

A Study on Consumer's Attitudes and Satisfaction Towards Advertisement on Himalaya Products in Tirunelveli District

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Abstract

Marketing Is An Art Of Getting Things Done Through Human Beings To Satisfy Needs And Wants. In Marketing Process, The Element Of Advertisement Is Important. A Good Advertisement Must Stimulate The Customer's Wants And Satisfaction. This Research Paper Carries Customer's Attitude And Satisfaction About Himalaya Product's Qualities Availability And Advertisement Impact On Himalaya Product Among Customers. Customer Satisfaction Is A Term Which Is Frequently Used In Marketing And It Measures Of How Products And Services Supplied By A Company Meet Or Surpass Customer Expectation. Customer Satisfaction Is Defined As "The Number Of Customers, Or Percentage Of Total Customers, Whose Reported Experience With A Firm, Its Products, Or Its Services Exceeds Specified Satisfaction Goals. "Customers Play An Important Role And Are Essential In Keeping A Product Or Service Relevant So It Is In The Best Interest Of The Business To Ensure Customer Satisfaction, And Build Customer Loyalty. A Customer's Expectations About A Product Tell Us How He Or She Anticipates How That Product Will Perform. As It Is Suggested In The Literature, Consumers May Have Various "Types" Of Expectations When Forming Opinions About A Product's Anticipated Performance. C In This Moment How Advertisement Stimulate Customer To Buy Himalaya Products That Is Question Mark. So The Researcher Wants To Know The Impact Of Himalaya Product's Advertisement In Tirunelveli District. At A Glance, Customer Satisfaction Is A Crucial Component Of A Business Strategy As Well As Customer Retention And Product Repurchase. To Maximize The Customer Satisfaction Companies Should Sell Ideas And Methods After The Completion Consumer Is A Person Who Decides On The Purchase Of A Good Or A Service For Personal Use, Based On Personal Preferences, Beliefs, And Needs Or The Influence Of Advertising. To Know The Customer's Attitude On Himalaya Product's Advertisement This Paper Has Chosen The Topic On A Study On Consumer's Attitudes And Satisfaction Towards Advertisement On Himalaya Products In Tirunelveli District. So, The Human Being's Attitude Is Always Changing Time To Time And Place To Place And Product

To Product. So The Researcher Wants To Know To Customers Attitude Going To Change While They Are Purchasing Himalaya Products For That The Researcher Has Fixed Two Objectives Namely To Find Out Consumers Demographic Factors Of The Respondent In Tirunelveli District To Know What Type Of Factors Influence The Respondents, To Know The Customer's Attitudes And Level Of Satisfaction Of The Respondents And To Offer Valid Suggestions And Recommendations To Himalaya Products .In Order To Fulfil The Objectives Of The Research Study The Two Type Of Data Has Been Collected From The Study Area That Is Primary And Secondary Data. Moreover, That Raw Data Has Been Collected And Framed To Well-Prepared Questionnaire For Obtained The Objective Of The Research. Then The Collected Data Has Been Converted With Help Of The Various Statistical Tools Like Percentage, Standard Deviation, Mean Value, Frequency Of The Factor, T-Test, Etc.,

The Data Have Been Carefully Scrutinized And Edited In Order To Ensure Accuracy, Consistency, And Completeness. Most Of The Analyses Are Based On The Responses Presented In The Form Of Frequency Tables. The Data Tabulated Are Systematically Processed And Interpreted On The Basis Of The Objectives Formulated. To Foster The Business Opportunities, There Are A Number Of Services Being Offered On The Internet. In This Context The Research Has Been Chosen The Topic On A Study On Consumer's Attitudes And Satisfaction Towards Consumer Goods With A Special Reference To Himalaya Products, Tirunelveli District.

Key-Words: Attitude, Satisfaction And Himalaya Products

1. Introduction

Many Brands And Companies Are Constantly Reinvigorating Their Businesses And Positioning Them For Growth. There Is A Constant Need To Innovate, Reinvigorate, Update, Recalibrate, Or Just Simply Fend Off The Competition In An Effort To Better Explain "Why Buy Me." Customer Satisfaction Has Become One Of Many Important Objectives Set For Product Services. The Satisfaction Survey Is Becoming The Primary Tool Of Assessing This Aspect Of Customer Care. Customer Satisfaction Surveys Provide A "Snapshot Of Customers' Opinions" Of One's Product. One Of The Major Goals Of Organizations Is That Customers And Families Will Be Highly Satisfied With Their Entire Experience In Their Customer Visit. An Organization's Purpose Is To Measure, Analyze, And Report The Degree To Which They Are Meeting This Goal Within Their Organization. The Marketing Accountability Standards Board (Masb) Endorses The Definitions, Purposes, And Constructs Of Classes Of Measures That Appear In Marketing Metrics As Part Of Its Ongoing Common Language In Marketing Project. In Today's Market Customer Is Sovereign So That Whether Directly Or Indirectly All The Companies Are Going To Sell Their Products In A Competitive Way For That They Are Applying Various Marketing Strategies According To The Requirement Of The Customers Expectation. In This Moment The Researchers Have Chosen The Topic On **A Study On Consumer's Attitudes And Satisfaction Towards Advertisement On Himalaya Products In Tirunelveli District**. In Addition, The Human Being's Attitude Is Always Changing Time To Time, Place To Place And Product To Product. So, The Researcher Wants To Know To Customers Attitude Going To Change While They Are Purchasing Himalaya Products. For That The Researcher Has Fixed Objectives Namely To Find Out Consumers Demographic Factors Of The Respondent In Tirunelveli District, To Know What Type Of Factors Influence The Respondents, To Know The Customer's Attitudes And Satisfaction Of The Respondents And To Offer Valid Suggestions And Recommendations To Customer. In Order To Fulfil The Objectives Of The Researcher, Two Type Of Data Has Been Collected From The Study Area That Is Primary And Secondary Data. Moreover That Raw Data Has Been Collected And Framed To Well-Prepared Questionnaire For Obtained The Objective Of The Research. Then The Collected Data Has Been Converted With Help Of The Various Statistical Tools Like Percentage/ Standard Deviation, Mean Value, Frequency Of The Factor, Anova, T-Test, Etc., The Data

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2.Statement Of The Problem

In Business World, Competition Is Unavoidable For That All Corporate Companies Are Keeping A Sort Of Business Strategy How To Conquer The Competitors, For That Himalaya Company Also Followed Two Methods One Is Market Positioning And Advertisement For Attract Customer. There Are Various Types Of Himalayas Product Available In Our Country And They Are Playing An Important Role In Our Day-To-Day Life. Market Positioning Refers To The Ability To Influence Consumer Preference Regarding A Brand Or Product Relative To Competitors. The Objective Of Market Positioning Is To Establish The Image Or Identity Of A Brand Or Product So That Consumers Perceive It In A Certain Way. Himalaya Herbal Healthcare Brand Are The Big Multinational Chains Of Medical, Pharmaceutical, Personal And Skincare, Baby Care, Etc. Products. They Are Both Known For Their Comprehensive Product, Where One Can Find Anything Related To The Aspects Mentioned Earlier Made In The Field Of Research And Development To Know Well What Do People Need In Reality. The Research Faculty Always Takes Into Account Even Tiny Details Or Secrets That The Customer Demand Contains. Whatever In The Laboratory Is Examined Or Invented As A Newness, The Company Always Gives People A Chance To Try And Make Sure They Have Lived Up To The Purchasers' Expectations. To Be A Trustworthy Brand, The Company Spreads Information About Every Detail Of The New Product Through Advertisements, Campaigns, Or Simply Verbally Publicizes Newness To Attract More Customers And Increase Brand Awareness. Preference In Himalaya's Product May Depend Upon Numerous Factors. Individual's Decision On Purchasing Differs From One Another. The Second Element Advertisement Is Used To Conquer Their Keen Competitors

3. Objectives Of The Study

*To Study The Impact Of Advertisement Of Himalaya Products Among The Respondents In Tirunelveli

*To Know The Level Of Satisfaction Of The Respondents In Tirunelveli

*To Offer Valuable Suggestion And Recommendation To Himalaya Company

4. Collection Of Data

The Study Is Based On Both Primary And Secondary Data. The Other Secondary Data Are Made Available From The Various Journals, Books And Websites. The Required Primary Data Are Collected From The Selected Respondents With The Help Of A Comprehensive, Pre-Tested Enquiry Schedule, Through Personal Interview Method. The Data Are Collected From Various Respondent In Tirunelveli. Care Has Been Taken To Avoid Bias And Necessary Cross Checks That Are Applied To Ensure The Accuracy Of Data.

5. Sampling Techniques

Tirunelveli District Has Been Selected As The Universe For This Study For The Researcher Is Familiar With The Area And So It Is Possible To Get The Co-Operation Of The Officials And Also Respondents. Sample Sizes Of 100 Respondents Were Selected For This Study For The Accuracy Of The Result.

6. Statistical Tool

After The Fieldwork, The Data Have Been Carefully Scrutinized And Edited In Order To Ensure Accuracy, Consistency, And Completeness. Most Of The Analyses Are Based On The Responses Presented In The Form Of Frequency Tables. The Data Tabulated Are Systematically Processed And Interpreted On The Basis Of The Objectives Formulated. Statistical Tools Such As Percentage, Mean, Standard Deviation Are Used For Basic Analysis, Weighted Score Ranking Techniques Are Used For Hypothetical Analysis.

7. Review Of Literature

Review Of Related Literature Is An Important Step In Undertaking Research. It Helps In Clarifying And Defining The Problem, Stating Objectives, Formulating Hypotheses, Selecting Appropriate Design And Methodology Of Research As Well As Interpreting The Results In The Light Of The Research Work Already Undertaken. In His Chapter, An Endeavor Has Been Made To Provide An Overview Of Various Aspects Of This Study Through The Review Of Existing Literature. The Sources Referred To Include Various Journals, Books, Doctoral Theses, Working Papers, Reports, Magazines Related To Human Resources, Internet Sites, Newspapers, Etc.

M. Vijay And Dr. Suresh Kumar (2019)¹he Explain That **The Determinants Of Customer Satisfaction Towards Herbal Products In Selected Area Of Tamil Nadu States That Ayurveda Or The „Science Of Life“** Is An Ancient, Holistic For Diagnosis And Treatment, Perhaps The Oldest System Of Medicine Known To Humanity. At Himalaya The Research Will Begins With The Raw Herbs Chosen From Traditional Texts, Both From Observations And Experiences Of Indigenous Plants. The Objective Is To Find The Current Herbal Products Scenario In India. The Result Of The Study Will Help The Company To Identify The Satisfaction Level Of The Customers And Demand Of Various Benefits Provided And Promotional Activities Adopted By The Company.

Dr. T. Malathi And R. Sangeetha (2019)²it Explain That **The Consumption Pattern Of Cosmetic Products Among College Female Students**, A Study Focus On Environmental Impact Factors States That Beauty Care Substances Or Cosmetic Products Can Be Made Either Natural Substances Or Chemical Compounds To Enhance Both Odor And Appearance Of Human Body. Today People Are More Concerned About Their Self-Personality And Self-Consciousness; Hence The Demand For Cosmetic Products Is Increasing Rapidly. The Objective Is To Identify The Environmental Impact Factors The Purchase Of Cosmetics Among College Female Students. Consumers Are Generally Ecstatic When They Think They Are Getting A Good Deal And To Motivate Them To Purchase To By Providing Offers Like Buy One Get One Free Deals, Buy One Get One Half Deals, And A Free Gift With Purchase Option.

Dr. A. Radhakrishnan And Radhika. (2000)³it Refers To The **A Study On Customer Satisfaction Towards Himalaya Products With Reference To Cuddalore Town States That Customer Satisfaction Is Defined As The Number Of Customers**, Or Percentage Of Total Customers, Whose Exported Experience With A Firm, Its Products, Or Its Services Exceeds Specified Satisfaction Is Seen As A Key Differentiator And Increasingly Has Become A Key Element Of Business Strategy. The Objective Is To Identify The Problems Face By The Respondents While Using Himalaya Products. 45% Of The Respondents Preferred To Purchase The Ayurvedic

Products. It Gives A Good Result To The Users, Because Each Of The Himalayas Are Researched And Trailed By The Research And Development Center Of Himalaya Company.

8. Impact Of Advertisement

Without Advertisement The Product Will Not Be Reached The Ultimate Customer. The Himalaya Drug Company, A Wellness Company, Launched Its First Brand Campaign, Bringing To Life Its Vision Of “Wellness In Every Home, Happiness In Every Heart”. Advertising Slogans Are Short Phrases Used In Advertising Campaigns To Generate Publicity And Unify A Company's Marketing Strategy. The Phrases May Be Used To Attract Attention To A Specific Product Feature Or Reinforce A Company's Brand. Himalaya Remains Committed To Solving Consumer Problems Through Its Herbal Products Backed By Science And Research. Advertisements Display In Newspapers, Magazines, Television Or Cinema Screens Because The Advertiser Has Purchased Some Space Or Time To Communicate Information To The Prospective Customers. Since Advertising Is Any Non-Personal Promotion Of Ideas, Goods Or Services, It Creates More Attention Among The Customer. The Message Which Is Presented Or Disseminated Is Known As “Advertisement”. The Costs Of Advertisement Are Borne By Its Sponsor And The Dissemination Of Information Concerning An Idea, Product Or Service To Induce Action In Accordance With The Intent Of The Advertiser And These Unveiled Its Latest Campaign “Reveal Your Best Skin” For Himalaya Purifying Neem Pack. The Thought-Provoking Commercial Focuses On How Consumers Can Reveal The Best Version Of Their Skin With The Regular Use Of Himalaya Purifying Neem Pack. Even Though The Researcher Wants To Know The Advertisement Methods And Level Of Satisfaction Of Himalaya Products In An Attempt To Look Our Best Methods Of Advertisement.

9.Data Analysis And Interpretation

Data Analysis Is Considered To Be Important Step And Heart Of The Exploration In Research Work. After Collection Of Data With The Assistance Of Relevant Tools And Techniques, The Next Intelligent Step, Is To Break Down And Interpret Data With A View To Touching Base At Exact Solution To The Issue. The Data Analysis For The Present Research Was Done Quantitatively With The Assistance Of Both Descriptive Statistics And Inferential Statistics. The Descriptive Statistical Techniques Like Percentage, Mean, Standard Deviation, Weighted Average Method And For The Inferential Statistics Analysis Of Variance, Independent T Test, Weighted Score Ranking Were Used For Analysis.

10.Occupation And Level Of Satisfaction Of Respondent

Customers Are Purchasing Different Type Of Goods Which Will Determine Their Satisfaction Level. To Study Respondent Satisfaction Level, The Independent Variable Occupation Has Been Categorized As Government Employee, Private Employee, Business People, Professionals And Other Categories. The Occupation-Wise Classification Of Respondent Under The Study Is Presented In Table 1.1 And The Occupation And The Level Of Satisfaction Of Respondent In The Study Area Is Presented In Table 1.2

Table 1.1 Occupation Of The Sample Respondents

S. No	Occupation	No. Of Respondents	Percentage
1	Government Employee	23	23

2	Private Employee	32	32
3	Business People	8	08
4	Professionals	15	15
5	Others	22	22
Total		100	100.00

Source: Primary Data

Table 1.1 Shows That Out Of 100 Respondent, 23 Respondents Are Government Employees, 32 Are In Private Employee, 08 Are In Business People 15 Are Professionals. It Further Shows That 40 (13.33%) Respondents Are Engaged In Other Occupations Like Traditional Business. Approximately One Fourth Of The Respondents Are Clearly Divided As Government Employees And Private Employee With Educational Attainments And Skills They May Possess.

Table 1.2
Occupation And Level Of Satisfaction Of Respondent

Occupation	Level Of Level Of Satisfaction							
	Low Level		Medium Level		High Level		Total	
	No.	%	No.	%	No.	%	No.	%
Government Employee	10	43	10	42	3	14.5	23	100
Private Employee	20	62	10	31	2	7	32	100
Business People	4	50	2	25	2	25	08	100
Professionals	5	33	5	33	5	34	15	100
Others	6	27	6	27	10	46	22	100

Source: Primary Data

Table 1.2 Reveals That Out Of 100 Respondent, 45 Respondent Are Having A Low Level Of Level Of Satisfaction, 10 (43%) Are Government Employees, 20 (62%) Are Doing Private Employee, 8 (%) Business People, 5 (33%) Are Professionals And 6 (27.5%) Are Engaged In Other Occupations.

Out Of 33respondent Having Medium Level Of Level Of Satisfaction On Himalaya Products 10 (42%) Are Government Employees, 10(31%) Are In Private Employee, 2 (25%) Are In Business People, 5 (35%) Are In Professionals And 6 (27%) Respondent Are Engaged In Some Other Occupations.

The Data In The Table Clearly Reveals That Out Of 22 Respondent Having High Level Of Level Of Satisfaction Himalaya Products, 3 (145%) Are Government Employees, 2 (7%) Are Doing Private Employee, 2(25%) Respondent Are Into Business People, 5 (34%) Are In Professional And 10 (46%) Are In Other

Occupations. To Conclude The Most Of The Customer Are Getting Medium Of Level Of Satisfaction On Himalaya Products.

11. Relationship Between Customer 'S Level of Satisfaction And Socio-Economic Variables (Occupation)

Customer's Attitude Will Differ From One Customer To Another Because Everyone Has Different Kind Of Socio-Economic Conditions. Respondent's Satisfaction And Socio-Economic Variables Are Closely Related. These Variables Have Influence On Respondent's Satisfaction. Hence An Attempt Is Made To Find The Significant Differences Between Satisfaction And Socio-Economic Variable.

Level Of Satisfaction With Advertisement Media Among Different Occupation Of Respondent

H₀ : Personal Variable –(Occupation) Does Not Influence Level Of Satisfaction.

Test Used: Anova

Table No 1.3

S.No	Level Of Satisfaction On Advertisement	Sum Of Squares		Mean Squares		F- Value
		Between	Within	Between	Within	
1	Television	64.36	3139.50	21.45	10.61	2.02
2	Magazine	83.92	5879.71	27.97	19.86	1.41
3	Hoarding Type Of Advertisement	170.56	7166.91	56.85	24.21	2.35
4	News Paper	182.57	6051.87	60.86	20.45	2.98*
5	Company Porches Advertisement	175.49	4270.91	58.50	14.43	4.05*
6	Personal Selling	17.36	5607.23	5.79	18.94	0.31
7	Radio Type Of Advertisement	314.35	4422.72	104.78	14.94	7.01*
8	Other Type Of Advertisement	336.29	7861.17	112.10	26.56	4.22*
Level Of Satisfaction (Overall)		5205.45	181444.95	1735.15	612.99	2.83*

* H₀ Is Rejected At 0.05 Level. The Table Value For Df (3,296) Is 2.650.

Table 1.3 Reveals That Since The Calculated 'F' Values Of The Level Of Satisfaction Indicators Namely; Newspaper Advertisement, Company Prochers Advertisement, Personal Selling Advertisement, Radio Type Of Advertisement, Other Type Of Advertisement Are 2.98, 4.05, 7.01, 4.22 And 2.83 Respectively Are Greater Than The Table Value Of 2.650, The Null Hypothesis Is Rejected. It Indicates That There Is A Significant Difference In Television Advertisement, Magazine Type Of Advertisement, Hoarding Type Of Advertisement, Personal Selling Advertisement Among Different Age Groups. It Is Concluded That The Occupation Has A Significant Variable In Newspaper Advertisement, Company Poacher's Advertisement, Personal Selling Advertisement, Radio Type Of Advertisement, Other Type Of Advertisement.

Table 1.3 Further Reveals That Since The Calculated 'F' Values Of Level Of Satisfaction Indicators Namely; Television Advertisement, Magazine Type Of Advertisement, Hoarding Type Of Advertisement, Personal Selling Advertisement Are 2.02, 1.41, 2.35 And 0.31 Respectively Are Less Than The Table Value Of 2.650, The Null Hypothesis Is Accepted. It Shows That There Is No Significant Difference In Newspaper Advertisement, Company Prochers Advertisement, Personal Selling Advertisement, Radio Type Of Advertisement, Other Type Of Advertisement.

It Is Concluded That The Occupation Has Not A Significant Role In Television Advertisement, Magazine Type Of Advertisement, Hoarding Type Of Advertisement, Personal Selling Advertisement

Conclusion:

Today Market Is A More Customer Oriented; Here Customer Is King Of The Market. In The Sense All The Business Operations Revolve Around Satisfying The Customer's Their Needs Through Effective Service. In Modem Marketing Is High Consideration Of Customers. Baby Care Product Manufactures Produce Different Kinds Of Products In Order To Sell Them In The Marketing. But Selling The Product In The Market Is Not An Easy Task. In Present Time Without Market Research And Without Understanding The Market Needs And Desire, It Becomes Difficult To Sell The Product. It Is Necessary To Find The Out Needs Of The Customers And Satisfy Them. To Attain The Organization Goals And Public Welfare, It Is Necessary That The Customers Must Be Satisfied. Customer Attitude Is Closely Linked To Quality. The Present Study Reveals That The Customers Have A Good Preference Towards Himalaya Products. It Can Be Concluded That It Has Been Very Interest And It A Useful Experience While Undergoing This Study Enables The Customer Perception Towards Himalaya Baby Care Products Therefore, Himalaya As The Name Suggest Should Satisfy The Fast-Moving People In The World Without Compromising Quality.

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