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Abstract: *The objective of this research is to explore and provide actionable recommendations for implementing Integrated Marketing Communication (IMC) tools to enhance brand performance within the ornament industry in Chhattisgarh. The study draws upon insights from previous research on the benefits and significance of IMC strategies and their components, including Sales Promotion (SP), Advertising (ADV), Public Relations (PR), Direct Marketing (DM), Personal Selling (PS), and Social Media Marketing (SMM). These IMC tools are examined in relation to key brand performance indicators such as Brand Awareness, Brand Loyalty, and Perceived Quality. By analyzing their impact and relative importance, this study offers tailored suggestions to decision-makers in the ornament industry for effectively utilizing IMC tools as part of their marketing and promotional strategies. The findings aim to guide industry leaders in fostering stronger brand performance, improving customer engagement, and ultimately driving long-term business growth.*

Keywords: *Integrated Marketing Communication, Brand Performance, Brand Loyalty, Perceived Quality, Brand Loyalty, Advertising, Sales Promotion, Personal Selling, Public Relation, Direct Marketing, Social Media Marketing.*

Introduction

India stands as one of the leading global consumers of gold and jewellery, accounting for approximately 29% of global consumption. The ornament industry holds significant economic importance, contributing nearly 7% to India's Gross Domestic Product (GDP) and providing employment to over 4 million individuals across the country. With its rich cultural heritage and evolving consumer preferences, the ornament sector in India offers immense potential for growth and expansion. Over the years, this industry has witnessed substantial shifts in its marketing and promotional strategies, both domestically and internationally. Recognizing its economic significance, the Government of India has launched several initiatives to support and promote the gems and jewellery sector. Key organizations such as the Gem & Jewellery Skill Council of India (GJSCI) and the Gem & Jewellery Export Promotion Council (GJEPC) have been established to facilitate skill development, standardization, and global outreach.

In the contemporary marketing landscape, Integrated Marketing Communication (IMC) has emerged as a strategic and customer-centric approach. IMC refers to the coordinated use of various promotional

tools and communication channels to deliver a unified and impactful brand message. It emphasizes synergy across all communication platforms to achieve enhanced brand performance, increased profitability, cost-efficiency, and higher sales. Although many ornament brands employ individual promotional tools for customer acquisition and brand promotion, there is often a lack of integration across these tools. In an era driven by rapid technological advancement and digital transformation, there is a pressing need for ornament brands to adopt more cohesive, cost-effective, time-efficient, and customer-focused marketing strategies.

The purpose of this study is to highlight the critical role of Integrated Marketing Communication (IMC) in enhancing brand performance, particularly within the ornament industry. It aims to provide valuable insights for business owners, managers, and decision-makers to implement effective IMC strategies that align with their brand goals. Given that each IMC tool offers unique advantages and potential drawbacks, this study suggests focusing on those tools that demonstrate the most significant impact on brand performance, as evidenced by empirical research. By strategically utilizing these tools, firms can improve various aspects of brand performance, such as increasing sales, acquiring new customers, boosting brand awareness, fostering customer loyalty, and enhancing consumers' willingness to purchase. Ultimately, this research seeks to encourage the adoption of IMC approaches to drive long-term business success and strengthen customer relationships in the ornament industry.

Despite the critical role of marketing in brand performance, there remains a noticeable gap in academic research specifically focusing on the ornament industry. In particular, limited studies explore how IMC strategies can influence brand performance metrics such as Brand Awareness (BA), Brand Loyalty (BL), and Perceived Quality (PQ). Hence, this research advocates the strategic implementation of IMC tools within the ornament sector as a means to holistically enhance brand performance and strengthen market positioning.

Purpose Statement

The purpose of this study is to explore the strategic application of Integrated Marketing Communication (IMC) tools to enhance brand performance within the ornament industry, with a specific focus on firms operating in Chhattisgarh. While many of these firms actively engage in promotional activities such as advertising, social media marketing, personal selling, and direct marketing, they often lack an integrated approach that aligns these efforts cohesively. This research aims to highlight the significance of IMC and demonstrate how its strategic implementation can lead to improved brand awareness, brand loyalty, and perceived quality—ultimately contributing to stronger brand performance in the regional ornament sector.

Literature Review

The purpose of this empirical research review is to find out past research based actual observations and studies. In current research quantitative research method are used which generate numerical data and seek to establish causal relationships between two or more variables.

Several research studies have been conducted to understand probable benefits of implementing IMC strategies to get better consequences or outcomes for the organizations, specially from the brand perspective. (Luxton et al. 2017; Muchina Muthoni Caroline 2016, Anubha 2018, Kulachet Mongkol 2014, Lekshmi Bhai P. S. 2012, Cheruiyot Rose Jemutai, P. P. 2016, Foroudi, P. 2017). Yet IMC's acceptance at all levels of management is still barred because of its non-compliance in every situation. Empirical research on this topic indicates similar patterns and hence it is concluded that implementing IMC tools in firms or organizations is the need of the hour. (Luxton et al., 2017; Tafesse & Kitchen, 2017; Cheruiyot Rose Jemutai 2016).

Some studies have attempted to examine the relationship between IMC and various brand-related issues such as brand identity (Foroudi et al., 2017; Girish Kumar M. (2016), Gituma, M.M. (2017), Kalaivani M. (2018), Luxton, S., Reid, M., & Mavondo, F. (2017), Mukorombindo, B.R. (2014), Tafesse, W., & Kitchen, P. J. (2017), Zeenat F M Khan (2012)), brand image (Foroudi et al., 2017), customer satisfaction, brand awareness (Foroudi et al., 2017). On the basis of aforesaid studies, it is found that IMC tools have positive and significant impact on the overall brand performance and as well as on the brand performance indicators (BA, BL and PQ). So, the researcher has provided the suggestive measures to the owners/managers and decision makers of the ornament firms to consider and implement promotional strategies for the enhancement of brand performance.

Research Methodology

In the present study, a descriptive research design has been employed, complemented by an empirical review of existing literature, to gain comprehensive insights into the influence of Integrated Marketing Communication (IMC) tools on brand performance. The research focuses on key IMC components such as advertising, sales promotion, personal selling, public relations, direct marketing, and social media marketing, and their respective impacts on critical brand performance indicators—namely Brand Awareness (BA), Brand Loyalty (BL), and Perceived Quality (PQ). This empirical approach facilitates a broader understanding of diverse perspectives and industry practices, serving as a foundation for the development of strategic recommendations. The findings of this study are intended to guide ornament businesses in Chhattisgarh by offering suggestive measures for the effective implementation of IMC strategies, with the ultimate goal of enhancing their overall brand performance and market competitiveness.

Suggestions

Integrated Marketing Communication (IMC) should be recognized not only as a strategic marketing approach but also as an essential organizational capability that needs to be embedded in daily business operations. Numerous empirical studies have consistently demonstrated that IMC tools positively influence brand performance and significantly contribute to favorable market outcomes. Additionally, existing literature highlights that the effective deployment of IMC capabilities enhances a firm's overall strategic performance and long-term brand equity.

Based on the findings, results, and both theoretical and empirical evidence gathered through the current study, the following suggestions are proposed for firms operating in the ornament industry, particularly in the context of Chhattisgarh:

- Institutionalize IMC Practices Across All Levels of Marketing

Ornament firms are advised to integrate IMC tools into their core promotional strategies. IMC is a customer-centric approach that ensures all forms of communication—advertising, public relations, direct marketing, personal selling, sales promotions, and social media marketing—are executed in a unified, measurable, and strategically planned manner (Schultz & Schultz, 2004). This alignment reduces the risk of miscommunication, builds consistent brand messaging, and enhances consumer trust.

- Shift from Sales-Centric to Customer-Centric Strategy

In today's competitive environment, firms must prioritize customer engagement and experience over mere sales transactions. Adopting a customer-centric IMC strategy helps in building long-term relationships, brand identity, and emotional connections with consumers. This approach is also more cost-effective and sustainable than aggressive sales tactics.

- Customize IMC Strategies According to Business Needs

While IMC tools offer universal benefits, their application should be tailored to the unique context of each firm. Factors such as target audience, budget, market position, and communication goals should be considered while designing an IMC strategy. A one-size-fits-all approach may not yield the desired results.

- Develop a Creative and Consistent Marketing Communication Mix

A well-crafted marketing communication mix is vital for influencing consumer perception and behavior. Ornament firms should focus on creating a blend of traditional and digital marketing tools, ensuring that all messages are creatively designed and consistently delivered across channels to support brand awareness, loyalty, and perceived quality.

- Enhance Brand Performance Metrics Through IMC

The core objective of any business in the ornament sector should be to enhance Brand Awareness (BA), Brand Loyalty (BL), and Perceived Quality (PQ). These brand performance indicators should be treated as dependent variables, influenced directly by the proper application of IMC tools as

independent variables. Strategic use of IMC contributes to positive consumer perceptions and repeat purchases.

- Train Marketing Teams on IMC Tools and Techniques

It is essential for ornament firms to invest in training their marketing and sales teams on the effective use of IMC tools. Workshops, seminars, and digital certification programs can help enhance understanding of integrated marketing principles and foster creative implementation.

- Monitor and Evaluate IMC Effectiveness Periodically

Firms should develop key performance indicators (KPIs) to assess the effectiveness of their IMC strategies. Regular monitoring and analysis will help identify gaps, optimize efforts, and ensure continuous improvement in marketing performance.

- Leverage Digital Platforms and Influencer Marketing

With changing consumer behavior and increasing digital adoption, ornament firms should actively leverage social media platforms, influencer partnerships, and content marketing to reach a broader audience. These tools, when integrated with traditional marketing approaches, can enhance engagement and improve conversion rates.

- Encourage Collaboration Between Departments

IMC requires cross-functional collaboration among various departments—marketing, sales, customer service, and public relations. Establishing an internal communication framework that ensures alignment across departments is crucial for seamless brand messaging.

- Adopt a Data-Driven Approach

Ornament firms should use market research, customer feedback, and analytics tools to gather data that can guide IMC planning. Understanding customer preferences, behavior, and feedback enables more personalized and effective communication.

Suggestions to the ornament industry in Chhattisgarh to use the IMC tools for enhancing the Brand Awareness.

Current analysis shows that brand awareness has a strong positive impact on brand performance so it is suggested that by raising the brand awareness through IMC tools, a firm can improve its overall dimensions of brand performance. Success of any business critically depends on brand awareness. Ornament Industry can sell its product more if and only if the consumers are aware of the brand, other promotional strategies and logo.

Now the question arises that how can Ornament Industry build its brand awareness. The process of brand awareness is a time consuming; it takes a lot of thinking and planning to be executed. First step in successfully building brand awareness is to set the marketing goals which are measurable and after setting the goals, industry can start creating awareness and interest about its brand.

In order to create brand awareness, it is essential to select the right IMC tools. Current study reveals that personal selling, advertising and social media marketing indicates strong significant relationship

with brand awareness, so it is suggested that Ornament Industry should implement personal selling, advertising and social media marketing as the basic tools for promoting brand awareness.

- Personal selling creates awareness

Ornament Industries should equip themselves with personal selling as the promotional tool as it directly increases the sales profitability and developing awareness which stimulates selection of brands at negotiable prizes.

- Advertising of ornament products creates more awareness

To create awareness among the customers a firm must select and draft the right communication message to reach the target customers at right time. This will ensure the marketers that the planning which they would formulate, can influence the buyers in spreading awareness in positive manner. Implementing IMC with various tools grasps maximum target customers.

- Social media marketing improves brand awareness

It is suggested to Ornament Industry to adapt social media IMC tool for the brand awareness as it shortens the process of sale and position a brand as a leader in its sector.

- Sales promotion increases awareness

For the Ornament Industry, the features of sales promotions such as direct mail, billboards, printed materials like posters, radio and televisions and digital and online media, websites, mails and social media are the competent and potential medium to communicate the messages and promotional activities. This will create the brand awareness and is a cost-effective tool.

- Direct marketing increases brand awareness

It is the basic requirement of a firm to predict and to anticipate the needs and to know the perception towards the brand. Therefore, a firm promotes its brand through direct marketing which supports AIDA model to generate interest desires and convert it into actions of purchasing or buying.

- Advertising of products increase sales volume

Execution of IMC advertising tool, can assist the organization to create an emotional and rational association for building brand and works as an excellent vehicle to create goodwill among the customers. The features of advertising like creating drama and casting people and engaging them in the exciting situations stimulate the desires of the products in the customer's mind which influence the customers to buy the brand and consequently increases the sales volume.

- Direct marketing of products increases sales volume

Through direct marketing, any seller can create and develop the familiarity with its customers by virtue of which the customer is made to visit the same seller again and again. This way sales volumes can be made to increase.

- Advertising of ornament product encourage new customers

Ornament industries should opt advertising IMC tool to reach wider audiences within the shortest possible time frame as various mediums of advertising like television, newspapers, radios, billboards

affect prospective customers to believe in the brand and encourages them to purchase and be loyal for the brand.

- Through personal selling, a seller can identify the specific needs and problems of customers. Ornament industries should opt personal selling (IMC) tool as it contributes a trust worthy and strong relationship between organization and customers. The features of personal selling like sales people offer advices, recommendations and information assist the buyer to save time and money. This honest response of sellers on the questions, responses and objections of the buyers has a positive impact.

- Direct marketing creates a strong seller-customer relationship

Direct marketing is a personalized tool which interacts with the customers directly and through interaction of seller and buyer, it creates a good relationship of knowing each other's requirements and hence it can enhance the possibility of better brand performance.

- Direct marketing enhances customer feedback

The IMC tool direct marketing should be implemented by a firm as it serves as a basic and strong medium to get direct feedbacks from the customers. The features like e-mails not only confirms the order and sends warranties and receipts but also through survey it solicits feedback and on the basis of feedbacks, the Ornament Industry may propose new offers.

Suggestions to the ornament industry in Chhattisgarh to use the IMC tools for enhancing the Brand Loyalty.

Brand awareness is a fundamental driver of brand performance, particularly in the ornament industry, where purchasing decisions are influenced heavily by perception, trust, and emotional connection. The current analysis confirms that brand awareness has a strong and significant positive impact on overall brand performance. Hence, raising awareness through effective Integrated Marketing Communication (IMC) tools is essential for improving customer acquisition, retention, and long-term profitability.

Given the increasing competition in the ornament sector, particularly in emerging markets like Chhattisgarh, firms must proactively implement IMC strategies to reach and engage their target audience effectively. The process of building brand awareness is gradual and requires clearly defined marketing goals, thoughtful planning, and a strategic combination of communication tools.

Based on findings from the present research, the following IMC tools are highly effective in improving Brand Awareness:

1. Personal Selling Enhances Customer Engagement and Awareness

Personal selling plays a crucial role in directly engaging with customers, allowing sales representatives to communicate the unique selling propositions of ornament brands. It helps in building trust, addressing customer queries, and influencing purchase decisions through

personalized interaction. Ornament firms should invest in training their sales personnel to effectively communicate brand values, thereby increasing awareness and fostering loyalty.

2. Advertising as a Key Driver of Brand Visibility

Advertising remains one of the most effective tools for creating mass awareness. To ensure success, firms must craft compelling, culturally relevant, and visually appealing messages that resonate with the target audience. Strategic placement of advertisements through television, print media, radio, and digital platforms ensures that the right message reaches the right audience at the right time, ultimately strengthening brand recall and customer connection.

3. Social Media Marketing for Broader and Faster Reach

Social media platforms offer a powerful and cost-effective channel for raising brand awareness. The ornament industry should leverage platforms like Instagram, Facebook, YouTube, and Pinterest, where visual content plays a major role. Through consistent and creative content—such as product showcases, influencer collaborations, live streams, and customer testimonials—brands can position themselves as market leaders and shorten the customer journey from awareness to purchase.

4. Sales Promotion to Spark Interest and Immediate Action

Sales promotions—such as limited-time discounts, festive offers, coupons, and loyalty programs—can significantly boost visibility and stimulate interest among potential customers. Mediums like direct mail, billboards, posters, and online ads can effectively communicate promotional messages and enhance the perceived value of the brand.

5. Direct Marketing for Personalized Outreach

Direct marketing enables firms to interact with consumers on a one-on-one basis. Through channels such as email campaigns, SMS marketing, and personalized messages, ornament businesses can anticipate customer needs, educate them about new collections, and create familiarity with the brand. The AIDA model (Attention, Interest, Desire, Action) is particularly relevant here, guiding customers along the path to purchase through tailored communication.

6. Advertising to Drive Sales Volume and Emotional Engagement

Advertising not only builds awareness but also influences emotional connections with the brand. By incorporating storytelling elements—such as showcasing real-life celebrations, cultural relevance, or testimonials—ornament firms can create deeper customer engagement. These emotional triggers can increase both immediate sales and long-term brand loyalty.

7. Direct Marketing to Foster Repeat Purchases

Personalized direct marketing efforts help build relationships that encourage repeat business. Sending follow-up messages, exclusive previews of new designs, or loyalty rewards can reinforce customer satisfaction and increase lifetime value. Repeat engagement through direct marketing can directly contribute to a steady increase in sales volume.

8. Advertising to Attract New Customers

Mass media advertising, including television, newspapers, and radio, remains effective in attracting new customers across demographics. Strategic campaigns that highlight unique craftsmanship, competitive pricing, or festive collections can influence consumer perception and increase the brand's reach to previously untapped markets.

9. Personal Selling for Customer Need Identification

Through personal selling, sales representatives can identify the specific needs, preferences, and pain points of customers. By offering tailored advice, solutions, and product recommendations, salespeople not only enhance customer satisfaction but also help in building a credible and trustworthy brand image.

10. Direct Marketing to Build Strong Seller-Customer Relationships

Direct marketing fosters closer and more meaningful relationships between sellers and customers. Personalized interactions build trust, improve responsiveness, and provide opportunities to educate customers about product offerings. This relational approach enhances customer loyalty and advocacy.

11. Enhancing Customer Feedback through Direct Marketing

Direct marketing serves as an effective tool to collect and analyze customer feedback. Through emails, surveys, or follow-up messages, ornament businesses can gauge customer satisfaction, understand changing preferences, and adjust their offerings accordingly. Feedback also opens doors for continuous improvement and innovation in promotional strategies.

Suggestions to the ornament industry in Chhattisgarh to use the IMC tools for enhancing the Perceived Quality

Current study examined a positive relation of perceived quality with brand performance. Perceived quality is an important component for Ornament Industry, it contributes for the profitability and market outcomes. A firm should consider the quality as one of the primary values and this should be included in their mission statement. Functional benefits of creating a quality product and gaining a reputation in the market is a key factor of promoting a brand.

Therefore, on the basis of conclusion it is suggested to implement social media marketing IMC tool as the basic promotional tool though advertising, sales promotion, public relations and personal selling should be referred as well.

- Social media marketing enhances client relationship and facilitates more personalized

Through social media campaigns Ornament Industry can promote its strategies, brand, unique features of the products and through these activities it can attract the customers. This way the firm can build and sustain client relationships.

- Social media marketing improves sales

Social media marketing reaches the mass audiences within seconds so it is considered to be the most effective way of creating promotions in a newer market. As the market reach is enhanced, the sales are automatically improved. So, Ornament Industry of Chhattisgarh is recommended to employ such initiatives for their profits too.

- Social media marketing changes customer perception and attitude

Social media marketing may be used to effectively communicate the USPs of any product by engaging them for its product and brands. Social media marketing can also help any firm in responding to market sentiments from time to time.

- Advertising leads to greater market share

In the process of decision making by the managers and owners of the company, Advertising plays a prominent role as it influences the larger consumers and performs to affect the behaviour-oriented pursuits between consumers and businessmen. This leads to the raise in greater market share.

- Public relations stimulate interest amongst customers

PR activities often create some interesting contents for PR campaigns which attract customers to buy the product. This way any firm can create interest among customers and hence it is recommended that ornament industries must generate interesting content that can be featured on their websites.

- Sales promotion stimulate product purchase

As the promotional activities are to be upgraded from time to time in order to remain competent with the rival brands and sales promotions encourages about the brands by sharing useful information regarding products in social media and other communication mediums, it helps in stimulating the purchasing of the product.

- Personal selling is effective in persuading customers to purchase

Personal selling IMC tool should be employed as a promotional tool due to its unique characteristics of reminding and persuading the consumers about the products, features, prizes and offers etc.

- Sales promotion leads to increased sales volumes

For the enhancement of brand performance, it is essential for a firm to upgrade and make the customers aware about the changing policies on regular basis and sales promotion is one of the important IMC tools which can work in this regard effectively.

- Public relations help to develop relationships between different stakeholders in the company

Public relations employ various PR activities like industry award functions, conferences, press conferences and releases, employee get togethers etc. which help all the stakeholders of any company to communicate with each other therefore it is recommend for the Ornament Industry to use PR activities for promotions.

Conclusions

Integrated Marketing Communication (IMC) plays a pivotal role in enhancing brand performance by ensuring consistency, coherence, and clarity across all marketing channels. It is, therefore, strongly recommended that business owners, managers, and decision-makers in the ornament industry actively adopt and implement IMC strategies as a core part of their marketing practices. While each IMC tool offers distinct advantages and may come with certain limitations, firms should prioritize those tools that have demonstrated the most significant impact—based on empirical evidence and research findings. Strategic use of these tools can lead to measurable improvements in brand performance indicators such as increased sales, stronger customer acquisition, enhanced brand awareness, improved brand loyalty, and greater customer willingness to purchase. By aligning communication efforts and selecting IMC tools based on their effectiveness and relevance, organizations can not only strengthen

their market presence but also build lasting relationships with customers, ultimately contributing to long-term business growth and brand success.

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