

## **Impact Of Creative Marketing On Customer Buying Behavior: An Empirical Study**

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### **ABSTRACT:**

In today's business world, marketing processes are based on the interaction between a business and consumers. Advertising has been considered a popular management tool for dealing with the highly rapid technological changes and also marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Earlier, before the 21<sup>st</sup> century, businesses were using traditional methods for promoting their goods and services, which was very costly as they had to put hoardings and banners in different areas of the cities for promoting their products or services. If the advertisement doesn't meet the expectations or goals of the organization, then it incurs losses to businesses. As time changed, the birth of creative marketing or digital marketing came to the rescue. Advertising plays an important role in influencing consumer buying behavior. Here in this study emphasis has been put on how creative marketing is changing the face of advertisement and eventually the customers are becoming reliable for the brand value. The primary source of information like interacting with customers and collecting their feedback both online and offline with a total of 415 samplings used and information is collected through the percentage analysis technique.

**Keywords:** Creative Marketing, Consumer Buying Behavior

### **INTRODUCTION:**

Consumer behavior in a general sense can be considered to be everything, as every aspect of our lives revolves around the consumption of goods and services. The field of consumer behaviour covers a wide range of bases as it focuses on the entire consumption process, involving issues that influence a consumer before, after, and during a purchase. Almost all the behaviours that people participate in are, in one way or another, linked to consumption. Whether it be travelling, shopping, or watching television, individuals are directly or indirectly engaging in consumer behaviour. It can be defined as the processes involved when individuals select, purchase, and use products or services to fulfill their needs and desires. In order to compress the broad subject into a more specific field, a division of consumer behaviour was selected in accordance with an area of interest, which is consumer psychology.

Consumer psychology deals with the way individuals or groups are involved in consumer activities and the effect this has on them personally. Consumer psychology is quite difficult to comprehend without having an understanding of the ways individuals process information and make decisions. Extensive research in consumer psychology highlights the underlying aspects of individuals that make up consumer engagement. This thesis combines psychological theories and marketing strategies to bring together the main ideas of consumer psychology. The fundamental elements accentuated in the theoretical framework are: internal influences, which consist of perception, attention, and interpretation. These topics play an imperative role in explaining the dimensions of the perceptual process and the effect of marketing stimulus. Motivation, Personality, and Emotions is the second topic that presents a psychological perspective on the motivation process, an insight into differences in consumer personality, and the effect of emotions. The final subject provides a thorough outlook on attitudes by examining their formation, functional theories, and change strategies involved with the Affective, Behavioral, and Cognitive (ABC) model.

Creative marketing is a way of promoting your goods and services in a unique and effective way through the digital medium, such as television, social media, YouTube, etc. Nowadays, many companies or brands are using this strategy to promote their products or services on public platforms. The advancement of innovations and creativity is having a greater influence than the monotonous traditional practices of marketing. When we talk about creativity, we think of areas such as design, music, and art. Creative marketing leads to better brand recognition, increases in sales, and helps to emotionally connect with the customers (Tripathi, A. 2014).

Social media is one of the best platforms for promoting their products or services digitally by the brand itself or by their representatives like brand ambassadors, influencers, or 3<sup>rd</sup> party companies. For brands, it is very cost-efficient and easy to handle or manage their social media platforms. They can easily run marketing campaigns on different platforms. Because the majority of the world's population is now using Smartphone and a large portion of that population is on social media, brands can easily communicate, interact, or advertise their products through these platforms in a creative way, attracting large chunks of the population to their products and services (Tripathi, A. 2014).

### **Types of creative marketing and why it works**

1. **Bloggging:** It allows you to share frequent updates and rank for more online keywords. It also positions the business as an authority in the industry and helps to provide value to the customers.
2. **Visual Content (videos, images, and infographics):** Video marketing improves a company's reach and engagement with customers.
3. **EBooks and guides:** It provides value to potential customers as it provides in-depth information related to the business.
4. **Social media:** It is a platform that provides an opportunity for the brand to connect with their targeted customers through social media.
5. **User-generated content:** This type of marketing leverages the power of fans and followers. Posting user-generated content helps to keep the site fresh.
6. **Newsletters:** This type of marketing is great for lead nurturing, and it allows you to send valuable information directly to the leads' inboxes.

## **OBJECTIVES**

1. To analyze the relationship between the age and income level of customer in purchase decision.
2. To find out the impact of creative advertisement on consumer buying behavior.
3. To study the relationship between the gender and purchase decision.
4. To analyze the relationship between the education level and the influence factor of advertisement.

## **Hypothesis**

1. There is not a significant relationship between the age and income level of customers.
2. There is not a significant relationship between creative advertisement and consumer buying behavior.
3. There is not a significant difference in the purchase decisions of females and males.
4. There is a significant relationship between the education level and the influence factor of advertisement.

## **Period of the study:**

The period of study consists of seven months from February 2022 to September 2022.

## **Review of Literature:**

1. Dr. D. Prasanna Kumar & K. Venkateswara Raju (2013) "The Role of Advertising in Consumer Decision Making" The focus or objective of this paper is to assess the impact of advertising and the influence of advertising on attitudinal buying behaviour of consumers among both males and females.
2. Mrs. Vandana Sharma (2014) "Creative Marketing for Small Businesses" This is an explanation type research paper which deals with the observations and explanations of concepts of creative marketing adopted by small business units. In particular, this paper will help the readers to understand how, nowadays, social media are adopted by small businesses to promote their products and stores as well as how some creative ideas of marketing give a competitive advantage to businesses over their competitors.
3. Andreea-loana Maniua, Monica-Maria Zahariea (2014) "Advertising creativity – the right balance between surprise, medium and message relevance" This research paper helps us to investigate the role of creativity in the new advertising formats among university students.
4. Gayathiri Dorai Singam, Punitha Karunagaran, Thamarai Selvi Dorai Pandiyan, Thinakaran Subramanian, Santhi Govindan (2014) "Creative Advertising Impact on Customer Acceptance of Fast Food Restaurant" This research paper studies today's advertising industry, which is now shifting from traditional media to digital media in order to reach the audience more effectively and, of course, creative advertising plays a vital role in influencing customer acceptance of fast food. At the current time, the fast food industry is on an upward trend.
5. P. Sathya (2015) "A Study on Digital Marketing and its Impact" This research paper is about how digital marketing impacts both customers and the marketers. Nowadays, marketers have adopted digital marketing as a platform where they can present their products or services to the customers virtually and let them see the features of the products or services they offer and they can see that virtually while sitting in their comfort zone.
6. Dr. Amira Kadry (2015) "The Creative Concept and its role in Advertising Design" This research paper talks about advertising as it is created with the purpose of getting people's attention and creativity is the soul of advertising, it is what gives life to messages about products and services.

### Research Methodology:

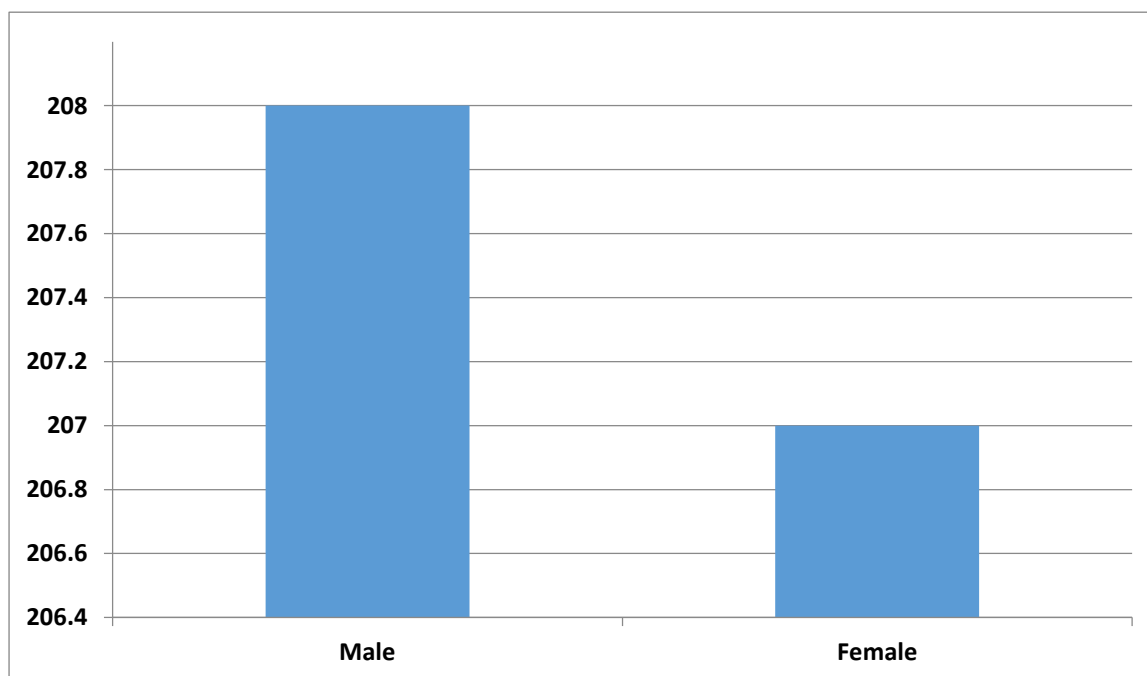
Research is an activity that is more than just gathering information or writing a description. It involves the collection of information on a targeted issue. The collection of data is the heart of any research design, regardless of the field. Data collection is the process of gathering information carefully, with the least possible distortion, so that the analysis can provide answers that are credible and stand by logic (Sapsford and Jupp, 2006). For this study, the data collection method used is an online questionnaire survey, which is Google Forms. This data collection is basically a web tool used to both deliver information and collect information from the audience. For the purpose of the study, this online questionnaire was distributed in various parts of India, and responses were received from different kinds of backgrounds. The sample size was determined as 415 respondents' opinions. The collected data was analyzed through statistical tools for fulfillment of the objective of the study.

**TABLE NO. 6.1. GENDER OF THE RESPONDENTS:**

Parameters	Number of Respondents	Percentage of Respondents
Male	208	50.1%
Female	207	49.9%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, we can say that the majority of the responses received from males are more than those from females, at 50.1% and 49.9%, respectively.

**GRAPH NO. 6.1. GENDER OF THE RESPONDENTS:**



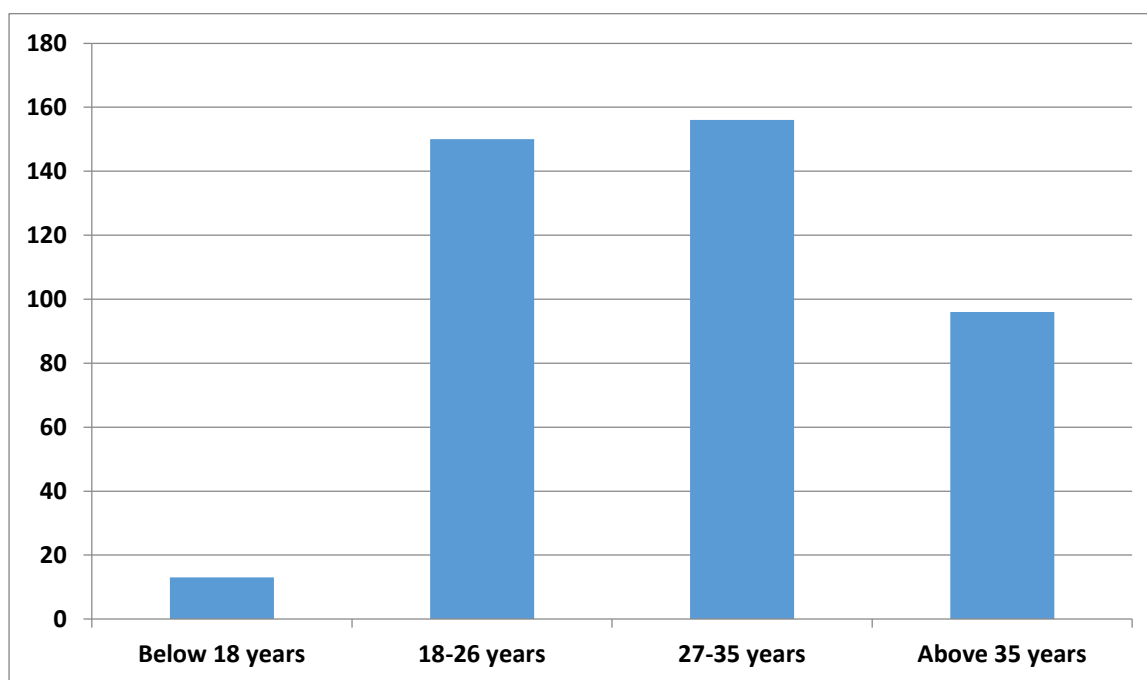
**INTERPRETATION:** From the above graph and table, it can be interpreted that the majority of the responses have been received from males, which is 50.1% in comparison to females, 49.9%.

**TABLE NO. 6.2. AGE GROUP OF THE RESPONDENTS:**

Parameters	Number of Respondents	Percentage of Respondents
Below 18 years	13	3.1%
18-26 years	150	36.1%
27-35 years	156	37.6%
Above 35 years	96	23.1%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 37.6% of the respondents are from the 27–35 age group, 36.1% are from 18–26 years, 23.1% are from above 35 years, and 3.1% of the respondents are from below 18 years.

**GRAPH NO. 6.2. AGE GROUP OF THE RESPONDENTS:**



**INTERPRETATION:** From the above graph and table, it can be interpreted that the majority of the respondents have come from the 27–35 age group, which is 37.6%, followed by the 18–26 age group with 36.1%, and finally, above 35 years is 23.1%, and lastly, below 18 years is 13.

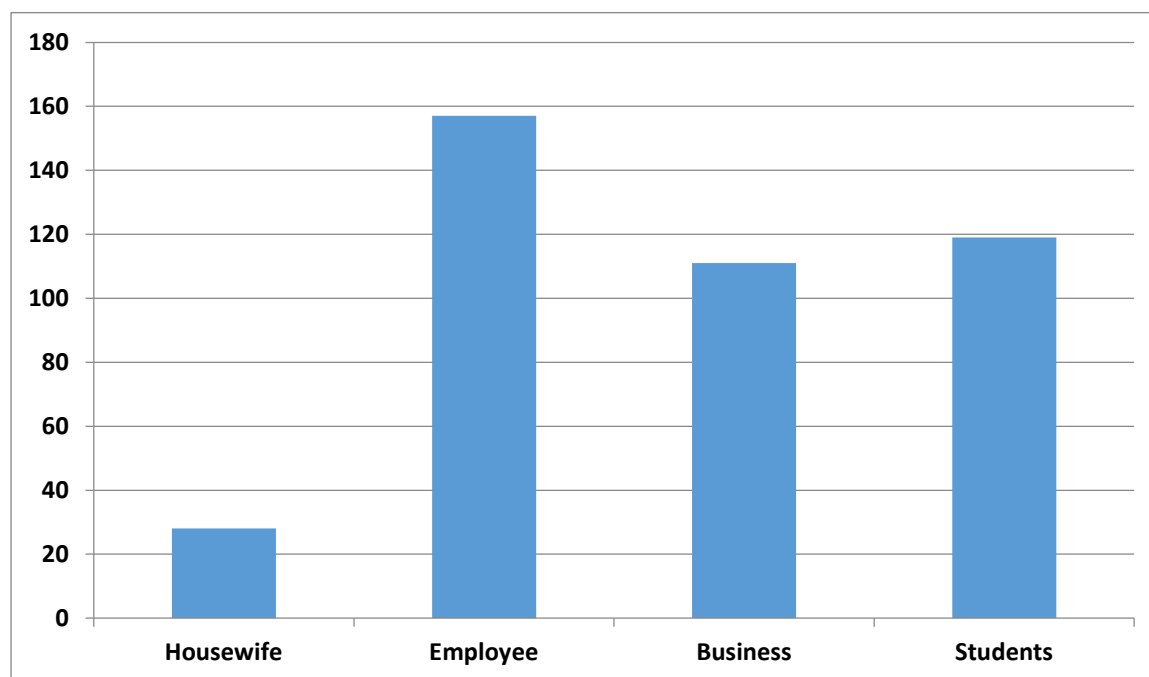
**TABLE NO. 6.3. OCCUPATION OF THE RESPONDENTS:**

Parameters	Number of Respondents	Percentage of Respondents
Housewife	28	6.7%

<b>Employee</b>	157	37.8%
<b>Business</b>	111	26.7%
<b>Students</b>	119	28.7%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 37.8% of respondents are employees, 28.7% are students, 26.7% are from business, and 6.7% are housewives.

**GRAPH NO. 6.3. OCCUPATION OF THE RESPONDENTS:**



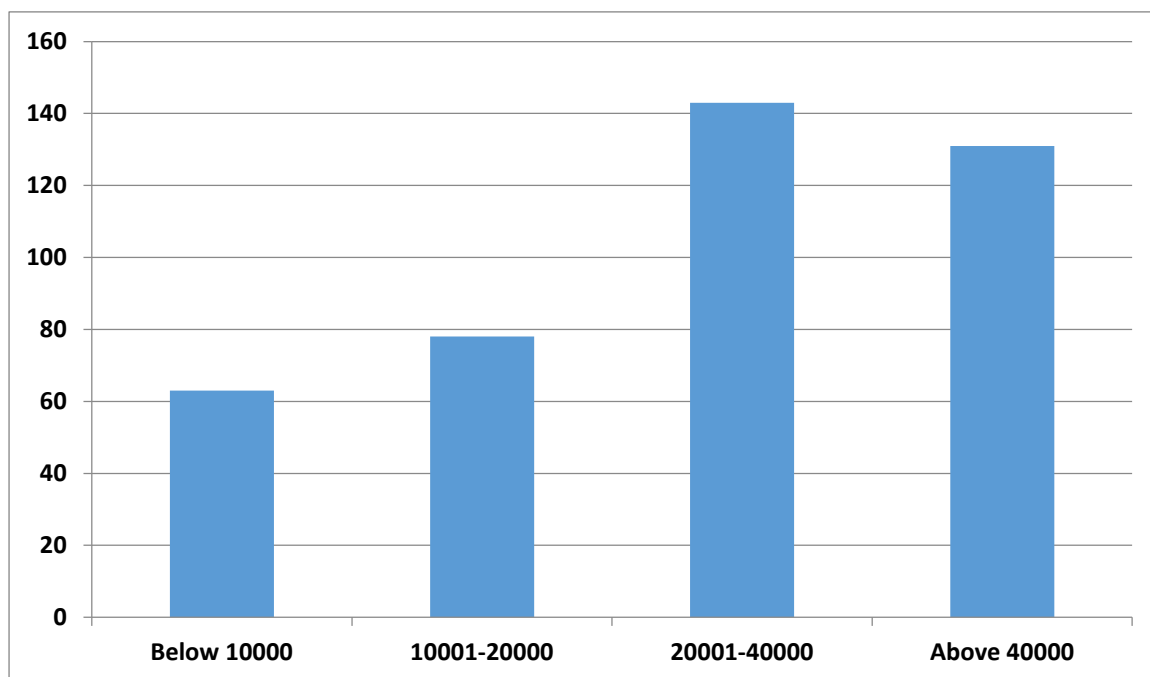
**INTERPRETATION:** From the above graph and table, it can be interpreted that the maximum number of respondents was received from employees (37.8%), followed by students (28.7%), businesses (26.7%), and last by housewives (6.6%).

**TABLE NO. 6.4. MONTHLY FAMILY INCOME OF THE RESPONDENTS:**

<b>Parameters</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents</b>
<b>Below 10000</b>	63	15.2%
<b>10001-20000</b>	78	18.8%
<b>20001-40000</b>	143	34.5%
<b>Above 40000</b>	131	31.6%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** According to the above table, 34.5% of respondents have a monthly family income of 20001-40000, 31.6% have an income above 40000, 18.8% have a monthly family income of 10001-20000, and 15.2% have a monthly family income of less than 10000.

**GRAPH NO. 6.4. MONTHLY FAMILY INCOME OF THE RESPONDENTS:**



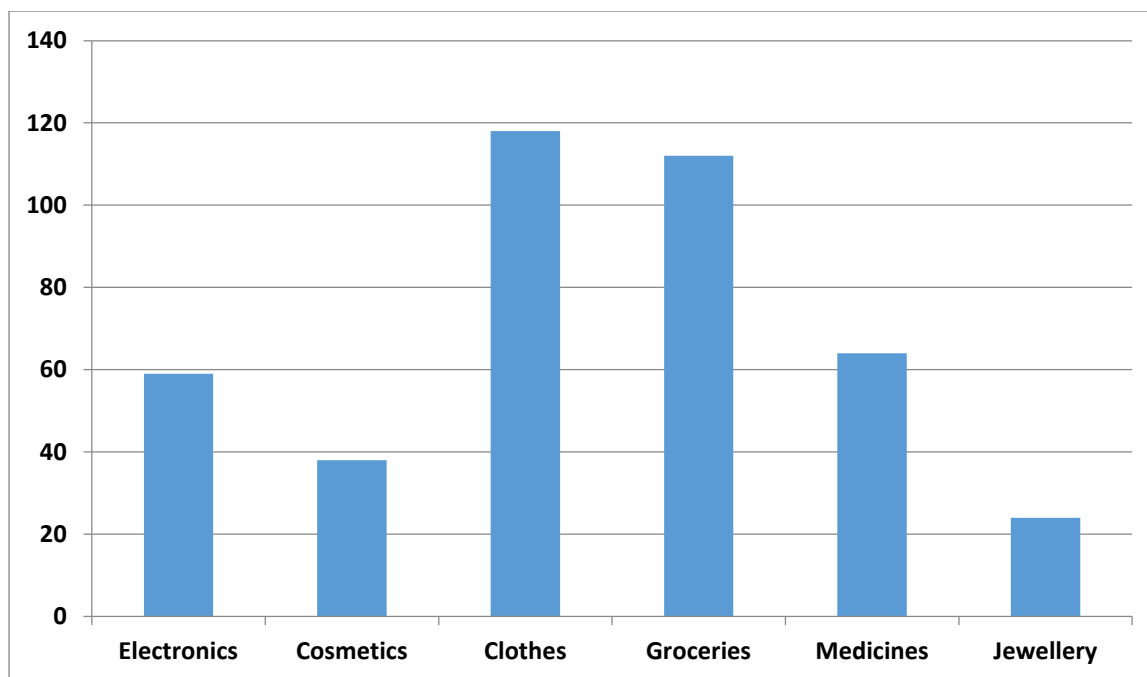
**INTERPRETATION:** By the above graph and table, it can be interpreted that the maximum number of respondents have a monthly family income of between 20001 and 40000, which is 34.5%, followed by having a monthly family income above 40000, which is 31.6%, 10001 to 20000, which is 18.8%, and lastly, below 10000, which is 15.2%.

**TABLE NO. 6.5. NAME OF THE PRODUCT THAT YOU MOSTLY BUY:**

Parameters	Number of Respondents	Percentage of Respondents
Electronics	59	14.2%
Cosmetics	38	9.2%
Clothes	118	28.4%
Groceries	112	27%
Medicines	64	15.4%
Jewelry	24	5.8%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 28.4% of respondents buy clothes, 27% buy groceries, 15.4% buy medicine, 14.2% indulge in buying electronics, 9.2% of respondents buy cosmetics, and only 5.8% buy jewellery.

**GRAPH NO. 6.5. NAME OF THE PRODUCT THAT YOU MOSTLY BUY:**



**INTERPRETATION:** By the above graph and table, it can be interpreted that the maximum number of respondents buys clothes, i.e., 28.4%, followed by groceries, i.e., 27%, medicines is 15.4%, electronics is 14.2%, cosmetics is 9.2%, and jewellery is 5.8%.

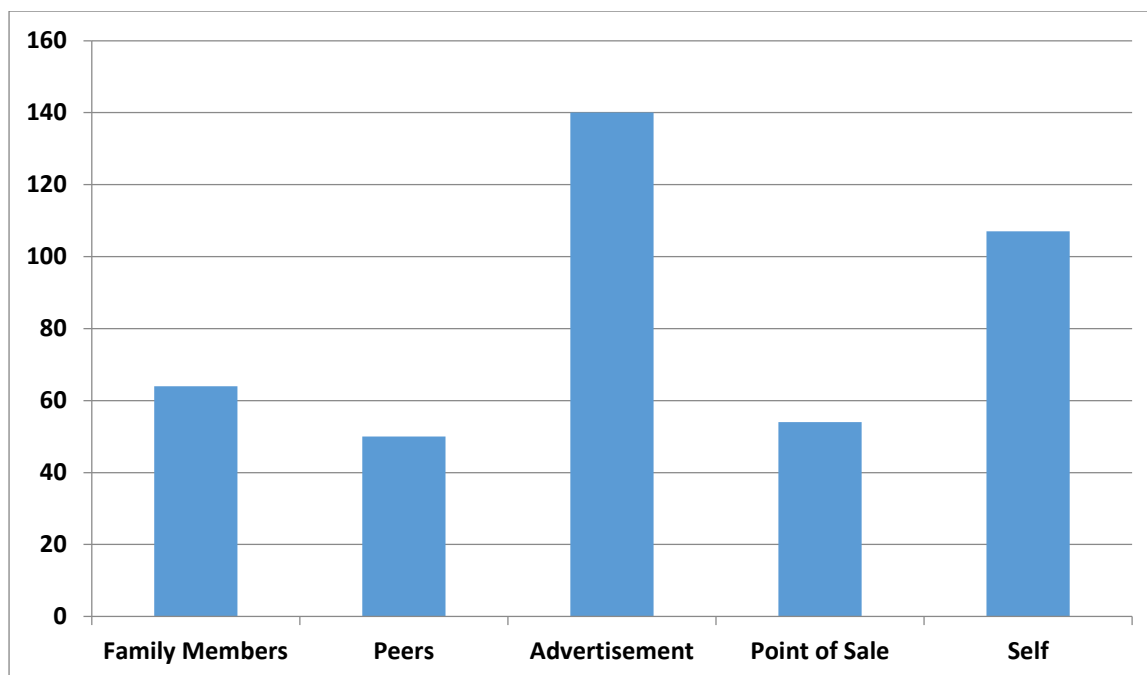
**TABLE NO. 6.6. INFLUENCING FACTORS TO PURCHASE:**

Parameters	Number of Respondents	Percentage of Respondents
Family Members	64	15.4%
Peers	50	12%
Advertisement	140	33.7%
Point of Sale	54	13%
Self	107	25.8%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 33.7% of respondents are influenced by advertisements, 25.8% are influenced by themselves, 15.4% are influenced by their family members, 13% are influenced by points of sale, and the remaining 12% are from peers.

**GRAPH NO. 6.6. INFLUENCING FACTORS TO PURCHASE:**





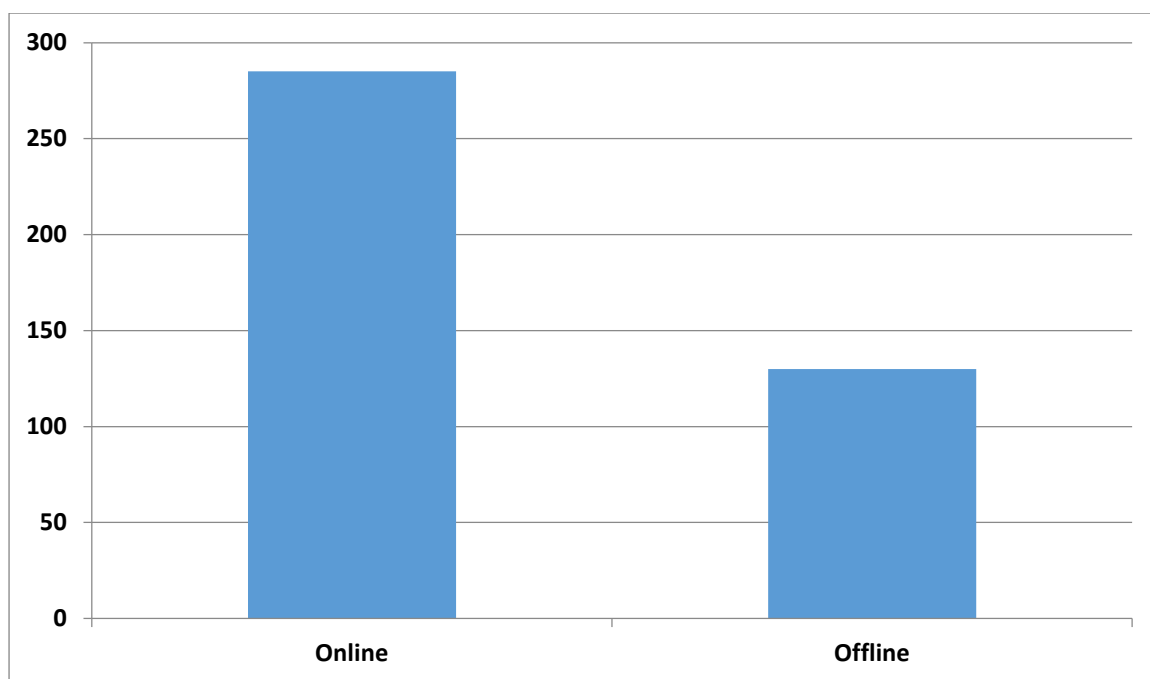
**INTERPRETATION:** From the above graph and table, it can be interpreted that the maximum number of respondents influenced by advertisements is 33.7%, 25.8% are influenced by themselves, 15.4% are influenced by family members, 13% are influenced by points of sale, and the remaining 12% are influenced by peers.

**TABLE NO. 6.7. MODE OF PURCHASING:**

Parameters	Number of Respondents	Percentage of Respondents
Online	285	68.7%
Offline	130	31.3%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that most of the respondents prefer to buy **through the** online mode, which is 68.7% and others through offline, which is 31.3%.

**GRAPH NO. 6.7. MODE OF PURCHASING:**



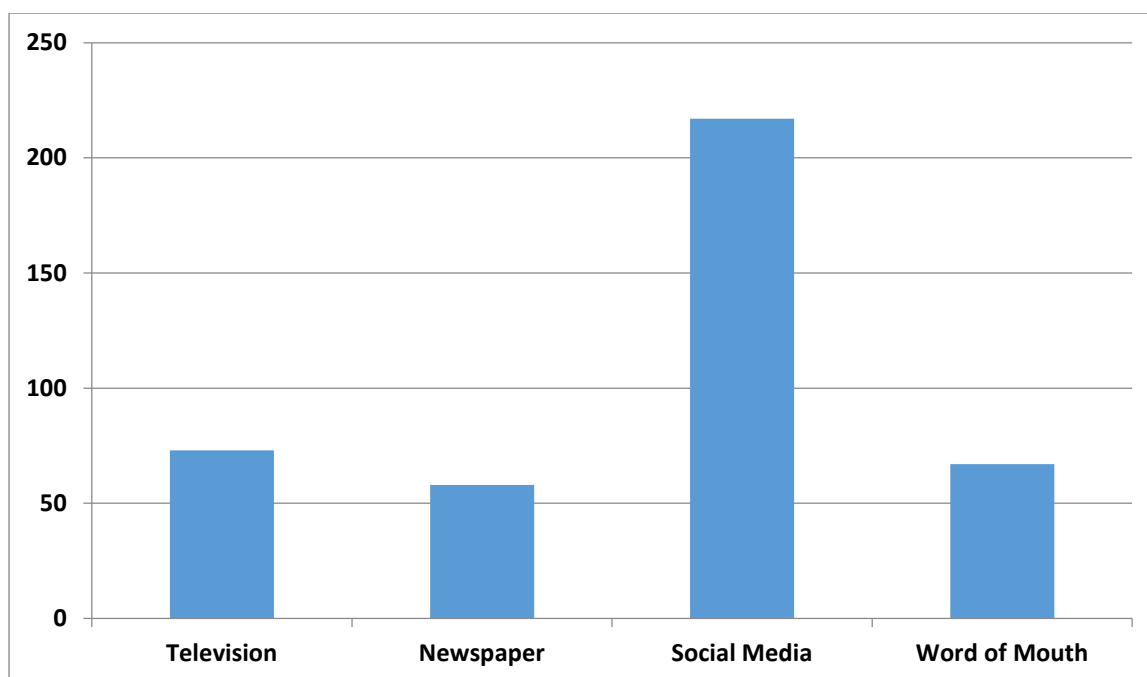
**INTERPRETATION:** From the above graph and table, it can be interpreted that the maximum number of respondents prefers to buy through online mode at 68.7%, and the remaining respondents prefer to buy through offline mode at 31.3%.

**TABLE NO. 6.8. INFORMATION ABOUT THE PRODUCT THROUGH:**

Parameters	Number of Respondents	Percentage of Respondents
Television	73	17.6%
Newspaper	58	14%
Social Media	217	52.3%
Word of Mouth	67	16.1%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that most of the respondents got information about the product through social media, which is 52.3%, followed by television (17.6%), through word of mouth (16.1%), and lastly, through newspapers (14%).

**GRAPH NO. 6.8. INFORMATION ABOUT THE PRODUCT THROUGH:**



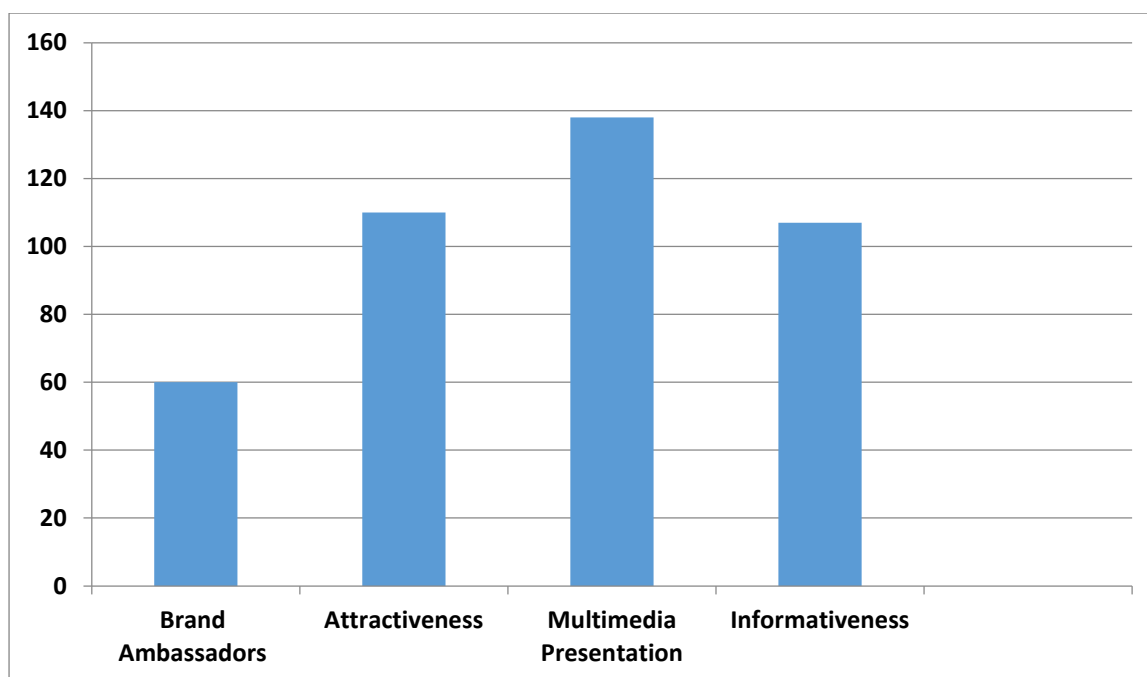
**INTERPRETATION:** According to the graph and table above, 52.3% of respondents learned about the product through social media, 17.6% through television, 16.1% through word of mouth, and 14.1% through newspapers.

**TABLE NO. 6.9. WHAT INFLUENCE YOU IN THE ADVERTISEMENT TO BUY THE PRODUCT?**

Parameters	Number of Respondents	Percentage of Respondents
Brand Ambassadors	60	14.5%
Attractiveness	110	26.5%
Multimedia Presentation	138	33.3%
Information	107	26%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 33.3% of respondents are influenced by multimedia presentation, 26.5% by attractiveness, 26% by information of the product, and lastly, 14.5% by the brand ambassador.

**GRAPH NO. 6.9. WHAT INFLUENCE YOU IN THE ADVERTISEMENT TO BUY THE PRODUCT?**



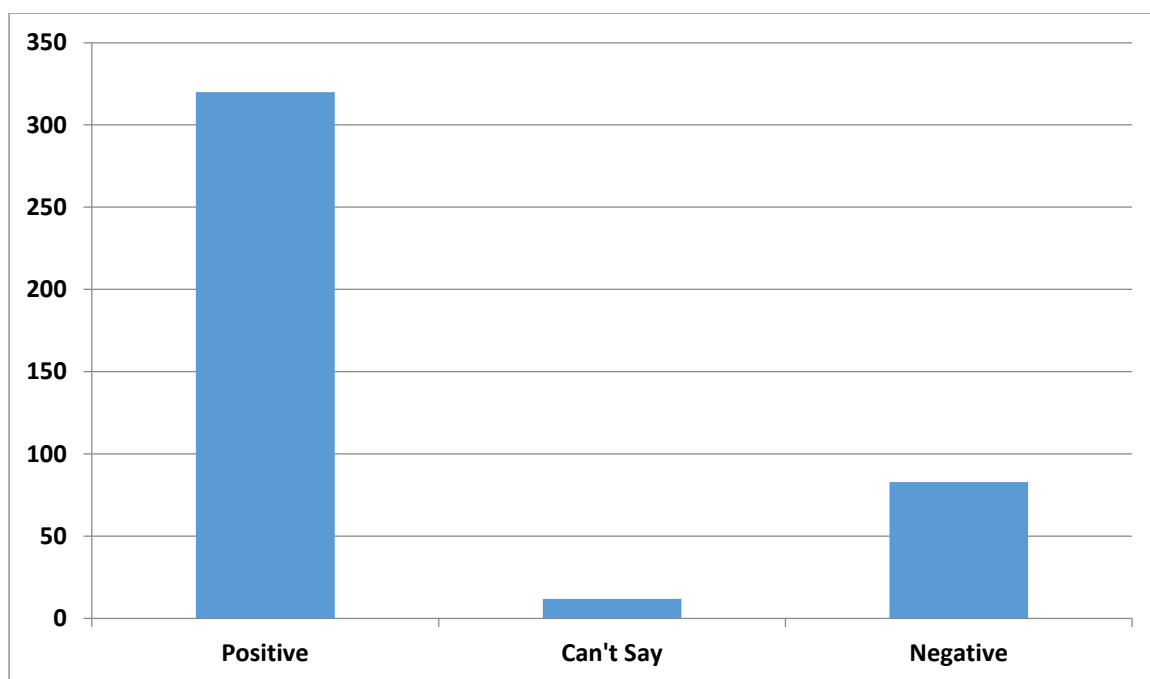
**INTERPRETATION:** By the above graph and table it can be interpreted that maximum number of the respondents got influenced through multimedia presentation 33.3%, and then followed by 26.5% attractiveness, 26% by information of the product, and lastly, 14.5% by the brand ambassador.

**TABLE NO. 6.10. HOW WAS YOUR EXPERIENCE AFTER BUYING THE PRODUCT THROUGH YOUR PREFERRED MODE?**

Parameters	Number of Respondents	Percentage of Respondents
Positive	320	77.1%
Can't Say	12	2.9%
Negative	83	20%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that most of the respondents have positive experience after buying the product through their preferred mode which is 77.1%, 20% have negative and 2.9% respondents can't say about their experience.

**GRAPH NO. 6.10. HOW WAS YOUR EXPERIENCE AFTER BUYING THE PRODUCT THROUGH YOUR PREFERRED MODE?**



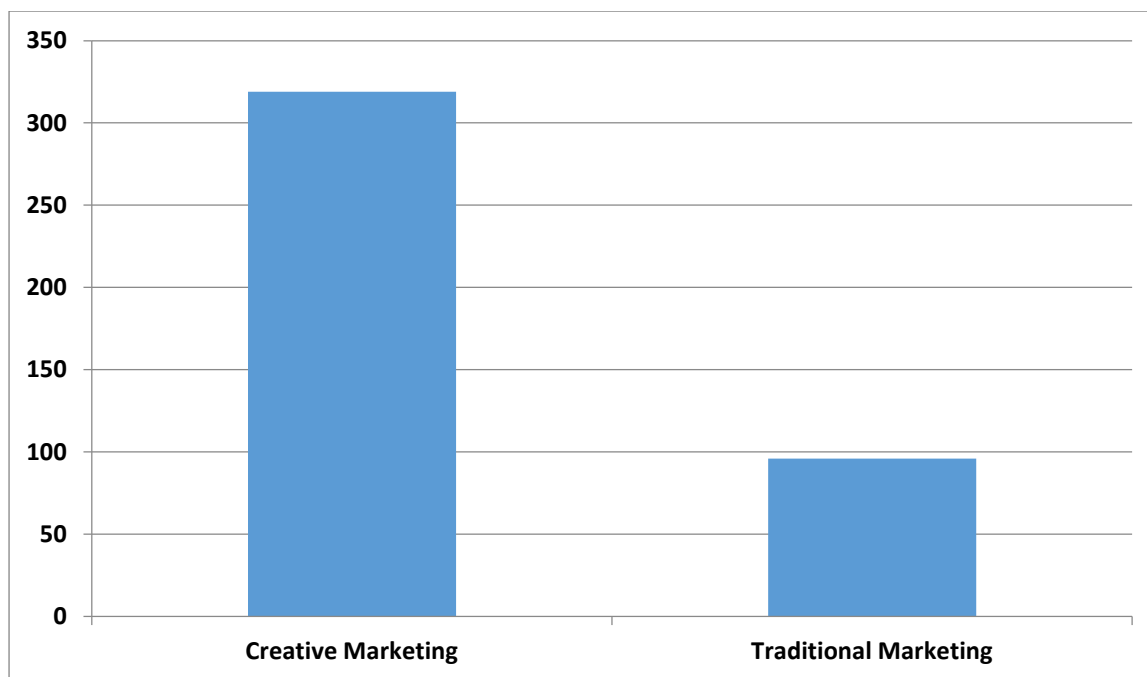
**INTERPRETATION:** By the above graph and table, it can be interpreted that most of the respondents have positive experiences after buying the product through their preferred mode, 77.1%, where as 20% of the respondents haven't had positive experiences and the remaining 2.9% of the respondents can't say.

**TABLE NO. 6.11. DO YOU BELIEVE IN?**

Parameters	Number of Respondents	Percentage of Respondents
<b>Creative Marketing</b>	319	76.9%
<b>Traditional Marketing</b>	96	23.1%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, we can say that the majority of the respondents believe more in creative marketing than traditional marketing, i.e., 76.9% and 23.1%, respectively.

**GRAPH NO. 6.11. DO YOU BELIEVE IN?**



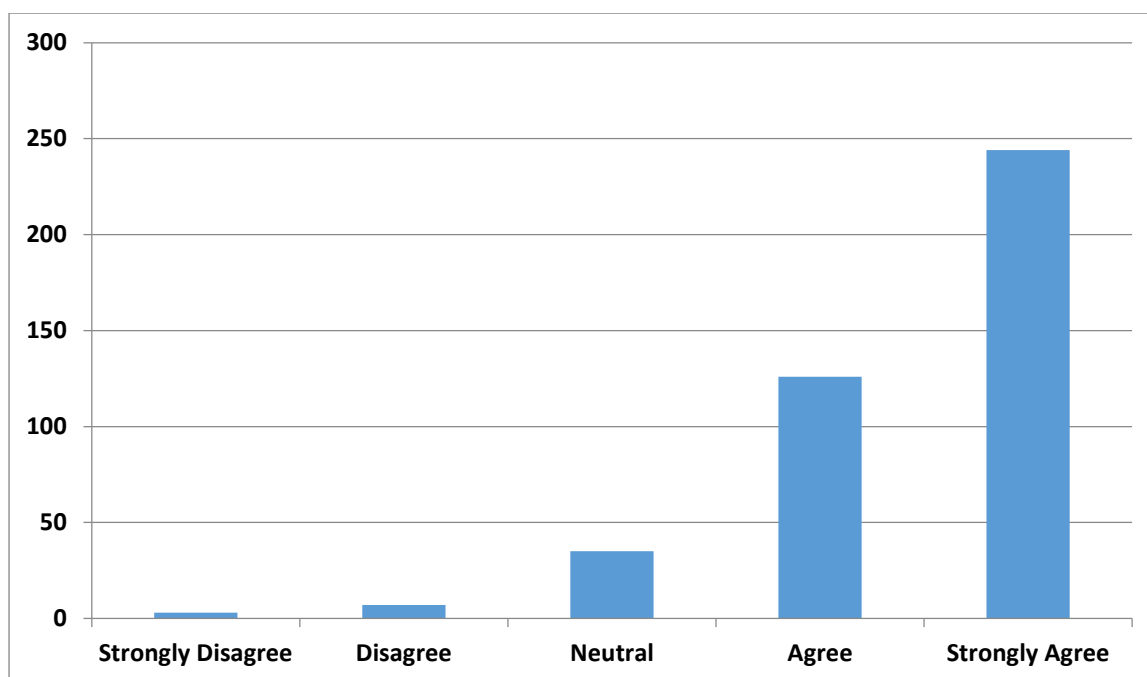
**INTERPRETATION:** From the above graph and table, it can be interpreted that the maximum number of respondents believes in creative marketing, which is 76.9%, and the remaining 23.1% believe in traditional marketing.

**TABLE NO. 6.12. DO YOU REALLY THINK CREATIVE MARKETING INFLUENCE CUSTOMERS TO BUY THE PRODUCT?**

Parameters	Number of Respondents	Percentage of Respondents
Strongly Disagree	3	0.7%
Disagree	7	1.7%
Neutral	35	8.4%
Agree	126	30.4%
Strongly Agree	244	58.8%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 58.8% of respondents strongly agree that creative marketing influences customers to buy the product; 30.4% of respondents also agree; 8.4% of respondents can't say; 1.7% of respondents disagree; and the remaining 0.7% of respondents strongly disagree that creative marketing doesn't influence customers to buy the product.

**GRAPH NO. 6.12. DO YOU REALLY THINK CREATIVE MARKETING INFLUENCE CUSTOMERS TO BUY THE PRODUCT?**



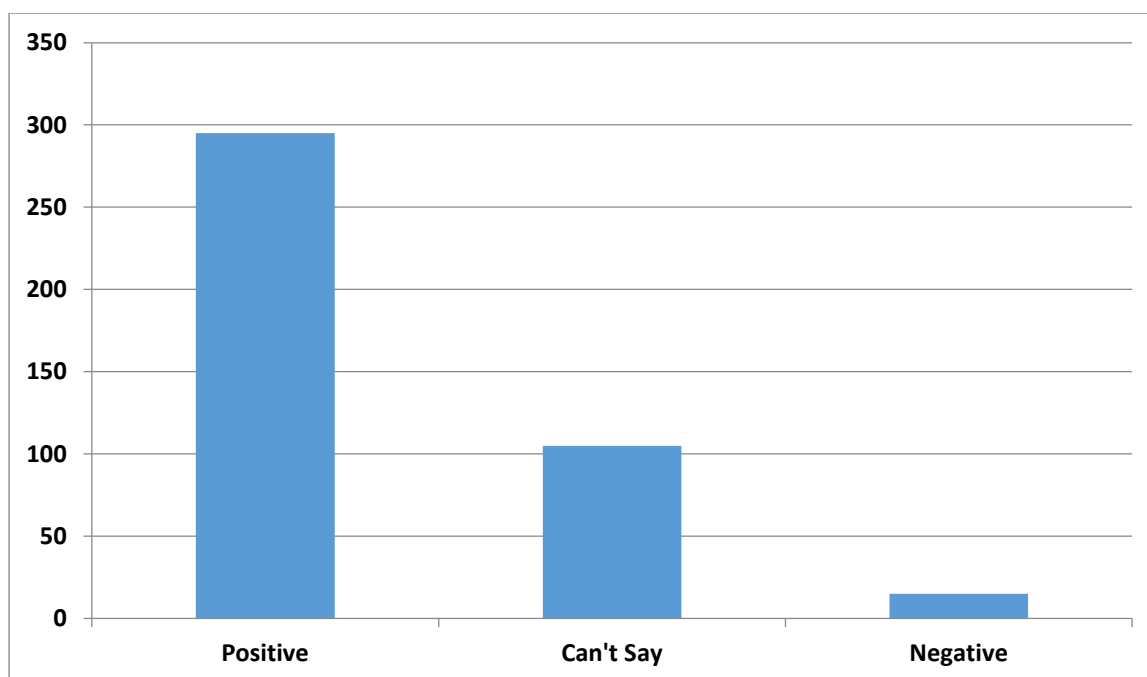
**INTERPRETATION:** From the above graph and table, it can be interpreted that the maximum number of respondents (58.8%) strongly agrees that creative marketing influences customers to buy the product; 30.4% of respondents also agree; and only 1.7% and 0.7% of respondents believe that creative marketing doesn't influence customers, while the remaining 8.4% can't say.

**TABLE NO. 6.13. DO YOU THINK THAT CREATIVE MARKETING HELPS BUSINESS TO BUILD CUSTOMER'S TRUST?**

Parameters	Number of Respondents	Percentage of Respondents
Positive	295	71.1%
Can't Say	105	25.3%
Negative	15	3.6%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 71.1% of respondents think that creative marketing helps businesses to build customers' trust, while 25.3% of respondents can't say whether creative marketing helps the businesses or not, and the remaining 3.6% of respondents don't believe that creative marketing helps businesses to build customers' trust.

**GRAPH NO.6.13. DO YOU THINK THAT CREATIVE MARKETING HELPS BUSINESS TO BUILD CUSTOMER'S TRUST?**



**INTERPRETATION:** By the above graph and table, it can be interpreted that the maximum numbers of respondents have a positive response of 71.1% who think that creative marketing helps businesses build customer trust, while 3.6% of respondents believe that it doesn't help and the remaining 25.3% can't say.

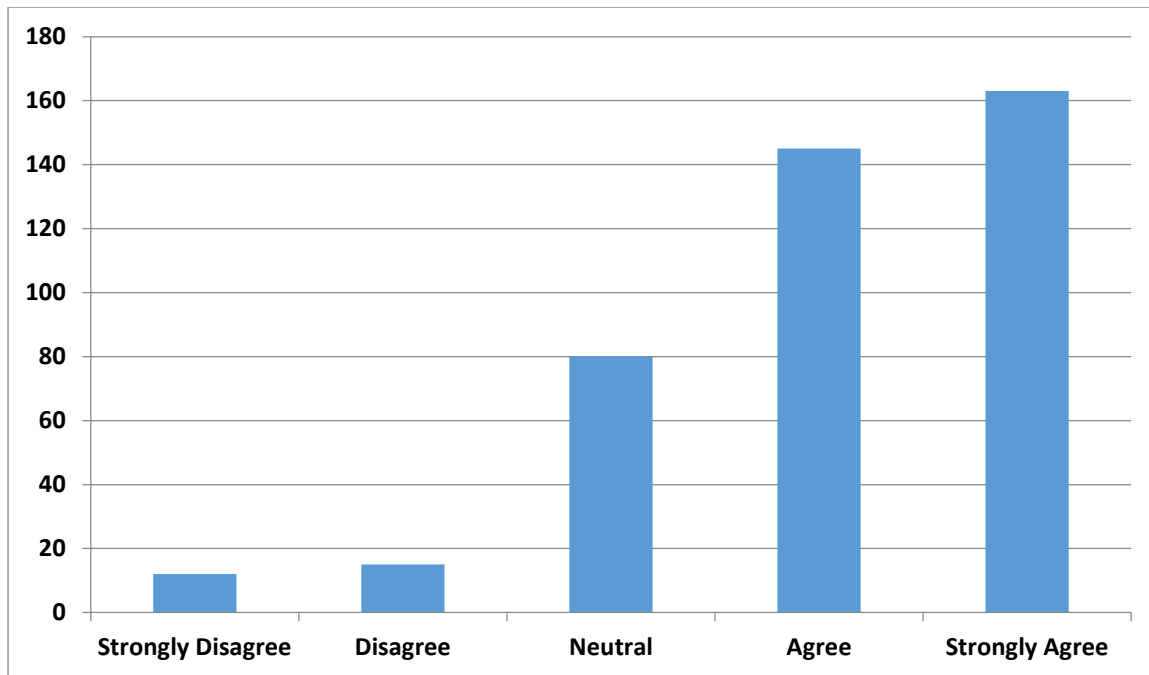
**TABLE NO. 6.14. HOW OFTEN YOU BUY THE PRODUCT BECAUSE OF CREATIVE MARKETING ADVERTISEMENT?**

Parameters	Number of Respondents	Percentage of Respondents
Strongly Disagree	12	2.9%
Disagree	15	3.6%
Neutral	80	19.3%
Agree	145	34.5%
Strongly Agree	163	39.3%
<b>Total</b>	<b>415</b>	<b>100%</b>

**ANALYSIS:** From the above table, it can be concluded that 39.3% of the respondents strongly agree that they often buy the product because of creative marketing advertisements. 34.5% of respondents agree, 19.3% are neutral, and the remaining respondents disagree and strongly disagree (3.6%, 2.9%, respectively).

**GRAPH NO. 6.14. HOW OFTEN YOU BUY THE PRODUCT BECAUSE OF CREATIVE MARKETING ADVERTISEMENT?**





**INTERPRETATION:** From the above graph and table, it can be interpreted that most of the respondents, i.e., 39.3% strongly agree, 34.5% agree that they often buy the product because of creative marketing advertisements, 19.3% are neutral about this, but the remaining respondents disagree and strongly disagree (3.6% and 2.9%, respectively).

### Findings

From the above analysis, it is found that

1. There is a significant relationship between the age and income level of customers because according to the age the decisions of the buyer change and creative marketing target those aspects of the customers.
2. There is a significant relationship between creative advertisement and consumer buying behavior because according to the chart the customer is influenced by the ads shown and the branding which is done.
3. There is a significant difference in the purchase decisions of females and males because according to the gender chart both categories responded differently.
4. There is not any significant relationship between the education level and the influence factor of advertisement.

### Suggestions:

Creative Marketing is helping brands to recognize the best customer outcomes and it is useful for the following reasons.

- i. Brand Recognition:** Creative marketing helps to build brand awareness, trust, and loyalty as it builds an impression on people. The more people know about the products or services, the more they tend to believe them, which results in it influencing them to buy the product.
- ii. Customer Reach:** The creative market allows for global reach to potential customers. Creative marketing also helps to reach customers who may avoid the ads and advertisements of traditional marketing.
- iii. Low Cost:** A well-created marketing strategy will lead to reaching the right customer at a much lower cost than traditional marketing.

- iv. **Appealing to audience:** In creative marketing, people will better connect with the brands in comparison to traditional marketing, as various areas of creativity, such as music, design, and the arts, are used to create a better impact on customers. Also use of social media will allow customer to get involve with the brand and it will leads to build customer loyalty.
- v. **Social currency** – Creative marketing helps to gain social currency as videos, images, and posts are passed from user to user, because of which the content also gets viral.

### **Conclusion:**

With the changing world and environment, the market is getting volatile and trying to keep up with the different component of the variables shown from time to time. In this fast pace market where the 7 P's of marketing has to work the sustainability of the company, creative ideas and innovations play a vital role. From the above research study, we can conclude that creative marketing strategies irrespective of age, gender, medium, education level, family background, have attracted people towards a brand and built the image of the company. Thus, creative marketing is impacting people in a positive way towards their buying decision for a product.

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