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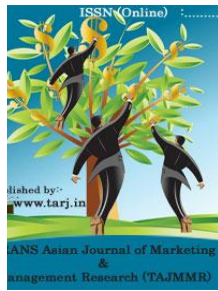
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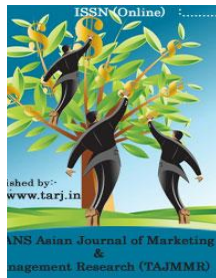


# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## STUDY OF BUYING BEHAVIOR OF WORKING AND NON-WORKING WOMEN CONSUMERS IN BANGALORE

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### ABSTRACT

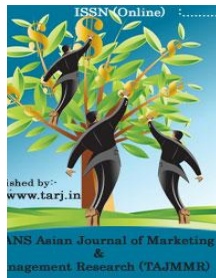
*The goal of this paper is to recognize the changing recognition and correlation of purchasing conduct for working and non-working women in Bangalore city. It proposes that women because of their numerous jobs impact their own and of their relatives' purchasing conduct. The investigation likewise uncovers that working women are value, quality and brand cognizant and profoundly affected by others in shopping. Women think uniquely in contrast to men - Why? The appropriate response is on the grounds that there are natural, neurological, and social varieties between the minds of men and women. These distinctions thusly have an effect on their purchasing conduct. Hence forth women tend to remain better associated with their family, companions, and 'brands'. Past investigations by neuroscientists have uncovered that women are greater at performing various tasks than men and that is the reason they take multi-disapproved of choices. Furthermore, it endeavors to learn which measurement of purchasing conduct is conspicuous among working and non-working women. At last, the investigation gives correlation of working and non-working women's' purchasing conduct.*

**KEYWORDS:** Women, Purchasing Behavior, Consumer & Bangalore



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## ELECTRONIC PAYMENT SYSTEM NEED OF THE HOUR

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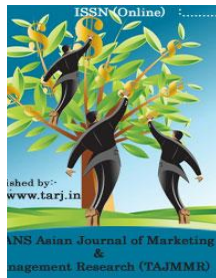
### ABSTRACT

*In the latter, each receiver owns a secret private key and a publishable public key. In public-key cryptography, the sender finds the receiver's public key and uses it to encrypt the message, where as the receiver uses the private key to decrypt the message. Non-electronic payment methods (such as, using cash, writing a cheques, sending a money order, or giving your credit card number over the telephone) have several limitations in e-commerce environment. First, cash cannot be used for transactions because there is no face-to-face contact. They may be physically stolen or someone may steal our credit card number (from a receipt, over the phone, or from a Web site) and use our card to rack up debts. Credit cards can make life easier and be a great tool, but if they aren't used wisely they can become a huge financial burden. In this case, customer uses website provided by the bank. Customer logs in to the bank's website and registers another bank account. He/she then places a request to transfer certain amount to that account. Online debit cards are **considered superior** because the **PIN system** has **more security** than signature system, which is used in offline debit cards. Smart cards are similar to credit cards and debit cards, except they store information on an embedded chip instead of on a magnetic strip on the back. Although credit cards dominate online payments today, electronic cash shows promise for the future.*

**KEYWORDS:** *Cryptography, E-Commerce, Non-Electronic, Embedded*

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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## INCOME, SAVINGS, COGNIZANCE AND FARMERS' INVESTMENT ARCHETYPE- A PRAGMATIC EXPLORATION

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### ABSTRACT

*Agriculture is the backbone of the Indian economy. Father of our nation, Mahatma Gandhi said "India lives in villages and agriculture is the soul of Indian economy". Agricultural land accounts for about 60% of the total landscape of India (The World Bank). Agriculture and allied activities accounts for about 15% of India's GDP offering employment to two-thirds of India's population (OECD, 2011). Indian farmers have high inclinations to save and invest. It is imperative to magnetize the earnings of the farmers and divert those appropriately into the financial system to facilitate industrialization which will result in the economic prosperity of India. This research mainly focuses on investment preferences of farmers in Tamil Nadu, India. The survey was conducted with help of 513 respondents. This study identified various significant constructs and sub constructs to study the investment preference and investment decisions of the farmers. These constructs include awareness about the Investment Avenues, factors influencing investment decision, Investment avenues that will be preferred in future. The study shows that the farmers with high business experience are able to make better decisions with the help of experts' advice and usage of investment tools. The descriptive analysis, rank correlation, one way ANOVA test has been used to check the significance between demographic factors and*



*constructs. The research findings and suggestions would be more useful for farmer's to take better investment decisions and also would serve as an eye opener for the financial service institutions and firms to device appropriate strategies so that all the investment avenues have an effectual reach.*

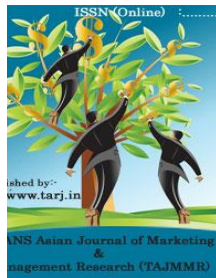
**KEYWORDS:** *Investment, Strategies, Demographic, Descriptive*

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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## A STUDY ON CUSTOMER PREFERENCES IN A DRIVE INN AT VIZAG INN, VISAKHAPATNAM

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### ABSTRACT

*Drive inn is going to be a buzzword for Indian society. Drive inn is going to bring a significant change in the life style of Indian society, as entertainment and recreation shopping is viewed as a status symbol. The citizens of Visakhapatnam are in full swing with the advent of drive inn set up and a few more are to come up in the city as they attract them with comfort, entertainment, food court, celebrity events, quality, convenience, attractiveness and luxury. This Study focuses on the factors influencing the consumer preference towards drive inns. The research design is descriptive and primary data were collected using a survey questionnaire. The sample consisted of 116 respondents and the sampling method was convenience sampling. The respondents were potential general public visiting the drive inn. This project finally infers cleanliness, proper customer support, were the most important factors to pull the customers.*

**KEYWORDS:** *Customer Preference, Customer Satisfaction, Drive Inn*

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