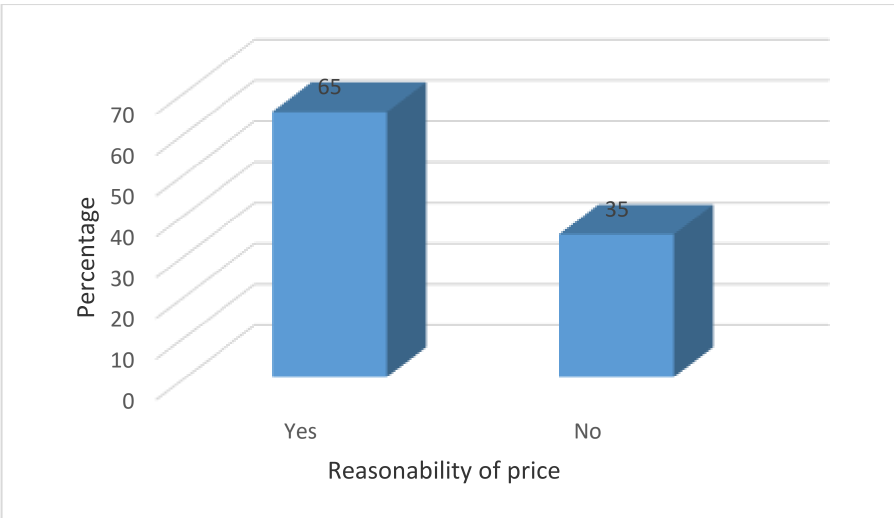

Figure 12: Bar Graph Showing Reasonability of Price

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13. PROMPTNESS OF AVAILABILITY

The products are promptly available by the consumer or not was taken poll for and majority agreed that it was available promptly.

Table 13: Classification of Respondents on The Basis of Prompt Availability

Promptly Availability	Number of Respondents	Percentage (%)
Yes	300	60
No	200	40
Total	**500**	**100**

Source: Survey

Sixty percent of the respondent said that the product was promptly available in the market and rest of them i.e. forty percent was not accepting it.

14. VALUE FOR MONEY

A survey asked consumers if they thought the product was worth the price, and the vast majority said yes.

Table 14: Classification of Respondents on The Basis of Value For Money

Price Reasonability	Number of Respondents	Percentage (%)
Yes	300	60
No	200	40
Total	**500**	**100**

Source: Survey

Sixty percent of the respondent said that the product was value for money and rest of them i.e. forty percent was not accepting it.

15. STANDARD FOR USAGE

A survey asked consumers if they thought the product was standard for usage worth the price, and the vast majority said yes.

Table 15: Classification of Respondents on The Basis of Standard for Usage

Standard For Usage	Number of Respondents	Percentage (%)
Yes	320	64
No	180	36
Total	**500**	**100**

Source: Survey

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Sixty four percent respondent agreed that the product was standard for usage and thirty six did not agreed to it.

16. PRODUCT SAVING MONTHLY FUND

A survey asked consumers if they thought the product was saving the monthly fund or not and the result was shown.

Table 16: Classification of Respondents on The Basis of Product Saving Monthly Fund

Monthly Savings	Number of Respondents	Percentage (%)
Yes	340	68
No	160	32
Total	**500**	**100**

Source: Survey

Sixty eight percent respondent said that to product gives savings to their monthly fund and rest thirty two percent did not agreed to it.

FINDINGS

Socio-Economic Profile of the Survey Respondents

The age distribution of the participants falls between 25 and 55 years, with the largest proportion (30%) falling between 35 and 45 years old. According to the gender classification, the bulk of responders are male (57 percent). Marital status shows 81 percent are married and only 19 percent are unmarried. Caste status shows 35 percent are general caste maximum and minimum 15 percent are OBC. Most of the respondents, making about 69% of the total, reside in metropolitan regions. Educational qualification of the respondents shows most of them (55 per cent) are higher secondary. Among the respondents, the largest group (25 percent) consists of stay-at-home moms. The income criterion shows that 33% of the total respondents had a monthly income of up to Rs. 15,000. The family type is maximum nuclear type and it is 62 percent. Majority of the family member are 2-4 members and the percent is 32. Family decision is taken majority 60 percent jointly. Most of the family members are involved in handicrafts making, and the percent is 54.

Consumer Attitude

The quality of the product was responded by majority 45 percent as very good. The packing of the good was majority 45 percent responded as moderate. The reasonability of price was majority (65 percent) responded as ‘Yes’. The product was available promptly 60 percent responded as ‘Yes’. The majority (60 percent) said the product was value for money and it was reasonable.64 percent agreed that it is standard for usage. 68 percent said it was saving from monthly fund.

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CONCLUSION

The major objective of this paper is to learn more about the Khadi product consumers in Birbhum district, West Bengal, in terms of their knowledge, attitudes, preferences, purchasing habits, and overall happiness with the product. The study's data is gathered in two stages. First, we look at secondary data, which consists of theoretical discussions based on books, journals, and magazines that cover topics including 'consumer behavior', 'marketing concepts', 'industry profiles', and 'conventions' and 'notions'. Second, we'll use a sampling technique to gather Survey from people who actually buy Khadi items. We'll look at things like their demographics, spending habits, product preferences, exposure, and decision-making processes.

Birbhum's khadi and craft products enjoy strong cultural cachet and attract premium-minded tourists and urban buyers for their authenticity and handcraft quality, but wider local adoption is constrained by price sensitivity, inconsistent finishing and limited market/online visibility. Strengthening provenance signals, improving finish and packaging, offering tiered product ranges, and linking artisans reliably to seasonal markets (haats, Santiniketan visitors) and curated online channels will change buying behaviour in favour of Birbhum makers and improve artisan incomes.

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