



Continuous Issue - 12 | September - December 2015

Indian Youth & Reality Shows

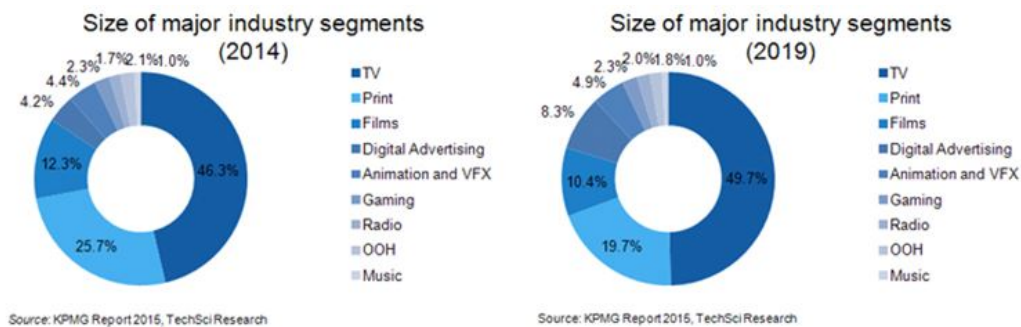
Abstract :

Media & Entertainment Industry is growing day by day and there is a lot more competition between the channels to increase their TRP. Indian Youth is currently the strength of India. Also Indian Youth is now becoming more techno savvy. To understand their viewing pattern and the perception towards the TV shows & their media habits are being crucial for the Industry. As there is lot more increase in the reality shows on the Channels, The study focuses on identifying the perception of the Indian Youth (Viewers') toward the reality show. It gives major variables to keep in mind for designing the reality show for Indian Youth. For the results Descriptive Statistics, ANOVA and Multiple comparisons Post Hoc LSD test have been performed. The study found major attributes and choice of the reality show preferred by Indian Youth.

Key Words: Reality Show, Indian Youth, Entertainment, ANOVA, LSD Test **Introduction**

The Indian Media & Entertainment Industry is growing as fast as new technology developments like Digital HD, 3G/4G technology etc arriving. "The Indian media and entertainment industry is projected to grow at close to 13% in 2015 over the previous year with television growing at a robust 14.46%, print at 8% and digital at 44%, taking forward the growth of these sectors in 2014."(Source: Ficci-KPMG Indian Media and Entertainment Industry Report, 2015).

Entertainment channels on the television have started the trend of Introducing the reality shows like "Koun Banega Karodpati", "Comedy night with Kapil", "Satyamev Jayate", "Sa Re Ga Ma Pa", "Dance India Dance", "Master Chef India", "Coffee with Karan", "Dance Plus" etc. The Trend of "Saas Bahu drama" television channels moving with Reality Shows in which they use Celebrity, Concept, Anchors, Participants etc.. Reality Show also becomes one of the major sources of promotion for the Movies.



Indian Youth is currently the big asset of India. It includes the people of 15-29 years of the age (source: National Youth Policy 2014). To understand their perception towards Reality shows helps the TV channel to design the show specifically targeting the youth of India. Many Researchers have worked on the reality show. "One of the survey in reality TV viewers revealed that the most salient motives for watching reality TV were habitual pass time and reality entertainment. Additional analysis indicated that those who enjoyed reality TV, the most for its entertainment and relaxing value also tended to perceive the meticulously edited and frequently preplanned content of reality interaction as realistic (Zizi Papacharissi & Andrew L. Mendelson 2011)." Despite the general presence of reality-based television programming for more than a decade and its recent increasing popularity, the

extant literature on the phenomenon is limited (Robin L. Nabi, Erica N. Biely, Sara J. Morgan & Carmen R. Stitt 2009). "Research conducted by the Nabi, Morgan & Stitt 2009 suggested through their studies that (a) the role of voyeurism in the appeal of reality-based television is questionable, (b) regular viewers receive different and more varied gratifications from their viewing than do periodic viewers, and (c) impulsivity seeking and need for cognition do not predict overall reality-based TV viewing".

"Curiosity about others appears to be a key distinguishing gratification between reality and fictional programming; it is not always a predictor of reality television enjoyment. Indeed, many predictors of enjoyment, like happiness, social comparison, self-awareness, negative outcome, and dramatic challenge, varied as much among types of reality programs as between reality and fiction (Robin L. Nabi, Carmen R. Stitt, Jeff Halford & Keli L. Finnerty 2009)". "The role of social affiliation in the students' consumption of reality Shows, the results of focus groups indicate that while participants perceive a social stigma associated with watching reality television, they continue to watch because of the perceived escapism and social affiliation provided (Lisa K. Lundy, Amanda M. Ruth & Travis D. Park 2008)."

Rational of the study: the research will help the organizers' to understand the perception and preferences of the Indian youth towards the reality shows also It will help them to identify major influencing factors by which they can increase their TRP.

Objectives of the study:

1. To study the influencing factors encouraging Indian youth to watch the reality shows
2. To find most preferred reality show by the viewer.
3. To find important variables to design reality show for youth of India.
4. To know the perception of the Indian youth towards the reality show.

Research Methodology:

For the study research papers in foreign context and in Indian context have been used. I have also referred some of the websites & blogs which are part of my secondary survey and further primary survey with structured questionnaire have been conducted. As this study is for the Indian youth, target population is the age group between 15 to 29 years.

(Source: www.youthpolicy.org/factsheets/country/india/)

Research Design: Descriptive study (As my area of research is about finding the perception and influencing factors, descriptive study is the most relevant) and the sampling design is Non-Probability -Convenience sampling. Sample size for the study is 110 & all the samples are received from the age group between 15 to 25 years and all are the students.

To identify the preferred TV show & reality show 5-Point Likert Scale (1=not at all preferred, 5=Highly Preferred) have been used.

Data Analysis:

There are 61 (55%) Male and 49 (45%) Female respondents (total 110). All respondents are from the 15-25 years of the Age group and all are the student. Figure 1 shows 51% of the respondents preferred to watch reality show every day.

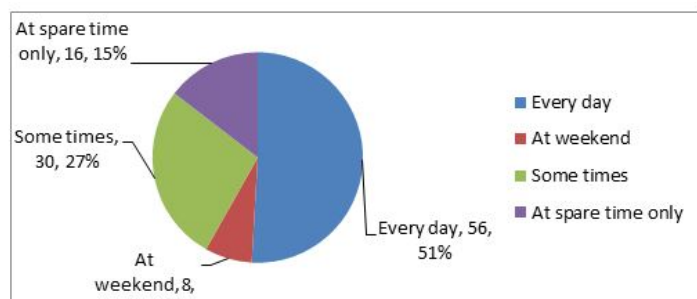


Figure 1: Preference to watch Reality show

Figure 2 Shows 60 responses preferred promotion in TV & other shows, while 30 through events, 24 online and then follows Newspaper (22) , Magazine (16) & Hoardings (12)

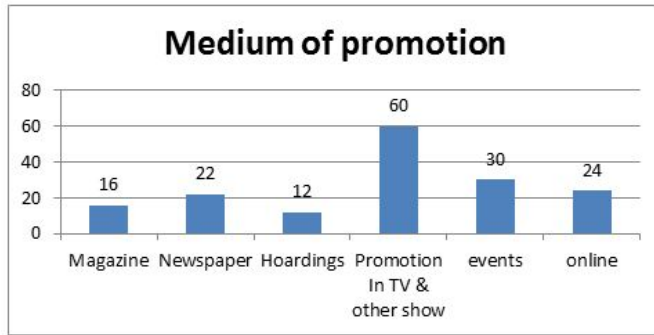


Figure 2: Preferred Medium of Promotion

Figure 3 shows the most preferred medium/source to watch reality show is Live TV (68 responses).

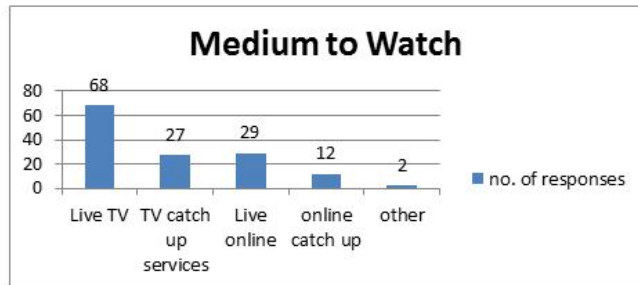


Figure: 3 Preferred Medium/source to watch reality show

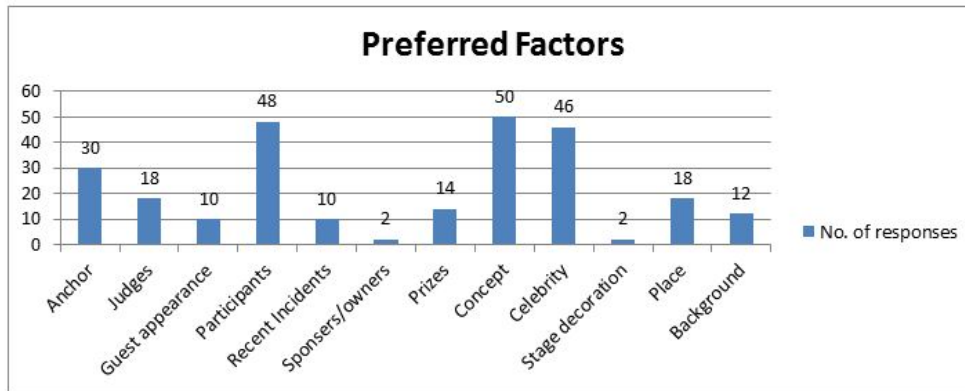


Figure 4: Preferred factors to watch reality show

Figure 4 shows preferred factors in the reality shows by Youth of our sample are concept (50 responses), then participants (48 responses), then celebrity (46), Anchor (30) and follows by others.

Figure 5 shows our youth influence maximum to watch reality show by their own interest (34 responses), then friends (28), then follows contest (24), family (22) etc.

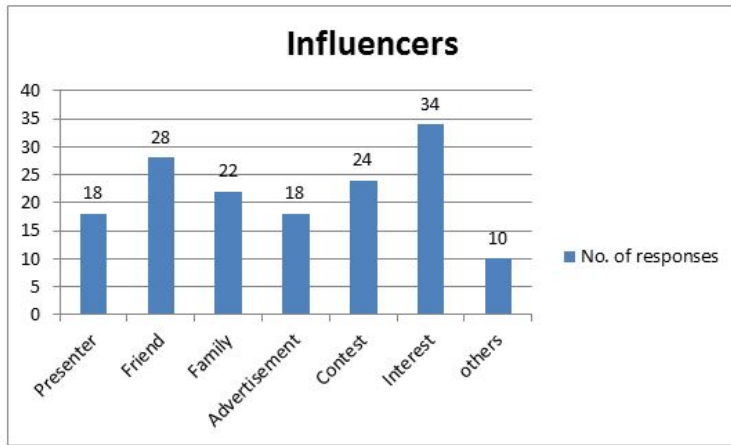


Figure 5: Influencers (to make our youth watch reality shows)

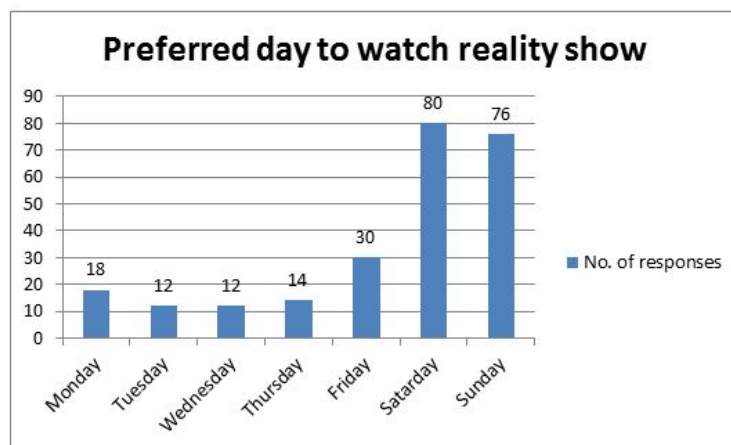


Figure 6: Preferred day to watch reality show

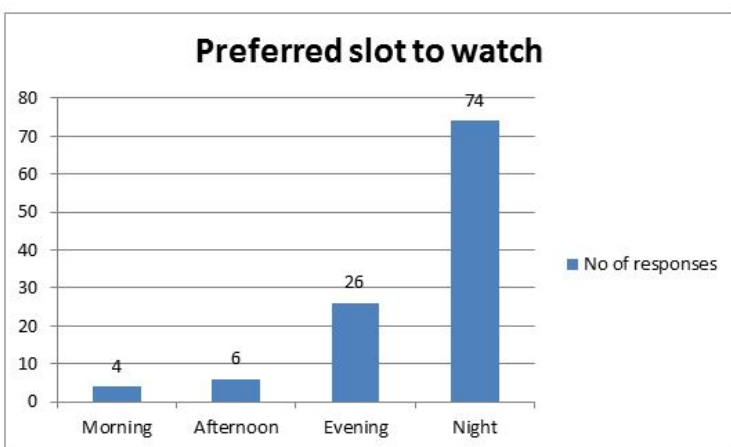


Figure 7: Preferred slot to watch reality show

Preference of the viewers' (youth) about the TV shows:

To achieve the above objective ANOVA, Descriptive Statistics & Post Hoc LSD Test has been performed by using SPSS version 20.

H₀: There is no significant difference in the preferences of TV programs among the respondents.

H_a: There is significant difference in the preferences of TV programs among the respondents.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
reality show	110	3.1273	1.34170	.12793	2.8737	3.3808	1.00	5.00
tv serial	110	2.6727	1.48453	.14154	2.3922	2.9533	1.00	5.00
discovery	110	3.5818	1.19157	.11361	3.3566	3.8070	1.00	5.00
cartoon network	110	3.0727	1.31127	.12502	2.8249	3.3205	1.00	5.00
History	110	3.1818	1.25750	.11990	2.9442	3.4195	1.00	5.00
Tourism	110	3.2273	1.33862	.12763	2.9743	3.4802	1.00	5.00
cooking show	110	2.8545	1.34667	.12840	2.6001	3.1090	1.00	5.00
News	110	3.4909	1.21720	.11606	3.2609	3.7209	1.00	5.00
music	110	3.5273	1.23191	.11746	3.2945	3.7601	1.00	5.00
devotional channel	110 2.3909	1.46579	1.3976	2.1139	2.6679	1.00	5.00	
Total	1100	3.1127	1.36644	.04120	3.0319	3.1936	1.00	5.00

Figure 8: Descriptive Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	146.949	9	16.328	9.342	.000
Within Groups	1905.073	1090	1.748		
Total	2052.022	1099			

Figure 9: ANOVA Table

Figure 9 shows Significance value for the ANOVA is 0.000 which is less than 0.05 so null hypothesis rejected. So there is significant difference in the preferences for the TV shows among the viewers' (respondents). Also to identify which pair have significant difference Post Hoc LSD test has been performed in See Annexure 1. There is no significance difference between the Discovery & Music show (sig value 0.760 greater than 0.05 so not reject null), Discovery & News (sig value 0.610), but there is sig difference between Discovery & Tourism (sig value 0.047 which is less than 0.05 so null rejected).

So from Figure 8 and Annexure 1 shows highly preferred TV show by respondents (our youth) are Discovery, music & news then Second preference of the youth Tourism, History & Reality show then the others are preferred.

Major objective of Preference for the Reality Show:

Ho: There is no significant difference in the preferences of reality shows among the respondents.

Ha: There is significant difference in the preferences of reality shows among the respondents.

In Figure 11 ANOVA Table significance value is 0.000 which is less than 0.05, so the null hypothesis is rejected. There is significant difference in the preferences of reality shows among the youth.

In Annexure 2 the Pos Hoc Test (LSD) test For Comedy highest rating is given. For Comedy and quiz the significance value is 0.055 which is greater than 0.05, means there is no significance difference in the Comedy and quiz show preferred by the respondents. So viewer's first preference is Comedy & Quiz show. Then Comedy & talk show sig value is 0.000 & also for the Quiz and talk show sig value 0.033 so reject the null hypothesis. So next preference is talk show then singing and at last crime.

To all respondents one open ended question related to their choice of the show had been asked and the results matching the above finding as most respondents liked "Comedy night with Kapil" and "Kaun banega Karodpati".

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
dance program	110	3.4000	1.38272	.13184	3.1387	3.6613	1.00	5.00

singing	110	3.4364	1.25272	.11944	3.1996	3.6731	1.00	5.00
crime	110	3.1727	1.24782	.11897	2.9369	3.4085	1.00	5.00
game show	110	3.2364	1.50794	.14378	2.9514	3.5213	1.00	5.00
comedy	110	4.0909	1.16166	.11076	3.8714	4.3104	1.00	5.00
quiz	110	3.7545	1.24286	.11850	3.5197	3.9894	1.00	5.00
talk show	110	3.4818	1.25604	.11976	3.1445	3.6192	1.00	5.00
Total	770	3.4961	1.32618	.04779	3.4023	3.5899	1.00	5.00

Figure 10 Descriptive Statistics for the reality shows

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	68.034	6	11.339	6.736	.000
Within Groups	1284.455	763	1.683		
Total	1352.488	769			

Figure 11: ANOVA for Reality show

Major Findings:

1. Viewer's preferred to watch Reality show if appears every day (56 rated it highest)
2. The first preference to watch in TV shows includes discovery, music shows & news, then the second preference includes History, tourism & reality shows.
3. The viewer's first preference is Comedy & Quiz show (Comedy nights with kapil & Kaun banega karodpati).
4. While second preference is talk show followed by singing, dance, game show and at last crime.
5. Preferred medium to watch reality show is Live TV.
6. Major factors which influence the viewer's of reality show are Concept (50 highest rating), Participants (48 responses), Celebrity (46 responses).
7. Major influencers to watch reality show are interest area (34 responses), then friends (28 responses).
8. Most preferred day to watch reality show is on Saturday (80 responses) and Sunday (76 responses).
9. Preferred Slot to watch is at Night (74 responses) and then evening (26 responses).

Conclusion:

1. Reality shows are second preferred TV shows by the respondents/youth.
2. The Slot should be at night on Saturday & Sunday as viewers preferred it the most.
3. Major preference is given to the comedy show & quiz show.
4. Viewers like the reality show if they have good concept, the participants & popular celebrity.
5. Above points are most important to keep in mind to design the reality show targeting our youth.

Limitation & future scope of the study:

1. The study limited to Gujarat region only so there is possibility of the respondents bias affecting the results. Further scope of the study is to conduct it with larger sample size for more regions covering the Indian Youth.

Annexure

Annexure: 1

Multiple comparison Test (Post Hoc LSD Test for preference of TV shows/program):

(I) Tv_Programs	(J) Tv_Programs	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
--------------------	--------------------	-----------------------------	---------------	------	-------------------------

					Lower Bound	Upper Bound
Reality Show	Tv Serial	.45455*	.17826	.011	.1048	.8043
	Discovery	-.45455*	.17826	.011	-.8043	-.1048
	Cartoon Network	.05455	.17826	.760	-.2952	.4043
	History	-.05455	.17826	.760	-.4043	.2952
	Tourism	-.10000	.17826	.575	-.4498	.2498
	Cooking Show	.27273	.17826	.126	-.0771	.6225
	News	-.36364*	.17826	.042	-.7134	-.0139
	Music	-.40000*	.17826	.025	-.7498	-.0502
	Devotional Channel	.73636*	.17826	.000	.3866	1.0861
Tv Serial	Reality Show	-.45455*	.17826	.011	-.8043	-.1048
	Discovery	-.90909*	.17826	.000	-1.2589	-.5593
	Cartoon Network	-.40000*	.17826	.025	-.7498	-.0502
	History	-.50909*	.17826	.004	-.8589	-.1593
	Tourism	-.55455*	.17826	.002	-.9043	-.2048
	Cooking Show	-.18182	.17826	.308	-.5316	.1680
	News	-.81818*	.17826	.000	-1.1680	-.4684
	Music	-.85455*	.17826	.000	-1.2043	-.5048
	Devotional Channel	.28182	.17826	.114	-.0680	.6316
Discovery	Reality Show	.45455*	.17826	.011	.1048	.8043
	Tv Serial	.90909*	.17826	.000	.5593	1.2589
	Cartoon Network	.50909*	.17826	.004	.1593	.8589
	History	.40000*	.17826	.025	.0502	.7498
	Tourism	.35455*	.17826	.047	.0048	.7043
	Cooking Show	.72727*	.17826	.000	.3775	1.0771
	News	.09091	.17826	.610	-.2589	.4407
	Music	.05455	.17826	.760	-.2952	.4043
	Devotional Channel	1.19091*	.17826	.000	.8411	1.5407
Cartoon Network	Reality Show	-.05455	.17826	.760	-.4043	.2952
	Tv Serial	.40000*	.17826	.025	.0502	.7498
	Discovery	-.50909*	.17826	.004	-.8589	-.1593
	History	-.10909	.17826	.541	-.4589	.2407
	Tourism	-.15455	.17826	.386	-.5043	.1952
	Cooking Show	.21818	.17826	.221	-.1316	.5680
	News	-.41818*	.17826	.019	-.7680	-.0684
	Music	-.45455*	.17826	.011	-.8043	-.1048
	Devotional Channel	.68182*	.17826	.000	.3320	1.0316
History	Reality Show	.05455	.17826	.760	-.2952	.4043
	Tv Serial	.50909*	.17826	.004	.1593	.8589
	Discovery	-.40000*	.17826	.025	-.7498	-.0502

	Cartoon Network	.10909	.17826	.541		-.2407	.4589
	Tourism	-.04545	.17826	.799		-.3952	.3043
	Cooking Show	.32727	.17826	.067		-.0225	.6771
	News	-.30909	.17826	.083		-.6589	.0407
	Music Channel	-.34545	.17826	.053		-.6952	.0043
	Devotional Channel	.79091*	.17826	.000		.4411	1.1407
Tourism	Reality Show	.10000	.17826	.575		-.2498	.4498
	Tv Serial	.55455*	.17826	.002		.2048	.9043
	Discovery	-.35455*	.17826	.047		-.7043	-.0048
	Cartoon Network	.15455	.17826	.386		-.1952	.5043
	History	.04545	.17826	.799		-.3043	.3952
	Cooking Show	.37273*	.17826	.037		.0229	.7225
	News	-.26364	.17826	.139		-.6134	.0861
	Music	-.30000	.17826	.093		-.6498	.0498
	Devotional Channel	.83636*	.17826	.000		.4866	1.1861
Cooking Show	Reality Show	-.27273	.17826	.126		-.6225	.0771
	Tv Serial	.18182	.17826	.308		-.1680	.5316
	Discovery	-.72727*	.17826	.000		-1.0771	-.3775
	Cartoon Network	-.21818	.17826	.221		-.5680	.1316
	History	-.32727	.17826	.067		-.6771	.0225
	Tourism	-.37273*	.17826	.037		-.7225	-.0229
	News	-.63636*	.17826	.000		-.9861	-.2866
	Music Channel	-.67273*	.17826	.000		-1.0225	-.3229
	Devotional Channel	.46364*	.17826	.009		.1139	.8134
News	Reality Show	.36364*	.17826	.042		.0139	.7134
	Tv Serial	.81818*	.17826	.000		.4684	1.1680
	Discovery	-.09091	.17826	.610		-.4407	.2589
	Cartoon Network	.41818*	.17826	.019		.0684	.7680
	History	.30909	.17826	.083		-.0407	.6589
	Tourism	.26364	.17826	.139		-.0861	.6134
	Cooking Show	.63636*	.17826	.000		.2866	.9861
	Music	-.03636	.17826	.838		-.3861	.3134
	Devotional Channel	1.10000*	.17826	.000		.7502	1.4498
Music	Reality Show	.40000*	.17826	.025		.0502	.7498
	Tv Serial	.85455*	.17826	.000		.5048	1.2043
	Discovery	-.05455	.17826	.760		-.4043	.2952
	Cartoon Network	.45455*	.17826	.011		.1048	.8043
	History	.34545	.17826	.053		-.0043	.6952
	Tourism	.30000	.17826	.093		-.0498	.6498

	Cooking Show	.67273*	.17826	.000	.3229	1.0225
	News	.03636	.17826	.838	-.3134	.3861
	Devotional Channel	1.13636*	.17826	.000	.7866	1.4861
Devotional Channel	Reality Show	-.73636*	.17826	.000	-1.0861	-.3866
	Tv Serial	-.28182	.17826	.114	-.6316	.0680
	Discovery	-1.19091*	.17826	.000	-1.5407	-.8411
	Cartoon Network	-.68182*	.17826	.000	-1.0316	-.3320
	History	-.79091*	.17826	.000	-1.1407	-.4411
	Tourism	-.83636*	.17826	.000	-1.1861	-.4866
	Cooking Show	-.46364*	.17826	.009	-.8134	-.1139
	News	-1.10000*	.17826	.000	-1.4498	-.7502
	Music	-1.13636*	.17826	.000	-1.4861	-.7866

Annexure: 2

Multiple comparison Test (Post Hoc LSD Test for preference of Reality Show):

(I) Reality_Shows	(J) Reality_Shows	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Dance Program	Singing	-.03636	.17495	.835	-.3798	.3071
	Crime	.22727	.17495	.194	-.1162	.5707
	Game Show	.16364	.17495	.350	-.1798	.5071
	Comedy	-.69091*	.17495	.000	-1.0344	-.3475
	Quiz	-.35455*	.17495	.043	-.6980	-.0111
	Talk Show	.01818	.17495	.917	-.3253	.3616
Singing	Dance Program	.03636	.17495	.835	-.3071	.3798
	Crime	.26364	.17495	.132	-.0798	.6071
	Game Show	.20000	.17495	.253	-.1434	.5434
	Comedy	-.65455*	.17495	.000	-.9980	-.3111
	Quiz	-.31818	.17495	.069	-.6616	.0253
	Talk Show	.05455	.17495	.755	-.2889	.3980
Crime	Dance Program	-.22727	.17495	.194	-.5707	.1162
	Singing	-.26364	.17495	.132	-.6071	.0798
	Game Show	-.06364	.17495	.716	-.4071	.2798
	Comedy	-.91818*	.17495	.000	-1.2616	-.5747
	Quiz	-.58182*	.17495	.001	-.9253	-.2384
	Talk Show	-.20909	.17495	.232	-.5525	.1344
Game Show	Dance Program	-.16364	.17495	.350	-.5071	.1798
	Singing	-.20000	.17495	.253	-.5434	.1434
	Crime	.06364	.17495	.716	-.2798	.4071
	Comedy	-.85455*	.17495	.000	-1.1980	-.5111
	Quiz	-.51818*	.17495	.003	-.8616	-.1747
	Talk Show	-.14545	.17495	.406	-.4889	.1980
Comedy	Dance Program	.69091*	.17495	.000	.3475	1.0344

	Singing	.65455*	.17495	.000	.3111	.9980
	Crime	.91818*	.17495	.000	.5747	1.2616
	Game Show	.85455*	.17495	.000	.5111	1.1980
	Quiz	.33636	.17495	.055	-.0071	.6798
	Talk Show	.70909*	.17495	.000	.3656	1.0525
Quiz	Dance Program	.35455*	.17495	.043	.0111	.6980
	Singing	.31818	.17495	.069	-.0253	.6616
	Crime	.58182*	.17495	.001	.2384	.9253
	Game Show	.51818*	.17495	.003	.1747	.8616
	Comedy	-.33636	.17495	.055	-.6798	.0071
	Talk Show	.37273*	.17495	.033	.0293	.7162
Talk Show	Dance Program	-.01818	.17495	.917	-.3616	.3253
	Singing	-.05455	.17495	.755	-.3980	.2889
	Crime	.20909	.17495	.232	-.1344	.5525
	Game Show	.14545	.17495	.406	-.1980	.4889
	Comedy	-.70909*	.17495	.000	-1.0525	-.3656
	Quiz	-.37273*	.17495	.033	-.7162	-.0293
*. The Mean Difference Is Significant At The 0.05 Level.						

References :

- Bailey, F. & Barbato, R. (2003, March 12) The reality of reality shows [television broadcast] New York: Bravo Company
- Barton, K.M., (2006), Reality television programming and diverging gratifications: The influence of content on gratifications obtained. Paper presented at the annual conference for the National communication association.
- Cavender, G. & Bond-Maupin, L. (1993). Fear and loathing on reality television: An analysis of "America's Most Wanted" and "Unsolved Mysteries." *Sociological Inquiry*, 63, 305-317
- Cherry, K.L.(2003).Understanding the gratifications of reality television. Unpublished paper, Department of Communication, University of Missouri
- Debashish Sengupta Dr., (2009), Reality shows: - The new marketing tool, *Indian Journal of marketing*, XXX II(1).
- Frank, B.(2003, July 7). Check out why young viewers like reality programming. *Broadcasting & Cable*, 133, 18.
- Hall, A.(2003). Reading realism: Audiences' perceptions of the reality of mass media texts. *Journal of Communication*,53, 624-641.
- Hall, A. (2006).Viewers' perceptions of reality programs. *Communication Quarterly*,54, 191-211.
- Holmes, S. (2004). 'But this time you choose!' Approaching the 'interactive' audience in reality TV. *International Journal of Cultural Studies*, 7, 213-231
- Lundy, L. K., Ruth, A. M., and Park, T. D., (2008), Simply irresistible: Reality TV consumption patterns. *Communication quarterly*,56(2), p 208-225.
- Nabi,R.L.(2007).Determining dimensions of reality: A concept mapping of the reality TV landscape. *Journal of Broadcasting & Electronic Media*,51, 371-390.
- Nabi, R.L., Biely, E.N., Morgan, S.J., & Stitt, C.R. (2003) Reality-based television programming and the psychology of its appeal. *Media Psychology*, 5, 303-330
- Nabi, R.L., Stitt, C.R., Halford, J., & Finnerty, K.L.(2006). Emotional and cognitive predictors of the enjoyment of reality-based and fictional television programming: An elaboration of the uses and gratifications perspective.*Media Psychology*, 8, 421-447.
- Papacharissi, Z. & Mendelson, A.L.(2007). An exploratory study of reality appeal: Uses and gratifications of reality TV shows. *Journal of Broadcasting & Electronic Media*, 51, 355-370
- Potter, W.J. (1986). Perceived reality and the cultivation hypothesis. *Journal of Broadcasting & Electronic Media*, 30, 159-174.
- Potter, W. J. (1988). Perceived reality in television effects research. *Journal of Broadcasting & Electronic Media*, 32, 23-41.
- Reiss, S. & Wiltz, J. (2004). Why people watch reality TV. *Media Psychology*, 6, 363-378.
- Rubin, A.M.(1981). An examination of television viewing motivations. *Communication Research*,

8, 141--165

19. Rubin, A.M. (2002). The uses-and-gratifications of media effects. In J. Bryant & D. Zilmann (Eds.), *Media effects, advances in theory and research* (2 nd ed., pp. 525--548). Mahwah, NJ: Lawrence Erlbaum Associates.
20. Zakirhusen Patel and Mihir Soni., (2013), Perception and preferences of people regarding reality shows – A study of Navsari city of Gujarat – Indian stream of journal, 3, Issue – II.
21. Zizi Papacharissi and Andrew L Mendelson, An exploratory study of reality appeal: Uses and Gratifications of Reality TV Shows, *Journal of Broadcasting and Electronic Media*, June (2007)

Ms. Mansi R. Rathod

Assistant Professor,
Centre for Management Studies,
Dharmsinh Desai University,
Nadiad, Gujarat

Copyright © 2012 - 2016 KCG. All Rights Reserved. | Powered By : Knowledge Consortium of Gujarat