

## LIST OF FIGURES

Figure 1.1. Surya Bedsheet Sales Data .....	3
Figure 2.1. Framework.....	16
Figure 4.1. Respondents Profile Based on Gender .....	35
Figure 4.2. Respondent Based on Age.....	35
Figure 4.3. Respondents Characteristics Based on Occupation.....	36
Figure 4.4. Respondents Characteristics Based on Income .....	37

