

## *List of Tables*

<b>Chapter 2</b>	
Table 2.1: Classification of Traditional <i>swarnakars</i> based on their Number of Family Members	60
Table 2.2 Classification of Traditional <i>swarnakar</i> based on Age categories	61
Table 2.3 Mean Age of Traditional <i>swarnakar</i>	61
<b>Chapter 3</b>	
Table 3.1 Classification of Traditional <i>swarnakars</i> based on their Form of Business	73
Table 3.2 Nature of Tools Purchased by Traditional <i>swarnakars</i>	83
Table 3.3 Problem of Traditional <i>swarnakars</i>	113
<b>Chapter 5</b>	
Table 5.1 Classification of Siliguri Consumer based on Gender	155
Table 5.2 Religious and Caste background of Siliguri Consumer	156
Table 5.3 Classification of Siliguri Consumer Based on their Educational Qualification	156
Table 5.4 Classification of Siliguri Consumer Based on their Line of Work	157
Table 5.5 Classification of Siliguri Consumer Based on Annual Family Income	157
Table: 5.6 Jewellery Outlet Preferences	162
Table 5.7 Factor Design	164
Table 5.8 Factor Price	165
Table 5.9 Factor Purity	166
Table 5.10 Factor Brand Image	169
Table 5.11 Factor as Variety	170
Table 5.12 Factor Display	172
Table 5.13 Factor as Promotional Offers	173
Table 5.14 Factor as Services	174
Table 5.15 Duration for Purchasing Jewellery	175

Table 5.16 Time for Purchasing Jewellery	181
Table 5.17: Distribution of Consumers Preferring Tanishq	183
Table 5.18: Distribution of Consumers Preferring P C Chandra Jewellers	183
Table 5.19: Distribution of Consumers Preferring M P Jewellers	184