DECODING LINGUISTIC INFLUENCE ON CONSUMERISM

(A PILOT STUDY: THE CASE OF NORTHERN HARYANA)

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ABSTRACT

The prime objective of this study is to understand whether the languages used on consumer products influence the mood of a buyer in terms of buying a product or not. Using the *unstructured interview* as a primary data gathering tool, perceptions of 50 respondents were elicited about linguistic influence on their decisions of buying any consumer products. Descriptive statistics and analytic induction were used to analyze the collected data. The study revealed several striking facts as to the choice of buyers while buying a consumer product.

KEYWORDS: Languages, Primary Data, Statistic & Consumer