LIST OF TABLES

TABLE NO.	NAME	PAGE NO.
1	Buyers occupational structure.	57
2	Investment wise distribution of shop.	61
3	Class of inside and outside markets shops.	62
4	Ownership patterns of shops.	63
5	Investment in shops.	64
6	Area occupied by shops.	65
7	Identity of shops.	66
8	Persons employed in the shops.	66
9	Internal layout and display.	67
10	Class wise ornaments available in shops.	68
11	Class wise customers distribution.	70
12	Annual income of sellers.	71
13	Size of family members.	74
14	Earning members of family.	75
15	Occupation of population.	76
16	Income wise distribution of buyers.	76
17	Purchase location of buyers.	77
18	Purchasing pattern of buyers.	78
19	Method of purchase.	79
20	Reason for outside purchase.	80
21	Purchasing and guidance.	81
22	How buyers raise the money.	82
23	Purpose of buying ornaments.	83
24	Buyers purchase loyalty.	83