

INDEX

	Contents	Page No.
	Institute Recommendation	I
	Declaration By Student	II
	Declaration By Guide	III
	Acknowledgement	IV
	Index	V,VI
	List of Tables	VII
	List of Graphs	VIII
Chapter No.	Contents	Page No.
1	Introduction to the Study	1-6
	1.1 Introduction	1
	1.2 Research Problem	2
	1.3 Statement of Research Problem	3
	1.4 Hypotheses of the Study	4
	1.5 Objectives of the Study	4
	1.6 Scope of the Study	4
	1.7 Importance of the Study	4
	1.8 Research Methodology	5
	1.9 Chapterization	7
2	Review of Literature	8-13
	2.1 Introduction	8
	2.2 Review of Literature	8
	2.3 Conclusion	13
3	The Conceptual Background	14-21
	3.1 Introduction	14
	3.2 Customer's Behaviour	15
	3.3 Consumer Electronics Industry	16
	3.4 Digital Camera	17
	3.5 Digital Camera Marketing	18
	3.6 Celebrity Endorsements	19
	3.7 India's Current Digital Market	20
	3.8 Customer	21
	3.9 Consumer	21
	3.10-3.39 Digital Camera Concepts	22-26
4	Data Analysis and Interpretation	27-70
	4.1 Introduction	27
	4.2 Data Analysis	27-88
	4.2.1 Descriptive Analysis	46,47,85,87,88, 96-100.
	4.3 Hypotheses Testing	103-105

5	Findings and Suggestions	106-117
	5.1 Introduction	106
	5.2 General findings	106-109
	5.3 Specific Findings	110-114
	5.4 Suggestions	115-116
	5.5 Conclusion	117
	Annexure	
	References	