

## Impact of Opinion Leaders on Women Consumers – A Statistical Analysis

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### *Abstract*

*Today's business managers face greater complexities than ever before. Running a shop on instinct is no longer sufficient. The challenges and risks of taking appropriate decisions are mounting day by day. Data analysis and interpretation with the help of suitable Statistical techniques provide managers with more confidence in dealing with uncertainty. In spite of the flood of available data, enabling managers to more quickly make smarter decisions and provide more effective strategies for reigning in the volatile marketing scenario. The paper focuses on different statistical tools adopted for consumer research especially with reference to the influence of opinion leadership on the consumer decision process.*

**Keywords:** Opinion Leaders-Personality Measures-Women Consumers

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